



# Azure SMB & Scale

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*Channel Sales Azure*

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# Agenda

- Azure Priorities
- Overview SMB & Scale
- Whitespace SMB & Scale
- Azure Programs | SMB & Scale
- Learning Path
- Security

# Azure Strategy & Priorities

# Do more with less

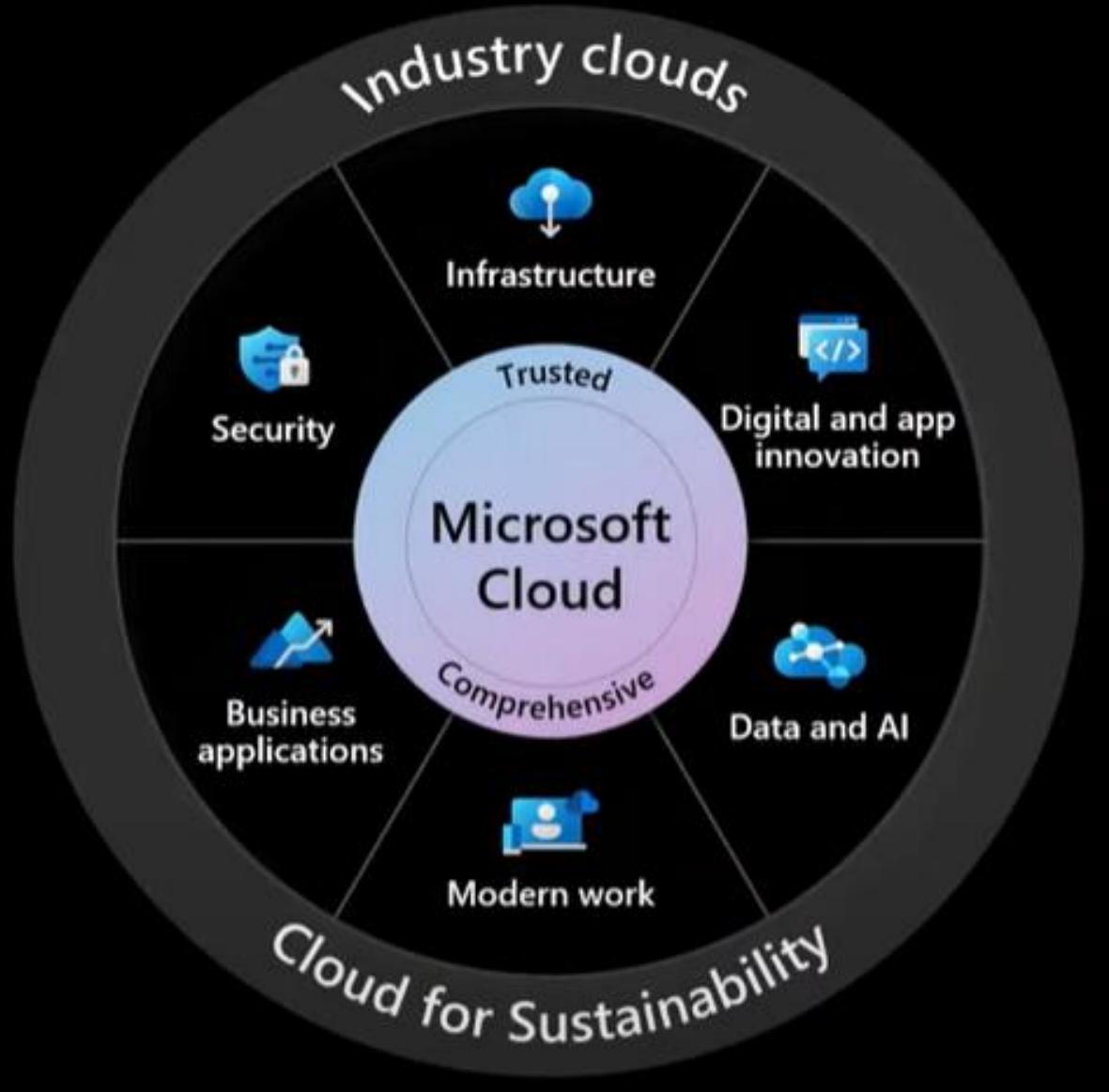
- 1 Be data-driven and optimize with Azure
- 2 Deliver efficiency with automation and AI
- 3 Innovate with a cloud developer platform
- 4 Re-energize your workforce with Microsoft 365
- 5 Protect everything, everyone, everywhere

# Microsoft Cloud

The most trusted and comprehensive cloud

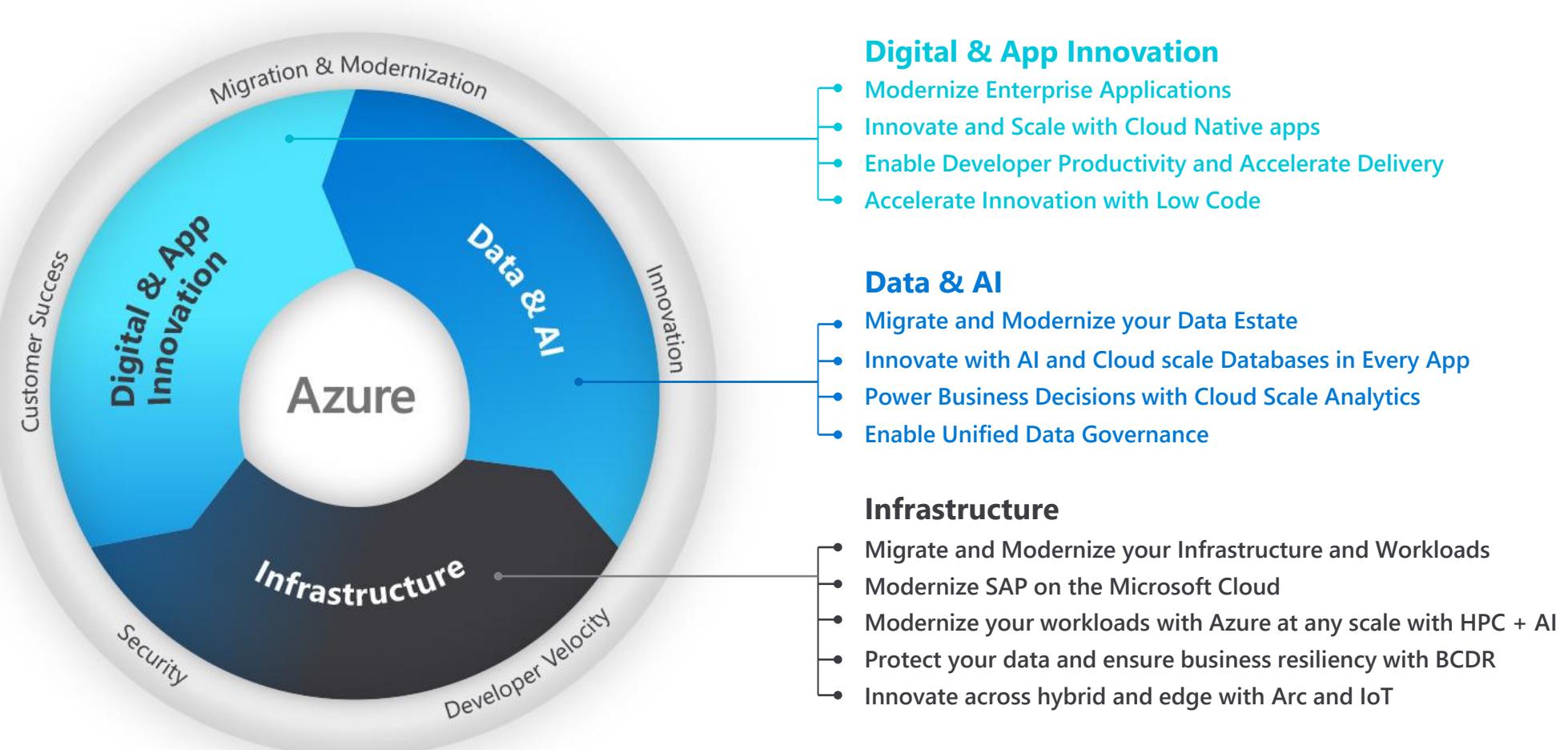
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**Do more** with less



