Accelerate your Cloud business growth with Azure sales plays
Welcome
Service Providers
Microsoft Partner
Community AMA
Webinar Series:

Objective:
Introduce key revenue opportunities and practical guidance with the Microsoft go-to-market sales plays in SMB and how to accelerate your cloud business growth.

Target audience:
Service Providers or partners in the Cloud Solution Provider (CSP) program

Seize the cloud revenue opportunities with Microsoft sales plays and CloudAscent

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# Agenda

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<td>Sindy Park</td>
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**Today’s speakers**

**John O’Meara**
Global Lead – Azure SMB  
Partner Motions & ISV  
Breadth Strategy for Indirect Providers - Microsoft

**Sindy Park**
Business Program Manager  
CSP GTM
Introduction
# Top SMB Sales Plays

For top unmanaged partner pilot, we are focusing on top 6 SMB sales plays for propensity and personalized experience.

<table>
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<th>Solution Areas</th>
<th>SMB Sales plays (GTM assets linked)</th>
<th>Partner Messages</th>
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<tbody>
<tr>
<td><strong>Apps &amp; Infra/Data &amp; AI</strong></td>
<td>Windows Server and SQL Server on Azure (Enterprise/SMB)</td>
<td>Grow your cloud revenue by helping your customers migrate to Windows Server and SQL Server on Azure – the most cost-effective, frictionless way to move to the cloud.</td>
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<td></td>
<td>Windows Virtual Desktop (WVD) (Enterprise/SMB)</td>
<td>Accelerate your customers’ transition to remote work with cost-effective, secure Windows Virtual Desktop solutions.</td>
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<tr>
<td><strong>Modern Work</strong></td>
<td>Teams Meetings &amp; Calling</td>
<td>Accelerate your revenue growth by delivering solutions to bring together chat, calling, meetings, and apps through Microsoft Teams.</td>
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<tr>
<td><strong>Business Applications</strong></td>
<td>Security</td>
<td>Expand your cloud business using an integrated security solution from Microsoft offering comprehensive protection against attacks.</td>
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<tr>
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<td>Activate Digital Selling (Enterprise/SMB)</td>
<td>Empower your customers to efficiently manage customer relationships with an end-to-end digital selling experience across every stage of their customers’ journey.</td>
</tr>
<tr>
<td></td>
<td>Build Agile Business Processes (Enterprise/SMB)</td>
<td>Enable your customers to improve productivity and business processes with automation, data, and low-code apps.</td>
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For additional information for Microsoft go-to-market sales plays, please refer to this guide [https://aka.ms/GTM-Sales-Plays-Campaigns](https://aka.ms/GTM-Sales-Plays-Campaigns)
Accelerate your Cloud business growth with Azure sales plays
SMB Azure “Sales Scenarios” Background

In FY21 we are focusing heavily on Customer Yield Acceleration. We want to enable our Partners to scale Azure consumption with their existing Azure customer base to drive an increase in our Partners Average Consumption Per Customer (ACPC).

Challenge

To ensure success in increased customer yield, Partners need help identifying opportunities to drive Azure usage with SMB customers

Approach

• Outline small business profiles identifying infrastructure, platform, and business process pain points
• Map Solution Plays to pain points with Azure Consumption estimates
• Calculate monthly/yearly consumption & partner incentives
• Add partner service attach opportunities
## SMB Sales Scenarios (focused)

### Small SMB (n=45)

**Work Remotely**
- Limited legacy applications available for remote work

**Work Securely**
- Able to detect but not properly respond
- Unfamiliar with security best practices

**Migration to Azure**
- Continual patching
- Fixed fee - not scalable, can't pay for only what you use

**App Modernization**
- Legacy apps on high cost infrastructure
- Dev effort on maintenance vs updates or innovation

### Large SMB (n=250+)

**Work Remotely**
- Windows Virtual Desktop (VD)
- M365
- Azure VPN Gateway

**Work Securely**
- Security Center gives you defense in depth with its ability to detect and help protect against threats. Using machine learning, Security Center alerts you of threats to your environments

