



**Thank you for joining our SYNNEX  
Microsoft Virtual Training event today!**

**We will begin shortly – about 2 minutes  
after the hour.**

**We will be recording this session. If you  
do not wish to be recorded, please drop  
from this session now.**

Tuesday, October 27, 2020



# Strategies for Building Your Azure Cloud Practice using the Microsoft Cloud Adoption Framework

Greg White – Manager, Cloud Sales Engineering



Change is difficult!  
Microsoft understand that.  
Change impacts people,  
culture, and sometimes...  
just feels too risky!

Change requires radical thinking.

---

Change requires organizations  
to adapt, take risks, and  
learn quickly.

---

Change requires a culture shift  
within your organization,  
And, often...

Change is difficult!  
Microsoft understand that.  
Change impacts people,  
culture, and just...  
sometimes feels too risky!

Change requires radical thinking.

---

It requires organizations to  
adapt, take risks, and  
learn quickly.

---

Change requires a culture shift  
within your organization,  
And, often...  
must start with you!

# Industries are embracing change



We have seen two years worth of digital transformation in the last couple of months. — No industry has been left untouched by the global health crisis of 2020. Change is happening—along with innovation and lessons for progress.  
Satya Nadella, CEO - Microsoft



## Retail

Even in the face of unprecedented disruption, you can engage with customers more meaningfully to create strong, long-lasting relationships.

[With commerce] we now have the tools and insights we need to adapt to the market and roll out new experiences faster and more strategically than we could before.”

Miia Suortii,  
Director of Digital Marketing,  
Ste. Michele Wine Estates



## Healthcare

Consider new solutions to solve old problems, such as virtual visits to meet with patients in a physically safe environment while improving efficiency and provider accessibility.



## Manufacturing

Have the data and analytics to be agile and flexible, and adjust to new customer needs, thus improving the customer experience.



## Financial Services

Enable employees to serve customers and work from anywhere with continuous remote access to everything.



## Government

Modernize outdated platforms to reduce costs, improve scalability, and meet compliance requirements.



## Professional Services

Leverage modern solutions that help you expand your reach, know your clients and enhance customer relationships, while continuing to employ strategies to optimize your brand performance.

“Our mobile sales force, using MS Dynamics 365 with Cincom CPQ, is able to develop, manage, and track a Quote, add and save a configuration and provide a document output representing solution options to the customer quicker than ever before.”

Jeniffer Wells,  
Senior Analyst  
BGE HOME

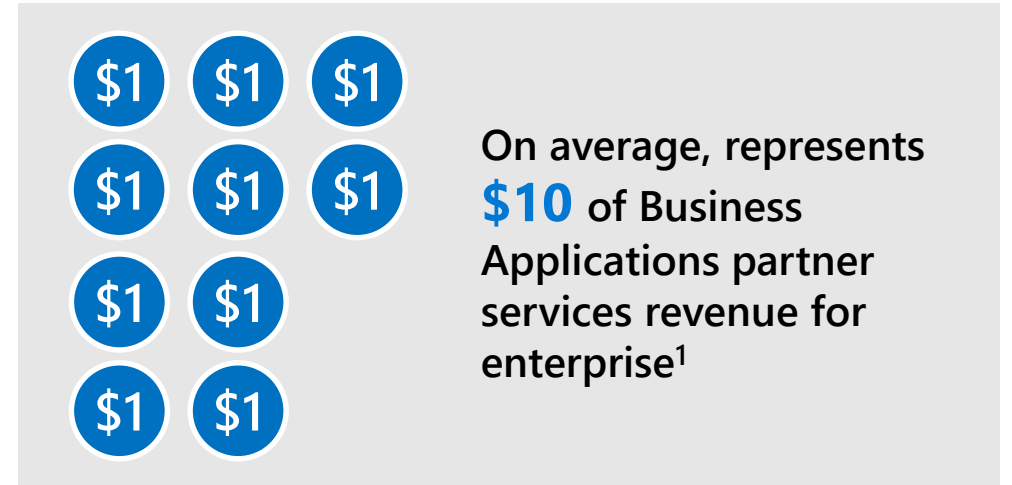
# Big opportunity for services partners

Three-year analysis shows **40%** ROI and **\$12M** NPV on building a Business Applications practice<sup>1</sup>



**\$1**

Every \$1 of Microsoft Business Applications licensing margin...