# FY23 Azure Priorities & Solution Areas & Plays

Infrastructure, Digital & Application Innovation, Data & AI



# SMB Azure Prioritized Solution Plays & Customer Scenarios

FY23 Solution Plays	Hero Products	Customer Scenarios
Migrate and Modernize your Infrastructure and workloads	<ul style="list-style-type: none"><li>• WS/SQL on Azure</li><li>• Linux/OSS DB on Azure</li><li>• AVD</li><li>• Azure Network Security</li></ul>	<ul style="list-style-type: none"><li>• Migrate and modernize Windows Server/SQL to Azure</li><li>• Migrate and modernize Linux/OSS DB to Azure</li><li>• Modernize VDI to AVD</li><li>• Attach Monitor, Storage, Networking, and Security</li><li>• Scenarios with applications and services on multiple clouds</li></ul>
Protect your data and ensure business resiliency with BCDR	<ul style="list-style-type: none"><li>• Azure Backup</li><li>• Azure Site Recovery</li><li>• BCDR solutions from select partners (e.g. Datto)</li></ul>	<ul style="list-style-type: none"><li>• Attach Azure Backup and ASR to every production VM (new and go-back)</li><li>• Back up on-prem data and SaaS data to Azure</li></ul>
Migrate and modernize your data	<ul style="list-style-type: none"><li>• Azure SQL IaaS</li><li>• Azure SQL MI</li><li>• Azure MySQL</li><li>• Azure PostgreSQL</li></ul>	<ul style="list-style-type: none"><li>• Migrate SQL Server to Azure SQL MI/IaaS</li><li>• Homogenous migration of PGSQL and MYSQL to Azure</li><li>• Migrate SQL IaaS to Azure SQL MI/DB</li><li>• Analytics with PBI for landed data platform workloads</li></ul>
Innovate and scale with cloud native apps	<ul style="list-style-type: none"><li>• Azure Kubernetes Service</li><li>• Azure Functions</li><li>• Azure DB for PostgreSQL</li><li>• Azure CosmosDB</li></ul>	<ul style="list-style-type: none"><li>• Build cloud-native apps with Kubernetes, Serverless and data</li><li>• Drive developer engagement</li></ul>
Secure Multi-Cloud Infrastructure	<ul style="list-style-type: none"><li>• Defender for Cloud</li><li>• Azure Network Security</li></ul>	<ul style="list-style-type: none"><li>• Multi and Hybrid Cloud</li><li>• Cloud workload protection</li></ul>

# FY23 Execution Priorities



## MIGRATE WS/SQL installed base incl. breadth SPLA Hoster

- Drive proactive ***Migrations-at-scale*** across Medium Biz segment with enriched customer signals, deal support, & partner-led assessment motion
- Activate ***programmatic Hoster motion*** for breadth Hosters including COE & signal-based Hoster targeting



## Drive CONSUMPTION with Next & Advanced Workloads

- **SMB customer guided path** to support incremental workload adoption with low-friction try-before-buy, SMB value prop, and breadth deployment offers
- **Extend reach with Influencer motions** & x-solution use cases with SMB-relevant customer scenarios and CTA



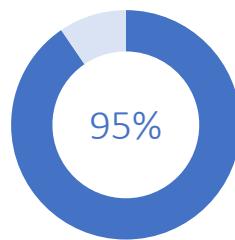
## Increase adoption of Azure with BREADTH ISVs and STARTUPs

- **ISV Success Program** launch to support ISVs across their journey –to develop, publish and grow sales of applications built on the Microsoft cloud.
- **Scale Founders Hub** to become breadth acquisition engine for early-stage Startups with dedicated focus for *Unicorns*

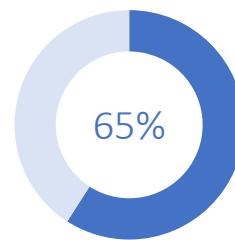
# Overview SMB & Scale segment



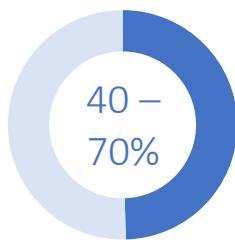
# SMBs: The lifeblood of the global economy