**Migration to Azure**
- Move server infrastructure to Azure..
- Use familiar tools—like Windows Server Active Directory, Windows Admin Center, and PowerShell. Migrating to Azure allows you to pay for what you use

**App Modernization**
- Azure helps modernize applications faster with containers, serverless application function, and helps you keep your production codebase 'clean'

### Solution

**PAIN POINTS**

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<th>Work Securely</th>
<th>Migration to Azure</th>
<th>App Modernization</th>
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**SOLUTION**

- Comprehensive desktop and app virtualization service in the cloud. Deploy and scale your Windows desktops and apps on Azure in minutes with built-in security and compliance features
- Security Center gives you defense in depth with its ability to detect and help protect against threats. Using machine learning, Security Center alerts you of threats to your environments
- Move server infrastructure to Azure..
- Use familiar tools—like Windows Server Active Directory, Windows Admin Center, and PowerShell. Migrating to Azure allows you to pay for what you use

**WORKLOADS**

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<th>SERVICE ATTACH</th>
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| • Windows Virtual Desktop (VD) | • Virtual Desktop Assessment
| • M365 | • Virtual Desktop Architecture
| • Azure VPN Gateway | • Virtual Desktop Implementation & Maintenance
| | • Identity Management
| | • Cyber Security Assessment
| | • Migration Assessment
| | • Azure Cloud Architecture
| | • Migration & Configuration
| | • Infrastructure Mgmt.

**Read More**

- Azure Virtual Machines (VM)
- Azure Monitoring
- Azure Firewall
- Identity Management
- Cyber Security Assessment
- Migration Assessment
- Azure Cloud Architecture
- Migration & Configuration
- Infrastructure Mgmt.

**Read More**

- Azure App Services
- Azure Service Fabric
- Azure Functions
- Azure Dev Ops

**Read More**

- Modernization Strategy & Approach
- Modernization Roadmap
- Re-platform & engineering services
Work Remotely

As businesses adapt to the increased need to have people work remotely and connect with their customers virtually, employees expect technology to help them be productive.

Empower employees to work whenever and wherever they want with solutions for identity and access management, information protection, threat protection, and security management.

52% of the global workforce works from home at least once per week¹

1 Owl Labs survey, March, 2019

Help SMBs work remotely and stay more secure

Customer Challenges

High costs and risks

Lack of collaboration tools or too many

Need for increased productivity

Why Microsoft

Empowered Employees

• Windows Virtual Desktop (WVD)
• Windows Autopilot

Increased Productivity

• Microsoft 365
• Microsoft Teams

Cloud-enabled

• Azure VPN Gateway
• Azure Site Recovery
• Azure Backup

Targeting Guidance

Customers who:

• Currently don’t have remote work capabilities
• Have remote employees,
• Need the ability to scale efficiently on demand
• Need to manage different deployment types across different deployment planes
• Struggle to deliver modern desktop services with seamless O365/M365 experience to their userbase
• Have Windows 7 EOS challenges
• Motivated to reduce infrastructure, licensing & labor costs for running on-prem
• Virtual Desktop footprint, running large farms of Thin Client, Virtual Desktop & Virtual apps in their data centers
Work Remotely – Solution Overview

The way we work today is changing along with the definition of a team. More people are working remotely or want to adjust their hours and schedules as needed without compromising productivity. As teams become more dynamic and diverse, SMBs want to collaborate in real time with partners, vendors, and customers.

Deploy and scale virtualized Windows desktops and apps on Azure
Access to a fully managed, always up to date, rich Windows user experience from any end-user device platform with your choice of virtualized OS, including Windows 7.

Deploy and scale your Windows desktops and apps on Azure in minutes with built-in security and compliance features.

Complete access control for security and cost efficiencies.

Reduced management of compute, storage, rich diagnostics, advanced networking, connection brokering and gateway.

