



FY17 Azure Mentor Program

August, 2016

Azure Mentor Program (AMP)

Program Goals

Kick start your Azure Practice getting the technical support needed to close and deploy your first several customer opportunities

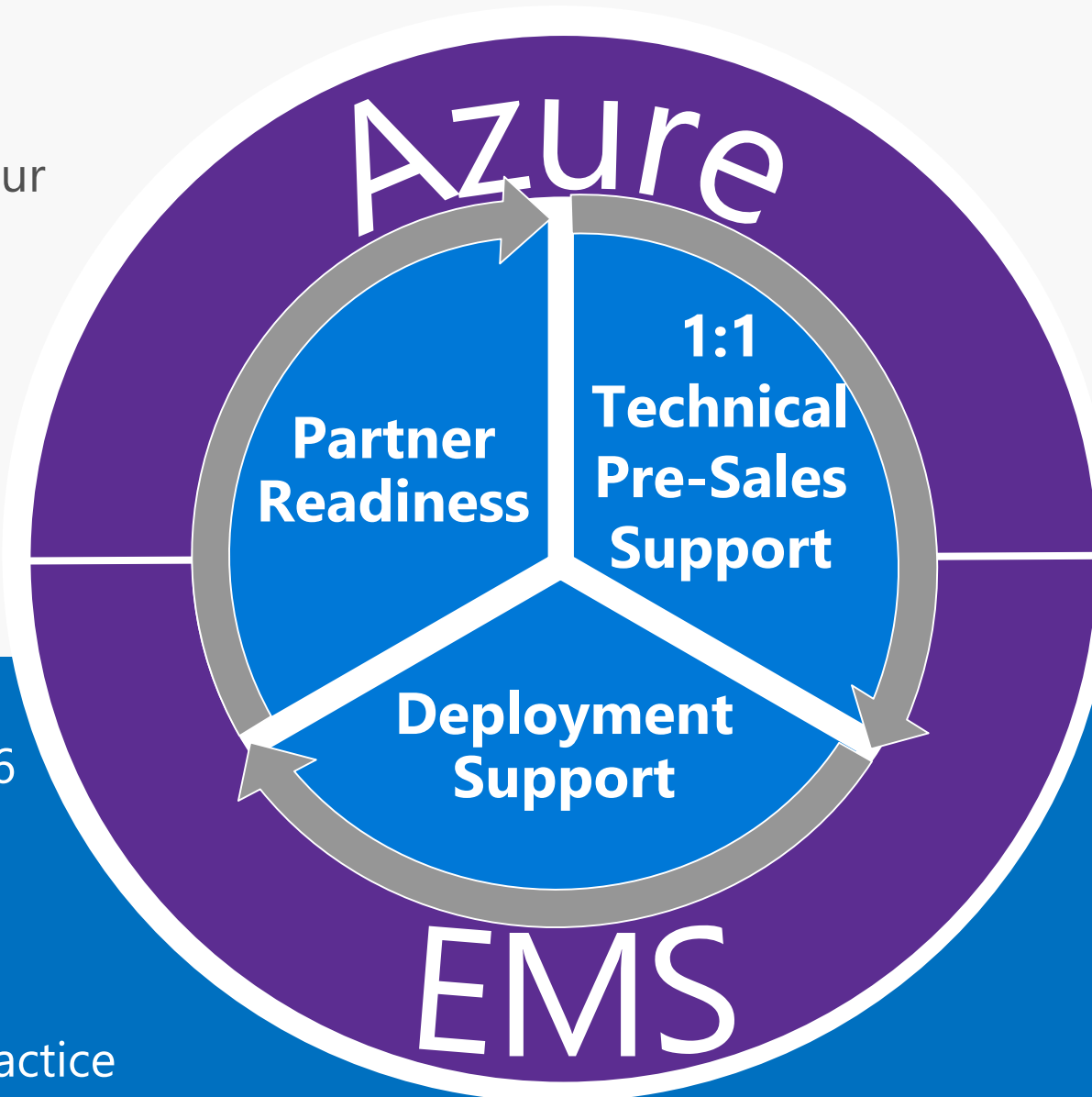
Accelerate the sales cycle with a customized technical plan, help with pre-sales and deployment, and post-deployment supporting using your MPN benefits

