



# Project Service Alliance

# Why collaborate?



# Why you?

You have strong expertise in  
Dynamics 365

You target Dynamics 365 for Project  
Service Automation prospects

You approach the  
same market

# Why should you partner with proMX?



17+ years of  
project  
management  
expertise



close business  
and tech  
relations with  
Microsoft R&D



successful  
ongoing and  
upcoming Project  
Service  
Automation  
projects

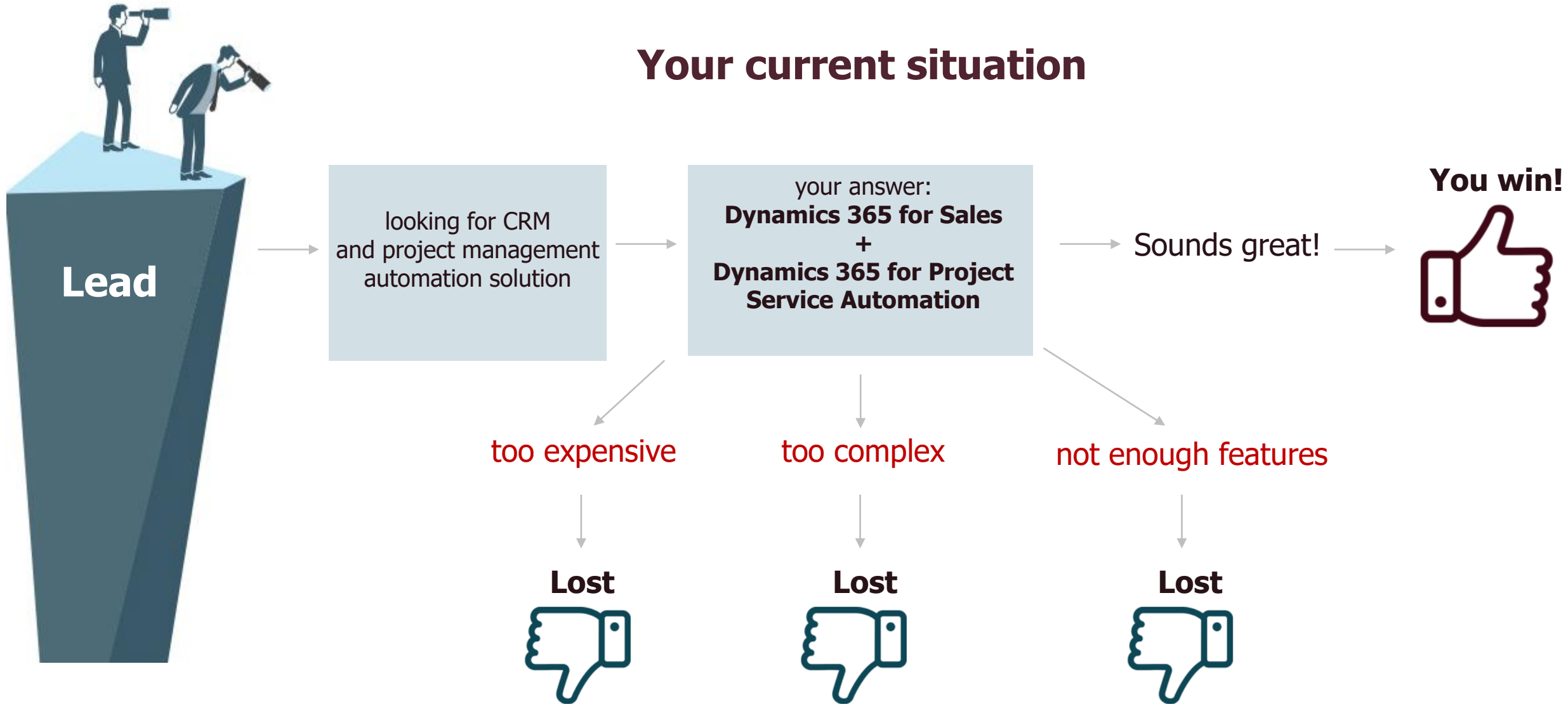


growing team of  
Project Service  
Automation  
specialists

Why should you join the Alliance?

