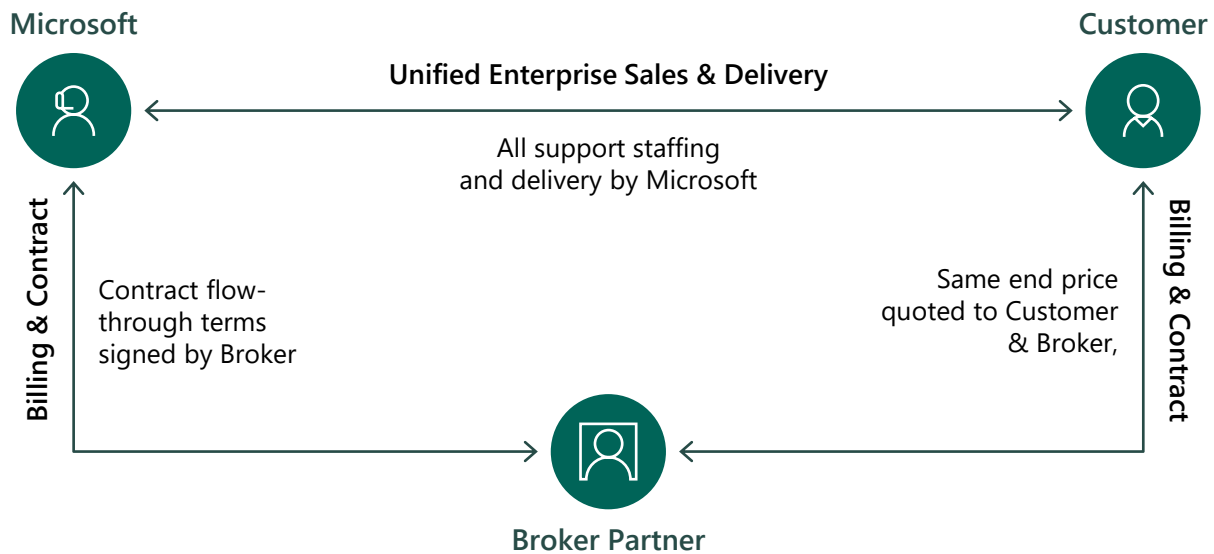


# Unified Broker Partner Program

## What is the Unified Broker Partner Program?

The Unified Broker Partner Program is a purchasing motion where customers procure Unified Enterprise through an approved Microsoft Partner acting as the Broker Partner. Unified Enterprise itself is delivered by Microsoft.



## Key Principles



### Price Transparency

Customers have a clear understanding of our **pricing structure**, enhancing **transparency** and **trust** among all contracting parties: Customer, Broker Partner, and Microsoft. Model built with Compliance and Risk Management ensuring the integrity of the contracting process.



### Support Delivery

Technical Support is delivered by Microsoft support engineers. The Partner is not involved in the delivery of technical support services.



### Enhanced Value

Value-added services customized for customer needs and delivered by trusted Microsoft Partners.

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## Program value for Broker Partners



### Integrated selling solution

Enables Broker Partners with the option to sell an **integrated solution** in a **single transaction**.



### Enhance relationships

Brings **business opportunities** for Broker Partners to transact with **new customers** and **build new commercial relationships**, including with some of the most crucial clients involved in transformative projects.



### Contracting Customization

Unified Broker Partner determines their **additional fees based of value-added services**, enabling increased revenue and **competitive positioning**.

*\*Partners can enable contracting & transaction terms not available directly from Microsoft.*



### Facilitate market penetration

Gain exclusive listing in the Approved Broker List, which empowers partners to leverage opportunities that facilitate **market penetration** where Microsoft is unable to engage directly or is mandated to proceed through tenders/bids.

## Value and advantages for our Customers



### Bundled Licensing & Services

Single solution delivering value across different aspects of business operations: hardware, solution integration, consulting, deployment, security, development, hosting, etc.



### Financial Services

Financing Unified Enterprise through a Broker Partner offers additional options to Microsoft standard payment terms.  
*(30 days, month by month, in advanced, etc.).*



### Contracting Customization

Partner Brokers can offer **single transaction deals** – something that is limited through other channels. Additionally, custom contract terms between Broker Partner & Customer are available.



### Unified Services

Obtain Unified Services otherwise not available through other transacting models.