

Digital Transformation@work

Empowering
Together

Digital Transformation work

Empowering Together

Winning the Azure Sale: Best Practices

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Microsoft

CSP enables partners to...



Create the solution and directly bill customers



Directly provision and manage subscriptions



First point of contact for customer support



Build an ongoing customer relationship



What services are available?

 Office 365

Microsoft Azure

Microsoft Dynamics AX

Microsoft Dynamics CRM

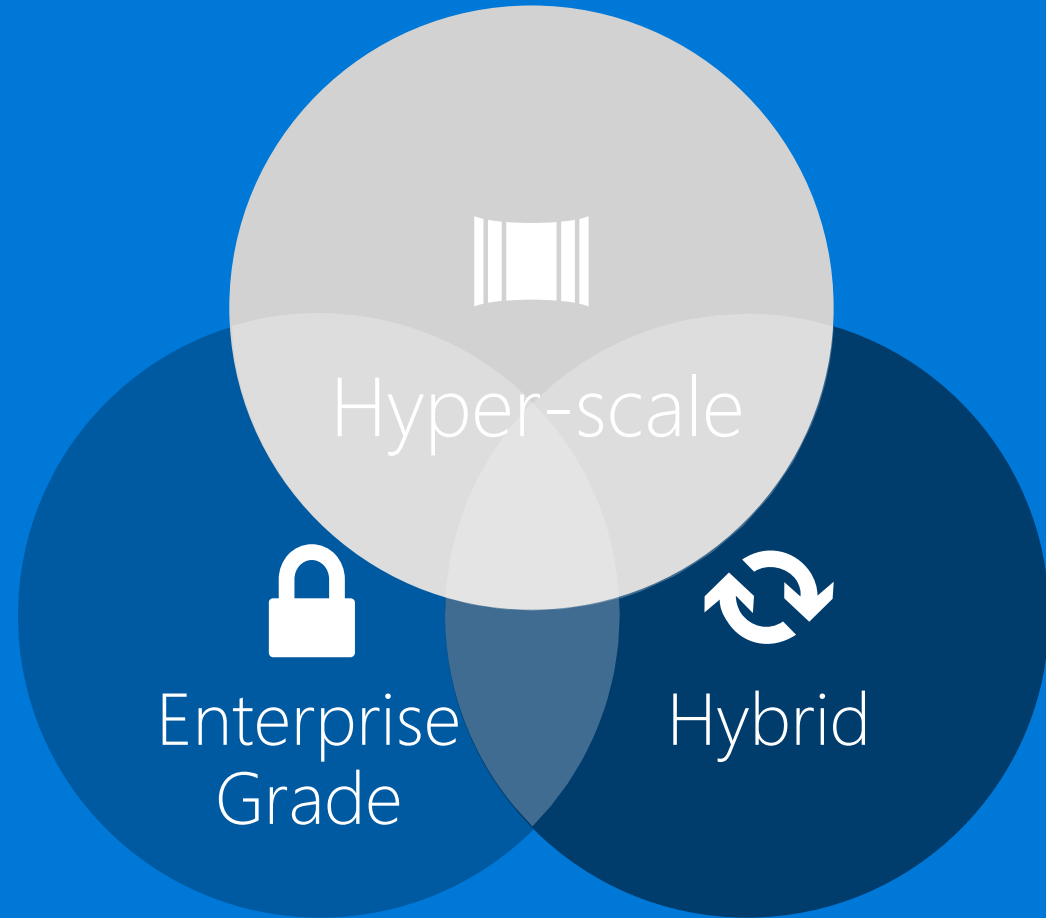
Enterprise Mobility Suite

 Power BI

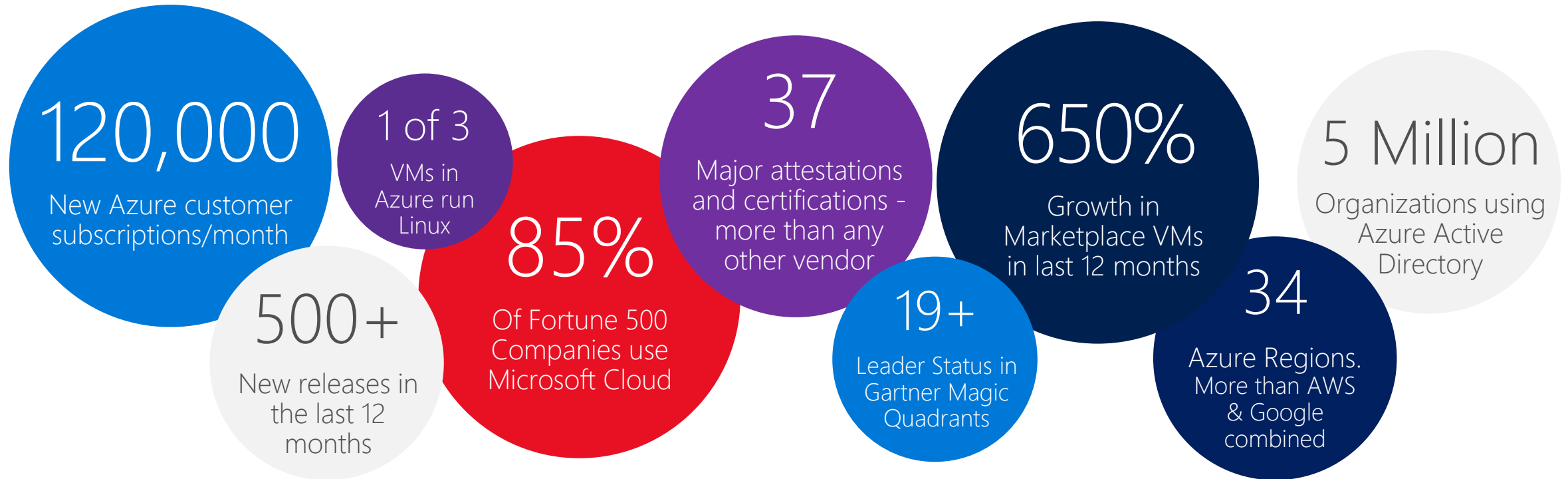
 Windows



How we differentiate



Azure momentum



“Microsoft is growing its cloud revenue faster than Amazon”

