Microsoft

Azure Accelerate

Cloud Accelerate Factory

Partner overview

Last update: June/2025

This document and the information contained herein are for discussion purposes only and should not be construed as a commitment, promise or guarantee, as it is subject to final approval according to Microsoft policy.

Disclaimers

General disclaimers:

- This is a non-binding proposal for discussion and information purposes only. It is not an offer or binding commitment, and all terms and conditions (including pricing) are subject to internal approval within Microsoft and can change at any time until a final Microsoft agreement and any other necessary legal documentation are executed by [insert customer name] and the relevant Microsoft entity. Any information contained in this document is provided "as is" without warranty of any kind, either express or implied and Microsoft shall not be liable for any damages resulting from any reliance, use or provision of any information contained herein. VAT, sales tax or withholding taxes are not included in the proposal unless explicitly stated. Further, it is understood that any Microsoft investment figures are approximations and meant solely as an estimate
- The offer (including funding and or delivery assistance) will be confirmed once a customer's project is nominated, and the nomination is accepted
- Customer must meet eligibility criteria for each offer, including: (I) customer sponsorship and resourcing, (II) eligible scope, (III) minimum project sizes if required, and outlined in this presentation
- Benefits may vary based on the project size, eligibility, and the selected partner's labor rate
- For several components of the offer (Cloud Accelerate Factory, Solution Assessment and Technical skilling), there is no direct monetary exchange. The value is not guaranteed and will not be written in a contract. This is an estimation only based on what previous similar customers have realized

Azure Accelerate

Fueling cloud transformation with experts, investments, and comprehensive resources to reduce financial barriers and support successful deployment.

Access trusted experts

Unlock Microsoft investments

Leverage comprehensive resources

Unleash the power of cloud and AI transformation

One unified offering bringing together....

Azure Innovate

Infuse AI into solutions and advance analytics capabilities

Azure Migrate and Modernize

Securely and efficiently move existing workloads to Azure

Announcing

Azure Accelerate

Backed by foundational resources and best practices...

Azure Essentials

Elevate reliability, security, and ongoing performance of cloud and AI investments with extensive guidance, resources, and tooling

Exponential potential for partners

14,000+
Customers engaged

26,000+
Projects launched

7,200+
AI projects in progress

18,000+
Projects delivered

Cloud Accelerate Factory

A new benefit in Azure Accelerate

Jumpstart Azure projects with zero cost deployment assistance from Microsoft experts.

Get zero cost assistance from Microsoft

Get Microsoft assistance to deploy 30+ Azure services via joint delivery with an Azure partner no matter the project size.

Accelerate with industry best practices

Complete deployments in weeks leveraging proven strategies developed over thousands of customer engagements.

Maximize your customer investments

Prioritize your funding and skilled resources for the more advanced components or projects to boost business impact.

Learn more aka.ms/FactoryPartnerCollection

Note: Only the specific scope delivered by Cloud Accelerate Factory is zero cost

The What: Cloud Accelerate Factory | Scope

Microsoft investment to accelerate customer journeys on Azure at-scale through joint delivery by Partners & Factory

Scale workloads

Arc Enablement

- Automated scripts for Arc Enabled deployment (Windows & SQL Server)
- Arc enabled for Linux servers (only when Win / SQL in scope)

Infrastructure and Database Migration
Automated process

Windows/Linux on Azure Native

- Source: On-prem, third-party cloud/DC
- Optional Azure Landing Zone setup with Portal Accelerator
- Using Azure Migrate for discovery, assessment, replication and test and cut-off migration
- Choice of landing covered databases on IaaS on VMs using Data Migration Services

AVS

- Source: On-prem
- Optional AVS setup with AVS Landing Zone Accelerator
- On-Premises HCX configuration
- Optional Assessment with Azure Migrate (AVS destination choice)
- Server replication using HCX

ODAA & SAP-RISE

Oracle: Moving Oracle Database to ODAA (Oracle Database@Azure)

SAP – RISE:

- Well Architected Framework Assessment
- Azure Platform Health checks for Go –Live

Infrastructure and Database Migration to Azure for Modernization Scenarios
No business-logic code modification required

Databases

- Automation scenarios and using Data Migration Services for Data Layer transfer
- **NoSQL:** Cassandra to MI for Apache Cassandra ; MongoDB to Cosmos DB for MongoDB (vCore)
- **OSS DB:** MySQL/PostgreSQL to Azure DB for MySQL/PostgreSQL
- **SQL Server:** SQL to Managed Instance or Azure SQL DB

App Modernization

- . NET/Java Tomcat/Spring Boot Apps On-Prem /IaaS to PaaS
- Containerized apps On-Prem to PaaS/ Self Hosted K8's to AKS

Advanced workloads

Virtual Desktop Migration to Azure

- **AVD Migration**: Modernize on-prem RDS to AVD, Migrate on-prem Citrix to AVD
- **W365 Migration**: Migrate on-prem Windows to W365

Analytics

- **Power BI Migration**: SQL Server Reporting Services to Power BI, SWL Server Analysis Services to Power BI, PowerBI Premium to Fabric SKU migration
- Synapse to Fabric Migration | Real time analytics
- **MVP for initial use case**: Landing Zone for Lakehouse deployment (Databricks or Fabric), data migration, deploy initial use case)

AI

- **MVP for initial use case**: Landing Zone for AOAI deployment, data migration, deploy initial use case with solution optimization)
- AOAI use cases: Conversational AI/search, virtual assistant, doc intelligence, personalized content, image analysis

