

# Accelerate your CSP business with M365 E3

February 2023

## Agenda

- Introductions 5'
- Do More with Less Arianna 10'
- Why M365 E3? Karl 15'
- Accelerate your business with M365 E3 promo Mette 10'
- Next Steps Mette 5'
- Q&A All 10'



Arianna Riccardi Go To Market Manager Small & Medium Business Modern Work



Mette Kahl
SMB Sales Lead
Modern Work+Security
& Surface



Karl Young
Digital Technical Specialist
Modern Work

# How the world has changed





# An increasingly large threat landscape

230%

Increased in password spray attacks in 2020<sup>1</sup>

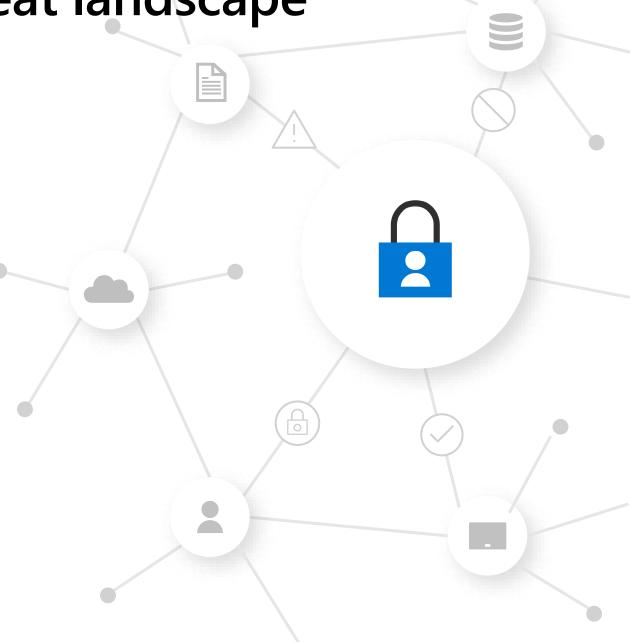
**5**B

Attacker-driven sign-ins detected in August 2020<sup>1</sup>

78GB
of data is uploaded
monthly to risky apps
by the average

enterprise<sup>1</sup>

of all attacks on enterprise accounts involve phishing<sup>1</sup>



# What do SMBs want? of SMB buyers prefer to purchase software solutions as a package or 64% "suite of solutions" that meets all their business needs.1

Microsoft 365 empowers you to Do More with Less

"No company is better positioned than Microsoft to help organizations deliver on their digital imperative so that they can **do more with less**. From infrastructure and data to business applications and hybrid work, we provide unique differentiated value to our customers."

Satya Nadella, CEO



## Microsoft 365 powers your business to do more with less

#### **Save Costs**

- Consolidate your apps into one Microsoft 365 suite
- Simplify deployment with single sign on experience for easier access
- Reduce application licensing and management complexity

#### **Increase Security Confidence**

- Securely access your data from anywhere
- Reduce risk of expensive data breach incidents
- Keep your devices safe wherever they are, across platforms

#### **Improve Productivity**

- Connect professionally with customers from anywhere
- Adopt hybrid business practice to ease travel expense
- Reduce office space leasing and utilities costs

#### Realize Value



Save over **50%** through license consolidation to Microsoft 365



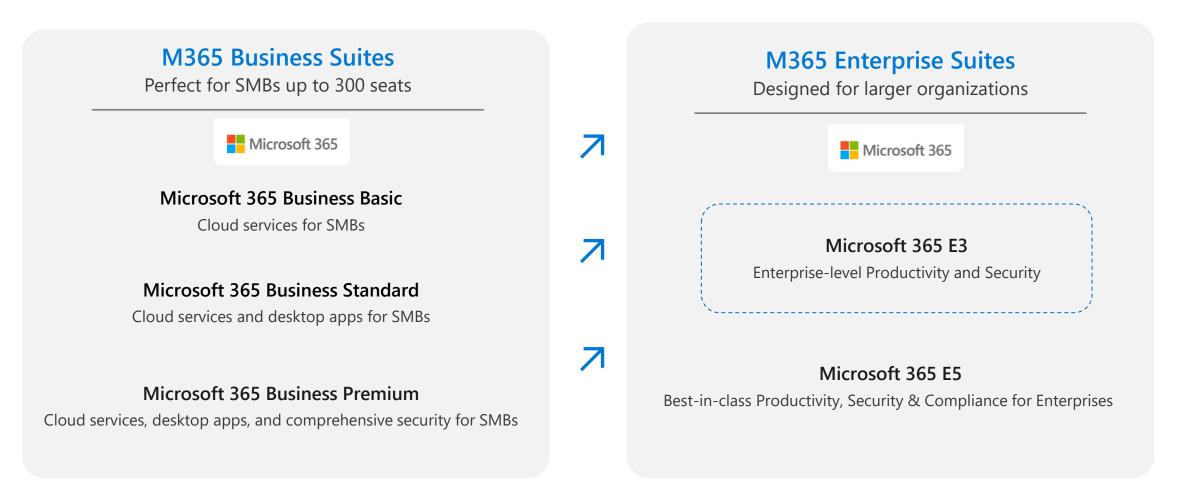
Reduce data breach risk by **45%** and security management costs by **50%** 



Enable 51% more collaboration and reduce travel expenses by **32%** 

### Microsoft 365 Portfolio

### Best-in-suite solutions for all-sized organizations



Note: Not all features/product logos shown.

