



Grow Your Business in 2022 with Intel Partner Alliance Specialty

January 2022

Eric Townsend

- Lead US SMB Partner & MSP Marketing Activities
- 2020: spent over 700+ hours with SMB channel partners
- Involved with Channel Peer Groups For 13 Years
- Working with Various Industry Partners
 - RMM software vendors
 - Distribution partners
- Let's Get Connected
 - <http://www.linkedin.com/in/ericdtownsend>

in



Our Conversation Today

- Overview of Intel Commercial Client Specialty Program
- Real World IPA Success Story
- 2022 Trends- MSP Growth Areas & Hybrid Worker
- Roundtable Q & A



Two People Will Win....

\$500

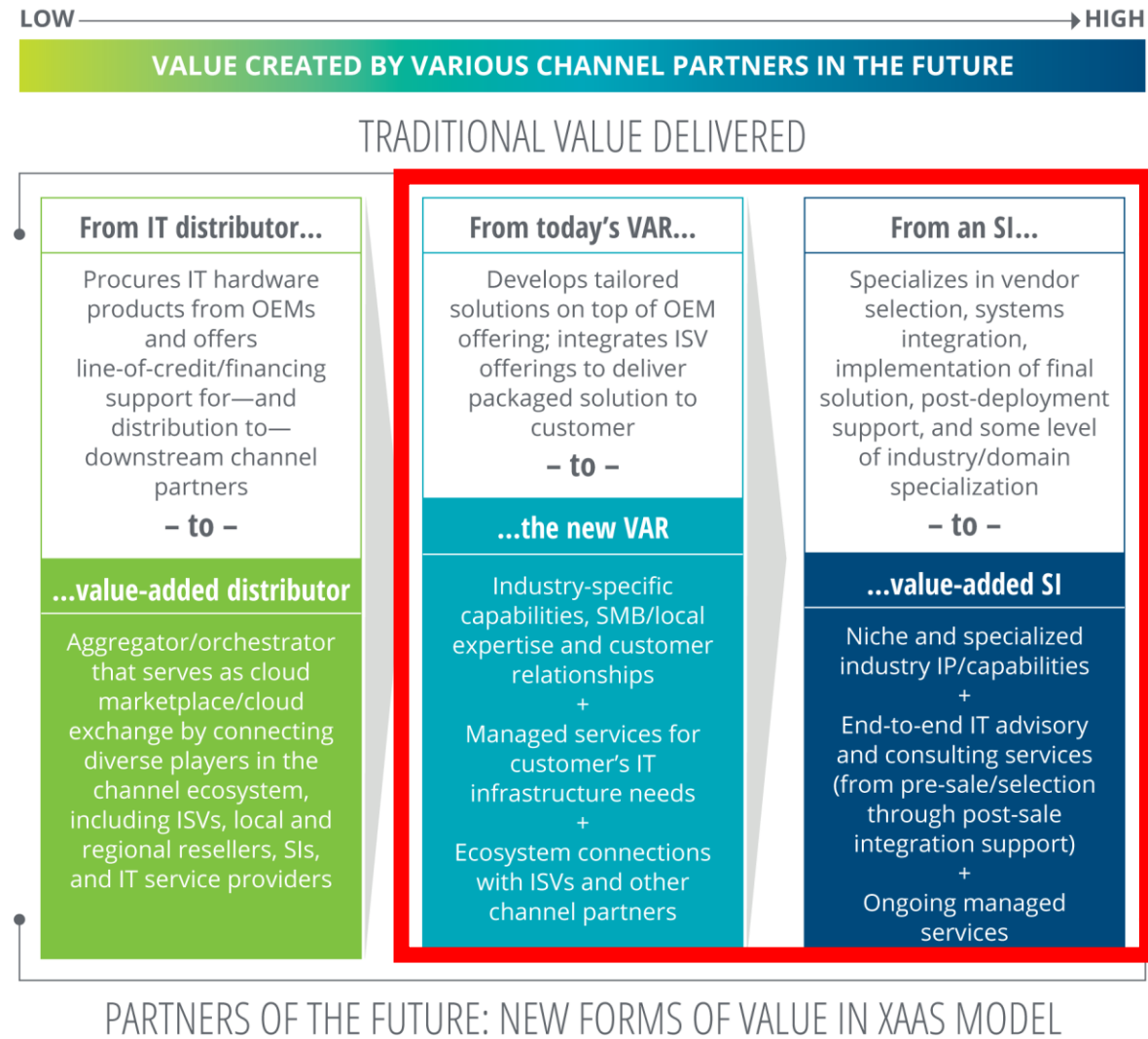


Intel Partner Alliance Commercial Client Specialties

intel
partner alliance

FIGURE 1

Changing face of value delivered by channel partners



Source: Deloitte analysis.

