



Live Assist

for Microsoft Dynamics 365

Powered by CaféX



Grow Your Business with the CaféX Partner Program

As Microsoft's preferred omnichannel solution provider for Dynamics 365, CaféX is pleased to announce a new partner program.

By joining this program, you will receive a number of core benefits to help you strengthen your capabilities, develop new professional service offerings and serve customers more effectively to accelerate your business growth.



Program Benefits

Partners that enroll or renew their membership in the program may access the core benefits below.

| Benefits | Standard Partner | Strategic Partner |
|---|------------------|-------------------|
| Commercial model | Agency | VAR/SI (reseller) |
| Training materials and e-learning modules | ✓ | ✓ |
| Demo videos, Chrome extension & mobile demo | ✓ | ✓ |
| Demo Instance for Live Assist (Internal Use Rights) | 1 | 5 |
| Access CafeX marketing assets, pricing tools, etc. | ✓ | ✓ (co-brandable) |
| Co-marketing demand generation (lead passing, webinar) | | ✓ |
| Partner profile and logo placed on www.cafex.com | | ✓ |
| RFP response support | | ✓ |
| Partner onboarding assistance | | ✓ |
| Solution design assurance for first 3 deals | | ✓ |
| Invitation-only training boot camps | | ✓ |
| Live Assist deployment training | | ✓ |
| Resell Live Assist for Microsoft Dynamics 365 subscriptions | | ✓ |

Program Requirements

Membership is accompanied by the following minimum requirements.

| Requirements | Standard Partner | Strategic Partner |
|--|------------------|-------------------|
| Minimum number of subscription seats sold per year | | ✓ |
| Marketing spend/investment | ✓ | ✓ |
| Microsoft CRM or Cloud CRM Competency (MPN) | ✓ | ✓ |
| Signed CaféX Partner Agreement | ✓ | ✓ |
| Complete a partner profile (includes quantification of CRM/Dynamics 365 deployments and seats) | ✓ | ✓ |
| Placement of CaféX logo on partner's website | ✓ | ✓ |
| Bi-weekly pipeline review (trial status / probability of close / deal stage) | ✓ | ✓ |
| Deal notification, lead status and confirmation | ✓ | ✓ |
| GTM activity (e.g. CaféX webinar invitations to customers / prospects) | ✓ | ✓ |
| Sales proficiency (e.g. ability to demo Live Assist for Dynamics 365) | ✓ | ✓ |

Getting Started

Customer experience is today's key competitive differentiator. Microsoft Dynamics 365 for Customer Service, integrated with CaféX Live Assist, delivers seamless omnichannel engagement to increase customer satisfaction and agent productivity.

We welcome the opportunity to meet with you and explore how CaféX and our partner program can best support you and your customers. Email us at MSLiveAssistPartner@cafex.com or learn more about Live Assist for Dynamics 365 powered by CaféX at <https://liveassistfor365.com>.

“Omni-channel is at the heart of any successful customer engagement solution. With CaféX as our preferred solution provider, we are able to bring to market a highly differentiated offering to better serve the changing needs of our customers. Enterprises can now extend real-time assistance within the context of business processes to create more unified and intelligent customer journeys.”

Jujhar Singh, Corporate Vice President, Microsoft Dynamics CRM