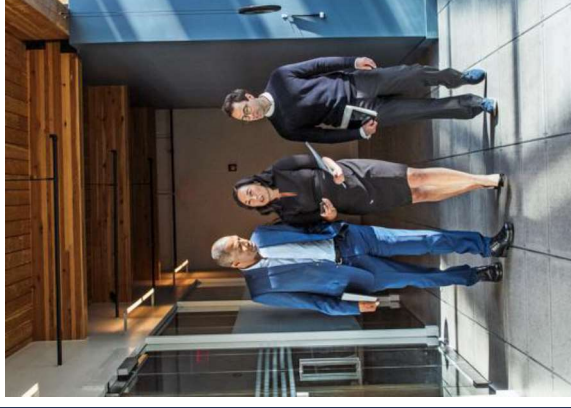
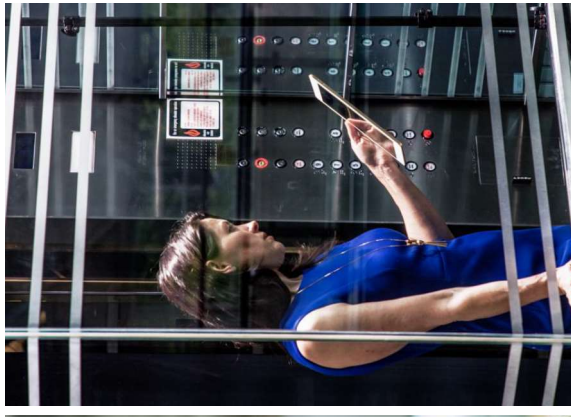
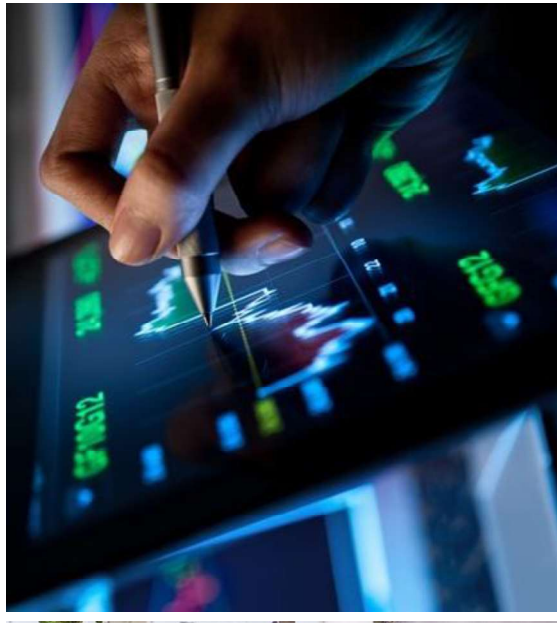




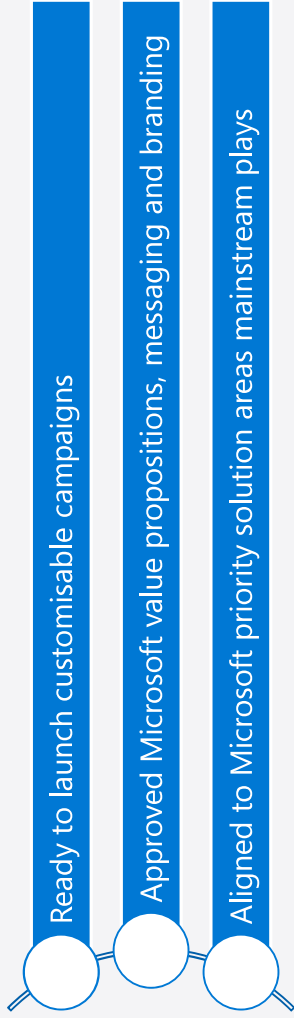
Global Partner Solutions
(GPS)

Partner-Ready Campaigns-in-a-Box (CiaB)

Ian Moulster
Partner Marketing Manager



What is Campaign in a Box (CiaB)

