



Partner synergy is the key to success
in the Microsoft Partner Ecosystem



Why should you partner with proMX?



17+ years of experience in project management solutions



close business and tech relations with Microsoft R&D



successful ongoing and upcoming Project Service Automation projects



growing team of Project Service Automation specialist

Partner cooperation as the key to success



Peter Linke
CEO



Dear Microsoft Partners,

Microsoft generates more than 95% of its global revenue through its Partners.

This strategy of developing a global partner network has clearly paid off. We as Partners should follow this example!

proMX has been cultivating its own global partner network for many years. Now we have gone one step further: With the Project Service Alliance you will get to know in this booklet, we aim to co-operate even more closely with you. With our expertise in Dynamics 365 for Project Service Automation (PSA), our standing in the Microsoft Partner Network and contacts to other companies, we want to support you in developing your own Project Service Automation business.

It is because of disruption to our own business that proMX has become one of the leading Project-Service Automation Partners. At first being disrupted was an enormous challenge. Yet, in retrospect we look at it as a blessing that opened up new possibilities. Our experience with PSA and of cooperating with other partners has shown us that together we can put the app on the path for success. The potential is there, both from a technological point of view and with respect to enthusiasm in the partner community.

Let's join forces!



Seven benefits of the Project Service Alliance

The synergy effects resulting from cooperation as part of the Alliance are manifold. Not only will you profit from our extensive know-how regarding Project Service Automation, there are also attractive financial benefits to joining the Alliance.

Discover how to turn business opportunities lurking in your sales pipeline into revenue. Win new customers through joint projects and special discounts.

Use the Alliance's potential for growth for your business success!

