SME&C
Small Medium Enterprises and Channel

Mastering your Microsoft Fabric Pitch to customers

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Microsoft

Microsoft confidential

Today you` ll learn

Why Fabric?

How to master your Pitch

Azure Accelerate as your sales engine

Make it real

Why Fabric matters

Fabric is the biggest launch of a data product from Microsoft since the launch of SQL Server.

Everything with data at Microsoft is Fabric.

Fabric is growing like crazy.

Since the launch

22 months ago

25,000+

Fabric customers

80%

Fortune 500 customers

50%+

Using 3+ workloads

ALLPLAN
A NEMETSCHEK COMPANY

Alltech

AP

ARcare

AURIZON

avanade

BDO

BRIDGESTONE

centercredit

centrica

CHALHOUB GROUP

CHANEL

DIGI
ROGALAND

ECE

ELCOME

Epic

EY

Hitachi Solutions

Iceland

ITOCHU

IMG

Jacobs

KEPAK

KPMG

kpn

MELBOURNE
AIRPORT

Microsoft

Milliman

mitie

NTT DATA

one.nz

Oslo

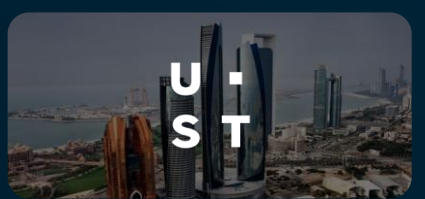
PORSCHE
CARRERA CUP
BRASIL
SPRINT CHALLENGE
BRASIL

PZ
Cussons

SCHAEFFLER

SEAIR
EXIM SOLUTIONS
INFORMATION FOR BUSINESS

SIEMENS

THE
SALVATION
ARMY

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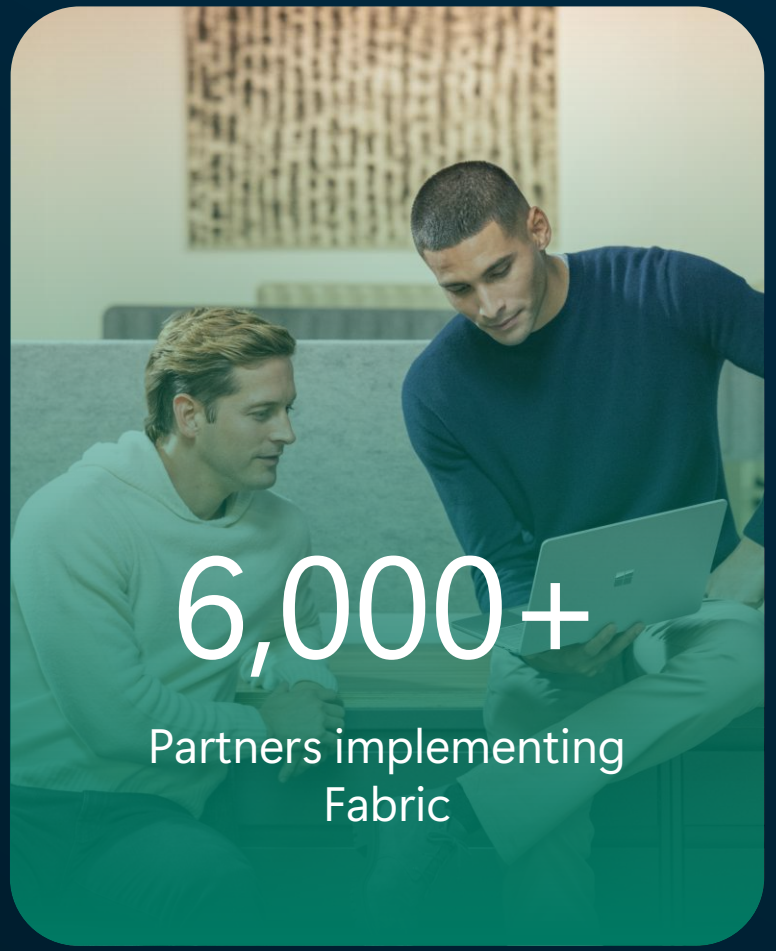
verne