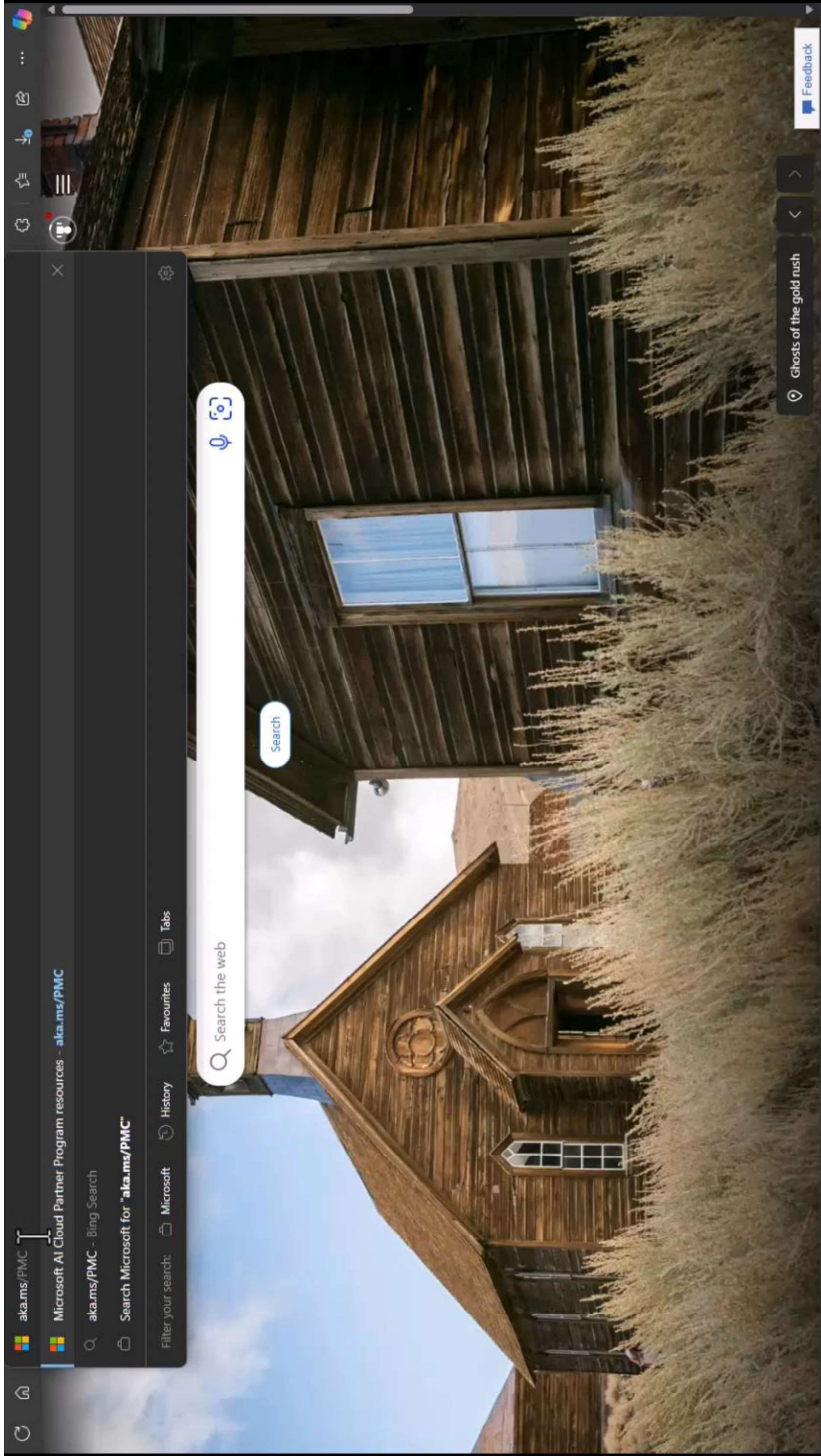


Campaign in a Box Digital Tools		
	Digital Marketing Content (DMC)	Partner Marketing Center (PMC)
<i>What is it?</i>	Deploy 6–12-week automated digital marketing campaigns delivering weekly content with nurture prospects or acquire new customers	Provides Microsoft branded and approved assets aligned to cloud solution area with deeper customisation
<i>What's the difference?</i>	Automated campaign delivery	Highly customisable assets
<i>What level of customization does it offer?</i>	Partners can insert logo, co-branded with Microsoft	Partner can insert logo, branding/colours, and value prop/solution
<i>Is there a cost?</i>	No, it's free	No, it's free