Security

- Defender for Cloud deployment—cloud security posture management
- Deployment of Cloud workload protection: Defender for Servers, databases (Azure SQL, OSS DBs, Cosmos DB), storage, app service, containers, APIs, Resource Manager and Key Vaults
- Sentinel greenfield deployment
- Splunk to Sentinel migration

Resiliency

Enable Zone redundancy for the following workloads only:

- Data Services
- ExpressRoute Gateway (ERGW)
- Service Health Alerts
- Storage

Language coverage:

All time zones:	English
ASIA:	Chinese, Japanese, Korean
EMEA:	German, French
LATAM:	Spanish, Portuguese

Requirements/notes:

- All customers (**any segment**), any size migration (**no minimum or maximum** size)
- **All partners can leverage Factory**

Most Common NOT in Factory Scope:

Migrations: SAP | Solaris | AIX | Amazon Linux | HPC / Azure Stack HCI / Azure Local | SharePoint / Exchange / Biztalk | Az to Az | File Server to Blob Storage | Cross-DB | Domain Controllers | Oracle DB or OCI | *AVS*: Network extension config | *AVD*: Horizon | *Arc*: Linux | *Analytics*: Tableau to PBI | *AI*: Copilot

Out of scope (but can provide limited support):

- Remediation code changes within database/apps. If required, Factory will provide list and recommendation on how to solve the issue to Customer (see Appendix: Code Changes for SQL IaaS Upgraded and SQL PaaS MI)
- Testing of dependencies (e.g., applications, linked databases, performance)
- Customized TCO analysis of recommended migration paths (Factory will provide the TCO through Azure Migrate tool)

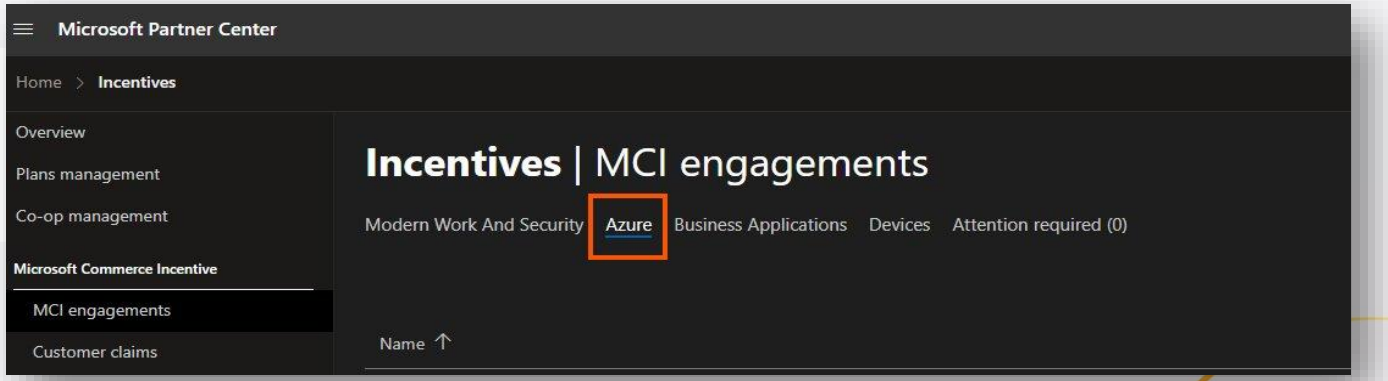
NOTE: Cloud Accelerate Factory will have **limited/no ability** to support engagements that require in country presence, local citizenship, cleared resources, and any other security related credentials

NEW

Cloud Accelerate Factory now available in MCI

Request Factory in Partner Center when you nominate your project.

Leverage the Factory for your proposals



Azure solutions designated partners are eligible to request Factory assisted delivery.

NEW

Partner + Factory | Engagement criteria

Understand the eligibility and engagement approach for Factory within Azure Accelerate

Eligibility criteria

- **Azure specialization** or an **Azure solution partner designation*** to nominate to Azure partner-led
- **Customer commitment** and readiness to deploy workload on Azure
- **Scope is tailored for delivery** not custom consulting scenarios
- **Alignment on joint delivery model** with the Factory team

Supported scenarios

- **Rehost and replatform scenarios** without custom code changes

  - Factory **Infrastructure Migration**
  - Factory **App/DB Modernization**
  - Factory **Secure Azure Cloud**
  - Factory **AVS Migration**
  - Factory **VDI Migration to Azure**
  - Factory **Analytics**
  - Factory **Gen-AI Assistant**

Engagement approach

- **Preparation**
  (1 to 3 weeks)
  - Validate requirements, pre-requisites
  - Discovery
  - Finalize deployment paths and project plan
- **Deployment**
  (4 to 6 weeks)
  - Execution
  - Conduct basic testing
  - Handover to customer

Get your foundational workloads running in Azure in weeks

*Indirect channel partners exempt for designation requirements

NEW

Partner + Factory | Offer

Eligible partners can now request Factory delivery assistance directly in MCI within Partner Center.

Azure Accelerate- Cloud Accelerate Factory benefit

- Factory **Infrastructure Migration**
- Factory **App and Database Modernization**
- Factory **Secure Azure Cloud**
- Factory **AVS Migration**
- Factory **VDI Migration to Azure**
- Factory **Analytics**
- Factory **Gen-AI Assistant**

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	Engagement timeline
Partner + Cloud Accelerate Factory joint delivery	No minimum or maximum thresholds needed to meet the customer requirements	$0 USD	200 days

See full details and requirements in Microsoft Partner Commercial Incentives Guide
Please request details from your PDM on SMB scale offers for Indirect channel partners

More details on supported scenarios and roles and responsibilities between the partner and Cloud Factory experts are available here: https://aka.ms/CloudFactoryOverview

Note: Factory engagements cannot be used alongside partner nominated funding within the same project. Due to the highly automated partner nominated tooling in Partner Center, we are unable to support funding through Azure Accelerate stacked with Cloud Accelerate Factory for the same project, which means the partner has to choose between partner incentives payouts or Factory assistance for a given project.

