

# Azure for Everyone

Offer flexible solutions to address your customer's unique migration needs.

Microsoft  
Solutions Partner  
Data & AI  
Azure

Microsoft  
Solutions Partner  
Digital & App Innovation  
Azure

Microsoft  
Solutions Partner  
Infrastructure  
Azure

Microsoft  
Solutions Partner  
Security





# Welcome

The Microsoft Azure opportunity is immense but can sometimes be difficult to navigate—especially with the varying needs of your customers. But rest assured, there is a solution for everyone. Use this briefcase to gain a deeper understanding of all the possibilities in the Microsoft Azure landscape as well as get access to the latest tools to help you provide hybrid-cloud solutions to your customers. Inside, you'll find everything from marketing materials to training tools, pitch guidance and more.

## Questions?

We've got you covered. Reach out to your dedicated Microsoft Azure representative at TD SYNnex or email the team at <https://www.tdsynnex.com/na/us/microsoftcloud/azure/>.

*Together, TD SYNnex and Microsoft look forward to working with you to build a profitable partnership.*

# Why Microsoft and TD SYNnex?

Together, TD SYNnex and Microsoft are committed to investing in partner success.

- **Start Your Business Fast** – With [TD SYNnex's vast enablement offerings](#), you'll have access to dedicated resources, tools and support that best match your migration path.
- **Market Your Solutions Like a Pro** – Get pre-built Microsoft Cloud marketing campaigns through [DemandSolv](#) – TD SYNnex's free marketing portal.





