Increasing deal velocity and profitability with offers and incentives

Presented by US partner investments:

- **Ben Circeo** – Partner Investments Readiness Lead
- **Rob Simpson** – Senior Product Marketing Manager, Azure Investments
## Today’s agenda

<p>| | | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>01</strong></td>
<td>Partner Investments Engine Overview</td>
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<tr>
<td><strong>02</strong></td>
<td>Azure Offers and Incentives</td>
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<tr>
<td><strong>03</strong></td>
<td>Azure Migration and Modernization Program</td>
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</tbody>
</table>
Join our next office hours calls

What
Bi-weekly partner call focused on US partner investments

When
Wednesday, 2/16/2022
FY22 Partner Investments Office Hours
NCE New Business Transition

How
Register for our calls on the EventBuilder listing page
Partner Investment Engine (PIE) overview
## Investments aligned to partner-customer sales journey

Microsoft investments are a foundational element to accelerate your growth.

### Sales Cycle

<table>
<thead>
<tr>
<th>Build Intent</th>
<th>Transact</th>
<th>Consume</th>
<th>Post-sale utilization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recruit &amp; Enable</strong></td>
<td><strong>Sale</strong></td>
<td><strong>Post-sale implementation</strong></td>
<td><strong>Utilization incentives</strong></td>
</tr>
<tr>
<td>Recruit new customers and build pipeline</td>
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<tr>
<td><strong>Pre-sale activities</strong></td>
<td><strong>Sale</strong></td>
<td><strong>Transactional incentives &amp; margin</strong></td>
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<tr>
<td>Activities to understand how products/services drive business outcomes</td>
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<td>** estructural Investments**</td>
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<td>Margin and Incentives</td>
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<td>Always on</td>
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<tr>
<td><strong>Discretionary Investments</strong></td>
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<tr>
<td>Responding to short term market needs and opportunities</td>
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<td>Time bound campaigns</td>
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<td><strong>Non-Monetary</strong></td>
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<tr>
<td>PDM support, GTM support (digital), readiness resources, technical support</td>
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<td></td>
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<tr>
<td>Always on</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Technical enablement, Internal use rights, marketing support &amp; assets, commercial marketplace</strong></td>
<td><strong>Partner-field-integration (PFI) model, deal support and coaching, customer trials</strong></td>
<td><strong>Licensing support, deal support and coaching for field-led and partner-led motions</strong></td>
<td><strong>STU/PTS aligned to workloads</strong></td>
</tr>
</tbody>
</table>

*Overview of the campaigns and programs. Full details and campaign and program requirements are set forth in the Terms & Conditions, program guides, and partner agreement.*
Partner Investment Engine overview

What is the Partner Investment Engine?

• The Partner Investment Engine (PIE) is an online platform that provides partners with access to all US partner offer programs in the US

Who can access PIE?

• PDM-managed partners in the US can access the PIE Portal
• Eligibility requirements vary by offer program

Why should partners use PIE?

• Access all US partner offer programs using a single platform
• Apply for many offer programs using a consistent request process
• Receive real-time status information on all pending requests
• View holistic reporting on program usage in your personalized dashboard
Getting started with PIE

**Onboarding: Start here**
- Read our quick start guide
- Review the PIE How-to guide

**How do I access PIE programs?**
- Log in with your MPN Account at www.microsoftpartnerinvestments.com and request an access code
- Review the How to access the PIE Portal section of the PIE How-to guide for detailed, step-by-step instructions on how to access PIE and request funding
- Contact our PIE Support Team (piesupp@microsoft.com) with any access or claim-related questions

**Where can I learn more?**
- Attend our partner investments office hours call for program and policy updates and Q&A
- Join the partner investments MPC to access partner resources and announcements
- Read the PIE FAQ guide for more information about PIE programs
## FY22 PIE Offers at-a-glance

