

Microsoft Licensing Renewal Campaign Sales Battlecard

Campaign Overview

Our **“Do More with Less”** campaign aims to encourage customers to renew their Microsoft CSP licenses by highlighting the many benefits of Microsoft 365. This campaign not only focuses on the cost savings but also emphasizes productivity, security, and the ability to support hybrid work environments.

Key Benefits of Microsoft 365



50% Cost Savings

Save over 50% through license consolidation.



45% Enhanced Security

Reduce data breach risks by 45% with advanced security features.



51% Increased Collaboration

Enable 51% more collaboration and reduce travel expenses by 32%.

Talking Points



Cost Efficiency

Explain to customers that consolidating their applications into the Microsoft 365 suite can significantly reduce their overall IT expenses. Highlight the savings from reduced travel costs and lower office space requirements due to effective remote work solutions.



Security Enhancements

Discuss the advanced security features that come with Microsoft 365, such as automated threat detection, advanced cyberthreat protection, and secure collaboration tools. Emphasize the importance of these features in preventing data breaches and ensuring smooth business operations.



Productivity Improvements

Focus on how Microsoft 365 can boost productivity through tools like Microsoft Teams, cloud storage, and Office applications. These tools facilitate professional communication, easy file access, and seamless productivity from anywhere.

Hybrid Work Support

Customer Statistics

60%

of partners agree that most SMBs start with standalone deployments that increase over time.

64%

of SMB buyers prefer to purchase software solutions as a package that meets all their business needs.

73%

of workers want flexible remote work options.

1 in 4

SMBs experienced a cyberattack in the last year.