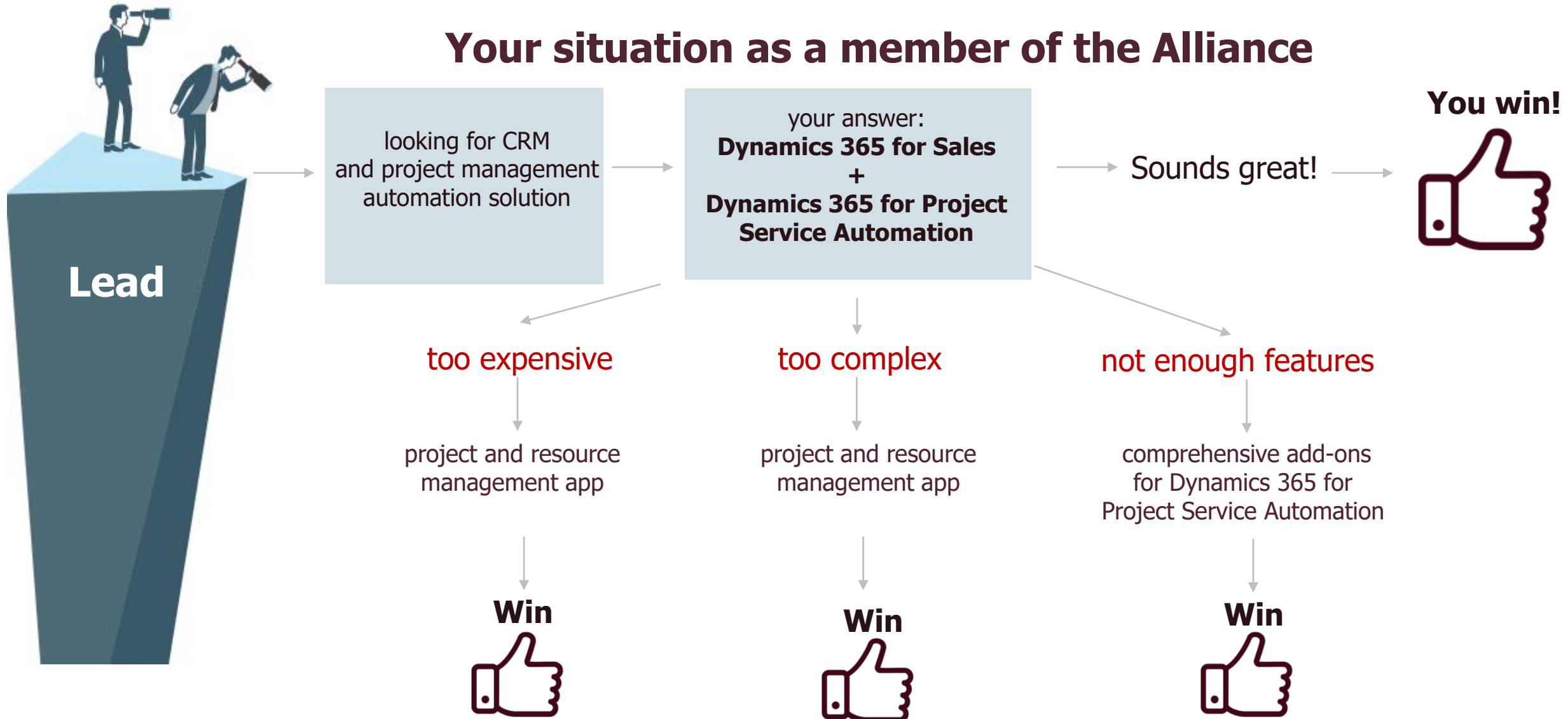


# Close more deals



# Close more deals

## Your situation as a member of the Alliance



# Increase your revenue

				
<p><b>Price</b>      <b>\$15</b></p>	<p><b>Price</b>      <b>\$8</b></p>	<p><b>Price</b>      <b>\$8</b></p>	<p><b>Price</b>      <b>\$5</b></p>	<p><b>Price</b>      <b>\$15</b></p>
<p><b>Alliance price*</b>      <b>\$10</b></p>	<p><b>Alliance price*</b>      <b>\$6.40</b></p>	<p><b>Alliance price*</b>      <b>\$6.40</b></p>	<p><b>Alliance price*</b>      <b>\$4</b></p>	<p><b>Alliance price*</b>      <b>\$12</b></p>
<p><b>Margin</b>      <b>\$5</b></p>	<p><b>Margin</b>      <b>\$1.60</b></p>	<p><b>Margin</b>      <b>\$1.60</b></p>	<p><b>Margin</b>      <b>\$1</b></p>	<p><b>Margin</b>      <b>\$3</b></p>