ZEISS

Microsoft Fabric SI Partners

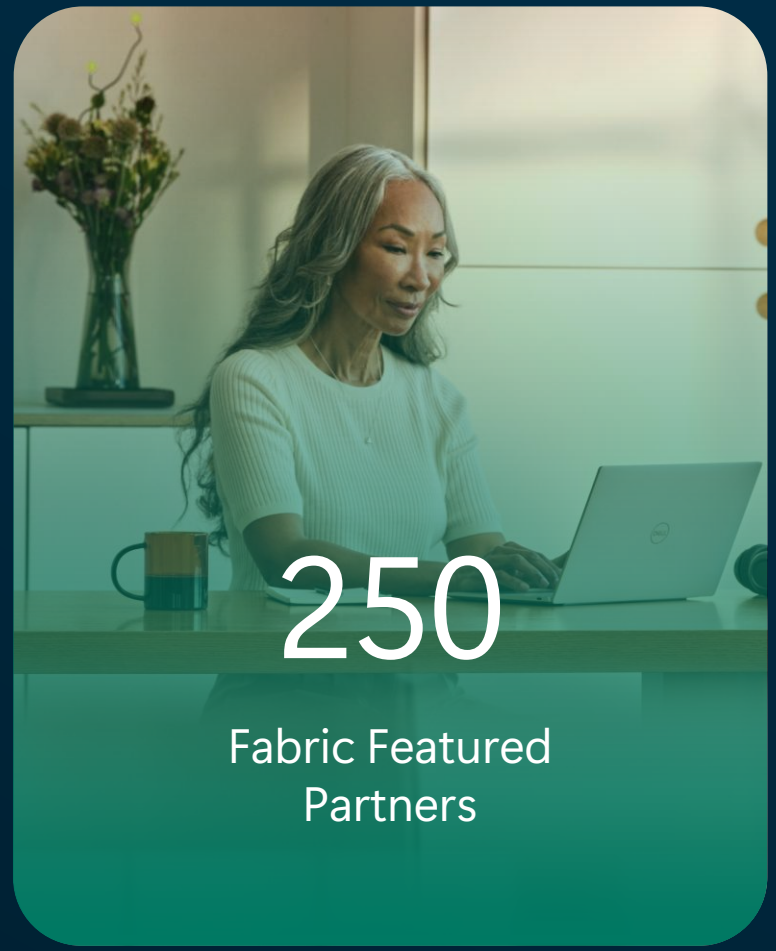
135,000+

Partner Consultants trained on implementing Fabric



6,000+

Partners implementing Fabric

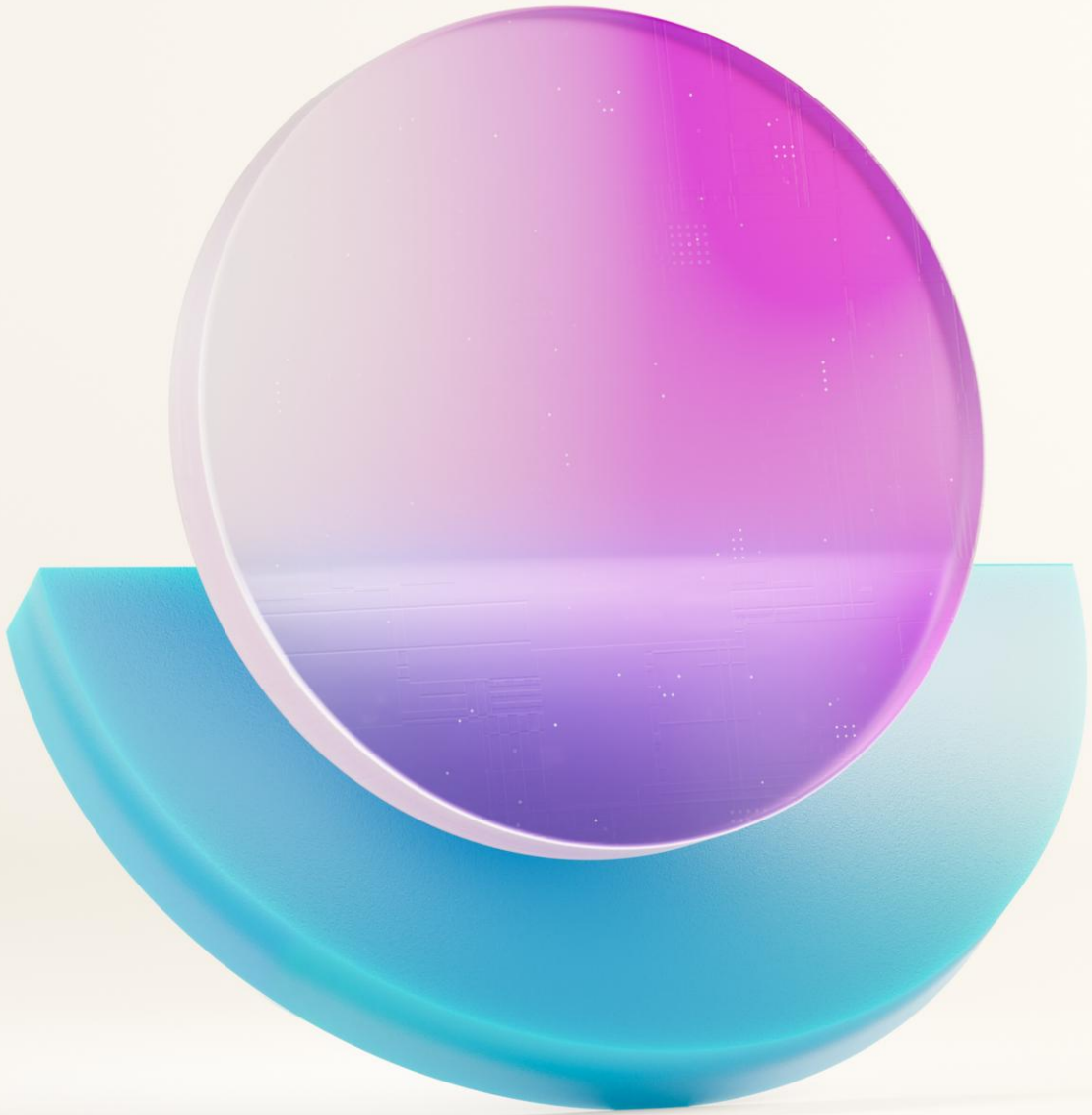


250

Fabric Featured Partners

accenture
avanade
Capgemini
cognizant
EY
IBM
pwc
KPMG
TCS
Infosys
wipro
intech (business) digital
VISEO
AXIS
SONATA
MAQ Software
BDO
slalom
3Cloud
NEUDESIC
ADASTRA
LANTERN
Insight
iLink Digital
PROMISE
BigView
Columbus
acuvate
LTIMindtree
epam
preludesys
HEXAWARE
twoday
QUADRANT
kanerika
REPLY
Cloud Services
PEOPLE
Dufrain
proarch
theta
VISIONET
ONYX DATA
Fellowmind
Simpson
improving
OBUNGI
bakertilly
macaw
VENTAGIUM DATA CONSULTING
MANDELBULB TECHNOLOGIES
attollo
IT-LOGIX
kumulus
NOUS INFOSYSTEMS
SYSTECH
one51
CELEBAL
sopra steria
ELASTACLOUD
Nortal
bi4all
RSM
ADAICO
Quadra
CLOUD4C
iDataGlobal
GCG
EideBailly
ALLGEIER
collectiv
Prodata
CETERIS AG
EBIS
embee
intecs
DataON
wortell
SK
TEKsystems
QUISITIVE
Evidi
CALIAN
ISLET
INSPARK
data-driven
SDK
READYMIND
MIDDLEWAY
SPYGLASS
AVASOFT
ZURE
KBQuest
paiqo
FOG SOLUTIONS
Verne
motifworks
Long View
DataIntegrity
Intellify
Exakis Nelite
CUBIDO
NNIT
b.telligent
bighub
G&S
arreoblue
Eastwall
BEXTechnology
PROSERVEIT
ORAYLIS
MAZZY TECHNOLOGIES
CENTRIC
MHP
NOVENTIQ
COSMO CONSULT
INSPARI
ADVANCING ANALYTICS
bouvet
FUSION
kainos
upbi
INFINION
Blueforte
NEOSTATS
Tiger Analytics
atgor
Hso
SANTOR
SVA
makutu
elitmind
arelium
nunsys
agile insights
brillio
POLESTAR
tood
bechtle
teccle group
ASCENT
swisscom
SRIKK
Coeo
delaware
Business
one
PROMISE
drjve
uni.systems
DataKnow
cegeka
scieneers
onepoint.
DataCrafters
Valtech
CLOUD1
Telefónica
AGIC
peopleTECH
PEAKUP
Apexon
DATA SIDE
ensono
devoteam
onex.group
codit
MSP
H1 group
EVITEC SOLUTIONS
GOVMS
transparity
CRONOS GROUP
initions
rackspace technology.
ATEA
cyclotron
igerencia
Hitachi Solutions
INVISO
NRI
xpand it
Expertime
epical
lytix
element 61
redeploy
CloudDirect
brio
enlighten designs
CDW
brennan_
Smartbridge
All for One
CMC TECHNOLOGY & SOLUTION
codec
prodware
ADVISIO
adesso
summ-it
ANS
meltlake
TREDENCE
G2
Crayon
bravent
Canon CANON BUSINESS SERVICES ANZ
ais
ZEAL
NEXER
snp technologies
inetum
nubiral
HURON
fractal
Blackbook ai
Inteltion
ENFRASYS
protiviti
knowit
TALAN
SWORD
softserve
datAvail
cellenza
MNP DIGITAL
Mayasoft
encamina
WinWire
YASH
RANDOM FOREST
lingaro
ITsure
MOBILAB
PRESIDIO
tidk
TIVIT
ae
FPT Software
EMERGENT
VENZO_
unipartner
optimus information

