Microsoft

Customer Journey-in-a-Box | Playbook

Azure Core: Migrate and Modernize Infra

Including Azure Arc & Backup and Disaster Recovery (BCDR)

January 2023

Microsoft   **IDC**

For every $1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of $6.70 of the partner's services and products.

$1 =   **$6.70**   **$6.10**
USD   Western Europe   Total (Worldwide)

For every $1 of Microsoft revenue

Resale-led partners make
$2.21
in economic value

Services-led partners make
$5.75
in economic value

Software-led partners make
$7.86
in economic value

Customer Journey Insights

Migrate legacy on-premises Windows Servers & SQL Servers to Azure virtual machines. Migrate on-premises Linux servers & OSS DB Servers to Azure. Provide secure mobile and remote desktop access by providing end users the ability to run their applications and desktops from the cloud.

⚡ Priority

- Migrate & Modernize your Infrastructure Workloads

⊙ Segment

- Major Commercial & Public Sector
- Corporate and Scale

⊞ Solution Area

- Azure Infrastructure

☆ Hero SKU

- Azure Compute, Storage, Networking

⇧ Up/cross sell path

- Entry: Backup
- Core: VMs
- Advanced: DR & Hybrid

⊘ KPIs

- # Workshops & Programs
- # Customer adds
- $ ACR

Audience

Customer targeting

- Enterprise: Azure Customer Adds whitespace accounts
- SMC: Territory Planning propensity analysis with customer tranches, including Acquisition & Nurture
- Please align target lists with your Microsoft contact.

Buyer Persona

- IT Decision Makers

ISV Recommendation

BCDR: Joint GTM recommended with GISVs: Commvault, Rubrik, NetApp, Veeam, Veritas

Campaign material

Sales Support Materials

- Microsoft Partner Sales Bootcamp for Azure
- Microsoft Azure Apps & Infrastructure Partner Sales Acceleration Program (PSAP)

Bill of Materials (BOMs)

- SMB Practice Development: Server migration (microsoft.com)
- Digital Marketing Content (DMC) Campaigns

Azure Campaign-in-a-Box:

- Windows Server & SQL Server Migration: Windows Server and SQL Server on Azure for enterprise (Azure) (microsoft.com)
- Windows Sever & SQL Server EOS: Windows Server and SQL Server PiB: SQL Server 2012 End of Support (EOS) (microsoft.com)
- AVD: Modernize VDI to Azure Virtual Desktop (microsoft.com)
- Hybrid: Win hybrid with Azure Arc and Azure Stack HCI (microsoft.com)

Other Marketing Resources

- Partner led marketing guidelines
- Brand Central

Partner

Criteria

✔ **Partners with advanced Specialization**
Infra and Database Migration to Microsoft Azure Specialization

or

Hybrid Cloud Infrastructure with Microsoft Azure Stack HCI Advanced Specialization

or

Hybrid Operations and Management with Microsoft Azure Arc Advanced Specialization

or

Microsoft Azure VMware Solution Advanced Specialization

or

Microsoft Windows Virtual Desktop Advanced Specialization

Skilling and enablement

For SMB:
- Microsoft Azure for SMB | Resources for Partners
- Seller readiness on Azure: Azure Fundamentals
- Technical Readiness: Infrastructure Migration Track

BCDR:
- System Administration: Backup & Recovery – take charge of your network backup and recovery (LinkedIn)
- Microsoft Azure: Backup and Disaster Recovery (LinkedIn)
- Azure Administration: Monitor and Back Up Azure Resources (LinkedIn)
- Azure Administration: Business Continuity (LinkedIn)

Azure Enablement Guides: https://aka.ms/enablementguides

Other resources
Azure Immersion and Discover Workshops
- Azure Immersion Workshops (microsoft.com)
- Partner Training Calendar (microsoft.com)

3 questions you should ask the customer:

- What of your application portfolio needs to go away rather than be migrated to the cloud?
- Did you think about backing up your key workloads into the cloud or creating a disaster recovery site in the cloud?
- Do you want to ensure users can work remotely with key IT systems even when power or internet is down at your office?

Customer Journey

Tactics

Funding & Incentives

Listen & Consult

- Partner led demand gen campaigns: Webinars; Events; Roundtables; E-mail campaign; ABM / Digital campaign
- Run DMC Campaigns for free

Azure Immersion Workshops:
- Infrastructure Migration
- Hybrid Cloud Solutions
- Azure Virtual Desktop

Discover Workshops: CAF Workshop (Follow-up with PDM)

- Through Partner Marketing (1:many) Marketing funds are available for the partner led demand gen
- Azure Immersion Workshops : $1K per delivery

Inspire & Design

- AMMP Solution Assessment + Assess & Plan
- Infrastructure & Database Migration Solution Assessment
- AMMP CAF Workshop
- Holistic Business Case

- Microsoft funded for approved AMMP engagements

Empower & Achieve

- AMMP PoC

- ECIF up to $10K
- Azure Credit Offer

Realize Value

- Partner Incentives aka.ms/partnerincentives

- AMMP Partner-Led: Incentive funding for S ($15K), M ($35K), L ($50K), XL ($75K), XXL ($100K) projects with AMMP Partner-led*

Azure Workload Acquisition & Nurture Incentive:
- $9K bounty for workload adds
- 30% of incremental ACR for 9 months after bounty earned

Manage & Optimize

- AMMP Migrate & Modernize Standard Offer
- AMMP Migrate & Modernize Advanced Offer

- ECIF: AMMP Standard: up to 20K; AMMP Advanced: up to 500K
- ACO
- PAL growth incentive
- Hoster Modernization through DCO