#1 Gain expertise

#2 Generate new sales opportunities

#3 Win new customers

#4 Offer custom-fit solutions

#5 Increase profit

#6 Pass the benefits on to your customers

#7 Profit from special pricing

#1 Gain knowhow

joint
international
projects

exclusive
sales
support

dedicated
Tech Manager

trainings
and
Learning Center

special
discounts
on services

Alliance Portal

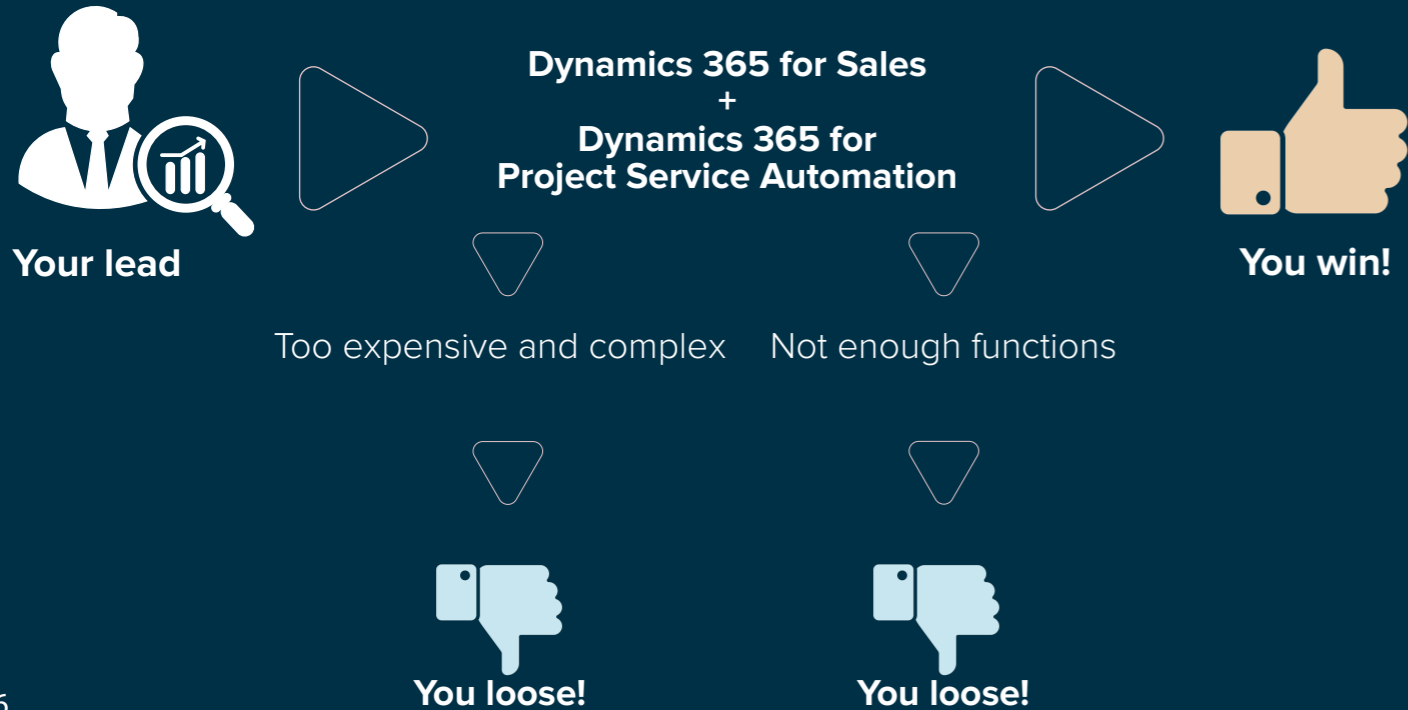
annual
Alliance
conference

webcasts
and
trainings

networking

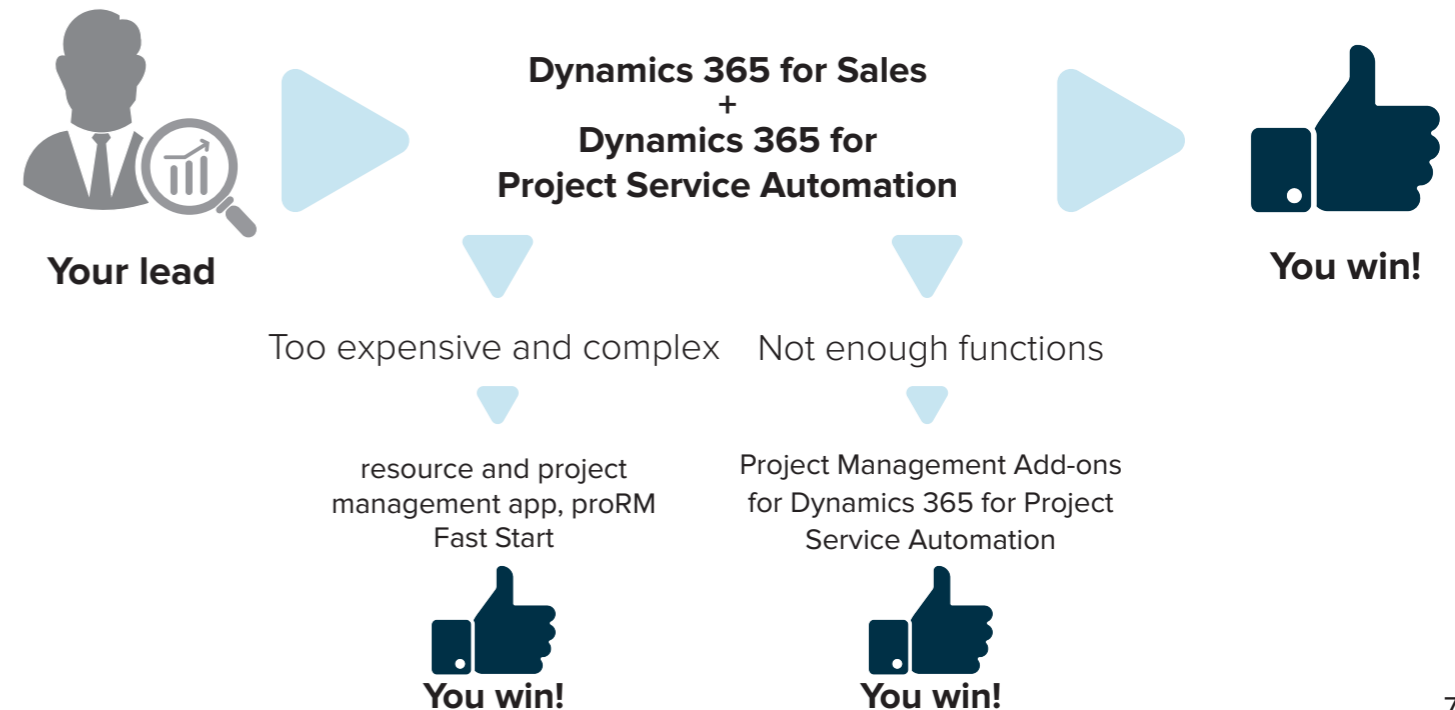
#2 Generate new sales opportunities

Your current situation:



#3 Win new customers

Your situation as member of the Alliance:



#4 Custom-fit Solutions

For Dynamics 365 for Sales



A project- and resource management app that is seamlessly integrated into your sales solution. proRM Fast Start includes time and expense tracking, approval management, project planning, and invoicing features.