– Business Insider Jan 2016

Platform Services

Security and Management

- Portal
- Active Directory
- Multi-Factor Authentication
- Automation
- Key Vault
- Store/Marketplace
- VM Image Gallery and VM Depot

Compute

- Cloud Services
- Service Fabric
- Batch
- Remote App

Web and mobile

- Web Apps
- Mobile Apps
- API Apps
- Logic Apps
- API Management
- Notification Hubs

Developer services

- Visual Studio
- Team Project
- Azure SDK
- Application Insights

Hybrid Operations

- Azure AD Connect Health
- AD Privileged Identity Management
- Backup
- Operational Insights
- Import/Export
- Site Recovery
- StorSimple

Integration

- Storage Queues
- Hybrid Connections
- BizTalk Services
- Service Bus

Analytics and IoT

- HDInsight
- Data Factory
- Stream Analytics
- Machine Learning
- Event Hubs
- Mobile Engagement

Data

- SQL Database
- Redis Cache
- DocumentDB
- SQL Data Warehouse
- Search
- Tables

Media and CDN

- Media Services
- Content Delivery Network (CDN)

Infrastructure Services

Compute

- Virtual Machine
- Containers

Storage

- BLOB Storage
- Azure Files
- Premium Storage

Networking

- Virtual Network
- Load Balancer
- DNS
- Express Route
- Traffic Manager
- VPN Gateway
- Application Gateway

Datacenter Infrastructure (24 regions, 19 online)



The largest compliance portfolio in the industry

Industry



ISO 27001



SOC 1 Type 2



SOC 2 Type 2



PCI DSS Level 1



Cloud Controls Matrix



ISO 27018



Content Delivery and Security Association



Shared Assessments

United States



FedRAMP JAB P-ATO



HIPAA / HITECH



FIPS 140-2



21 CFR Part 11



FERPA



DISA Level 2



CJIS



IRS 1075



ITAR-ready



Section 508 VPAT

Regional



European Union Model Clauses



EU Safe Harbor



United Kingdom G-Cloud



China Multi Layer Protection Scheme



China GB 18030



China CCCPPF



Singapore MTCS Level 3



Australian Signals Directorate



New Zealand GCIO



Japan Financial Services



ENISA IAF

Use the Azure Trust Center

The Trusted Cloud

Most comprehensive compliance coverage of any cloud provider

- ✓ More certifications than any other cloud provider
- ✓ Industry leader for customer advocacy and privacy protection
- ✓ Unique data residency guarantees

