



# Customer Success Unit (CSU) Migration Factory CMF

For SMB Customer Segment  
P+F model or Direct Customer

Last update: October/2024

Jumpstart Azure journey for Microsoft  
Cloud Workloads through Microsoft  
delivery at no cost



# CMF SMB Scale Offer | Why SMB Scale offer

This offer is targeted to Indirect Providers or Direct Providers that:

- have signed DCO contracts or want to accelerate their Azure CSP footprint
- Want to cover the long-tail execution with great volumes and scale and leveraging a dedicated team to engage with CMF

## Problem Statement

- Several VARs may lack the migration expertise to move workloads from on-prem/hosted provider to cloud.
- Those services usually requires a cost and Microsoft investment \$ is not always available for those activities.
- The need for a fast and scalable solution, based on the model.

## Solution

CSU Migration Factory to deliver a catered SMB Offer that aims to deploy at scale by design, migration services to Azure, with the goal to serve most of the TAM opportunity (+80% of cases). This solution would have the following features:

- Simplicity on requirements as much as possible
- Rapid deployment and scalable delivery (relying on as less dependency on any human interaction or meeting as possible). Goal is to execute in less than 3 ½ weeks end-to-end (from nomination to completion).
- Cover a complete solution to reduce any technical dependency of additional resources.

# Customer Success Unit Migration Factory (CMF) for SMB

Get the first workloads running in Azure in 3 weeks with this a white-label migration service executed by Microsoft.

This end-to-end lift and shift migration service offer is available to you at **NO COST** and executed by dedicated Microsoft resources.

- No Partner Specialization required
- No minimum requirements or maximum thresholds
- No contract required



## Maximizing Margins

- Reduce costs
- White label free migration services



## Improve Capacity

- Leverage in-lieu of new staff
- Learn from migration experts



## Accelerate Time to Value

- Use proven repeatable execution
- Migrate to block competitors

# CMF | Leveraging Microsoft Investments with CMF for Partners

When engaging in a project that will be using Microsoft investment funds, below is the suggested process:

## For eCIF submitted by the Microsoft Account team

### Prior to submission

Connect/Inform account team the plan to leverage CMF on the project  
Coordinate with CMF by engaging with [MFPartnerDesk@microsoft.com](mailto:MFPartnerDesk@microsoft.com)  
or on joint SOW orchestration, that would be used for funding submission

### Prior to funding approval

No customer engagement can be performed by Partner; however, CMF can start executing any task that is joint aligned (ALZ or Assessment for example)

