



# DRIVING SUSTAINABLE CLOUD REVENUE ACROSS AFRICA

## Simplifying the move from EA to CSP

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The move from Enterprise Agreements to the Cloud Solution Provider (CSP) model creates a powerful opportunity for partners across Africa to take control of their cloud business and accelerate long term growth.

### With CSP, partners gain:



#### Greater control of the customer relationship

Own the billing, lifecycle and ongoing engagement — positioning your business as a trusted cloud advisor, not just a reseller.



#### Predictable, recurring revenue streams

Replace periodic renewals with consumption based annuity revenue that scales as customers grow.



#### Closer alignment to customer needs

Flexible, right sized cloud consumption models support Africa's diverse markets and economic realities — driving value without overcommitment.



#### Faster deal velocity and scalable growth

With First for Cloud and Microsoft alignment, partners are supported with local expertise, regional billing and simplified CSP execution — reducing complexity and accelerating time to revenue.

More control. More recurring revenue. More growth — CSP success across Africa.

**First for Cloud powers Africa's CSP journey.**