More certification than any other cloud provider



ISO/IEC



CSA/CCM



ITAR



CJIS



HIPAA



IRS 1075

Azure is an open cloud

DevOps



Clients



Management



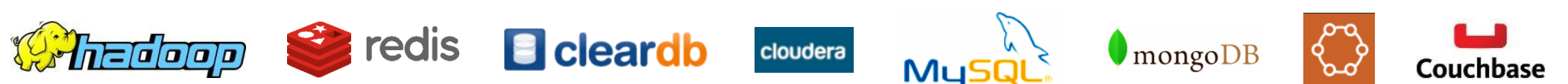
Applications



App frameworks and tools



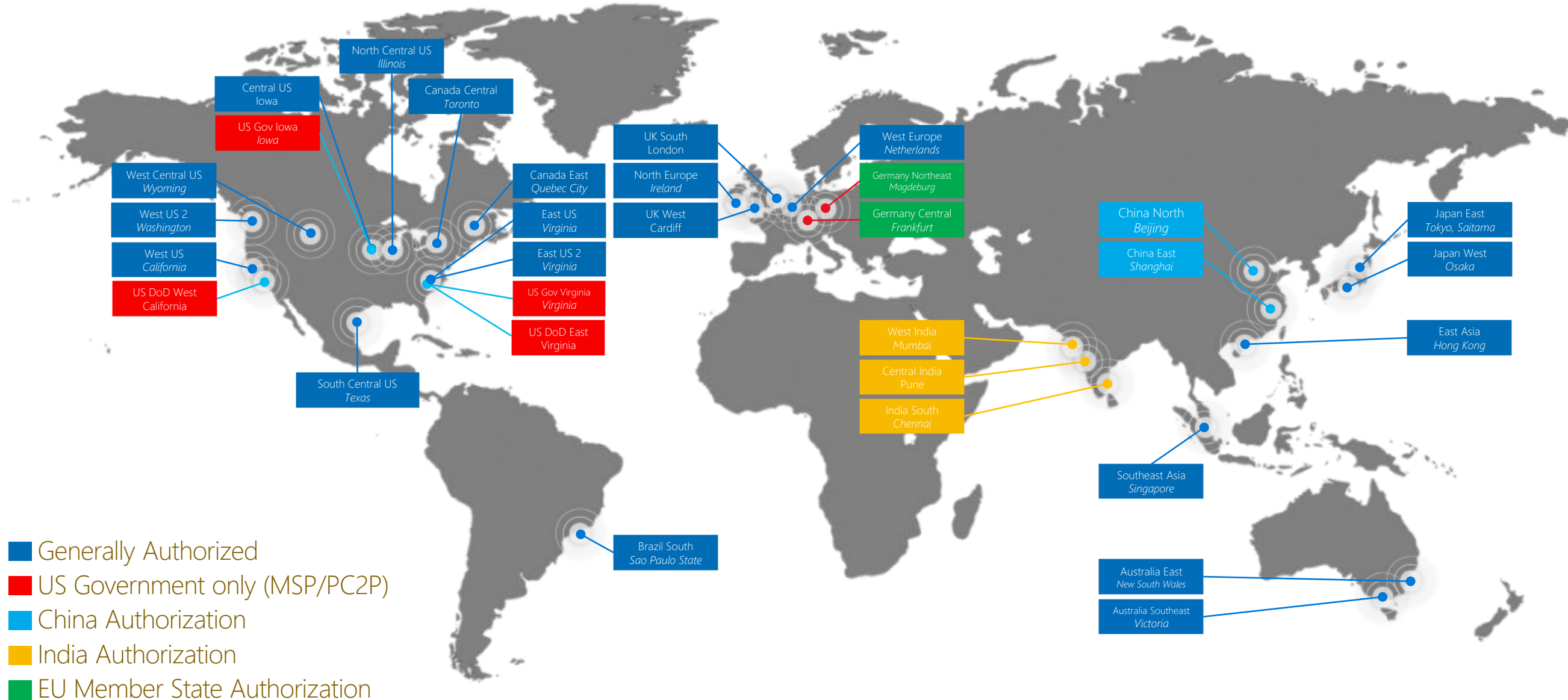
Databases and middleware



Infrastructure



Direct Reseller Azure Authorization Regions



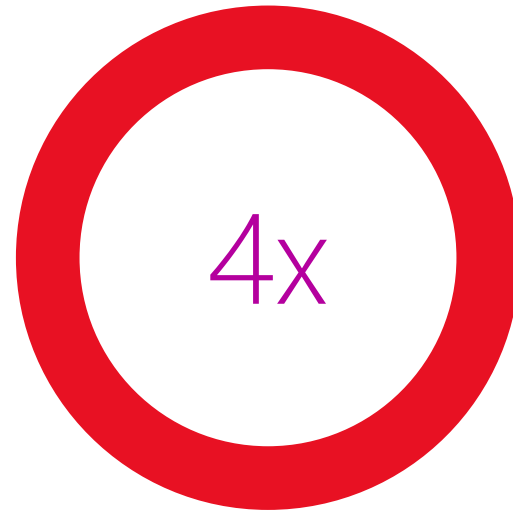
Microsoft's network is one of the two largest in the world



4400+ CONNECTIONS
TO 1695 NETWORKS



MILES OF FIBER IN OUR
DATA CENTERS

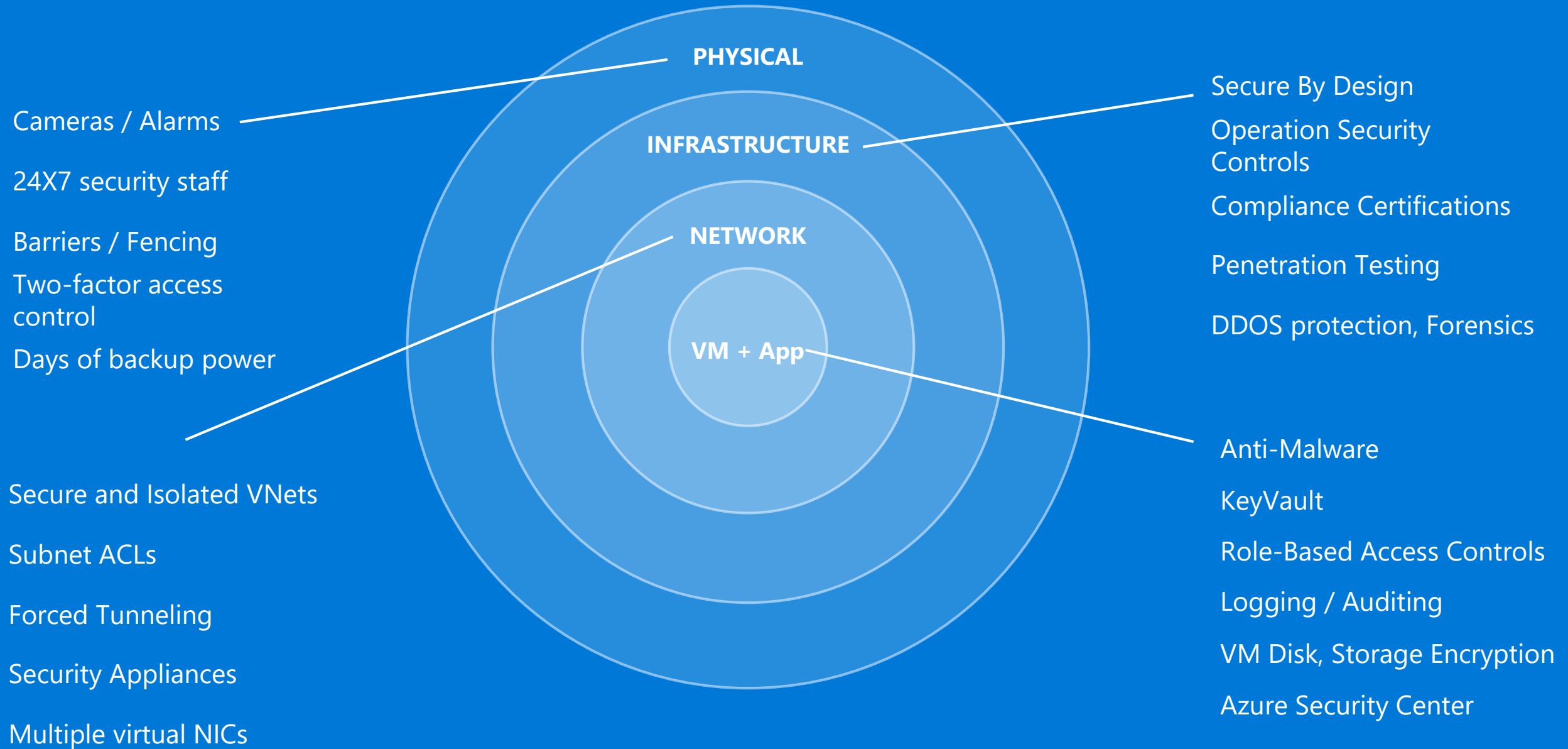


WRAP THE EARTH IN
NORTH AMERICAN FIBER



MICROSOFT CLOUD
INVESTMENT

Trust and control



Azure Security Center

- Monitor the security state of resources
- Prioritized recommendations
- Easily deploy partner security solutions
- Security policies for subscriptions and resource groups
- Central view of your security posture
- Prioritized security alerts