### Post Funding Approval

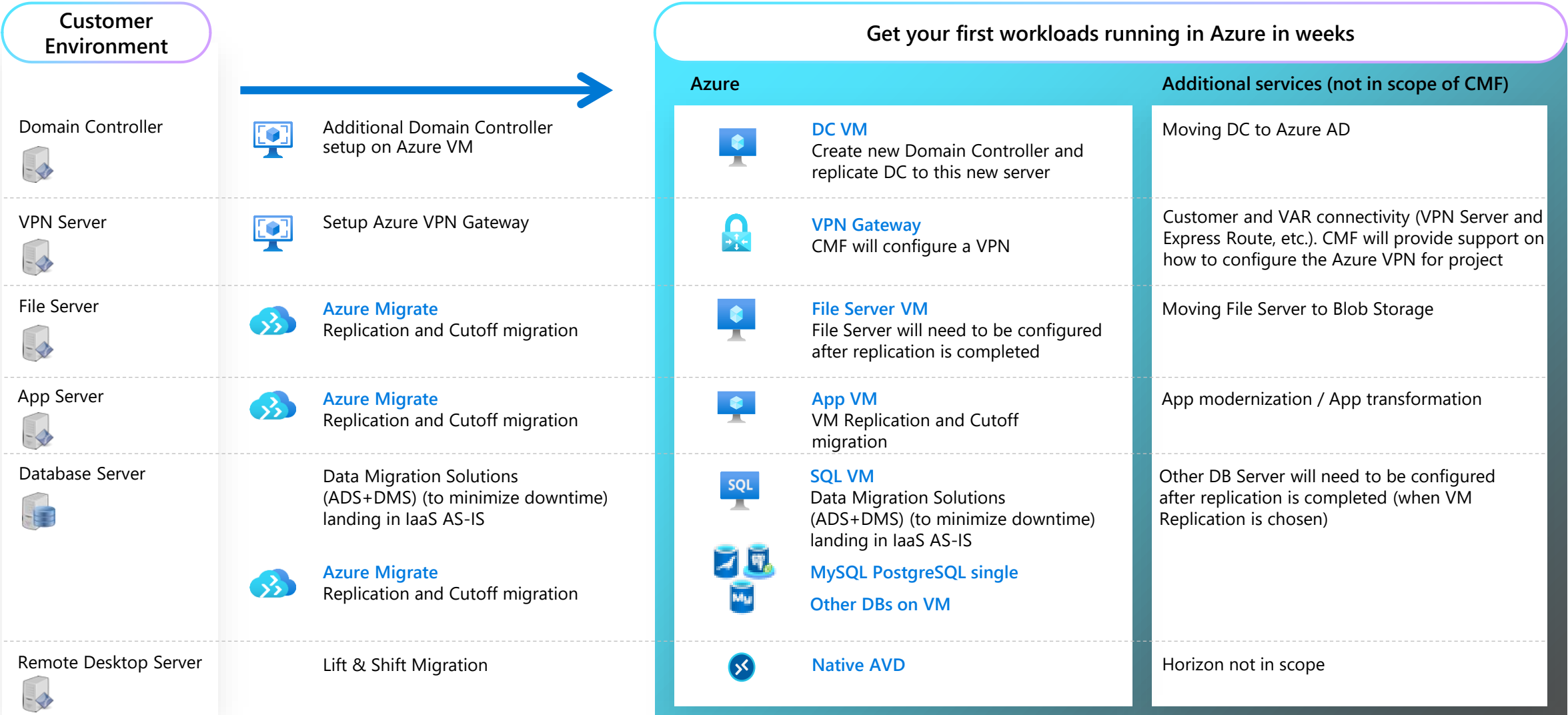
Project executed normally and governed by the joint SOW.