Empower your business with remote work
Real-time teamwork with shared documents and online meetings in one solution.

Easily support team members who want to work anywhere from any device.

Host audio, video, and web meetings with employees, customers or partners anywhere in the world through Microsoft Teams.

Resources
- Secure Remote Work Workshop
- Secure Remote Work Resource Center
- Securing Remote Work Partner Kit
- Windows Virtual Desktop Pitch Deck
- Windows Virtual Desktop Infographic
- Windows Virtual Desktop Quick-Start Guide
- Windows Virtual Desktop Customer Benefits deck
- Windows Virtual Desktop Telesales Guide
- Windows Virtual Desktop FAQ
- Teamwork Assessment
- Teamwork Conversation Guide
- Teamwork Sales Play Card

Conversation Starters

Cost / ROI
- How much of your budget is going towards expensive phone plans and maintaining older software and hardware?
- Have you considered the up-front and on-going costs of on-premise systems?

Collaboration
- Do your employees struggle to collaborate securely and effectively with internal and external users?
- Can you keep all files related to a project or task in one place?

Flexibility
- Do you have employees that work from home or remotely?
- Can your team work anywhere from any device?

Productivity
- Can you host online meetings to get work done in real time?
- Do your employees struggle with version control or accessing data from in-house systems through online tools?

Accelerate Wins
Work Remotely

1. Prepare for discussions by reviewing and familiarizing yourself with Work from Anywhere Resource Center, the Windows Virtual Desktop FAQ and Quick Start Guide to Teams
2. Leverage the Windows Virtual Desktop and Teamwork Conversation guides to facilitate customer discussions
3. Walk customers through the Windows Virtual Desktop Customer Benefits deck and the Collaborate in the Cloud with Microsoft 365 pitch deck
4. Use the Total Cost of Ownership (TCO) Calculator to help customers estimate their cost savings
5. Walk them through which M365 plan is right for them or use the Customer Digital Experiences (CDX) tool to leverage demos
6. Prepare a proposal to deliver a Virtual Desktop Assessment, or Virtual Desktop Implementation Project
Help SMBs understand the importance of working securely

58% of breaches took place at small businesses

Customer Challenges

Security is too complex and difficult to manage

Security is too expensive

Security is not a top priority

Targeting Guidance

Customers who:

- Currently have third-party security point solutions
- Have recently experienced a security breach event
- Need to adhere to regulatory requirements such as GDPR
- Have a misperception that only large enterprises need to worry about security
- Have a remote workforce that use multiple devices to access company data
- Require sharing sensitive data outside the organization
- Current Office 365 Business Premium customer base
- Sensitive stored customer data with no ability to detect and protect against security breaches

Why Microsoft

Easily Manage and Access Data

- Azure Security Center
- Azure Active Directory (AAD)
- Azure Multi-Factor Authentication

Keep Data Safe

- Azure Information Protection
- Azure Key Vault

Observe and protect your network

- Azure Monitoring
- Azure Firewall
- Azure DDoS Protection

Work Securely

Azure helps protect business assets while reducing security costs and complexity. Built-in security controls and intelligence help admins easily identify and respond to threats and security gaps.

“They got someone’s password, and sent an email to our CFO, who sent the $40,000 wire transfer.”

— Bob K., property management, 150 employees

Azure Security Center
Azure Monitoring
Azure Firewall
Work Securely – Solution Overview

Securely run and grow your business

- Go beyond passwords and protect against identity compromise, while automatically identifying potential breaches before they cause damage.
- Use cloud applications without putting company information at risk by adding protection, ranging from access privileges to data encryption.
- Manage all devices to encrypt data and ensure compliance, automatically detect suspicious activities, and quickly block or wipe compromised devices.
- M365 Business provides a simple, cost-effective way to reduce risk with built-in privacy and compliance tools to securely run and grow your business.