Microsoft Azure > Security Center > Security alerts > Brute Force attempts were detected

Security Center

Filter

Prevention

Resources health

VIRTUAL MACHINES

NETWORKING

SQL

APPLICATIONS

14 HIGH SEVERITY 26 MEDIUM SEVERITY 2 LOW SEVERITY

Recommendations

12 TOTAL

Security policy

QUICKSTART

Detection

Security alerts

6

4

2

0

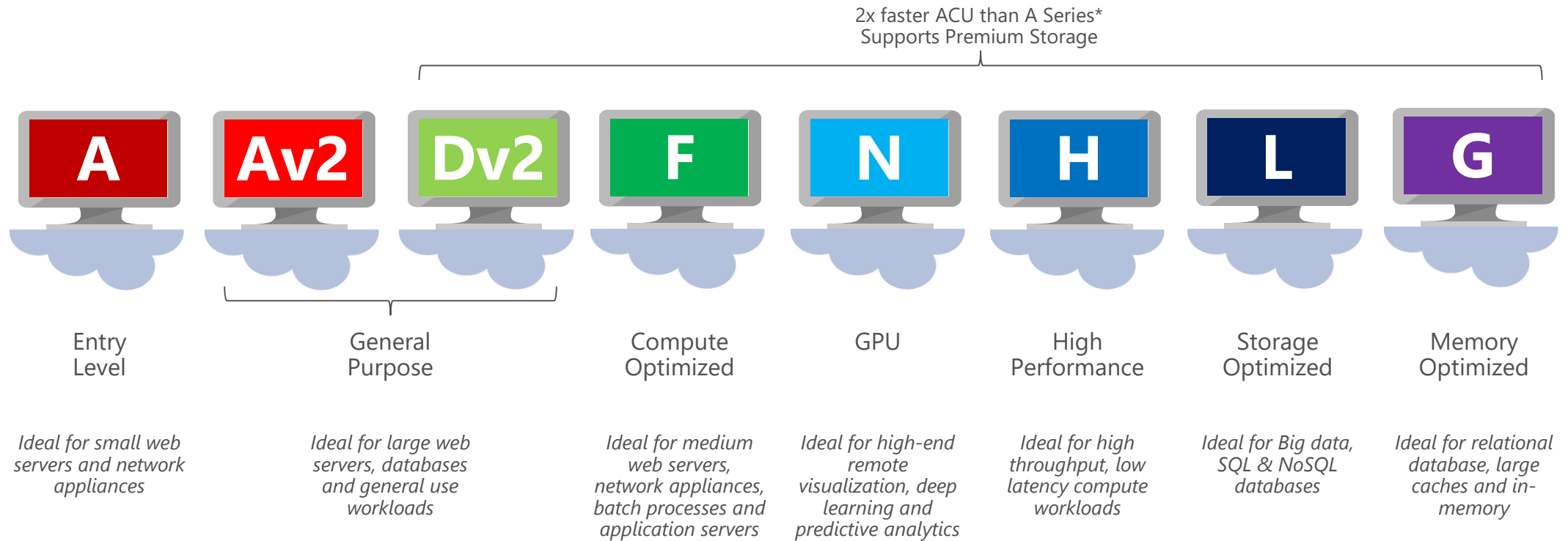
26 27 28 29 30 31 7/1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

1 HIGH SEVERITY 13 MEDIUM SEVERITY 15 LOW SEVERITY

DESCRIPTION	DETECTED BY	EVENTS	DATE	STATUS
Incident detected: database breach	Microsoft	1	7/15	Open
A user account password has been...	Microsoft	2	7/14	Open
Critical malware action failed	Antimalware	3	7/14	Open
Traffic to malicious IP 3.3.3.3	Microsoft	2	7/13	Open
Brute Force attempts were detect...	Microsoft	1	7/13	Open
Exploitable Process Detected (sql-s...	Microsoft	1	7/13	Open
SQL Injection attempt from 103.3...	Web Applic...	1	7/12	Open
Non-critical malware action failed	Antimalware	1	7/10	Open
Traffic to malicious IP 104.12.112...	Microsoft	1	7/10	Open
SQL Injection attempt from 103.3...	Microsoft	4	7/9	Open
Traffic to malicious IP 121.14.112...	Microsoft	1	7/8	Open
Brute Force attempts were detect...	Web Applic...	2	7/8	Open
DDOS Attack from 103.14.120.12...	Web Applic...	2	7/6	Open
SQL Injection attempt from 103.3...	Web Applic...	4	7/6	Open
Non-critical malware action failed	Antimalware	2	7/5	Open

