



Microsoft with HBS

HBS Introduction & Services Overview with AI Business Solutions Focus



HBS At-a-Glance

Business Snapshot

The HBS is a leading Microsoft focused Systems Integrator (SI) that works in partnership with our Microsoft Licensing and Alliance team that provides direct cloud and on-premises licensing through Microsoft's strategic Cloud Solution Provider (CSP) licensing model.

As an elite managed Microsoft partner, our Microsoft team specializes in Azure, Security, AI Business Applications, Power Platform, Data / AI and Modern Work / Collaboration engaging with customers to secure, modernize and digitize their business processes and systems and maximize their technology investments.

Comprehensive Services Aligned with HBS Customer Needs

Hybrid Cloud Services

Application Modernization

M365 Productivity / Security

Data Platform Services

Low-Code / No-Code

Business Applications

AI & Automation



SLED

Healthcare

Manufacturing

Professional Services

Banking / Finance

Distribution

Logistics



HBS Leadership Team



Crystal Herald
General Manager



Amy Aschenbrenner
Alliance Manager



Drew Poggemann
VP of Microsoft Services

Microsoft Leadership Team



Chris Danelz
Microsoft General Manager



Heather Ehlenbach
PDM

Extensive Microsoft Partnership

Highlights



Microsoft Capabilities

- 16 Specializations
- 7 Solution Designations
- Licensing, Deployment, Adoption
- Fostering Co-Selling



Microsoft Capacity with HBS

- 70 Outside Sellers
- 10 Marketing
- 155 Services



Partner Authorizations

- CSP Direct Bill
- QTM Voucher Ready
- ECIF Ready



Key Investments

- SPF Plan
- Frontier Accelerate Engagements
- DCO Program
- MISA



Top Executive Mapping

- Managed Partner
- Premier Support for Partners
- Exec Sponsor, Chris Danelz, GM



Global Coverage

- United States
- 1000+ Customers



Security

Specialist
Cloud Security
Identity and Access
Management
Threat Protection



Infrastructure Azure

Specialist
Infra and Database Migration
Azure Virtual Desktop



Data & AI Azure

Specialist
AI Platform on Microsoft Azure
Infra and Database Migration
Migrate Enterprise Applications
to Microsoft Azure



Digital & App Innovation Azure

Specialist
Migrate Enterprise Applications
to Microsoft Azure



Modern Work

Specialist
Custom Solutions for Microsoft
Teams
Adoption and Change
Management
Teamwork Deployment
Modernize Endpoints



