



## Driving new business, productivity, and security with Microsoft SMB Briefings

Ingram Micro, a Microsoft partner, helps businesses worldwide leverage the power of technology. It delivers a full spectrum of global technology and supply chain services to businesses around the world.

As a Microsoft SureStep Ambassador, Ingram Micro stays in close contact with its partners and customers to identify their needs and drive more sales.

One of Ingram Micro's partner enablement tools is the Microsoft SMB Briefing, a 90-minute, one-to-many demo focused on the needs of small- to medium-sized businesses (SMBs) and designed to help partners demonstrate the value of Microsoft 365, build customer intent, drive customer acquisition, and accelerate opportunities for modern work and security.

*"For partners learning how to sell the Microsoft 365 Business Premium license as a part of their Security offering, the SMB Briefing provides a much-needed push to do so, but with a lot of support behind them. For partners looking to get strategic customers across the line, the SMB [Briefing] offers a framework to help them understand the security issues that Microsoft 365 Business Premium resolves."*

*- Mark Voyce, Solutions Development Executive, Modern Work and Security, Ingram Micro*



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Technology

## The Partner Opportunity

Fuse Technology – a partner to both Ingram Micro and Microsoft – is a small business IT consulting firm based in Australia, with a focus on serving small and medium-sized businesses. Ingram Micro introduced Fuse Technology to the Microsoft SMB Briefing, and the opportunity resonated.

With many businesses shifting to remote work, Fuse Technology and their clients needed to quickly adopt new technologies and workflows to stay productive and secure. They were eager to leverage the event to not only help their clients, but also to grow their own business.

“The SMB Briefing is an opportunity to have a personalized, in-depth conversation with both customers and key prospects, and potentially move existing customers from Business Standard to Business Premium,” says Chuong Mai Viet, Managing Director at Fuse Technology. “Our campaigns often stay higher-level, so the SMB Briefing program helps us connect with our customers and provide more details.”

## Results that Count

Fuse Technology leveraged the insights and knowledge gained from the Briefing to deepen their relationship with their clients and position themselves as trusted advisors. This led to new business opportunities and increased revenue for the company. As a result of the event, Fuse Technology saw one customer license the following: Two new Microsoft 365 Business Premium licenses on monthly term, 115 Microsoft 365 Business Standard licenses upgraded to Business Premium on a yearly term, and eight Business Basic licenses replaced with Microsoft 365 F3 on a yearly term.

Ingram Micro also experienced surprising results, specifically growth in Microsoft 365 Business Premium for the Australian SMB Microsoft Service Provider market. “The Microsoft SMB Briefings filled a gap that many MSPs have now - the framework and collateral needed to sell the positive impact that Microsoft 365 Business Premium brings to a business,” adds Mark Voyce, Solutions Development Executive, Modern Work and Security at Ingram Micro.

## About the Microsoft SMB Briefings:

Microsoft is committed to helping SMBs succeed in the modern workplace. The Microsoft SMB Briefings are designed to provide Microsoft Partners with the demand-generation tools and resources needed to drive customer acquisition and growth. A full event experience is provided, including customer invites, facilitator scripts, presentation materials, and instructions on how to set up a live demo environment. Partners can earn incentives for running Microsoft SMB Briefings.

[Learn more about the Microsoft SMB Briefings today!](https://www.fusetechology.com.au/)