



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

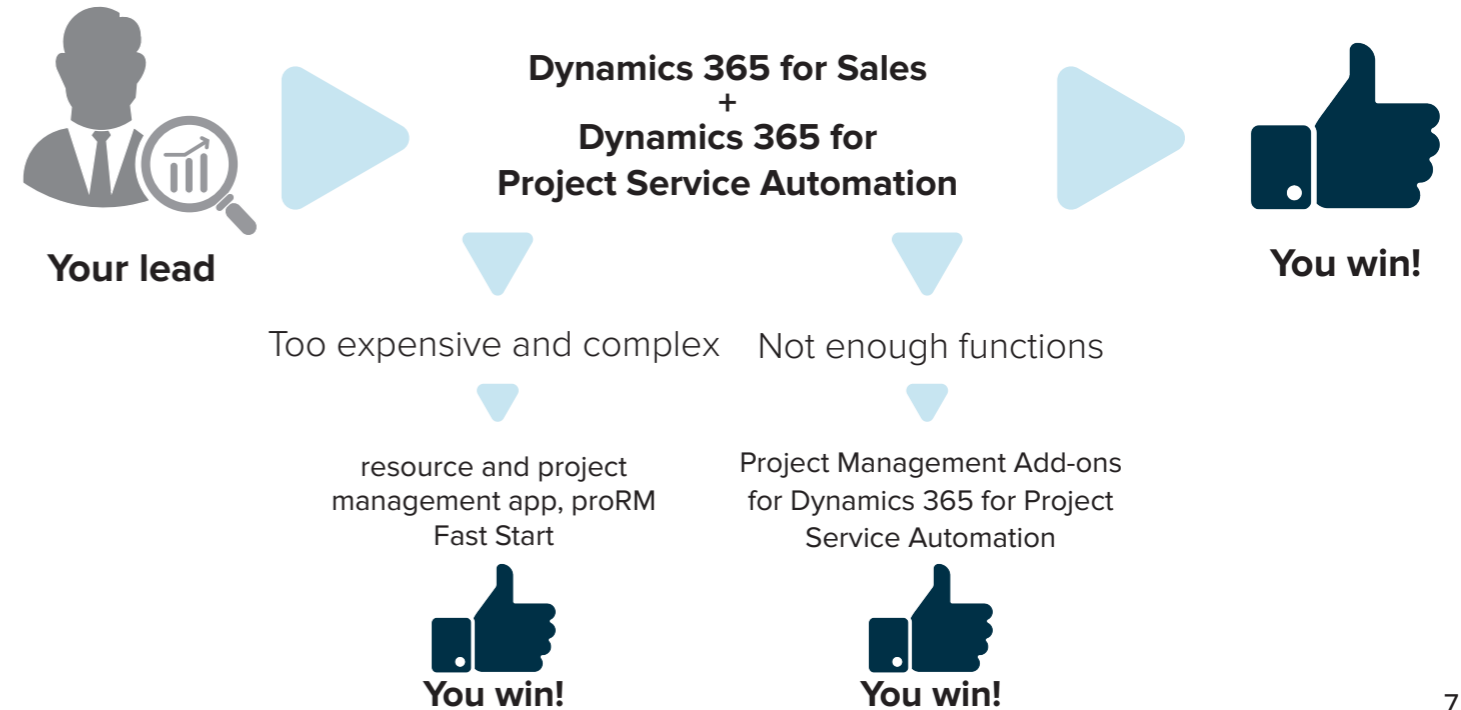
## #2 Generate new sales opportunities

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.

For Dynamics 365 for Project Service Automation



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
Price \$15/Month	Price \$8/Month	Price \$8/Month	Price \$5/Month	Price \$15/Month
Alliance Price \$10	Alliance Price \$6.40	Alliance Price \$6.40	Alliance Price \$4	Alliance Price \$12
Margin \$5	Margin \$1.60	Margin \$1.60	Margin \$1	Margin \$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

**Dynamics 365  
Enterprise Edition  
Customer Plan  
+ proRM Fast Start  
from \$55**

discount for your customer **13%**

larger margin as compared to regular sales **36%**

## #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	86.25	67.50	60.00	52.50	45.00
Recommended Microsoft sales price when selling to customers	115.00	90.00	80.00	70.00	60.00
<b>Normal partner margin</b>	<b>28.75</b>	<b>22.50</b>	<b>20.00</b>	<b>17.50</b>	<b>15.00</b>
<b>Total package solution price for Alliance partners</b>	<b>55</b>	<b>53</b>	<b>49</b>	<b>45</b>	<b>42</b>
<b>Recommended 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 in regular partner plan by	16.25	7.50	6.00	3.50	1.00
<b>Alliance partner margin is higher than in regular partner plan 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
Alliance partner price is lower for customers by	15.00	7.00	5.00	4.00	2.00
<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>



# 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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