<table>
<thead>
<tr>
<th>Description</th>
<th>Payout</th>
<th>ROI</th>
<th>Partner eligibility, competencies and other requirements (US ECIF-approved suppliers)</th>
<th>Customer eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partner-led Azure Customer Experience (PACE) (Virtual)</strong></td>
<td>$1,500</td>
<td>N/A</td>
<td>US PDM-managed partners with Gold Cloud Platform, Data Platform, or Data Analytics competency, Managed ISVs exempt</td>
<td>All US managed and unmanaged</td>
</tr>
<tr>
<td><strong>Azure Everywhere</strong></td>
<td>$2k - $26.5k</td>
<td>10:1 Managed Customer 5:1 ACA/Fragile Nurture Customer</td>
<td>US PDM-managed partners with Gold Cloud Platform, Data Platform, or Data Analytics competency</td>
<td>US Managed only (excludes SMB and Federal)</td>
</tr>
<tr>
<td><strong>Azure Everywhere for Commercial Marketplace</strong></td>
<td>$5K – $10K</td>
<td>10:1</td>
<td>US PDM-managed services partners with Gold Cloud Platform or Data Platform competency engaging in an IP Co-sell deal with US PDM managed ISV or Managed ISV</td>
<td>US Managed only (excludes SMB and Federal)</td>
</tr>
<tr>
<td><strong>Microsoft Modern Work and Security Everywhere</strong></td>
<td>$2k - $10k</td>
<td>20:1</td>
<td>US PDM-managed partners with Gold Windows &amp; Devices, Cloud Productivity, Security, or Enterprise Mobility Management competency</td>
<td>US Managed only (excludes SMB, Non-Profit, Federal, &amp; EDU)</td>
</tr>
<tr>
<td><strong>Microsoft Teams Adoption</strong></td>
<td>$2k – $25k</td>
<td>$5 per qualified entitlement (QE), QE = Teams net new whitespace</td>
<td>US PDM-managed partners with Gold Communications, Windows &amp; Devices, Collaboration &amp; Content, or Cloud Productivity competency</td>
<td>US Managed only (excludes SMB, Non-Profit, Federal, &amp; EDU)</td>
</tr>
<tr>
<td><strong>Microsoft Security Adoption</strong></td>
<td>$1K – $8K</td>
<td>$2 per qualified entitlement (QE), QE = EMS E3/E5, or Windows 10/Office 365 E5 Security and Compliance</td>
<td>US PDM-managed partners with Gold Cloud Productivity competency</td>
<td></td>
</tr>
<tr>
<td><strong>Microsoft Dynamics 365 Adoption</strong></td>
<td>$5k - $30k</td>
<td>$40 per qualified entitlement (QE)</td>
<td>US PDM-managed partners with Gold Enterprise Resource Planning, Cloud Business Applications, Cloud Customer Relationship Management, or Data Analytics competency</td>
<td></td>
</tr>
<tr>
<td><strong>Visit</strong></td>
<td></td>
<td></td>
<td></td>
<td>All US customers (excludes Federal)</td>
</tr>
</tbody>
</table>

Visit [https://aka.ms/partner.investments](https://aka.ms/partner.investments) to learn more. Valid Jan 1, 2022 – June 30, 2022
<table>
<thead>
<tr>
<th>Partners should plan to begin work between 10 and 17 days after submitting a funding request *PACE is between 7 and 14 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Partners must select an activity start date between 10 and 17 days in the future when creating a claim</td>
</tr>
<tr>
<td>• The activity end date for each claim will be automatically populated based on the activity start date selected</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partners cannot execute on offer activities until an approved Purchase Order (PO) is in hand</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Microsoft sends the communication via email that PO is ready for the relevant claim</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partners must complete work within 45 days of the Activity Start Date for each claim</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Partners must submit invoice to MS Invoice before PO Expiration Date (not before work has finished)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Claims without invoices will Expire on the PO Expiration Date</td>
</tr>
</tbody>
</table>

| Customers must submit signed Proof of Execution within 30 days after receiving it |

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**Partners requests funding**

- Partner gathers opportunity details
- Partner identifies desired start date
- Partner submits funding request in PIE Portal including customer account name, contact name, and email

**PIE Support reviews claim**

- PIE Support validates all request details
- PIE Support requests any missing information
- Partner makes any corrections

**Partner signs SOW**

- Partner signs SOW using PIE Portal
- Partner saves copy of SOW for records

**PIE Support creates PO**

- PIE Support works with finance to create PO
- Partner receives an email with the PO number
- Partner has 45 days to complete work starting from activity start date listed on SOW
- Customer receives courtesy copy of SOW

**Partner conducts work and submits invoice**

- Partner completes all program activities
- Partner submits invoice to MS Invoice

**Customer submits POE**

- PIE Support sends DocuSign to customer soliciting proof of execution (POE)
- Customer submits signed POE
- PIE Support verifies that SOW terms were met