Success

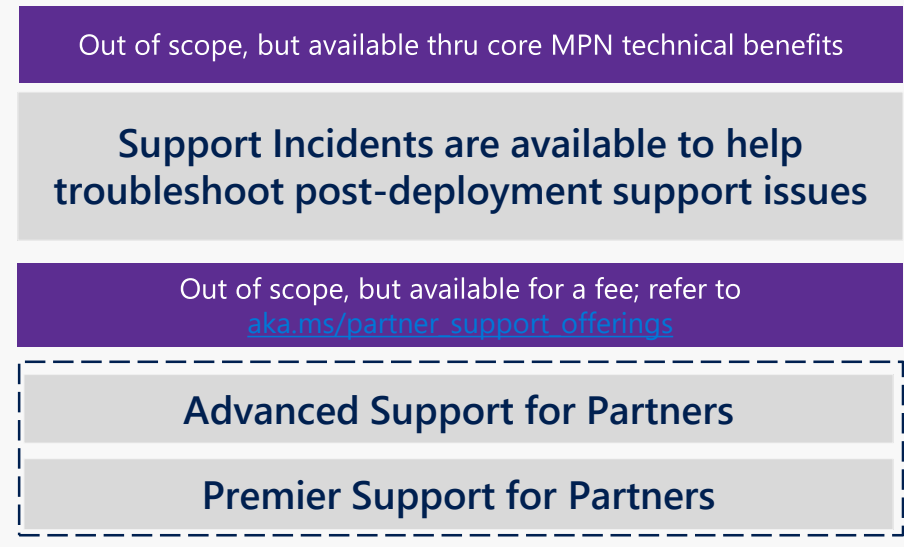
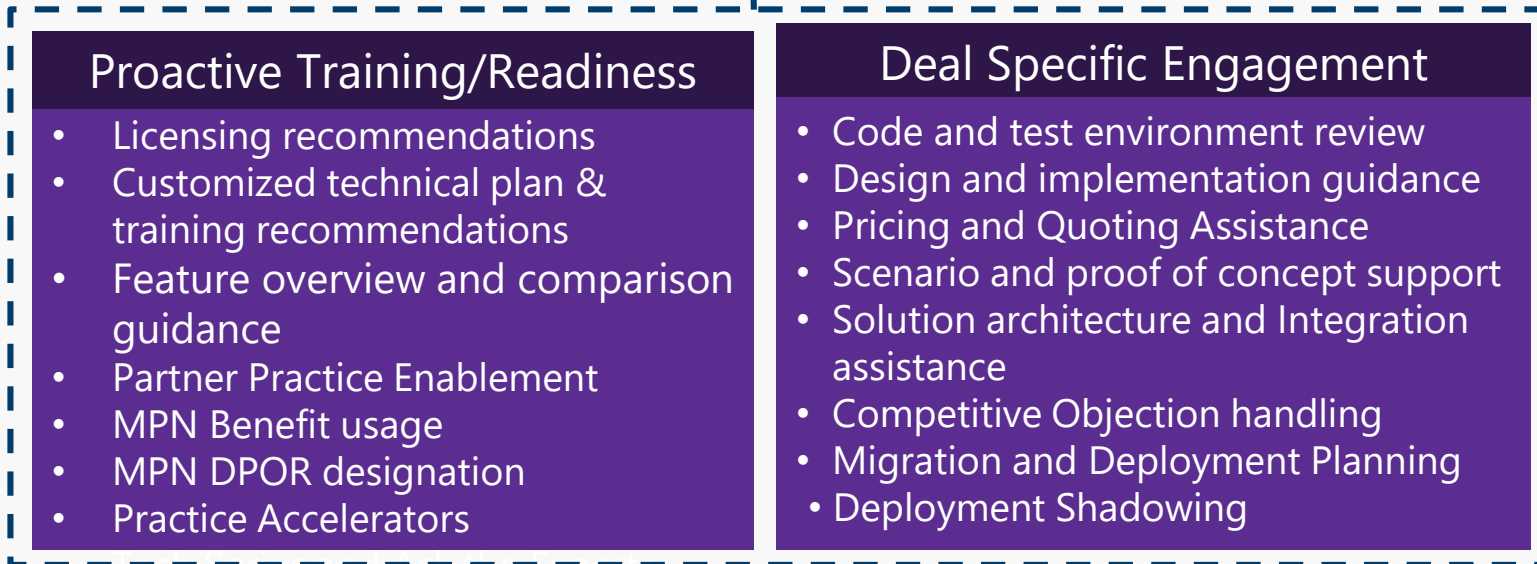
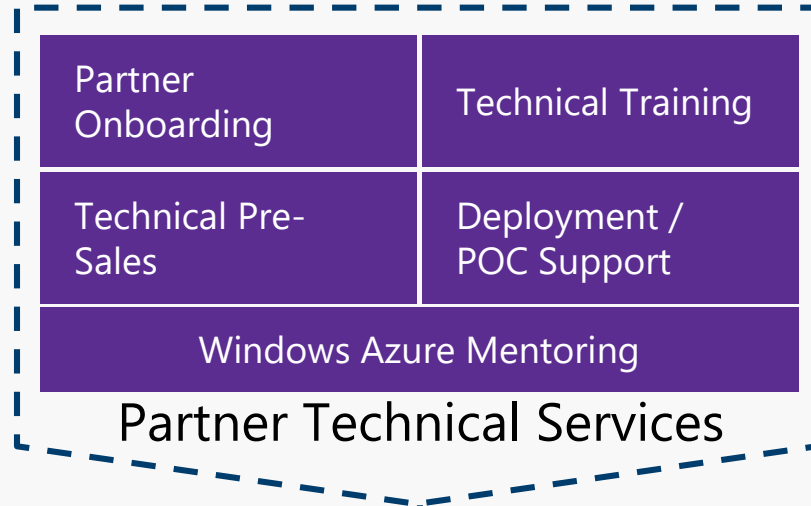
Deploy up to 5 Azure solutions deployed within 6 months