Azure IaaS

Azure Virtual Machine Families



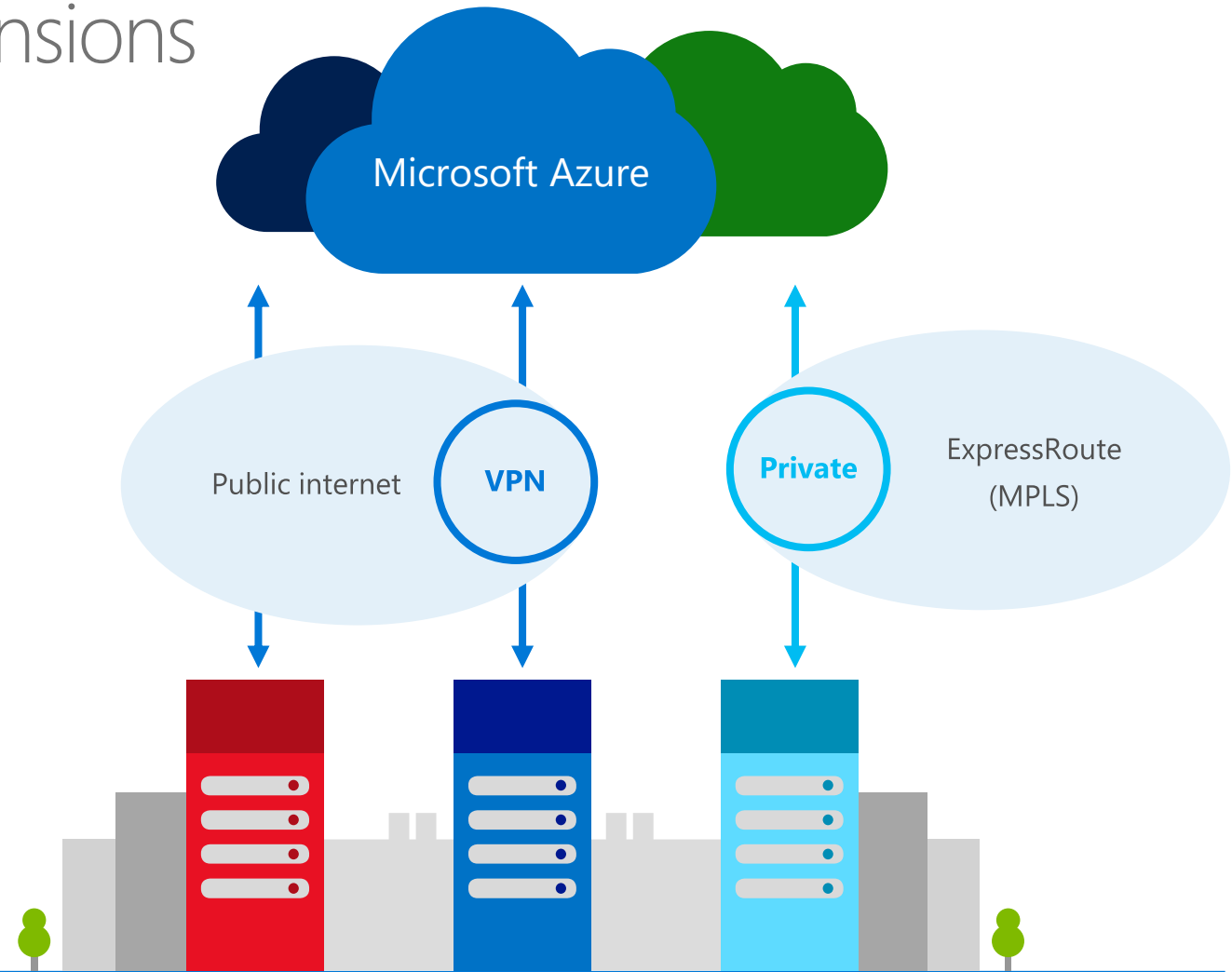
Networking

Enable seamless datacenter extensions

Hybrid connectivity between sites

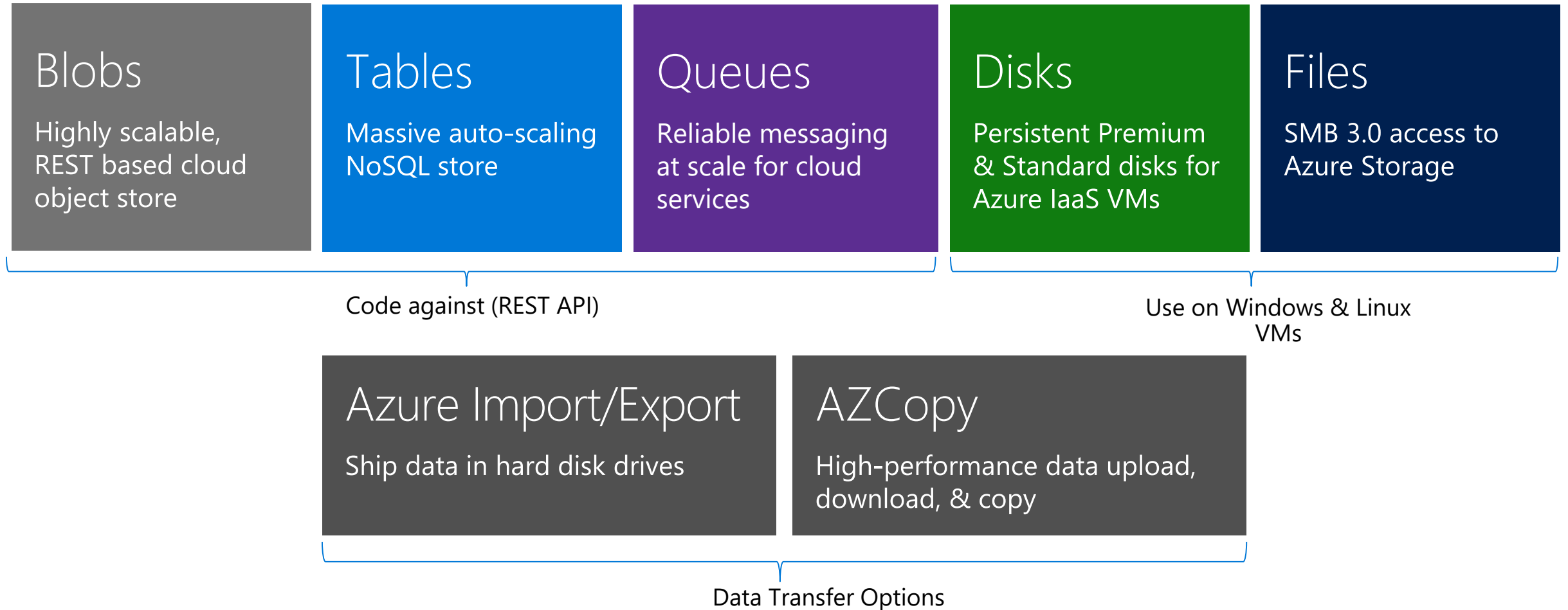
Extend your datacenter to Azure

Available Port Speed Options
50 Mbps
100 Mbps
200 Mbps
500 Mbps
1 Gbps
2 Gbps
5 Gbps
10 Gbps



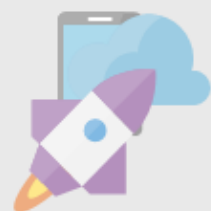
Azure Storage

Highly scalable cloud storage with built-in security, durability, and reliability