**Payment is released**

- PIE Support marks claim as complete, approves invoice, and payment is sent to partner
Azure Offers and Investments
**Azure Infrastructure, App Dev and Data & AI**

Partner investments & incentives opportunities across the customer lifecycle

### Build intent / Acquisition

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
<th>Incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-op</td>
<td>40% rebate 60% co-op</td>
<td>$1.5K</td>
</tr>
<tr>
<td>Partner-led Azure Customer Experience (PACE)</td>
<td>- $1.5K</td>
<td></td>
</tr>
<tr>
<td>Azure Workshops</td>
<td>invite only</td>
<td></td>
</tr>
<tr>
<td>Solution assessments</td>
<td>Up to $15K</td>
<td></td>
</tr>
<tr>
<td>Azure Access PoC</td>
<td>10x ROI</td>
<td></td>
</tr>
<tr>
<td>AE for CM (PIE)</td>
<td>Up to $10K</td>
<td></td>
</tr>
<tr>
<td>Azure Everywhere (PIE)</td>
<td>Up to $5K (total of $26.5K)</td>
<td></td>
</tr>
<tr>
<td>AMMP</td>
<td>$5K-$220K depending on Azure consumption</td>
<td></td>
</tr>
<tr>
<td>Analytics and AI Accelerate Program</td>
<td>up to $30K</td>
<td></td>
</tr>
<tr>
<td>ECIF (Agility, Share of growth, Win room)</td>
<td>20X Infra, 10X apps &amp; data, 5X ACA/fragile nurture</td>
<td></td>
</tr>
<tr>
<td>MDF (non-programmatic)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Transactions

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
<th>Incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Azure Expert MSPs/Adv Spec Partners (MCI)</td>
<td>Single PAL1: 4%; Multiple PAL1: 1%</td>
<td>Up to $100K per subscription</td>
</tr>
<tr>
<td>Non-Azure Expert MSPs/Adv Spec Partners (MCI)</td>
<td>Single PAL1: 1%; Multiple PAL0.5%</td>
<td>Up to $40K per subscription</td>
</tr>
<tr>
<td>Enterprise Incentive Program (LSP/TPOR)</td>
<td>Direct: 1%; Indirect: 1.5%</td>
<td>Up to $200K per enrollment. Where partner is not PAL</td>
</tr>
<tr>
<td>Azure Reserved Instance (MCI)</td>
<td>CSP Direct Provider: 10%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CSP Indirect Reseller: 10%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CSP Indirect Provider: 5%</td>
<td></td>
</tr>
<tr>
<td>MCI New Commerce</td>
<td>CSP Direct Provider: 4%</td>
<td>Up to $100K per subscription</td>
</tr>
<tr>
<td></td>
<td>CSP Indirect Reseller: 4%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CSP Indirect Provider: 4%</td>
<td></td>
</tr>
</tbody>
</table>

### Consume

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
<th>Incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>FastTrack</td>
<td>Workload Acquisition &amp; Nurture Campaign</td>
<td>AE MSPs and Adv Spec partners earn $9K Acquisition bounty PLUS up to 30% Nurture incentive per workload</td>
</tr>
<tr>
<td>Azure Apps and Data Avengers</td>
<td>- Up to $500K</td>
<td></td>
</tr>
<tr>
<td>Azure Credit Offer</td>
<td>– up to $500K</td>
<td></td>
</tr>
<tr>
<td>Azure Everywhere (PIE)</td>
<td>- Up to $21.5K in funding (total of $26.5K)</td>
<td></td>
</tr>
<tr>
<td>AMMP</td>
<td>$5K-$220K depending on Azure consumption</td>
<td></td>
</tr>
<tr>
<td>Analytics and AI Accelerate Program</td>
<td>– up to $200K</td>
<td></td>
</tr>
<tr>
<td>ECIF (Agility, Share of growth, Win room)</td>
<td>20X Infra, 10X apps &amp; data, 5X ACA/fragile nurture</td>
<td></td>
</tr>
</tbody>
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1. PAL Owner / Contributor admin access or Azure Lighthouse Only.
2. Where partner is not associated as PAL
3. Refer to Campaign T&Cs for details

*This asset is intended only for reference purposes, as a high-level overview of available incentive opportunities. Program information is subject to change. Full details and program requirements are set forth and subject to the applicable program guide and partner agreement. Visit the [internal PI Portal](#) for full details on incentive and investment programs.*
FY22 PACE (Partner-led Azure Customer Experiences)

Program description

PACE provides funding and marketing resources to support 1:many, partner-led Azure marketing campaigns. These campaigns must feature industry-agnostic solutions or industry-specific solutions and be designed for at least one of the following audience types: developer, IT or business decision maker.