An app that lets your team record detailed project related working time and expenses. Time Tracking for Dynamics 365 for Project Service Automation lets employees draft, edit, submit and recall bookings.



An essential for project management, controlling and planning. Project Gantt for Dynamics 365 for Project Service Automation provides project managers with a multi-customer and multi-project Gantt view.



Additional resource management capabilities for project managers. Approval Manager for Dynamics 365 for Project Service Automation lets supervisors manage submitted bookings for invoicing and provides chart analysis.

#5 Increase profit

proRM Fast Start	Time Tracking for Dynamics 365 Project Service Automation	Project Gantt for Dynamics 365 Project Service Automation	Approval Manager for Dynamics 365 Project Service Automation	Project Management Add-ons for Dynamics 365 Project Service Automation
Preis 15 €/Month	Preis 5 €/Month	Preis 8 €/Month	Preis 8 €/Month	Preis 15 €/Month
Alliance-Preis* 10 €	Alliance-Preis* 4 €	Alliance-Preis* 6,40 €	Alliance-Preis* 6,40 €	Alliance-Preis* 12 €
Partner-Marge 5 €	Partner-Marge 1 €	Partner-Marge 1,60 €	Partner-Marge 1,60 €	Partner-Marge 3 €

#6 Pass the benefits on to your customers

As a member of the Project Service Alliance, you benefit from special pricing for Microsoft Dynamics 365 and proMX products

discount for your customer **8%**

larger margin as compared to regular sales **35%**

**Dynamics 365
Enterprise Edition
Customer Plan
+ proRM Fast Start
from 49 €**

#7 Benefit from special pricing

	Tier 1 (1-99 Users)	Tier 2 (100-249 Users)	Tier 3 (250-499 Users)	Tier 4 (500-999 Users)	Tier 5 (1000+ Users)
Regular price for Microsoft Partners	72.74	56.93	50.60	44.28	37.95
Recommended Microsoft sales price when selling to customers	97.00	75.90	67.50	59.00	50.60
Normal partner margin	24.26	18.97	16.90	14.72	12.65
Total package solution price for Alliance partners	49	47	43	38	35
Recommended total Alliance partner margin	40	27	23	20	15
Alliance partner margin is bigger than in regular partner plan by	15.74	8.03	6.10	5.28	2.35
Alliance partner margin is higher than in regular partner plan by	35%	30%	27%	26%	16%
Recommended Alliance partner price when selling to customers	89	74	66	58	50
Alliance partner price is lower for customers by	8.00	1.90	1.50	1.00	0.60
Alliance partner price is lower for customers by	8%	3%	2%	2%	1%

Use the Alliance packages for your success

Starter
125 €/Month

Basic
250 €/Month

Premium
400 €/Month

all products included*	Yes	Yes	Yes
cashback 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	Yes	Yes	Yes
access to exclusive Dynamics documents	Yes	Yes	Yes
4 Project Service Alliance webcasts per year	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 on RM-workshops	Yes	Yes	Yes
technical support from proMX specialists	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 € cashback per one-year subscription for 15+ users

*** possibility to use special price conditions of proMX Service Plans for own projects



I have been honored to lead the development of Microsoft Dynamics 365 for Project Service Automation, starting from the initial idea all the way to winning the first customers for the solution. I can say that working with dedicated partners has helped us a lot. proMX's customer scenarios, project management expertise and weekly feedback contributed a lot to developing and improving the product. Moreover, we all have enjoyed working together and with our first early adopter customer.

Jeff Comstock

General Manager,
Dynamics 365 Microsoft Corp.

To build this Project Service Alliance is another great idea of the proMX team! I believe it is a logical and very important step for all partners working with Dynamics 365 to join forces. At Microsoft we believe in joint partner projects and will always support ideas that bring more value to our customers.

I'm happy to be involved in this project and would be happy to meet new members at Alliance trainings and conferences.

Tom Patton

General Manager,
Dynamics 365 Global Blackbelt
Microsoft Corp.

Join the Alliance

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