of all global companies<sup>1</sup>



of the world's employment

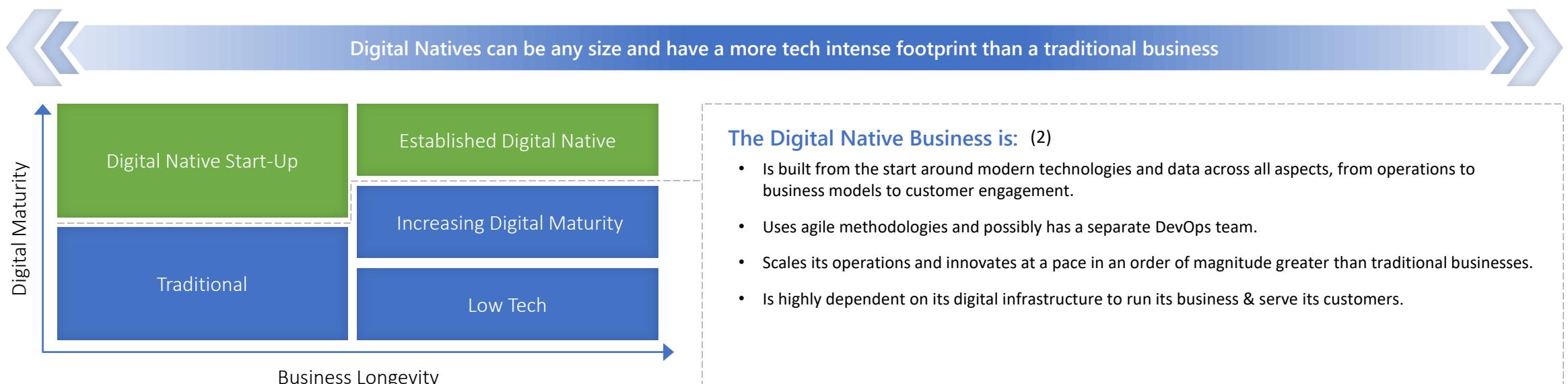
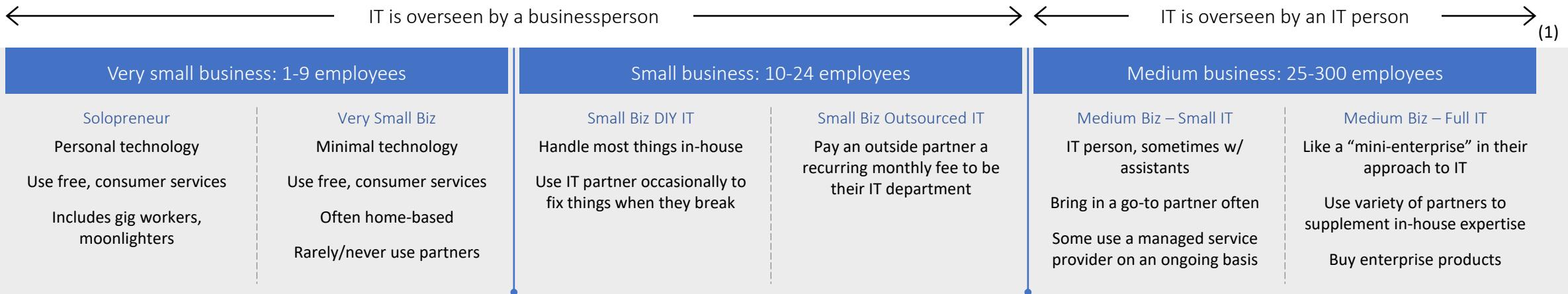


of GDP<sup>2</sup>

<sup>1</sup>World Bank: [World Bank SME Finance](#)

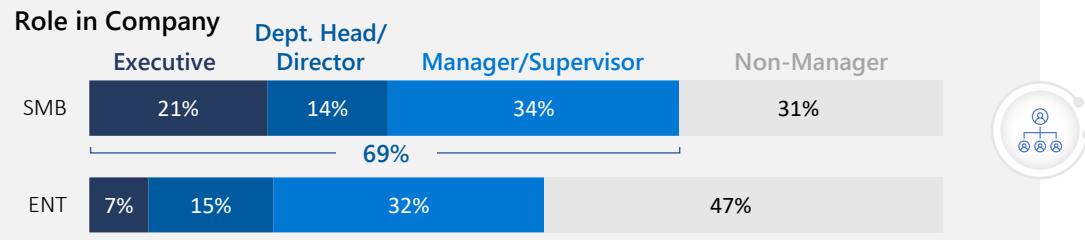
<sup>2</sup>Annual Report of the Office of Economic Research, FY 2019 – SBA's Office of Advocacy

# Who are they | SMB Organizational Insights

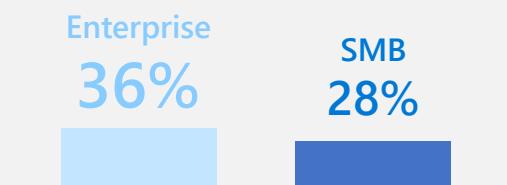


# Who are they | Individuals and roles that influence or make purchase decisions in SMB

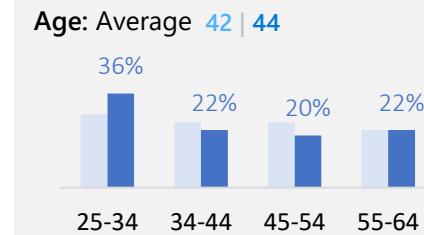
## 1 SMB IWs have more decision-making authority and less time in role....



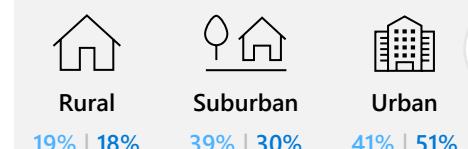
Tenure: 10+ Years



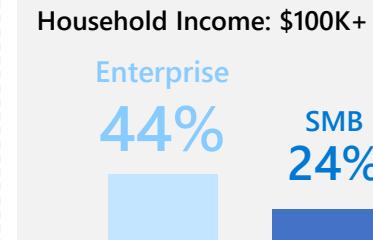
## 2 ...are younger urban professionals...