General requirements for Cloud Accelerate Factory

- Factory execution is delivered leveraging a remote delivery model including on-shore and/or off-shore resources
- Hands-on keyboard delivery by Factory resources requires the end customer to have an active Unified agreement in place OR an active Factory agreement signed. No other contracts or custom terms with either partner or customer are necessary or supported for Factory execution
- Required Factory resources will be available within two weeks of notification
- The Factory team can operate within regional time zones across Asia, EMEA, and the Americas as per customer business requirements
- In general, Factory scope will exclude any rewrite or re-architecture of solutions across all supported workloads (for example, modification of business logic within applications)
- Partner/customer must own the overall project governance. Factory Project coordinator will own and drive the execution of Factory scope and operate under the direction of the partner/customer project manager
- This document outlines the standard scope details and execution process flows for the joint delivery by Factory, customer, and partner teams. Any non-standard or other custom requirements should be shared and validated for Factory coverage. The Factory team can be contacted by email for any questions

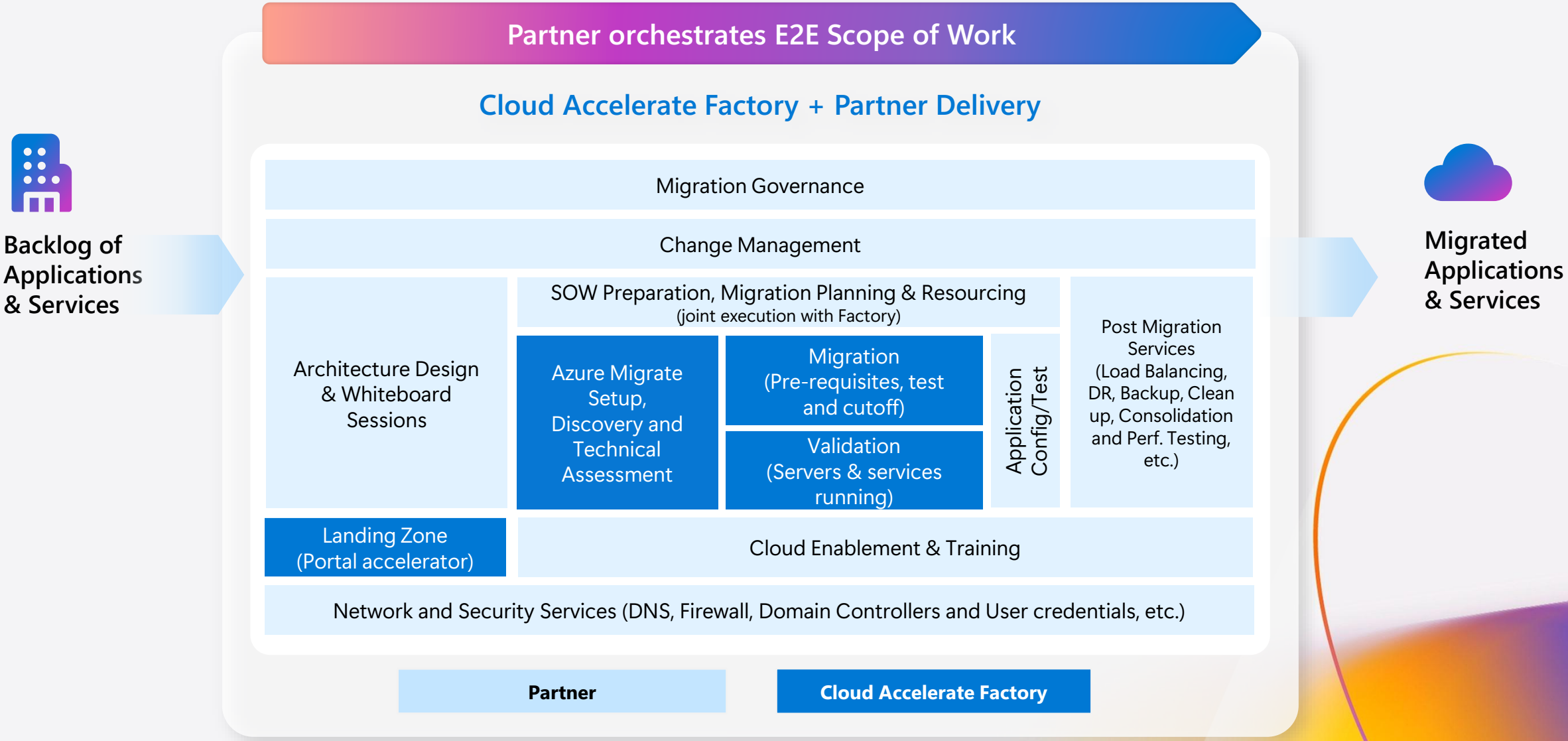
Contracting guidance for Cloud Accelerate Factory engagements