## Get More with Microsoft 365 E3 Today

#### What is the M365 E3 DMWL Offer in CSP?

#### **New Promotion!**

- Offer: CSP Partners receive 15% off the net partner price for the M365 E3 Annual Commitment price throughout the duration of the promotion period
- Audience: New-to-M365 E3 customers (enforced by the FirstPurchase Constraint customer must have no M365 E3 purchase history)
- Channels: CSP Modern (New Commerce)
- Geographies: All geographies where Microsoft 365 is sold
- **Period:** February 1<sup>st</sup>, 2023, through June 30, 2023. Promotional pricing will no longer apply upon the renewal date of annual subscriptions transacted in the promotional period
- Promo Transaction Limits: Maximum of 2,400 seats per eligible customers no minimum seat requirement
- Target Audience:
  - 1) New-to-Microsoft 365 E3 subscription customers
  - 2) Existing Microsoft 365 subscription customers with no previous purchases of Microsoft 365 E3:
    - A. Customers with multiple M365 offers in use ready to consolidate to M365 E3
    - B. Customers with legacy subscriptions or NCE transition promotion subscriptions expiring in Q3 and that can consolidate costs by upgrading to M365 E3

At the end of the promotional period, customers will automatically renew into annual commitment at standard prices. Customers will continue to maintain billing frequency flexibility with this promotional offer, while locking the promotional price throughout the duration of the annual commitment subscription. Offer not available on monthly M365 E3 subscriptions.

For more details about the M365 E3 DMWL Offer in CSP, please review the M365 E3 DMWL Offer FAQ



# Why Microsoft 365 E3?

Karl Young

#### Microsoft 365 E3

## Secure collaboration



#### Devices

that meet specific job requirements



#### **Operating system**

that's secure, easy to manage, update, and use



#### Security

that defends against cyberattacks across multiple platforms



#### Management

that is built for a heterogenous device estate, including personal devices



#### Collaboration

that connects every employee across all devices

Eliminate redundant solutions

**Zero Trust foundations** 

Simplified endpoint management

**Productivity and collaboration** 

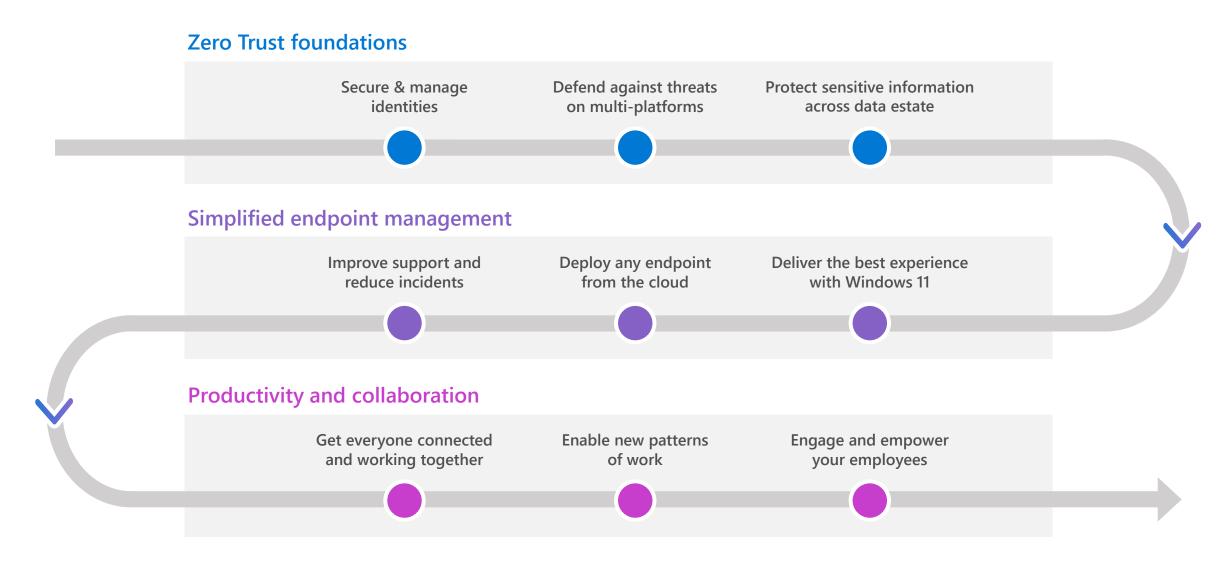
Three simple steps

## Secure collaboration

- **Zero Trust foundations** Microsoft Azure Active Directory | Microsoft Defender for Endpoint | Microsoft Purview Information Protection | Microsoft Intune
- Simplified endpoint management Windows 11 Enterprise | Windows Autopilot | Windows Autopatch | Microsoft Intune | Endpoint Analytics | Universal Print | Org Messages
- Productivity and collaboration

Microsoft Teams | Word | Excel | PowerPoint | Loop | Outlook | Exchange Online | SharePoint Online | Viva Connections | Viva Learning | Yammer

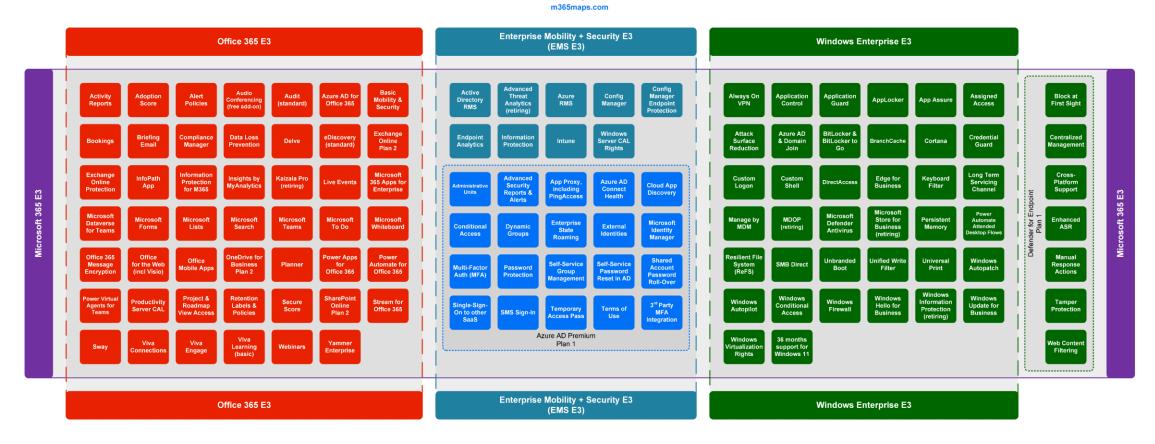
## Secure collaboration



## Microsoft 365 E3 overview feature by feature

#### Microsoft 365 E3

January 2023





## Accelerate your CSP Business with M365

Mette Kahl

#### Microsoft 365 E3 2023 DMWL offer in CSP

#### **Promotion summary**

Microsoft created the Microsoft 365 E3 2023 DMWL in CSP offer for CSP customers purchasing M365 E3 for the first time, offering 15 percent discount on the net partner price for M365 E3 annual subscriptions. This offer applies to CSP and NCE exclusively.