Attain the Silver Cloud Platform Competency

Ability to build a profitable Azure and/or EMS practice



Program Benefits



Program Outcomes

Partner closes up to
5 **Azure customer
deployments**

Partners create a
**Repeatable,
referenceable Azure
IaaS practice**

Partners can readily
utilize their MPN
technical benefits

Partners build a
pipeline that will
enable them to attain
the **Silver Cloud
Platform** competency

Each subsidiary
establishes a set of
go-to Azure partners

Priority Solution Areas

Azure Backup

Site Recovery

Azure VMs

OMS

EMS

Networking
& Storage

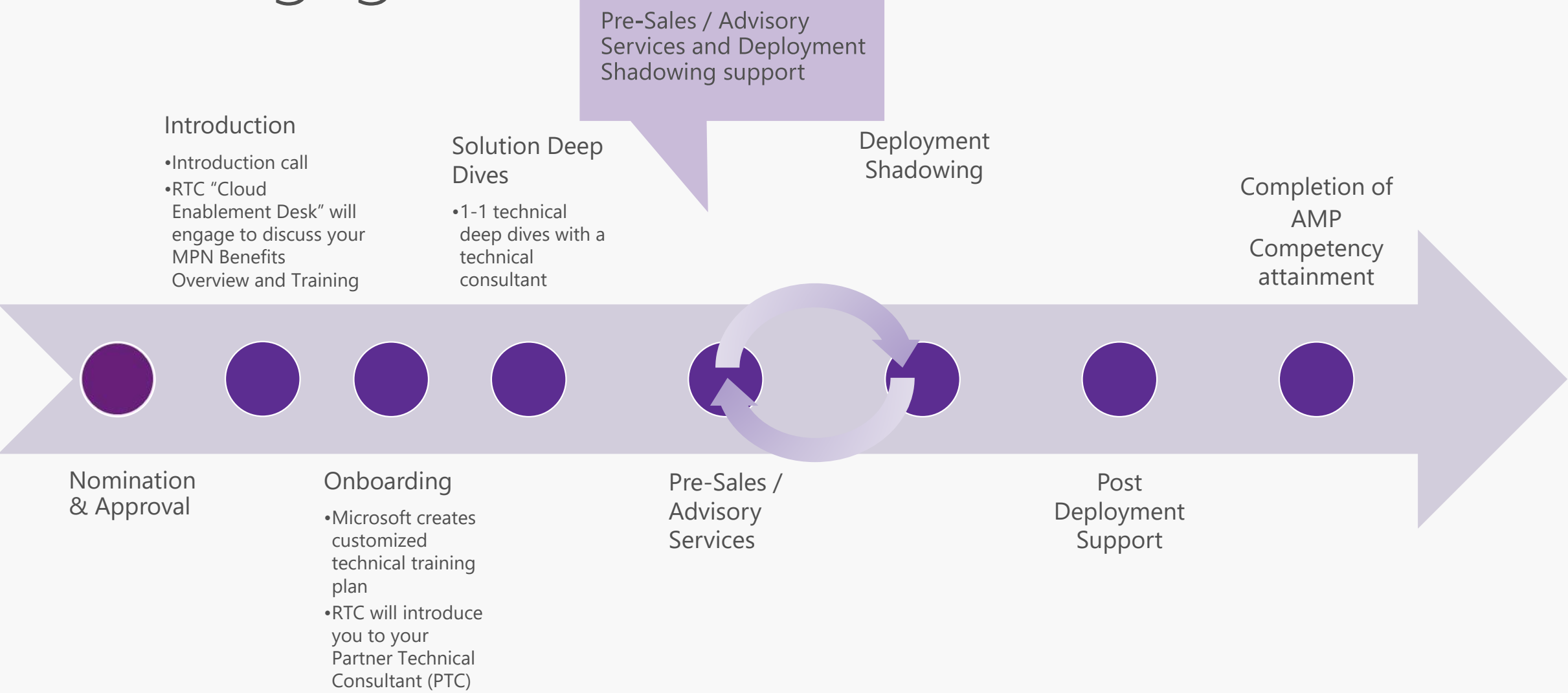
Partner Eligibility

- Relatively new to Azure (*Recruit & Activate SureStep Partner*) must already have 3 Azure customer adds
- Have a valid Microsoft Action Pack Subscription ([MAPS](#)) or Cloud/Hybrid/On-prem Competency (all competencies except the Cloud Platform Competency)
- Dedicate a Technical Resource to work with Microsoft technical support
- Have 3-5 opportunities that will close within 6 months, worth \$500+/month each, aligned to the AMP priority solution areas:
 - Azure Backup and ASR
 - Azure VMs
 - Azure Hosted Website
 - EMS and Azure Remote App
- Commit to build an Azure/EMS practice worth \$15k/year (averaging 10 Azure customers or 150 seats of EMS) within 6 months of graduating

