

# Microsoft Hosters' Bootcamp

*Scenarios and tools to qualify your Azure opportunity*

Webinar 2/3

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# From Insights to Execution



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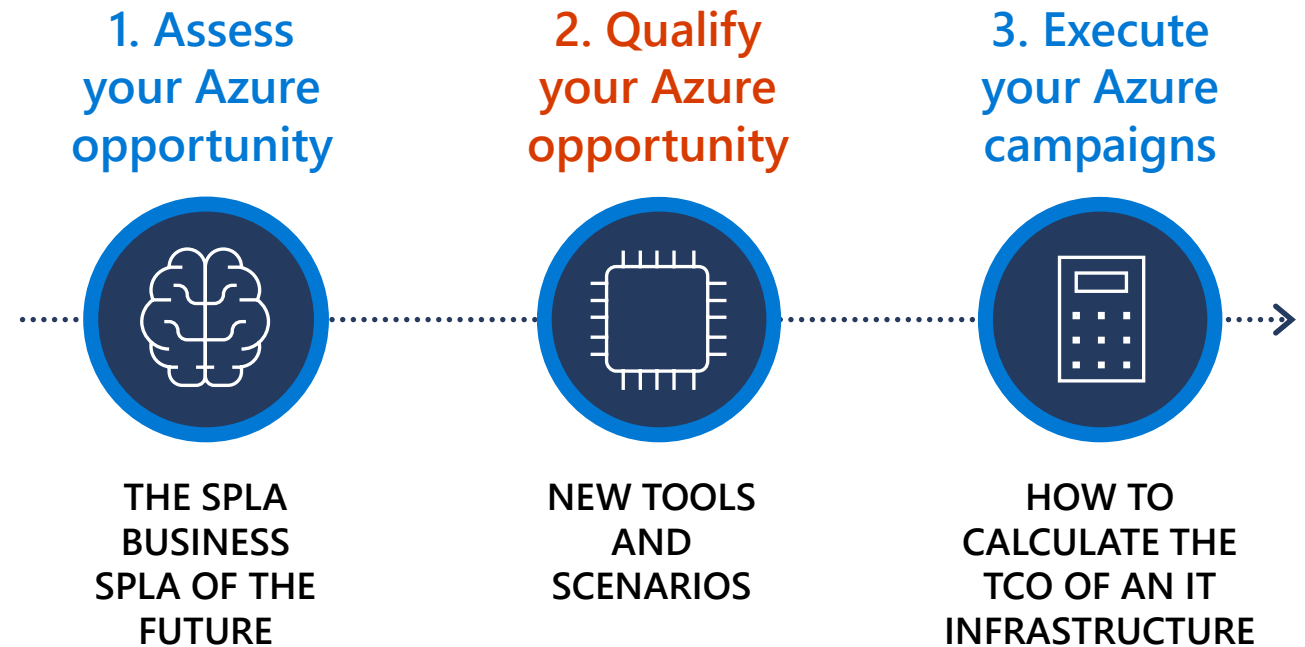
**Massimo Facchinetti**  
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We enable partners  
**sales acceleration**  
and GTM transformation



# Scope

Three main interconnected topics





# What is it?

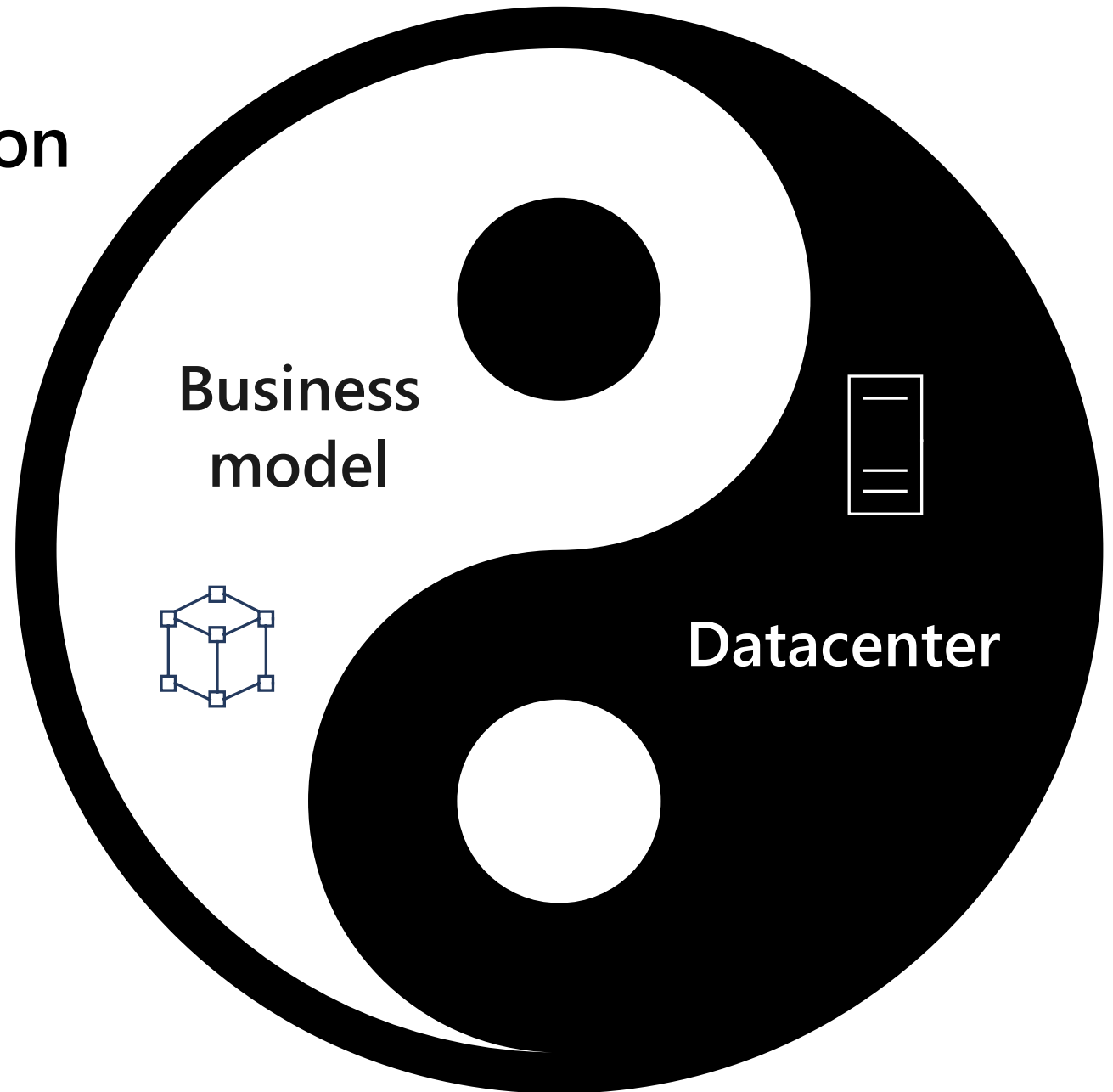
An enablement program  
dedicated to develop your  
SPLA business

using your experience and  
Microsoft Azure



# Objective: Migration vs. Transformation

How do I differentiate  
in a highly competitive  
Cloud and Managed  
Services world?