Now's the time for partners to go big with Microsoft 365 E3. M365 E3 continues to be critically important to helping customers do more with less. In non-USD markets undergoing FX adjustments in the coming months, partners have another compelling reason for customers to commit to an M365 E3 annual subscription via this offer.

#### **Duration**

February 1, 2023, to June 30, 2023

#### Geography

Worldwide

#### Promo type

New commerce experience, partner-led (CSP)

#### **Products**

Microsoft 365 E3—annual commitment subscriptions only

#### **Discount percent and discount description**

15 percent discount off an M365 E3 annual subscription (monthly not included)

#### **Customer eligibility**

Available only to new-to-M365 E3 customers (subject to the FirstPurchase Constraint)

#### **End customer value prop**

Pressures from the evolving global economy require organizations to reduce costs and optimize operations as they continue to shift to a world of hybrid work.

M365 E3 empowers customers to do more with less, eliminating redundant licenses to save costs, simplifying IT management, and protecting their digital workers.

#### Partner value prop

The new M365 DMWL E3 offer in CSP was created to help partners accelerate new customers migrating from on-premises software to the M365 cloud and/or upsell existing customers from eligible subscriptions (such as Office 365 E3) to M365 E3.

#### How it works

Offer applies automatically to eligible customers purchasing M365 E3

#### Next steps/Learn more

See the Offer FAQ for more details and next steps.

See the latest Operations Promo Guide Excel file for the latest list of promotion IDs and product SKU IDs for all new commerce promotions. The new commerce promotion details tab in the Excel file allows partners to filter by promotion type.

## Recommended targeting guidance for M365 E3 Offer

Customer targeting scenarios			
Upsell from O to M365 ME3	Accounts already on the cloud with lower premium SKU mix (OE3, Business offers) and actively using Teams.		
On-premises to M365 E3	Accounts with Microsoft on-premises (Exchange, Office, Sharepoint) and 3 <sup>rd</sup> party security solutions.		
EOS for Office 2013	Customer with small number of OE3/5 licenses (<50% of total users) and Office 2013 EOS (end of support) licenses.		
EOS for M365 Services connectivity with Office 2016 and 2019	Customer on 2016 or 2019 EOS (end of support).		

Promotion is available only to new-to-ME3 customers. Customers who have purchased ME3 in any channel & platform will be excluded

## Partner Opportunity to help SMBs do more with less

01

Work with customers to find and implement the right solutions for their needs



Hybrid work and security are all still important to SMBs

1 in 4 SMBs state they experienced a cyberattack in the last year.<sup>1</sup>

73% of workers say they want flexible remote work options.<sup>2</sup>

02

Offer value-added, managed services for greater profitability



Smooth out cash flows and create longer-term opportunities to add additional revenue streams

Managed services opportunities grew 18%<sup>3</sup>

For any given workload, margins ranged from 30% up to 65%, depending on the maturity of the offering.<sup>3</sup>

- 1. Microsoft SMB Research, April 2022, Security in the new work environment
- Meeting the Changing Software Technology Needs of SMBs, Forrester Consulting, September 2022
- 3. The Partner Opportunity For Microsoft Modern Workplace, Forrester Consulting, July 2022

## Next Steps for Partners with M365 E3 Promo

#### **Get ready**



#### **Identify Opportunity**



#### Execute



#### **Increase Value**

- Familiarize yourself with the Do More with Less Pitch
- Get to know better the new CSP ME3 DMWL Promo
- Identify your earning opportunity with Microsoft Incentives

- Work with your Microsoft contact to identify target customers for ME3
- Verify eligibility before submitting a transaction to ensure the promotion will be applied (<u>Verify a</u> <u>promotion eligibility -</u> <u>Partner Center |</u> <u>Microsoft Learn</u>)

Showcase ME3 value to your target customers:

- execute a customer workshop
- · use demo tool
- leverage Microsoft
   Solution assessments

Use the DMWL pitch to showcase Annual potential cost savings & cash flow management

- Close the deal leveraging ME3 DMWL Promo
- Leverage upcoming renewal anniversary to upgrade your customers to ME3
- Add value by offering managed services for your customers

#### **Resources for Partners**

## Develop your Do More with Less with SMB campaign:

Partner BOM at SMB Partner Portal <a href="https://aka.ms/SMBPartnerPortal">https://aka.ms/SMBPartnerPortal</a>

Do More with Less Workshop content to customers at <a href="mailto:aka.ms/SMBWorkshopPartnerPortal">aka.ms/SMBWorkshopPartnerPortal</a>

## Demonstrate the value of Microsoft 365 Business Premium:

Partner Playbook at <u>aka.ms/M365BPPartnerPlaybook</u>

#### **Upsell Guides:**

- Exchange Online to Business Premium
- Business Standard to Business Premium
- Business Basic to Business Premium

## Attach Microsoft Defender for Business:

Partner BOM at aka.ms/MDBPartnerKit

Live and on-demand partner webinars <a href="https://aka.ms/M365MDBSeries">https://aka.ms/M365MDBSeries</a>

## Manage SMBs with Microsoft 365 Lighthouse:

Lighthouse documentation at <a href="mailto:aka.ms/M365LighthouseDocs">aka.ms/M365LighthouseDocs</a>

