

Microsoft Advanced Support for Partners (ASfP)

Thank you for being a valued Microsoft Partner!

My name is Remo Stecher and I am a Partner Success Account Manager (PSAM) at Microsoft working in [the Advanced Support for Partners \(ASfP\) Program](#).

I work with Partners already in ASfP and connect with Partners curious to know how ASfP can provide them with better reactive cloud support as well as proactive and consultative cloud guidance. Here are a few highlights of the offering.

- **Partner Success Account Manager (PSAM)** – You get your own PSAM, who helps you in many ways, including:
 - Technical Account Planning
 - Escalation Assistance
 - Conduit to Microsoft, helping you maximize your Partnership and leverage the huge amount of Partner resources available
 - Partner enablement motions to help you grow your Cloud business
- **Technical Cloud Consultations and Customized Partner Learning Planning**
 - Technical Assessment and readiness plan crafted specifically for your business.
 - Cloud Consultations and joint Technical Account Planning spanning the Microsoft Cloud: Azure, Modern Workplace including Teams, SharePoint, Exchange Online, Business Applications, including Dynamics 365, and the PowerPlatform, including PowerApps, PowerAutomate, PowerBI. These Cloud Consults can fit one of these types:
 - Starter Consult - Obtain foundational product knowledge
 - Deployment Consults - Assistance with architecture planning and design guidance for customer deployments
 - Advanced Consults - A technical deep dive for complex projects, spanning multiple solution groups, services, and complexities.
 - Access to Partner Technical Consultants (PTCs) for technical questions and larger one-to-many knowledge transfers
- **Improved Support Entitlements**
 - Quicker response times and higher priority on Microsoft product cases when logged directly with Microsoft
 - Access to Licensing Support through your PSAM
 - Escalation Paths through your PSAM and the ASfP Escalation Response Team

Did You Know?

- Your PSAM will work with you and on your behalf for 60 hours over the 12-month agreement.
- You get 12 Cloud Consults with your 12-month agreement.
- Teams collaboration with your PSAM - one single collaboration platform

What Else Do Partners Get in ASfP?

- ASfP Monthly Newsletter, keeping you informed of the latest product and program updates from Microsoft
- ASfP Cloud Optimization Report, helping Partners identify customer growth opportunities and track consumption
- Sharing weekly Azure and M365 Blogs updates

Examples of ASfP Benefits Being Leveraged by Partners

- “Lift and Shift” (Migrating On-Prem Servers to the Cloud) and “Cloud to Cloud” Migration Assistance (PAYG to CSP) Migration Planning and best practices sharing.
- Azure Virtual Desktop (AVD) Advanced Consult assisting with planning and deploying AVD to hundreds of users, across multiple regions, requiring specific security and server access.
- Best Practices and architecture planning for a customer moving from Dynamics NAV to D365 Business Central.
- For a Partner supporting a customer on an EA, the Partner is logging support cases directly with Microsoft with better response times, higher tiered engineers, and escalation assistance through their PSAM with ASfP.

Ready to Learn More, Get Started, or Have Your Partner Support Questions Answered?

Use this link to schedule a call with me so we can discuss your needs around Microsoft Support, explore how ASfP can benefit your growing Cloud business, or to begin the process of purchasing Advanced Support for Partners.

[Advanced Support for Partners Meeting with Remo Stecher](#)    

We appreciate and thank you for your Partnership with Microsoft and wish you the best of luck!

Thanks,
Remo