Big thing. Big brain.



How to master your pitch

Microsoft Fabric

The unified data platform for AI transformation

Data Factory

Analytics

Databases

Real-Time Intelligence

Power BI

Fabric Platform

AI

OneLake

Security & Governance

Pre-requisites for successful Fabric adoption

Data Readiness

SMBs who have fragmented data sources or growing analytics needs.

Fabric shines when customers want a unified data platform.

Cloud Familiarity

Customers already using Azure or Microsoft 365 have higher propensity to adopt Fabric.

Budget-Conscious but Growth-Oriented

SMBs looking for cost-effective solutions that scale with usage.

AI Curiosity

Interest in AI-driven insights or Copilot scenarios is a strong signal.

Governance Needs

SMBs concerned about compliance and security will value Fabric's Purview integration.

How to assess your customer`s cloud maturity?

Early Stage: Limited analytics, mostly Excel-based → Position Fabric as a low-barrier entry to modern analytics

Intermediate: Using Power BI or Synapse → Highlight Fabric’s seamless migration and OneLake benefits

Advanced: Multi-cloud or hybrid setups → Emphasize Fabric’s open lakehouse architecture and governance

Customer signals : Fragmented data, Power BI usage, interest in AI, compliance needs

Business Value

Unified analytics platform for the era of AI

(OneLake = single source of truth)

Cost-effective, scalable, and integrated with Microsoft 365

Built-in governance and security

How to Sell

1. Go-to-market

Use SMB pitch decks and Campaign-in-a-Box

(available for free)

2. Be Proactive

Promote free trials (60-day Fabric trial)

3. Be relevant

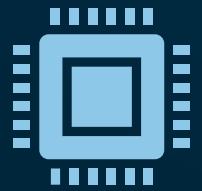
Run FAIAD workshops

Leverage Microsoft Customer Engagement Methodology: Listen → Inspire → Empower → Realize Value

Key Discovery Questions for your Customers

How would you describe your current data strategy?

What percentage of your data estate is clean, connected, and governed well enough to support scalable AI initiatives?



What limitations in your current infrastructure are preventing you from scaling or innovating faster?

How are you enabling your business units with secure, governed, and real-time access to data?

Know Your Audience

COO | CIO | CPO:

AI is transforming business by enhancing customer engagement, product experiences, and operations. To achieve meaningful results, organizations need scalable, clean, and governed data platforms that enable informed decisions by both human and digital agents.

How are you aligning your AI initiatives to your business operations to deliver the right business outcomes?

CDO | CDAO | CDAIO

Bridging AI with business context and scaling requires overcoming legacy system fragmentation and poor data quality. Infrastructure simplification, improving data liquidity and responsibly federated data governance and security is critical.

How are you thinking about modernizing your data estate to support your AI initiatives?

CISO | CIO

Securing data in the AI era demands a unified, scalable platform with encryption, access controls, and contextual security policies. This ensures compliance, protects sensitive data, and enables responsible, secure AI operations.

How do you equip your business units with reliable data and secure tools to drive efficient and compliant operations?

Competitive differentiation

The competitive differentiation of Fabric is its ability to deliver a unified, AI-ready data foundation that simplifies infrastructure, accelerates analytics, and unlocks scalable innovation.

Key Points:

- **Deep integration** with Microsoft 365, Azure AI, and GitHub Copilot
- **Open, lake-centric architecture** with OneLake
- **First-party support** for GCP and Snowflake
- **Modernize legacy/compete BI solutions** (Qlik, Cognos, Tableau, Strategy) to Fabric
- **Governance and security** with Microsoft Purview and Azure Databricks Unity Catalog
- **Flexible deployment options:** turnkey (Fabric) or modular (Databricks, Azure Databases)