Activate M365 Lighthouse at <u>aka.ms/M365LighthouseOnboard</u>

## Build your CLM practice with Project Orland:

Partner BOM at <a href="mailto:aka.ms/ProjectOrland">aka.ms/ProjectOrland</a>

Sign up for Project Orland public preview at <a href="http://aka.ms/ProjectOrlandNextSteps">http://aka.ms/ProjectOrlandNextSteps</a>

#### Close with M365 E3 Offer:

M365 E3 DMWL CSP Offer FAQ

M365 E3 DMWL Offer in CSP summary

Partner Center Announcement

#### Pitch Microsoft 365 E3:

DMWL ME3 landing page for partners

1:Many DMWL E3 Workshop content

Campaign in a box for ME3 Core E SKU

Snackable 10 min video on value of ME3

## Leverage Forrester studies in customer conversations:

Meet The Changing Tech Needs of SMBs: Study, Infographic, and On-Demand Webinar

Modern Work Total Economic Impact Study: aka.ms/MWForresterTEI2022 MICROSOFT CONFIDENTIAL

## Ready Partners | CSP Renew and Upsell Digital Events

On Demand	Do More with Less: Driving upsell and renewals through partner (B SKU focus)  2-part sales series to drive a successful renewal and upsell with CSP programs, Business Premium & MDB	https://aka.ms/M365_SMBRenewandUpsell
On Demand	Do More with Less Sales Bootcamp (E SKU focus)  Focus on the M365 E3 sales pitch and leveraging the Do More with Less toolbox	Do More with Less Sales Bootcamp for partners
On Demand	SMB Masters: LIVE sales & technical bootcamp  SMB Masters bootcamp for partners and SMB Master trainers	https://aka.ms/M365smb_masters
February 21 <sup>st</sup> – April 10 <sup>th</sup>	SMB Masters: Microsoft 365 technical skilling  SMB Masters technical 7 weeks program starting Feb 21st  LIVE sessions delivered every week 8am PST and following Monday 7pm PST (APAC)  Knowledge check & LinkedIn badge launch at last session and program available on demand as a learning path	7-week digital series https://aka.ms/M365SMB_Masters_Program



# Microsoft 365 E3: Do More With Less Cost Savings

## Annual potential cost savings & cash flow management

Do More With Less Pillars	<b>1,000</b> seats	50seats
<ul> <li>Eliminate Redundant Solutions*</li> <li>Consolidate complex licensing structure</li> <li>Eliminate redundant capabilities, benefit from seamless, native integration</li> <li>Cut consulting, deployment, and integration costs with a single integrated solution</li> </ul>	\$481,000	\$24,050
Simplify IT Management  Secure access work from anywhere Optimize IT administrators' efforts Simplify user onboarding and reduce TCO Limit security risk and reduce loss Modernize IT Support operations	\$217,181	\$10,859
<ul> <li>Protect the digital worker</li> <li>Enable the flexibility to securely work from anywhere</li> <li>Lessen data breaches and protect identities, devices, apps, and data</li> <li>Reduce identity and access management costs with a zero-trust security model</li> <li>Improve visibility across all identities and endpoints</li> </ul>	\$42,344	\$2,117
What will you do with more		
<ul> <li>Improve productivity through easier collaboration</li> <li>Goal management &amp; OKRs align people and projects to strategic priorities</li> <li>Recruit, develop and retain top talent</li> <li>Employee experience drives productivity improvements</li> </ul>	\$654,507	\$32,725
<ul> <li>Sustainability</li> <li>Modernize your business to cut Travel and Expenses budgets</li> <li>Reduce office space leasing and utilities costs</li> <li>Embrace sustainable business practices</li> </ul>	\$564,400	\$28,220
Potential cost savings per year	Up to <b>\$2.0M</b>	Up to \$98.0K

Results from the Microsoft 365 E3 Cost Savings & Business Value Calculations Spreadsheet based on a composite organization from The Total Economic Impact™ of Microsoft 365 E3, commissioned by Microsoft, December 2020 Visit roi.transform.Microsoft.com or contact your Microsoft representative for further estimates for your organization. Details follow.

\*Microsoft 365 E3 example taken here & moving from upfront Capital Expenditures to Operational Expenditure for easier Cash Flow

## Eliminate Redundant Solutions with Microsoft 365 E3

"Organizations save on license costs, infrastructure purchases, and deployment complexity by standardizing on the Microsoft platform and replacing third-party tools."

**Forrester Consulting Study** 

Consolidating to a single vendor can cost much less than choosing different vendors for multiple capabilities. Microsoft 365 includes many of the capabilities for which you are currently paying other vendors.

#### **Eliminate Redundant Solutions**

License costs that can be avoided/retired (per	user pe	er month)
Number of users		20,000
Mobile Device Management and Mobile Application Management	\$	9
Multi-factor Authentication	\$	7
Identity and Access Management	\$	5
Classifications, Labels and Permissions	\$	3
MDOP	\$	2
Windows Defender AV	\$	3
Direct Access and Device Level VPN	\$	3
BitLocker	\$	2
Desktop Analytics	\$	1
Collaboration and Communication	\$	18
minus E3 license cost	\$	32
Annual savings (sum above x 20,000 x 12 months)	\$	5,040,000