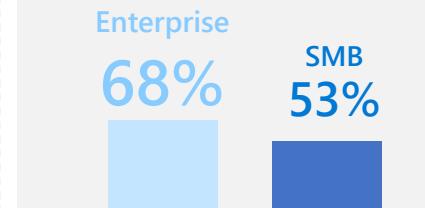
Household Location:



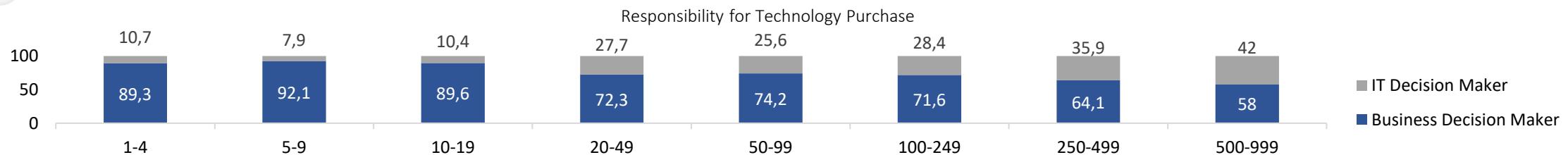
## 3 ....making less money with less education



Education: Bachelor's or More



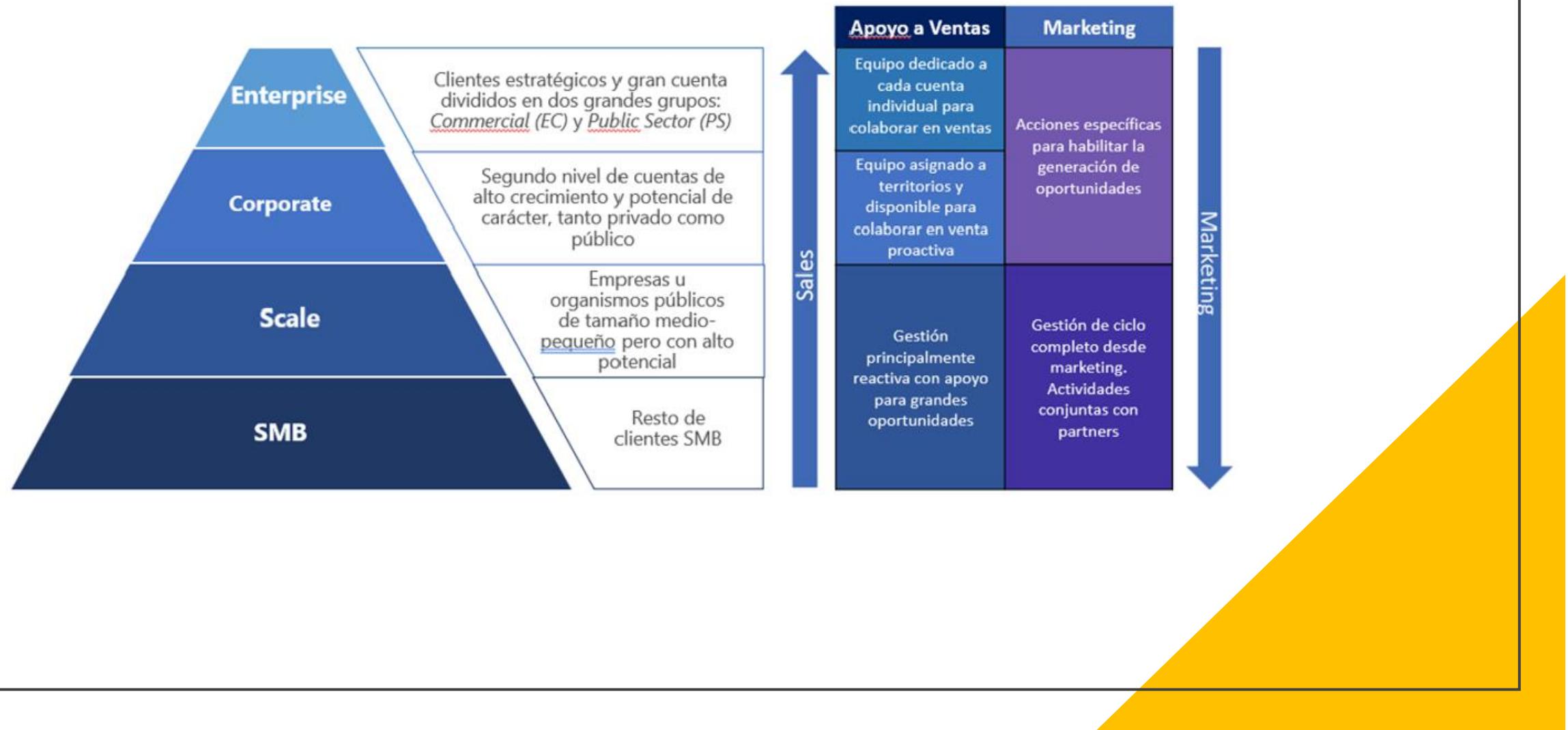
## 4 Increasingly, individuals in business roles have more technology decision making influence than IT





# Whitespace Azure SMB & Scale

# FY23 Microsoft Segmentation



# SMB Team Mission

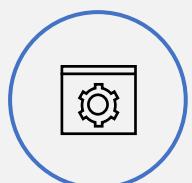
Bringing the value of the Microsoft Cloud to every SMB customer



**Enable SMBs to do their best work from anywhere while optimizing productivity and safeguarding data**



**Deliver efficiency and profitability for SMBs through optimized business processes and reduced IT cost and complexity**



**Empower SMBs with agility to innovate and grow by adapting quickly to dynamic market and business needs**



# FY23 SMB Priorities

We aspire to be the technology platform of choice to fuel the growth of SMBs



## Acquisition

SMB-relevant **offerings**

Deliberate and aligned cross-engine execution



## Specialization

**Partner SMB specialization** and referrals

Deeper Solution Area specialization



## Cloud share at Scale

Streamline **Customer Journey** to discover, try, buy, and use.



## Usage & Adoption

**Drive upsell/cross-sell**

Be our Ambassador using our technology

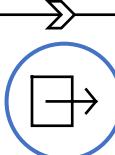
# FY23 Azure SMB Sales Strategy

## AMBITION



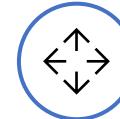
### Drive Customer Acquisition

- Migrate WS/SQL installed base to Azure.
- Breadth SPLA Hoster motion with COE approach.



### Expand Workloads & Reach

- New workload expansion with Next & Advanced Workloads.
- Extend Azure reach with x-solution & Influencer motions.