Partnering with Microsoft

It's easy to start your partnership with Microsoft. This guide will walk you through each step as you begin your journey and grow your business.

Complete steps 1 through 3 first, then explore steps 4 through 9:



1: Join the Microsoft Partner Network

to unlock all membership resources and benefits for your partnership



2: Manage your membership

with Partner Dashboard and the Membership Management Readiness Guide



3: Activate your referrals, IURs and more

Leverage Microsoft Internal Use Rights (IURs) to build solutions and referral engine to reach more customers



4: Access training

to grow your business and technical expertise, and develop technical capabilities



5: Build a cloud practice

and take advantage of the digital transformation opportunity with tailored offers and tools



6: Access sales & marketing resources

including modern marketing education and ready-to-go campaign content



7: Program incentives

to receive rewards from Microsoft for your selling activities and impact

(subject to eligibility requirements)



8: Support is just a click away

so you can search relevant topics and find answers to your questions fast



9: Stay connected

for support, additional resources, and the latest announcements and updates at aka.ms/uspartner

Chris Stastny

Commercial Sales Specialty
Program Manager
Intel

<https://www.linkedin.com/in/stastnychris/>

Specialty Benefits

What is a Specialty?



A select group of partners that have deep expertise in a strategic segment.

intel.
partner

Managed
Services Specialist

intel.
partner

Device as a
Service Specialist

Why become a Specialist?



Incremental Benefits

Typically:

- Market Development Funds (MDF)
- Points Promotions
- Badge/Designation
- Marketplace Promotion
- Incentives
- Exclusive /Events/Campaigns
- Possible Segment Specific Benefits



Unique Requirements

Typical requirements for participation:

- Sales
- Training/Competency
- Evidence of Technical/Business Capability

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partner

Managed
Services Specialist

Qualification Criteria

intel.
partner

Device as a
Service Specialist

CRITERIA



IPA Gold status or above



Annual* purchases of over 2,500 units of Intel vPro® platform product and/or base client systems.



Evidence of more than 250 Active Management Technology (AMT) client activations



Two employees to complete the Client Managed Services Technical Pro competency (nine courses).



Must submit quarterly vPro sales report data to Intel (at registration, required for points allocation).

intel.
partner
technical pro
Client Managed
Services

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IPA Gold status or above



Annual* purchases of over 5,000 units of Intel® Core™ processor-based product and/or Intel® Core™ processor-based client systems.



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Evidence of at least 100 DaaS subscriptions per annum or last four quarters.



Two employees to complete the Intel Device as a Service (DaaS) Solution Pro Competency (six courses).



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partner
solution pro
Device
as a Service

Purchases via Intel Authorized Distribution (Branded, CHAMP, Integration) and/or via account validated Consumption self reporting

*Last calendar year or last four quarters. Billings and/or Consumption sales eligible.

** Evidence will need to be submitted to IPA-DaaS@intel.com: either Management Console screenshot or spreadsheet showing at least 100 end-customer client systems under subscription management or contract..

Intel Confidential

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Real IPA Partner Success Story

BIT DIRECT

BIT DIRECT

- Florida-based MSP – transitioning into space
- 30+ employees
- Serving 25+ managed services customers, 2500+ endpoints
- Intel Partner Alliance Gold Partner
- Intel Managed Services Specialist

intel.
partner
technical pro

Client Managed
Services

BIT DIRECT

- Value Of Qualifying For Intel Managed Services Specialty
 - Intel Technology Training On Managed Services
 - Proposal Based MDF Support To Drive 2022 Business Growth
 - Visibility With Other Large Partners In The Intel Marketplace
 - Other Items