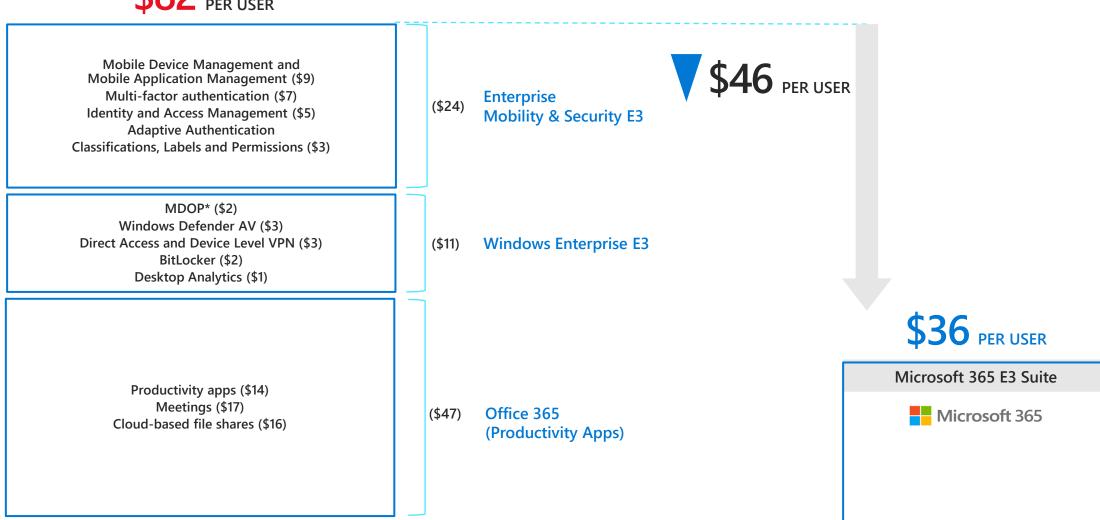
On premises licensing costs that can be avoided/retired				
A. Number of licenses removed		20,000		
B. Annual cost Windows, Office, CAL licenses		\$229		
Potential annual cash flow change per year (A $\times$ B)	\$	4,580,000		
Potential Annual Savings \$ 9,620,000				

Web Direct/Base Price shown for Microsoft offerings. Multi-vendor prices based on publicly available estimated pricing for other vendor solutions and are illustrative.

<sup>&</sup>lt;sup>1</sup> Forrester Consulting, <u>The Total Economic Impact™ of Microsoft 365 E3</u>, commissioned by Microsoft, June 2019

## Eliminate Redundant Solutions – Dark to Microsoft 365 E3

\$82 PER USER



## Eliminate Redundant Solutions – Office 365 E3 to Microsoft 365 E3

\$35 PER USER

Mobile Device Management and Mobile Application Management (\$9) Multi-factor authentication (\$7) Identity and Access Management (\$5) Adaptive Authentication Classifications, Labels and Permissions (\$3)

MDOP\* (\$2)
Windows Defender AV (\$3)
Direct Access and Device Level VPN (\$3)
BitLocker (\$2)
Desktop Analytics (\$1)

Windows Defender Application Guard Windows Defender application control Windows Defender Credential Guard

Windows Virtual Desktop

(\$24) Enterprise Mobility & Security E3

\$22 PER USER

(\$11) Windows Enterprise E3

\*MDOP includes App Virtualization | BitLocker Management | Advanced Group Policy Management | User profile Virtualization | Diagnostics and recovery \$13 PER USER

Microsoft 365 E3 Step Up from Office 365 E3

Office 365 E3 Suite

Microsoft 365

## Simplify IT Management

"Interviewees said their organizations recognized time savings regardless of device, noting the ease of managing a myriad of mobile devices, PCs, and Macs."

**Forrester Consulting Study** 

The expectation is that every customer should be able to reduce administration effort because Microsoft will now be responsible for maintaining the hardware and software. This helps IT transition to higher-value activities and boost morale.

#### **Simplify IT Management**

IT Administration & Help Desk			
A. Annual help desk calls	120,000		
B. Percent of calls eliminated with automation	15%		
C. Reduction in ticket resolution time for remaining tickets	10%		
D. Average cost per call	\$20		
IT administration and help desk savings (5% riskadjusted) $((A \times B \times C) + (A \times (1-B)) * C \times D) \times (1-5\%)$	<u>\$535,800</u>		

Endpoint Deployment and Management Time Savings			
A. IT end-user setup time savings (hours)	36,000		
B. End-user setup time savings (hours)	36,000		
C. Average annual IT Salary	\$120,000		
D. Average annual End-user salary	\$65,000		
E. Total IT time savings ((#users x1.87hrs) x 24%) +(75% x 1/3 of Users)) / (2,080 annual working hours x C)	\$2,883,231		
F. End-user savings (B / (2,080 annual working hours x D)	\$1,125,000		
Endpoint deployment and management time savings (5% risk-adiusted) (E+F)	<u>\$3,807,819</u>		
Potential Annual Savings	<u>\$4,343,619</u>		

Cost savings estimates based on commissioned Forrester Consulting TEI studies and Microsoft research. Visit roi.transform.Microsoft.com\_or contact your Microsoft representative for estimates for your organization.

<sup>&</sup>lt;sup>1</sup> Forrester Consulting, <u>The Total Economic Impact™ of Microsoft 365 E3</u>, commissioned by Microsoft, December 2020

# Improve Productivity through Easier Collaboration

"Microsoft 365 E3 includes a wide range of collaboration and communication solutions to improve worker efficiency. Interviewees underscored the importance of users being able to communicate and collaborate anytime and anywhere in a secure manner." <sup>1</sup>

**Forrester Consulting Study** 

Microsoft 365 helps organizations transform and streamline business processes through workflows, dashboards, Al capabilities, and more.

#### Improve Productivity through Easier Collaboration

End User Productivity Improvement			
A. Number of employees	20,000		
B. Efficiency gain per user (in hours)	51		
C. Average hourly knowledge worker rate	\$32		
D. Productivity recapture	50%		
E. End-user productivity improvements (A $\times$ B $\times$ C $\times$ D)	\$16,362,667		
F. Risk Reduction	20%		
Potential Annual Savings E x (1-F)	\$13,090,133		

<sup>&</sup>lt;sup>1</sup> Forrester Consulting, <u>The Total Economic Impact™ of Microsoft 365 E3</u>, commissioned by Microsoft, December 2020

## Sustainability

""IT teams lacked the tools to effectively manage remote workers, leading to increased support costs and decreased productivity for remote workers. Before moving to Microsoft 365 E3, users were unable to access important applications and data while working remotely, limiting their productivity." <sup>1</sup>

**Forrester Consulting Study** 

Hybrid Workwill drive a decrease in travel as virtual events and meetings become more prevalent.

