



Company

Mid-sized Professional
Services Firm

Houston, Texas

Industry

Professional Services /
Consulting

Bluehost Microsoft 365 CSP Transfer for a Professional Services Firm

Background:

The firm, a professional services company with 75 active Microsoft 365 mailboxes, had purchased its Microsoft 365 subscription through Bluehost, using Bluehost's status as a Microsoft Cloud Solution Provider (CSP) to bundle email with its existing web hosting. The arrangement had worked without issue for years: one invoice, one support line, licenses managed alongside the company's domain and website hosting.

That changed when Bluehost's Microsoft CSP Direct Bill reseller status was disabled as part of a broader change to Microsoft's reseller program. Bluehost could no longer process renewals or manage the firm's Microsoft 365 subscription through Partner Center. The firm's IT contact, a part-time role with no prior Microsoft 365 administration experience, received a notice from Microsoft directly, followed by confirmation from Bluehost that a new provider would need to be found before the firm's next renewal date.

With 75 mailboxes and a renewal date inside the window Bluehost had already flagged as unable to process, the firm faced a deadline it did not fully understand and a support channel that could no longer help past a certain point. The firm approached Apps4Rent for assistance.

Category	Details
Company Type	Mid-sized Professional Services Firm
Industry	Professional Services / Consulting
Headcount	75 Microsoft 365 mailboxes
Previous Provider	Bluehost (Microsoft 365 resold via CSP Direct Bill)
Trigger	Bluehost's Microsoft CSP Direct Bill reseller status was disabled
Engagement Type	Partner-of-record (CSP) transfer, not a data migration

Apps4Rent's Solution:

Apps4Rent's Microsoft 365 team began with a discovery call to establish the single most important fact of the engagement: whether the firm's 75 mailboxes lived on the firm's own Microsoft tenant or on a tenant shared with Bluehost. Checking the tenant's initial domain confirmed it was the firm's own. onmicrosoft.com tenant, which meant the correct fix was a partner-of-record (CSP) transfer rather than a mailbox migration, a materially smaller and lower-risk project than the firm had initially assumed.

The engagement proceeded through Apps4Rent's standard transfer process:

Discovery

Confirmed tenant ownership, full licence inventory across all 75 seats, and third-party integrations tied to the mailboxes, including a document management system and a time-tracking tool using Microsoft 365 single sign on.

Licence review

Reviewed the licence position and identified several mailboxes still running on legacy Exchange Online Plan 1 add-ons stacked with standalone OneDrive, a leftover from an earlier Bluehost bundle. These were mapped to current Microsoft 365 Business Standard and Business Premium SKUs as part of the transfer.

GDAP invitation

Issued a scoped Granular Delegated Admin Privileges (GDAP) request through Apps4Rent. The firm's Global Admin accepted it directly from the Microsoft 365 admin portal, a five-minute step on the firm's side.

Subscription transfer

Filed the subscription transfer through Microsoft Partner Center. All 75 mailboxes, SharePoint sites, Teams, and OneDrive accounts stayed exactly where they were throughout, with licences continuing to function during the transfer window.

Cleanup and handover

Removed Bluehost's prior partner relationship, applied the licence right-sizing, and handed over documentation to the firm's IT contact covering user management, password resets, and support access going forward

Result

The transfer was completed within Apps4Rent's standard 3 to 5 business day window. Since the firm's mailboxes already resided on its own Microsoft tenant, no email, SharePoint, or Teams data needed to be migrated, and end users experienced no interruption to mail flow or file access during the transfer. Licence right-sizing also helped reduce the firm's monthly Microsoft 365 cost, in line with the 10 to 30 percent savings Apps4Rent typically identifies when consolidating legacy add-on SKUs into current Microsoft 365 plans. With only one discovery call and one GDAP acceptance required from the firm, the organization completed the transition with minimal administrative effort and gained the assurance of being supported by a Tier 1 Microsoft Direct CSP for ongoing Microsoft cloud subscription management and support.

Metric	Result
Mailboxes affected	75, zero data migration required
End-user downtime	None
Transfer window	3 to 5 business days standard
Licence cost impact	Reduced via SKU right-sizing, with 10 to 30 percent typical savings range
Admin effort required from the firm	One discovery call and one GDAP acceptance

Facing a similar Microsoft 365 renewal deadline?

Apps4Rent is a Tier 1 Direct Microsoft Cloud Solution Provider. If your Microsoft 365 subscription was purchased through Bluehost, HostGator, or another Newfold Digital brand, Apps4Rent can confirm your tenant type and provide a fixed transfer timeline in one call.

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