1. Research based on Forrester The Partner Business Opportunity For Microsoft Business Applications, 2019

**Ready! Aim! Fire!**

What's required...  
is an iterative process...





Ready! Fire! Aim!

What's required...  
is an iterative process...





**Fire! Ready! Aim!**

What's required...  
is an iterative process...



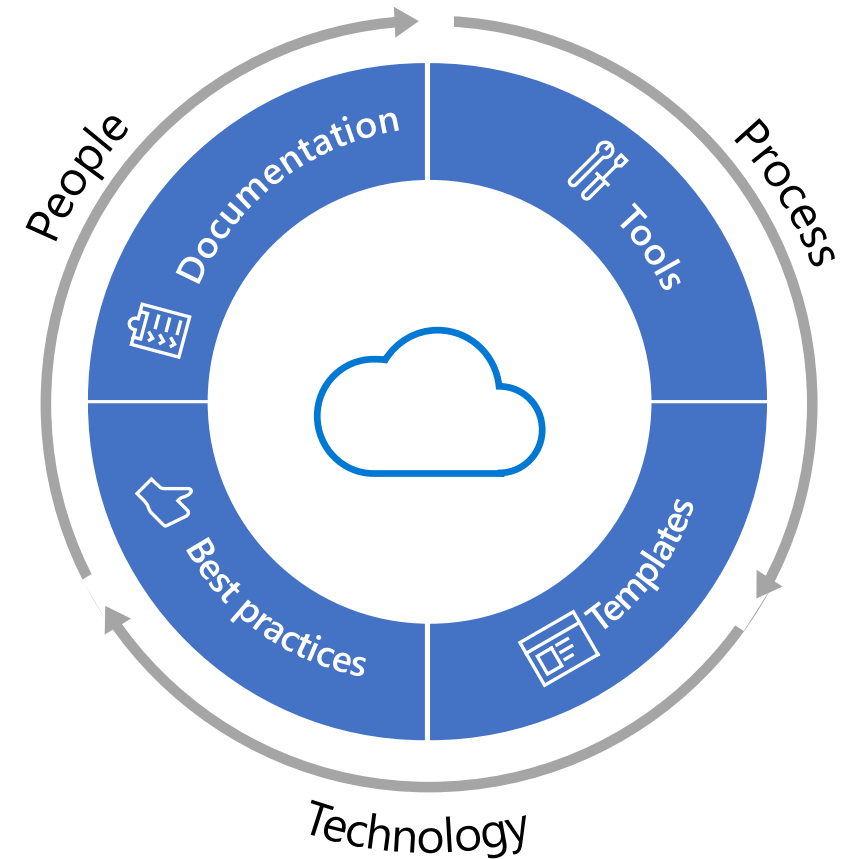
What's required...  
is an iterative process  
that supports your  
business ...  
as it evolves



