



Think outside the box

Sale of Hybrid environment (tender)

Description: Migration to hybrid Cloud Instead of Cloud

Organisation: Local government

Number of employees: 1,800

Number of licensed seats: 1,500

Year of current licenses: 2016

The organisation had already researched the possibilities and they already knew what the standard for the new environment should be. Every employee gets his solution from the Microsoft O365 segment. This led to a tender, in which, on the advice of the ICT department, the possibility of alternatives was also taken into account. Taken into account that the ICT department thought that these alternatives would only come from different offers of cloud solutions.

The basis of the tender came down to 1,500 pieces of modern workplace tooling:

1. Online Office
2. Collaboration tools
3. Full office suite for offline deployment

Based on Microsoft, the implied license would therefore come to 1,500 licenses of Office 365 E3, as it includes both the online version of Office, Teams & SharePoint as well as a downloadable full version of Office Pro Plus.

The reseller decided, in order to be competitive and also to be able to guarantee a stable work environment, to offer an alternative in the form of a combination of on-premise and cloud licences, the so called hybrid Cloud. He went back to the basics of functionality rather than implicit values.

Requirements	O365 E3	Office 365 E1	Office Pro plus
Teams	✓	✓	
Cloud Mail	✓	✓	
Cloud Office	✓	✓	
On-premise Office	✓		✓

The offer:

Option OE3 replaced OE1	Price a month MRSP	Price a year MRSP	Price per 3 years MRSP	Price one-time LPSRP	Price total (SRP)
O365E3	€ 19.66	€ 235.92	€ 707.76		€ 707.76
Office 365E1	€ 6.75	€ 81.00	€ 243.00		€ 243.00
Office Pro Plus (list Q4 2020)				€ 170.00	€ 170.00
Replaced BDL 2019			€ 243.00	€ 170.00	€ 413.00

In this example, the saving realised over a 3-year period is : €294.76' per FTE!
 '707.76 - 243 (3*81) - 170 = 294.76

Total: 1500 X €294.76 = €442,140,-

With this alternative solutions, (the LicencePro) reseller won the bid. Therewith the reseller was able to offer his services at his normal rate. This was followed by a process of supplying Windows Server licences and Client Access Calls, which gave him a 30% margin, with the selling price below the Microsoft new contract or direct prices.

This concerned:

- Network management
- Implementation services
- Acceptance & training concerning O365
- Support services

Based on winning this tender and the customer satisfaction, the reseller was able to win 3 more tenders, further increasing his customer satisfaction and the profitability of his business.