

## Why Sell Microsoft Licensing?

You don't need to specialize in IT to sell an IT product. Microsoft licensing is a simple, turnkey offering that can be resold to your existing customers, creating value for them – and passive revenue for your business.

### The customer need exists

Your entire customer base – or close to it – likely buys and uses Microsoft products as part of their daily operations. Those customers have options when it comes to selecting a reseller to buy from. Why can't that reseller be your office technology business?

Is it because you don't sell software?

Think tech is too complicated?

Maybe you believe your business is simply not equipped to manage IT?

### It's easier (and faster) than you think

Collabrance can set your business up to sell Microsoft licensing – and, once set up, you or your customer can manage the licensing directly through your own customized portal.

Microsoft licensing can be sold as a standalone product. No other IT services or support is required if that's not your business's specialty. Microsoft licensing is something your existing customers already need and use, and they're not obligated to buy from any one reseller.

**Microsoft licensing can be positioned as an add-on to the services your customer is already buying from your organization, and the costs can be folded into the customer's existing monthly payment, eliminating another bill and vendor for the customer to managed.**

Pricing starts at \$5 per license.

Do the math: If even a percentage of your existing end customers purchased their software licensing from you, what could that add to your company's bottom line?

Microsoft licensing is a low-effort way to quickly generate passive income for your office technology business, and Collabrance can ensure it's a service you're able to deliver with success.

## How does it work?

It's easy to get started.

- Collabrance will work with you to create your account in the distributor's portal, and we'll help customize an interface for you to track your Microsoft license purchasing and provisioning.
- All licensing options and costs are listed in the portal, and licenses will be ordered and managed directly in the portal by you.
- If desired, a member of the Collabrance service activation team can provide you or your customer with training to manage licensing within the portal.
- Through Microsoft's purchasing program, called Microsoft New Commerce Experience (NCE), licenses can be purchased in one of three ways:
  - A month-to-month subscription paid monthly
  - An annual subscription paid monthly
  - An annual subscription paid annually
- You or your customer can choose the payment option that is best for them, and Collabrance will bill you accordingly. (Note that Collabrance will always bill you as the service provider; we do not bill your customer.)
- Collabrance will not have any direct interaction with your customer. As the service provider, you are responsible for handling any of your customers' issues.
- While we don't interact with your customers directly, Collabrance IS available as a resource to you as the service provider. The Collabrance service activation team can assist with finding and purchasing products and any other questions or issues related to the distributor portal.

Together, Collabrance and GreatAmerica deliver a unified solution to help you build, sell and bill your IT services to profitably grow your managed services business.

**Visit the Collabrance website or contact [sales@collabrance.com](mailto:sales@collabrance.com) to learn more.**