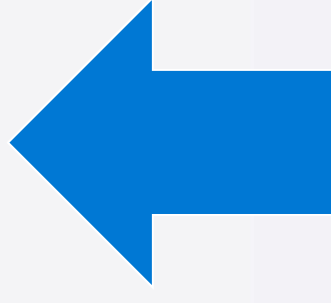
Demo - PMC

<https://aka.ms/PMC>



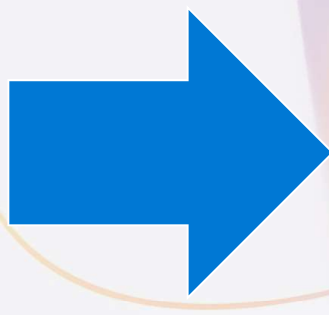
Summary of PMC CiaB

- Number of campaign “boxes” available across solution areas, some are segment-specific (eg SMB focused)
- The “box” contains:
 - Document helping you to understand the campaign structure and how to use the content in a campaign
 - Campaign assets with pieces of “hero” content
 - Content for your sales team such as pitch decks
- You can customise the assets in whichever way you want
- You get to decide how to execute the campaign, using the suggested structure as a starting point



Positives

Very flexible, completely in your control, you decide the content and structure



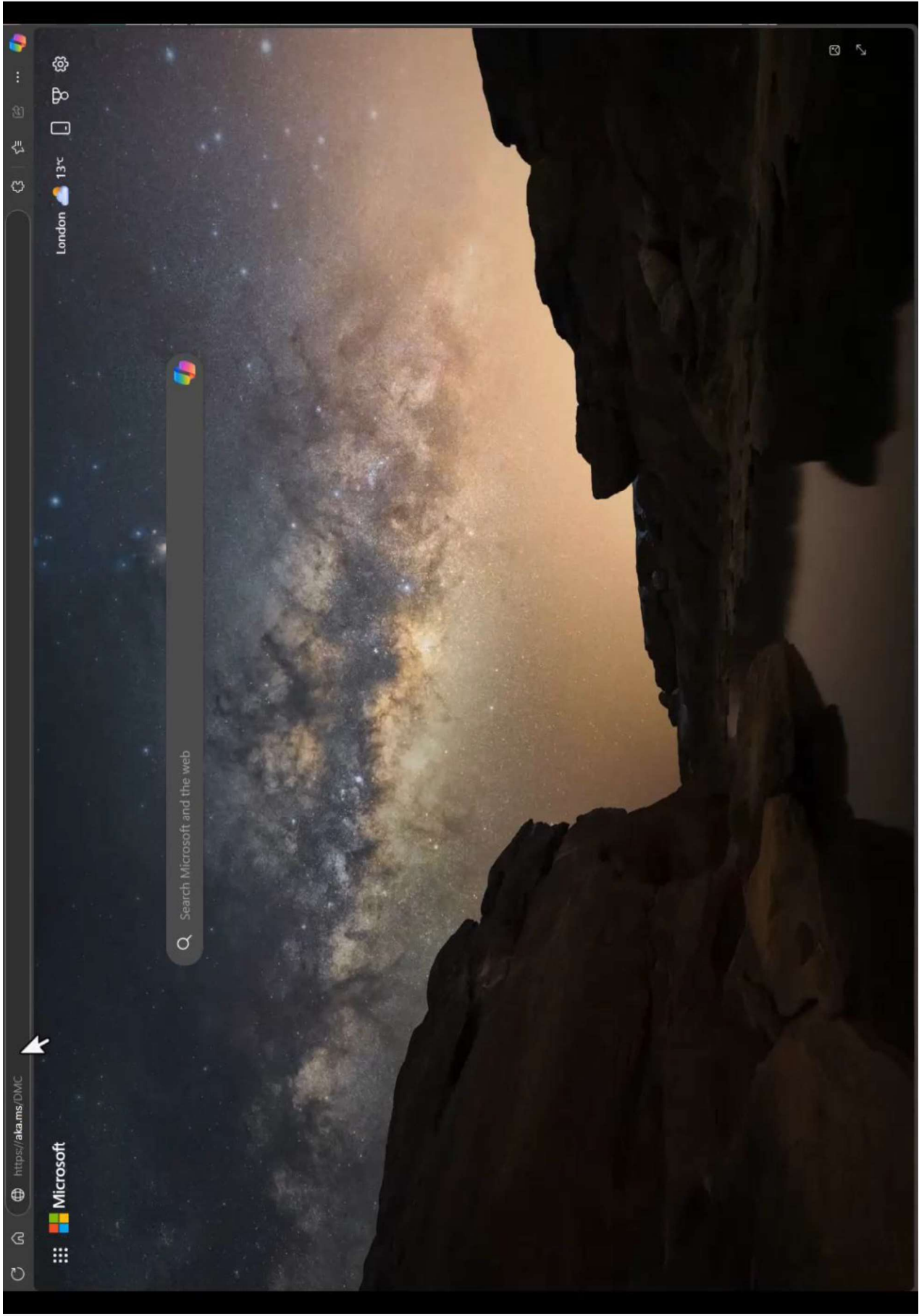
Negatives

You have to execute the campaign and measure its impact



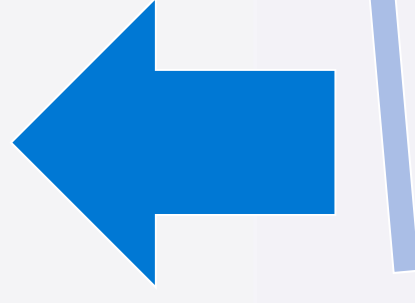
Demo - DMC

<https://aka.ms/DMC>



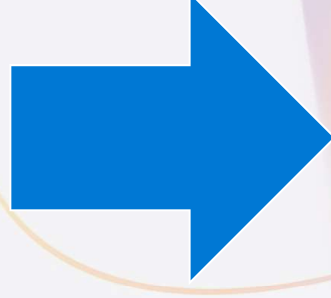
Summary of DMC CiaB

- Number of campaign “boxes” available across solution areas, some are segment-specific (eg SMB focused)
- DMC uses the “box” as content for your campaign:
 - You decide the channels the content will be sent to, and schedule dates/times to send
 - You can change which pieces of content are being sent
- You have a degree of control over the content itself, but not as much as the PMC
- You have some control over how the campaign runs
- Once you have set up your profile information, your channels, and the campaign structure it will run automatically
- You also get analysis reports on reach and engagement levels per channel



Positives

Completely ready-to-go campaigns that get executed for you



Negatives

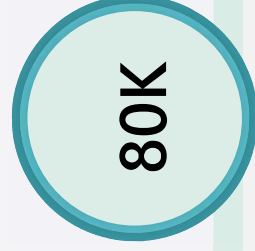
Less control over the content

We're driving market momentum, together!

FY24 Azure CiaBs Utilization



~**2000** partners used DMC