Protect against security threats

- Help protect against sophisticated malware, viruses, phishing attempts, malicious links, and other threats.
- Unify security management and enable advanced threat protection for workloads in the cloud and on-premises.
- Control and help secure email, documents, and sensitive data that you share outside your company.
- Safeguard cryptographic keys and other secrets used by cloud apps and services.

Conversation Starters

**Protect**
- Have you had any recent security incidents you are aware of?
- How do you maintain visibility and control, and protect applications?
- Can you prove compliance and risk mitigation to your customers?
- How do you give employees the right access while keeping hackers at bay?
- How do you safeguard confidential business data? Against leaks?
- How do you secure platforms and devices, especially for mobile or remote workers?

**Secure**
- Can you quickly identify suspicious activities and attacks?
- How are your business and employees protected from phishing, ransomware, malware, and other advanced threats?

**Defend**
- How are you and your customers protected from phishing, ransomware, malware, and other advanced threats?

Resources

- [Identify & Security Overview for Partners](#)
- [Microsoft Security Overview – Pitch Deck](#)
- [Microsoft Secure Score Overview](#)
- [Microsoft Security Diagnostic Guide](#)
- [Secure Score - Security Assessment](#)
- [SMB Advanced Security Conversation Guide](#)
- [Modernize Your SOC Conversation](#)
- [Streamline & Strengthen Security Conversation Guide](#)
- [Microsoft Security Workshop](#)
- [Azure Security Documentation](#)
- [M365 Toolkit](#)
- [M365 Security Center](#)
- [M365 Security Assessment Materials](#)
- [Transform - Zero Pillar Trust Demo](#)
- [Transform – Cloud Security Pillar Demo](#)
- [ASOS Azure Security Center Customer Story](#)

Accelerate Wins

Work Securely

1. Prepare for discussions by reviewing and familiarizing yourself with the Introduction to Azure Security and Identity & Security Overview for Partners
2. Prepare your prospect list using targeting guidance
3. Leverage the Microsoft Security Diagnostic Guide to prepare for discussions
4. Walk customers through the Security pitch deck
5. Use Microsoft Secure Score to help evaluate how secure your prospect’s organization is
   - Identify security objectives
   - Assess current security state and identify gaps
   - Provide recommendations and best practices
   - Create an actionable security roadmap
6. Prepare a proposal for a formal Cyber Security Assessment or Azure Security Implementation
Help small businesses understand how to optimize costs and stay secure in the cloud

**Migration to Azure**

Help your customers save money, improve efficiency and increase protection by migrating workloads to the cloud powered by Azure.

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**Why Azure**

- **Unparalleled Innovation**
  - Azure SQL Database
  - Azure IaaS
  - Azure Migrate/Azure Lighthouse

- **Unmatched Security**
  - Azure Security Center
  - Azure Sentinel
  - Confidential Computing

- **Unbeatable Offers/Programs**
  - Free Extended Security Updates
  - Azure Migration Programs
  - ISV Certification Hub

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**Customer Challenges**

- Need to reduce spend and increase agility
- Cyber security and compliance

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**Targeting Guidance**

**Customers who:**

- Customers with on premise servers running WS 2008/R2 or SQL Server 2008/R2 for which support ended in January 2020
- Customers handling consumer PII worried about security breaches and ransomware attacks. Industries with recent visible attacks: city governments, professional services, manufacturing, retail
- Customers with Open Source Infra – leading with Red Hat and Suse
- Customers already in Azure (federated), looking to adopt further.
- Customers paying for a secondary DC for DR/Backup purposes.
- Migration triggers: WS/SQL or VMware EOS; compliance (GDPR), security threats, software/hardware fresh, urgent capacity needs, acquisition/integrations, datacenter contract expiry, desire for app innovation

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**50%**

of large SMBs are moving to the cloud in the next 12 months*

*Source: Microsoft Research - Quantitative survey of SMB IT/BDMs currently using or considering cloud services (org size 75-249 employees)
Help customers modernize their business with the innovation, flexibility, and affordability they need, backed by the security they expect from Microsoft.