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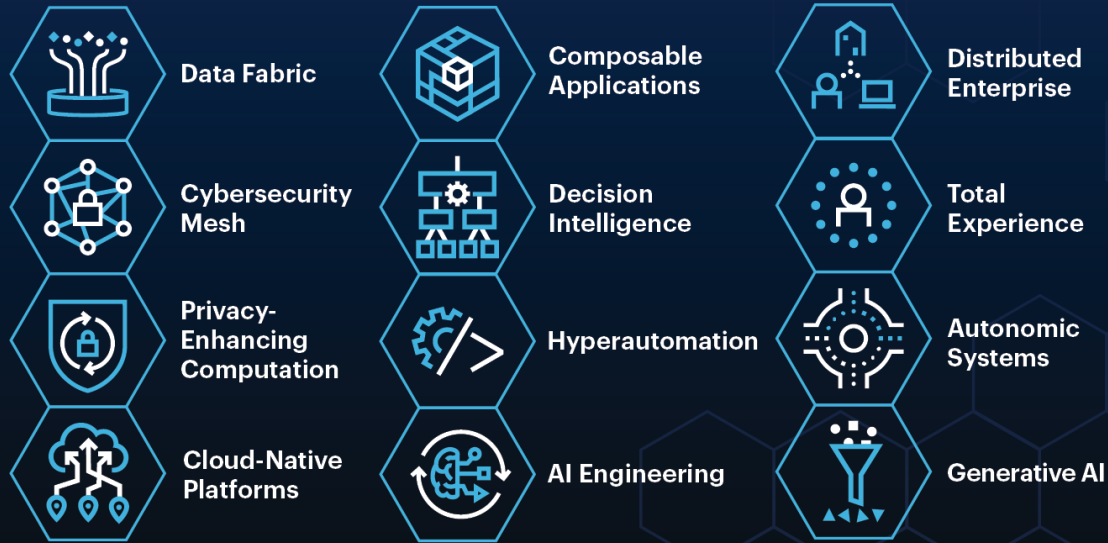
Client Managed
Services

2022 Trends- MSP Growth Areas & Hybrid Worker



What's Coming In 2022- Technology

Top Strategic Technology Trends for 2022



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What's Coming In 2022- Hybrid Work

1

Productivity Anywhere

- **Remote work is no longer optional** for new job roles; a third of job vacancies in 2020 involved work that could be done remotely². As such, **hybrid work is now business-as-usual**.
- Technology will enable **workplace equity** and more **effective collaboration and communications** for team members not in the same room. Already, **9 in 10** employers in APAC are prioritizing enhancing the employee experience over the next three years¹.

2

Greater Use of A.I. and Data Analytics

- Businesses will leverage more on **AI and data analytics** to enable a more **objective view on employee productivity and activities, workplace design planning**, as well as pre-emptive **infrastructure management** for a distributed workforce.
- Data can be used to develop **Workplace Personas³** that help employers make **informed decisions** on the types of **technology investments** needed, and to augment **health and safety** procedures in the office.

3

Office Spaces Reimagined for a Hybrid Future

- The nature of the office is changing; employers are adopting Office on Demand and Core-and-Flex models to **balance effective use of office space with a distributed workforce**. In Singapore, central business district (CBD) office occupiers could reduce their footprint by 10% to 20% over the next three years⁴.
- Office spaces will become **culture hubs**, with workspaces redesigned to facilitate collaboration, and to make the Return-To-Office something to look forward to.
- Traditional workspaces geared to the individual and groups of workers are transforming to **workspaces that are role-, activity-, and purpose-driven**.

Role Based IT Support Is Here



54%

will make remote work
a permanent option.