## For AMM-PL submitted by the partner

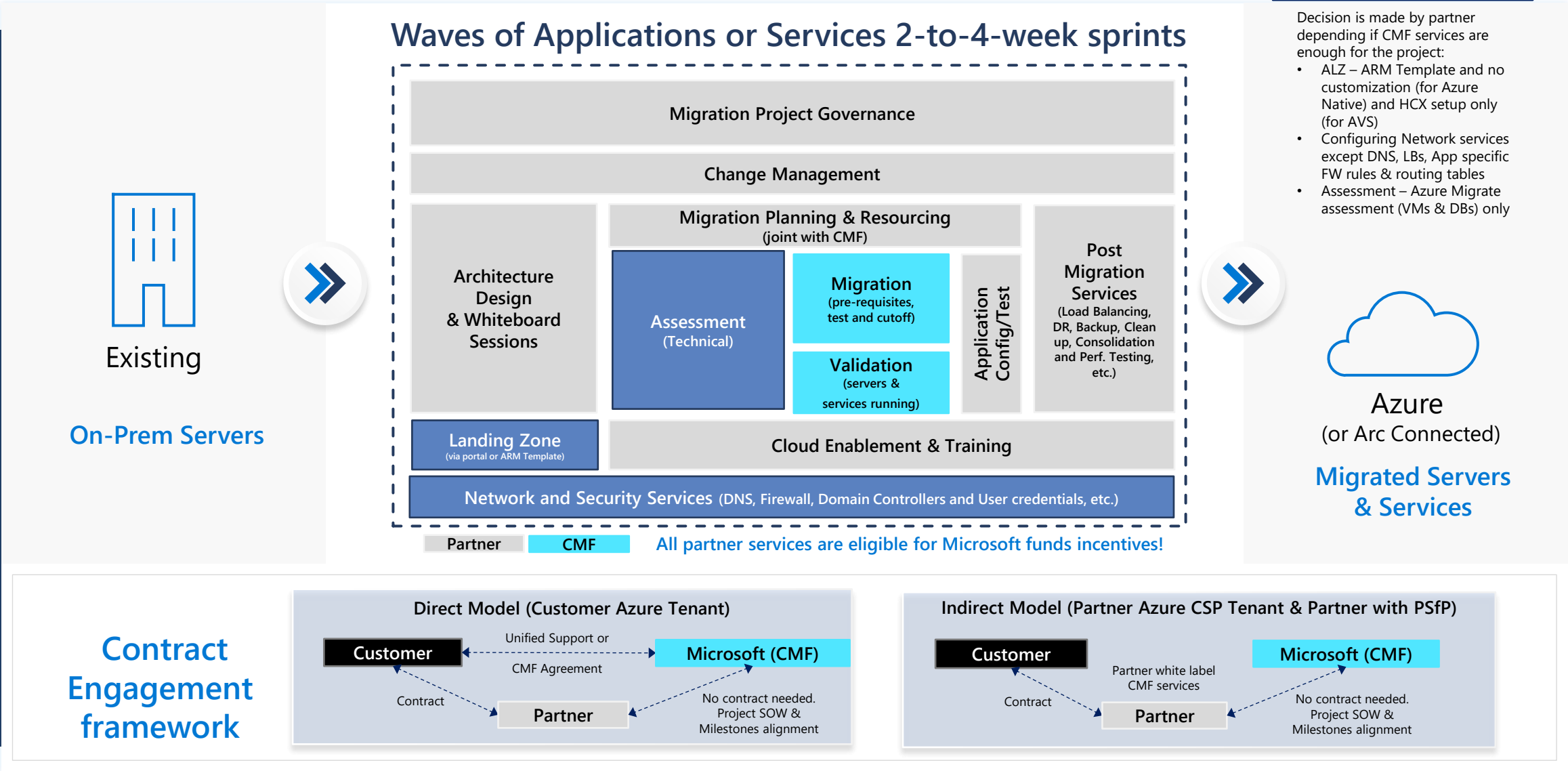
- Partner should **first** pursue AMM-PL funds normally accordingly with the current AMM-PL process
- Once AMM-PL ClaimID is in status 'in-progress', partner submits request for engagement at <https://aka.ms/cmf-partner> informing the ClaimID
- For AMM-PL projects **NOT for Infra and DB Migrations:**  
  
Any AMM-PL request that is Not for Migration of Infra and DB, then nothing is evaluated, and CMF team will be assigned and will start engaging as normal accordingly with CMF scope.
- For AMM-PL projects **for Infra and DB Migrations:**  
  
CMF team will perform at its sole discretion, an evaluation to see if the services required for CMF are incremental to the project or not. Result can be CMF will engage and then will assign the project team and operate as normal under CMF scope or project is declined and no CMF engagement will occur.
- **Regardless of ANY scenario, nothing will change the AMM-PL funding process T&Cs, values or procedures.** Hence, once AMM-PL project is initiated and approved, even if CMF is engaged after, no changes in the amounts, deliverables are changed. In summary, **CMF can only ADD to the project.**

**Note: Using CMF does not interfere with any licensing or sales incentives or rebates (for example DCO).**

# CMF SMB Scale Offer Service Coverage



# CMF | P+F engagement model



# CMF | Delivery Options

## Screen Shared Guidance

- CMF 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

- CMF 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 CMF 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 CMF Agreement

As we do need to create a legal mechanism for us to execute the Hands-on-Keyboard implementation, we will execute the CMF 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**



# CMF SMB Scale Offer | Pre-Requisites

## Minimum Requirements:

- Azure workloads to be hosted on CSP tenant
- Partner has Paid Partner Support Agreement - PSfP (can be through an Indirect Provider)