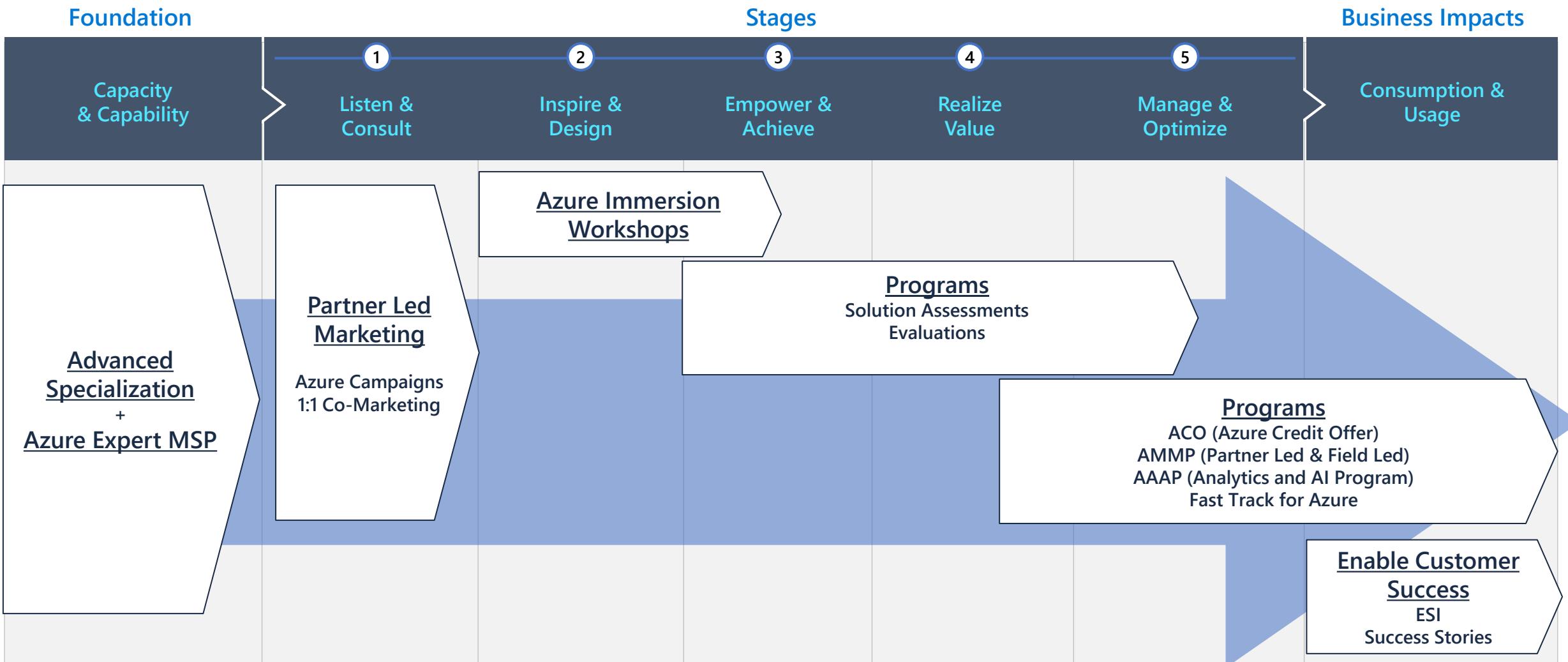
### Recruit & Grow ISV+Startup

- Activate Founders Hub & ISV Success Program.
- Drive Marketplace success for SMB ISV publishers.

# Azure Programs SMB/ Scale



# FY23 Azure Programs



# FY23 Azure Programs

	<b>Program/Investment</b>	<b>Description</b>
Skilling	<ul style="list-style-type: none"><li>• <a href="#">Microsoft Learn</a></li><li>• <a href="#">Microsoft Azure Virtual Training Days</a></li><li>• <a href="#">Enterprise Skills Initiative (ESI)</a></li></ul>	<ul style="list-style-type: none"><li>• Self-directed learning paths for Azure certification and enablement</li><li>• Webinars for Developers, IT professionals, and partners to expand their Azure knowledge and skillsets</li><li>• Designed to support our committed customers and partner's desire to build their employee's technical expertise on Microsoft Azure.</li></ul>
Workshops	<ul style="list-style-type: none"><li>• <a href="#">Azure Immersion Workshops</a></li></ul>	<ul style="list-style-type: none"><li>• AIWs are partner-led, Ring 3 hands-on workshops across 10 Azure workloads. AIWs are targeted at TDMs to accelerate early-stage customer engagements.</li></ul>
Assessment/ Evaluation	<ul style="list-style-type: none"><li>• <a href="#">Solution Assessments</a></li><li>• <a href="#">Self Service Security Assessments for Demand Generation</a></li></ul>	<ul style="list-style-type: none"><li>• Azure Solution Assessments provide customers with key guidance on Azure adoption, including cloud roadmap, business case, and workload analysis.</li><li>• Free Cybersecurity Self-Service Assessment that provides you with an overview of your organization's current cybersecurity status in just two hours.</li><li>• Microsoft Self Assessments (15/20min)</li></ul>
Funding	<ul style="list-style-type: none"><li>• ACO for CSP</li></ul>	<ul style="list-style-type: none"><li>• ACO provides Azure credits that offset the price of Azure to help win customer deals.</li></ul>
Program Analytics and AI	<ul style="list-style-type: none"><li>• <a href="#">AAAP</a></li></ul>	<ul style="list-style-type: none"><li>• The Azure Analytics and AI Accelerate Program (AAAP) is a proven approach to help partners accelerate customer demand and consumption of Analytics &amp; AI Services.</li></ul>
Program Migration and Modernization	<ul style="list-style-type: none"><li>• <a href="#">AMMP (Partner Led &amp; Field Led)</a></li></ul>	<ul style="list-style-type: none"><li>• The Azure Migration and Modernization Program is an end-to-end program that provides investments, resources, training, and best practices to support committed customer migration &amp; modernization projects.</li></ul>
Deployment Resourcing	<ul style="list-style-type: none"><li>• <a href="#">FastTrack for Azure [FTA]</a></li></ul>	<ul style="list-style-type: none"><li>• FTA is a technical enablement program staffed with Azure product group engineers who work directly with customers on committed projects.</li></ul>

# Self Service Security Assessments for Demand Generation

**NEW!**

## **Link**

[Cybersecurity Self-Service Assessment  
\(selfserviceassessment.com\)](https://selfserviceassessment.com)

