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Microsoft CSP Guide

Grow your business & unlock bigger margins with the Microsoft Cloud Solution Provider program





An Overview of the CSP Program

What is the Cloud Solution Provider Program (CSP)? The Cloud Solution Provider program is Microsoft's licensing model optimized for reselling solutions in the cloud.

Built to help Microsoft partners unlock new business opportunities, beyond selling licenses, the CSP program allows organizations to own customer relationships end-to-end, from billing to support.

The CSP program makes it easier for organizations to sell Microsoft's popular products, including Microsoft 365, Dynamics, and Azure. Furthermore, the program enables huge growth opportunities. By joining the program, IT companies, managed service providers, and others can expect up to a 10X growth multiplier when bundling services with licenses.

To date, more than 90,000 partners[1] have participated in the program to create new revenue streams for their businesses, accelerate digital transformation, and deliver differentiated solutions to their customers.

[1] Microsoft Official Partner Blog

What Are the Benefits?

The CSP program provides resellers with all the tools needed to move SMBs into the cloud. Whether you are an existing partner or an ambitious Managed Services Provider looking to advance into the Microsoft world, enrolling in the CSP program unlocks several opportunities for your business. These are some of the benefits you can leverage:

Build reliable recurring revenue streams by selling market-leading cloud solutions.

Strengthen customer relationships with greater control and flexibility across the entire sales cycle.

Leverage Microsoft's solutions to upsell and bundle your own services and IP to diversify portfolio offerings and increase profit margins.

Obtain additional earnings through incentive programs



Digging deeper into how it works

There are two models of CSP; indirect and direct. Choosing the appropriate model for your business is the key to running a successful Microsoft practice.

Whether you choose the indirect or direct model, enrolling in the CSP program takes the focus off of just selling licenses and nurtures customer relationships across the entire cloud lifecycle.

Direct CSP model

This model is only suitable for very large Microsoft partners and is not recommended for organizations just starting their journey. If your organization has the bandwidth and experience to develop the necessary tools, billing, and technical infrastructure to sell cloud solutions at scale, the direct model may be the best option for you.

The following is mandatory for organizations looking to become direct CSPs:

1

Have at least USD 300K in Cloud Solution Provider program annual revenue during the preceding 12 months as an indirect reseller.[2]

2

An active Microsoft Partner ID for the location in which you are enrolling.

3

Adequate customer support, billing infrastructure capabilities, and an annual Microsoft Premier Support Agreement.

Indirect CSP Model

The indirect model is the most popular model for quick go-to-market, as organizations don't have to worry about managing licenses and meeting the rigorous prerequisites associated with becoming a direct provider.

If you are considering upselling more cloud solutions to your customers but need technical assistance and infrastructure support, the **indirect model** may be the best option for you. In an indirect model, you will work with an indirect provider as an indirect reseller.

As an indirect reseller, you will be responsible for acquiring customers and selling to them, while delegating billing and technical support throughout the customer journey.

This model allows you to focus on growing your customer base, leaving the heavy lifting to a larger and more experienced indirect provider. Indirect providers can help you advance selling, grow our portfolio, and manage your costs more efficiently.

To enroll as an indirect reseller, all you have to do is follow these steps:

1

Join the Microsoft Cloud Partner Program (MCCP) and obtain a Microsoft Partner ID.

2

Enroll your business in the CSP program as an indirect reseller.

3

Connect with an indirect provider like OpenText Cybersecurity.

[2] learn.microsoft.com



OpenText Cybersecurity uncovers thousands of dollars in MS rebates for 1Path

"Instrumental to crystalizing our knowledge of Microsoft's process for claiming funds, the Microsoft Team at OpenText Cybersecurity have been a fantastic resource in helping us identify over $50,000 in Microsoft MDF funds that we were not aware of. So far we have received over $30,000 against these claims that we never would have received had it not been for OpenText Cybersecurity."

—**RICK LAITE** 1PATH

OpenText Cybersecurity: A long-standing Microsoft Partner

OpenText Cybersecurity is an indirect cloud services provider recognized by Microsoft for operational excellence.

As the first providers working with the CSP program, we work closely with organizations like yours to help you advance and grow your managed service practice.

OpenText Cybersecurity + Microsoft 365: An Unbeatable Combination

Out of nearly 800 nominations submitted across the U.S., Microsoft has selected OpenText Cybersecurity as the winner of the 2022 Operational Excellence Partner of the Year Award.



Navigating the CSP Program with OpenText Cybersecurity by your side

Navigating the Microsoft world on your own can be complex; from licensing to incentives, competencies, and action packs, it can be challenging to unriddle the vast amounts of knowledge that accompany the CSP program.

We invite you to build for tomorrow with OpenText Cybersecurity's team of phenomenal Microsoft experts. Overcome the revenue and size obstacles required to partner with Microsoft directly and focus solely on running your core business. At OpenText Cybersecurity, we handle all the bits and pieces needed to get you started on the best course of action for sustainable growth.