With Microsoft Azure, customers can start moving their business to the cloud on their terms.

**Conversation Starters**

- How are you keeping IT costs under control as you grow your business?
- Have you considered how much of your budget you could save by moving workloads to the cloud?
- What is your strategy for protecting your business from the growth in sophisticated cyber threats we’re seeing today?
- How much time do you spend keeping up with increasingly complex compliance requirements?
- Are you running aging hardware and software you need to replace?
- Are you concerned about the security risks of running old technology?
- How much time could you save by moving workloads to a managed cloud environment?

**Cost / ROI**

- Cost-effective; pay less, get more
  - Spend less time managing server infrastructure and more time adding business value. Drop the burden and large up-front costs of locally-run server management.
  - Respond quickly to changing business requirements with the ability to add capacity during peak seasons and reduce it when you need less.
  - Pay only for what you use for short or seasonal cloud needs. Or get unmatched pricing in the industry, paying a predictable rate for always-on critical services.
  - Use Azure cost management tools to easily track utilization and follow cost savings recommendations.

- Unmatched security, privacy and business continuity
  - Guard your business against external threats and ransomware, using built-in security features across on-premises and cloud deployments.
  - Make sure your business stays up and running no matter what, with full backup and recovery to the cloud.
  - Make it easy for employees to access all their apps and devices with secure single sign-on – from anywhere.
  - Data privacy: Provide customers with products, information, and controls that allow them to choose how data is collected and used.

**Cyber Security & Compliance**

- Cyber Security & Compliance
  - How much time could you save by moving workloads to a managed cloud environment?

- Innovation
  - Innovation

**Resources**

- Cloud Migration Playbook
- Azure within Reach Datasheet
- Azure within Reach Email Template
- Azure within Reach Infographic
- Azure within Reach Telesales Guide
- Windows Server Migration to Azure for SMB Customer Case Studies
- SQL Server Migration to Azure for SMB Case Studies
- SQL Server Migration to Azure for SMB Pitch Deck
- Windows Server, SQL Server EOL Customer Deck
- Windows Server, SQL Server EOL Email Templates
- SQL Server EOL Telescript
- Data Migration Assessment
- Azure Database Migration Guide
- Azure App Service Migration Assessment
- Azure Architecture Review
- Cloud Journey Assessment

**Accelerate Wins**

1. Create a targeted list of accounts for migration discussions.
2. Prepare by watching the Why Migrate to Azure webinar.
3. Leverage the Windows Server, SQL Server End of Life (EOL) Email Templates and Pitch Deck to engage customers.
4. Walk customers through the Windows Server Migration or SQL Server Migration pitch deck.
5. Help customers assess their migration readiness with the Strategic Migration Assessment Tool.
6. Help your customers understand Total Cost of Ownership (TCO).
7. Share Windows Server Migration case studies or SQL Server Migration case studies.
8. Create a proposal to complete a Migration Assessment or Azure Cloud Architecture project.
## App Modernization

Azure helps modernize applications faster with containers, serverless application function, and helps you keep your production codebase 'clean'.

### Accelerating SMBs’ Digital Transformation Journey

#### 86%

of organizations struggle to find technical talent to build applications

Source: An Indeed.com Survey, 2016

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### Customer Challenges

- **Lack of efficiency**
- **Limited technical support**

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### Why Azure

- **Open & scalable cloud platform**
- **Data-driven intelligence**
- **Cross-platform experiences**

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### Targeting Guidance

SMBs who:

- Plan to or currently develop, test or run applications in the cloud
- Started App Service Trials
- Are looking to modernize an existing Website or Application (on prem, web or mobile)
- Are looking for more security and increased developer productivity
- SMBs with large amounts of digital assets
- SMBs with challenging legacy applications or infrastructure (on prem, out of service/behind patches, under powered)

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### Source

Contiguous innovation
App Modernization – Solution Overview

Modernized Applications help businesses achieve agility, high scalability, cost optimization, and IT simplification without dedicated resources.