Requirements (to be fulfilled by Channel Partner)	Before Start Engagement	During or Post Engagement
Send the nomination using the online form <a href="https://aka.ms/CMF-Partner">https://aka.ms/CMF-Partner</a>	X	
Secure 2 (two)* Azure Subscriptions per End Customer that will be used for the migration scope. Work with CMF team to secure proper admin rights on such subscriptions	X	
Establish or maintain a Site-2-Site connectivity between their OnPrem environment and Azure that will be used for the Migration	X	
Create and execute steps to provision an Azure Migrate Appliance with CMF support/guidance (see Azure Migrate appliance appendix for details)	X	
Work with CMF team to provision credentials for access to Azure Migrate Appliance		X
Orchestrate and collect End Customer authorization for cutoff at the appropriate time		X (needed before CMF execute Cutoff migration)
Configure any Site-2-Site or Endpoint connectivity for both themselves and provide support for the End Customers as well, using the CMF support/guidance		X

\* – CMF utilizes a minimum of 2 Azure Subscriptions for providing a better architecture as explained [here](#)



# How to engage CMF SMB Scale Offer?

1. Indirect or Direct partner submit request on <https://aka.ms/cmf-partner> website and chooses the third option (I'm a Channel Partner working on a SMB opportunity) – see field explanation below.
2. CMF P+F Operational team will assign a P+F Intake Coordinator within 2 business days.
3. CMF 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. CMF P+F Intake Coordinator will then assign the Project Coordinator to execute the migration as defined in the Scale offer model with an expectation of completion within 3 weeks.

Please provide the name of "Indirect Provider or Distributor" company associated with you	<i>The Indirect Provider or Distributor Company Name (when applicable!)</i>
Please provide the Reseller company Name	<i>The Reseller Company Name</i>
Please provide the Reseller Contact Name	<i>The Reseller Contact Name</i>
Please Provide the Reseller Email Address	<i>The Reseller email alias (@microsoft.com)</i>
Is your connectivity between your data center and the Azure subscriptions established?	<i>Yes / No</i>
Which country is this migration for?	<i>Country</i>
What is the approximate date that you would expect the CMF team to engage in this project?	<i>Date in mm/dd/yyyy format</i>
What is the projected number of total servers that needs to be migrated for this project?	<i>Number of total servers (number)</i>

## Account Nomination: CSU Migration Factory (Partner)

Join the new **Microsoft CSU Migration Factory + Partner delivery model** and work with us (hands on keyboard production migration support team) to deploy rapid, predictable implementation designed for **Apps, data, infra workloads**.

Answer the questions below and a member of our team will contact you. For more details on the CSU Migration Factory program, please refer to this SharePoint: <https://aka.ms/CSUmigrationfactory> (only with Federated Access)

### 3 types of nominations:

#### **Pre-Sales Alignment for RFP responses:**

Partners can use this option to validate the assumptions, scope and RACI when planning to use CMF as part of the delivery services for their project at no cost.

#### **Engagement Request for current project:**

Partner already has a project and is requesting an immediate opportunity for engagement.

#### **Repetition for Large Scale:**

Indirect or Direct Channel Partners with large scale customer base on CSP that plans to offer a repetitive migration for the long tail.



For any additional questions, please send an email to [MFPartnerDesk@microsoft.com](mailto:MFPartnerDesk@microsoft.com)

*Privacy: Response collected will be processed in accordance with Microsoft's privacy policy <http://go.microsoft.com/fwlink/?LinkId=521839>.*

### 1. Choose the primary reason for this nomination

- ☐ I'm a Solution Partner working on a Proposal for my customer and want to work on a SOW with the CMF team
- ☐ I'm a Solution Partner working on a migration ready to begin using Partner + Factory model
- ☐ I'm a Channel Partner working on a SMB opportunity

# CMF SMB Scale Offer | Post migration

<div> In scope (W- Windows, S – SQL)</div>	<div> Out of scope</div>
<div><div>1. Validate server configurations as per SKU recommendations (W,S)</div><div>2. Check connectivity to servers. (W,S)</div><div>3. Run boot diagnostics. (W,S)</div><div>4. Check event logs for no system level errors. (W,S)</div><div>5. Validate migrated disks. (W,S)</div></div>	<div><div>1. Application/Business setup</div><div>2. Configuration changes* such as:<ul style="list-style-type: none"><li>• Connection config changes</li><li>• Functional, Performance, Business, Integration Testing</li><li>• Database testing</li><li>• Monitoring and Backup services</li></ul></div><div><div>* - Unless they are automated (no manual execution) and trained and aligned with CMF prior to execution.</div></div></div>