- **Partner can reference the dependency on Factory** delivered scope of work in their communications with the customer, but there is no contract between Microsoft and the partner for the Factory delivery—it is a side-by-side execution and contracting for Factory and the partner separately with the customer
    - *SAMPLE LANGUAGE: We <partner name>, provide the orchestration and oversight of the Microsoft Cloud Accelerate Factory (Factory) delivery services as part of our offer and SOW. The Factory services are contracted and delivered directly to you (the customer) by Microsoft typically as part of the Unified Agreement. <Partner name>'s estimated efforts and project schedule are dependent on the delivery of the Factory scope of work which is contracted directly between you (customer) and Microsoft.*
- **Cloud Accelerate Factory operates under customer's Unified Agreement** or under the two-page Factory Agreement signed by the customer to enable required terms and conditions (Ts and Cs) for hands-on-keyboard delivery work
- **No other contracts required or supported** for Factory execution, either with customers or partners
- **Scope to be delivered by Cloud Accelerate Factory is documented** as part of the execution lifecycle by the Factory PM to the customer and partner; this is not part of a legal contract, but instead is part of standard project execution documentation
- **No custom Ts and Cs are supported**—only the standard terms and conditions included in existing Microsoft contracts with the customer (Unified, Factory agreement, MBSA, NDA) will apply

Note: All contracting guidelines are provided for illustration purposes only and should not be construed as a commitment, promise or guarantee, as it is subject to final approval according to Microsoft policy.

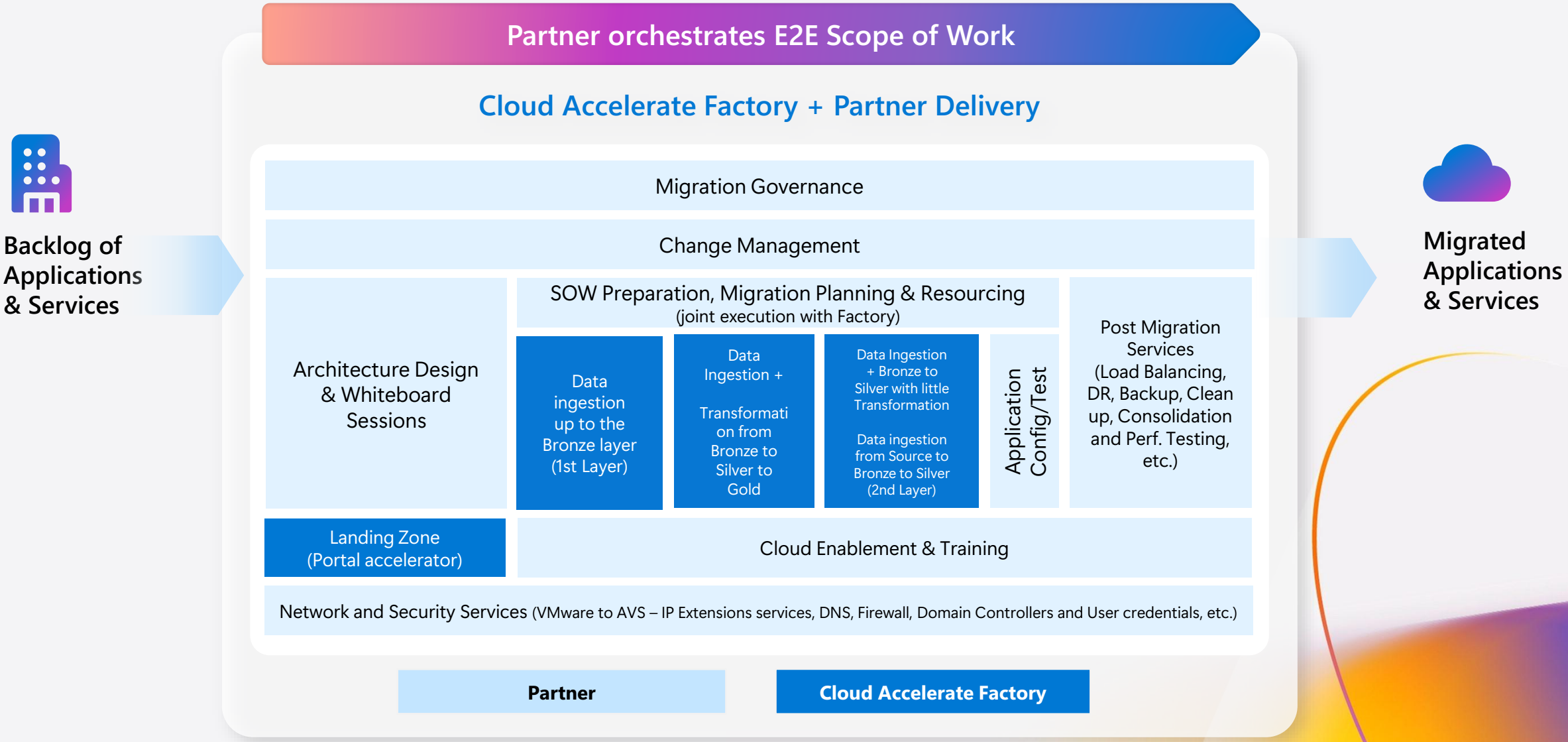
EXAMPLE: Azure Accelerate: Factory Infrastructure and Database Migration