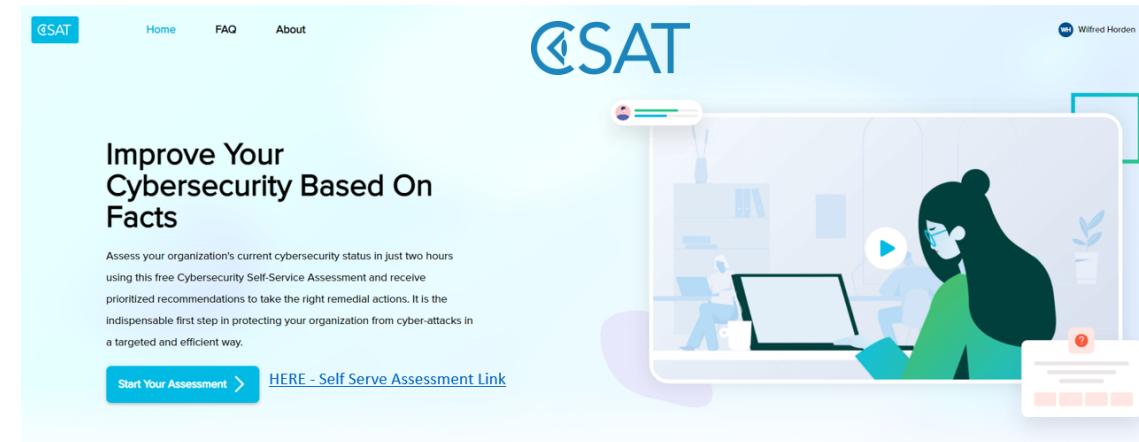
- Fully self-service via a web portal
- Enough depth to get the customer interested in a deeper assessment or other steps in the Customer journey to buy Microsoft Security workloads
- Flawless experience for customer – no hassles - no support provided
- Make use of a practical security framework : Zero Trust. A few of the best resonating controls.
- Limited number of questions in questionnaire – simple wording
- Scan for limited datasets with most value – on-prem and Microsoft Cloud

## **Learn more:**

Session on cloud champion

24 November / 11:00 - 11:45 CET

[Link](#)



### Why a Cybersecurity Self-Service Assessment?

It is key for organizations to become cyber resilient

Onepager  
allowing visitor  
to scroll down

# Learning path



# Partner Learning

## [Virtual Training Day \(EN\)](#) + [Virtual Training Day Spain](#)

## [Microsoft Learn](#)

- Online training platform that provides interactive learning for all MS Products and Technologies

## [Virtual Instructor-Led Training](#)

- On demand or live virtual training session delivered by a MS instructor. This program sponsored by MS and distributors and provides trainings and resources for all business backgrounds: Sales, Marketing and Tech. There is Spanish content on-demand for Azure

## [Skill Up Program](#)

- Free MS Program that allows the partner to certify at no cost having access to any of the Azure and Data & AI exam voucher.

## [Yammer](#)

- Social network where the announcements including skilling activities are poste

## [Partner Training Calendar](#)

- Customized platform for partners where all trainings registration links are posted including CORP / WE.

# Corp Events Learning Journey

Microsoft training and certification resources give partners access to learning paths designed for their skill level and role. They can choose from the below upcoming events to start strengthening their career, building their organization's prospects, and simplifying certification.

## Cloud Fundamentals

Learn about basic technical concepts



Get an introduction to basic technical concepts across Azure, Business Applications, Security, and Modern Work.

Cloud Fundamentals for Partners is a one-week event offered every other month to help build your foundational knowledge and **prepare for fundamental certifications**.

## Cloud Week

Prep for advanced certification



More technical learners can prepare for advanced role-based certifications during Cloud Weeks for Partners.

This one-week event is offered by solution area: Azure, Business Applications, Security, and Modern Work. It also enables your organization to **meet the Microsoft Cloud Partner Program (MCPP) skilling requirements**.

## Sales Enablement

Better sell Microsoft cloud solutions



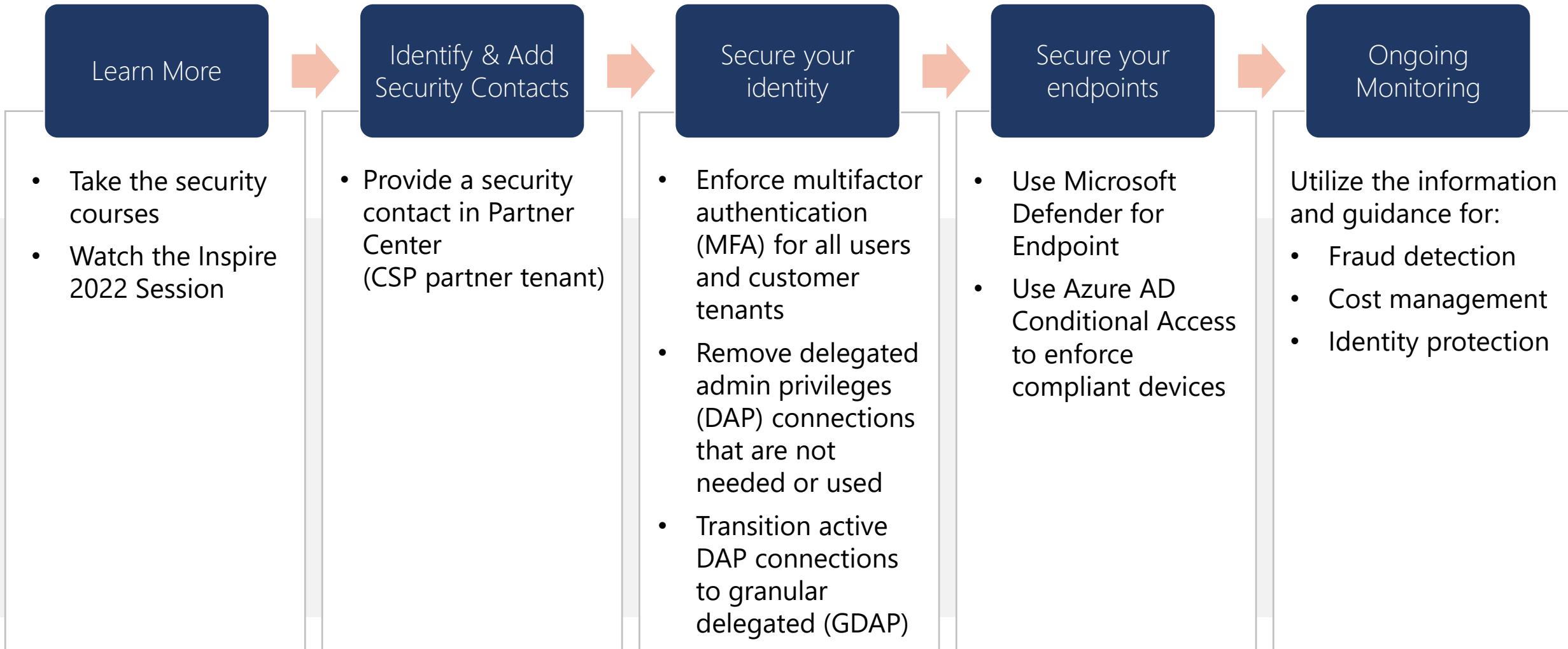
Explore how to sell and position Microsoft cloud solutions to customers during these Sales Bootcamps.