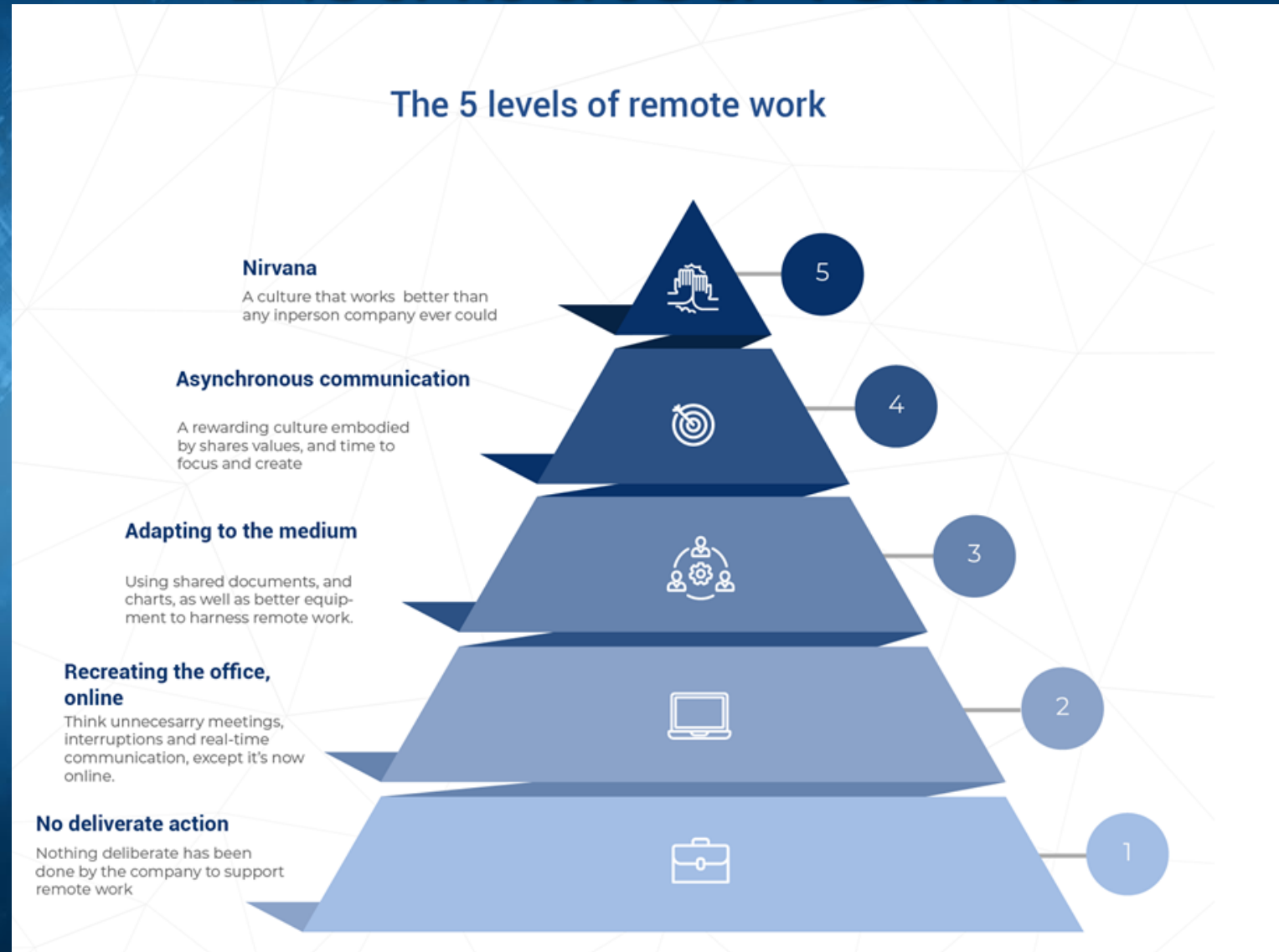


49%

expect new technology
investments.

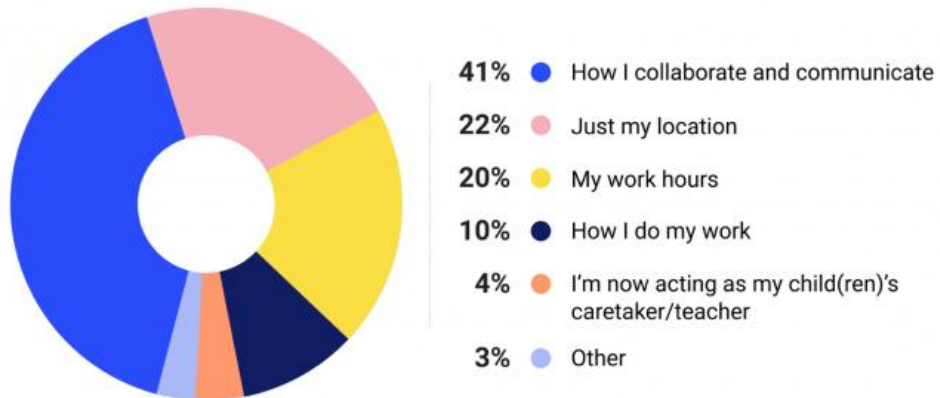
- 54% of CFOs will make remote work a permanent option for relevant roles
- 49% say the technology investments they are making during this time will position them better for the long term

Remote Teams Are Becoming Distributed Teams



Distributed Team Work Experience Is Not Fully Optimized

What has changed the most about your work now that you work remotely?