Microsoft Recognition

Data Integration

Figure 1: Magic Quadrant for Data Integration Tools

Databases

Figure 1: Magic Quadrant for Cloud Database Management Systems

Artificial Intelligence

Figure 1: Magic Quadrant for Cloud AI Developer Services

Business Intelligence

Figure 1: Magic Quadrant for Analytics and Business Intelligence Platforms

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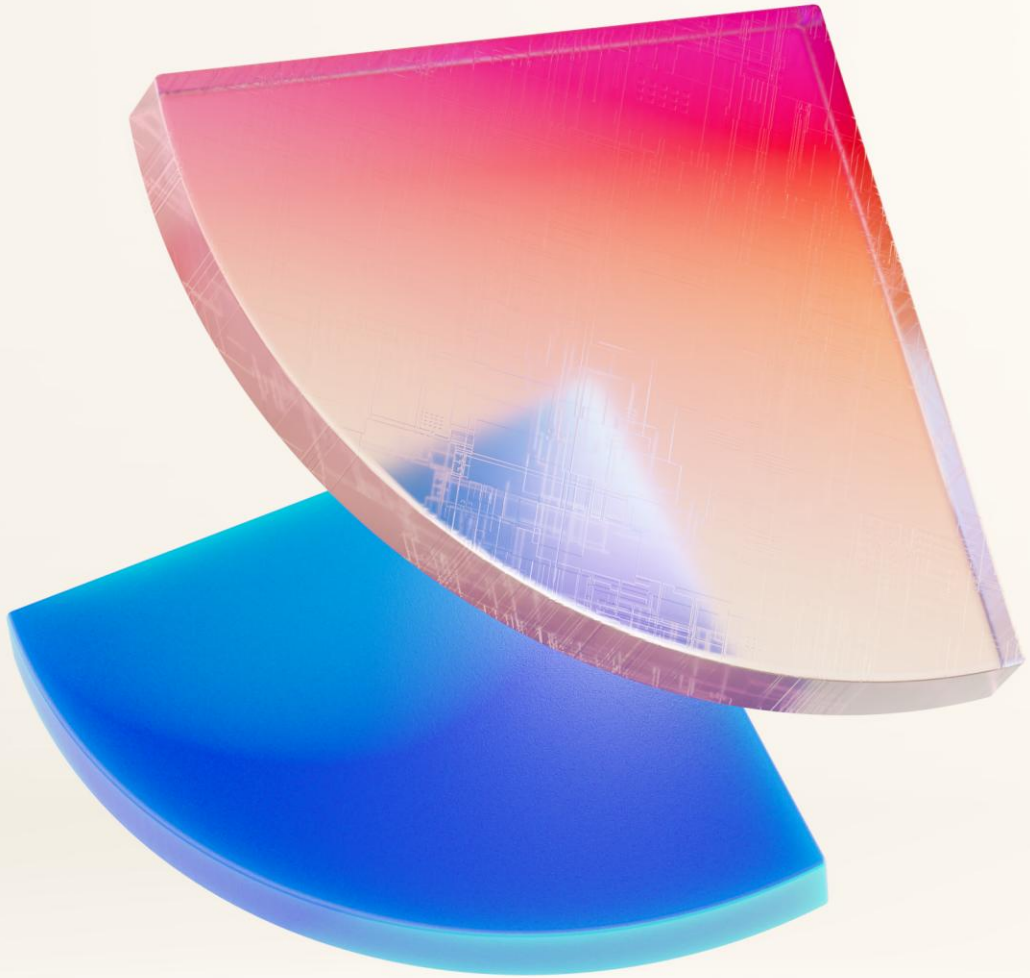


How to optimize your offerings with Azure Accelerate

Azure Accelerate partner eligibility alignment

Azure specialization, Azure Expert MSP, or Azure solutions designation are eligible for differentiated benefits

Azure Accelerate partner eligibility alignment by scenario

Each of these scenarios categorizes as different projects

Scenarios	Specialization Eligibility	Designation Eligibility	Factory Eligibility
Pre-sales (Assessment and POV)	• Specializations or Azure Expert MSP aligned to the following Scenarios: *Core Migrate and Modernize, SAP, Data Platform, and AI Apps, Agents, and Developer*	• N/A	• All specialized and solutions designated partners are eligible for Cloud Accelerate Factory benefits
Core Migrate and Modernize (Includes Infra DB Migration and App Modernization)	• Azure specialized partner in Infra/Database Migration, or Kubernetes on Microsoft Azure, or Migrate Enterprise Applications on Azure or • Azure Expert MSP	• Infrastructure solutions designated partner with SMB track	
Core Migrate and Modernize with Microsoft Defender for Cloud			
Migrate and Modernize VMware	• Azure specialized partner in Azure VMware Solution or • Azure Expert MSP		
Virtual Desktop Infrastructure Migration	• Azure specialized partner in Azure Virtual Desktop		
SAP workloads (Includes SAP RISE, SAP Native on Azure, SAP Grow)	• Azure Specialized partner in SAP on Azure	• N/A	
Data Platform (Includes Fabric and Azure Databricks)	• Azure specialized partner in Analytics on Microsoft Azure or Data Warehouse Migration to Microsoft Azure	• Data & AI **or** Digital & App Innovation solutions designated partner with SMB track	
AI Apps, Agents, and Developer (Includes Azure AI Foundry & Platform, Azure Apps Service, Azure Kubernetes Service, Azure Open AI, Azure AI Services, GitHub Enterprise, GitHub copilot etc.)	• Azure specialized partner in Build AI Apps, or AI Platform, or Accelerate Developer Productivity with Microsoft Azure		

Project guidance

Partner-nominated

When partners nominate and lead projects directly

Project size
$5K-$500K/year ACR

- **Partner nominated** in MCI (Partner Center)
- Payment via **partner incentives** with automated approvals
- Self-serve access to guidance and best practices
- Cloud Accelerate Factory assisted delivery available for supported scenarios

Microsoft field-nominated

When partners co-sell with Microsoft field sales teams

Project size
$500K-$2.5M/year ACR

- Microsoft nominated via Azure Offer Navigator
- Payment via End Customer Investment Funds (ECIF)
- Access to additional benefits, including customer credits (ACO)
- Cloud Accelerate Factory assisted delivery included in Windows/SQL/Linux migration projects and optional in additional scenarios

Azure solution play-aligned partner offers

Supported Scenarios

Core Migrate and Modernize

Data Platform

AI Apps, Agents & Developer

Enable customers to migrate and modernize existing applications, infrastructure and data workloads to Azure to drive scale, velocity, and AI readiness.

Customer Criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible).

Partners can request **Cloud Accelerate Factory** delivery assistance for any supported scenario with no minimum or maximum project sizes. Factory engagements cannot be used alongside partner incentives within the same project. More details on supported scenarios and roles and responsibilities between the partner and Cloud Factory experts are available here: https://aka.ms/CloudFactoryOverview

Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment (Market A / Market B)	Phase
NEW Assessment plus POV	Standard > $15K Large > $250K	$15,000/$12,000 $25,000/$20,000	Pre-sales
Extra Extra Small (XXS)	$5K - $15K	$2000	Post-sales
Extra Small XS	$15K - $50K	$6,500/$5,200	Post-sales
Small	$50K - $100K	$15,000/$12,000	Post-sales
Medium	$100K - $250K	$35,000/$28,000	Post-sales
Large	$250K - $500K	$75,000/$60,000	Post-sales
Microsoft Field nominated	$500K - $2.5M	$100K-$500K	Post-sales

Important: See Microsoft Partner Commercial Incentives Guide for offer full details and requirements.

Customer skilling and Cloud Accelerate Factory is optional for all offers. No Azure credits available for partner nominated engagements.

SMB path partner offer

Supported Scenarios

- SMB **Core Migrate & Modernize**
- SMB **Core Migrate & Modernize + MDC**
- SMB **Data Platform**
- SMB **AI Apps, Agents & Developer**
- SMB **Migrate and Modernize VMware**
- SMB **Virtual Desktop Infrastructure**

Customer Criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible).