# How

## The Business Framework *Where to Play & How to Win*

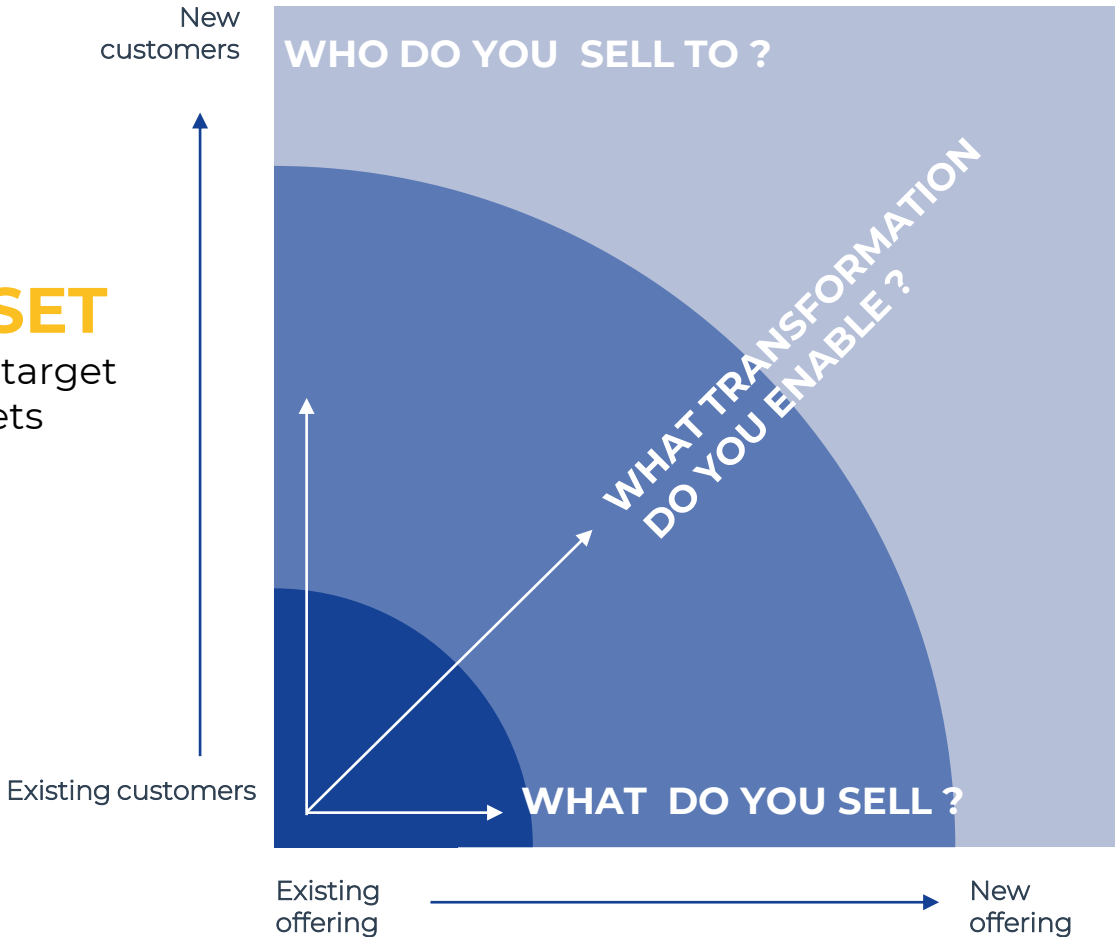




# Enabling business growth

## TOOLSET

enables to target new markets



## MINDSET

activates the transformation approach

## WHERE TO PLAY? HOW TO WIN?

- Core
- Growth
- Transformational

## SKILLSET

enables to build new offerings



# The Journey to Cloud

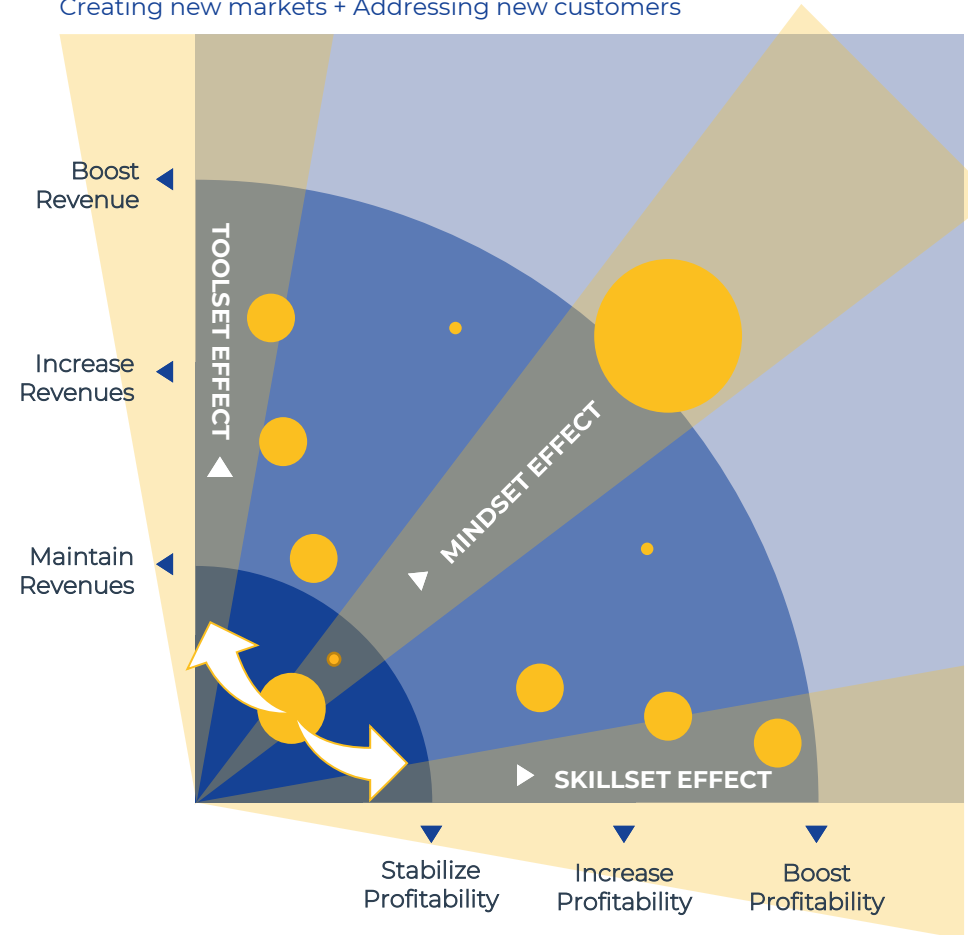
**Transform**  
Innovate in the cloud

**Growth**  
Operate in the cloud

**Core**  
Move to the cloud

## WHERE TO PLAY

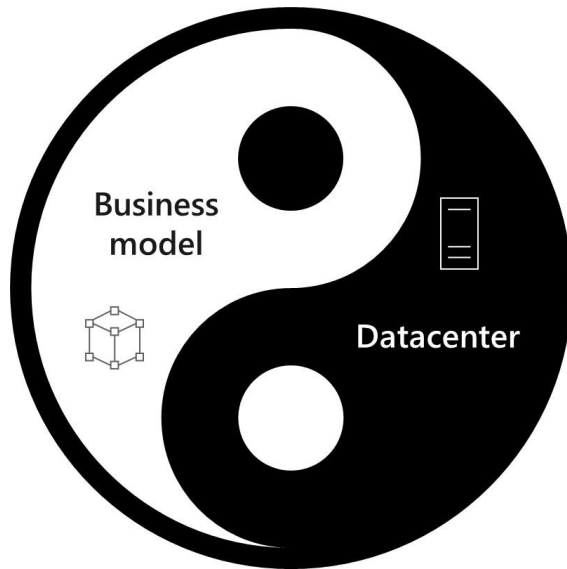
Creating new markets + Addressing new customers



**HOW TO WIN**  
Developing new offerings



# Customer Value and TCO are holistic



- The same applies to your Mindset / Skillset / Toolset
- This is why you can extend your Value Prop to Azure
- And learn to optimize TCO and value on Azure



# Microsoft Extension Scenarios

Opportunity	Technology	Customer benefits
Backup in Cloud	Azure Backup	Scalability, Data Security, Ease of use
Business Continuity (outside On Premises Datacenter)	Azure Site Recovery	Resiliency, Automation, Cost Saving
Cloud Extension	Azure VMware Solution	Continuity of competencies and tools, easy migration
Modern VDI	Azure Virtual Desktop	Ease of use, cost saving, reduction of operational complexity
Azure On Premises	Azure Stack HCI, Azure Arc, Azure Virtual Desktop	Azure by “hoster”, easy migration to hybrid architectures
Gradual and complete migration of On-Premises Datacenter to Azure workloads	Azure Extended Network, Azure Migrate	Easy migration of workloads with no changes to IP addresses



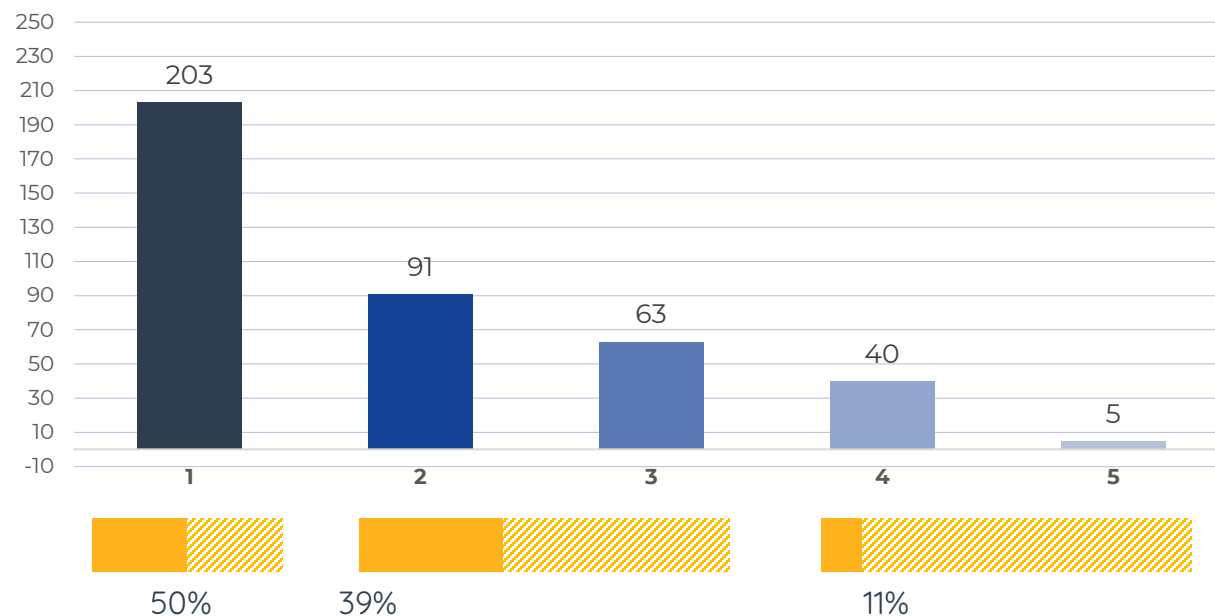




# 10. JTC Offering

► Do you have a formal Journey-to-Cloud process for your clients ?

1 = Not at all  
2 = In a very limited way  
3 = Somewhat, not formalized  
4 = Yes  
5 = Our business is 100% JTC



1.9



## COMPETENCIES ASSESSMENT

- Only 11% of partners (4&5) declare having a proactive structured Journey-To-Cloud process for their customers.
- Most partners (50%) are just reacting to customer demand with no journey process



# Design Thinking Applied

**Customers  
Problems,  
Needs,  
Painpoints...**

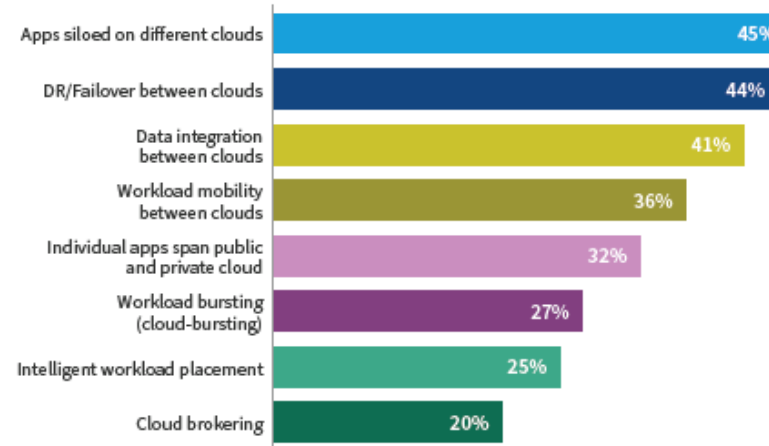


**Opportunities  
For IT partners**

It is about  
agility  
between clouds,  
security and  
expertise

Apps siloed on different clouds remains the most common implementation, but DR/Failover between clouds saw a significant increase YoY.

#### Use of multi-cloud architectures by all organizations



N=602

Source: Flexera 2022 State of the Cloud Report

**Flexera**

Security remains consistent as a top challenge for respondents.