This one-week event is offered by solution area: Azure, Business Applications, Security, and Modern Work. Learn to **identify business opportunities and accelerate the customer journey**.

# Security



# Security: Best Practices



Go Do!  
Customer

Today

## Zero Trust Assessment Tool

In hours

Journey

Start or optimize your Zero Trust **Journey**  
**in weeks**

## Zero Trust Business Plan

in hours

Microsoft Digital Defense Report 2022 |  
Microsoft Security

The background of the image is a dark stage with numerous white spotlights mounted on a grid above. The lights are directed downwards, creating bright beams of light that illuminate the stage floor. The overall atmosphere is dramatic and professional, typical of a presentation or performance setting.

One-stop Shop  
Azure SMB & Scale

# Novedades, Recursos y Formaciones AZURE SMB & Scale | Q3FY23



## Novedades

**NEW:** Tres nuevas medidas en seguridad para proteger los Tenants en CSP de Minería de Criptomonedas

1. [Cancelación de suscripción](#): [Link](#)

2. [Actualización de las políticas de uso](#) para prohibir explícitamente extraer criptomonedas en todos los servicios online de MS, salvo aprobación previa por escrito.

3. [Reducción predeterminada de la cuota de suscripción de Azure](#): [Link](#)

**EU Data Boundary** A partir del 1 de enero de 2023, Microsoft ofrecerá a los clientes la capacidad de almacenar y procesar sus datos dentro del límite de datos de la UE para los servicios de Microsoft 365, Azure, Power Platform y Dynamics 365.

**Versión de prueba para Microsoft Defender for Cloud Apps.** Esta versión aborda nuevos casos de uso y obtiene una mejor comprensión de las capacidades de gobierno de aplicaciones [Link](#)

**New Playbook para partners.** El objetivo de este Playbook es guiar exitosamente a los partners en su proceso de transición a MCPP. [Link](#)

**NEW: Nueva actualización de seguridad para Partners en CSP Program.** Información sobre tres nuevas actualizaciones. [Link](#)

**Forrester Study** Cómo impulsar la innovación de aplicaciones con servicios en la nube especializados en IA. [Link](#)

**Estudio “Oportunidades del ecosistema de partners de Microsoft”** [Link](#)

**Nuevos precios en SQL On Prem en enero 2023. 10% para CSP** [Link](#)

## MÁS NOVEDADES

[Leader in The Forrester Wave](#)

[January 2023 announcements - Partner Center | Microsoft Learn](#)

[Do more with Less Azure](#)

[Do More with Less with Microsoft Security](#)

[Save with Azure savings plans - Partner Center | Microsoft Learn](#)

[Microsoft Ignite 2022 Book of News](#)

[Programmatic changes Archives - Microsoft Cloud Partner Network](#)

[Security best practice playbook](#)

[Microsoft Digital Defense Report:](#)

[partner readiness gallery \(](#)

[Security best practice playbook](#)



## Recursos Apoyo a la Venta

**Cybersecurity Self-Service Assessment** ([selfserviceassessment.com](#)): el cliente podrá solicitar de forma directa el Solution Assessment en Seguridad en un par de clicks. Es fácil y sencillo y está 100% subvencionado por Microsoft. [Link](#)

**Immersion Workshops + Discover Workshops:** Demos y experiencias inmersivas para acelerar la toma de decisiones de clientes [Link](#) Azure, [Link](#) Seguridad.

**MCI Build Intent Workshops:** Workshop en Seguridad destinados a oportunidades de gran tamaño. En FY23 existe un listado reducido de clientes y partners que están preaprobado. El resto necesitarán de un análisis comercial previo de la oportunidad por parte del equipo MS para optar a excepción [Link](#)

**Solution Assessment:** oportunidad de dar visibilidad al cliente sobre sus posibles mejoras en productividad, reducción de costes y optimización de inversiones. 100% subvencionado por Microsoft . [Link](#)

Tipos de Assessment disponibles en Azure y Seguridad:

- ✓ Infraestructura y migración de base de datos
- ✓ Modernización de base de datos y aplicaciones
- ✓ Data & IA
- ✓ Seguridad en la nube

**Azure Analytics and AI Accelerate Program (AAAP)**, es un programa integral que ofrece fondos, recursos técnicos, y mejores prácticas para acelerar proyectos de Analytics y AI [Link](#)

**Azure Migration & Modernization Program (AMMP)**. Programa integral que proporciona inversiones, recursos, capacitación y mejores prácticas para respaldar los proyectos comprometidos de migración y modernización de nuestros clientes (seguridad incluido). [Link](#)

**NEW: Novedades:**

- a) AMMP Partner-led admitirá proyectos ACR de hasta 1 mil. \$ / año con un pago por socio de 100.000 \$ para migraciones de infraestructura y base de datos.
- b) AMMP Partner-led estará disponible para cualquier cliente SMB con un TPID.
- c) SAP RISE soporte: AMMP Partner-led ahora es compatible con los clientes que migran a SAP RISE. Incluye financiamiento de partners de hasta 50K \$ y considerará el SAP ACV (Valor de contrato anual).

**FastTrack for Azure** es un programa de capacitación técnica, ayuda con el diseño y la implementación de soluciones en la nube de forma rápida y eficaz. [Link](#)

**New Commerce FastTrack:** Permite acelerar el New Commerce Value con el acceso directo a Commerce Engineering, New Commerce FastTrack (NCF) y el nuevo valor comercial de los socios [Link](#)

**Enterprise Skills Initiative:** Programa de formación para clients Top [Link](#)

**Azure Credit Offer (ACO):** Créditos gratuitos para PoC Azure. Ratio 10:1



## Formaciones

### FORMACIONES Q3

#### Próximos Virtual Training Days

- 9-10 Ene | MiS Azure Virtual Training Day: Migrating OnPrem Infra. and Data [Link](#)
- 11 y 25 Ene | MS Azure Virtual Training Day: AI Fundamentals [Link](#) (UK) [Link](#) (ES)
- 11-20 Ene | MS Azure Virtual Training Day: Fundamentals [Link](#) (ES) [Link](#) (UK)
- 17-31 Ene | MS Azure Virtual Training Day: Data Fundamentals [Link](#) (ES) [Link](#) (UK)
- 11-12 Ene | MS Security Virtual Training Day: Zero Trust [Link](#)
- 16-17 Ene | MS Azure Virtual Training Day: Implementing Hybrid Infra. [Link](#)
- 17 Ene | MS Azure Virtual Training Day: Linux OSS Database Migration [Link](#)
- 17-18 Ene | MS Security VTD: Security, Compliance, & Identity Fundamentals [Link](#)
- 26-27 Ene | MS Azure Virtual Training Day: DevOps with GitHub [Link](#)
- 27 Ene | MS Azure Virtual Training Day: DevOps with GitHub [Link](#)
- 30-31 Ene | MS Security Virtual Training Day: Protect Data and Mitigate Risk [Link](#)