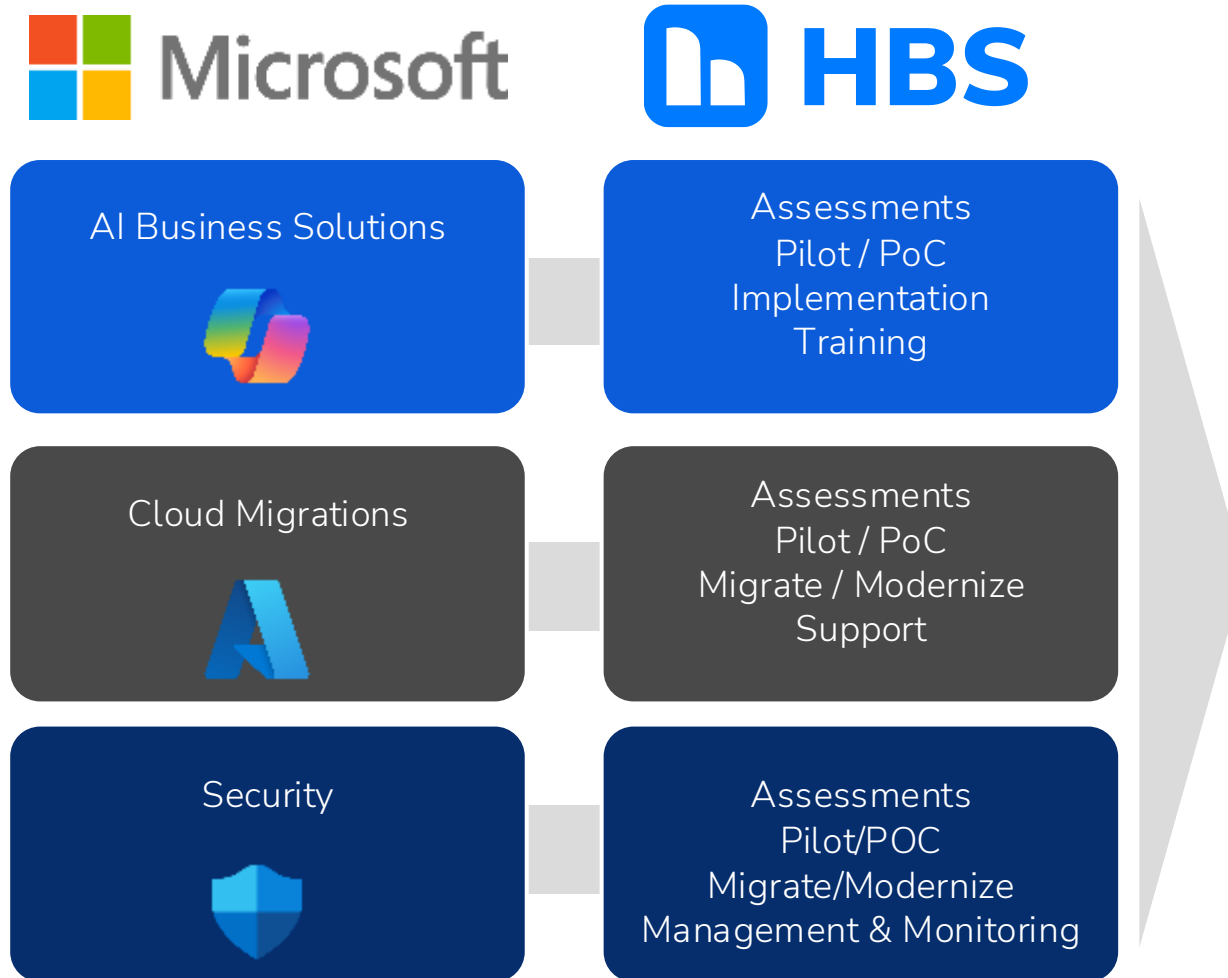
Business Applications

Specialist
Low Code Application
Development
Small and Midsize Business
Management
Sales
Intelligent Automation



Private Cloud

MCEM Win Formulas and Co-Sell



Partner with aligned priorities for growth

- Targeted and focused partnering with Microsoft sellers to be one of their go to partners.
- Provide solutions within the three key MCAPS pillars to develop interest, see the value and vision, show proof of value with pilots, implement and support and optimize.
- Ensure appropriate specializations and programs are attained that will align to Microsoft Commerce Incentive (MCI) funding for customers.
- Work closely with PDM to organize events / workshops, publish win wires, and create offerings to drive growth.
- Create appropriate Microsoft Marketplace solutions visible and valuable to Microsoft.
- Grow and develop into providing industry specific solutions crossing the Microsoft ecosystem.

AI Business Solutions

Overview



AI Business Solutions Superpowers



Modern Work

M365 Copilot Readiness Assessment	Copilot Training Level 100-200	Copilot Training Level 300-400	M365 Manage Services
M365 Migration Assessment	M365 Migration POC	M365 Migration	M365 Consulting Services

Dynamics 365 Business Central

BC Migration Assessment	BC Detailed Discovery	BC Implementation	BC Support Contract
ERP Envisioning Workshop			

Dynamics 365 CRM and Low-Code Platform

Power Platform Needs Assessment	Power Platform Solution Assessment	Power Platform Solution Deployment	Power Platform Consulting Services
CRM Envisioning Workshop	CRM Readiness Assessment	CRM Implementation	CRM Consulting Services

Breadth of AI Business Solution Services



Microsoft 365

- M365 Copilot POC, Roadmap & Adoption
- M365 Governance
- M365 Adoption & Change Management
- M365 Assessments & Migrations
- Windows 365/Azure Virtual Desktop
- Teams Voice

Dynamics

- Dynamics 365 Sales
- Dynamics 365 Customer Insights
- Dynamics 365 Customer Service
- Dynamics 365 Field Service
- Dynamics Business Central
- Customizations, Integrations, Migrations
- Application Lifecycle Management
- Training

Microsoft Power Platform

- No-Code / Low-Code Power Apps
- Power Automate (Cloud/RPA)
- Power Virtual Agents (Copilot Studio)
- Power Pages Portals
- Dataverse

M365 Copilot Readiness Assessment

What: Ensures customer operational and data readiness for deploying Copilot for Microsoft 365.