#### **Sustainability**

Reduced Travel Expense	
A. Total travel and expense budget	\$16,666,667
B. Percent reduction due to increased remote work	40%
C. Attribution Percentage	60%
<b>Reduced Travel Expense (5% risk-adjusted)</b> (A x B x C) x (1-5%)	\$3,800,000

Reduction in Necessary Office Space Spend			
A. Average lease expense per employee per month	\$780		
B. Percent of workforce who were remove before moving to E3 (pre-pandemic)	10%		
C. Percent of workforce that will remain remote in the future	15%		
<b>Reduction in Necessary Office Space Spend<sup>2</sup> (20% riskadjusted)</b> (A x #users x (C-B) x 12months) x (1-20%)	<u>\$7,488,000</u>		

Potential Annual Savings <sup>2</sup>	<u>\$11,288,000</u>
---------------------------------------	---------------------

Cost savings estimates based on commissioned Forrester Consulting TEI studies and Microsoft research. Visit <u>roi.transform.Microsoft.com</u> or contact your Microsoft representative for estimates for your organization.

<sup>&</sup>lt;sup>1</sup> Forrester Consulting, <u>The Total Economic Impact™ of Microsoft 365 E3</u>, commissioned by Microsoft, December 2020

<sup>&</sup>lt;sup>2</sup>Based on <u>The Total Economic Impact™ of Microsoft 365 E3</u>, annual savings from Reduction in Necessary Office Space Spend may not be seen until the third year of an agreement based on prior long-term lease agreements

## **Vendor consolidation – Meetings & Calling**



Web Direct/Base Price shown for Microsoft offerings. Multi-vendor prices based on publicly available estimated pricing for other vendor solutions and are illustrative. Pricing assumes the use of Direct Routing (a feature included with Phone System). Calling plans are not included as part of this comparison.

# **API Experience**

## API Flow – New Purchase

Discover	Validate	Transact	Reconcile
Get All Promos API  Partners can get a list of active NCE promos for a given market and segment	Verify Eligibility API  Partners can verify eligibility before submitting a transaction to ensure the promotion will be applied	Cart APIs  After adding an item to the cart, the promo ID field of a subscription populates if the customer is eligible	Get Invoice Line Items API  Partners can retrieve details for invoice line items for a specified invoice
			Get Promo by ID API  Partners can retrieve promo details from a given ID and country, even if the promo has expired

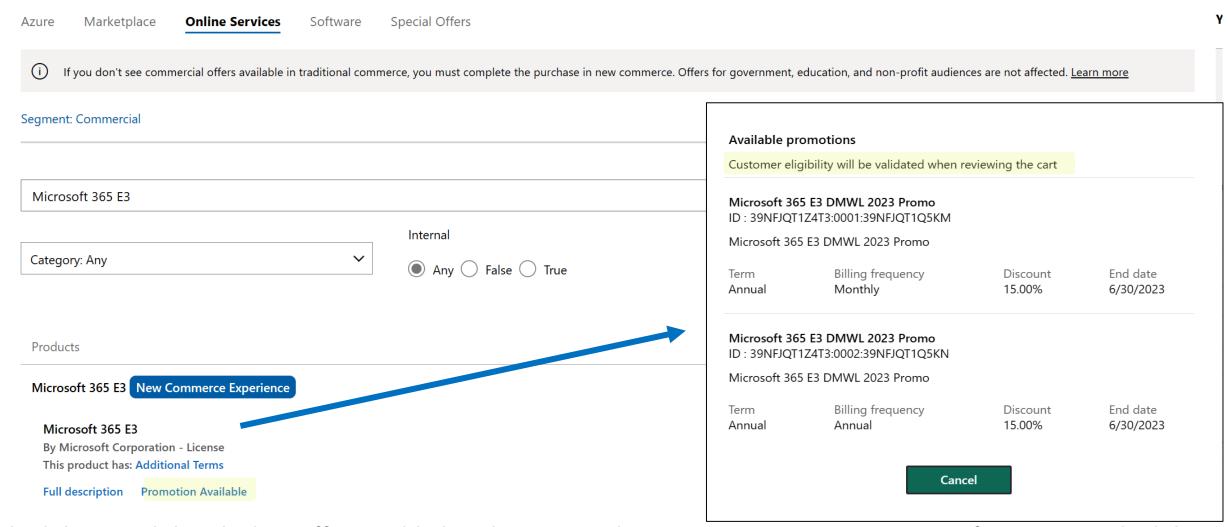
# **UX** Experience

## **UX Experience – New Purchase**

Discover	Select	Review	Reconcile	
Promo Guide	Portal Browse Page	Review Cart	Recon File	
Partners download guide from Ops Readiness Gallery and read about active promos	Partners can see which offers have promotions available when browsing the catalog	When reviewing the cart, partners can see which offers have promos applied	Partners can validate which subscriptions on the recon have promos and cross reference the promo guide for details	
•		Subscription Pages	Subscription Pages	
		Following checkout, partners can confirm promo application via the Subscriptions List and Subscription Details pages		