Partner eligibility

- Active US MPN ID number
- US managed partners only
- Gold competency in one of the following:
  - Cloud Platform
  - Data Platform
  - Data Analytics
- Managed ISVs exempt from competency requirement
- Active Supplier ID
- SSPA compliance
- CIE certification required for hands-on lab experiences

Customer eligibility

- All US managed and unmanaged customers
- Audiences supported:
  - IT or business decision maker
  - Developer
- Supported industries for industry-specific events:
  - Manufacturing
  - Retail
  - Healthcare
  - Financial Services
  - Government
  - Education

Activities supported

- Executive Roundtable
- Solution Roadshow
- Hackfest
- Architecture Design Sessions (ADS)
- Industry Day (industry-specific events only)
- Developer camp (industry-agnostic events only)
- Hands-on lab experiences (industry-agnostic events only)
- Hands-on training (industry-agnostic events only)

Funding rates

<table>
<thead>
<tr>
<th>Required unique attendees</th>
<th>Payout</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 companies</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Next steps

1. Read through PIE [how-to guide](#)
2. Request funding and find full offer details on the [PIE portal](#)
3. Register for bi-weekly partner [office hours](#) on US investments
4. Contact the PIE [tier 1 support](#) alias with any questions

Valid Jan 1, 2022 through June 30th, 2022
Program description

The FY22 Azure Everywhere for Commercial Marketplace offer provides up to $10K in funding to help the customer identify use cases for solutions built on or deployed on Microsoft Azure.

Partner eligibility

- Active US MPN ID number
- One of the following partner types:
  - US Managed ISV partners OR
  - US PDM Managed services partners with a gold competency in cloud platform and/or data platform engaging on an IP Co-sell deal with a US PDM managed ISV
- ECIF supplier certification

Customer eligibility

- Partners must provide qualifying MSX engagement ID
  - Engage a Microsoft Representative/Sponsor to create a valid request
- All US managed customers eligible:
  - Partner must provide customer TPID
  - Public sector and state-owned entities (SOEs) not eligible if licensing through CSP
  - For public sector (SLG, SOE, EDU*) customers, partner must provide MSX Engagement ID
  - Public sector & SOE customers will be required to sign an N&C to be eligible for this program
- Open and MPSA licensing opportunities not permitted

Solution eligibility

- Co-sell Ready ISV Solution published on Commercial Marketplace
- Unbundled solutions eligible
- SaaS solutions:
  - Partner-reported-ACR enrollment required
  - Built on Azure

Solution eligibility

Activities supported

Proof of Concept

Funding rates

<table>
<thead>
<tr>
<th>Engagement level</th>
<th>End-customer Investment Funds</th>
<th>Required ROI</th>
<th>Required ACR increase</th>
<th>Eligible activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 days</td>
<td>$5,000</td>
<td>10:1</td>
<td>$4.17K/month</td>
<td>All</td>
</tr>
<tr>
<td>10 days</td>
<td>$10,000</td>
<td>10:1</td>
<td>$8.3K/month</td>
<td>All</td>
</tr>
</tbody>
</table>

Next steps

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3. Register for bi-weekly partner [office hours](#) on US investments
4. Contact the PIE [tier 1 support](#) alias with any questions

Valid Jan 1, 2022 through June 30th, 2022

*State and local government, and education customers considered public sector; SOE is State Owned Entity. Federal customers not eligible.*
The Azure Everywhere program provides up to $26.5K in funding to help US customers on their cloud adoption journey by leveraging the Microsoft Cloud Adoption Framework (CAF).

