

7 reasons why Sherweb is your best choice to resell Dynamics 365



By 2025, revenue for CRM software is expected to reach more than \$80 billion

*Source: SuperOffice, December 2019



We'd like to tell you about a new way to make money with Dynamics 365. If you're like most Managed Service Providers (MSPs), you probably spend most of your time reselling Dynamics 365 licenses to your clients. You'd like to expand your offering, but you aren't quite sure where to start.

Have you heard about Sherweb's Partner-to-Partner program for Dynamics 365? It's a great way for MSPs like you to get help for your projects from our large community of Dynamics experts. It's also a good way for both of you to build better relationships with your customers and grow your business.

Largest software market

There's never been a better time to tap into the booming market for CRM software. A recent study by [SuperOffice](#) has shown that CRM has become the largest software market in the world with revenue expected to reach more than \$80 billion by 2025.

One of the best ways to get your foot in the door is by joining forces with a value-added cloud solutions provider like Sherweb. We'll help you grow your Dynamics 365 offering with business strategies, cloud services, operations and go-to-market expertise.

A top distributor

Sherweb is one of the top distributors for Dynamics 365 under Microsoft's Cloud Solution Provider program (CSP). This means you deal directly with us instead of Microsoft. And because we work so closely with Microsoft, we have access to all the latest software updates and cloud solutions.

Here are 7 reasons why Sherweb is your best bet to resell Dynamics 365

- 1. A fast track to market with the CSP**
- 2. An easier way to provision and bill clients**
- 3. Expert sales and marketing advice for Dynamics 365**
- 4. A jam-packed partner toolbox**
- 5. Turnkey solutions to onboard your clients**
- 6. Partner-to-partner program**
- 7. Time to focus on your core business**

1. A fast track to market with the CSP

“People keep telling me about the CSP. How does it work?”

We get this question a lot. Many resellers say they're too busy either selling licenses or helping their clients with customizations to even bother with the CSP. Here's a great opportunity to learn. We'll show you how you can use the CSP to grow your Dynamics business with Sherweb and you'll see what other resellers have to say about the program.

Microsoft introduced the CSP program in 2014 to allow its partners to sell Microsoft cloud solutions with their own offerings. Here's what it means for a Dynamics reseller like you:

- By joining Sherweb's partner program, you can go to market in just 10 minutes
- You won't have to meet Microsoft's criteria to provide 24/7 technical support
- You won't have to create a billing platform
- You don't have to maintain any Microsoft Gold competencies
- You'll get access to our complete package of white-label end-customer services to grow your business



Monthly Recurring Revenue

As a Dynamics partner, you can also add Monthly Recurring Revenue (MRR) for other products and services you offer. This MRR is pure profit that will pay out for the life of each client's contract. It may not seem like much at first, but it can add up to some good money in the long run!

Advantages of an MPN ID

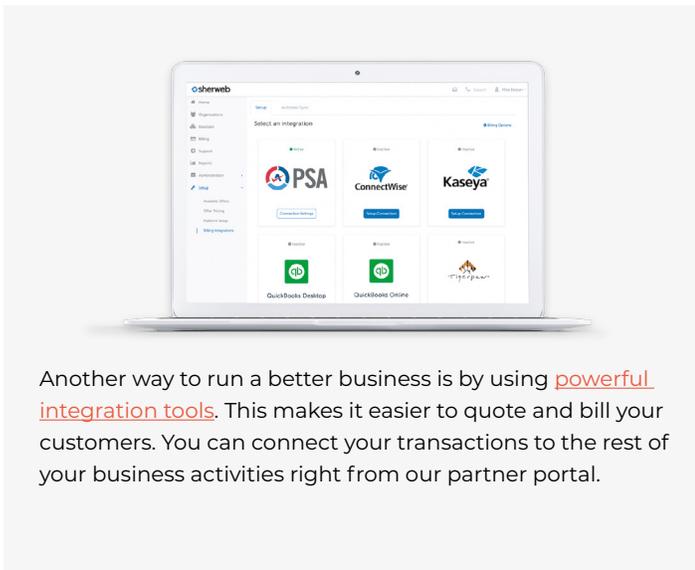
Do you have a Microsoft Partner Network ID (MPN ID)? If not, it's time to get one. This will ensure that Microsoft recognizes your revenue under the CSP and that you remain eligible for partner incentives, promotions and other programs. Learn how to get your MPN ID [here](#).

2. An easier way to provision and bill clients

It doesn't matter if you're offering the best products, have a state-of-the-art website, or the best technical support team out there. If your internal operations aren't optimized and efficient, you'll have a hard time running a successful business.

