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Crayon Helps Customers Embrace the Cloud Through Microsoft Cloud Solution Provider Program

Empowering Partners with Self-Service Automated License Management and Cloud Readiness through Software Asset Management SAM-to-Cloud Approach

DALLAS, Texas, June 14, 2017 – Crayon, a global leader in software asset management for businesses, today announced it is now selling through the Microsoft Cloud Solution Provider (CSP) program. This licensing model enables Crayon to be the center of the customer relationship by providing direct billing, sell combined offers and services, as well as directly provision, manage and support products and services.

Starting today Crayon can support the complete customer lifecycle. Crayon can now easily sell Microsoft cloud solutions and help customers drive new business value through the cloud by owning the entire billing process and directly managing support.

Empowered by its own IP, Crayon will support channel partners with three unique platforms:

- CloudiQ: a one-stop-shop self-service portal (connected to Microsoft Office 365), where all of Microsoft's Cloud Suite Technology products can be created and provisioned in real time.
- CORE (Center of Reseller Excellence): an enablement platform providing a one-stop resource environment for partners to ensure they are enrolled on the correct licensing framework.
- Pulse: a comprehensive customer reward platform that rewards partners for working with Crayon by giving something back.

"Crayon's innovative IP will support our US Channel Partners and their customers to embrace Microsoft Cloud Solutions faster and better by releasing them from managing software licensing reporting and enabling them to move and manage any available Microsoft workloads in real time to Cloud through self-service subscription tools," said Frank Bitoun, Senior Vice President of Crayon Americas.

Bitoun added, "Through our unique Cloud Readiness program delivered through dedicated Software Asset Management Services, Crayon will help the US Channel



Partners to deploy and scale Microsoft Cloud solutions under a controlled and planned consumption models to mitigate risk, identify ROI, and drive costs savings while transforming to Cloud based models. Crayon's value proposition also allows US Channel Partners to improve their GTM and customer experience with their own clients by providing billing, support, and professional services with resources from Crayon."

Carlos de Torres, general manager of U.S. Hosting and Managed Service Providers, Microsoft Corp. said, "The Cloud Solution Provider Program puts our partners at the center of the customer relationship. Partners who sell through CSP have demonstrated dedication to helping our mutual customers drive their digital transformation."

About Crayon:

As the global leader in software asset management (SAM), cloud and volume licensing, and associated consulting services, Crayon is a trusted advisor to many of the globe's leading organizations. With more than 1000 teammates worldwide, and through its unique people, tools, and systems Crayon helps to optimize the technology estates of its clients within the new mobile-first, cloud-first world.

Crayon at a glance: <http://www.crayon.com/us>

Crayon CSP Tier 2: <http://www.crayon.com/CSPT2>

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