#### Top cloud challenges for all organizations

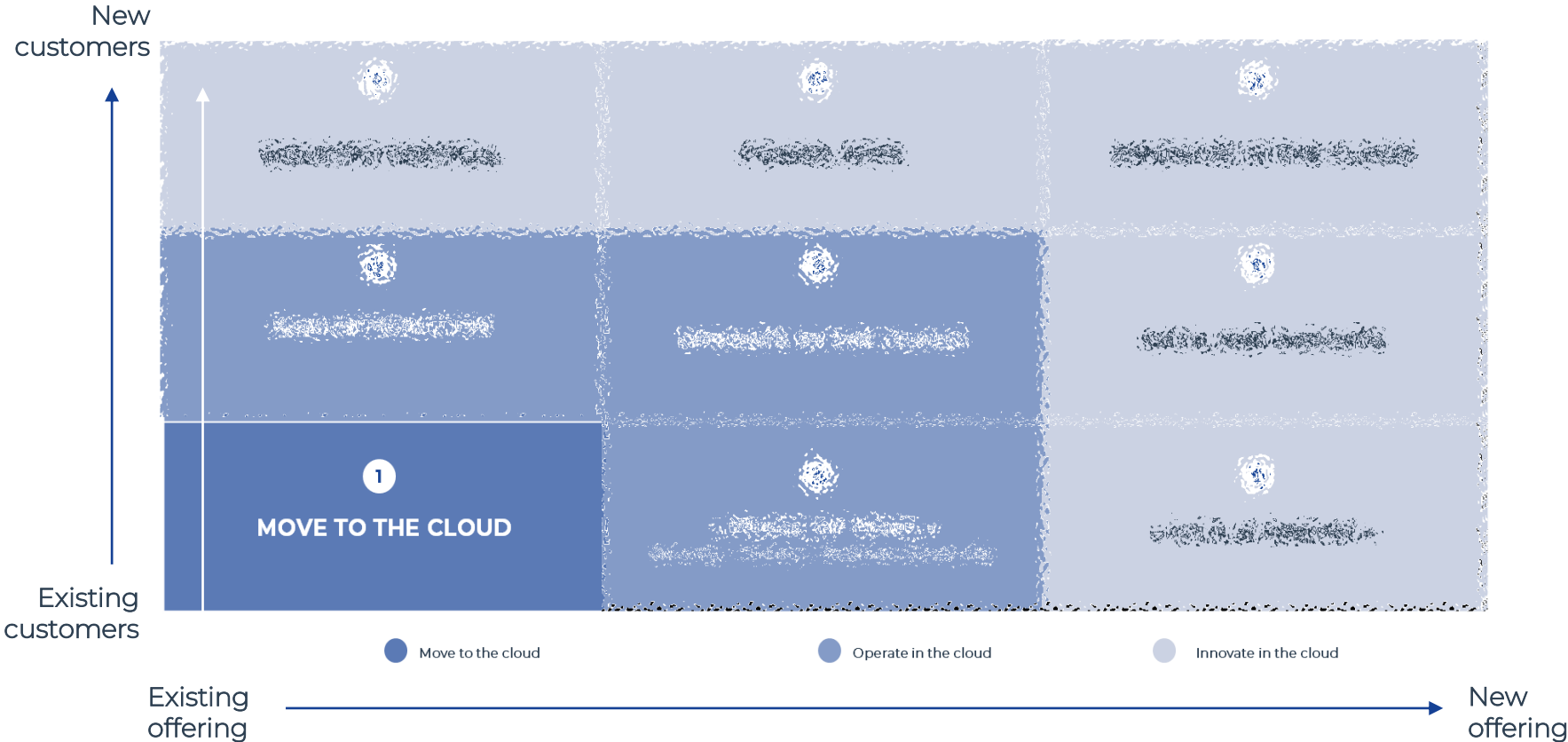






# Where to play in Cloud

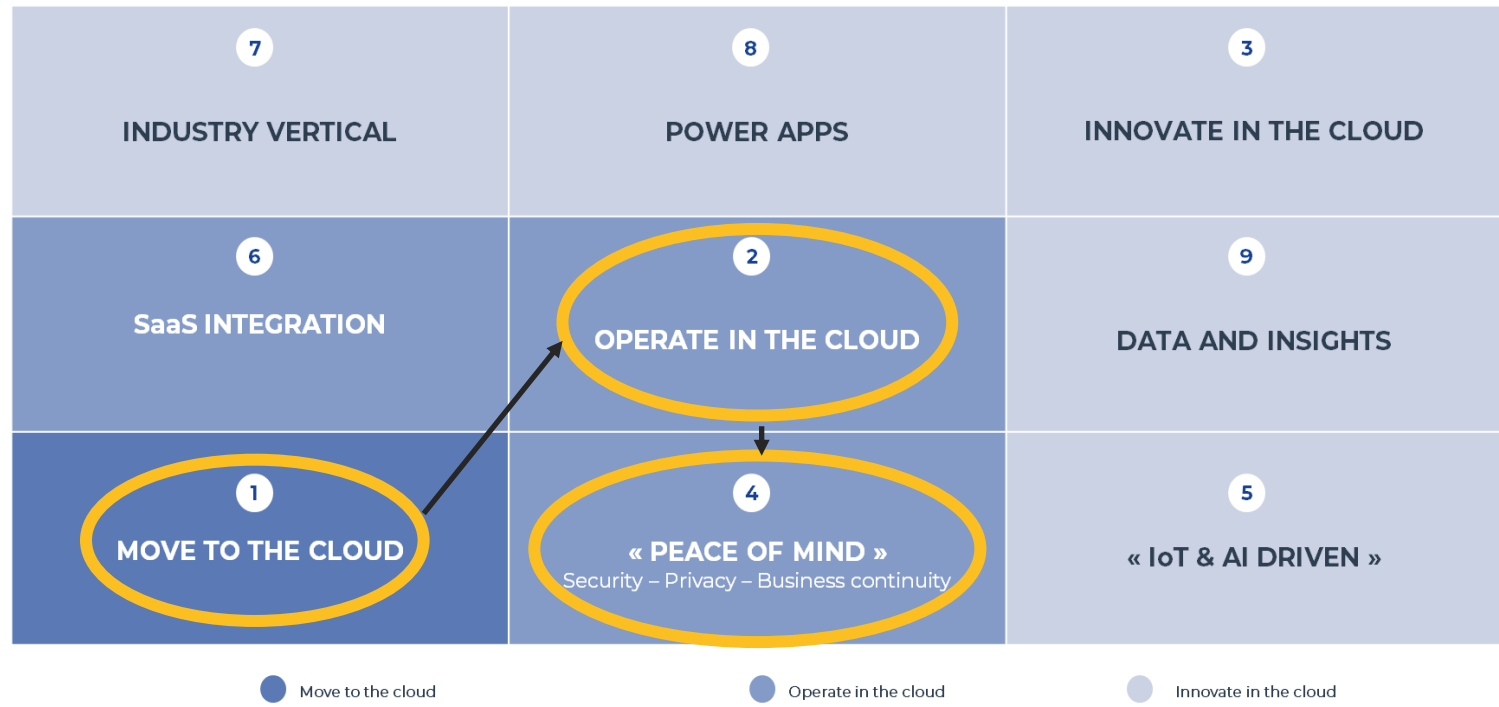
9 subscription models





# Journey 1: «I need Business Continuity»

9 subscription models

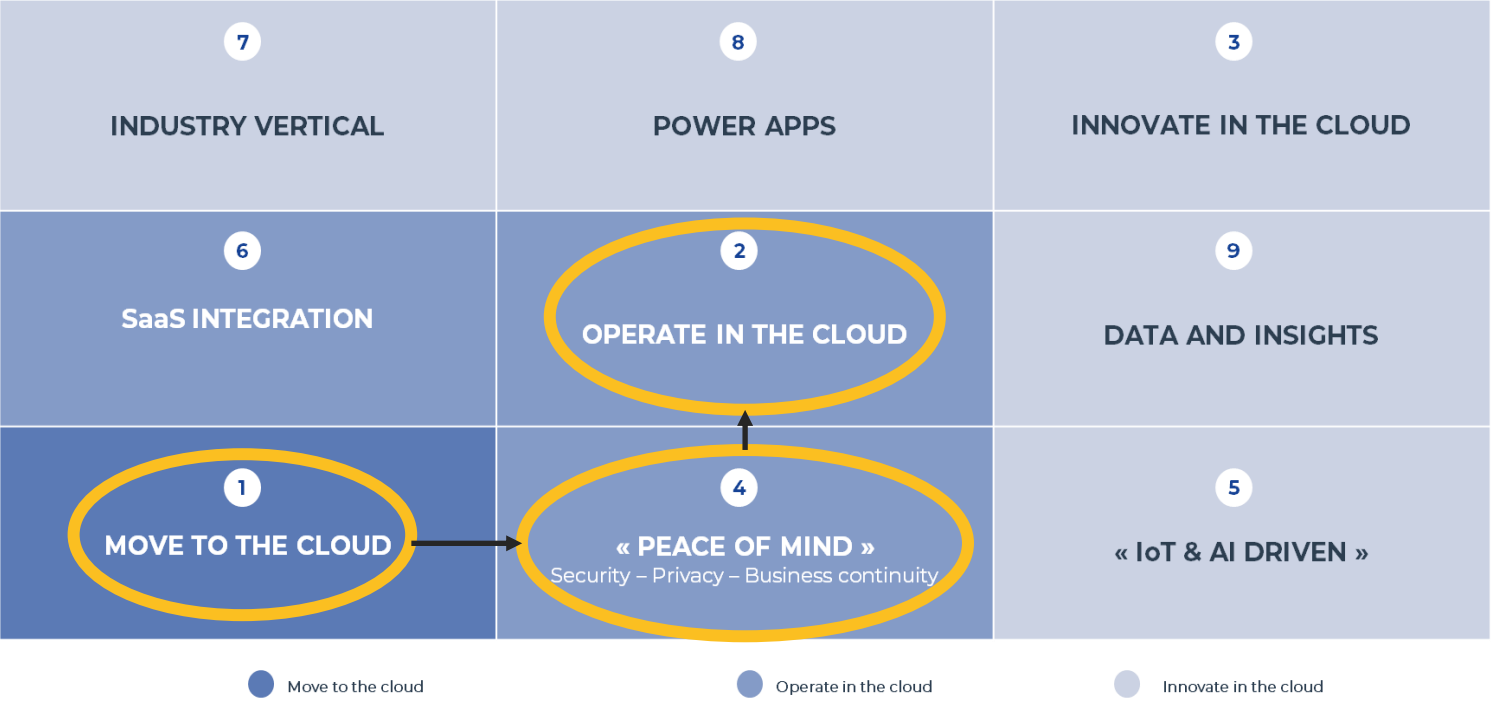


*“Every partner has its own journeys to Cloud”*



# Journey 2: «I need to work remotely and securely»

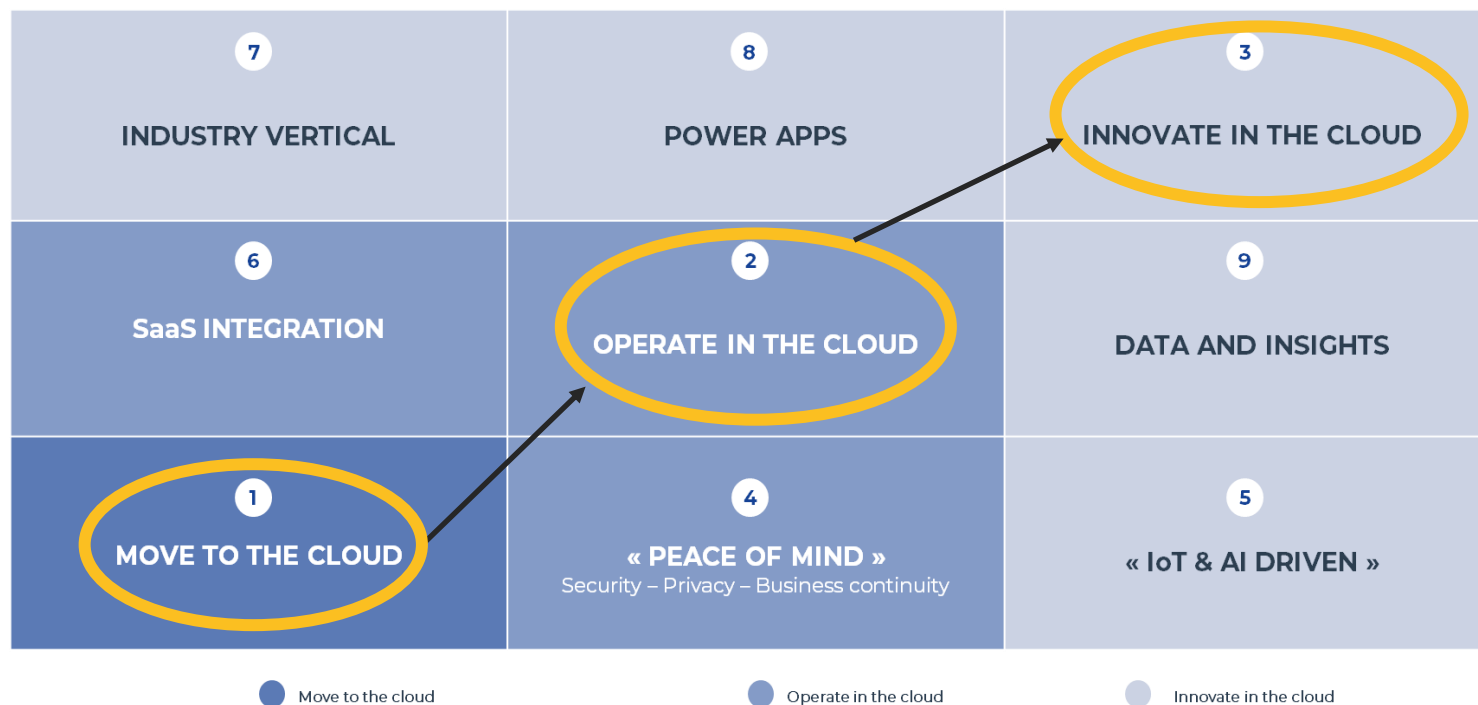
9 subscription models





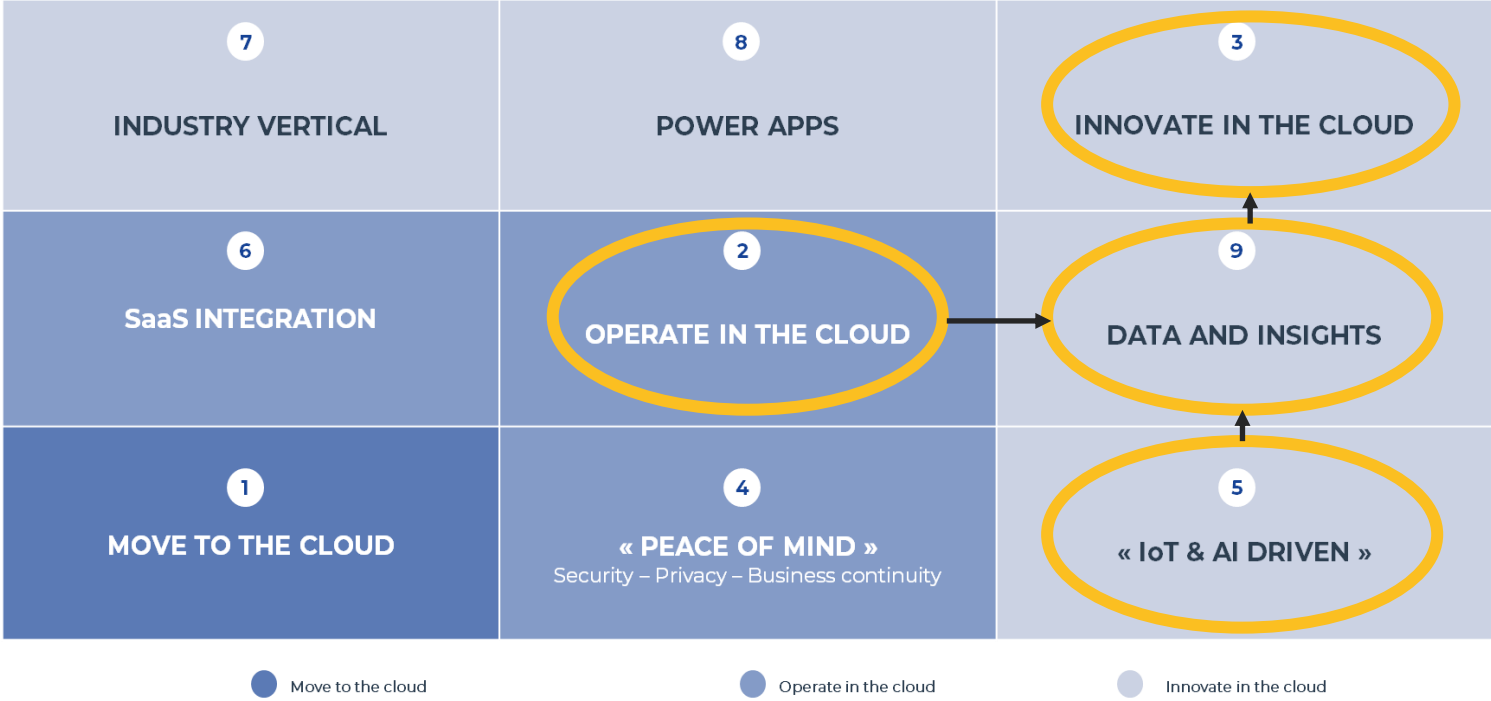
# Journey 3: «I need to move my business Online»

9 subscription models





# Journey 4: «Customized & Personalized experience »



# Ready to launch Checklist

Is it desirable?	Is it feasible?	Is it profitable?
<ul style="list-style-type: none"><li>• <b>The best industry to use my assets:</b> "Where I can make a difference"</li><li>• <b>The problem to be solved:</b> "What are my customers frustration"</li><li>• <b>The job to be done:</b> "How might we help them...."</li><li>• <b>The early adopters:</b> "Who is the most unhappy"</li></ul>	<ul style="list-style-type: none"><li>• <b>My Reach capabilities:</b> "Can I reach the right target?"