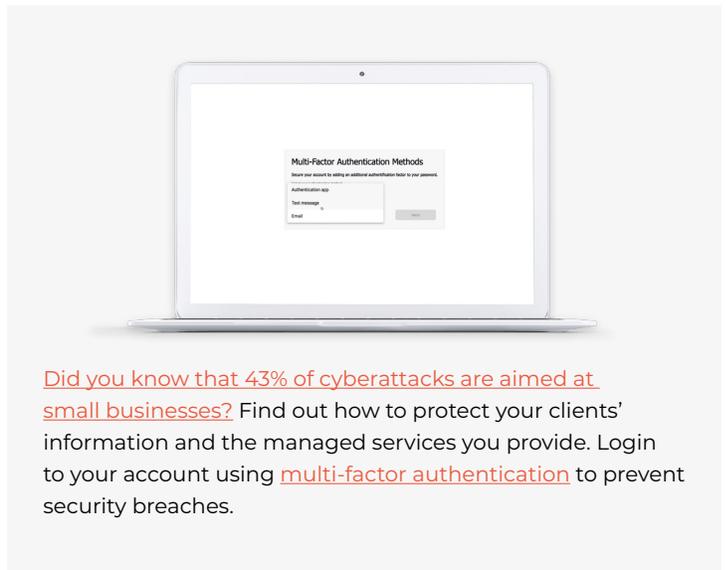
We built our partner portal with your needs in mind and one of our first priorities was to centralize key operations. This means you can license, provision and bill your customers from one central location. You'll get a clear view of your business, including invoice dates, the number of client organizations and your MRR.

Billing integrations



Another way to run a better business is by using [powerful integration tools](#). This makes it easier to quote and bill your customers. You can connect your transactions to the rest of your business activities right from our partner portal.

Multi-factor authentication



Did you know that [43% of cyberattacks are aimed at small businesses](#)? Find out how to protect your clients' information and the managed services you provide. Login to your account using [multi-factor authentication](#) to prevent security breaches.

3. Expert sales and marketing advice for Dynamics 365

If you're like most resellers, you probably don't spend a lot of time developing a good sales and marketing strategy. That's okay. We've got all the tools you need. Our [team of experts](#) will help you build a solid marketing plan for Dynamics 365. You'll get advice about how to invest your money in the right place so you can get more leads for your practice. When you become a Sherweb partner, you'll get access to a wide range of sales and marketing resources, such as campaigns-in-a-box and 1:1 consultations from our Dynamics experts.

