Microsoft

Customer Journey-in-a-Box | Playbook

Expand App Innovation Workloads

Digital & Apps Innovation

January 2023

Customer Journey Insights

Modernize the portfolio of customer application estate and navigate different modernization options such as PaaS, containers, serverless and Low Code; Move existing .NET applications to Azure, leveraging App Service and managed databases; Create cloud native applications by modernizing legacy monolithic apps or by developing new applications, using Azure Kubernetes Service (AKS) and managed database offerings on Azure

⚡ Priority

- Modernize Enterprise Applications & Innovate and Scale with Cloud Native Apps

◔ Segment

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

⊞ Solution Area

- Digital & Apps Innovation

☆ Hero SKU

- AKS
- Azure App Service
- Azure Cosmos DB

⇧ Up/cross sell path

- Azure Spring Cloud
- GitHub Enterprise
- Azure Cognitive Services

✦ KPIs

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

Audience

Customer targeting

- Enterprise: Application Development whitespace & propensity accounts

- SMC: Territory Planning propensity analysis with customer tranches, including Acquisition & Nurture for App Innovation

- To align on customer target lists, please get in touch with your Microsoft contact.

Buyer Persona

- IT Decision Maker
- Technical Decision Maker
- Development Lead
- Application Owner
- CTO/CIO

Campaign material

Sales Support Materials

- Microsoft Partner Sales Bootcamp for Azure
- Microsoft Azure Apps & Infrastructure Partner Sales Acceleration Program (PSAP)

Support Materials

- Drive DevOps adoption with GitHub and Visual Studio
- Modernize .NET and Java apps with PaaS, low code and managed databases
- Azure Cognitive Services landing page
- Forrester study: Fuel Application Innovation with Specialized Cloud AI Services
- A Developer's Guide to Building AI Applications, Second Edition

Marketing Materials and Resources

- Digital Marketing Content (DMC) Campaigns
- Partner led marketing guidelines
- Brand Central

Partner

Criteria

✓ **Advance Specialization:**
- [Modernization of Web Applications](#)

or
- [Kubernetes on Azure](#)

or
- [DevOps with Github](#)

✓ **GitFast**
- For GitFast, partner needs to be a GitHub partner

Skilling and enablement

Learning paths

- [Azure Enablement Guides:](#) https://aka.ms/enablementguides

- [Migrate ASP.NET Apps to Azure learning path](#)

- [Exam AZ-104 (Microsoft Azure Administrator): Gain knowledge and prep for the exam](#)

- [Exam AZ-204 (Developing Solutions for Microsoft Azure): Gain knowledge and prep for the exam](#)

- [Exam AZ-400 (Designing and Implementing Microsoft DevOps Solutions): Gain knowledge and prep for the exam](#)

- [Java on Azure learning path](#)

- [Azure AI Engineer Associate learning path](#)

Readiness

- [Azure Spring Cloud Virtual Training Series](#)

Other resources

Azure Immersion and Discover Workshops

- [Azure Immersion Workshops (microsoft.com)](#)

- [Partner Training Calendar (microsoft.com)](#)

3 questions you should ask the customer:

- How do you think about ISV applications that run on the Microsoft platform?

- Do you have a standardized DevOps process for your developers?

- Can your applications scale up and down based on changes in usage patterns?

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)
- AIW Modernize .Net Apps
- AIW Modernize Java Apps
- AIW Cloud Native Apps (incl. Cosmos DB)
- AIW DevOps with GitHub

- Through Partner Marketing (1:many) Marketing funds are available for the partner led demand gen
- Azure Immersion Workshops : $1K per delivery

Inspire & Design

- AMMP Solution Assessment + Assess & Plan

- GitFast Offers: GitHub Discovery Days
- Holistic Business Case

- Funded by Microsoft for approved engagements

Empower & Achieve

- AMMP PoC

- ECIF up to $10K
- Azure Credit Offer

Realize Value

- Partner Incentives: aka.ms/partnerincentives

- AMMP Partner-Led: Incentive funding for S ($15K), M ($35K), L ($50K) projects with AMMP Partner-led up to 50K*

Azure Workload Acquisition & Nurture Incentive:
- $9K bounty for workload adds
- 30% of incremental ACR for 9 months after bounty earned

Manage & Optimize

- AMMP Migrate & Modernize Standard Offer
- AMMP Migrate & Modernize Advanced Offer (Both including Landing Zone & DevOps Design)

- GitFast Offers: GitHub Essentials, GitHub Implementation, GHAS Accelerator

- ECIF: AMMP Standard: up to 20K; AMMP Advanced: up to 500K
- Azure Credit Offer
- PAL growth incentive