



**LAI AND ASSOCIATES**  
INNOVATE AND COMMUNICATE

**GETTING THE BEST OUT OF YOUR CSP RELATIONSHIP**

# **WHY MAKE THE SWITCH FROM DIRECT BILLING TO A CLOUD SOLUTIONS PARTNER (CSP) MANAGED SERVICE**

**Microsoft  
Partner**

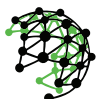
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## Does outsourcing some or all of your daily IT needs sound appealing?

*It's time to consider the advantages of moving from direct billing to working with a licensed Microsoft CSP to manage your services.*

As a licensed Microsoft CSP we sell their cloud services to our customers but it's so much more than that. We work with you to add value to your IT function through effective support, custom solution development, problem-solving, billing flexibility and more.



## FIVE BENEFITS OF WORKING WITH A CSP

Knowing what software to choose to increase your team's productivity, that offers flexibility and is secure can be a challenge. Buying directly from Microsoft requires product knowledge and an overall understanding of how their products work together. That's where we come in. We're Microsoft experts and offer clients a concierge service experience—from selecting software and managing issues to providing technical support. Some of the benefits of working with us include:

- 1. Consultation**  
We work with you to understand your needs and then recommend the best Office 365 and Azure products to drive your goals. We know which combinations of software offer the best value for money, minimize redundancy and increase efficiency.
- 2. Support That Works for You**  
Service Level Agreements (SLAs) that make sense and provide support where you need it. We offer local support, timelines that align with your business requirements and seamless access to our support resources. Need a direct line to Microsoft? We are your fast pass to Microsoft's engineers for powerful issue resolution.
- 3. Centralized Billing**  
Instead of managing many different bills per month, we offer centralized billing. One invoice that includes:
  - License Subscriptions
  - Custom Solutions
  - Azure Cloud Services Consumption
  - Managed Services
- 4. Discounts**  
Buying directly from Microsoft can be expensive. We're able to offer clients exclusive discounts, specials, software trials and more.
- 5. Time**  
Working with us is a time-saver, which allows you to put your IT resources to use in other areas. Additionally, with no cost and easy onboarding, we can have you signed up and ready to access our services before your next weekly meeting.



## TIMELINE

The process to switch from direct billing to working with a CSP is as easy as counting to two. We will help you execute the two steps to shift quickly to get you set up correctly and ensure we can begin making transactions on your behalf.

### Step 1

#### Request a Reseller Relationship

The first thing we will do is send you an email request to become your CPS. Once you receive the email, all you have to do is click to accept. If you have already signed your Microsoft User Agreement directly with Microsoft then you are all set. If you haven't, we will then send you a copy for your signature.

*\*Note: This can be done with multiple resellers, so if you already have one, working with Lai and Associates will not change the existing relationships you have.*

### Step 2

#### Switching Subscriptions and Licenses

After step 1, we will provision the desired subscriptions and licenses for your users through the Cloud Solutions Provider Program and cancel your direct subscriptions with Microsoft.

*\*Note: This will not impact your end-users.*

## FREQUENTLY ASKED QUESTIONS

**Q** Will making the switch cause interruptions to my service?

**A** No, moving from direct billing to a CSP will not cause any interruptions to your service. When we take over the management of the services you have been using, there is no need to reassign licenses, meaning no disruption to end-users.

**Q** I already have another reseller. Will accepting your request cause issues with them?

**A** As a CSP client, you are allowed to have multiple resellers to meet your needs. Adding our service will not compromise your relationship with another provider.

**Q** Can we schedule a consultation to discuss our needs before signing an SLA?

**A** Yes! Please contact us for a free consultation so that we can answer any questions you have and help you get the best out of your SLA. We offer an end-to-end solution that includes any combination of licenses, custom applications, Azure allocation, consulting, training and adoption and support.





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