to launch ~3000 campaigns



~**7000** partners used PMC
to reach ~80,000 asset
downloads



Recommended Next Steps:

Explore all 6 Microsoft Solution Area & Industry CiaBs here

aka.ms/partnermarketingcampaigns

Explore complete Azure partner resources here

<https://aka.ms/azureforpartners>

Bookmark DMC and PMC

aka.ms/DMC and aka.ms/PMC

We're Listening! Share your feedback

[Feedback Form](#)

Azure Solution Area CiaBs

				FY25 Plan			
Solution Area	Solution Play	FY24 Campaign Name		English*	FY25 Campaign Name		
NA	1 Era of AI [AI Halo Narrative]	Era of AI		DMC/PMC	Era of AI- FY25 Refresh		PMC
	2 Unify your Intelligent Data & Analytics Platform	Power Business Decisions with Cloud Scale Analytics		DMC/PMC	Unify your Intelligent Data & Analytics Platform		PMC
	3 Innovate with Azure AI Platform	N/A (New campaign for SMB)		N/A	Unify your Intelligent Data & Analytics Platform: SMB	DMC/PMC	
Azure Digital & App Innovation	4 Build and Modernize AI Apps	Build and Modernize AI Apps		DMC/PMC	Innovate with Azure AI Platform	PMC	
	5 Accelerate Developer Productivity	Accelerate Developer Productivity		DMC/PMC	Build and Modernize AI Apps		PMC
Azure Infrastructure	6 Migrate and Secure Windows Server, SQL Server, and Linux Estate	Migrate and Secure Windows Server and SQL Server to Azure: ENT		DMC/PMC	Accelerate Developer Productivity		PMC
		Migrate and Secure Windows Server and SQL Server to Azure: SMB		DMC/PMC	Migrate and Secure WS/SQL and Linux Estate: ENT		PMC
		Modernize VDI to Azure Virtual Desktop SMB		DMC/PMC	Migrate and Secure WS/SQL and Linux Estate: SMB		DMC/PMC
	7 Migrate SAP	FY23: Migrate VMware Workloads to Azure		DMC/PMC	Modernize VDI to Azure Virtual Desktop SMB		DMC/PMC
		Modernize SAP on the Microsoft Cloud		DMC	Migrate VMware Workloads to Azure		PMC
					Modernize SAP on the Microsoft Cloud		PMC