Partners can request **Cloud Accelerate Factory** delivery assistance for any supported scenario with no minimum or maximum project sizes. Factory engagements cannot be used alongside partner incentives within the same project. More details on supported scenarios and roles and responsibilities between the partner and Cloud Factory experts are available here: https://aka.ms/CloudFactoryOverview

Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment	Phase
Extra extra small (XXS)	$5K - $15K	$2,000	Post-sales
Extra small (XS)	$15K - $50K	$4,000	Post-sales
Small (S)	$50K - $100K	$12,000	Post-sales

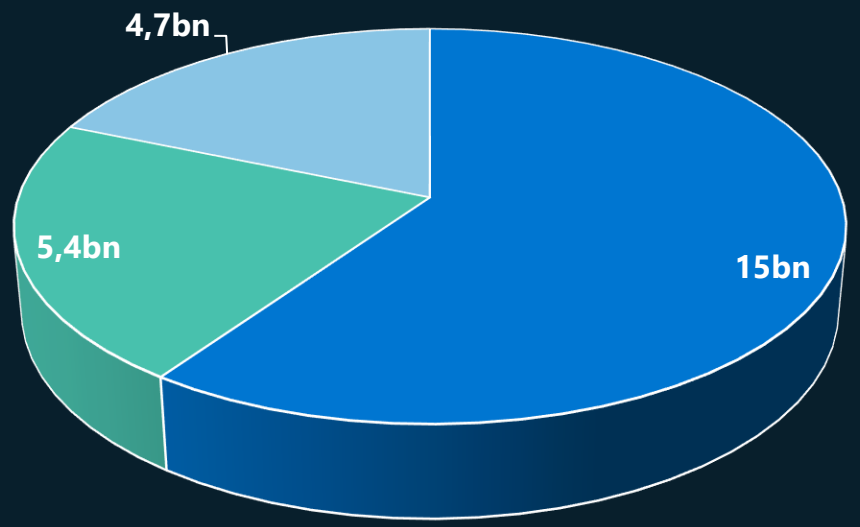
Important: See Microsoft Partner Commercial Incentives Guide for offer full details and requirements.

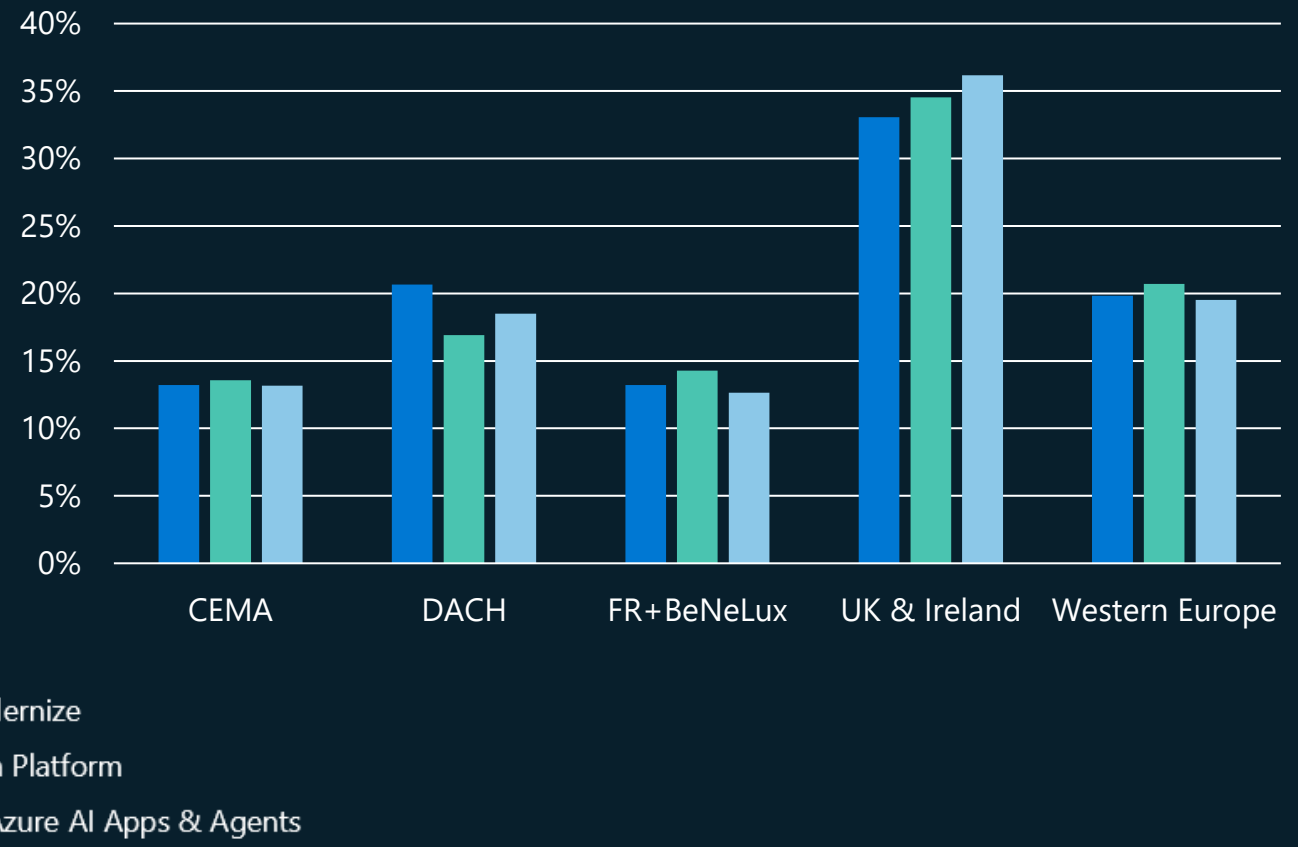
Customer skilling and Cloud Accelerate Factory is optional for all offers. No Azure credits available for partner nominated engagements.

Partners can receive an additional **15%** extra funding when compared to standard Core Migrate & Modernize engagements that include Defender for Cloud consumption in Azure Accelerate.