# CMF | What is the Partner Value of using CMF?

Accelerate cores migrated to Azure while growing opportunities and impact in the account | Bring both brands together in the same delivery **Partner + Microsoft!**

Data Points based on current P+F execution



## Maximizing Investments/Margins

- Partners can leverage the combination of Microsoft Funds (\$) for activities not covered by CMF and use the no cost delivery service for the same project, maximizing the ROI opportunity and potentializing modernization workloads.



Partners may observe between 8% to 15% of cost reduction when using CMF for a DC migration project!



## Win More Deals

- Partners can take advantage of CMF to improve their market proposals total cost, expanding capacity and margins for their RFP response request.



+\$55M of potential ACR and +50 Nomination requests submitted for Pre-Sales RFP alignment!



## Joint Go-To-Market

- Partners can create a joint GTM and leverage the Microsoft brand when adding CMF with their offers. Customers also benefit by receiving services from both companies. For managed partners this joint GTM can enable potential referrals from the Microsoft internal account teams



Some customers valued the fact that Microsoft was together involved with hands-on-keyboard delivery!



## Scalability & Acquiring New Knowledge

- No need to scale or increase fixed costs as you can leverage CMF scalability since there is no minimum or maximum requirements.
- CMF can also be used to acquire new skills as we can deliver services on screen shared guidance as well.



Partners that are aiming for AVS migrations specialization can leverage CMF to accelerate their journey!



## Accelerate Projects

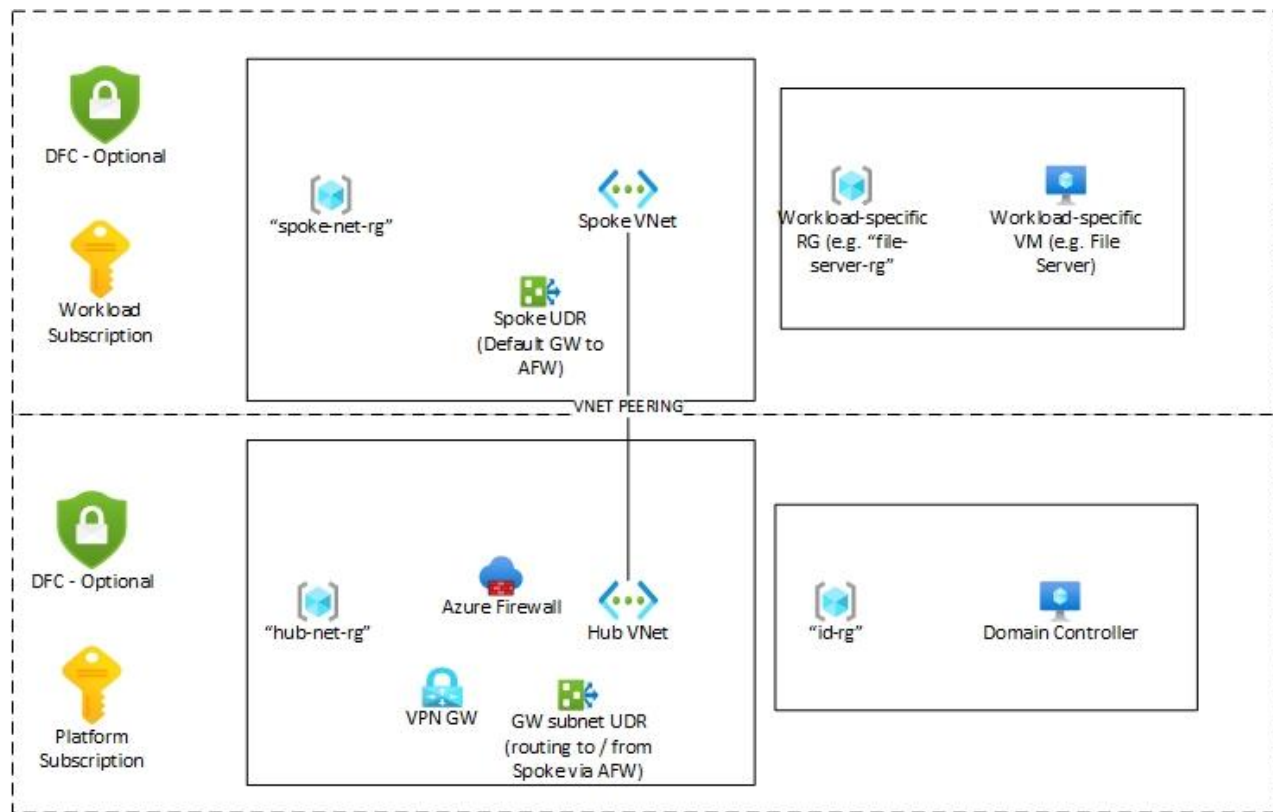
- Partners that focus on specialized scenarios can combine their solution with CMF and improving project execution time and cost.
- For big Datacenter migrations, sales cycle can be long and cost high. Partners can jumpstart their proposal by leveraging CMF at no cost to create a MVP use case to demonstrate to the customer the art of possible, reducing the sales cycle and pre-sales cost.