</li><li>• <b>Customer Trust:</b> "Will my target listen to my story?"</li><li>• <b>The right competencies:</b> "Does my staff have the skills?"</li><li>• <b>A great experience:</b> "Can I turn Unhappy to Happy customer"</li></ul>	<ul style="list-style-type: none"><li>• <b>Revenue impact:</b> "Will I increase my revenue?" "Will I delay my revenue?" "How will my time-to-revenue change?"</li><li>• <b>Cost Impact:</b> "People utilisation impact?" • "Marketing cost?" • "Sales compensation impact?"</li><li>• <b>Recurring revenue &amp; Cash flow:</b> "What will be the impact on my bottom line?"</li></ul>

Do my customers need it?

Do I have the right capabilities?

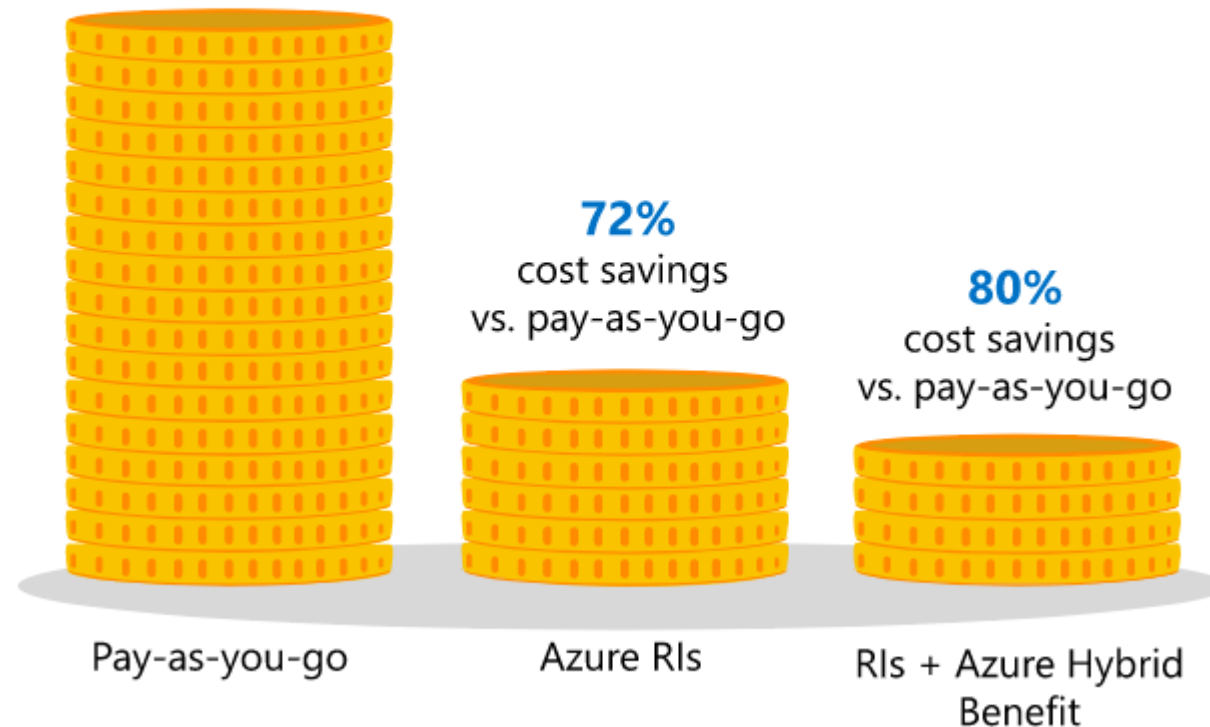
How will I make money?





# Is Public Cloud cheaper?

Save up to **80%** with RIs and Azure Hybrid Benefit





**Objective:**  
**your customers success journey**  
**starts with taking the right first 3 steps**



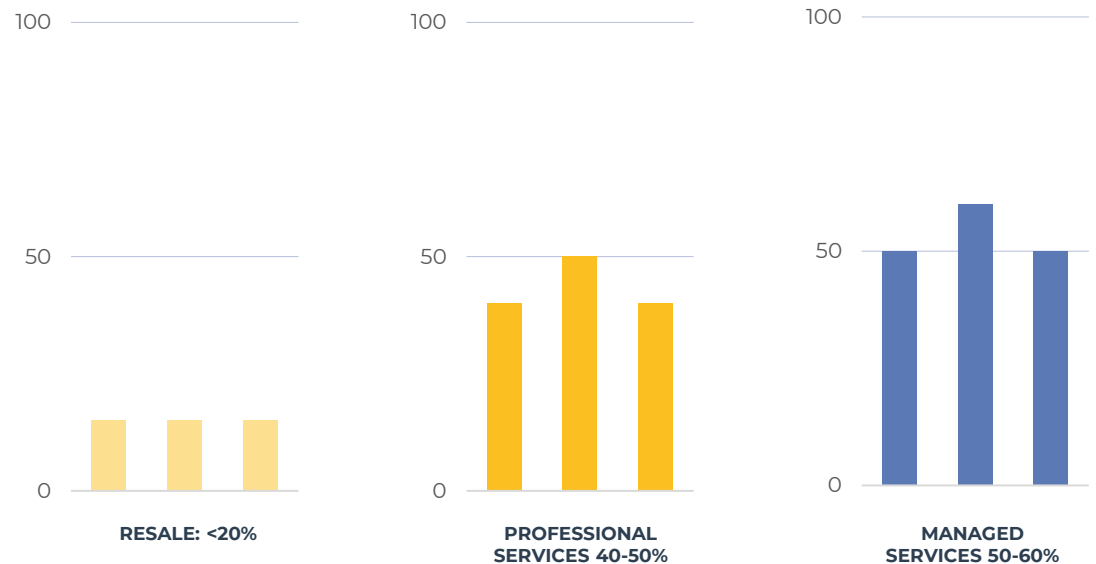


# MOVE TO THE CLOUD: The Business Context - Why should we care?

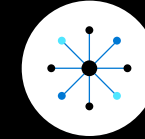
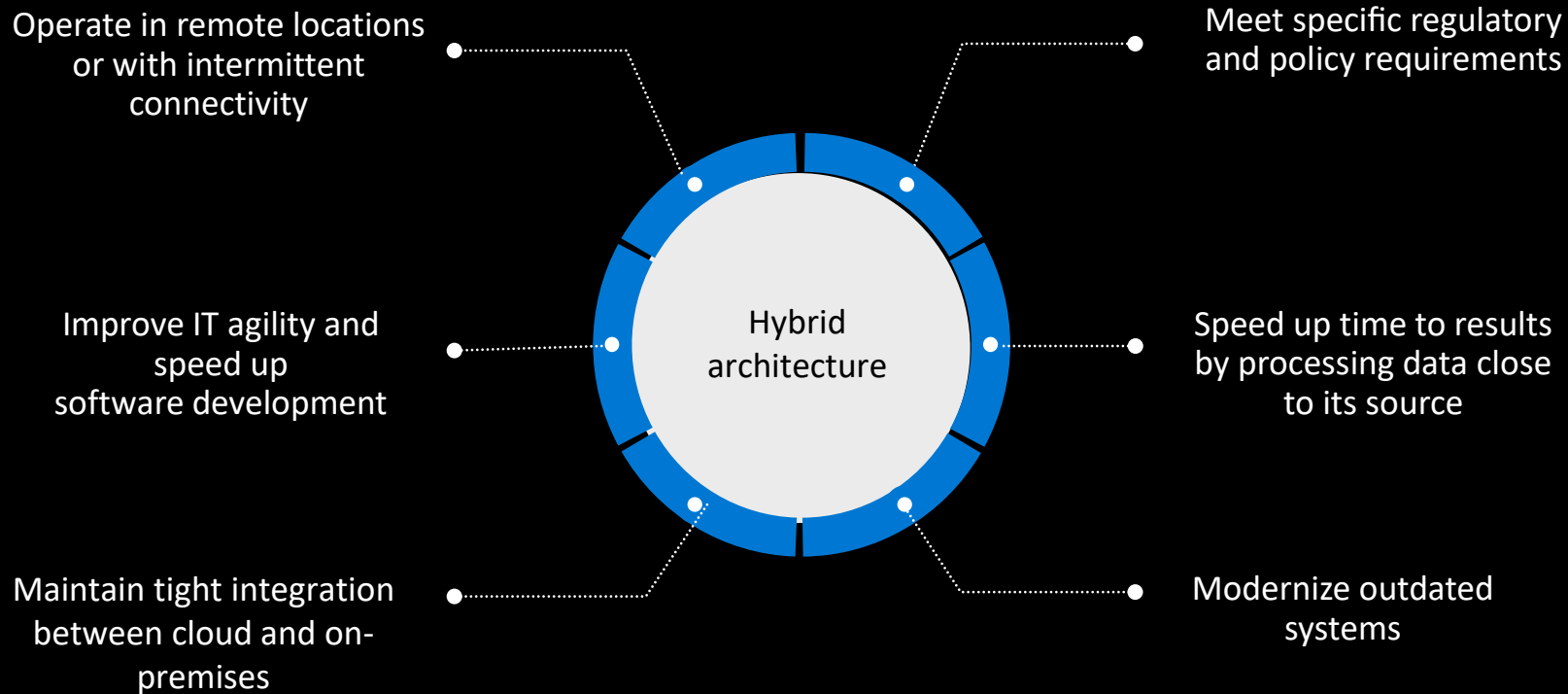
## Key Insights:

- ▶ 90% of companies are on the cloud today.  
Source: 451
- ▶ IaaS is the fastest growing cloud spending service with a five-year CAGR of 33.7%.  
Source: IDC
- ▶ By 2021, spending on cloud services and cloud-enabling hardware, software and services will more than double to over \$530 billion.  
Source IDC

TYPICAL MARGINS BY SERVICE MODEL



# Top reasons for choosing hybrid



**69%**

Enterprises have a hybrid strategy



**84%**

Organizations have a multi-cloud strategy

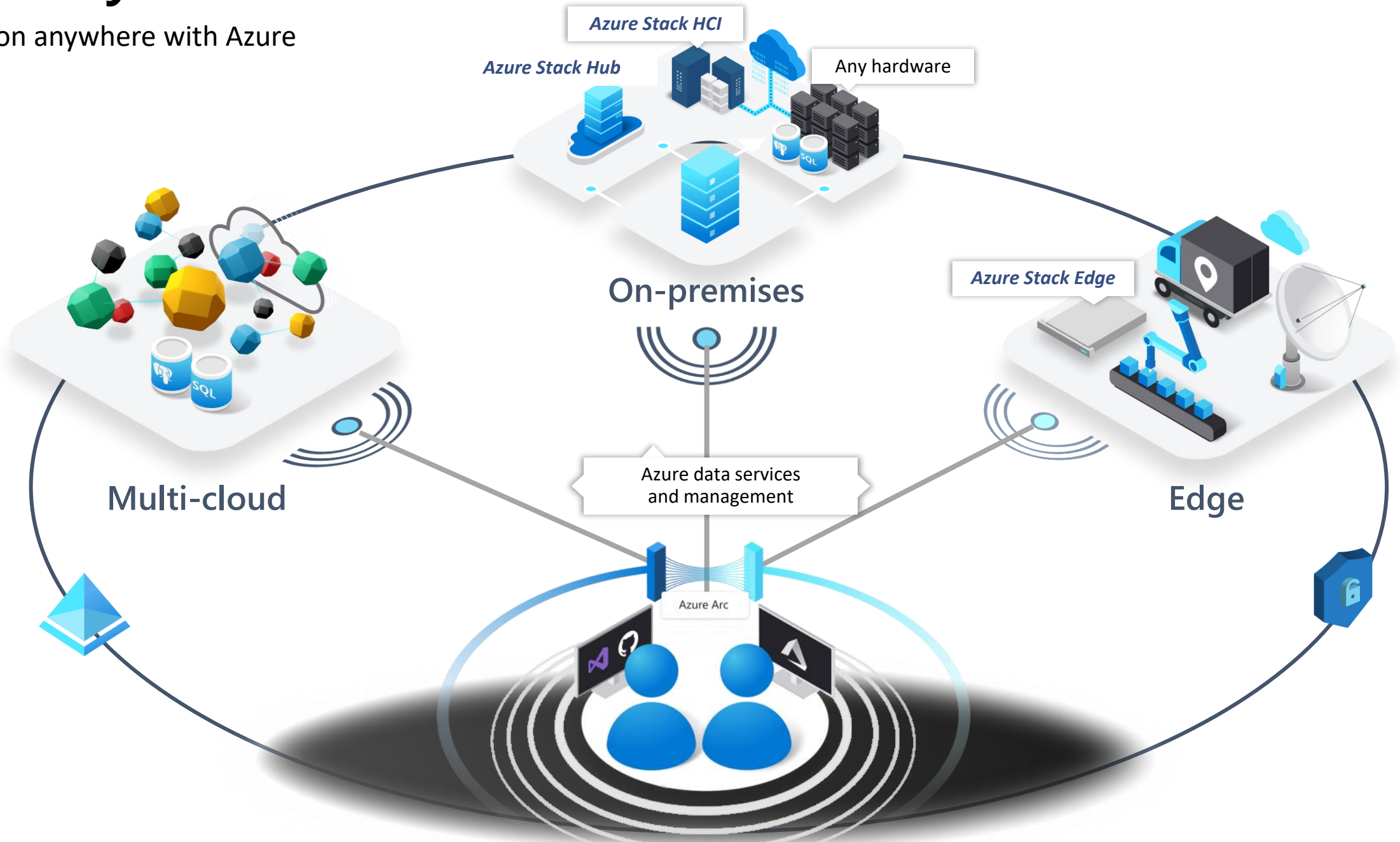


**75%**

Enterprise-generated data will be created and processed outside a traditional data center or cloud

# Azure hybrid

Innovation anywhere with Azure



# OPERATE IN THE CLOUD:

**The Business Context** - Why should we care?

## Key Insights:

- ▶ By 2021, enterprise application will shift toward hyper-agile architectures.
- ▶ 80% of application development on cloud platforms (PaaS) using microservices and cloud functions
- ▶ 95% of new microservices deployed in containers.





# PEACE OF MIND :

## The Business Context - Why should we care?

### Key Insights:

- ▶ GDPR in place since May 25th, 2018  
Source: EU
- ▶ 279 Days Average time to identify and contain a breach  
Source MS intelligence report
- ▶ \$133.8 Billion global spending on security solutions in 2022. Source: IDC



# Advanced Security

Cloud has been proven to be more secure in many ways than corporate datacenters. Microsoft Azure is uniquely positioned to assist organizations with securing their digital transformation.

[Azure Sentinel](#)  
[Azure DDoS Protection](#),  
[Azure Defender](#)

## Help your SMB customers safeguard their business against external threats and leaks



The average cost of a SMB data breach is **\$120,000**<sup>1</sup>

<sup>1</sup>



### Identity and Access Management

Azure Sentinel  
Azure Active Directory

### Why Azure



### Data and Network Security

Azure DDoS Protection  
Encryption  
Azure Key Vault  
Confidential Computing  
VNET, VPN, NSG  
Application Gateway  
Azure Firewall  
ExpressRoute



### Threat Protection & Security Management

Azure Security Center  
Advanced Threat Protection  
Microsoft Antimalware for Azure  
Azure Log Analytics

## Targeting Guidance

- Customers who need to analyze event data in real time for early detection of targeted attacks and data breaches
- Customers who currently have third-party security point solutions and overpay on those services/software
- Customers who mistakenly think they are too small to target
- Customers that currently use free email providers for their business
- Customers who collect, transmit, or own highly confidential data (e.g. HIPAA, customer data)
- Customers who have complex data infrastructure that requires strong security protection against threats and leaks
- Customers who own subpar antivirus antispam software
- Sensitive stored customer data with no ability to detect and protect against security breaches

## Customer Challenges

### Lack of time, budget, or personnel for security

- Maintaining a strong security posture with myriad tools is difficult, given each tool requires manual configuration, is time consuming and can introduce security gaps
- Maintaining infrastructure security in customer's datacenter requires enormous investments and resources without a clear ROI
- Security experts are hard to recruit and retain

### Inability to effectively respond to security threats

- The volume and complexity of threats rapidly advances and evolves
- Too much data providing few insights that help to respond quickly and accurately

Azure helps protect business assets while reducing security costs and complexity.

Built-in security controls and intelligence help admins easily identify and respond to threats and security gaps, so organizations can rapidly improve their security posture.

Strengthen and protect your workloads in the cloud

- Strengthen security posture:** Security Center assesses your environment and enables you to understand the status of your resources, and whether they are secure.
- Protect against threats:** Security Center assesses your workloads and raises threat prevention recommendations and security alerts.
- Get secure faster:** In Security Center, everything is done in cloud speed. Because it is natively integrated, deployment of Security Center is easy, providing you with auto-provisioning and protection with Azure services.

Security analytics and threat intelligence

- Cloud data at cloud scale across all users, devices, applications, and infrastructure, **both on-premises and in multiple clouds.**
- Detect previously undetected threats**, and unparalleled threat intelligence.
- Investigate threats with artificial intelligence**, and hunt for suspicious activities at scale, tapping into years of cyber security at Microsoft.
- Respond to incidents rapidly** with built-in orchestration and automation of common tasks.

Conversation Starters

Protect

- How are you protecting your business information from common attacks such as DDoS attacks, web application attacks, and malicious bots?
- Have you or your peers experienced a security breach due to misconfiguration, mismanaged credentials, or insider theft?

Secure

- How are you storing your customer and business data today? Do you feel confident that your data is secure from external threats?

Control

- How are you controlling permissions and access to your company's business information?
- How long does it take for you to respond to external security threats – an hour, a day, a week, months?
- Did you know that without security controls in place, **68%** of breaches take months or longer to discover – what are you currently doing to address your security gaps today?

Resources

- [Introduction to Azure Security](#)
- [Azure Security Center Readiness Roadmap](#)
- [Azure Sentinel documentation](#)
- [Azure Sentinel Quick Start Guide](#)
- [Azure DDoS documentation](#)
- [Azure ATP Architecture](#)
- [Microsoft Secure Score Background](#)
- [Secure Score - Security Assessment](#)
- [Microsoft Security Workshop](#)
- [Security white papers](#)
- [Azure security best practices and patterns](#)
- [Azure Security Telesales Guide](#)
- [Security intelligent infographic](#)
- [Security Fortify infographic](#)



Accelerate Wins Advanced Security

- Create targeted account list and identify high propensity accounts
- Leverage the [Introduction to Azure security](#), [Azure Security Center Readiness Roadmap](#), and [Azure Sentinel documentation](#) to gain a deeper understanding of Microsoft's Advanced Security offerings and prepare for customer discussions
- Reach out to prospects to suggest a [Security Workshop](#)
- Leverage the customer case studies to build trust and credibility:
  - [RapidDeploy](#)
  - [ASOS](#)
- Prepare a proposal to conduct an assessment leveraging the [Microsoft Secure Score](#) which will identify your customer's security posture and propose the Security Solution options you can build for your customer.

# Get familiar with the Azure Website

The screenshot displays the Azure website's product page. At the top, the navigation bar includes the Azure logo, a menu with 'Explore', 'Products', 'Solutions', 'Pricing', 'Partners', and 'Resources', a search bar, and links for 'Learn', 'Support', 'Contact Sales', 'Free account', and 'Sign in'. The main header features the text 'Azure products' and 'Browse or search for Azure products' over a background of various Azure service icons. Below this is a 'Search products' input field. On the left, a sidebar titled 'Select a category:' lists several categories, with 'AI + machine learning' highlighted. The main content area is titled 'AI + machine learning' and includes a description: 'Create the next generation of applications using artificial intelligence capabilities for any developer and any scenario'. It lists several services: Anomaly Detector, Azure Bot Services, Azure Cognitive Search, Azure Databricks, Azure Machine Learning, Azure Open Datasets, Azure Cognitive Services, and Azure Video Indexer. Each service has a brief description. In the bottom right corner, there is a chat widget with a user profile picture and the text 'Can we help you?' with 'Chat Now' and 'No thanks >' buttons.

azure.microsoft.com/en-us/products/

Azure Explore Products Solutions Pricing Partners Resources Search Learn Support Contact Sales Free account Sign in

## Azure products

Browse or search for Azure products

Search products

Select a category:

- AI + machine learning**
- [Analytics](#)
- [Compute](#)
- [Containers](#)
- [Databases](#)
- [Developer tools](#)
- [DevOps](#)
- [Hybrid + multicloud](#)
- [Identity](#)
- [Integration](#)
- [Internet of Things](#)
- [Management and governance](#)
- [Media](#)
- [Migration](#)
- [Mixed reality](#)

### AI + machine learning

Create the next generation of applications using artificial intelligence capabilities for any developer and any scenario [Learn more >](#)

#### Anomaly Detector

Easily add anomaly detection capabilities to your apps.

