



Customer Journey-in-a-Box | Playbook

Cloud Scale Analytics

Data & AI

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

\$1 =
USD



\$6.70
Western Europe



\$6.10
Total (Worldwide)



For every \$1 of
Microsoft revenue

Resale-led
partners make
\$2.21
in economic value

Services-led
partners make
\$5.75
in economic value

Software-led
partners make
\$7.86
in economic value

Customer Journey Insights

Migrate on-premises legacy analytics appliance to an enterprise scale data warehouse on Azure. Implement Power BI and Drive a data culture to gain clarity and insight around key business decisions. Cloud Scale Analytics: The industry's most comprehensive set of solutions that turns data into actionable insights. Azure Analytics delivers unparalleled performance at incredible value

⚡ Priority

- Power Business Decisions with Cloud Scale Analytics

📁 Segment

- Strategic
- Major Commercial & Public Sector
- Corporate and Scale

🗄️ Solution Area

- Data & AI

★ Hero SKU

- Azure Synapse Analytics
- Azure Machine Learning



Up/cross sell path

- Power BI



KPIs

- # Workshops & Programs
- # Customer adds
- \$ ACR

Audience

Customer targeting

- **Enterprise:** Data & AI whitespace accounts; Industry accounts with Analytics needs to support business goals
- **SMC:** Territory Planning propensity analysis with customer tranches, including Acquisition & Nurture for Data & AI
- Align target lists with your Microsoft contact.

Buyer Persona

- IT Decision Maker
- Technical Decision Maker
- Chief Data Officer (CDO)
- Chief Information Officer (CIO)
- Chief Technology Officer (CTO)
- Head of Analytics
- Head of Data Science

Campaign material

Sales Support Materials

- [Microsoft Partner Sales Bootcamp for Azure](#)
- [Microsoft Azure Data & AI Partner Sales Acceleration Program \(PSAP\)](#)
- [Azure Analytics & AI Accelerate Program \(AAAP\)](#)

Bill of Materials (BOMs)

- [Digital Marketing Content \(DMC\) Campaigns](#)
- [Introduction to cloud-scale analytics - Cloud Adoption Framework | Microsoft Docs](#)
- [Cloud-scale analytics - Microsoft Cloud Adoption Framework for Azure - Cloud Adoption Framework | Microsoft Docs](#)
- [Azure Machine Learning landing page](#)
- [Enterprise-ready machine learning](#)
- [MLOps with Azure Machine Learning](#)

Other Marketing Resources:

- [Partner led marketing guidelines](#)
- [Brand Central](#)

Partner

Criteria

✓ Advanced Specialization

- [Partners with Analytics on Azure Advanced Specialization](#)
- [Partners with AI and Machine Learning on Azure Advanced Specialization](#)

Skilling and enablement

Learning paths

- [Solutions Partner for Data & AI \(Azure\)](#)
- [Become a Data Analyst](#)
- [Introduction to Azure Data Lake](#)
- [Azure Data Engineer Associate Learning Path](#)
- [Azure Solutions Architect Expert Learning Path](#)
- [Azure Data Scientist Associate Learning Path](#)

Other resources

- [Azure Synapse Partner Day Pre-Sales Training Videos \(microsoft.com\)](#)
- Azure Enablement Guide: <https://aka.ms/enablementguides>

Azure Immersion and Discover Workshops

- [Azure Immersion Workshops \(microsoft.com\)](#)
- [Partner Training Calendar \(microsoft.com\)](#)

3 questions you should ask the customer:

- How are you leveraging your data estate to support your digital transformation?
- Can you ensure that your leaders and analysts are working from the single source of truth across your organization?
- Are you able to support a self-service data driven culture for your key domain experts?

Customer Journey

Tactics

Funding & Incentives



Listen
& Consult

Partner led demand gen campaigns:

- Webinars; Events; Roundtables; E-mail campaign; ABM / Digital campaign

Run DMC Campaigns for free

Azure Immersion Workshops (1:few)

- Azure Immersion Workshop: Analytics

- Marketing funds are available for the partner led demand gen campaigns
- **Azure Immersion Workshops:** \$1K per delivery



Inspire
& Design

- AAAP Analytics Solution Assessment: Microsoft-funded engagement to assess on-premises environment and cloud adoption recommendations for Analytics & AI

- AMMP Holistic Business Case

- Funded by Microsoft (up to 25K) for approved engagements



Empower
& Achieve

AAAP pre-sales packages

- Standard ECIF for PoC Funds that assist in paying Microsoft Services or Partners to execute consulting work.
- Azure Access POC Sandbox
- Free Azure sandbox for partners and customers to accelerate ACA/ACR through POCs and pilots

- Appliance Migration Accelerator (AMA)
- Dedicated skilled resources to drive on-prem appliance migrations to Azure Synapse including discovery, technical assessments, migration approach, TCO Analysis and guidance on POC/MVP next steps

- ECIF: PoC up to \$15,000; ROI 1:10 over 12-months measured from project start.
- Azure Access PoC Sandbox: Up-to \$10,000 in a free POC sandbox environment for partners/customers



Realize
Value

- Partner Incentives: aka.ms/partnerincentives

Azure Workload Acquisition & Nurture Incentive:

- \$9K bounty for workload adds
- 30% of incremental ACR for 9 months after bounty earned



Manage
& Optimize

AAAP post-sales packages

- Standard ECIF for MVP / Deployments
- Funds that assist Partners to execute consulting work.
- ECIF for Informatica Migration Projects
- ECIF funding for migrating Informatica on-prem customers to Azure Synapse.

- Azure Credit Offer (ACO)
- Azure Customer Credits. Fast Track for Azure (FTA)
- Engineering Assistance for post-sales engagements. Customers must have an Azure subscription and be located in a region where FTA is available

- ECIF for MVP/Deployments: up to \$100K. ROI 1:10 over 12 months
- ECIF for Informatica Migr. Projects: up to \$100K. ROI 1:10 over 3Y
- ACO: between \$5K-\$100K. ROI 1:10 over 12 months