Migrate Windows and Linux Servers into Azure IaaS using Azure Migrate



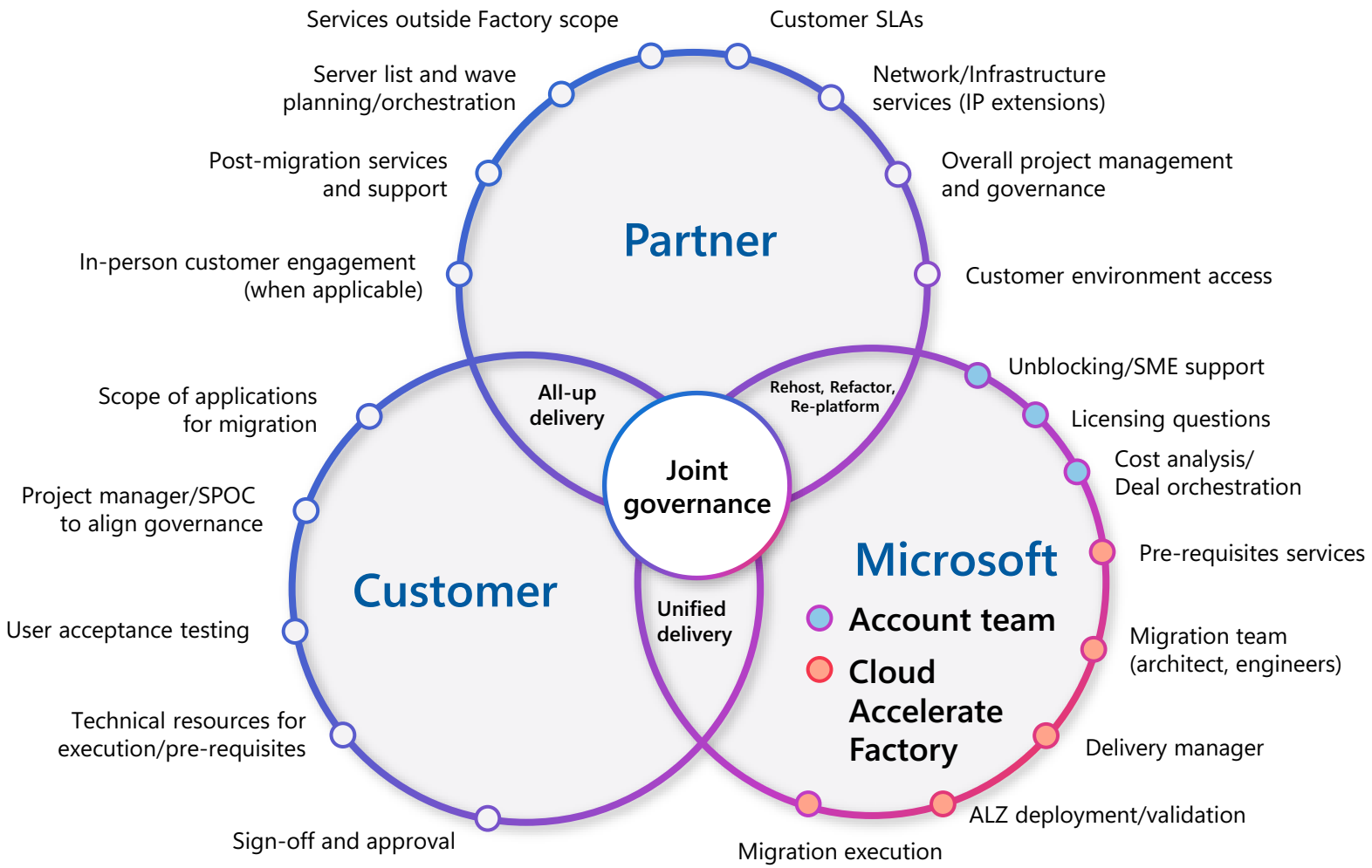
EXAMPLE: Azure Accelerate: Factory Analytics

Create a Lakehouse (Databricks or Fabric) initial use case as MVP.