What problems have you faced while working from home?

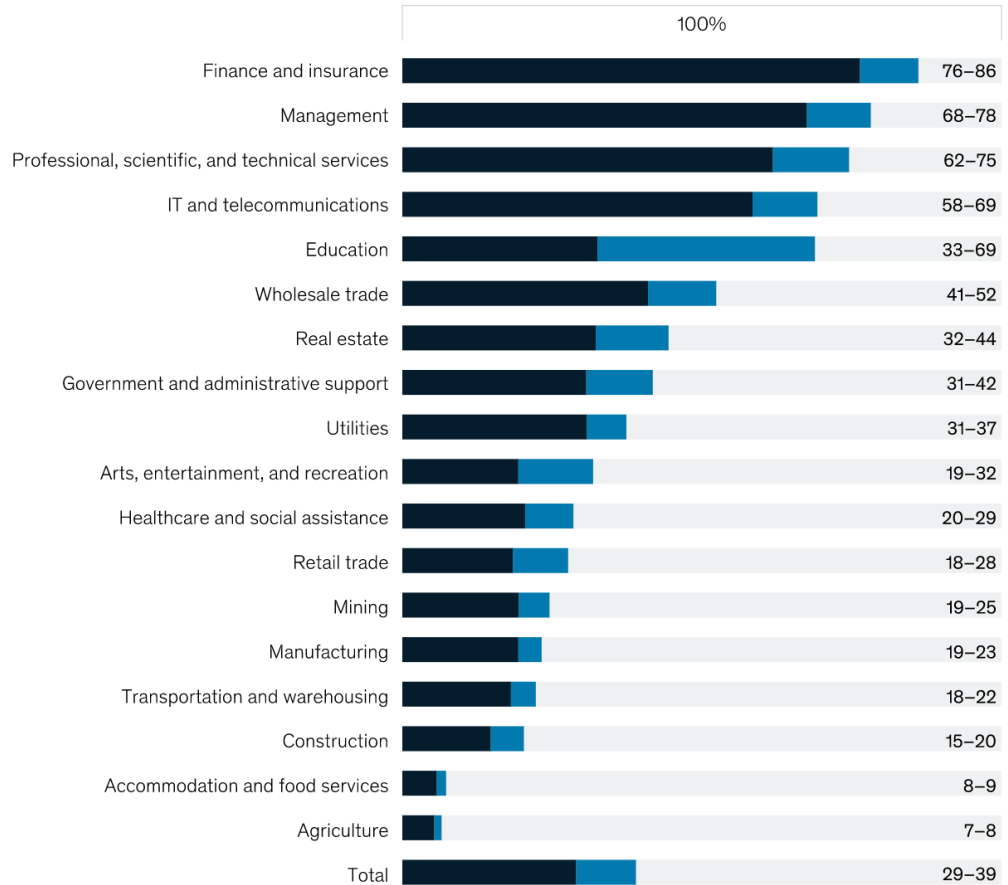


Potential For Growth In Distributed Teams Is Here

The finance, management, professional services, and information sectors have the highest potential for remote work.

Potential share of time spent working remotely by sector in the United States, %

■ Effective potential (no productivity loss) ■ Theoretical maximum



Note: The theoretical maximum includes all activities not requiring physical presence on-site; the effective potential includes only those activities that can be done remotely without losing effectiveness. Model based on more than 2,000 activities across more than 800 occupations.
Source: McKinsey Global Institute analysis