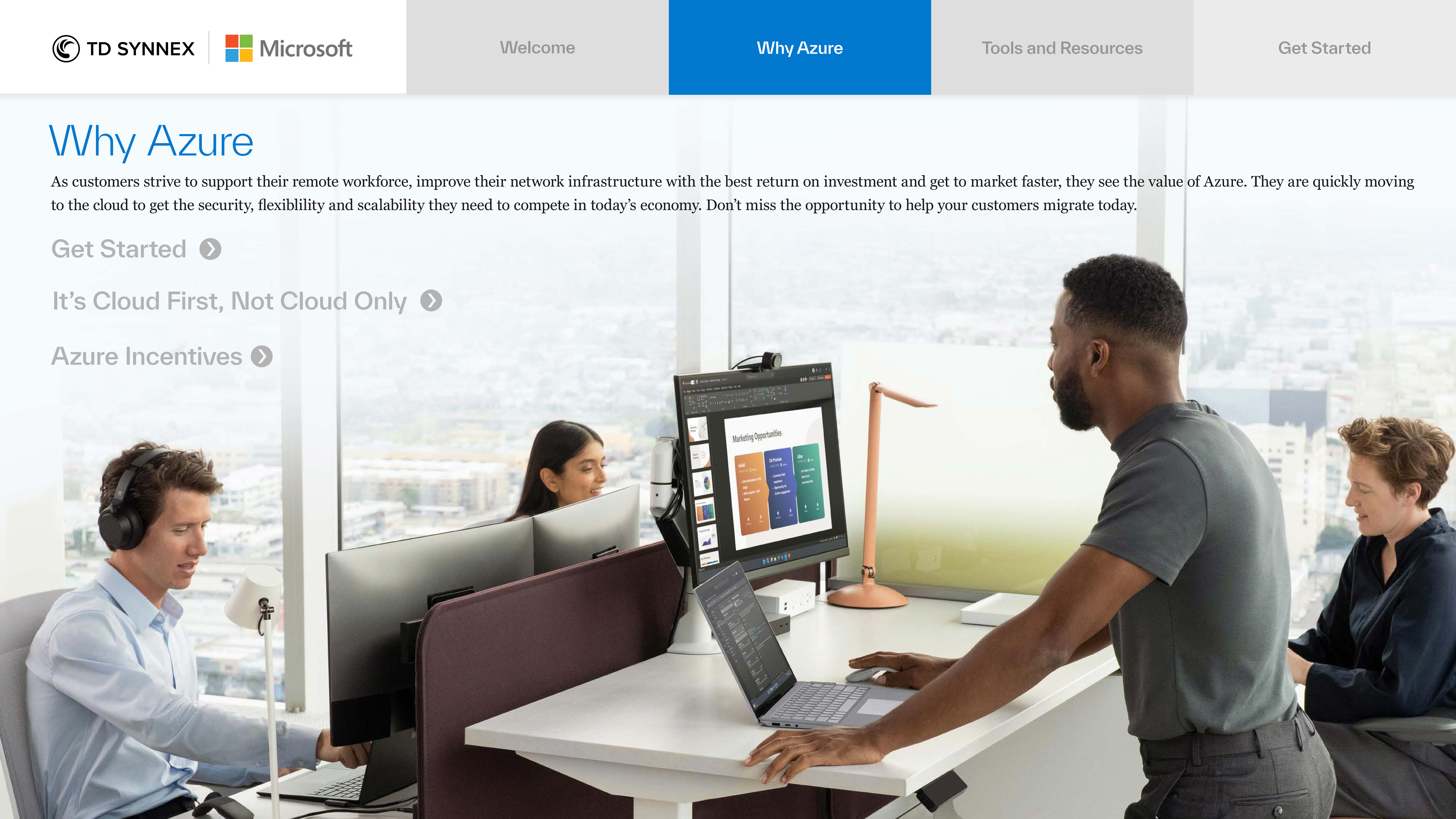
# Why Azure

As customers strive to support their remote workforce, improve their network infrastructure with the best return on investment and get to market faster, they see the value of Azure. They are quickly moving to the cloud to get the security, flexibility and scalability they need to compete in today's economy. Don't miss the opportunity to help your customers migrate today.

Get Started >

It's Cloud First, Not Cloud Only >

Azure Incentives >





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## Get Started

1



### Stickier Customer Relationships

- Become a trusted IT advisor
- Better understand your customer needs

2



### Higher Margin

- Managed Services gross margin (50-60%) are higher than typical partner services
- Margins increase with scale and automation

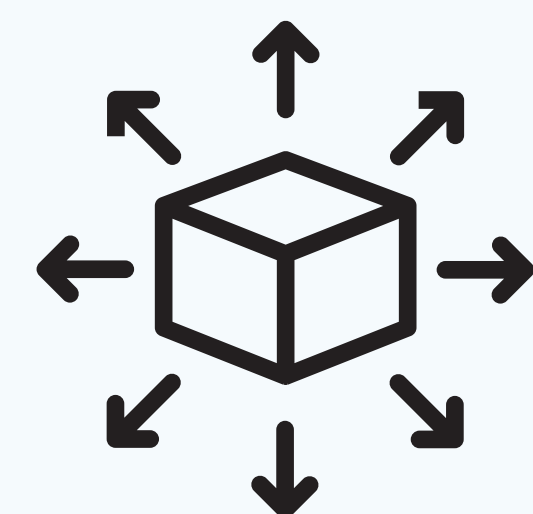
3



### Recurring Revenue

- Bill customers every month
- Ensure a consistent revenue stream

4



### Portfolio Opportunities

- Diversify your managed services portfolio with Azure
- Add new, higher margin services



+

**26%**

IDC estimates that global public cloud infrastructure as a service (IaaS) is projected to grow 26% (CAGR) per year from 2021-2026.<sup>1</sup>

<sup>1</sup> Citation to third party content published with permission of the author or publisher: IDC, Worldwide Public Cloud Infrastructure as a Service Forecast, 2021-2026, Doc #US49017222, May 2022. Growth is a five-year compound annual growth rate (CAGR).

## Market Opportunity With Existing Microsoft Customers in the Medium Business Segment

### Modern Work Tenants

**30x**  
Active Tenants

### Azure Customers

**1x**  
Active Tenants

### Act Now or Evaluate Opportunity With Existing Customers.\*

**\$1.2B**  
BCDR

**\$844M**  
Windows Server/SQL  
Server Migration

**\$615M**  
Azure Virtual Desktop

**\$23.5M**  
Security

\*Includes medium and very small customers in the United States. Excludes non-profits.

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## It's Cloud First, Not Cloud Only

### Microsoft Azure: The Consistent Hybrid Cloud

Azure has been hybrid by design from day one. If you're looking for a holistic computing environment that lets on-premises resources and the cloud smoothly work together, provides a unified approach to management and allows a single identity everywhere, Microsoft Azure hybrid cloud could be just what they're looking for.

