

# Joining the Microsoft Partner Solutions Center

The rollout of Microsoft® Windows Server® 2008 Hyper-V and its powerful virtualization capabilities is creating exciting opportunities throughout IT ecosystem. Never before has it been so easy to develop and test solutions that require a complex data center environment. Never before has it been possible to refine a solution and then capture it for deployment elsewhere—as a demo, for a pilot, or for deployment in a customer's data center.

Yet, organizations still need physical resources on which to run these virtualized data centers. They still need expertise to help configure and refine environments to meet their needs. That's where the Microsoft Partner Solutions Center (MPSC) comes into play, and that's where there is a singular opportunity for you to showcase your products and services to organizations seeking to make the most of the new world of virtualized data centers. By becoming an MPSC partner, you position yourself for success in the virtualized world.

## *Why Should You Become A Partner?*

The MPSC is where customer needs meet design innovation. Our IT engagement lab exists to support the sales efforts of both Microsoft and our MPSC partners. Through remote or onsite engagements, we can design and demonstrate real customer solutions running at scale in a Dynamic IT Datacenter running Microsoft virtualization technology for server consolidation. We also specialize in world-wide applications and services offered either to or through enterprises in the communications sector.

And if the opportunity to showcase your products and services in this dynamic IT data center environment is not compelling enough, as an MPSC partner you'll be able to work closely with other MPSC partners to speed your solutions to market. The MPSC has more than 30 partners in residence for ongoing consultation and support. Companies such as Sun, Cisco, Compellent, FullArmor, Citrix Systems, Quest Software, Juniper Networks, SQLSoft+, and many others have offices, equipment, and personnel right here on the premises. In this regard, the MPSC is unique on the Microsoft campus. Nowhere else can you go and find as many partners in one place, eager to put their hardware, software, and resources to work to help you develop solutions and meet customer needs.

## **Resources**

- ▶ 21,000 sq. ft. on the Microsoft Redmond campus.
- ▶ 15 lab and showcase spaces, 15 team workrooms, meeting rooms, and multi-tenant work rooms.
- ▶ The Concept Briefing Center (CBC), a high-end executive/technical briefing room in which you can host customers.
- ▶ 3 training rooms, fully configurable and supporting as many as 102 people, each with workstations equipped with virtual training capabilities.
- ▶ Operational Partner Virtual Innovation and Development Lab (PVIDL) and Demo-Pilot-Production Program (D3P) Hyper-V environment using Microsoft software.
- ▶ More than 26 leased Sun Servers and 80 terabytes of MPSC-owned SAN.
- ▶ Highly configurable and flexible networking options.
- ▶ Secure internal and external remote worldwide access.
- ▶ Direct access to the Internet through two DS3s (providing with 90 MB throughput), with future expansion if needed.



**Concept Briefing Center**



**Training Room**



**Partner Office**

## MPSC Partner Program

The MPSC partner program offers three levels of membership. Our most feature-filled offering is at the Sponsor Partner level. An organization that needs fewer features can select the Project Partner level. The Virtual Partner level offers the fewest benefits and has been designed with the remote partner in mind. Below are the attributes of each program.

### Sponsor Partner Level

- ▶ Dedicated MPSC office space, with desk, chair, wireless development, support and maintenance of the MPSC data centers, MPSC envisioning lab and associated Web sites.
- ▶ Badge access as determined by the MPSC Director. This provides access to buildings for Business Group, MCS, and other business segments within the Microsoft campus.
- ▶ Business Guest badge access as determined by the MPSC Director.
- ▶ Complementary use of the training rooms and computers for 5 days per calendar year. The rooms will be in a classroom configuration. Any changes, additional services and days are available at additional cost and dependent upon availability.
- ▶ Quarterly meeting with MPSC Director for joint sales planning and pipeline review. On request and dependent upon availability, the MPSC will provide additional support for specific sales opportunities.
- ▶ Monthly meetings with your business operations lead (BOL) and/or technical operations lead (TOL) for joint sales planning and pipeline review and support for specific sales opportunities. On request and dependent upon availability.
- ▶ MPSC on-site marketing collateral distribution.

### Project Partner Level

- ▶ Shared MPSC office space, with desk, chair, wireless corpnet and labnet access, development, support and maintenance of the MPSC data centers, MPSC envisioning lab and associated Web sites.
- ▶ Badge access as determined by the MPSC Director. This provides access to building for Business Group, MCS, and other business segments within the Microsoft campus.
- ▶ Business Guest badge access as determined by the MPSC Director.
- ▶ Complementary use of one of the training rooms for 3 days per calendar year. Additional days are available at additional cost, depending upon availability.
- ▶ Quarterly meeting with MPSC Director for joint sales planning and pipeline review. On request and dependent upon availability, the MPSC will provide additional support for specific sales opportunities.
- ▶ Monthly meeting with the MPSC team for joint sales planning and pipeline review and support for specific sales opportunities.
- ▶ MPSC on-site marketing collateral distribution.