#### Azure Bot Services

Create bots and connect them across channels

#### Azure Cognitive Search

Enterprise scale search for app development

#### Azure Databricks

Design AI with Apache Spark™-based analytics

#### Azure Machine Learning

Use an enterprise-grade service for the end-to-end machine learning lifecycle

#### Azure Open Datasets

Cloud platform to host and share curated open datasets to accelerate development of machine learning models

#### Azure Cognitive Services

Add cognitive capabilities to apps with APIs and AI services

#### Azure Video Indexer

Easily extract meaningful insights from audio and video files using media AI

Can we help you?

[Chat Now](#) [No thanks >](#)

# Program Webinars

## SESSION 1: ASSESS

your Azure opportunity  
Friday Jan 20th 10-11am



- « Where to Play - How to Win » for Hosters and SPLA Partners
- Your Azure Readiness Benchmark Score Results explained
- Key Success Factors: Mindset – Skillset - Toolset

## SESSION 2: QUALIFY

your Azure opportunity  
Tuesday Jan 31st 10-11am



- Customer Journeys and your value proposition
- 3 Steps: Core - Growth – Transformational
- B.A.N.T. in Action



## SESSION 3: EXECUTE

your Azure Campaigns  
Friday Feb 10th 10-11am



- The 5 Steps for a successful Campaign
- Operational considerations
- How to get started – Tools to succeed

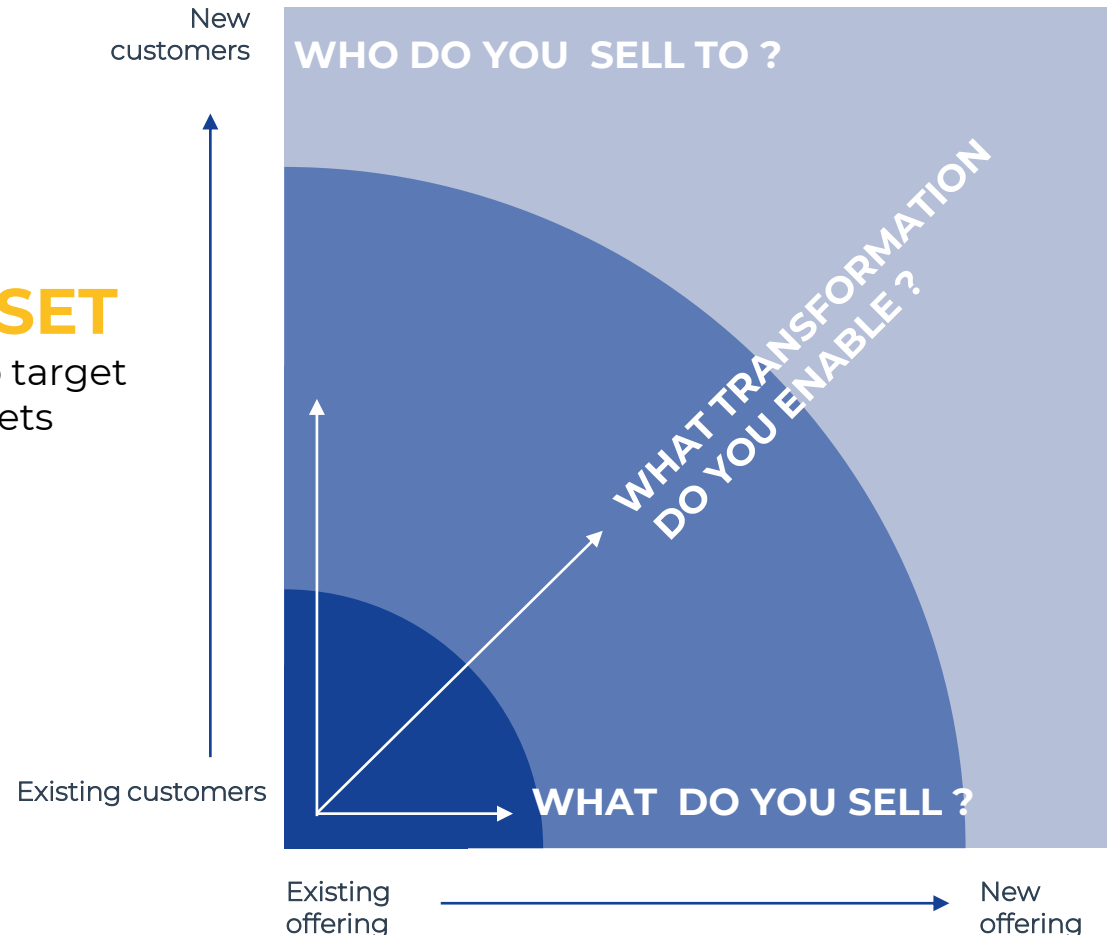
# Enabling business growth

## TOOLSET

enables to target new markets

## MINDSET

activates the transformation approach



## SKILLSET

enables to build new offerings

## WHERE TO PLAY? HOW TO WIN?

- Core
- Growth
- Transformational



# How to evolve

## Transform

Innovate in the cloud

## Growth

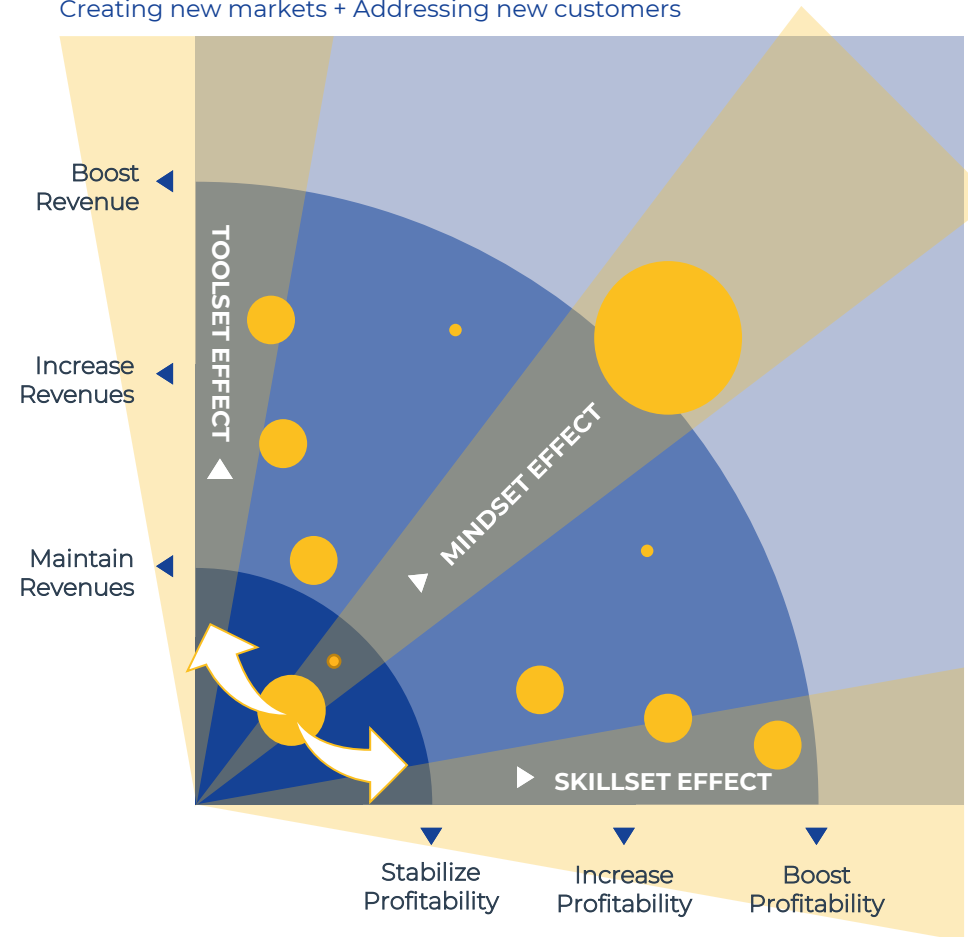
Operate in the cloud

## Core

Move to the cloud

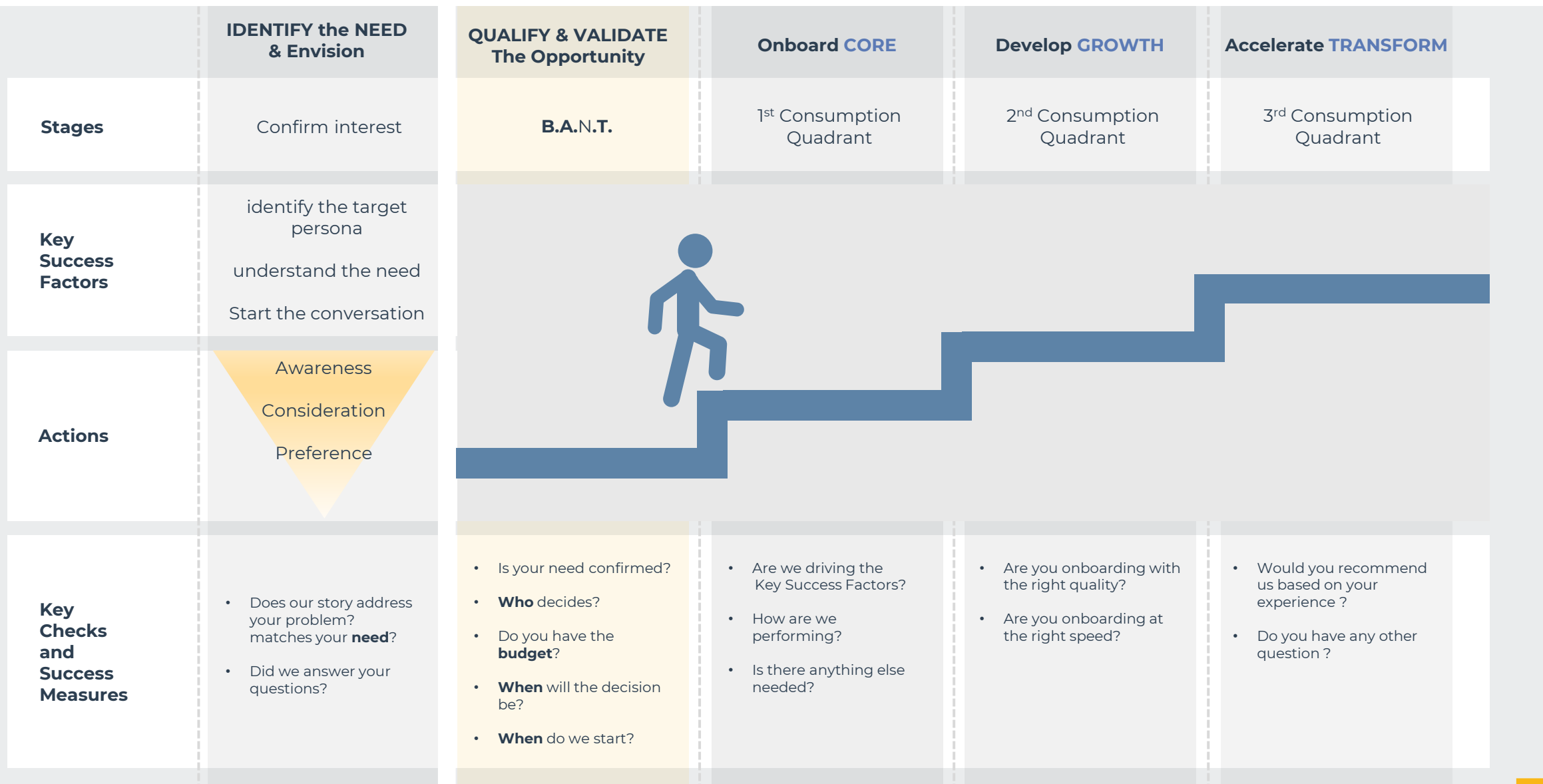
## WHERE TO PLAY

Creating new markets + Addressing new customers



## HOW TO WIN

Developing new offerings



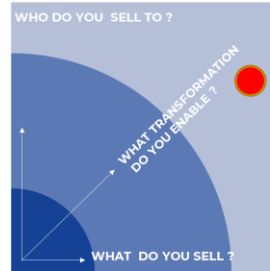
# Partner Transformation action plan

Where to Play - How to Win: What transformation do you enable?