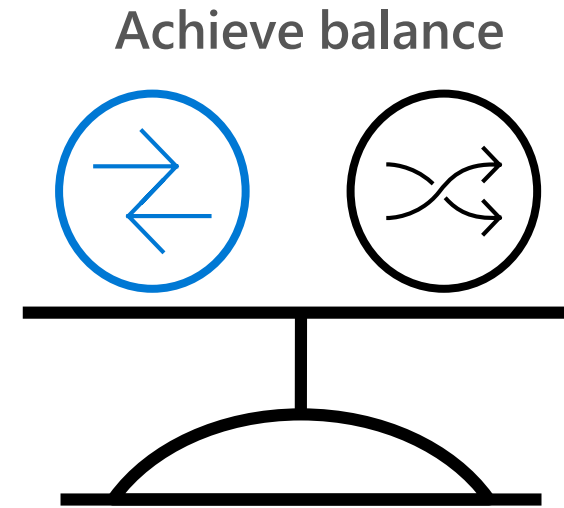
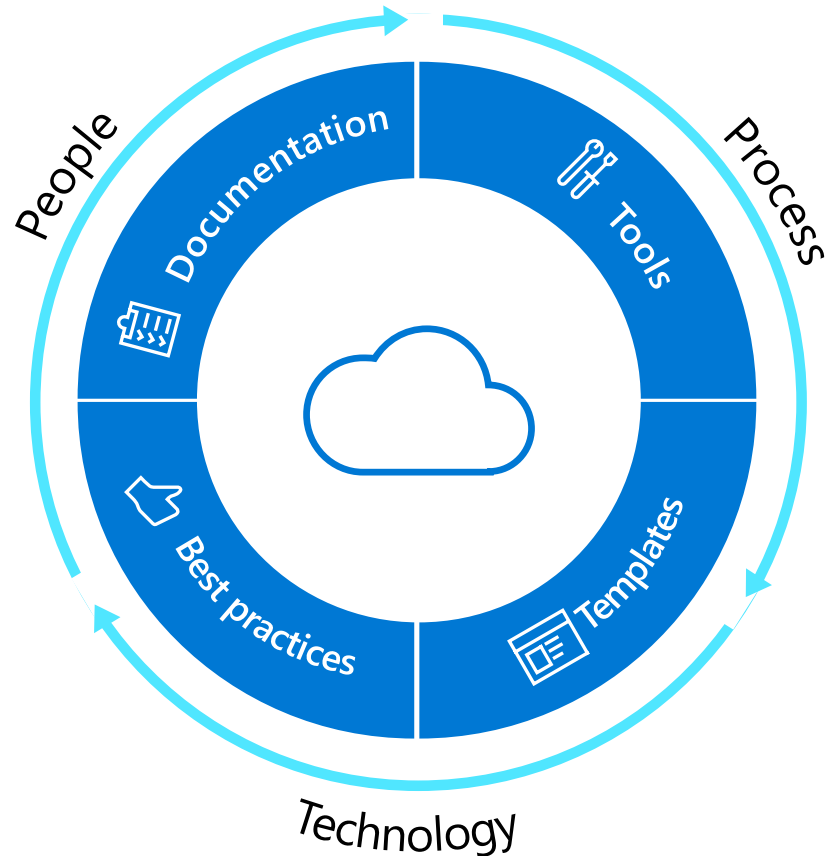
What's required...  
is an iterative process  
that supports your  
business ...  
as it evolves



What's required...  
is an iterative process  
that supports your  
business ...  
as it evolves



# Microsoft Cloud Adoption Framework



**Align**—People, Process and Technology strategy.

**Achieve**—business goals with actionable, efficient, and comprehensive guidance.

**Deliver**—fast results with control and stability.

# Cloud Adoption Motivations

Engage stakeholders across business and technology to understand your motivations for cloud adoption



## Critical Business Events

- Data center exit
- Mergers, acquisition or divestiture
- Reductions in capital expenses
- End of support for mission critical technologies
- Regulatory compliance, data sovereignty requirements
- Reduce disruptions and improve IT stability



## Migration Motivations

- Cost Savings
- Reduction in vendor or technical complexity
- Optimization of internal operations
- Increase business agility
- Prepare for new technical capabilities
- Scale to meet market demands
- Scale to meet geographic demands



## Innovation Motivations

- Prepare for new technical capabilities
- Build new technical capabilities
- Scale to meet market demands
- Scale to meet geographic demands
- Improve customer experiences / engagements
- Transform products or services
- Disrupt the market with new products or services

# Cloud Adoption Motivations

Engage stakeholders across business and technology to understand your motivations for cloud adoption



## Critical Business Events

- Data center exit
- Mergers, acquisition or divestiture
- Reductions in capital expenses
- End of support for mission critical technologies
- Regulatory compliance, data sovereignty requirements
- Reduce disruptions and improve IT stability



## Critical Business Events - SMB

- Aging hardware replacement
- Expanding regional locations
- Better control of cash flow
- LOB vendors discontinuing on-prem software
- Risk and cost of maintaining industry regulations and international compliance concerns
- Implement an affordable BC/DR plan



## Migration Motivations

- Cost Savings
- Reduction in vendor or technical complexity
- Optimization of internal operations
- Increase business agility
- Prepare for new technical capabilities
- Scale to meet market demands
- Scale to meet geographic demands



## Innovation Motivations

- Prepare for new technical capabilities
- Build new technical capabilities
- Scale to meet market demands
- Scale to meet geographic demands
- Improve customer experiences / engagements
- Transform products or services
- Disrupt the market with new products or services



# Cloud Adoption Motivations

Engage stakeholders across business and technology to understand your motivations for cloud adoption



## Critical Business Events

- Data center exit
- Mergers, acquisition or divestiture
- Reductions in capital expenses
- End of support for mission critical technologies
- Regulatory compliance, data sovereignty requirements
- Reduce disruptions and improve IT stability