Typical starting points on IaaS

Web and mobile



Line of Business
Apps like SAP,
Sharepoint



Microservice apps



Dev and test



Big data
and analytics



Internet of Things



Backup, recovery,
and archive



High performance
computing

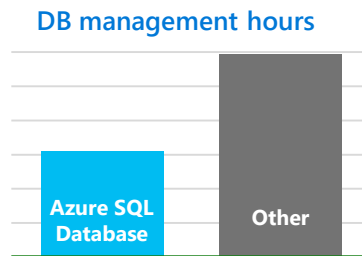


Digital media



Help Customers move to PaaS with Azure SQL

Increased productivity



47%

staff hours reclaimed
for other tasks

Faster time to market



75%

faster app
deployment cycles

Lower TCO



53%

less expensive than
on-prem/hosted

Reduced risks



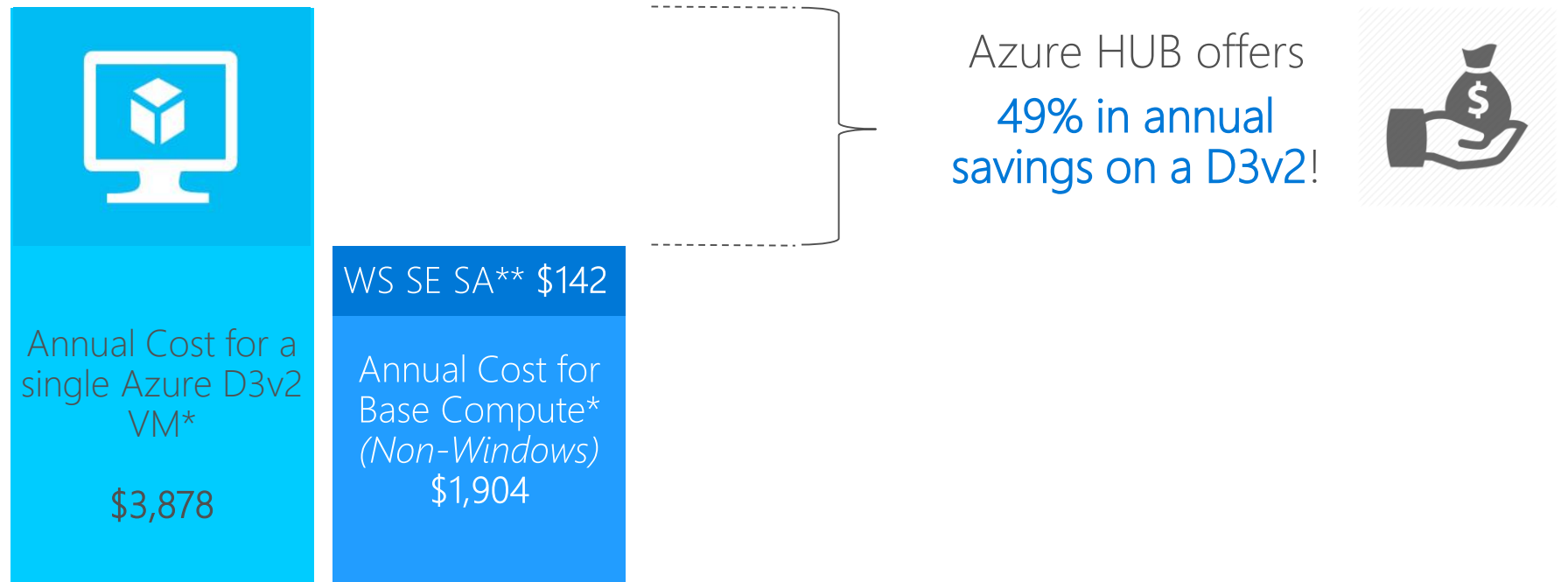
71%

fewer cases of
unplanned downtime

Keys to winning the sale

Leverage Hybrid Use Benefits when available

Example scenario with customer running a single D3v2 VM using the Hybrid Use Benefit.



*CSP in USD, US East 2; full-time usage on demand

**Second Azure instance is included with Windows Server Standard Edition Software Assurance

License Mobility through Software Assurance

A benefit that enables customers to extend the value of server application licenses by deploying them on-premises or in Azure

Application server products eligible for License Mobility through Software Assurance, including Microsoft Exchange Server, Microsoft SharePoint Server, and Microsoft SQL Server, are identified in the Microsoft [Product Use Rights](#) document.

Windows Server is not eligible for License Mobility through Software Assurance.

Quoting Best Practices & Tips

Virtual Machines

- Quote 720 hours or less
- Cheapest: Av2, Dv2 & F
- Best for SQL Server & Oracle: G series
- Skimp on cores
 - existing hardware is not as fast as Av2, Dv2, F, G, N, H series

Cheapest Regions

- US East 2
- US South Central
- Any USD invoice

Storage

- Premium Storage pay for provisioned
- Standard Storage pay for usage + IOPS (4K=8io)
 - Standard windows VM 4.5 Million IO a month (\$0.16 per month)
- Managed Disks pay for provisioned
 - Standard Storage also has IOPS

Networking

- Pay for egress bandwidth only
 - First 5GB & Inbound bandwidth free
- Express Route customers spend 6x in Azure
- ExpressRoute all geo-political regions access
- ExpressRoute Premium = ALL regions access

ASR

- First 31 days free
- Pay only for Storage when Azure is passive
- Use to migrate workloads to Azure

Azure Backup

- Protected Instance + GB usage
- No Egress | IOPS
- Windows Server Backup, Azure Backup Server & DPM

Securing the first Azure Workload in Every Account

Azure Everywhere Program

On site, white-glove Azure adoption and ramp up experience delivered by **Partner** to a customer with 3 key components:

Azure Fast Start Workshop

- 4 day on-site hands-on Azure workshop
- 5 Core Scenarios (IaaS, Linux, OMS, SQL on IaaS, Web and Mobile) with more to come