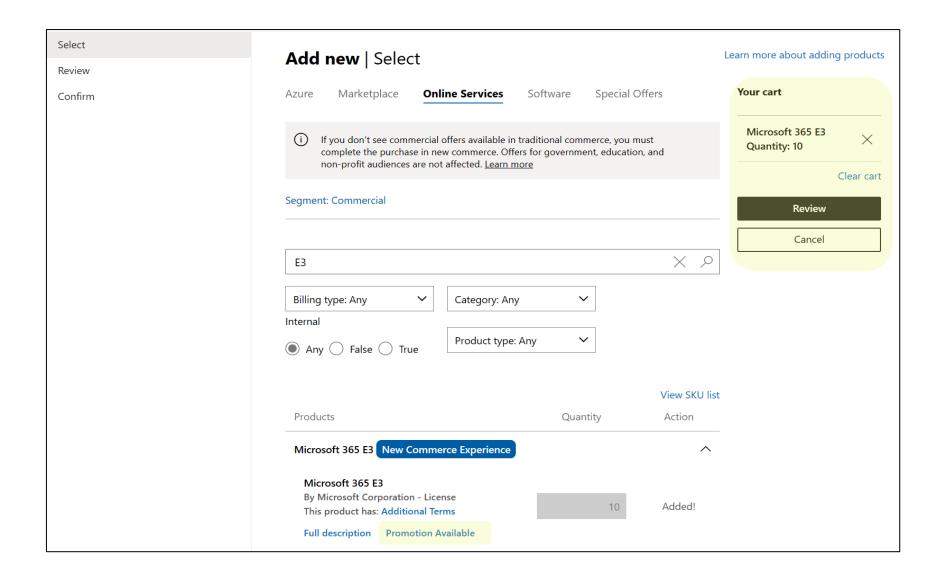
## **Browse UX Experience**

## Add new | Select



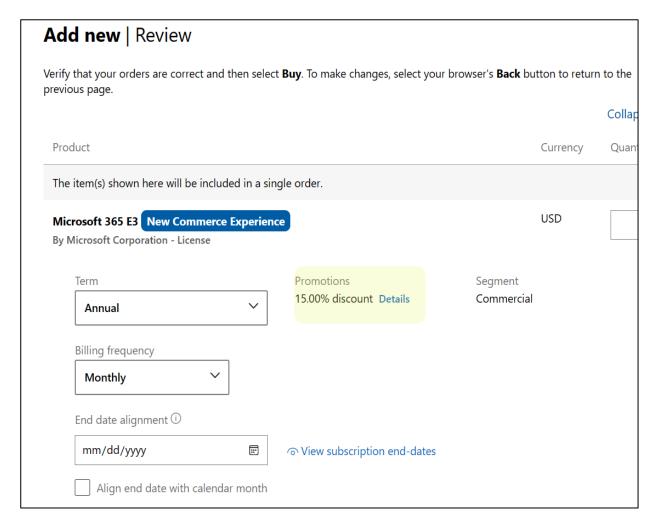
Eligibility is validated when offer is added to the cart; at this point, partner is not certain of customer's eligibility, only that there is a promotion generally available on this SKU

## **Selecting License Cart UX Experience**

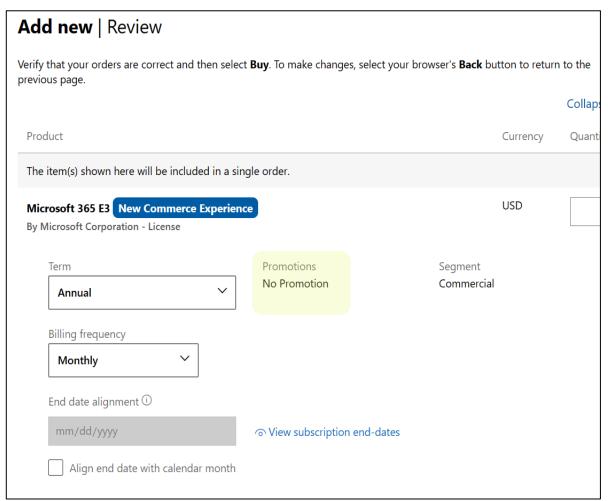


Click "Review" in shopping cart to proceed to review if customer is eligible for this promotion

## **Review Cart UX Experience**

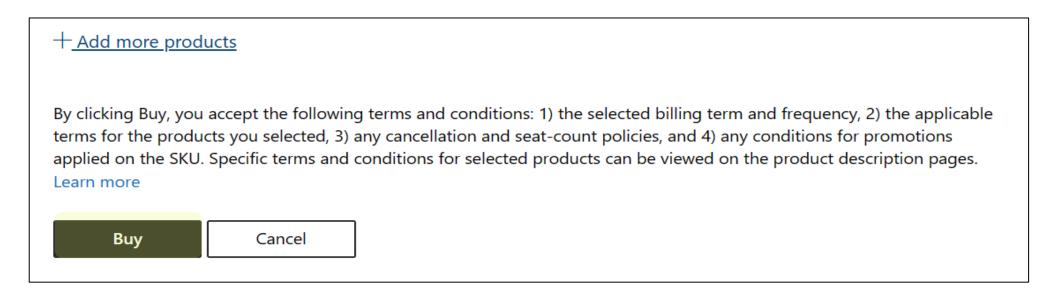


If customer **is eligible**, promotion is shown in cart. Promo will automatically apply. Details can expand to show promo ID and end date.

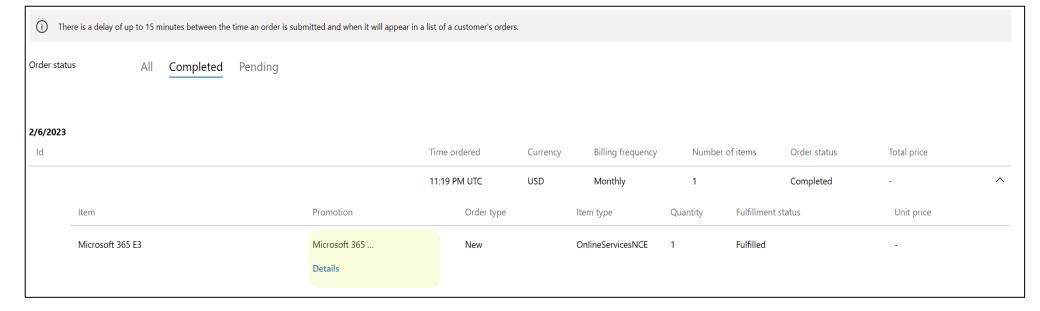


If customer is **not eligible** (example customer already owns one license of M365 E3) – or if monthly commitment term is selected, "No Promotion" details are provided as the promotion is not applied