Partner Nomination Criteria

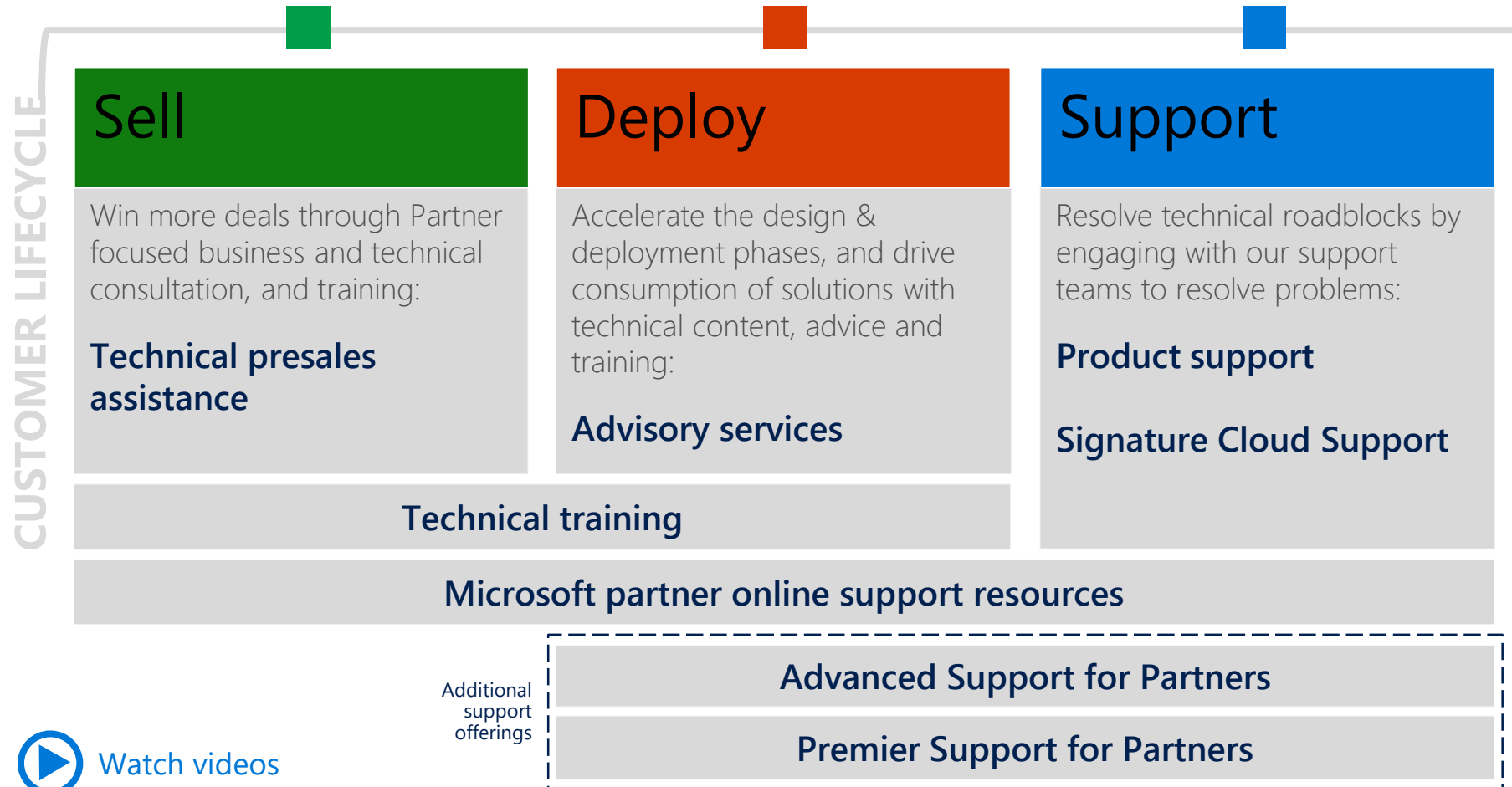
	Criteria	Verifiable Outcome
Management	Must be qualified by SureStep PCDM	SureStep PCDM must provide contact details and opportunities
Commitment	At least MAPS subscription, hybrid/on-prem competency + Business Owner/Decision Maker must commit to building an Azure/EMS Practice within 6 months	MAPS or Hybrid/On-Prem Competency
Resourcing	Must Dedicate a technical resource to work with AMP	Name, email/ID, profile of the technical contact
Pipeline	Must be able to demonstrate at least 3 potential customer opportunities that will close within 6 months	Customer name, solution areas for at least 3 qualified prospects
Engagement	Must be fully engaged and maintain a working relationship with AMP SureStep PCDMS and Partner Technical Consultant contacts.	Continuous communication via email, phone, etc.

