AZURE MENTOR PROGRAM (AMP)

For MPN Partners

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SECTION 1

AZURE MENTOR PROGRAM

WHAT IS THE AZURE MENTOR PROGRAM?

OVERVIEW

AMP is a new support program that will help partners develop an Azure solution/service and practice. For partners that don't have access to Microsoft field-based technical resources, AMP provides partners with technical resources and assistance for up to five Azure IaaS customer opportunities within a six-month timeframe.

SUPPORT

The support provided covers presales, deployment planning and deployment support. This, combined with the break/fix post-deployment support provided under the partner's current MPN benefits will ensure they have the support needed to build an Azure solution and practice, and subsequently the experience they need to sustain that practice.

TOP 4 THINGS TO KNOW ABOUT AMP

THE WHY

- Partners need deep **technical training** in Azure
- Partners need **confidence/support** for their first few deals

PROGRAM GOALS

- **Kick start Azure IaaS Practice** with:
  - A dedicated mentor to provide coordination/access to technical resources
  - Resources to help partner win and successfully deploy first five projects
- **Accelerate the sales cycle** with help across pre-sales, deployment and post deployment

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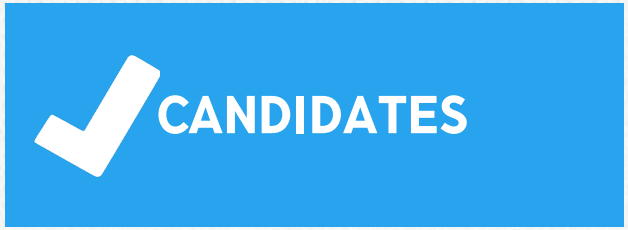
THE TRANSFORMATION TO THE CLOUD CAN BE DIFFICULT....

...AMP CAN HELP PARTNERS MAKE THAT TRANSFORMATION.

WHAT KIND OF PARTNERS CAN USE AMP?



- Partners who aren't yet able to attain the MPN Cloud Platform competency.
- Partners do not have to be locally managed by Microsoft to participate, but the program does require that our field nominate a partner to the program.

- AMP is not designed to support ISV partners at this time.
- Any partner that has access to, or is assigned to a PTS or any other technical field resource to help support the development of their practice or solution(s) is not a candidate for AMP.

SUCCESS CRITERIA

1

Up to 5 Azure solutions deployed within 6 months

2

Ability to build a profitable Azure and/or EMS practice

3

Ability to achieve Silver Cloud Platform Competency

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AMP PARTNERS ARE…

- ✓ Interested in transforming their infrastructure practice and their customers to the cloud
- ✓ Managed by PSE, PCDM, Tele-PCDM, BDM, TPAM or, aligned to an Azure SureStep resource (SMB) or Crossover resource (CA)
- ✓ Have MAPS or MPN Competency throughout program duration
- ✓ Assign a technical resource to work directly with Microsoft and their assigned point of contact
- ✓ Minimum of 3-5 qualified customer opportunities (at a Sales Stage of 20% or greater)
- ✓ Share opportunity pipeline and additional details of won deals (such as elements of the solution, associated deal components and associated revenue) to be genericized and used to create partner profitability guidance
- ✓ Continued focus to build and expand their Azure/EMS practice
- ✓ Within six months of completing program, demonstrate an ongoing combined customer Azure consumption of $15K/year (averaging 10 customers or 150 seats of EMS)