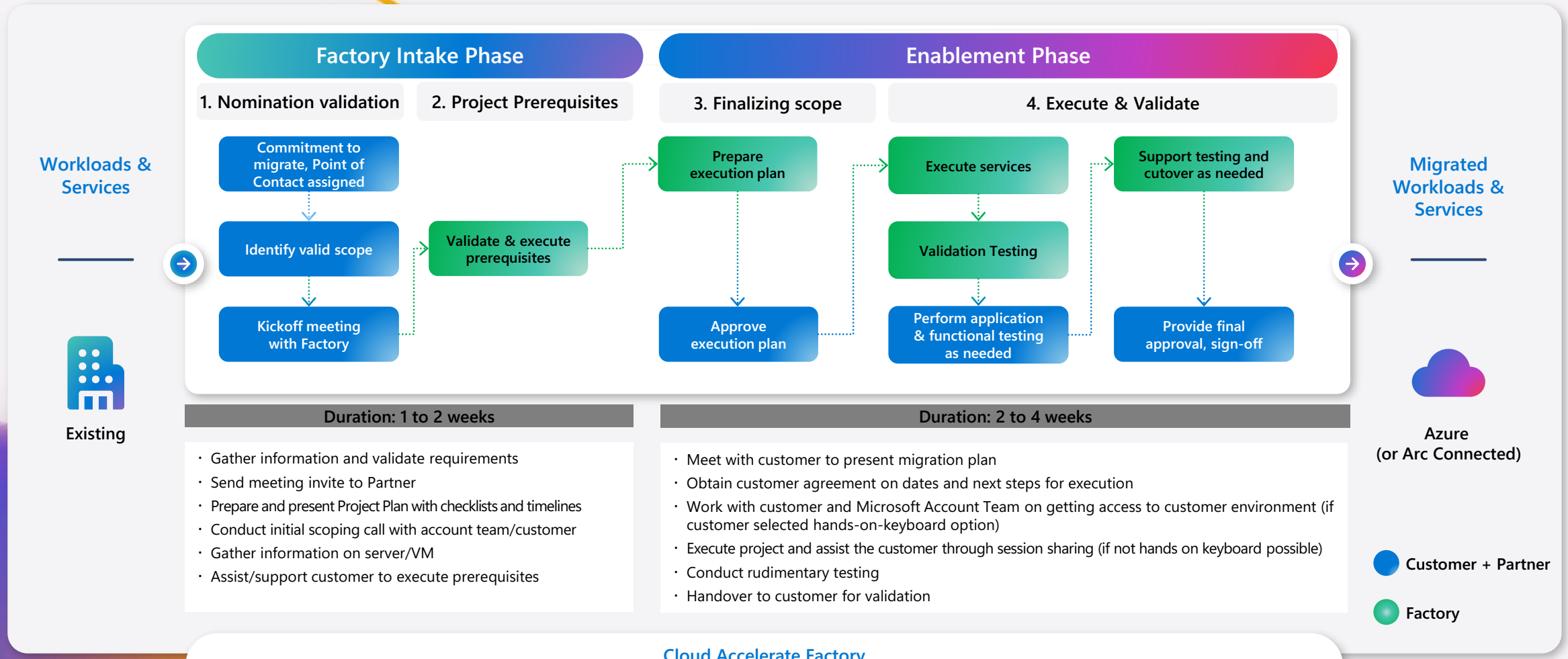


Cloud Accelerate Factory

Joint delivery model



Partner + Factory | Post nomination execution flow



Partner + Factory | Functions, RACI

Joint delivery model across Customer, Partner and Factory. For projects outside the Factory scope is 100% Partner responsibility.

RACI

- **R** Responsible
- **A** Accountable
- **C** Consulted
- **I** Informed

Function/Activity	RACI (& DRI)	Account Team	Customer	Partner	Factory Team
Pre-requisites execution	Deploy or validate enterprise grade Landing Zone (portal accelerator)	I	C	R, A	C
	Create or validate apps testing model—pre- and post-migration comparison	I	R, A	I	I
	Install pre-requisite tools and scripts, execute assessments as needed	I	C	I	R, A
	Allocate Point of Contact and Main Project Management Orchestration	I	R	A	I
Project planning and execution	Create & approve project scope and plan	I	C	R, A	C
	Execute network/infrastructure services needed for project	I	C	R, A	C
	Execute any services outside Factory scope	I	C	R, A	I
	Conduct validation testing and prep for project execution	I	C	C	R, A
	Execute project sprints/waves	I	C	C	R,A
	Conduct apps testing per requirements	I	R, A	I	I
	Sign off on completion/success	I	R	A	I
	Plan and prep for next phase of project (repeat steps above)	A	A	R	C
Post-project execution	Execute post-migration services if applicable (DR, consolidation, backup, performance testing, clean-up, etc.)	A	C	R, A	I
	Hydrate and create quality controls for post-project execution	A	C	R, A	I

Delivery options

Screen shared guidance

- Factory team will be on call where someone would share the screen, and we would provide the guidance on how to execute all the processes
- We can/may provide scripts for automation, where we would share the scripts electronically to be reviewed and executed by the person with access to both the environment to migrate as well as the Azure Tenant for destination

Requirements:

NONE, we can deliver this model to ANY customer at ANY segment worldwide.

Hands-on-Keyboard implementation

- Factory team would have access to customer environment with proper security manner and rights to execute the migration accordingly with customer authorization as part of the delivery process during project planning
- This needs to be arranged before the actual execution as with most of the customers scenarios, there will be processes to follow in order to execute those configurations and names of the Factory team to be provided for that

Requirements:

Direct Engagement (customer Azure Tenant)

Customers with Unified Support: NONE
Since customer does have Unified Contract, this document provides the legal mechanism for our Hands-on-Keyboard implementation, hence nothing else is needed.

Customers without Unified Support: Execute the Factory Agreement
As we do need to create a legal mechanism for us to execute the Hands-on-Keyboard implementation, we will execute the Factory agreement, which provides that mechanism. This is a standard, non-customizable agreement, that will only require an electronic signature from the customer legal representative.

Indirect Engagement (workloads on partner CSP tenant)

Partner has Paid Partner Support Agreement—PSfP (can be through an Indirect Provider): NONE

Partner does not have PSfP: Follow Direct Engagement model

Partner + Factory | Contracting guidelines

Partner can reference the dependency on Factory delivered scope of work in their communications with the customer, but there is no contract between Microsoft and the Partner for the Factory delivery – it is a side-by-side execution and contracting for Factory & the Partner separately with the customer

SAMPLE LANGUAGE: We <Partner Name>, provide the orchestration and oversight of the Microsoft Cloud Accelerate Factory delivery services as part of our offer and SOW. The Factory services are contracted and delivered directly to you (the Customer) by Microsoft typically as part of the Unified Agreement. <Partner Name>'s estimated efforts and project schedule are dependent on the delivery of the Factory scope of work which is contracted directly between you (Customer) and Microsoft.