Campaign Localization: (11 languages)** German, Spanish, Italian, French, Russian, Japanese, Chinese (simplified), Chinese (traditional), Korean, Turkish, Portuguese. *Dependency:** TPM resources/team fully staffed

FY25 CiaB Roadmap: Azure Infrastructure

Migrate and Secure Windows Server, SQL Server, and Linux Estate				
Migrate and Secure WS/SQL, and Linux Estate: ENT	Migrate and Secure WS/SQL, and Linux Estate: SMB	Modernize VDI to Azure Virtual Desktop: SMB	Migrate VMware Workloads to Azure	Migrate SAP
DMC + PMC	DMC + PMC	DMC	DMC + PMC	Modernize SAP on the Microsoft Cloud DMC + PMC
Customer Segment				
Enterprise	SMB	SMB	Enterprise	Enterprise
Customer Targeting / Business Objective / Hero Product				
Customer Targeting: IT and Business Decision Makers, focused on improving IT infrastructure efficiency, reducing risks, and lowering costs. Business Objective: To help businesses become more agile and competitive by migrating to Azure, optimizing operations, and enhancing security. Hero Product: Windows Server, Azure SQL, and Linux on Azure, offering scalable and flexible solutions for cloud migration.	Customer Targeting: SMBs looking to improve their IT infrastructure and reduce costs by adopting Azure's cloud solutions. Business Objective: To help SMBs easily migrate to Azure, enhancing their efficiency, scalability, and security, while keeping costs manageable. Hero Product: Windows Server, Azure SQL, and Linux on Azure, providing SMBs with flexible, scalable, and cost-effective cloud solutions	Customer Targeting: Customers with eligible Microsoft 365 licenses and service providers/resellers offering migration and management services for SMBs. Business Objective: Drive customer acquisition and revenue by migrating on-premises VDI to Azure Virtual Desktop. Hero Product: AVD is the hero product, offering secure remote desktops and app experiences with multi-session capabilities and cost optimization through existing licenses.	Customer Targeting: Businesses using VMware solutions – IT decision-makers looking to modernize their infrastructure and reduce on-premises costs by moving to the cloud. Business Objective: To help companies seamlessly migrate their VMware workloads to Azure, enhancing scalability, flexibility, and security while minimizing disruption. Hero Product: Azure VMware Solution,	Customer Targeting: IT professionals and business decision-makers managing on-premise SAP systems and looking to modernize with cloud solutions. Business Objective: Grow SAP on Azure usage by partnering to expand the pipeline and promote Azure Immersion Workshops for SAP migration. Hero Product: Azure's AI-powered infrastructure, designed to boost performance and business results.
Partner Targeting				
500+ SI 3 ISVs (VMware, Redhat, Linux)	Primary: IT Pros (ITDMs, ITIs, CISOs, and DBAs) and BDMs (BDMs, CFOs, CDOs) in SMBs. Secondary: Cloud Architects, DevOps Leads, Developers in SMBs.	Services Partners: Azure partners – partners with ACR, CSP partners, Indirect Providers, Resellers	500+ SI 3 ISVs (VMware, Redhat, Linux)	- SAP Advanced Spec Partners - All partners driving SAP on Azure consumption - All SAP partners
Timeline				
FY24: DMC + PMC Campaign FY25: Upcoming Oct 2024	FY24: DMC + PMC Campaign FY25: Upcoming Dec 2024	FY24: DMC Campaign FY25: Upcoming Q3 2025	FY24: None FY25: PMC (NEW!)	FY24: DMC + PMC Campaign FY25: Upcoming Dec 2024

Campaigns are localized into 11 languages: German, Spanish (Spain), Italian, French, Russian, Japanese, Chinese (simplified), Chinese (traditional), Korean, Turkish, Portuguese (Portugal)

