

Making innovation happen with a Microsoft focused channel.



First for Cloud: Taking the cloud to market

A key differentiator of First Distribution is our trademarked eCommerce solution, First for Cloud. The enablement of a webstore, used as an extension of the partner's webstore and CI, with direct API integration into Microsoft, has been a unique value-add.

Our First for Cloud solution enables each partner to not only transact CSP by creating new tenants, but also gives them full management capability of their customers. These operational efficiencies ensure quick delivery on customer requirements, 24/7.

First for Cloud in action

First for Cloud enables multiple transaction methods like credit card and PayPal transaction models, and each partner can add their own products and services with Microsoft SKUs to amplify their own value propositions. A total number of 28 webstores have been enabled for partners in Africa and 75 webstores for partners in South Africa.

We are cognizant that partners cannot necessarily have internal skills across all three Clouds. First Distribution therefore makes provision for any skill or resource shortage via IP Co-Sell and GoFirst Cloud Service offerings. The objective is for a partner to retain their end-customer relationship with the ability to white label these services.

Some of the solutions we have taken to market include:

- **CloudSecure:** Multiple offerings which covers security hardening across the 3 Microsoft Clouds
- **Sage on Azure:** Moving dedicate or hosted Sage Applications and databases into Azure

- **SQL on Azure:** With the focus on business data and how to efficiently host the data in Azure
- **AD on Azure:** with the focus on hosting Active Directory environments as the core of all business technologies in Azure
- **GoFirst Cloud Services:** The deployment and configuration of all 3 Microsoft Clouds on behalf of the partner with a focus on
 - > Free Mailbox Migrations where FD sponsored BitTitan licenses on behalf of >20 user SMB environments
 - > Business Central in Dynamics 365 deployment offers
 - > Dynamics 365 Sales Pro deployment offers

Aligning with the Microsoft SureStep Program

The First for Cloud offering is part of the First Distribution's objective in aligning with the Microsoft SureStep Program in growing partners throughout their journey and lifecycle. We prefer for partners to have a web store because this capability enables them to manage their customer accounts, reducing and adding licenses and spinning up new tenants on the fly. Managing cloud licenses in particular is made easier through this ecommerce solution.

By investing heavily in operational, sales and brand resources, our partners get the best service. We have enabled 24/7 support as well as Advanced Support, which our partners can leverage to ensure priority on any query which may arise.

Over the past year, First Distribution has set the right goals and exceeded in expectations from an execution perspective. The consolidation of our tools, the way in which we service the channel, our consistency in delivering and exceeding the expectations of our partners has set us apart from the rest.

Our goal is for partners to support their customer in meeting critical business objectives, so time to market and fulfilment are dramatically increased when partnering with us on taking the cloud to market.