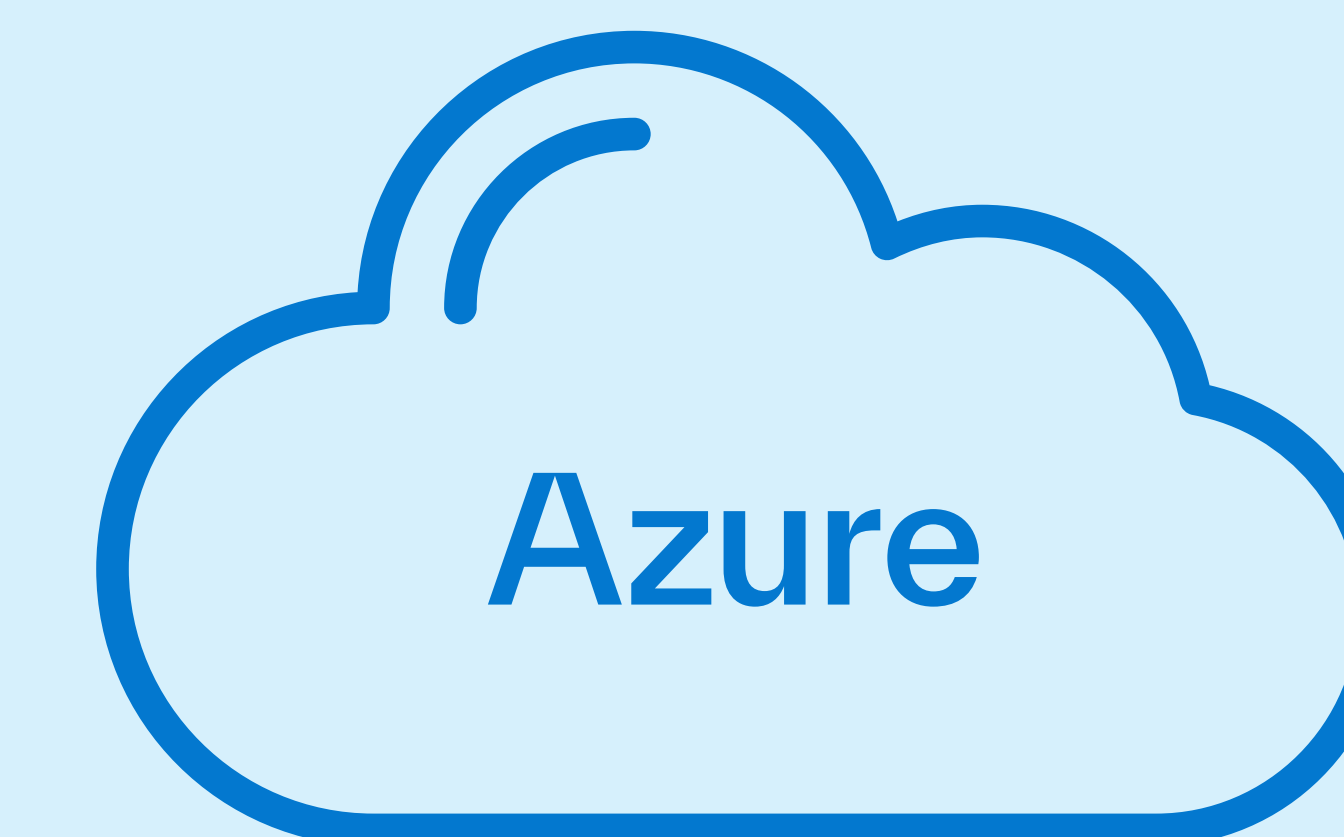
 [Choosing the right solution](#) 

### Azure vs. Other Clouds

- Competing solutions utilize a hybrid strategy with products that cannot run disconnected and only support a subset of services, meaning that customers don't have a choice of hardware vendor and service needs access/fulfillment. Azure Stack supports connected and disconnected scenarios; Azure also gives customers their choice of hardware vendor and ability to operate.
- Other solutions running everything in containers push customers to adopt a Kubernetes solution that does not offer additional services like data. Azure Arc supports bare metal, virtual machines, containers, Platform-as-a-Service (PaaS), etc.

### Azure Hybrid

Innovation anywhere with Azure



Single control plane with Azure Arc



Bring Azure services to any infrastructure



Modernize datacenters with Azure Stack



Extend to the edge with Azure IoT

Azure Incentives 



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## Azure Incentives

Beyond the recurring, high-margin, monthly revenue from managed services, Azure cloud service provider (CSP) incentives allow you to earn more! The Microsoft Commerce Incentives (MCI) program offers Azure partners significant financial benefits to boost cloud growth. Partners can also earn rebates and co-op funds of up to 26% on Azure-consumed revenue (ACR), which can enhance profitability and enable you to deliver greater value to your customers.