## TRANSFORMATIONAL: 2-5% of current business

Objective:

Key Results:



Our Key Success Factors:

*In order for this objective to materialise, we will need to...*

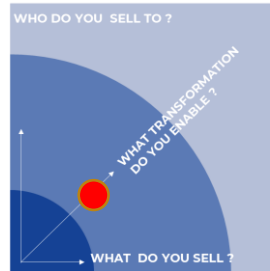
The actions I will take:

- A
- B
- C

## GROWTH: 15-20% of current business

Objective:

Key Results:



Our Key Success Factors:

*In order for this objective to materialise, we will need to...*

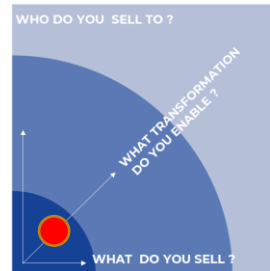
The actions I will take:

- A
- B
- C

## CORE: > 70% of Current business

Objective:

Key Results:



Our Key Success Factors:

*In order for this objective to materialise, we will need to...*

The actions I will take:

- A
- B
- C

# What

How to qualify  
*Your Azure opportunity*



## SESSION 1: ASSESS

your Azure opportunity  
Friday Jan 20th 10-11am



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- The 5 Steps for a successful Campaign
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**B.udget**  
**A.uthority**  
**N.eed**  
**T.imed**

The ideal  
Opportunity

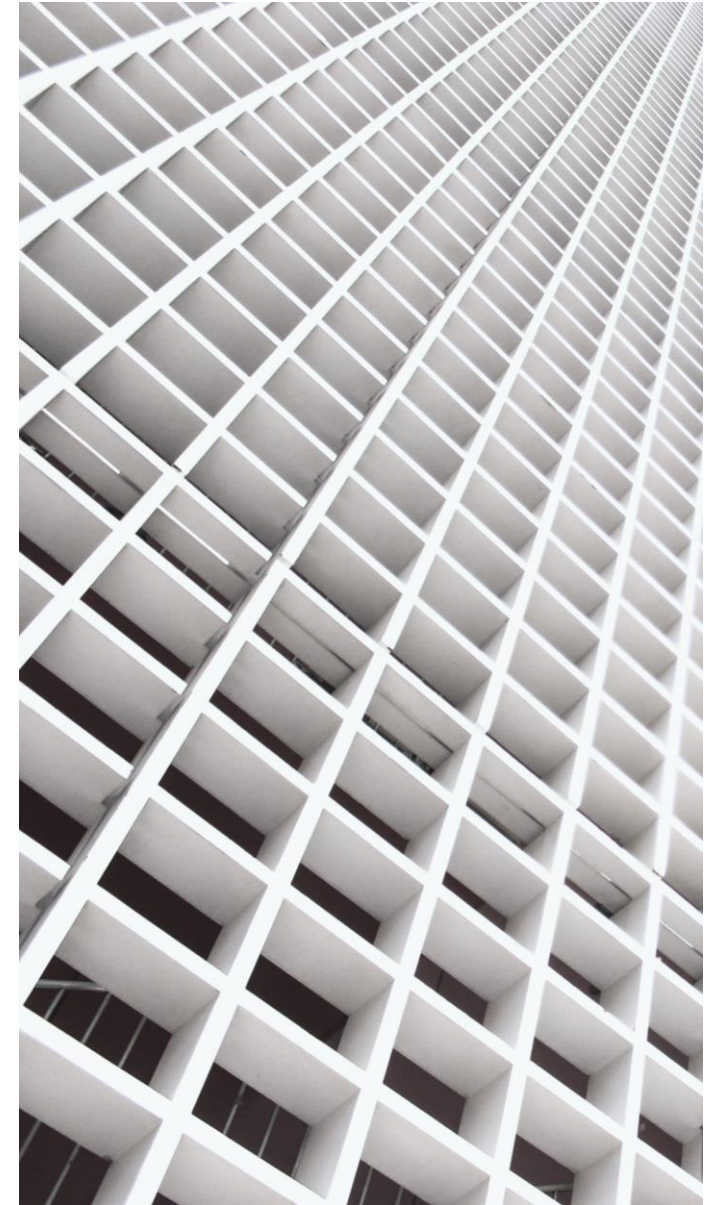
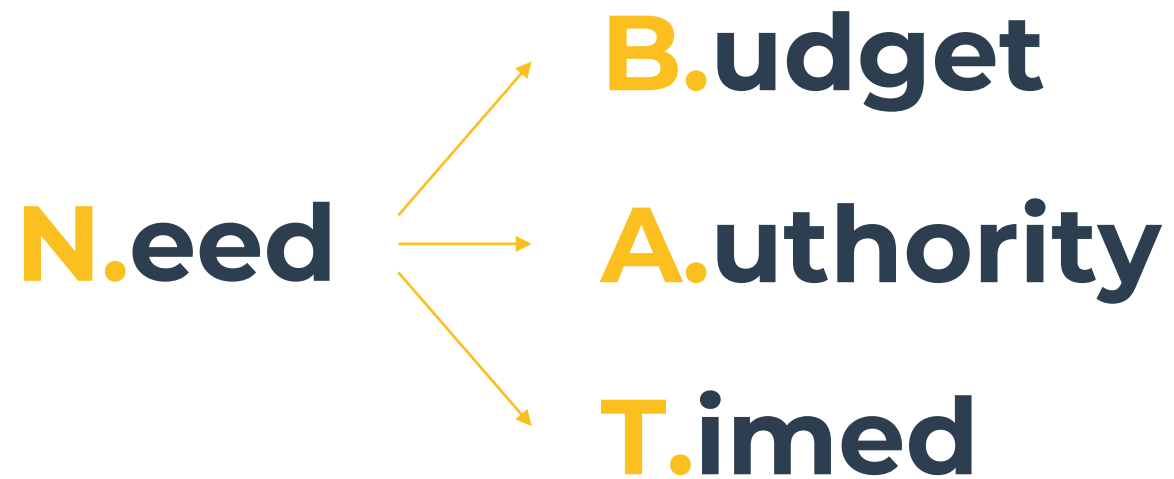


# The ideal opportunity

IDENTIFY WHY



QUALIFY HOW & WHEN







# How to get to the ideal opportunity

## IDENTIFY WHY



## QUALIFY HOW & WHEN

### Problem / Constraint

- We are prevented to do something
- We need to solve a challenge

### Compelling Event

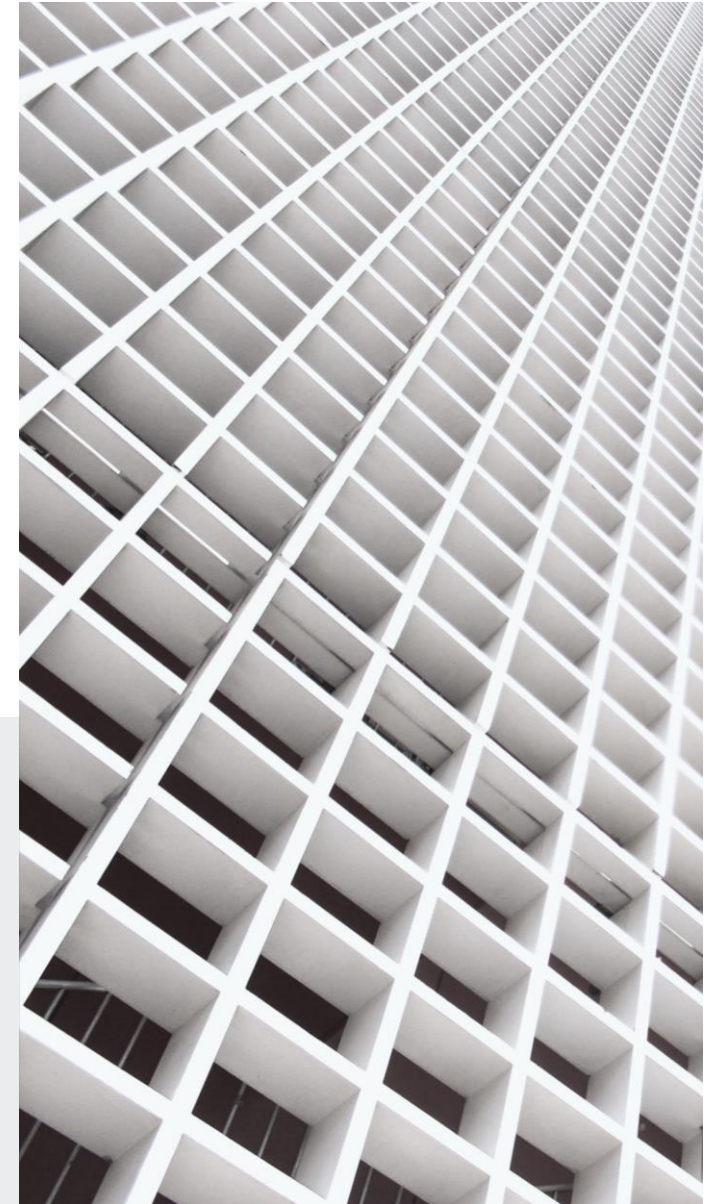
- Something did or will happen

### Wish / Aspiration

- We wish we could

### Question to ask

- Questions to ask
- What is the urgency?
- What would happen if the solution is not deployed?
- How are things currently done?
- Are other solutions being considered?





# How to get to the ideal Opportunity

IDENTIFY WHY



QUALIFY HOW & WHEN

## Priority

- For what outcome?

## Time

- Over what period?

## Who pays?

- Internally or externally

## Budget

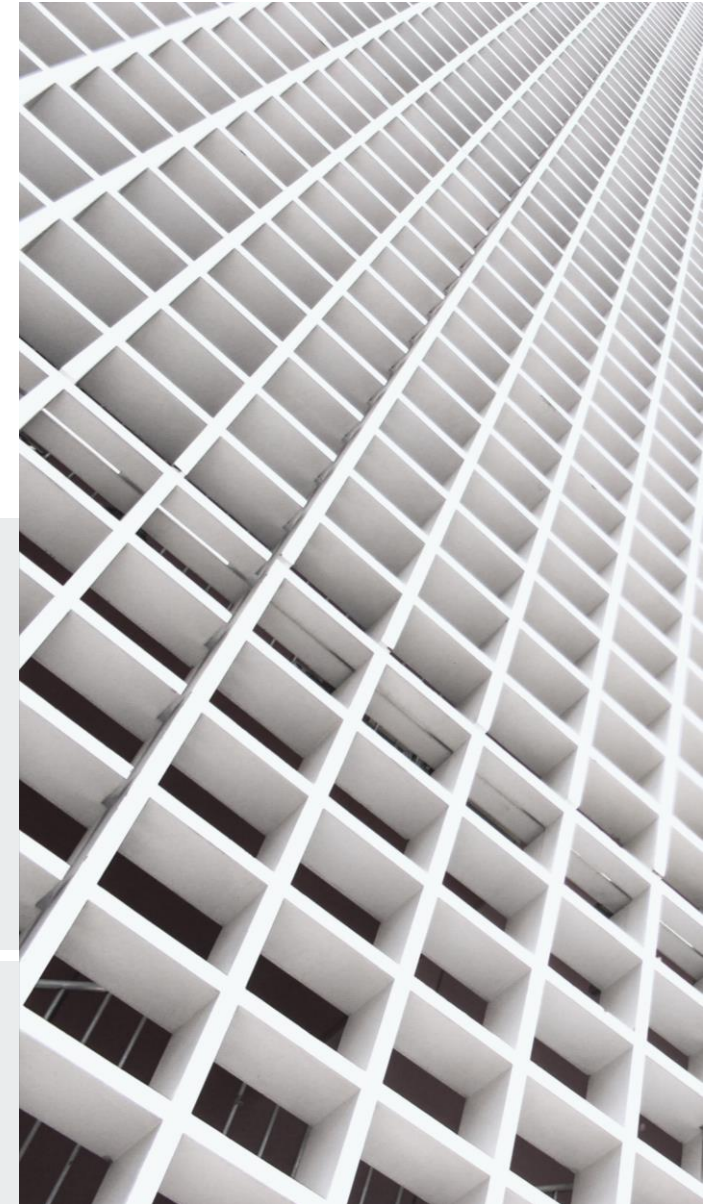
- Can we afford it?

