Microsoft

Customer Journey-in-a-Box | Playbook

Migrate & Modernize your Data Estate

Data & AI

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**
USD   Western Europe

$6.10
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. Leverage Azure SQL Managed Instance: Migrating apps to the cloud without needing to refactor the SQL database. Seamlessly compatible with on-premises SQL Server; up to 100 TB of on-demand scalable storage per DB; intelligent performance tuning and intelligent security protection and 99.99 percent availability SLA

⚡ Priority

- Migrating apps With no refactor the SQL database
- Migrate OSS NoSQL/non-relational databases to run on Azure

◔ Segment

- Strategic, Major Commercial & Public Sector
- Corporate, Scale and SMB

▦ Solution Area

- Data & AI

☆ Hero SKU

- SQL Server VM

⤒ Up/cross sell path

- Azure SQL Managed Instance
- Azure Purview

⊘ KPIs

- # Workshops
- # AMMP Nominations
- # FastTrack Nominations
- $ACR

Audience

Customer targeting

- **Enterprise:** accounts with SQL Server on-premises licenses that have not been migrated to the Cloud and Data & AI whitespace accounts

- **SMC**: Territory Planning propensity analysis with customer tranches, including Acquisition & Nurture for Data & AI workload and accounts with SQL Server on-premises licenses that have not been migrated to Cloud

Buyer Persona

- CIO, VP/Director of IT
- DBA, Lead Architect

Campaign material

Sales

- Microsoft Partner Sales Bootcamp for Azure
- Microsoft Azure Data & AI Partner Sales Acceleration Program (PSAP)
- **Improve business results** with Windows Server and SQL Server on Azure here
- **To-Customer E-Mail Template:** E-mail to communicate information about SQL Server 2022 here
- **Maximize investments** with Windows Server and SQL Server on Azure here
- **SQL Server 2022 Modernization & Pricing:** deck covering all the changes in SQL Server 2022 here
- **SQL Server 2022 Customer Pitch Deck:** 100-Level SQL Server 2022 awareness deck for partners here
- **SQL Server 2022 Customer Data Sheet:** To-Customer datasheet (sales aid for partners) here

Technical

- **Azure Migration Guide for Windows Server** here
- **SQL Server 2022 Webinar(incl. demos)** Help partner pre-sales/service delivery teams better understand the new version. here
- **What's New in SQL Server 2022:** Video explaining the new innovations in SQL Server 2022 (13:28). here
- **SQL Server 2022: Data Exposed Series:** Video series diving into each new feature of SQL Server 2022 (8 episodes). here
- **SQL Server 2022: Microsoft Build Session BRK20:** Video of a deeper technical dive into SQL Server 2022 (51:26). here
- **SQL Server 2022: Technical Decks by Bob Ward:** SQL Server 2022 deeper technical presentations w/demos. here
- **SQL Server 2022: Demos** GitHub repository of SQL Server 2022 technical demos here
- **End of Support:** Windows Server and SQL Server 2012 here

Marketing Campaigns

- **Do more with Less on Azure Campaign**: Help customers navigate market uncertainty and accelerate growth when they migrate to Azure, optimize their investment, and reinvest in Azure solutions to drive their business. Here
- **Windows Server/SQL to Azure campaign:** Help Accelerate Windows Server and SQL Server migration (co-branded): Azure Specialized partners, use this campaign With AMMP Partner Led. For all other partners use this campaign link.

Partner

Criteria

✅ **To deliver Azure Immersion Workshops it is required one of the following:**
- Azure Expert MSP
- Advanced Specialized in AIW-related workload

✅ **To perform Solution Assessments, the requirement is to be:**
- FY23 Solution Assessment partner

✅ **To take advantage of the Azure Migration & Modernization Program (AMMP) Partner-Led, it is required to have:**
- Advanced Specialization in corresponding workload

✅ **To receive the Workload Acquisition and Nurture Incentive it is required to have:**
- Advanced Specialization correlating to the earning bucket

Skilling and enablement

Readiness

- Solutions Partner for Data & AI (Azure) (microsoft.com)
- Data migration (microsoft.com)
- Exam DP-900 (Azure Data Fundamentals): Gain knowledge and prep for the exam
- Exam DP-100 (Designing and Implementing a Data Science Solution on Azure): Gain knowledge and prep for the exam
- Exam DP-203 (Designing and Implementing a Data Science Solution on Azure): Gain knowledge and prep for the exam
- Exam DP-300 (Administering Microsoft Azure SQL Solutions): Gain knowledge and prep for the exam

Azure Partner Enablement Guide: https://aka.ms/enablementguides

Partner Resource Catalog

- Migration Opportunities for Partners here
- Windows & SQL Server Opportunities on Azure here
- Co-sell Materials here
- Azure Specializations here and Expert MSP here
- AMMP here and FastTrack for Azure here
- Pricing here, TCO here, Calculator here, Cost Optimize here

Migrate Resources:

- Hybrid Benefit here; Hybrid Benefit for Linux here
- Optimize migration costs with Azure Migrate here
- The Business Value of Microsoft Azure for Windows and SQL Server Workloads here
- Business Value of Migrating & Modernizing with Azure here

Optimization Resources

- Forrester study: The Total Economic Impact™ Of Microsoft Azure Cost Management And Billing here
- Get recommendations to optimize your workloads with an Azure Well-Architected Review here
- Optimize your technical solutions and cost structure with cloud economics guidance here
- Get discounted dev/test rates with Azure Dev/Test pricing here
- Forrester study: Forrester Total Economic Impact™ Of Microsoft Azure Arc for Security and Governance here

3 questions you should ask the customer:

- How are you leveraging your data estate to support your digital transformation?
- How prepared are you for a possible data breach - can you guarantee that all your critical data is encrypted?
- Do you want to ensure your database infrastructure is always updated, scalable across the globe and has 99.99% SLA?

Customer Journey

	Tactics		**Funding & Incentives**
Listen & Consult	• Partner led demand gen campaigns (1:many): Webinars; Events; Roundtables; E-mail campaign; ABM / Digital campaign • Run DMC Campaigns for free	Azure Immersion Workshops: • Data Modernization • SQL Server Discover Workshop	• 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 • AMMP Holistic Business Case		• Microsoft funded for approved AMMP engagements
Empower & Achieve	• AMMP PoC • AMMP Partner-Led		• 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 • AMMP SQL Go Big Offer (as a subset of the Advanced Offer)		• ECIF: AMMP Standard: up to 20K; AMMP Advanced: up to 500K • Azure Credit Offer • PAL growth incentive