### Virtual Partner Level

- ▶ Cubicle access in the MPSC ISV workroom, with phone and Internet access. Partner shall have reasonable access to and may use all other general administrative facilities and/or equipment such as photocopier, facsimile, printer(s), scanners and/or mailing and packing services.
- ▶ Complementary use of one of the training rooms for 1 day per calendar year. Additional days are available at additional cost, depending upon availability.
- ▶ Use of conference rooms for customer presentations, dependent on availability. Use of CBC facilities for customer briefings, when available.
- ▶ Support for development of joint Internal Solution Briefs and External Public Releases, as approved by the MPSC Director.
- ▶ Opportunities to participate in MPSC-sponsored tradeshows exhibitions and events.
- ▶ Reasonable commercial assistance and information from the MPSC staff and management team, including access to MPSC coordinator for logistics and other assistance.
- ▶ Use of the Microsoft name and/or logo in MPSC-related activities, including marketing and sales materials, subject to MPSC Director approval and compliance with Microsoft Corporation branding and messaging policies.



## Partner Virtual Innovation and Development Lab

As an MPSC partner, the PVIDL offering provides you with precisely the resources you need to develop new applications in a virtualized environment. Using Sun servers and a Compellent storage area network (SAN), the MPSC has created a cloud infrastructure that can support thousands of virtual servers. You can use this virtual infrastructure to develop new customer solutions and explore the performance of your solutions in a virtualized environment. You can collaborate on solution development efforts with other groups or partners or resolve migration and compatibility issues involving dynamic IT data center deployments. And because you can do all this in a virtualized environment, you can increase the return on investment (ROI) of the overall project and lower your total cost of ownership.

If you want to build on existing solution offerings, the MPSC makes that easy, too. As part of the PVIDL offering, the MPSC offers access to a library of virtualized applications that include prebuilt Microsoft and partner solutions. By deploying one of these images in PVIDL engagement, you can be building on top of a fully functioning solution in a matter of hours. Existing solution sets range from digital content management and media search solutions to consumer communications services, business communications services, hosted messaging and collaboration, and hosted customer relationship management. And the solutions you create through a PVIDL engagement can be registered for inclusion in the MPSC image library, making them available for customer demos and pilots through the MPSC's sales-related Demo-Pilot-Production Program (D3P).



Because PVIDL deployments are built using virtualization technology, they are completely portable. Once you have tuned and refined your solution, the image of that solution can be redeployed quickly and efficiently in another environment, virtual or not. Build it once at the MPSC using PVIDL and your solution is good to go.

## PVIDL Attributes for Each of the Three Partner Levels

### Sponsor Partner Level PVIDL

- ▶ 10 quota points worth of Hyper-V Virtual Server hosting in the MPSC Hyper-V Lab.
- ▶ MPSC Technical Support Mon–Fri, 8 A.M.–5 P.M. on Hyper-V environment only. Partners provide their own application support.
- ▶ Shared network access, with unlimited connectivity to the cloud through 2 45Mbps DS3 circuits.

### Project Partner Level PVIDL

- ▶ 5 quota points worth of Hyper-V Virtual Server hosting in the MPSC Hyper-V Lab.
- ▶ MPSC Technical Support Mon–Fri, 8 A.M.–5 P.M. on Hyper-V environment only. Partners provide their own application support.
- ▶ Shared network access, with unlimited connectivity to the cloud through 2 45Mbps DS3 circuits.

### Virtual Partner Level PVIDL

- ▶ 5 quota points worth of Hyper-V Virtual Server hosting in the MPSC Hyper-V Lab.
- ▶ MPSC Technical Support Mon–Fri, 8 A.M.–5 P.M. on Hyper-V environment only. Partners provide their own application support.
- ▶ Shared network access, with unlimited connectivity to the cloud through 2 45Mbps DS3 circuits.



## *A Private High Speed Network Showcases Solutions*

Your entire team does not need to take up residence at the MPSC to take advantage of a PVIDL. The MPSC has its own 90 Mbps network that runs outside of the Microsoft corporate network. Not only can this network provide the bandwidth you need for your most intense applications, but also it can be accessed by anyone on your team with the proper

credentials. For example, if you're using a PVIDL to develop an application with team members in Europe or South America, your team members can interact with and review your virtualized data center from their own offices without having to use the Microsoft corporate network at all.

## *Supporting the Longer Term Engagement*

There are other labs on the Microsoft campus that can offer great support to partners. Many of these exist only to support short-term engagements, though. In contrast, the MPSC is designed to support complex, long-term engagements, many involving multiple partners and solutions working in concert. Other labs might be able to support a week-long or month-long engagement. The MPSC can support engagements lasting months, quarters, even years.

## *Supporting the Communications Sector and More*

The MPSC is a part of the Microsoft Communications Sector group and its primary mission is to support communications sector business needs, both internal and external. Yet the communications sector itself is increasingly expanding the definition of what constitutes a communications sector solution. Today, traditional telcos are delivering TV services over broadband networks, wireless and Internet services. New players are springing up to deliver hosted application services over the Internet. The reality is, almost every application or solution has a communications component—or could be delivered by a communications service provider—and the MPSC, with its PVIDL program and leading-edge technology integration, is in a unique position to help you refine and deliver them.

So, where can you best showcase your products and services to organizations seeking to make the most of the new world of virtualized data centers? By becoming an MPSC partner, you gain access to the resources you need to take make the most of the opportunities afforded by Windows Server 2008 Hyper-V and position yourself for success in the virtualized world.

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*David Hayes, Director, Microsoft Partner Solutions Center*

**For more information about how the MPSC can help you develop and deliver your solutions in a virtualized environment, contact the MPSC team today at [mpscinfo@microsoft.com](mailto:mpscinfo@microsoft.com).**