Microsoft

Customer Journey-in-a-Box | Playbook

SMB Windows/SQL Server Migration

January 2023

Customer Journey Insights

Migrate & Modernize Windows Server/SQL to Azure with AMMP Campaign. The campaign is exclusively for partners with a Windows Server and SQL Server Migration Microsoft Azure Specialization and included in the Azure Migration Modernization Program (AMMP). The Windows Server and SQL Server base continues to be a massive opportunity.

⚡ Priority

- Migrate & Modernize Windows Server/SQL to Azure

◔ Segment

- SMB
- SMC Scale

◎ Solution Area

- Azure

☆ Hero SKU

- Windows & SQL Server Migration to Azure

⇧ KPIs

- # Workshops
- # AMMP Nominations
- # Solution Assessments
- # FastTrack Nominations
- # Customer adds
- $CSP

Audience

Customer targeting

Do More With Less is not limited to a specific customer type, industry, segment, geo, or size. However for guidance prioritize customers for:

- **Migrate:** Windows Server and SQL Server migrations to the cloud.
- **Optimize:** Hybrid & multi-cloud environments with Azure Arc.
- **Reinvest:** Increasing their security and compliance with Sentinel, Site Recovery, and Backup.

Buyer Persona

- CIO, VP/Director of IT
- DBA, Lead Architect
- Security & Compliance Officer
- CFO

Campaign material

Sales

- **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
- **The Ultimate Guide to Windows Server on Azure** here
- **Azure Migrate** here & **SMB DB Migration & Modernization.** 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, it is required 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

Valid through June 2023

Skilling and enablement

Learning Modules
- Explore all Azure courses and learning paths here
- Self-paced Labs here
- Learn how AWS is 5x more expensive than Azure for Windows and SQL Server here
- Azure Video Resources here and Azure Community here
- How to migrate and modernize here
- Azure migration and modernization center here
- SQL Server migration here

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
- The Business Value of Migrating and Modernizing with Azure here
- The Total Economic Impact™ of Microsoft Azure for SAP 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

Reinvest Resources
- Forrester study: The Total Economic Impact™ of Microsoft Azure Security Center here
- IDC white paper: The Business Value of Azure Site Recovery and Azure Backup here
- Eliminate redundant capabilities and unify cloud security tools with Microsoft Defender for Cloud here

3 questions you should ask the customer:

- How many servers do you currently manage on premises, and what is your refresh cycle? When is your next upgrade?
- What does your server and database infrastructure look like today? Does your company have a digital transformation plan?
- Do you have any concerns around scalability, availability, or resilience?

Customer Journey

	Tactics		Funding & Incentives

Listen & Consult

Tactics
- Partner Led Marketing Campaigns
- Run DMC Campaigns for free:
  - Do More with Less
  - Migrate and Modernize Windows Server & SQL to Azure

Campaigns in a Box:
- Do More with Less on Azure
- Win-SQL Migration Campaign-in-a-Box;

Funding & Incentives
- Demand gen activities are eligible for Cooperative Marketing Funds
- Check availability of trough Partner Marketing funds in your corresponding Microsoft subsidiary

Inspire & Design

Tactics
Azure Immersion Workshops

MSFT schedules, partner delivers. Selected Partners only.

AMMP Solution Assessment + Assess & Plan

Funding & Incentives
- $1K per Azure Immersion Workshops deliver

Empower & Achieve

Tactics
- Solution Assessment / Holistic Business Case
- AMMP PoC

Funding & Incentives
- ECIF up to $10K
- Azure Credit Offer

Realize Value

Tactics
AMMP Partner-Led

AMMP Migrate & Modernize Standard Offer
AMMP Migrate & Modernize Advanced Offer
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*

Funding & Incentives
- ECIF: AMMP Standard: up to 20K; AMMP Advanced: up to 500K

Manage & Optimize

Tactics
Introduction to the FY23 Workload Acquisition & Nurture incentive campaign (microsoft.com)

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

Funding & Incentives
- PAL growth incentive
- Hoster Modernization through DCO