The EMEA Opportunity

We have 30% of the Cloud & AI Platforms TAM in EMEA ($85bn) accessible through **CloudAscent**, of which 72% is labeled as **Act Now**





CloudAscent: Unify your Data Platform by numbers

1M accounts analyzed

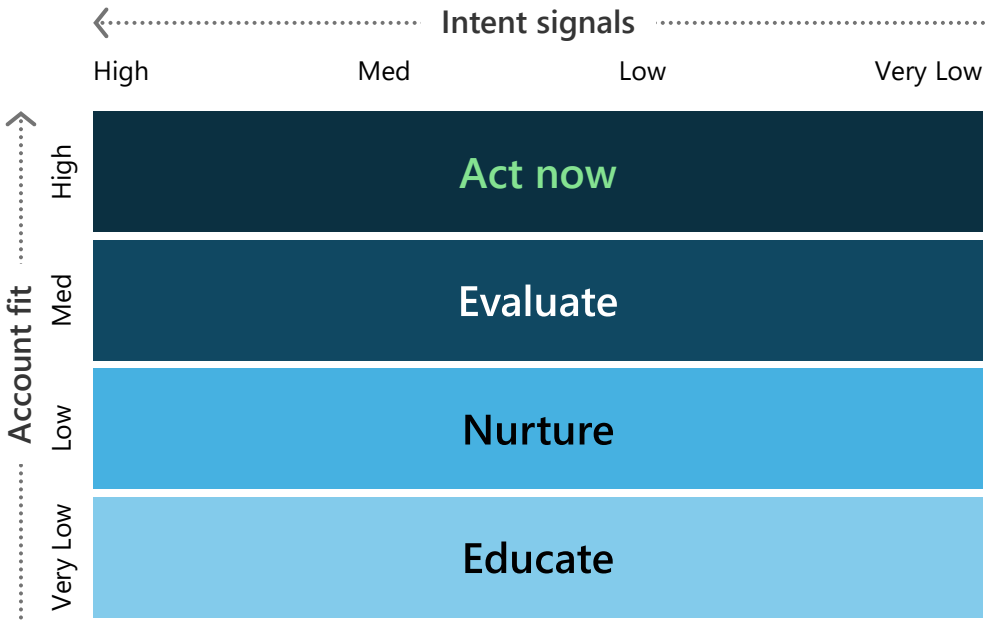
14B ACR potential

370k as Act Now

Attach Fabric to Power BI: 120k
Grow Fabric as next logical workload: 100k
Acquire Fabric BI Compete: 180k
Migrate SQL DW to Fabric: 60k

*Accounts in multiple Cohorts

CloudAscent propensity how to leverage



Act now Sales ready customers-target with outbound tele	Sales Team Call to action to map into local CRM and engage if its not on the current pipeline
Evaluate Marketing ready customers-target with multi-channel marketing	Marketing Team Target with paid campaigns-Send materials to download and learn more
Nurture Target with awareness campaigns	Marketing Team Organic marketing campaigns, videos and infographics
Educate Monitoring for intent and customer fit changes	

FY26 CloudAscent SMB Propensity | Partner CTAs

Benefits for partners

- **Increased sales & marketing efficiency** with data driven insights to allow more precise customer targeting.
- **Reduced cost of sales** by reducing the sales cycle times
- **Improved customer retention** by providing insights into customer needs and behaviors

Getting started

Visit https://aka.ms/CloudAscent to gain familiarity with CloudAscent:

- How CloudAscent works
- How to access CloudAscent SMB propensity lists
- Reseller and Indirect Provider training for specific targeting scenarios

Partner Call to Action

01 **Learn about CloudAscent** by visiting https://aka.ms/CloudAscent

02 **Download CloudAscent customer propensity lists** from Partner Center for resellers **OR** receive Power BI from PDM for Indirect Providers. Discover more http://aka.ms/CLASdefinitions

03 **Develop Campaign** by familiarizing yourself with the cohorts and readiness material on http://aka.ms/smbgtm

04 **Engage Sales & Marketing** by sharing insights from CloudAscent to align their strategies and efforts

05 **Execute and Monitor** your marketing campaigns and sales strategies adjusting as needed based on results

Make it real

SureStep sales champion learning journey

Microsoft Fabric

Get Certified!

Fundamental Certifications*

[AZ-900: Microsoft Azure Fundamentals]
Code: OJVP-BYLD

1. Upload your certification

Agenda:

- Cloud concepts
- Azure architecture and compute services
- Azure management and governance

Complete Learning Path

Learning Path

[Microsoft Fabric SMB SureStep Ambassador Sales Champion]
Code: IPLU-MFFA

1. Complete the learning path
2. Complete the knowledge check

Agenda:

- Unify your intelligent data and analytics platform with Fabric
- Positioning MS Fabric leading with business value

Get Pitch Perfect

Pitch Perfect Submission

[Microsoft Fabric SMB SureStep Ambassador Sales Champion]
Code: IPLU-MFFA

1. Complete your Pitch Perfect submission

Key steps:

- Review customer scenarios and materials provided
- Submit a video or live presentation
- Receive feedback from Microsoft SMEs, Channel Sales, and Product Marketers
- Final evaluation

Sales Champion

Receive Badge

Receive your Sales Champion badge upon successful completion of the Microsoft Fabric learning journey

Get started @ aka.ms/surestepskilling

**Free MS Learn exam voucher provided on completing practice exam via LevelUp*

Microsoft Confidential

Fabric Partner Community

aka.ms/
JoinFabricPartnerCommunity

Where partners can engage with the Fabric engineering team, collaborate with other partners, help each other, and share best practices

Learn Fabric

aka.ms/learn-fabric

Guided hands-on Fabric learning paths (50 hours of training)

MODULE
Get started with Copilot in Power BI
27 min
Microsoft Power Platform • Data Analyst • Intermediate
Add

MODULE
Monitor activities in Microsoft Fabric
50 min
Microsoft Fabric • Data Engineer • Beginner
Add

MODULE
Secure data access in Microsoft Fabric
55 min
Microsoft Fabric • Data Analyst • Beginner
Add

MODULE
Work with Delta Lake tables in Microsoft Fabric
1 hr 8 min
Microsoft Fabric • Data Analyst • Intermediate
Add

MODULE
Work with real-time data in a Microsoft Fabric eventhouse
1 hr 18 min
Microsoft Fabric • Business Analyst • Beginner
Add

MODULE
Use eventstream in Microsoft Fabric
59 min
Microsoft Fabric • Data Analyst • Beginner
Add

MODULE
Get started with Real-Time Intelligence in Microsoft Fabric
1 hr 18 min
Microsoft Fabric • Data Analyst • Beginner
Add

MODULE
Implement continuous integration and continuous delivery (CI/CD) in Microsoft Fabric
46 min
Microsoft Fabric • Data Analyst • Beginner
Add

MODULE
Get started with lakehouses in Microsoft Fabric
59 min
Microsoft Fabric • Data Analyst • Intermediate
Add

MODULE
Orchestrate processes and data movement with Microsoft Fabric
1 hr 22 min
Microsoft Fabric • Data Analyst • Beginner
Add

MODULE
Organize a Fabric lakehouse using medallion architecture design
1 hr 7 min
Microsoft Fabric • Data Analyst • Intermediate
Add