## Question to ask

- Is the budget available?
- Which budget would be funding this?
- Are there budget spend limits?
- Can this investment be clearly tied to a financial benefit/outcome?

## Notes

- Pay for consumption
- Reservation vs ongoing
- Opex vs Capex





# How to get to the ideal opportunity

IDENTIFY WHY



QUALIFY HOW & WHEN

People

Processes

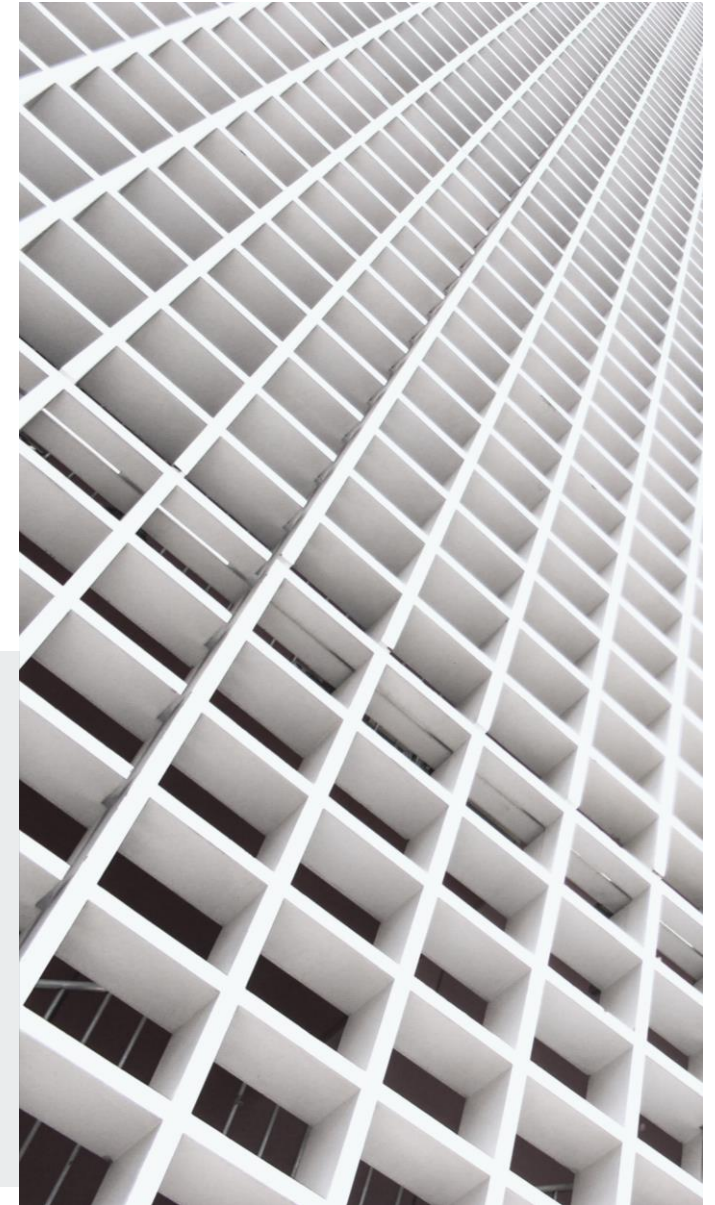
Tools

## Authority

- Are we speaking with the decision makers?
- What will be their decision process?

## Question to ask

- Is the budget available?
- Who has the budget?
- Who is the decision maker/committee ?
- Is there one (or many) "Gate Keeper" ?
- What are the administrative steps required before the investment?







# How to get to the ideal Opportunity

IDENTIFY WHY



QUALIFY HOW & WHEN

Deadline

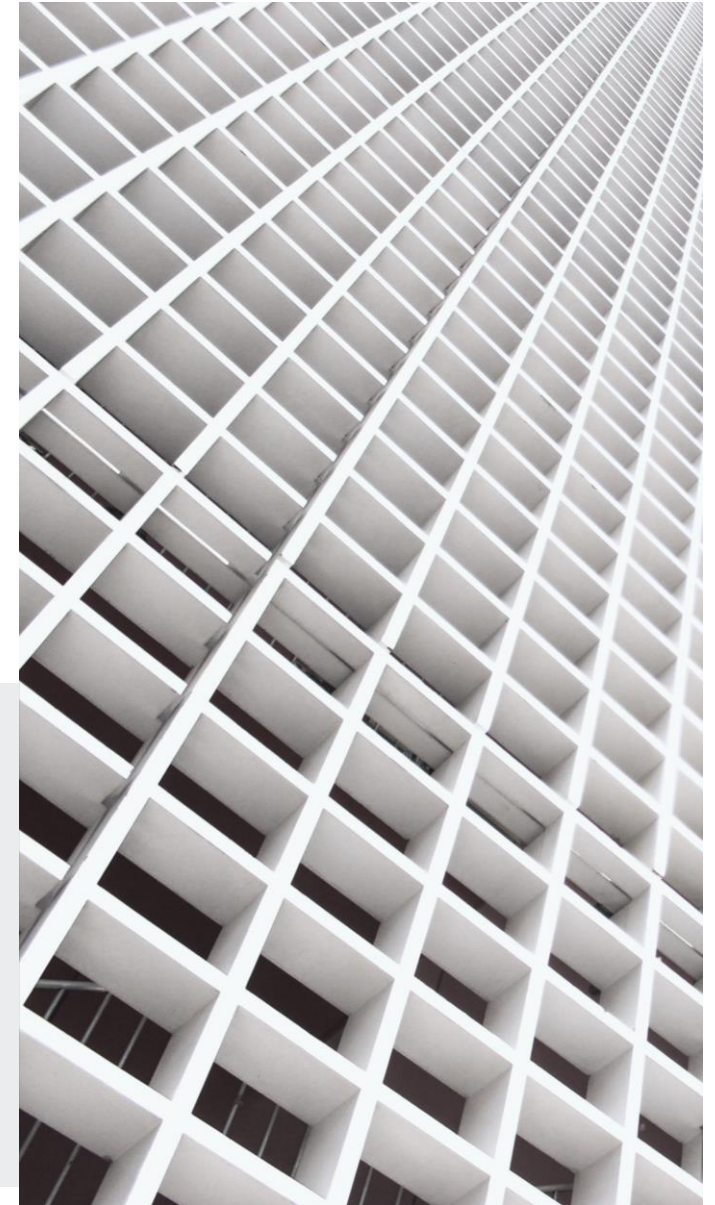
Urgency

Journey

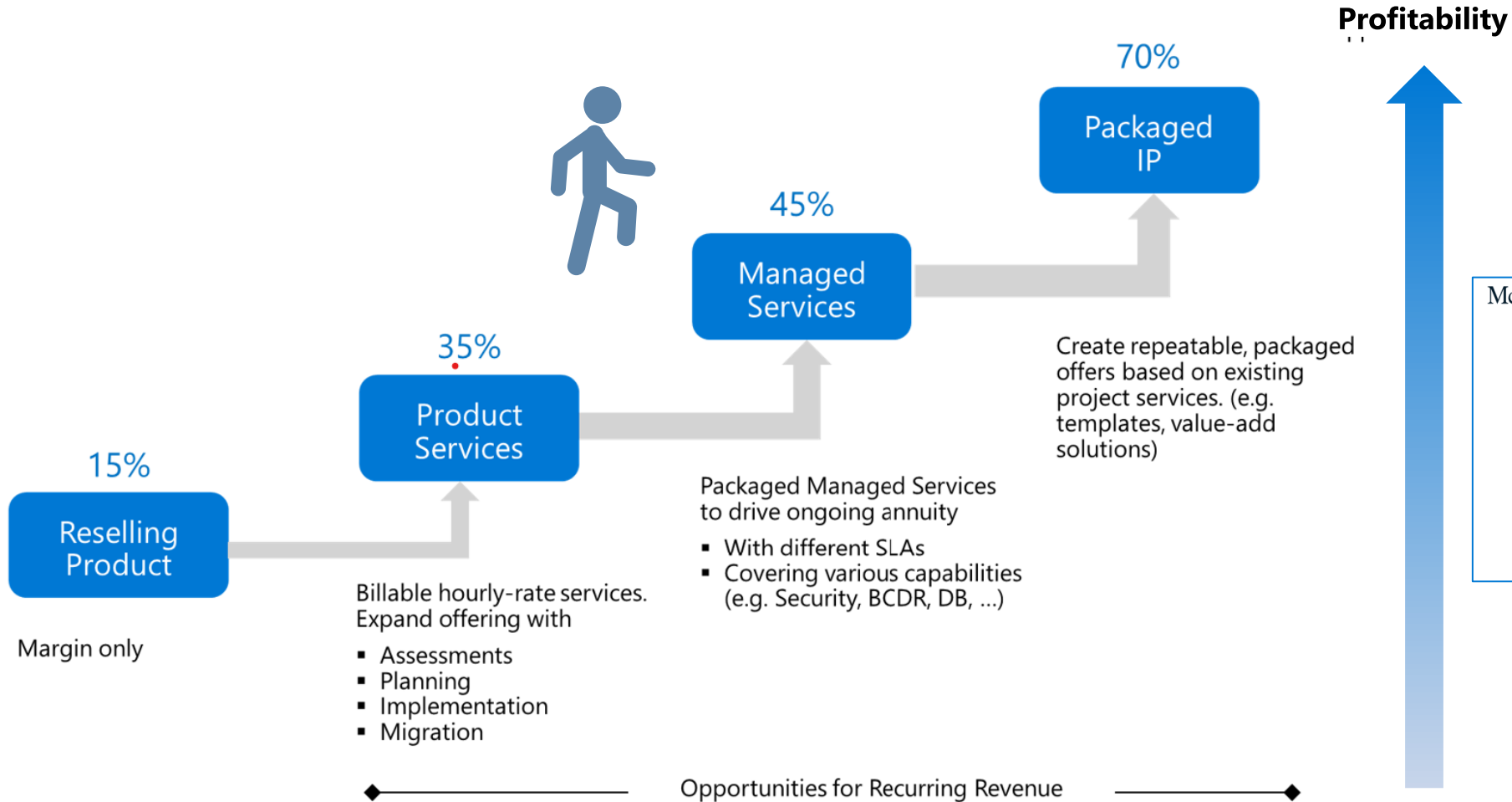
Time

## Question to ask

- When is the investment decision taken?
- Is there a compelling event?
- Is there a budget tied to a particular period (quarter or year budget)?
- Can/will the solution be deployed in phases?



# Customer Journeys leads to higher profit



McKinsey  
& Company

Technology, Media & Telecommunications Practice

## SaaS and the Rule of 40: Keys to the critical value creation metric

Investors reward SaaS companies that hit this operating performance marker, yet a surprisingly small number have been able to do so. Here's how more can follow their industry leaders' example.

by Paul Roche and Sid Tandon



# Call to action

- **Please join Webinar 3**
- We will show you tools to get the true TCO of a workload
- Please **identify a customer case** to migrate / transform





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# Thank You

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