AMP Engagement Workflow



Microsoft Partner Technical Services

Helping partners win more deals, accelerate deployment, increase consumption and support Microsoft solutions throughout every stage of your customer relationships.



Partner Technical Services will set your business apart and help you succeed.

 Watch videos

Silver Cloud Platform Competency

REQUIREMENTS

- Pass the relevant [technical assessment](#)
- Provide 3 approved customer references
- Demonstrate \$15k Azure customer consumption within previous 12 months

BENEFITS

- Azure IUR licenses: \$6000/yr Azure credit (on top of \$100/month Azure credit from competency core benefit)
- Access to the Cloud Platform Roadmap, a comprehensive look at our current and future technology plans
- Unlimited [Signature Cloud Support](#)
- Eligibility for [Azure Deployment Planning Services](#)
- Marketplace/Pinpoint Prioritization
- Eligibility to deploy certain on-premises, internal-use software on Microsoft Azure. [Learn more about IUR Mobility](#)

Introducing the Partner Technical Consultant (PTC)

- PTC's will help you sell, deploy, and drive usage of your Microsoft Azure solutions more successfully

Sell It Right

Close deals through Partner focused business and technical consultation:

- **Sales/Compete Services**
- **Technical Presales Assistance**
 - Competitive assistance
 - Request for proposal (RFP) questions
 - Business value proposition
 - Proof-of-concept guidance
 - Feature overview & comparison guidance
 - Technical licensing recommendations

Deploy It & Drive Usage

Design, deploy and drive consumption of solutions with technical content and advice:

- **Deployment & Consumption Services**
 - Solution integration assistance
 - Deployment planning
 - Scenario guidance
 - Solution architecture
 - Design and implementation guidance

Partner Technical Consultants

➔ Experienced

Consultants have detailed product knowledge and extensive experience implementing solutions in real world environments