MODULE
Use Apache Spark in Microsoft Fabric
1 hr 20 min
Microsoft Fabric • Data Analyst • Intermediate
Add

MODULE
Get started with data warehouses in Microsoft Fabric
1 hr 13 min
Microsoft Fabric • Data Analyst • Beginner
Add

MODULE
Introduction to end-to-end analytics using Microsoft Fabric
20 min
Microsoft Fabric • Business Analyst • Beginner
Add

MODULE
Load data into a Microsoft Fabric data warehouse
1 hr 12 min
Microsoft Fabric • Data Analyst • Beginner
Add

MODULE
Ingest Data with Dataflows Gen2 in Microsoft Fabric
1 hr
Microsoft Fabric • Data Analyst • Intermediate
Add

Get Hands On Experience

microsoftlearning.github.io/mslearn-fabric/

Hands on Labs that are designed to support the learning modules on Microsoft Learn

Microsoft Learn

Microsoft Fabric exercises

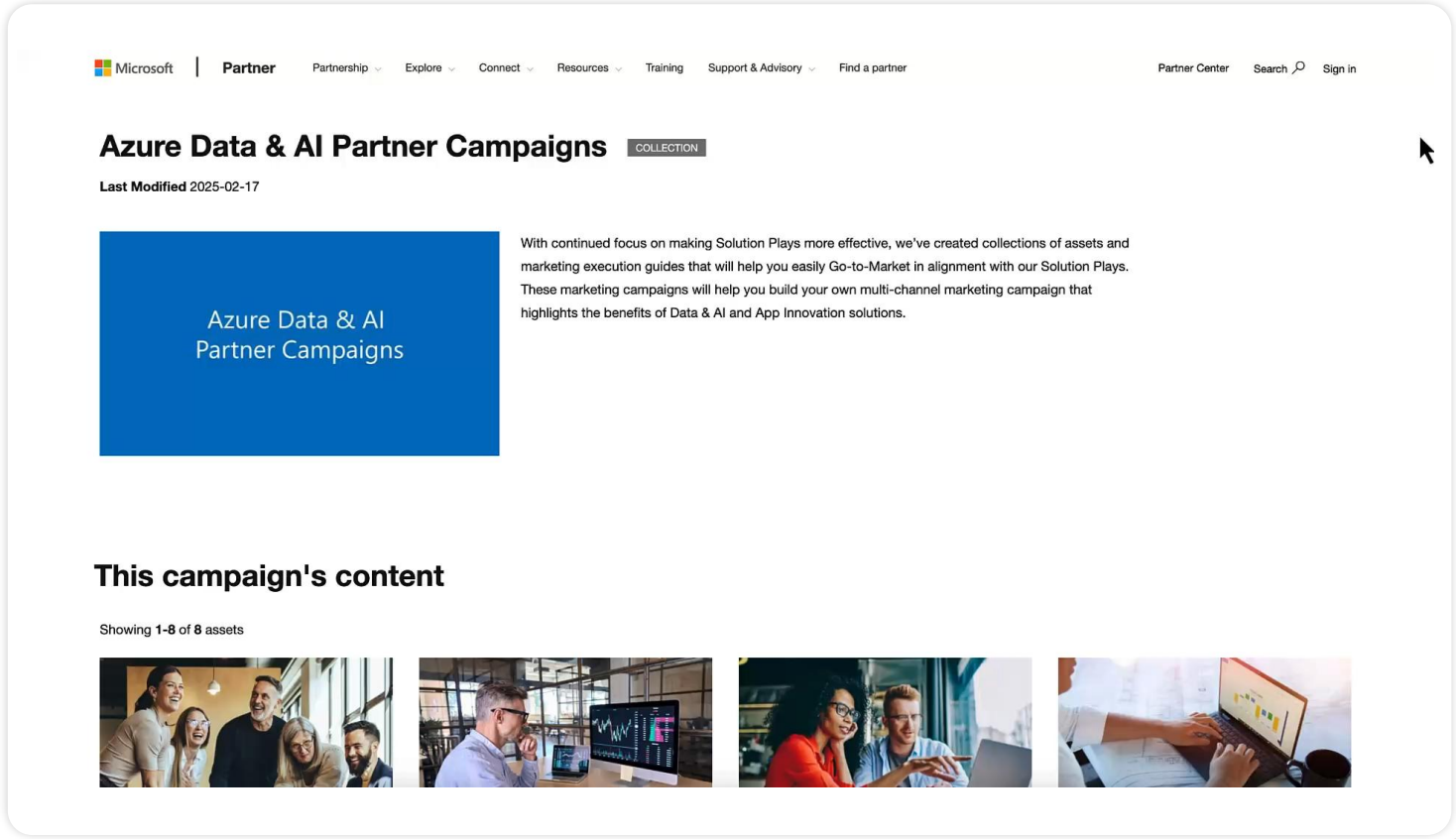
The following exercises are designed to support the modules on Microsoft Learn.

Module	Lab
Get started with lakehouses in Microsoft Fabric	Create a Microsoft Fabric Lakehouse
Use Apache Spark to work with files in a lakehouse	Analyze data with Apache Spark
Work with Delta Lake tables in Microsoft Fabric	Use delta tables in Apache Spark
Organize a Fabric lakehouse using medallion architecture design	Create a medallion architecture in a Microsoft Fabric lakehouse
Use Data Factory pipelines in Microsoft Fabric	Ingest data with a pipeline in Microsoft Fabric
Ingest Data with Dataflows Gen2 in Microsoft Fabric	Create and use Dataflows (Gen2) in Microsoft Fabric
Get started with data warehouses in Microsoft Fabric	Analyze data in a data warehouse
Load data into a warehouse in Microsoft Fabric	Load data into a warehouse using T-SQL