## Purchase Offer w/Promotion and Recon Guide

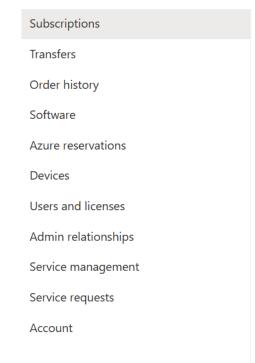


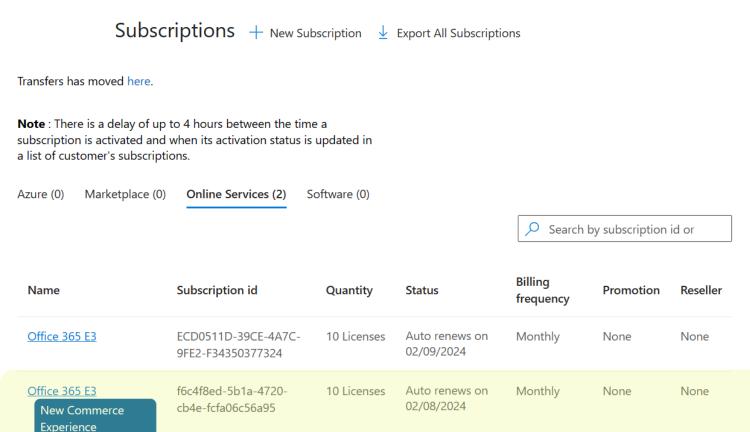
If the cart and promotion applied are correct, Partners should purchase the offer



Post-Purchase,
Partners can
review the
transaction ID and
see the applied
promotion to
reconcile any
differences

## **Upgrade Existing Eligible Subscription**

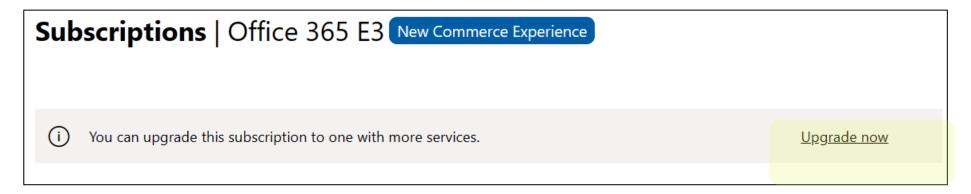




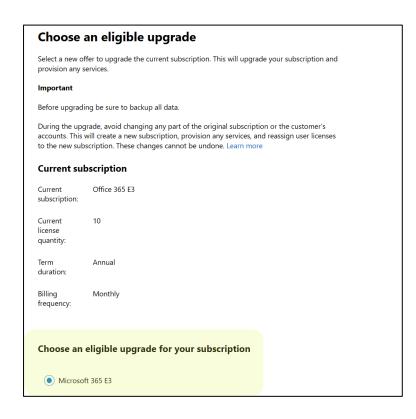
View the list of subscriptions and select the existing subscription you would like to upgrade to M365 E3

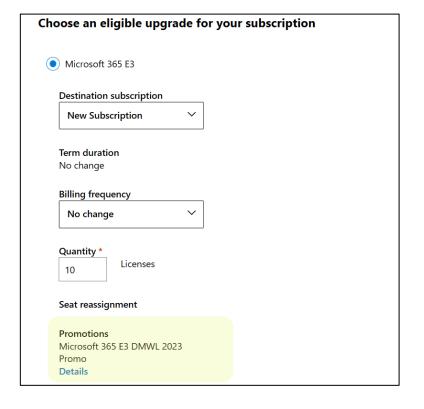
Note\*: To Upgrade Legacy existing subscriptions, Partners must first migrate the existing subscription

## Select Existing Eligible Subscription



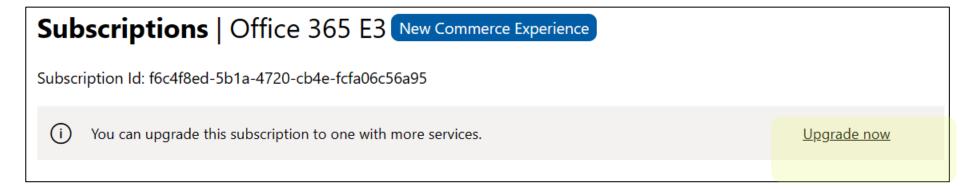
Select the upgrade button for the eligible subscription (for a full list of eligible subscriptions for M365 E3, download the Offer Matrix)

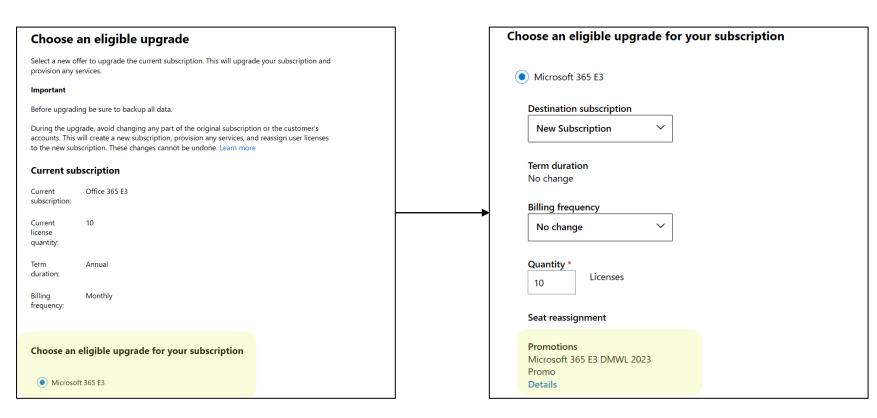




Promotions should automatically apply for eligible customers upgrading to M365 E3

## **Select Existing Eligible Subscription**





View the list of subscriptions for the select customer and select the existing subscription you would like to upgrade to M365 E3

Note\*: To Upgrade Legacy existing subscriptions, Partners must first migrate the existing subscription first to NCE, and then begin the migration process