SECTION 2

SCOPE OF THE PROGRAM

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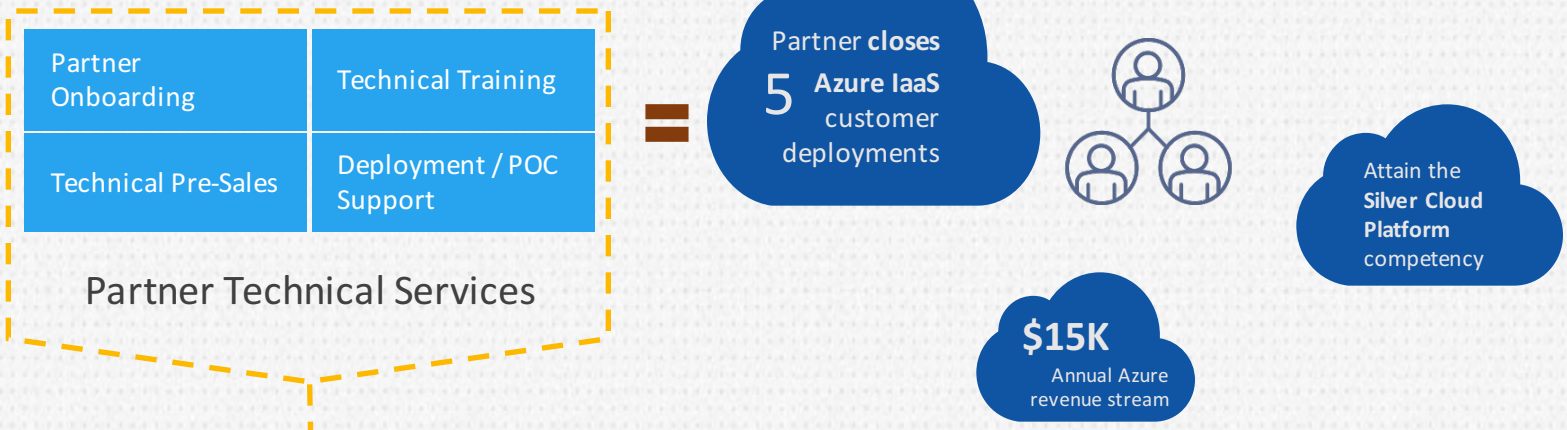

Proactive Training/Readiness

- ModernBiz marketing materials
- Quoting tools
- Training guidance and checklist to train partners on developing specific ModernBiz solutions
- MPN Benefit usage*
- MPN DPOR designation
- Cloud Platform competency

Deal Specific Engagement

Pre-Sales Support

- Pricing and Quoting Assistance
- Architecture Guidance
- Competitive Objection handling

Deployment/PoC Support

- Deployment Planning
- Deployment Shadowing

AMP Supported ModernBiz Solutions

Safeguard your Business	Azure Backup	Networking & Storage
	Site Recovery	
Grow Efficiently	Azure VMs	
	OMS	
Business Anywhere	EMS	
	Remote App	

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SECTION 3

TECHNICAL ROLES

TECHNICAL ROLES INCLUDED IN AMP

AMP Technical Roles

Field Sponsor

- Identify and nominate partners
- Help partners identify customer opportunities
- Share information about business development best practices

Engaged with the partner throughout the fiscal year

Building **sales** capabilities

AMP Point of Contact

- Onboarding your partners to AMP and subsequent off-boarding guidance
- Educating partners on what their MPN benefits are and how to activate/use them while in AMP and beyond
- Ongoing opportunity / pipeline tracking to help us develop a stronger partner profitability model for Azure
- Connecting the partner to the Partner Technical Consultant for specific opportunity support

Engaged throughout the duration of the Azure Mentor Program

Partner Technical Consultant (PTC)

- Deliver technical training for technical presales & deployment scenarios to partners
- Support customer opportunities brought forward by the partner through personalized assistance covering:
  - Technical presales assistance
  - Solution Architecture
  - Proof of Concept (PoC)
  - Assistance with solution sizing & cost estimation
  - Deployment planning and shadowing

Engaged by AMP Point of Contact

Support Engineer

- Support incidents opened by the partner using their MPN technical support benefits for post-deployment support issues
- A *Support Engineer* helps troubleshoot post-deployment support issues