For Customers with Direct Azure: Factory operates under customer's Unified Agreement – or under the 2-page Cloud Accelerate Factory Agreement signed by the customer to enable required Ts & Cs for hands-on-keyboard delivery work

For Customers with Azure through CSP: Factory operates under partner's Premier Support for Partners – or under the 2-page Cloud Accelerate Factory Agreement signed by the customer to enable required Ts & Cs for hands-on-keyboard delivery work

No other contracts required or supported for Factory execution – either with customers or partners

Scope to be delivered by Factory is documented as part of the execution lifecycle by the Factory Project Coordinator to the customer and Partner; this is not part of a legal contract, but instead is part of standard project execution documentation

No custom Ts & Cs are supported - only the standard Terms and Conditions included in existing contracts with the customer (Unified, Factory Agreement, MBSA, NDA) will apply

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Nomination Process

Partner + Factory | Nomination intake process

Partner nominated process*:

- Partner will nominate by selecting a Factory offer in **MCI portal**
- Factory team will pull the nomination details manually from **MCI portal 1x / day**
- Create manual nomination in Factory system and initiate intake using **Factory Intake questionnaire**
- Factory team will connect with **Partner POC** and approve the nomination under 3 business days (provided Partner shares all information and customer is ready to begin the work)

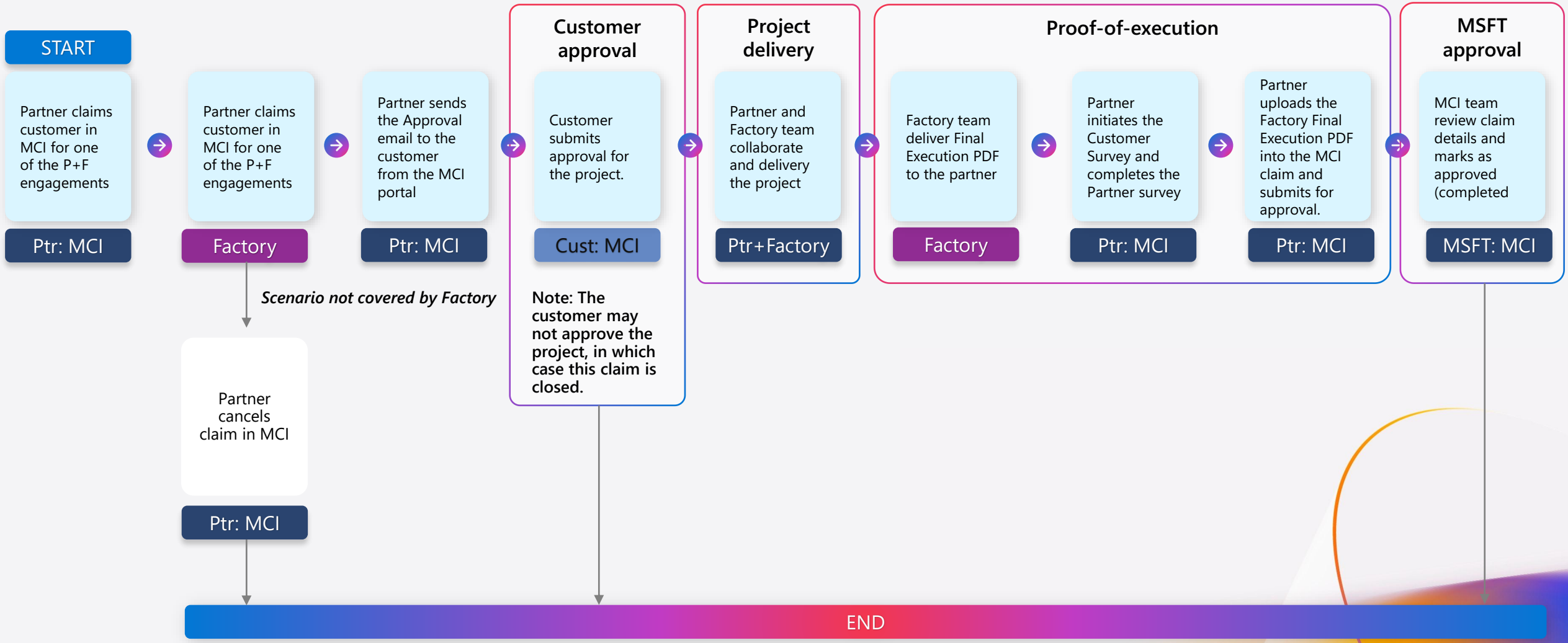
Field nominated process:

- Seller will nominate through the **Azure offer navigator tool**
- Azure offer navigator agents will validate the details
- Seller / Partner will work with customer to complete the sales cycle and get the **SOW signed**
- Once SOW is signed, **nomination** will be pushed to Factory
- Factory will auto approve the nomination and **kick start the project with Seller + Partner POC**

Duration 1-2 weeks

* Indirect Providers can leverage Factory using their Specialization or SDP status by offering Factory services to their Resellers through the Factory Partner form.

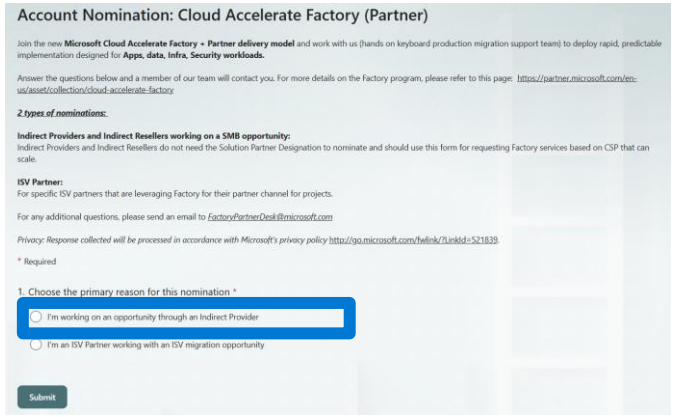
Partner nominated Cloud Accelerate Factory claims process



Indirect partner nomination process

Indirect partners with Azure Specialization or Azure Solutions Designated can offer Factory services to their Resellers through the Factory Partner form by following the process below.