## Critical Business Events - SMB

- Aging hardware replacement
- Expanding regional locations
- Better control of cash flow
- LOB vendors discontinuing on-prem software
- Risk and cost of maintaining industry regulations and international compliance concerns
- Implement an affordable BC/DR plan



## Migration Motivations

- Cost Savings
- Reduction in vendor or technical complexity
- Optimization of internal operations
- Increase business agility
- Prepare for new technical capabilities
- Scale to meet market demands
- Scale to meet geographic demands

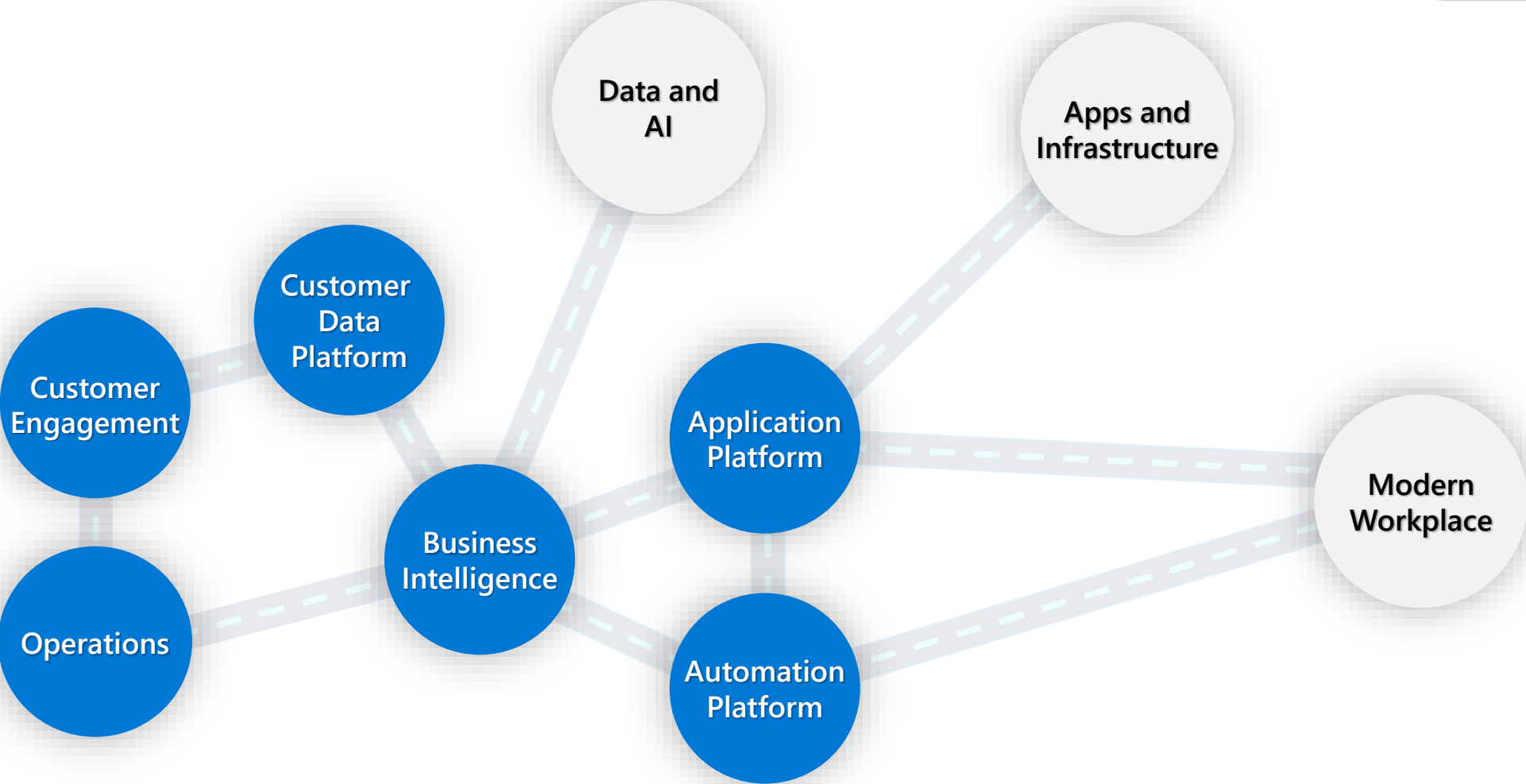


## Innovation Motivations

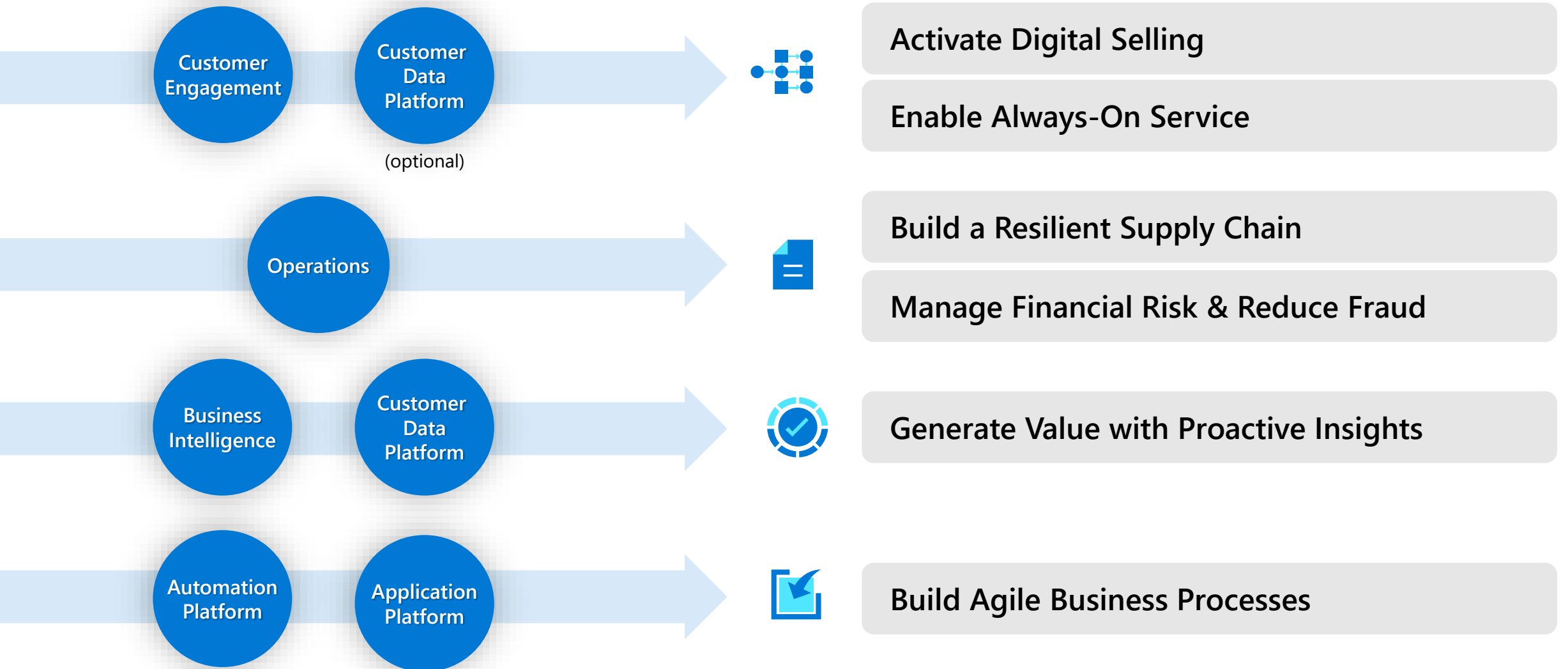
- Prepare for new technical capabilities
- Build new technical capabilities
- Scale to meet market demands
- Scale to meet geographic demands
- Improve customer experiences / engagements
- Transform products or services
- Disrupt the market with new products or services

# Six cloud markets, many possibilities to start and expand your practice journey

- Business Applications Cloud Markets
- Other Solution Areas

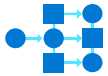


Enter these cloud markets with six Business Applications plays that deliver the capabilities and innovations that deliver customer value and grow your practice.