Reap the endless opportunities tied to the CSP program with our 360-degree approach to helping our partners. We equip partners with all the necessary support and services needed to thrive in the world of Microsoft today:

1

Strategic Guidance

Run your business alongside certified experts who bring hundreds of years of combined Microsoft competencies, experiences, and deep insights obtained through close collaboration with partners from all around the world. From business strategy consultations and personalized training sessions to ongoing strategic guidance, we enable our partners to confidently sell, manage, and grow their Microsoft businesses.

2

Unlimited Microsoft Partner Program & Benefits Support

Leverage our deep expertise to maximize earnings from financial incentives and rebates, grow competencies, and learn about internal use rights (IURs). We will work closely with you to ensure you get the maximum benefit from the program and remain up-to-date with all changes, offers, and opportunities.

3

Billing, Invoicing, and Licensing

We'll take care of all the admin work so you don't have to. Focus on running your business, and we will manage licenses on your behalf, take care of billing, and sustain seamless operations.

4

Sales Support and Training

Go to market faster with our ready-to-use sales enablement tools and materials. Through one-on-one sales training sessions, co-selling initiatives, and educational bootcamps, we help you streamline sales cycles and close deals.

5

24/7 Technical partner support

As an extension of your team, we will always be available to support you, help move clients across sales cycles, tackle technical issues, and clarify any doubts. From dedicated account managers, to solution and support specialists, you can expect around-the-clock support from a whole team dedicated to your success.

6

Professional Services From Microsoft Experts

Special Projects and Value Added Services
Work alongside our cloud experts on complex and special projects to increase projects' scope and obtain larger margins on Microsoft projects.

Migration
To quickly advance your customers onto Microsoft 365, our certified cloud experts will perform free migrations on your behalf, from planning to implementation.

Customer Technical Support
Long gone are the days of opening tickets with Microsoft. Set up 24/7 technical support for your customers, and we'll handle it. We'll solve your customers' technical issues as an extension of your team.

We help organizations differentiate offerings and build bundles that enable higher margins.



With OpenText Cybersecurity, It’s not transactional

We help organizations differentiate offerings and build bundles that enable higher margins. We’re not just another indirect provider that sells licenses, we also support our partners in creating original and meaningful solutions using exclusive homegrown products built to work on top of powerful productivity tools like Microsoft 365.

To learn more about how we help partners grow their Microsoft business, request a complimentary Microsoft consultation with one of our experts.

Request your consultation ›



The go-to partner for all things Microsoft 365

"OpenText Cybersecurity is our go-to partner for all things Microsoft 365 related, providing us with the best prices, consultation and support available. OpenText Cybersecurity helped lower our internal costs for Microsoft 365 while maintaining the exact user and subscription counts we had previously. Additionally, OpenText Cybersecurity provides us the ability to manage all of our customer's Microsoft 365 finances through a single pane of glass."

—**TOM SHANELY** SMARTSOURCE

Microsoft Cloud

Grow Your Business with Powerful Cloud Offerings



The IDC spending guide sees worldwide digital transformation investments reaching $3.4 Trillion in 2026.

That's why we are inviting you to build for tomorrow with OpenText Cybersecurity's team of Microsoft experts. When it comes to business in the cloud, Microsoft has become an essential base on which managed service providers and IT professionals build and bundle services. Leverage OpenText Cybersecurity's global expertise and capabilities to maximize profits and build better customer experiences with Microsoft solutions and beyond.

Microsoft 365

Enable modern work with Microsoft 365

Position Microsoft 365 as your main profit-driving solution for SMBs. Renowned as the powerhouse of modern business productivity, Microsoft 365 carries the entire Office suite of applications, including Word, Excel, PowerPoint, Outlook, and OneNote, as well as Email, cloud storage with OneDrive, and Teams.

Microsoft Azure

Secure cloud solutions on-premises, hybrid, multi cloud, or at the edge

Microsoft Azure provides access, management, and development of applications and services via around the world-distributed data centers. The Azure cloud platform has more than 200 products and cloud services designed to help you build robust solutions for your customers. Using the platform you can build, run, and manage applications across multiple clouds, on-premises, and at the edge.

Microsoft Dynamics 365

Deliver superior operational efficiency and distinguished customer experiences

Microsoft Dynamics 365 is a product line of enterprise resource planning and customer relationship management intelligent business applications that provides you with the powerful functions to customize solutions for your clients' unique business challenges.

Exploit Profit Potential with Secure Cloud

Mix-and-match the best-of-breed solutions, differentiate yourself, bundle and sell solutions integrated with billing, and more.

Secure Cloud is your one-stop shop for growing and sustaining your managed services practice.

Bundle and sell services and solutions from email to security and more. Creating your own offerings can have a 10x revenue multiplier. Selling bundled products and services encourages clients to spend more while making informed business decisions, ultimately maximizing total revenue earnings.

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