

# MICROSOFT M365 FASTTRACK PARTNERING WITH INSENTRA

Deliver more value, grow license transactions, sell more services and increase retention rates by Partnering with Insentra to provide FastTrack enablement services resulting in higher adoption of M365 in your Customer base.



## WHAT IS FASTTRACK

FastTrack is a Microsoft program to help businesses adopt M365 and Enterprise Mobility + Security. It serves to help overcome the initial hurdles through remote phone-based guidance.

Insentra is one of the six Microsoft foundational FastTrack Partners globally, and as a Gold certified Microsoft Partner, we have been delivering FastTrack services on behalf of Microsoft for over 6 years. All Customers over 150 seats of priced licensing are eligible for FastTrack services (excluding NFP).

## VALUE

Insentra is a collaborative IT Services Partner delivering a range of specialized Professional and Managed Services transacting exclusively through the IT channel. We are and always will remain a #PartnerObsessed company.

Retain your Customers - Customers that are eligible for FastTrack could be assigned automatically to one of the 200 FastTrack Partners who do not have a channel only model.

Assigning these Customers to Insentra protects your relationship and in doing so, Insentra will deliver the FastTrack benefit to your Clients which will help:

- **Build relationships** – maintain a regular, direct channel of interaction with your Customer
- **Drives sales** – refer any identified additional Professional and Managed Services requirements directly to you. If you are unable or do not want to perform those works we will scope and quote this through you
- **Upsell licensing** – stay in touch with the Clients regularly to drive increased adoption and upsell of licensing to higher SKU's, all of which will be sold by you as Insentra does not sell any Microsoft licensing
- **Educate** – Insentra helps educate Customers on your products so you can drive sales and opportunity
- **Strategize** – build a roadmap and strategy for your Customers in conjunction with us and let us help you drive your and your Customers end goals

## WHAT WE DO TO HELP

Before we engage with any of your Customers which you assign to us, we will set up a meeting with your account manager and related parties to:

- Explain the FastTrack offering
- Understand the background of the Client and your relationship
- Identify any areas you would like us to focus on

All information we gather is tracked in our CRM system and can be made available to you at any time.

## WHAT WE NEED

- The Customers tenant name (###.onmicrosoft.com) & a contact email (can be your email as well)
- An introduction to your Customer as your nominated FastTrack services provider
- Your strategy and any background for the assigned Customers