1. Indirect provider or their reseller to submit request on **https://aka.ms/factorypartner** website and chooses the "I'm working on an opportunity through an Indirect Provider.
2. Factory P+F Operational team will assign a P+F Intake Coordinator within 2 business days.
3. Factory P+F Intake Coordinator will send the intake formulary (excel) to collect as much information as possible about the network and infrastructure and schedule a meeting for discuss the opportunity.
4. Factory P+F Intake Coordinator will then assign the Project Coordinator to execute the project.



Please provide the name of "Indirect Provider or Distributor" company associated with you and Name and contact information	*The Indirect Provider or Distributor Company Name*
Please provide your Partner Name	*The Reseller Company Name*
Please provide your Partner Contact Name	*The Reseller Contact Name*
Please Provide your Partner Email Address	*The Reseller email alias (@microsoft.com)*
Please provide which workload is this project being requested	*Arc Enablement; Infrastructure and DB Migration; AVD Migration; Security; Power Bi Migration; Jumpstart Lakehouse; Jumpstart AI*
Your contact information and which country is this migration for?	*Contact info and Country*
What is the approximate date that you would expect the Factory team to engage in this project?	*Date in mm/dd/yyyy format*
What is the projected number of total servers that needs to be migrated (or the equivalent Annualized ACR) for this project?	*Number of total servers (number) or Annualized ACR*

Success Stories

Partner + Factory | Win Story

By embedding the Factory in the proposal, the Partner offers a trusted, cost-effective solution with Microsoft's involvement, ensuring reliable execution and reduced migration risk.

Customer faced delays and skepticism due to prior migration failures with other vendors, requiring significant efforts to rebuild trust and ensure confidence in the migration plan.

Strong collaboration between Partner and Factory provided the leadership, technical expertise, and structured approach needed to address customer's concerns, with Partner managing program planning, change management, and orchestration, while Factory conducted assessments and prepared the environment for migration.

The Factory's technical guidance and initial pilot migration of 10 servers proved critical in demonstrating the migration's feasibility and reliability, reassuring Customer of the project's potential success.

Partner and Factory's collaboration ensured a streamlined and transparent approach, with lessons learned around coordination and project transparency paving the way for optimized future migrations.

Partner or Factory could not win alone – together, it is a Win-Win scenario

- ✓ WS/Linux On-Prem to Azure VM
- ✓ Stacked Factory + ECIF + discount
- ✓ $90 M ACR +Unified Agreement
- ✓ Multi-million-dollar delivery services agreement

Partner + Factory | Win Story 1

Empowering Client's Modernization Journey with Seamless Migration Execution and Strategic Collaboration

Rigorous assessments of the landing zone, identification of critical gaps, and effective remediation steps ensured migration readiness, preserving the integrity of Customer's systems with minimal disruption.

Partner led project coordination and planning, leveraging Cloudscape tools for infrastructure assessment and optimization, while Factory provided crucial technical support in the final migration phase, achieving a smooth transfer of workloads.

The seamless collaboration between Partner and Factory provided Customer with a comprehensive team, balancing strategic oversight and technical expertise to meet deadlines and manage complexities.

This project highlighted the value of combining Partner and Factory's resources early in the process, creating pathways to handle even more complex migrations successfully in the future.

The partnership between Partner and Factory streamlined operations, reducing project timelines and delivering accelerated results for Customer

- ✓ Windows Server On-Prem to Azure VM
- ✓ $155k per year agreement
- ✓ Accomplishment of Migration Project in Six Months

Partner + Factory | Win Story 2

AWS Migration and Security + Unified Support (All Cloud Win)

Customer sought to unify operations on a single cloud, migrating from AWS China to enhance integration, security, and monitoring.

Partner led the migration, setting up the landing zone and security. Factory supported with Azure tools to address technical issues and bridge feature gaps in Azure China.

Key achievements included deploying SQL Managed Instances, implementing Defender for Cloud, and replacing Splunk with Sentinel for a unified SIEM, ensuring smooth operations.

This migration achieved through a strong partnership resulted in improved integration, and strengthened security, aligning with local regulations and boosting operational efficiency.

By moving to Azure, Customer achieved substantial cost savings compared to AWS, lowering infrastructure expenses while maintaining high performance.

- ✓ AWS to SQL DB & WS
- ✓ $400k ACR + ECIF + Unified Agreement
- ✓ Resolved customer concerns on cost without reducing Partner margins
- ✓ Employed Defender for Cloud to enhance security monitoring for Threat Detection
- ✓ Implemented Sentinel to replace Splunk as the Security Information and Event Management (SIEM) tool

Partner + Factory | Win Story 3

Efficient Migration to Modernized Cloud Infrastructure with Enhanced Continuity and Compliance

Customer needed a seamless exit from the Data center to reduce on-premises dependency, modernize operations, and ensure uninterrupted access to healthcare systems.

Partner led assessments, workload mapping, and coordination, while FActory handled SQL cluster migrations, troubleshooting, and real-time reporting, ensuring a smooth, unified process.

The project required minimal configuration changes, network segmentation adjustments, and data continuity solutions to keep services uninterrupted.

Completed in four months, the project provided valuable insights for future SQL migrations, with additional migration opportunities on the horizon.

The partnership delivered strong compliance, secure data flow, and streamlined operations, enhancing Client's cloud infrastructure.

- ✓ SQL, WS/Linux On-Prem to Azure VM
- ✓ $422k + Unified Agreement
- ✓ Accelerated Azure journey, expanded adoption of Azure
- ✓ Handled complex migration challenges seamlessly.

Microsoft

Thank you