

SYNNEX SOLUTION GUIDE

AZURE BUSINESS CONTINUITY & DISASTER RECOVERY

How to grow your practice with Azure BCDR

When it comes to safeguarding against infrastructure failure, businesses can't rely on guesswork. Without a disaster recovery plan, even the smallest outage could have costly consequences—in fact, just **1 minute of datacenter downtime can cost companies as much as \$9,000.**¹

By reselling Azure business continuity and disaster recovery (BCDR) solutions, you can help customers easily and affordably safeguard their businesses while you drive profits. Use this guide to learn more about the partner opportunity, prepare your teams, and get go-to-market materials that engage customers.

What are the benefits?

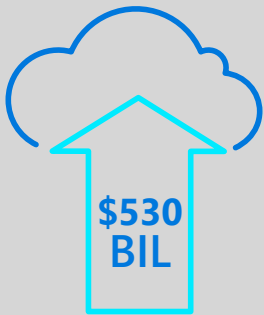
To prevent outages, some of your customers turn to costly resources like datacenters, hardware, software, and even staff. Consider showing them a better way. With two key Azure services, Backup and Site Recovery, your customers gain a powerful, flexible BCDR solution that ensures their businesses stay protected.

For partners, BCDR is big business. By 2021, companies will spend **more than \$530 billion on cloud services** and cloud-enabling hardware, software, and services—and partner cloud and managed services will play a key role in supporting customer cloud initiatives.²

When you partner with SYNNEX to sell Azure BCDR solutions, you'll develop and deliver higher-margin, value-added IT services that drive sales. What's more, you'll increase customer lifetime value by becoming their most trusted advisor.

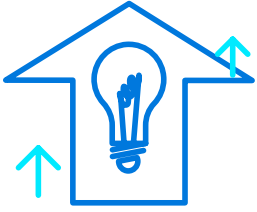
Customer value scenarios:

- » Reduced costs and complexity
- » Protected data and apps across hybrid environments
- » Automated workload recovery
- » Increased compliance with embedded certification portfolio



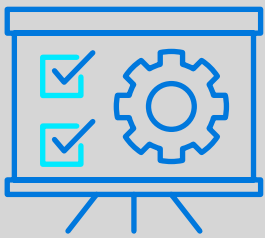
Get more Azure resources on our [Azure Resource Hub](#), or contact us to start building your BCDR practice: MSFTCSP@SYNNEX.com

Get started with these resources



Understand the opportunity

- Mitigate risk and drive profits: [Partner Opportunity Playbook](#)
- Dig deeper into the opportunity: [Cloud Infrastructure & Management](#), [Azure Opportunity](#)
- Get Azure partner resources to build your practice: [Resource Hub](#)
- See how SYNEX supports your journey: [Why SYNEX for Azure](#)



Prepare your team

- Get to know Azure Backup: [On-Demand Webinar](#)
- Learn how to architect migration and BCDR: [Azure Learning Path](#)
- Provision a VM with Backup, Site Recovery: [StepUp Technical Webinar](#)
- Discover the technical side of BCDR solutions: [Backup](#), [Data Recovery](#)



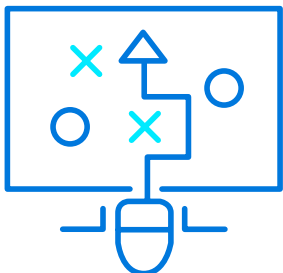
Get support as a Microsoft partner

- 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](#)



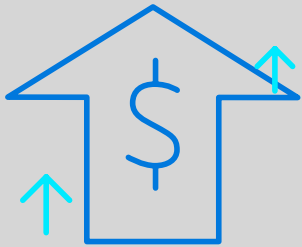
Get support as a SYNEX partner

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



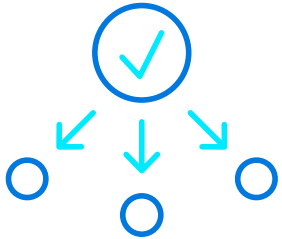
Use go-to-market (GTM) resources

- Drive demand: [Cloud Ascent](#), [DEMANDSolv](#), [GTM Desk at Microsoft](#)
- Leverage this customizable content package: [6-Week Azure BCDR Campaign](#)
- Get tips on marketing Azure BCDR: [On-Demand Webinar](#)



Start selling

- Position your sales and services with BDCR: [On-Demand Webinar](#)
- Make the sale: [BCDR Pitch Guidance](#), [Strategies for SMBs](#), [Pitch Deck](#)
- Address customer concerns: [On-Demand Azure Challenges Webinars](#)
- Show numbers: [Pricing Calculator](#), [TCO Calculator](#), [Hybrid Benefit](#)



Grow your Azure practice

- Build your practice: [Cloud Infrastructure Playbook](#), [Migration Playbook](#)
- Differentiate your offerings: [Intelligent Cloud GTM Learning Series](#)
- Help customers secure Azure IaaS: [Azure Security and Management Deck](#)
- Price your offerings: [Top 5 Azure Pricing Scenarios Webinar](#)

Why SYNnex?

By partnering with SYNnex to bring Azure BDCR solutions to your customers, you'll do more than help them mitigate risk, stay secure, and recover faster from outages—you'll also earn more revenue. We'll make reselling easy with the tools and support you need to meet customers' demands, create strategic offerings, and fast-track your profitability. 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 other Azure resources for partners

RESOURCE HUB →

Contact us to start growing your practice
MSFTCSP@SYNNEX.COM

EMAIL US →