\$12,000 fixed fee | 2-4 weeks effort

Who: Department leaders

Why: Ensure long-term utilization of Microsoft 365 Copilot as the foundation for additional AI services.

The graphic features a blue header with the HBS logo and the title 'Copilot for Microsoft 365 READINESS ASSESSMENT'. Below the header, a white box contains the following text: 'AI can revolutionize your productivity. We'll get you ready for it.' This is followed by a paragraph explaining that Copilot for Microsoft 365 offers opportunities for better business intelligence and streamlined processes, but requires a well-prepared foundation. The 'Our Process' section follows, showing a three-step flow: 1. 'Identify Your Business Goals' (with an icon of people and a bar chart), 2. 'Assess Your Current Readiness' (with an icon of a clipboard and checklist), and 3. 'Define Your Implementation Roadmap' (with an icon of people and a road). Each step includes a brief description of the work involved.

HBS

Copilot for Microsoft 365

READINESS ASSESSMENT

AI can revolutionize your productivity.
We'll get you ready for it.

Copilot for Microsoft 365 brings incredible opportunities to your organization. Better business intelligence. Streamlined processes. Improved data retrieval and analysis. But maximizing the benefits requires a well-prepared foundation. With a Copilot for Microsoft 365 Readiness Assessment, we'll help you develop the most effective path forward to unlock the possibilities of AI for your organization.

Our Process

Identify Your Business Goals

We'll work with you to define your business case for AI, mapping your goals to the benefits Copilot can provide.

Assess Your Current Readiness

We'll review your Microsoft 365 licensing, configuration, security and infrastructure; assess your ability to implement Copilot today; and identify any gaps to address.

Define Your Implementation Roadmap

We'll provide a detailed set of recommendations and the steps to implement Copilot in alignment with your business goals.

[Download Sell Sheet](#)

Business Applications Superpower

Automate Manual or Outdated Processes



What:

Leverage Microsoft Power Platform and Dynamics 365 to streamline operations, improve customer service, and innovate faster



Why:

Drive Power Platform and Dynamics 365 licensing



Who:

IT and Line of Business Owners



How:

Power Platform or Dynamics 365
Envisioning Workshop

Business Applications Superpower Quickstart

Envisioning Workshop

What: Engage your IT and Business teams together in a hands-on ½ day Power Platform Envisioning Workshop that will provide a comprehensive overview of the art-of-the-possible with Power Platform and work as a team to assess current and future state aligning priorities.

Who: IT and Line of Business Teams (Leadership and Front-Line)

Why: Develop deeper business relationships across organization and driving consumption of Dynamics 365 and Power Platform licensing.

The graphic features a blue header with the HBS and Microsoft logos. Below the logos, the text 'Microsoft Power Platform' is displayed, followed by the tagline 'Supercharge your ability to drive innovation at scale.' The main body of the graphic is white and contains the following text: 'Supercharge your team. Accelerate efficiency and time-to-delivery.' Below this, a paragraph states: 'What if you could leverage low-code tools to help your organization boost efficiency and reduce costs? With HBS and Microsoft's Power Platform, you'll have the tools, technology and expert support to automate processes, streamline operations, and simplify security and administration.' Two statistics are presented: 'Application Development Cost Reduction 45%' and 'Automation Possibilities 50%'. The first statistic includes the note 'Power Platform reduces application development costs increasing efficiency through low-code capabilities.¹' and the second includes 'of digital work activities can be automated with current technology.²'. At the bottom, small text provides sources: 'Sources: 1. Forrester TEI of Microsoft Power Platform Premium Capabilities August 2022' and '2. Forrester: The Total Economic Impact™ Of Power Apps, March, 2020.'

HBS Microsoft

Microsoft Power Platform

Supercharge your ability to drive innovation at scale.

Supercharge your team. Accelerate efficiency and time-to-delivery.

What if you could leverage low-code tools to help your organization boost efficiency and reduce costs? With HBS and Microsoft's Power Platform, you'll have the tools, technology and expert support to automate processes, streamline operations, and simplify security and administration.

Application Development Cost Reduction

45%

Power Platform reduces application development costs increasing efficiency through low-code capabilities.¹

Automation Possibilities

50%

of digital work activities can be automated with current technology.²

Sources: 1. Forrester TEI of Microsoft Power Platform Premium Capabilities August 2022
2. Forrester: The Total Economic Impact™ Of Power Apps, March, 2020.

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