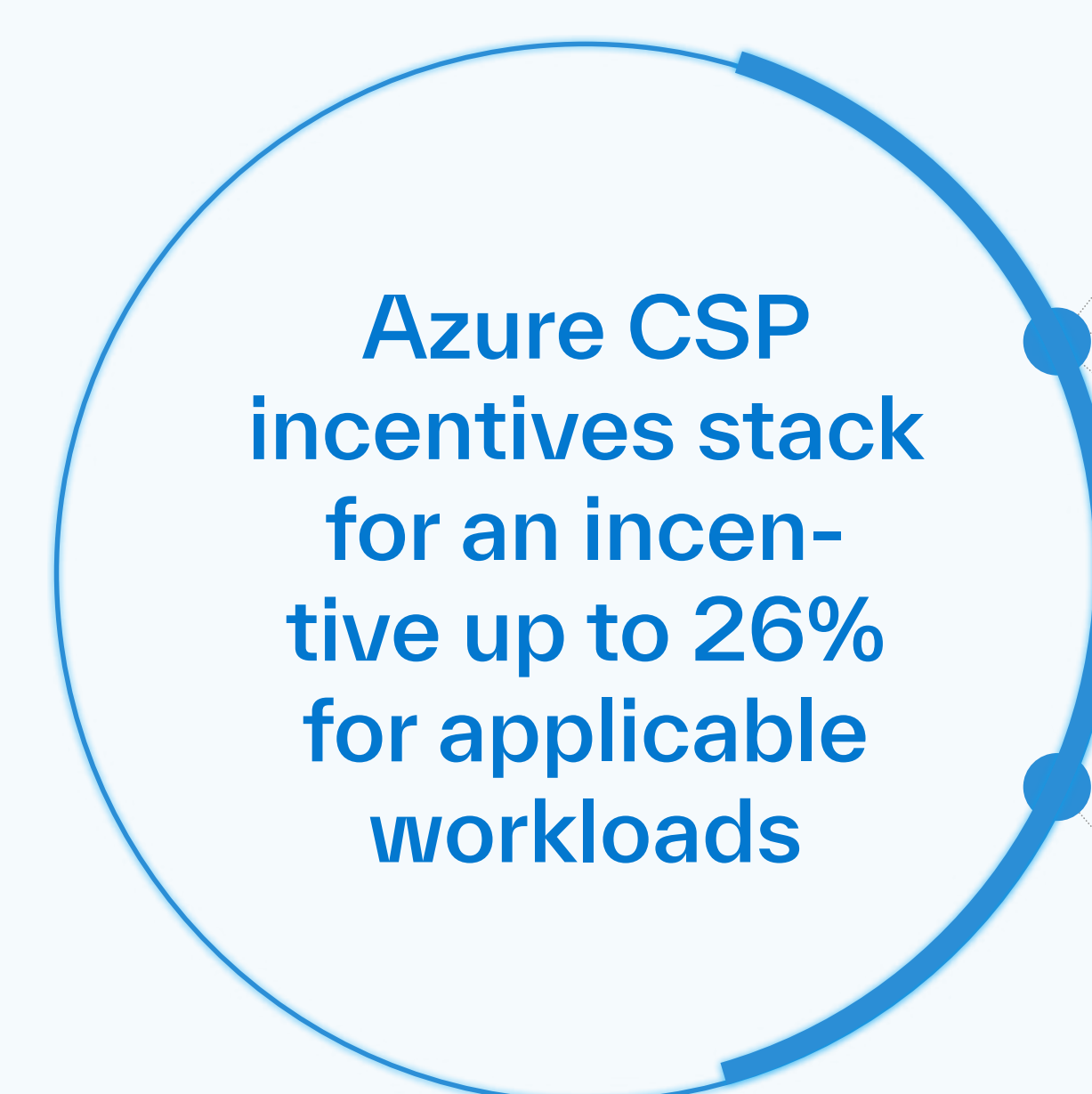
Azure CSP incentives are calculated as a percentage of your ACR and are paid monthly. This includes core incentives and additional accelerators that increase total rewards.