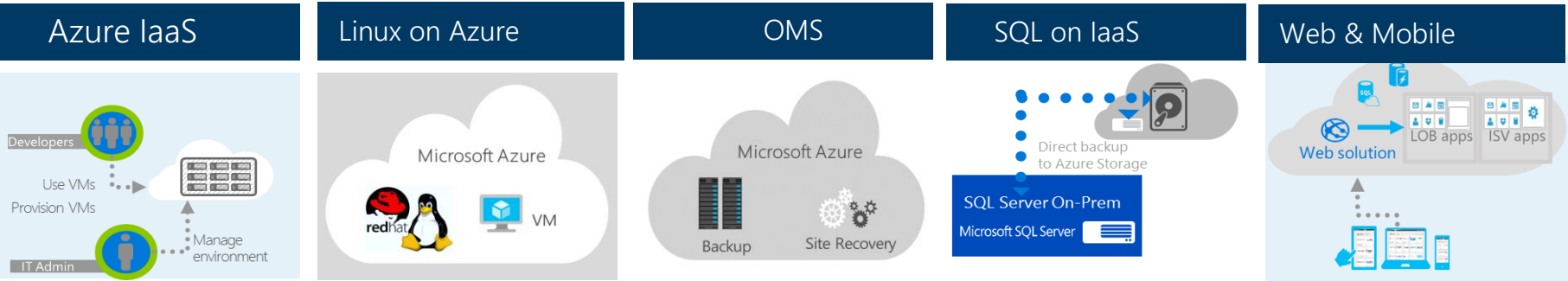
Cloud Adoption Planning Session

- Work with Microsoft team and the customer to build a consumption plan

Up to \$1,500 of free Azure

- \$1.5k Azure CSP Pass to be used during Fast Start workshop
- New Azure customers only

Available Fast Starts:



10 Key Differentiators of the Microsoft Platform

1. 99.9% Single instance SLA, with premium storage.
2. Azure SLA Radius is at Customer Application not at Region Level
3. Microsoft's network is one of the two largest in the world.
4. VNET to VNET is on Azure Backbone.
5. ExpressRoute is redundant by default and includes and SLA
6. Largest Compliance Portfolio in Industry
7. Strength in HIPAA, PCI and Government
8. Largest certified SAP HANA instances available
9. Run SQL on the Cloud Platform that wrote SQL.
10. Azure IP Protection

Microsoft is the only Hyperscale, Enterprise Grade Provider
with a Hybrid Platform

Building Azure Pipeline

Ask your Customers about their plans for Public Cloud

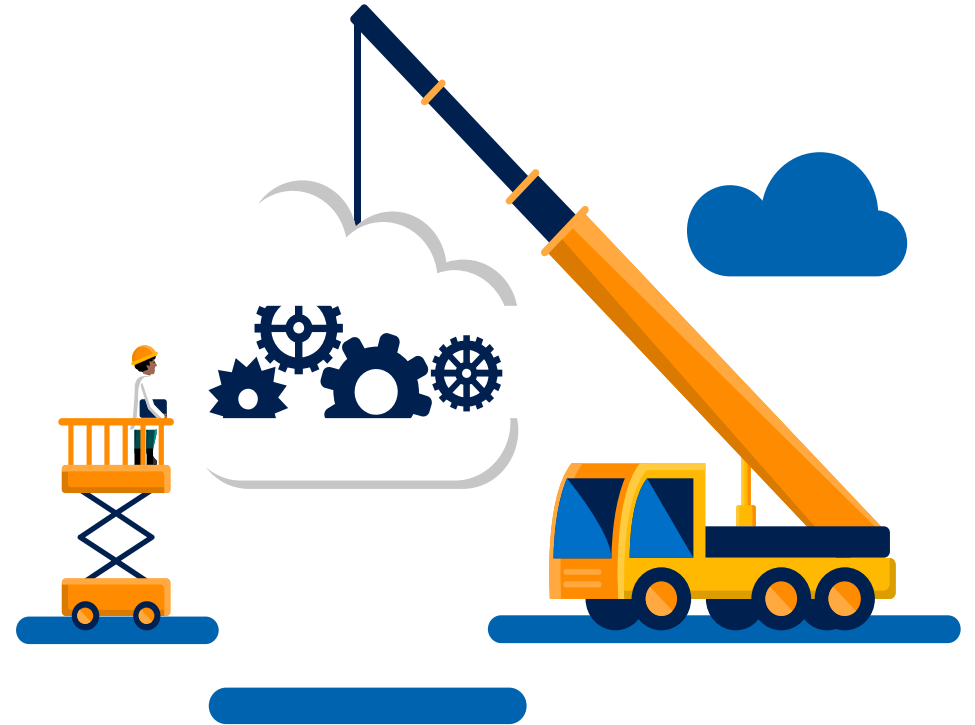
Offer MS funded assessments as a simple way to get started.