Campaign in a Box

aka.ms/DataAICiaB

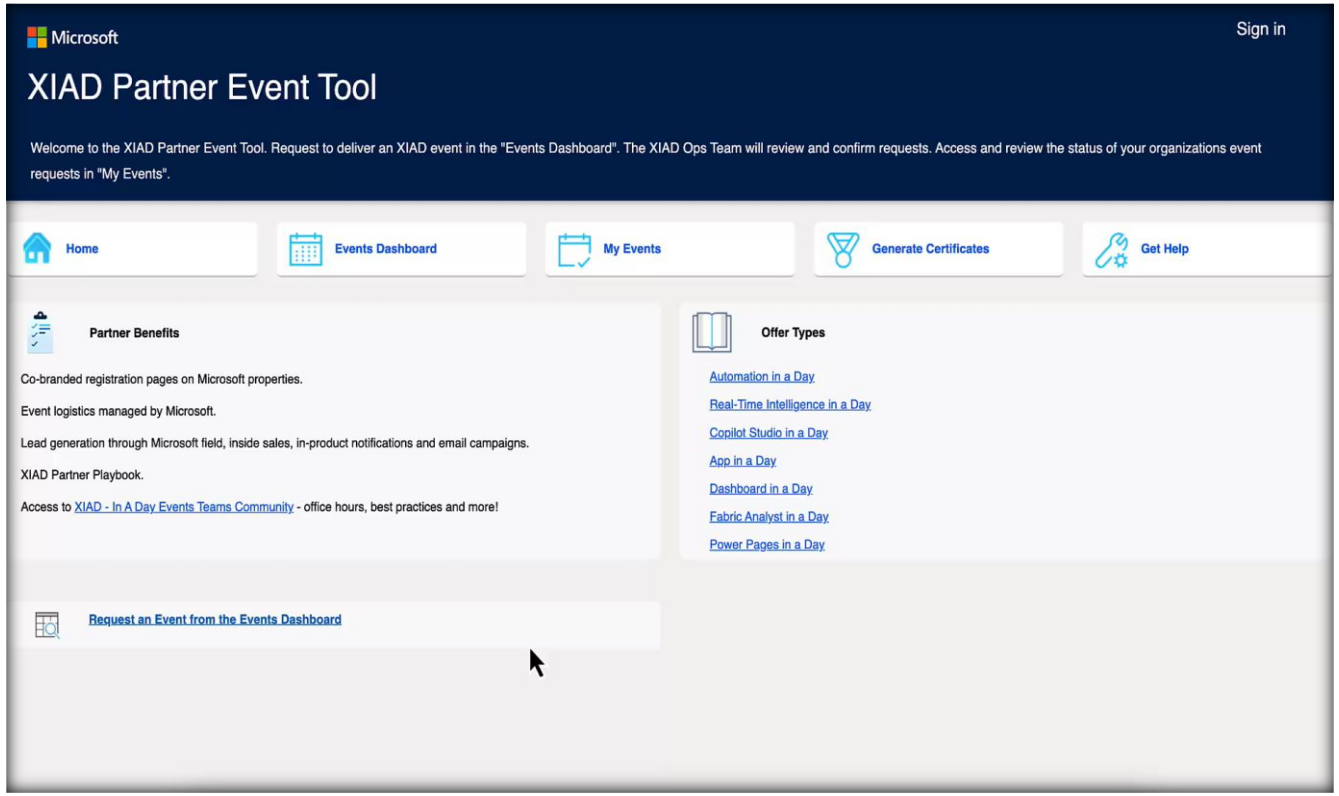
5 End to end campaigns available in 11 localized languages



Deliver an xIAD Workshop

aka.ms/XIADPartnerOpportunity

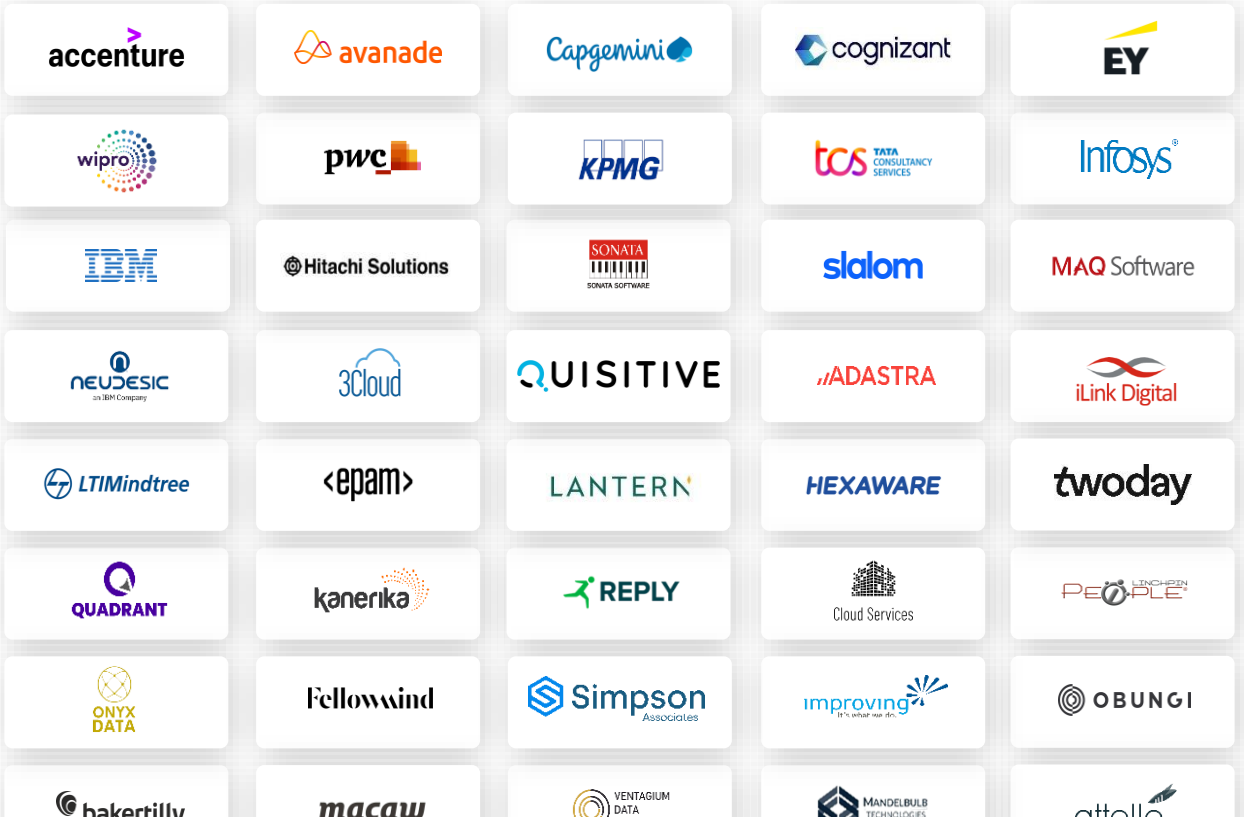
Deliver a one-day, hands-on workshop to connect with customers and generate leads



Fabric Featured Partner

Get featured on the Fabric website, in Winwires, Livewires, case studies and at Microsoft key events

aka.ms/HowToBecomeFFP



Thank you