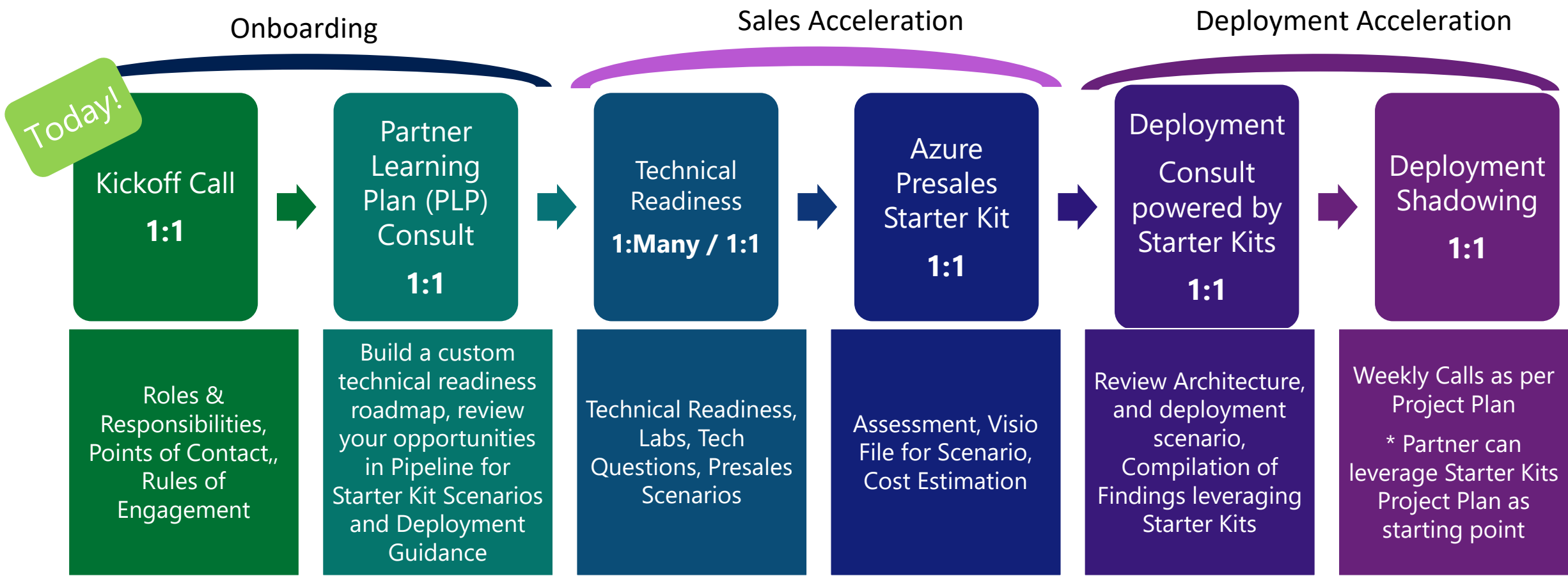
➔ Partner-centric

Consultants work exclusively with partners and understand partners' businesses and priorities

➔ Solutions-oriented

Consultants are focused on end-to-end solutions, not just product specific deployments

Azure Mentor Program - Technical Enablement Plan



The road to success

Grow your Azure practice and revenue

Month 1

- Learn about Azure
- Opportunity identification & qualification
- Complete technical assessment
- Receive customized Technical Plan

Month 2

- Sales acceleration through engagement with PTC
- Ongoing opportunity support
- Activate Internal Use Rights

Month 3

- Deployment guidance through PTC engagement
- Win 1 deal (minimum) with additional qualified opportunities in the pipeline

Month 4

- Deployment Shadowing through PTC engagement
- Engage with PTC to understand how to build technical capabilities for other Azure workloads
- Win 2 deals
- Continue adding qualified opportunities to your pipeline

Month 5

- Win 3 deals
- Engage with PTC as needed on deployment guidance and shadowing to deploy additional wins
- Continue adding qualified opportunities to your pipeline
- Update Pinpoint Profile for lead generation

Month 6

- Continue to have additional opportunities in pipeline to build your Azure practice and revenue
- Successfully leverage your MPN benefits:
 - *Pinpoint*
 - *Digital Partner of Record*
 - *Silver Cloud Competency*



Congratulations!

You should have your first 5 wins and be ready to complete the Azure Mentor Program.

Internal-Use Rights (IUR) benefit