Partner eligibility
- Active US MPN ID number
- US Managed Partners eligible
- Gold competency in one of the following:
  - Cloud Platform
  - Data Platform
  - Data Analytics
- ECIF supplier certification

Customer eligibility
- Partner must provide customer TPID
- For public sector (SLG, SOE, EDU*) customers:
  - For public sector customers, partner must provide MSX Engagement ID & customer must sign Notice and Consent (N&C) form to be eligible
  - Public sector customers not eligible if licensing through CSP
  - Federal customers not eligible for any engagement
- Open and MPSA licensing opportunities not permitted
- Customers eligible for one workshop activity, and one Adopt or Manage activity per fiscal year – requests submitted separately
- Customers eligible for Adopt and Manage activities only once a Workshop activity with the customer has been completed. Workshop requests and Adopt/Manage requests may be submitted at the same time

Activities supported
Up to a max of $5,000
- Strategy & Plan Workshop
- Ready Workshop
- Govern Workshop
- Strategy & Plan + Ready Workshop
- Strategy & Plan + Govern Workshop
- Ready + Govern Workshop

Up to a max of $21,500
- Adopt – Migrate
- Adopt – Innovate Applications
- Manage Baseline Operations
- Adopt – Migrate + Fundamentals on Azure**
- Adopt – Innovate + Fundamentals on Azure**
- Manage Baseline + Fundamentals on Azure**

Next steps
1. Read through PIE how-to guide
2. Request funding and find full offer details on the PIE portal
3. Register for bi-weekly partner office hours on US investments
4. Contact the PIE tier1 support alias with any questions

*State and local government, and education customers considered public sector; SOE is State Owned Entity.
**Requires 1 individual with Microsoft Azure Fundamentals Certification

All Azure Security / Sentinel requests should go to Modern Work and Security Everywhere

Funding rates

<table>
<thead>
<tr>
<th>Customer Eligibility</th>
<th>Standard Engagement level</th>
<th>Payout</th>
<th>Managed Customer</th>
<th>ACA/Fragile Nurture Customer</th>
<th>Eligible activities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Required ROI</td>
<td>Required ACR increase</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Required ROI</td>
<td>Required ACR increase</td>
<td></td>
</tr>
<tr>
<td>Managed Customers only</td>
<td>1 day</td>
<td>$2,000</td>
<td>10:1</td>
<td>$1,667/month</td>
<td>$833/month</td>
</tr>
<tr>
<td></td>
<td>3 days</td>
<td>$5,000</td>
<td>10:1</td>
<td>$4,167/month</td>
<td>$2,083/month</td>
</tr>
<tr>
<td></td>
<td>5 days</td>
<td>$7,000</td>
<td>10:1</td>
<td>$5,833/month</td>
<td>$2,917/month</td>
</tr>
<tr>
<td></td>
<td>7 days</td>
<td>$10,000</td>
<td>10:1</td>
<td>$8,333/month</td>
<td>$4,167/month</td>
</tr>
<tr>
<td></td>
<td>10 days</td>
<td>$14,000</td>
<td>10:1</td>
<td>$11,667/month</td>
<td>$5,833/month</td>
</tr>
<tr>
<td></td>
<td>14 days</td>
<td>$20,000</td>
<td>10:1</td>
<td>$16,667/month</td>
<td>$8,333/month</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$1,500</td>
<td>10:1</td>
<td>$1,250/month</td>
<td>$625/month</td>
</tr>
</tbody>
</table>

* Fundamentals on Azure** – at least 3 members of the customer’s IT staff must receive training
Azure Migration and Modernization Program
Cloud migration and modernization triggers

- Cash flow challenges, CAPEX to OPEX
- Cybersecurity threats
- Datacenter contract expiry
- Budget and resource constraints
- Enabling remote work
- Rapidly scale web apps and infrastructure
- Faster time to market
- Application innovation
- Cost-optimizing applications

Migration triggers

Modernization triggers

Microsoft Confidential
Why are customers migrating and modernizing to Azure?

- **Enterprise-grade infrastructure for less**
- **Faster innovation with a fully managed platform**
- **Trusted cloud security to protect valuable assets**
- **Hybrid flexibility to move on their terms**
- **Drive sustainability initiatives**

Comprehensive programs for a high-confidence move
Partner opportunity with Azure

Note: Based on The Revenue And Growth Opportunities For Microsoft Azure Partners, a commissioned Total Economic Impact™ study conducted by Forrester Consulting, July 2020. Estimates based on partner interviews so actual numbers will differ from market to market. Managed Services and Repeatable IP Sales are recurring revenues.
FY22 GTM investments to drive growth and scale

Azure Immersion Workshops (AIW)