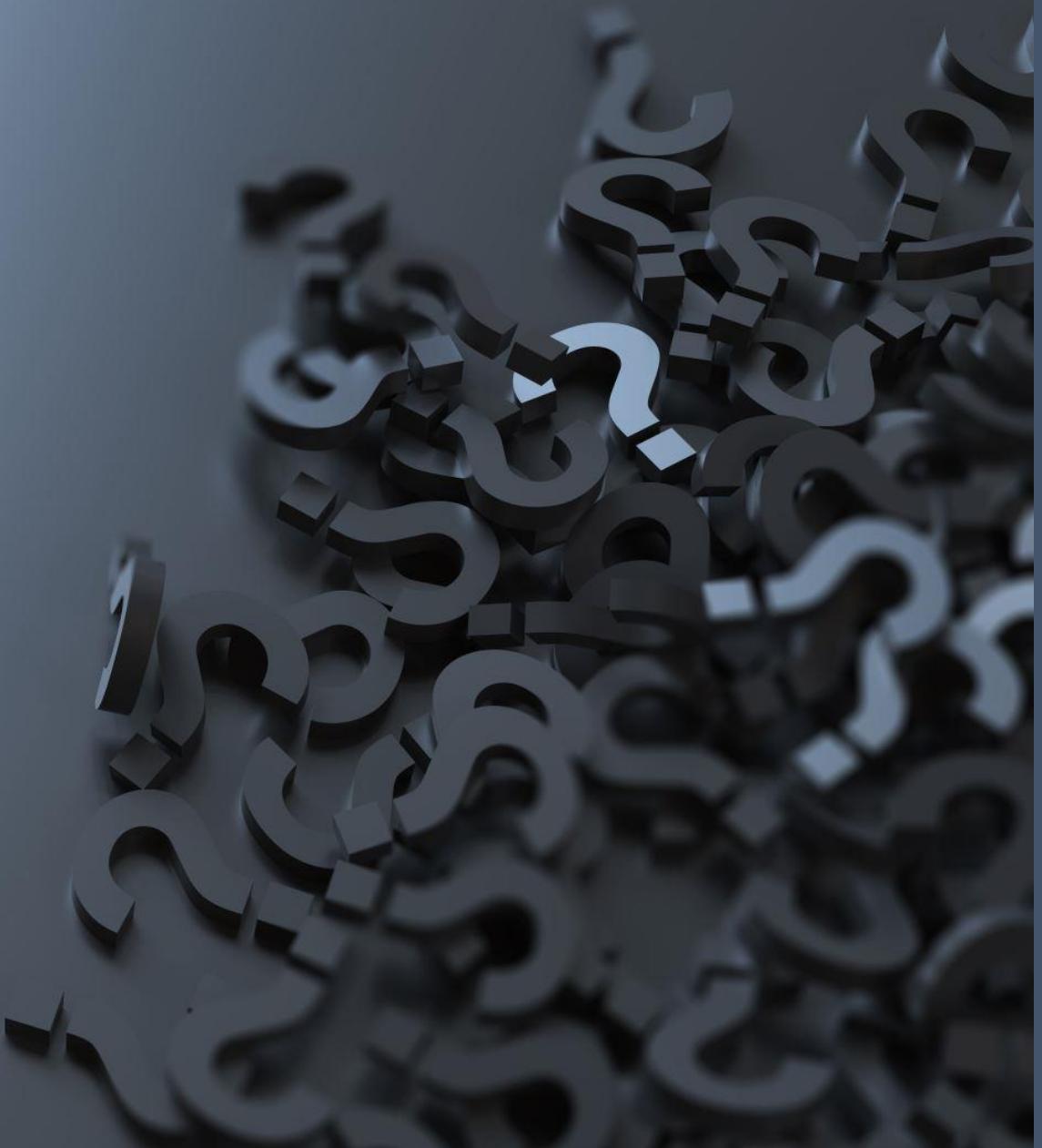
#### Otras formaciones

- 11 Ene | Partners Azure Data & AI: Designaciones y Especializaciones [Link](#)
- 17, 24 y 31 Ene y 7 de feb| Campaña de Modernización de SQL (I)[Link](#), (II) [Link](#), (III) [Link](#) y (IV) [Link](#)
- 17 Ene | Manage your relationship with Microsoft and customers through PC [Link](#)
- 18 Ene. | Certificaciones Especializaciones WS and SQL Server y Linux and OS Databases Migration, como preparar [Link](#)
- 19 Ene.- 28 mar| MS FX rate adj and upcoming security changes CSP Partners [Link](#)
- 24-26 Ene | Innovate Across Hybrid with Azure Arc Bootcamp [Link](#)
- 25-27 Ene | DP-300: Administering Relational Databases on MS Azure [Link](#)
- 25 Ene. | Certificaciones Especializaciones Partner Analytics y DWH Migration , como preparar [Link](#)
- 26 Ene | Microsoft 365 Lighthouse y Azure lighthouse [Link](#)
- 1 Feb | Certificaciones Especializaciones Partner AI and Machine Learning in Microsoft Azure, como preparar [Link](#)
- 8 Feb | Primeros pasos con Azure Hybrid [Link](#)
- 16 Feb | Azure Saving Plan [Link](#)
- 8 Mar | Nube híbrida y multicloud con Azure Arc Enabled Infrastructure [Link](#)
- Subvenciones para formación y contratación (por definir fechas)

### RECURSOS ADICIONALES

- Microsoft Azure Virtual Training Days:** [Link](#)
- Microsoft Events Catalog + Microsoft España: Eventos** [Link](#)
- Partner Training Calendar (microsoft.com)** [Link](#)
- Azure SMB & Scale – España Cloud Champion,** [Link](#)
- ¿Cómo vende Microsoft sus soluciones de seguridad?** [Link](#)
- Café Online** [Link](#)
- Training and Resources (microsoft.com)** [Link](#)

# Q&A





Thank you