

## SYNNEX SOLUTION GUIDE

# AZURE WITHIN REACH

## How to build a profitable Azure practice

There's never been a better time to help your customers modernize with [Microsoft Azure](#). Extended support for Windows Server 2008/R2 reaches its end in January 2020, opening the door to conversations around security, compliance, and innovation. Don't let your customers slip behind—give them the solutions they need to stay protected and competitive.

Use this guide to explore the partner opportunity, learn how to prepare your teams, and get all the go-to-market materials you need to successfully sell Azure solutions.

## What are the benefits?

In the next 12 months, **50% of SMBs plan to move to the cloud**,<sup>1</sup> and they'll need modern, flexible solutions to help them keep pace with the changes and challenges of cloud migration.

What does this mean for partners? For starters, more revenue. Cloud migration services account for up to 30% of the overall implementation services market, which translates to **\$7.24 billion in revenue opportunities** worldwide.<sup>2</sup>

You'll also have the opportunity to develop and deliver higher-margin, value-added IT services that drive software and services sales (plus ongoing management fees), and boost customer lifetime value by positioning you as their trusted advisor.

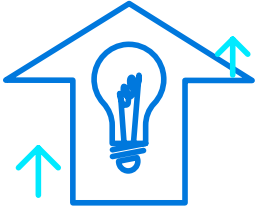
### Customer value scenarios:

- » Flexible migration options with hybrid support
- » Latest compliance and security offerings
- » A low-risk, cost-effective migration experience
- » More opportunities to innovate



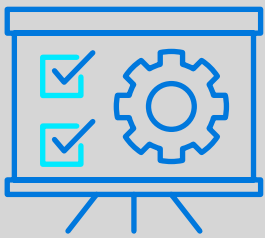
Get all the Azure resources you need at our [Partner Resource Hub](#), or contact us at [MSFTCSP@SYNNEX.com](mailto:MSFTCSP@SYNNEX.com) to start building your practice.

# Get started with these resources



## Understand the opportunity

- Get started: [Azure SMB Opportunity for Partners](#)
- See how SYNnex supports your journey: [Why SYNnex for Azure](#)
- Get Azure resources to build your practice: [Resource Hub](#)



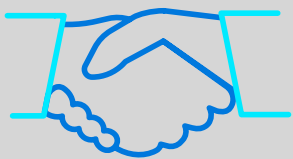
## Prepare your team

- Learn how to help customers migrate: [On-Demand Azure Webinar](#)
- Expand your Azure knowledge: [Azure Simple Start Workshops](#)
- Step-by-step path to Azure: [Cloud Adoption Framework](#)
- Get training in this 8-part series: [Azure Learning Path](#)



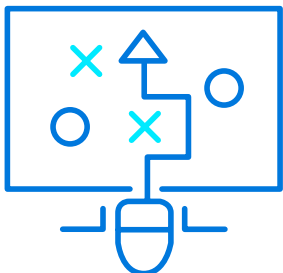
## Get support as a Microsoft partner

- Start testing Azure: [Internal-Use Rights](#)
- Explore Partner Investment Engine (PIE): [Partner Center](#), [PIE Incentives](#)
- Grow faster as a Cloud Solution Provider (CSP): [Cloud Enablement Desk](#)
- Earn cloud competencies and benefits: [Microsoft Competencies](#)



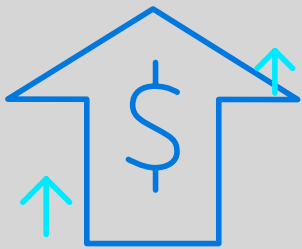
## Get support as a SYNnex partner

- Grow your business faster: [SYNnex Capture the Cloud](#)
- Stay connected: [SYNnex Partner Events](#)
- Cash in on exclusive incentives: [SYNnex Partner Offers](#)



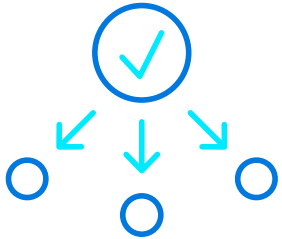
## Use go-to-market (GTM) resources

- Drive demand: Cloud Ascent, [DEMANDSolv](#), [GTM Desk at Microsoft](#)
- Customize assets to share with customers: [Azure Datasheet](#), [Emails](#)
- Browse EOS resources: [Windows/SQL Server 2008 EOS Hub](#)
- Get GTM migration kits: [Windows Server](#), [Database](#), [Web Apps](#)



## Start selling

- Learn how to engage customers: [Azure Within Reach Sales Guide](#)
- Prepare your pitch: [Windows/SQL Server 2008 EOS Pitch Deck](#)
- Address concerns: [Overcoming Azure Concerns Webinar Series](#)
- Show numbers: [Pricing Calculator](#), [TCO Calculator](#), [Hybrid Benefit](#)



## Grow your Azure practice

- Build your cloud practice faster: [Cloud Migration Playbook](#)
- Learn key migration paths: [From EOS to Azure eBook](#)
- Differentiate your offerings: [Intelligent Cloud GTM Learning Series](#)
- Price your offerings: [Top 5 Azure Pricing Scenarios Webinar](#)

## Why SYNnex?

Understanding the wide scope of Azure solutions and strategies can be daunting, but we're here to make reselling easy. Our team of technical, sales, and licensing experts will support you every step of the way, so you can bring your cloud solutions to market faster—and drive more revenue. With the right team in your corner, you'll unlock massive potential with Azure.

Want details on how to become a Microsoft CSP with SYNnex?

[VISIT WEBSITE](#) →

Explore our Azure resources for partners

[RESOURCE HUB](#) →

Contact us to start growing your practice  
[MSFTCSP@SYNNEX.COM](mailto:MSFTCSP@SYNNEX.COM)

[EMAIL US](#) →

<sup>1</sup>Microsoft Internal Research on US Quantitative survey of SMB ITDMs and BDMs currently using or considering cloud services

<sup>2</sup>Gartner, Market Insight: Cloud Migration Part 1—Where Are the Opportunities for Service Providers? Figure 4, May 2018