<table>
<thead>
<tr>
<th>Know your customer</th>
<th>Envision</th>
<th>Validate</th>
<th>Commit</th>
<th>Onboard</th>
<th>Realize value</th>
</tr>
</thead>
</table>

Azure Migration & Modernization Program (AMMP)

- **Assess & Plan**
  - Assessments
  - Pilots/PoC Workshops

- **Migrate & Modernize**
  - Deployment needs across applications, data, and infrastructure

NEW Partner-led engagement models and offers

- Azure Expert MSP
- Advanced Specialization
Azure Migration and Modernization Program (AMMP)

Get support with your migration and modernization needs across Apps, Data, and Infrastructure

The right mix of resources and expert help at every stage of your cloud journey

- Proven approach: Microsoft Cloud Adoption Framework and Well Architected Framework
- Cost-effective offers and incentives
- Technical skill building
- Free tools/automation: Azure Migrate
- In-depth assistance from FastTrack for Azure engineers
- Expert help from specialized services partners
- Support environmentally sustainable initiatives

Let’s move forward together with confidence. We’re here to help at every step.

Learn More | Azure.com/AMMP
AMMP helps with common migration and modernization scenarios

**Infrastructure and database migration**
Move your workloads to Azure to enhance IT resiliency, operational efficiency, and optimize costs.

[for Windows Server, SQL Server, VMware, Linux, OSS-databases, DevTest]

**Virtual desktop infrastructure**
Quickly migrate Windows desktops and apps to Azure with Azure Virtual Desktop and access your desktop and applications from virtually anywhere.

[for Windows 10 based virtual desktops, incl. VMware and Citrix solutions]

**App and data modernization**
Modernize your web apps on a highly productive platform with fully managed services.

[for all application languages and frameworks (.NET, Java, PHP, etc.) and supporting database backends]

**SAP**
Migrate SAP landscapes to Azure and add complementary cloud services to accelerate innovation.

[for SAP lift-and-shift, SAP HANA migration, and greenfield SAP deployments]
Why participate in AMMP?

Meet the customer where they are

Partner at the center of execution, by design

Accelerate cloud journey through agile funds and resources

Deliver success as a single unit with Azure engineering and Microsoft sellers

350+
AMMP Partners onboarded

~$60M+
Investment funds committed to enable customers move to Azure

Microsoft Confidential
Updates to the Partner Investment Engine (PIE)

In our constant effort to provide the best value for partners in every situation, we’re adding a check for the Azure Migration and Modernization Program to the PIE Portal intake process beginning Friday, February 4th.

What to Expect
- When partners log into the PIE Portal and select Azure Everywhere, they will be prompted to answer 3 specific questions to determine if their customer is eligible for AMMP
- If the customer is eligible, partners will be prompted to contact their customer’s Microsoft Account Team for assistance
- If the customer is not eligible, partners will continue through the intake form for Azure Everywhere as normal

Ask
Please review the Azure Migration and Modernization Program to familiarize yourself with the program and its benefits, and be on the lookout for our official launch coming on February 4th.

AMMP: The right mix of resources and expert help at every stage of your cloud journey

- Proven approach: Microsoft Cloud Adoption Framework and Well Architected Framework
- Cost-effective offers and incentives
- Technical skill building
- Free tools/automation: Azure Migrate
- In-depth assistance from FastTrack for Azure engineers
- Expert help from specialized services partners
- Support environmentally sustainable initiatives
Additional Resources
# US Investments Directory

## Ways to stay connected

**Investments Yammer**  
Information, updates, and announcements throughout the year

**Program resources**  
- PIE portal
- Partner incentives information
- Partner incentives reporting guide

**Tier 1 support**  
- PIE support team

**Increasing profitability and deal velocity with offers and incentives**  
Registration link and recordings of past office hours calls, held bi-weekly from 11:00 to 12:00 Pacific

## PIE documents

**PIE office hours deck** (in Yammer files)  
Most recent decks from PIE office hours, including program updates and programs in market

**PIE office hours FAQ**  
Frequently asked questions from weekly office hours

**PIE how-to guide**  
Detailed instructions on accessing the PIE Portal, submitting funding requests, and tracking active claims

**Partner investments guide**  
High-level overview of partner investments with summaries of all offer and incentive programs

## US Investments Resources

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Visit [https://aka.ms/partner.investments](https://aka.ms/partner.investments) to learn more.
Thank you