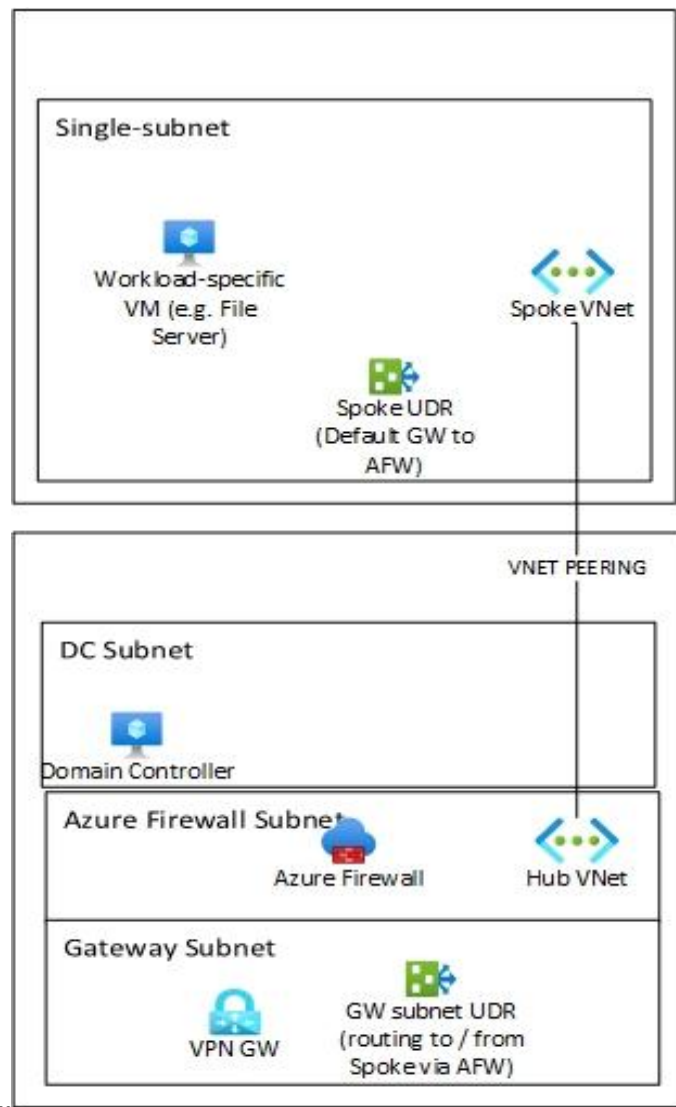
A Partner leveraged CMF for a zero cost One app migration to demonstrate the customer how the process could work and that free up the contract that was stuck for +10 months !

# CMF SMB Scale Offer – Proposed Architecture

## Resource View



## Network View





THANK YOU!