Sell what you know by using Microsoft software and online services to run your business

Choose the level of benefit that's right for your company

Internal Use Rights cloud services and on-premises software gives partner organizations firsthand knowledge of product features and capabilities

Action Pack

Support up to 10 employees

Silver

Support up to 25 employees

Gold

Support up to 100 employees

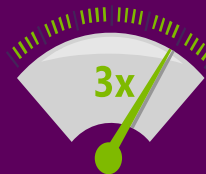
Internal Use Rights benefits now include Windows 10 Enterprise, Office 365 E3, Enterprise Mobility Suite, a monthly credit for Microsoft Azure, Microsoft Dynamics CRM Online Professional, and more.



**Increase
productivity**



Demo & test



Sell more



Save money



Use Support

Next Steps

1



Introduction

After acceptance into AMP, the RTC “Cloud Enablement Desk” will call to discuss your MPN Benefits Overview and Training. They will also set you up with a Partner Technical Consultant (PTC).

2



Technical Services

A Partner Technical Consultant (PTC) will work with you to create a customized technical training plan.

3



Pipeline

The PTC will continue the 1-1 technical deep dives.

4



Engagement

Your SureStep PCDM will continue to engage with you to ensure your successful participation in the Azure Mentor Program and provide support as needed.

Intresserad?

Kontakta **Anton Bergwall** på Microsoft Sverige för mer information om Azure Mentor Program

a-anberg@microsoft.com

Gå med i Yammergruppen [Microsoft Azure Sverige](#) för att delta i diskussioner kring allt som rör Azure

Är du inte med i Yammernätverket för svenska Microsoftpartners? [Få tips på hur du kommer igång här!](#)