The NeXT Normal- More Distributed Team Work Environments



Office Workers



Remote Workers



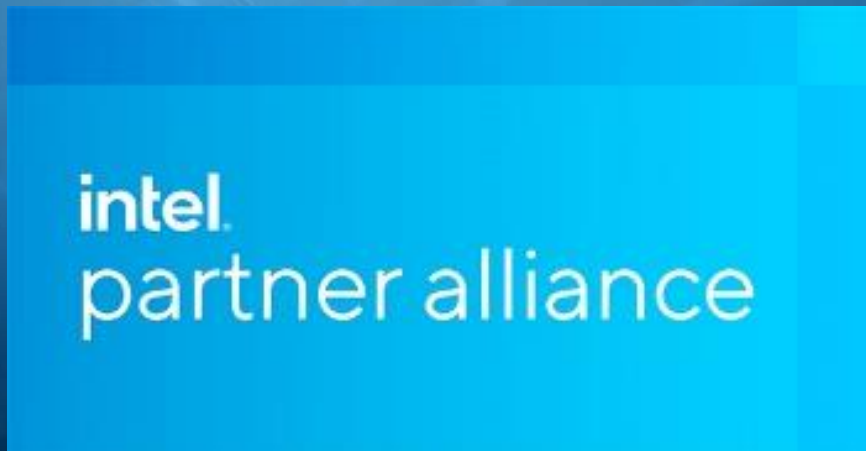
Hybrid Workers



VS

Summary – Call To Action

- Send Email To IPASpecialty@Fig-Street.com to get signed up for Intel Partner Alliance Specialty
- Utilize All of Your Intel Partner Alliance Benefits



Roundtable Q & A

Next Steps



Questions?

Tamara Chaney

Tamara@fig-street.com

Learn more

IPASpecialty@fig-street.com



Take our Survey!

- Complete survey by **Jan. 31**
- On Demand thru **Mar. 31**



[DoMore-Now.com/IPASpecialty22](https://www.domore-now.com/IPASpecialty22)

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VPRO®

P L A T F O R M

BUILT FOR BUSINESS

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- Configurations: {describe config + what test used + who did the testing, if other than Intel}.

DISCLOSURES

1. As measured by SYSmark* 2014 SE comparing 8th Gen Intel® Core™ i7-8650U vs. 4th Gen Intel® Core™ i7-4600U. SYSmark* 2014 SE is a benchmark from the BAPCo* consortium that measures the performance of Windows* platforms. SYSmark 2014 SE tests four usage scenarios: Office Productivity, Media Creation, Data/Financial Analysis, and Responsiveness. SYSmark contains real applications from Independent Software Vendors such as Microsoft* and Adobe*.
2. REFRESH CONFIGURATIONS NEW: Intel® Core™ i7-8650U (Intel Reference Platform), 15W, 4C8T, Turbo up to 4.2GHz, Memory: 2x4GB DDR4-2400, Storage: Intel® SSD Pro 6000p, Graphics: Intel(R) UHD Graphics 620, BIOS version 117.07 with MCU 0x84, OS: Windows* 10 (version 10.0.16299.192) 4-YEAR-OLD: Intel® Core™ i7-4600U (Intel Reference Platform), 15W, 2C4T, Turbo up to 3.3GHz, Memory: 2x4GB DDR3-1600, Storage: Intel 540s SSD, Graphics: Intel(R) HD Graphics 4400, BIOS version 139 with MCU 0x23, OS: Windows* 10 (version 10.0.16299.192)
3. EEMBC Browsing Bench Component Average Power (measured on Intel Reference Platform using a 42Whr battery and 25x14 Panel): Disconnect all USB devices, connect to a local WiFi access point and set the screen brightness to 200 nits (disable DPST, set brightness to 200 nits on a white background and enable DPST). Wait for 10 mins for the OS to completely idle and then launch EEMBC Browsing Bench using Microsoft® Edge Browser. Set the web pages to idle for 20s in between page loads. Measure power for the duration of all page loads and report 3 run median. Intel tests resulted in an average of 9.5 hours of battery life.
4. As measured by Microsoft* Power BI Data Source Change Workload comparing 8th Gen Intel® Core™ i7-8650U vs. 4th Gen Intel® Core™ i7-4600U. Measures the time to load, query, calculate statistics, and draw 6 charts from a different local data source containing 2.2 million sales records
5. As measured by Office Productivity and Multitasking Workload: comparing 8th Gen Intel® Core™ i7-8650U vs. 4th Gen Intel® Core™ i7-4600U. Slack is open in the background while a 2.28 MB, Microsoft PowerPoint.ppt presentation is exported as a 1920x1080 H.264 .mp4 video presentation. While the video presentation is being created 1) a 6.49 MB, 844 page, Microsoft Word .docx document is converted to a 7.98 MB, PDF file and 2) a 70.4 MB, Microsoft Excel .xlsm macro-enabled worksheet that is recalculated.
6. Remote desktop diagnosis can cut the cost of an IT service call in more than half – from \$187 to \$60. CompuCom vPro study 2014, IT helpdesk data.
7. Cost reduction scenarios described are intended as examples of how a given Intel- based product, in the specified circumstances and configurations, may affect future costs and provide cost savings. Circumstances will vary. Intel does not guarantee any costs or cost reduction