\*additional progressive discounts are available if bought with Microsoft licenses and depend on the number of users (Tier 1 - Tier 5)



# Get special pricing

- find out which products offered in the Alliance are certified ISV Cloud Embed solutions
- use packaged offer to:

**+36%**

increase your normal margin  
when buying Microsoft  
licenses

**-13%**

offer your customers exclusive  
discounts and more functionality

# How does it work?

## Microsoft Dynamics 365 (Ent edition Cust Plan) + proRM Fast Start (ISV Embedded)

	<i>Tier 1 (1-99 users)</i>	<i>Tier 2 (100-249 Users)</i>	<i>Tier 3 (250-499 Users)</i>	<i>Tier 4 (500-999 Users)</i>	<i>Tier 5 (1000+ Users)</i>
Regular Microsoft price for partners	86.25	67.50	60.00	52.50	45.00
Recommended Microsoft price for partners when selling to customers	115.00	90.00	80.00	70.00	60.00
Regular partner margin	<b>28.75</b>	<b>22.50</b>	<b>20.00</b>	<b>17.50</b>	<b>15.00</b>
ISV embedded price for Alliance partners	45	44	42	41	40
Special proRM price for Alliance partners	10	9	7	4	2
Total Packages Solution price for Alliance partners	55	53	49	45	42
Recommended Alliance partner margin when selling to customers	40	26	23	19	15
Recommended proRM Alliance partner margin when selling to customers	5	4	3	2	1
<b>Total Alliance partner margin</b>	<b>45</b>	<b>30</b>	<b>26</b>	<b>21</b>	<b>16</b>
Alliance partner margin is bigger than regular partner margin by	16.25	7.50	6.00	3.50	1.00
<b>Alliance partner margin is bigger than regular partner margin by (%)</b>	<b>36%</b>	<b>25%</b>	<b>23%</b>	<b>17%</b>	<b>6%</b>
Recommended Alliance partner price when selling to customers	100	83	75	66	58
<b>Alliance partner price is lower for customers by</b>	<b>15.00</b>	<b>7.00</b>	<b>5.00</b>	<b>4.00</b>	<b>2.00</b>
<b>Alliance partner price is lower for customers by (%)</b>	<b>13%</b>	<b>8%</b>	<b>6%</b>	<b>6%</b>	<b>3%</b>

# Get support on projects and more



# What is in your Alliance package?

	<b>Starter</b> <b>\$125/month</b>	<b>Basic</b> <b>\$250/month</b>	<b>Premium</b> <b>\$400/month</b>
	for Partners offering Dynamics 365 and wishing to extend product line with project management solutions	for Partners offering Dynamics 365 for Project Service Automation implementation and wishing to get expert support and exclusive pricing for Microsoft licenses	for Partners wishing to get active and exclusive consulting and support
	<b>Start</b>	<b>Grow</b>	<b>Scale</b>
Products*	Yes	yes	Yes
Payback plan**	6 deals	8 deals	10 deals
joint Dynamics 365 for Project Service Automation Projects	No	Yes	Yes
dedicated Business Development Manager	No	No	Yes
dedicated Partner Tech Manager	No	No	Yes
Partner Service Portal (launch 1 November, 2018)	Yes	Yes	Yes
access to exclusive Dynamics documents	Yes	Yes	Yes
Project Service Alliance webcasts***	Yes	Yes	Yes
proMX Learning Center	Yes	Yes	Yes
Sales Support	No	No	Yes
special Microsoft licenses pricing****	No	Yes	Yes
possibility to influence Product Roadmap*****	Yes	Yes	Yes
proMX Specialists Support	2 hours/year	4 hours/year	8 hours/year
free tickets for Project Service Alliance Conference	1 ticket	2 tickets	3 tickets
online trainings/year	1	2	4

\*proRM Fast Start, Project Gantt, Time Tracking, Approval Manager

\*\*\$250 per one-year subscription deal for 15+ users

\*\*\*4 /year

\*\*\*\*possibility to use special price conditions of proMX Service Plans for own projects (e.g. ISV Embedded Package)

\*\*\*\*\*during Roadmap Workshops



We look forward to  
welcoming new members to  
the Project Service Alliance!

**Get 20% off  
for your  
first-year  
membership**