To meet program requirements, you will need to join the Microsoft AI Cloud Partner Program (MAICPP) and enroll in MCI. Additionally, you need to earn one of the following Solutions Partner designations: Infrastructure (Azure), Data and AI (Azure) or Digital and App Innovation (Azure).

MAICPP Clinics – TD SYNnex Practice Builder

## Data Center Optimization (DCO) Program

The DCO program helps TD SYNnex reseller customers accelerate their Azure CSP practices with exclusive enablement resources and support. Consisting of a 12-month engagement, the DCO program is designed around growth targets for Azure-consumed revenue (ACR). This Azure acceleration program is led by Microsoft and extended to select indirect providers.



4% baseline (core incentive)

+

3% Workload Accelerator or 7% AI Accelerator

+

15% CSP customer add

=

Up to 26% incentive earning potential on associated ACR

*10% Provisioned Throughput Units (PTU), Azure Reserved Instance (RI) and Savings Plan (SP). Stacks with 15% customer add for up to 25% incentive earning potential on ACR*

## What Does the DCO Program Mean to TD SYNnex Customers?

- Rebate Earnings
- Education and Training
- Marketing Development Funds (MDF)
- Migration Services Funding
- Marketing Services

Ready to accelerate your Azure practice? Contact TD SYNnex Cloud Solutions Consultant Ashley Connolly at [Ashley.Connolly@tdsynnex.com](mailto:Ashley.Connolly@tdsynnex.com) to get started.

Microsoft Cloud DCO One Pager



# Tools and Resources: Training for Your First Sale

Business Fundamentals >

Technical Fundamentals >

Go-To Market >

TD SYNnex Resources >





# Tools and Resources: Training for Your First Sale

## Business Fundamentals >

Get the business fundamentals training you need to grow your skills and advance your business.

### [Reach Your Full Potential in the Microsoft AI Cloud Partner Program >](#)

The Microsoft AI Cloud Partner Program (MAICPP) is for all partners, whether you build and sell services or software solutions. Those enrolled in MAICPP gain access to internal use right licenses, Azure credits, technical advisory hours, programs and tools. With the TD SYNnex Microsoft Cloud team as your guide, you can train your team, build innovative solutions, differentiate and drive business growth!

Microsoft Azure credits are an excellent opportunity to explore and experiment with Azure services with minimal financial risk. These credits can be used for internal development, testing and application purposes and are available through Microsoft benefits packages: Partner Success Core, Success Expanded or Solutions Partner. These range from \$700 to over \$18,000 and Visual Studio Enterprise subscriptions with a \$150 monthly credit.

[Download the Benefits Guide](#)

### [Azure for Infrastructure >](#)

### [Azure Data and AI >](#)

### [Azure for Digital App and Innovation >](#)

## Technical Fundamentals >

## Go-To Market >

## TD SYNnex Resources >





# Tools and Resources: Training for Your First Sale

[Business Fundamentals](#) >

**[Technical Fundamentals](#)** >

Take the next step – Advance your business with our suite of technical training tools and engaging partner communities.

## Technical Training

TD SYNnex Channel Academy offers monthly technical workshops led by our experienced design sales engineers covering Microsoft Azure technical terminology, demonstrations and best practices. These workshops are available one-to-one, one-to-many or self-paced (on-demand).

- Azure Migrate Management
- Azure Security
- Azure Virtual Desktop (AVD)
- Azure Topics – Azure Arc
- Azure OpenAI
- Azure Topics – Azure Log Files
- Microsoft Fabric Technical Walkthrough
- Azure Topics – Microsoft Cost
- Azure Backup and Azure Site Recovery

Sign into the [TD SYNnex Channel Academy](#) site to view and register classes. This platform offers partners free online learning with interactive modules, sales enablement tools and bite-sized training module sessions. For assistance, contact [CloudEnablementServices@tdsynnex.com](mailto:CloudEnablementServices@tdsynnex.com).

## Certification Training

TD SYNnex partners with ExitCertified to offer a full range of complimentary Microsoft Azure certification training to validate your expertise and meet your Microsoft intermediate or advanced skilling requirements. [View the latest training schedule for virtual, instructor-led courses.](#)

## Weekly Tech Series

Join us every Monday at 2pm to learn new skills and discover the power of Microsoft products with focused, hands-on training from TD SYNnex and Microsoft experts. Each week, we'll tackle a variety of technical topics for Microsoft Azure and Modern Workplace offerings designed specifically to help meet your business goals.