FY25 CiaB Roadmap: Azure Data & AI and Azure Digital & App Innovation

Data and AI				Digital and App Innovation	
Innovate with Azure AI Platform	Unify your Intelligent Data & Analytics Platform [SMB]	Unify your Intelligent Data & Analytics Platform	Era of AI (Halo Narrative)	Build and Modernize AI Apps	Accelerate Developer Productivity
PMC Campaign	PMC + DMC	PMC Campaign	PMC Campaign	PMC Campaign	PMC Campaign
Customer Segment					
Enterprise	SMB	Enterprise/Corporate	All Customer Segments	Enterprise/Corporate	Enterprise
Customer Targeting / Business Objective / Hero Product					
Enable customers' AI Transformation by bringing together the full capability of Azure AI platform and drive AI platform customer wins	Lead with Fabric, anchoring on SaaS experience with low code/no code experience Upsell Power BI to Fabric Migrate SQL on-prem workloads to Fabric Land Fabric as next logical workload for existing Azure customers	Lead with Fabric and Databricks, anchoring OneLake as the data foundation 1. Net-New Customers for Microsoft Analytics solutions 2. For existing customers: expanding the number of workloads	Drive AI Transformation for customers	Drive MVPs and deployments around building new or modernizing existing customer apps using Azure app, database, and AI services increasing App Innovation ACR from existing Azure customers	Drive Azure Developer tools & GitHub and GitHub Copilot ACR & Billed Revenue
Partner Targeting					
GSI/ESI	GSI, RSI, NSI, Indirect Providers (IPs) and their Resellers (VARs)	GSI, RSI, NSI	All Partner Types	GSI, NSI	All Services Partners, Channel Partners (with Services practice)
Timeline					
FY24: None (New CiaB) FY25: Launched Oct 2024 PMC	FY24: None (New CiaB) FY25: Launched Sep 2024 DMC/PMC	FY24: DMC/PMC FY25: Coming Oct 2024	FY24: DMC/PMC FY25: Coming Jan 2025	FY24: DMC/PMC FY25 Refresh: Coming Nov 2024	FY24: DMC/PMC FY25 Refresh: Upcoming Nov 2024

Campaigns are localized into 11 languages: German, Spanish (Spain), Italian, French, Russian, Japanese, Chinese (simplified), Chinese (traditional), Korean, Turkish, Portuguese (Portugal)

CiaBs by Solution Area [11 languages]

Solution Area		FY24 Campaign Links*															FY25 Plan			
		LOCALIZED CAMPAIGNS DELIVERED 6-7 WEEKS AFTER ENGLISH LIVE DATE																		
		FY24 Campaign Name															FY25 Campaign Name			
FY25 Solution Play	English	Russian	Turkish	German	French	Italian	Spanish	Port – Br	Chinese – S	Chinese – Tr	Korean	Japan	Platform	Q1	Q2	Q3				
Azure Data & AI	1	Unify your Intelligent Data & Analytics Platform	Power Business Decisions with Cloud Scale Analytics	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	Unify your Intelligent Data & Analytics Platform	PMC	✓		
	2	Era of AI (Halo Narrative; Solution Play N/A)	N/A (New campaign for SMB)	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	Unify your Intelligent Data & Analytics Platform: SMB	DMC/PMC	✓		
	3	Innovate with Azure AI Platform	Era of AI	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	Era of AI	PMC	✓		
Azure Digital & App Innovation	4	Build and Modernize AI Apps	Build and Modernize AI Apps	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	Build and Modernize AI Apps	PMC	✓		
	5	Accelerate Developer Productivity	Accelerate Developer Productivity	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	Accelerate Developer Productivity	PMC	✓		
	Azure Infrastructure	6	Migrate and Secure Windows Server, SQL Server, and Linux Estate	Migrate and secure Windows Server and SQL Server to Azure: ENT	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	Migrate and Secure WS/SQL and Linux Estate: ENT	PMC	✓	
7		Migrate SAP	Modernize VDI to Azure Virtual Desktop SMB	DMC	DMC	DMC	DMC	DMC	DMC	DMC	DMC	DMC	DMC	DMC	DMC	Modernize VDI to Azure Virtual Desktop SMB	DMC/PMC	✓		
				FY23: Migrate VMware Workloads to Azure	DMC/PMC					N/A						Migrate VMware Workloads to Azure	PMC	✓		
			Modernize SAP on the Microsoft Cloud	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	DMC/PMC	Modernize SAP on the Microsoft Cloud	PMC	✓		



Ian Moulster
ianm@microsoft.com