Explore incorporating existing solutions with Azure

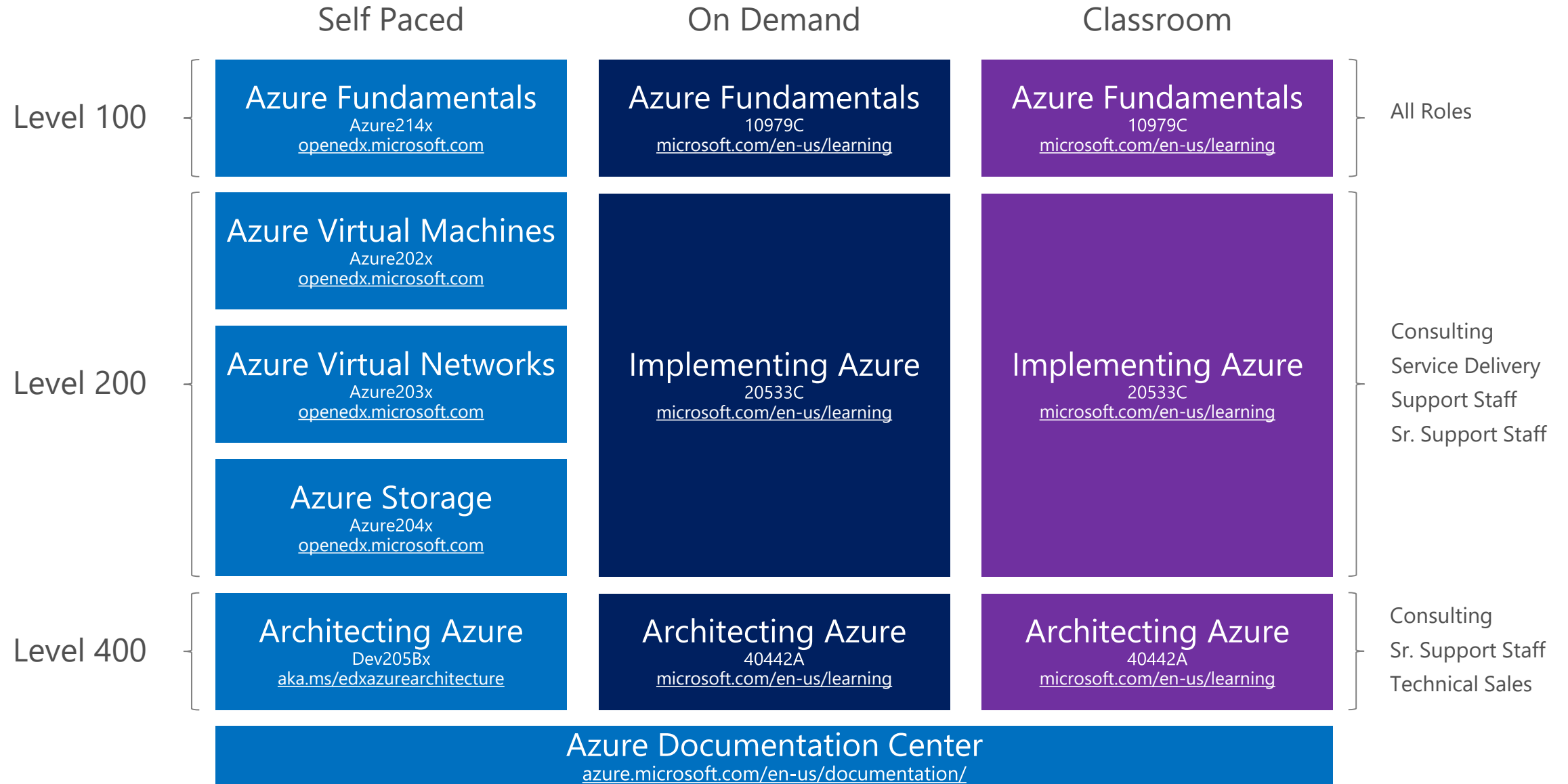
Your existing customers will be your first wins and best pilot customers

Benefits of Azure from a CSP Partner

- Microsoft doesn't provide:
 - Managed Services
 - Managed Hosting / Co-location for Hybrid needs
 - Single invoice for cloud computing + services cost
- Additional Support Resources
- Benefit from a pay as you go model
- Partner IP
- Custom Billing
- Accelerated time to market with cloud expertise.



Azure Readiness Options



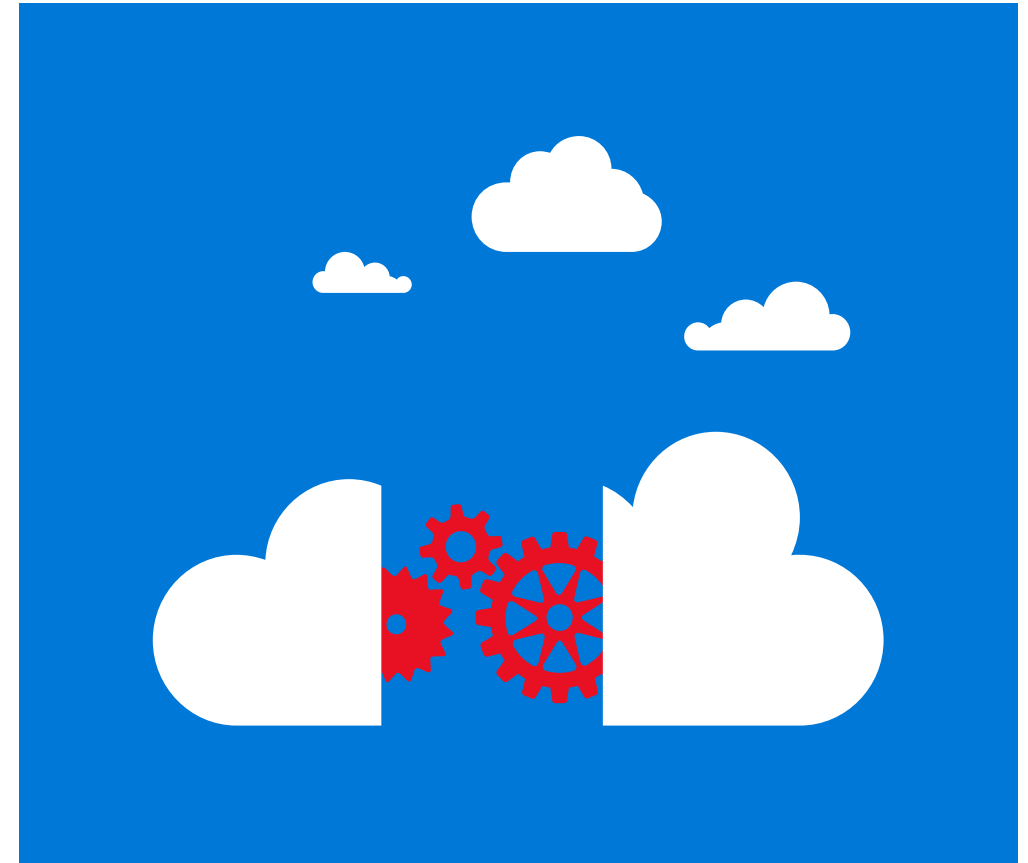
Next Steps

Start an internal
Azure Readiness
Effort

Schedule Azure
Sales Training
for your team

Leverage Azure
Battle cards

Explore CSP in a
Box Content



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Microsoft