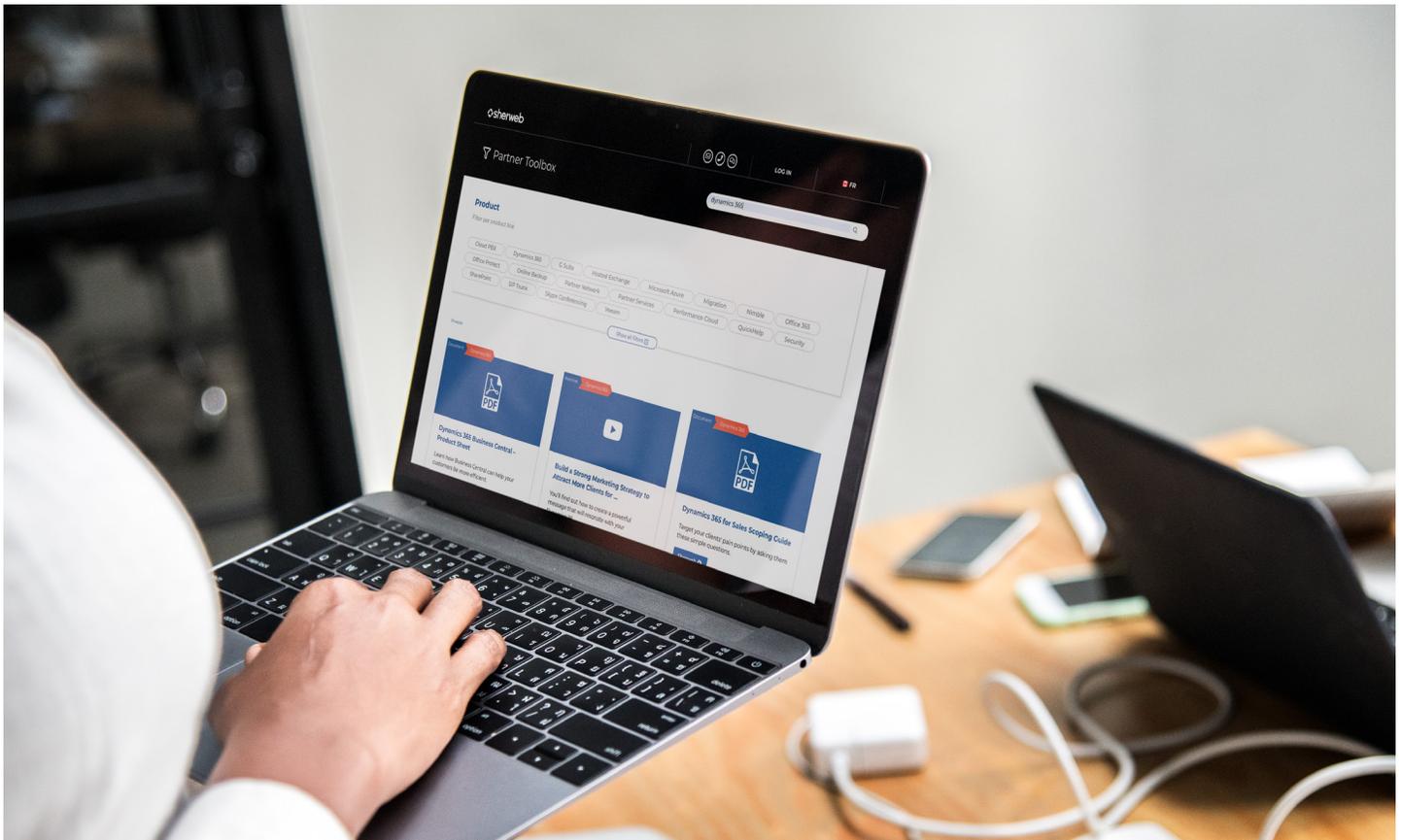
4. Your partner toolbox

We've filled our partner toolbox with a wide range of sales and marketing tools that will help you package and sell your Dynamics 365 offering. Take a look at our [Dynamics 365 licensing guide](#), sales battlecards and product fact sheets. You'll also have access to a complete library of resources, such as ongoing webinars, blogs and a [Dynamics 365 MasterClass](#) series to help you sharpen your sales skills.

Wondering how to target your clients' pain points? Find out how to ask the right questions in our [Dynamics 365 for Sales scoping guide](#).

We also have a Partner Success team that is dedicated to helping you grow your Dynamics 365 business. They'll provide you with crucial marketing development funds (MDF), produce shareable content and help you organize events to accelerate your growth and maximize your margins for Dynamics 365.

Need more information? Our free PartnerOn program will help you increase leads and revenue for Dynamics 365.



5. Turnkey solutions to onboard your clients

Onboarding new clients to Dynamics 365 can be time-consuming. Our experts will make it easier. Take advantage of our turnkey solution plus a fixed cost deployment for your SMB customers. Need help with administration and ongoing customization? We offer advanced support to take care of that. Our experts can also help your clients make the best use of applications like [Business Central](#). They'll analyze your clients' needs to make sure they'll be able to plan and monitor their projects correctly. Business Central is designed for small businesses that want to manage their finance, sales, services and operations.

6. Partner-to-partner program

Sherweb has more than 6,000 partners and the vast majority of them don't resell Dynamics 365. However, as you probably know, a solution like Dynamics requires a lot of upfront work and expertise to implement. That's why it's hard for organizations that deal exclusively in Dynamics to generate enough high-quality leads. As we mentioned earlier, our [partner-to-partner network](#) allows MSPs like you to extend their skill sets by pairing with other partners who are Dynamics 365 experts. Partners are matched by industry, which makes customization work easier and reduces training time. You'll get crucial advice about scoping and licensing and you'll be in a great position to learn about new business opportunities for Dynamics and get more leads.

7. Time to focus on your core business

We've already told you that working with a top CSP distributor like Sherweb means you deal directly with us instead of Microsoft. It also gives you access to all the latest software updates and cloud solutions such as Azure, VoIP and Online Backup. You'll get free support for your Microsoft 365 clients, free training and resources plus complete migration services. You'll also get an entire team by your side so you can concentrate on growing your Dynamics business.

Amaxra, a technology solutions company based in Redmond, WA., chose to work with an indirect CSP partner like Sherweb because it wanted special services like 24/7 technical support.

“Sure, I'd make more money if I was Tier 1 (Direct), but I would need to have a whole support infrastructure and know who to contact at Microsoft with specific licensing questions. I like having the partner relationship. I like to work with people and get that extra support when I need it.”

Rosalyn Arntzen, Founder

It's surprising how fast our partners grow

Find out what you can achieve

Want to learn more about reselling Dynamics 365 with Sherweb?

Take a look at this guide

Download Now

About Sherweb

Keep it simple with one cloud solutions provider. More than 6,000 partners and 60,000 companies worldwide grow their business using Sherweb's value-added services. We support you with business strategies, cloud services, operations and go-to-market expertise. With Sherweb as your trusted partner, you'll be surprised by what you can achieve.

Want to learn more?

For more information about our solutions, products and value-added services, check out our infokit at sherweb.com/infokit. You can also explore our partnership opportunities at sherweb.com/partners, or give us a call at 1.855.253-3213



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