Engage customers
- Increase sales, customer acquisition, retention & satisfaction
- New digital cross channel experiences & personalization mobile/web
- Customer Intelligence (Behavior, sentiment & risk analysis, forecasting, propensity to buy etc.)

Empower Employees
- Use digitization to improve productivity and focus on value add
- Better insights though data driven intelligence
- Securely exposing data and process across devices
- Faster decisions and agility by integrating systems and offering self service options

Optimize Operations
- Reduce your operational cost through the use of secure, scalable, on-demand platform
- Test new products & services faster and reduce delivery time frame
- Improve business processes (forecasting, recommendations, supply chain etc)

Transform Products
- Create new business models
- Expand reach through digital channels and new markets
- Enhance products/services by anticipating customer needs & understanding how products are being used

Empower Employees

Accelerate Wins

App Modernization

1. Build “starter” offers to introduce customers to your App Modernization practice. Prepare for discussions by reviewing Build: App Modernization with Microsoft Azure and Ignite: Application modernization with Microsoft
2. Create a targeted list of accounts for App Modernization discussions
3. Share the .NET Modernization and Cloud Native Apps One Pagers
4. Share your App Modernization pitch deck and business benefits customers can expect
5. Share SMB customer success stories
   - Tenthline
   - Hotailors
   - The Nobel Prize
   - RealBox
6. Qualify which App Modernization approach fits the customers needs: Rehost, Refactor, Rearchitect, Rebuild
7. Create a proposal for App Modernization preferred approach

Conversation Starters

BDM
- What is your omnichannel strategy? What elements (web/mobile/bot/etc) does it include?
- What do you think consumers think of your brand after interacting with your digital platforms?
- Do you have a consistent user experience across all of your customer touchpoints (kiosk, mobile, wearable, web, etc)?
- How much of your time is spent on maintaining existing applications vs innovating?
- How frequently are you able to update your applications?
- What percentage of your portfolio runs on prem vs cloud?

ITDM

Architects/Dev Mgrs/IT Pros
- What do you see as productivity blockers for your team today?
- Is it easy for your team to stand-up environments to prove-out ideas and concepts?

Resources

- Build: App Modernization with Microsoft Azure
- Ignite: Application modernization with Microsoft Azure
- .NET Modernization One Pager
- .NET Modernization Email
- Azure Immersion Workshops
- Cloud Native Apps One Pager
- Connect: Application modernization with Microsoft Azure
- Azure for SMB
- Cloud Ascent Overview for Partners
- DevOps learning path
- Web apps learning path
- Serverless learning path
- App Service learning path
Q&A
Next Steps and Key Resources
Next steps and resources

### Accelerate Wins Work Remotely

1. Prepare for discussions by reviewing and familiarizing yourself with [Work from Anywhere Resource Center](#), the [Windows Virtual Desktop FAQ](#) and [Quick Start Guide to Teams](#).
2. Leverage the [Windows Virtual Desktop](#) and [Teamwork Conversation](#) guides to facilitate customer discussions.
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5. Walk them through which [M365 plan is right for them](#) or use the [Customer Digital Experiences (CDX) tool](#) to leverage demos.
6. Prepare a proposal to deliver a Virtual Desktop Assessment, or Virtual Desktop Implementation Project.

### Accelerate Wins Work Securely

1. Prepare for discussions by reviewing and familiarizing yourself with the [Introduction to Azure Security](#) and [Identity & Security Overview for Partners](#).
2. Prepare your prospect list using targeting guidance.
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4. Walk customers through the [Security pitch deck](#).
5. Use [Microsoft Secure Score](#) to help evaluate how secure your prospect’s organization is:
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   - RealBox
6. Qualify which App Modernization approach fits the customers needs: Rehost, Refactor, Rearchitect, Rebuild.
7. Create a proposal for App Modernization preferred approach.
## Service Providers
Microsoft Partner Community AMA Webinar Series:

### Coming up next:

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