 [View the Schedule](#) >

## Cyber Range

TD SYNnex is excited to welcome you to the Cyber Range, an interactive cyber playground hosted by our elite cyber experts. The first of its kind offered by an IT solutions distributor, the TD SYNnex Cyber Range is an interactive and immersive environment designed to simulate real-world situations that can be used to prevent, detect or respond to known or simulated cyber threats. Our goal is to enable our partners and their customers using the latest technologies, processes and advanced techniques in cybersecurity. Ask your dedicated Microsoft rep at TD SYNnex how you can experience the latest Microsoft security solutions at the Cyber Range.

[Go-To Market](#) >

[TD SYNnex Resources](#) >



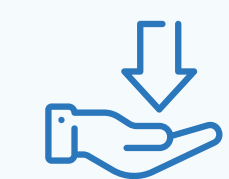
# Tools and Resources: Training for Your First Sale

[Business Fundamentals](#) >

[Technical Fundamentals](#) >

[Go-To Market](#) >

Use pre-built tools to help your customers understand how thousands of organizations have migrated to Azure at their own pace and with high confidence by using a reliable methodology, flexible-yet-powerful tools and proven partner expertise.



[DemandSolv](#) >

Don't have enough bandwidth or resources to get all your marketing done? Leverage our free marketing platform to access ready-to-use, pre-built Microsoft marketing campaigns that can save you time and reach more end users. With just a few clicks per week, drip campaigns can integrate with your social media outlets to truly empower your marketing and sales teams.



[Partner-Ready Campaigns](#) >

Increase engagement with Microsoft's extensive collection of ready-to-use campaign assets designed to empower partners in accelerating their market outreach. Each campaign is aligned with Solution Plays and equips you with digital assets targeted at driving awareness, generating leads and initiating sales opportunities. Contents include nurture emails, digital ads, landing pages, pitch decks and more. Just download and customize assets yourself by plugging in your company information and logo.

[TD SYNnex Resources](#) >





# TD SYNnex Resources

Business Fundamentals >

Technical Fundamentals >

Go-To Market >

**TD SYNnex Resources >**

**MAICPP Clinics >**

Attend monthly MAICPP sessions for updates, program guidance and how to maximize your profitability within MAICPP

**MAICPP Guidance >**

Fill out the form to schedule a one-on-one coaching call for personalized guidance.

**Skilling >**

Earning a Microsoft certification helps your organization earn skilling points toward achieving a Solution Partner designation, and TD SYNnex can help you get there.

[Complimentary Azure certification preparation courses are available here.](#)

[Exam vouchers available upon request.](#)

[Learn more with the MAICPP Program Guide](#)





# Get Started

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## Azure Jumpstart: Accelerate Growth With TD SYNnex and Microsoft Azure!

TD SYNnex will help you generate growth and sustain your Azure practice by helping move your end customers to the cloud quickly and efficiently. TD SYNnex Azure Jumpstart focuses on helping your end customers identify use cases for specific solutions built on or deployed on Microsoft Azure.

Eligible TD SYNnex partners\* will be able to nominate their end customer for a TD SYNnex-funded engagement fulfilled by our ServiceSolv team.

- Accelerate deployments and migrations
- Expertise with planning, assessments, implementations and migrations
- Assistance with best Azure migration path to minimize risk and maximize savings
- Guidance on proof of concept (POCs)
- Azure pilot programs
- Access to additional funding\*
- We work hand-in-hand with partners to provide the necessary level of expertise required

\* To be eligible you must be approved by our TD SYNnex Microsoft team. Projects available are first come, first served.





# Summary

Microsoft Azure can be for everyone! We provided a ton of information in this briefcase, but we want you to know that our team of Azure specialists are here to help you find and land opportunities, provide sales and technical trainings and marketing support to help you find new customers.

In addition, we offer professional services to help you deploy workloads through pre-configured architectures on our StreamOne® marketplace, and we offer assessment and migration services that you can white-label and deliver to your customers.

## All it takes to get started is one consultation!

For questions or more information, please feel free to contact your dedicated Microsoft representative at TD SYNnex or visit <https://info.tdsynnex.com/Azure-Contact-Page.html>.

Not yet a Microsoft CSP partner? Contact our onboarding team at [MSFTcspOnboarding@tdsynnex.com](mailto:MSFTcspOnboarding@tdsynnex.com).