Engaged as part of post-deployment Support processes

Resolving **break-fix** issues

Out of scope for PTC

- Technical support – break-fix, hotfixes or troubleshooting
- Account management
- On-site support
- Long-term consulting
- Pricing/licensing contracts
- Support end customer (exception only when with partner)

Building technical presales & deployment capabilities

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SECTION 4

FREQUENTLY ASKED QUESTIONS

FREQUENTLY ASKED AMP QUESTIONS

- **What Azure services are supported through AMP?**
  - Azure VMs, Azure Backup, Azure Site Recovery, Enterprise Mobility Suite, Operational insights, Azure Networks and Storage.
- **What kind of help can Partners expect from AMP?**
  - Technical enablement and deal-based assistance ranging from solution architecture, assistance in generating quotes, objection handling, and deployment shadowing during the six-month AMP program time, as well as post deployment support for 30 days after each deployment (as part of their MPN program benefits).
- **How long can Partners participate in AMP?**
  - For their first five wins or for six months once they are on-boarded into the program.
- **How can Partners participate in AMP?**
  - They must be nominated by a Microsoft field sponsor. There is a set of pre-requisites that Partners need to meet to be eligible to participate.
- **Are there exceptions allowed for partners to join AMP that already have the Cloud Platform competency?**
  - If a partner has the competency, but is unable to requalify for the competency due to a lack of new customers in the previous twelve trailing months then a Microsoft field sponsor for the partner may consider AMP as a viable and acceptable use of an available AMP allocation slot. Partners in the competency may also be interested in building a particular new solution for them, and for those partners that want to invest in transforming their practice to the cloud, Microsoft would like to support them.

WHAT ARE THE PRE-REQUISITES FOR PARTNERS TO USE AMP?

- ✓ Either a Microsoft Action Pack Subscription (MAPS), or an MPN Competency, excluding the Cloud Platform Competency and that subscription or competency must be in place throughout the partner's tenure in AMP
- ✓ A dedicated technical resource to work directly with the Azure Mentor
- ✓ A minimum of 3-5 qualified customer opportunities at a sales stage of 20% or more that with the assistance of the AMP technical resources can be closed within the 6 months
- ✓ Commit to deploying up to 5 customer opportunities within the six-month duration of the program
- ✓ Commit to the continued focus of the Azure/EMS practice they have built, and within six months of completing the program demonstrate an ongoing combined customer Azure consumption of $15K/year (averaging 10 customers or 150 seats of EMS)
- ✓ Commit to sharing opportunity pipeline and additional details of any won opportunities

WHAT ACTIVITIES DO THE TPOCs ENGAGE IN WITH THEIR PARTNERS ON A MONTH-BY-MONTH BASIS?

FIRST 30 DAYS

- Introductory call to help the TPOC know the partner's business. Expectations will be set at this time.
- Review the partner's practice area and knowledge of Azure services, to inform the technical readiness plan.
- Identify & qualify customer opportunities
- Review MPN benefits that can be used during AMP (technical support, IUR & DPOR) & competency attainment
- Define partner's Technical Plan & help the partner take advantage of scheduled training opportunities.
- Introduce the ModernBiz campaign and review available marketing and technical assets the partner can leverage.
- Engage PTC for deal support, as appropriate.

SUBSEQUENT MONTHS

- Follow up with the defined Technical Plan and partner's progress towards goals.
- Continue to review, qualify and customer opportunities.
- Engage Microsoft Partner Technical Consultants (PTC's) for opportunity support.
- Track the partner's customer wins.
- Month 4 or 5: Depending on how quickly the partner achieves their customer wins, the TPOC will start a completion checklist.
- Final Month: The partner participates in AMP, the TPOC will finalize the completion checklist to inform the final recommendations and action plan to the partner, and off-board the partner from the Azure Mentor Program.

INTERESTED?

Nominate yourself for the Azure Mentor Program.

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For more information on Microsoft products and solutions, contact our dedicated team.

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