# Microsoft Cloud Adoption Framework

Proven business and technical guidance to help customers create and implement the **business and technology strategies** necessary to succeed in the cloud



## Define strategy

Define business justification and expected outcomes  
Understand motivations



## Plan

Align actionable cloud adoption plan to business outcomes



## Ready

Prepare people, process and environment for change  
Create landing zones



## Adopt

**Migrate or Innovate**  
Implement desired changes across IT and business processes



## Govern

Comply, control and secure – Methodology - Benchmarks

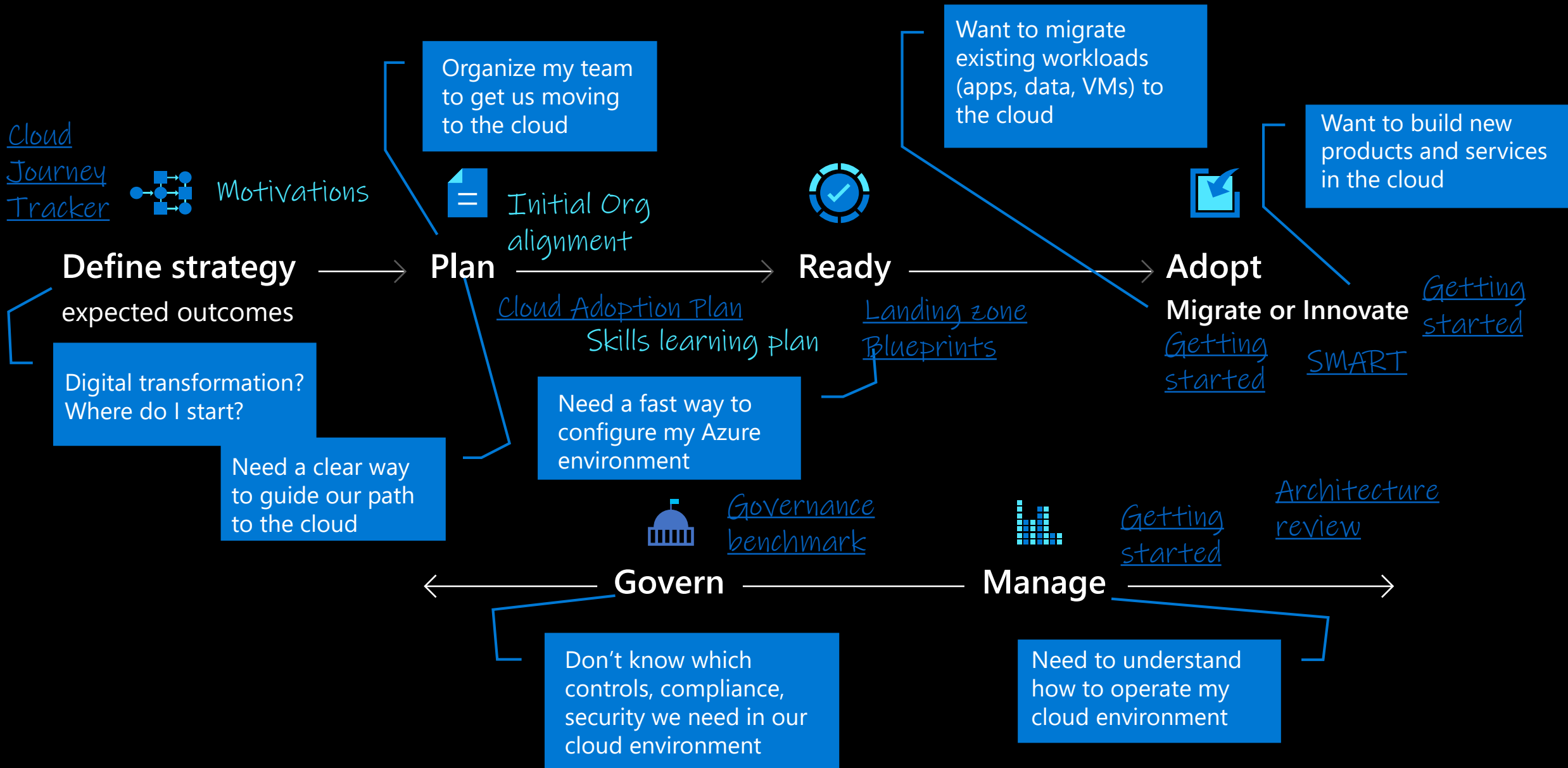


## Manage

Operate and optimize  
Business operation commitments



# Overcoming common blockers



# Tools, templates, and assessments

## Define strategy

- [Cloud journey tracker](#)
- [Business outcome template](#)

## Plan

- [Azure DevOps demo generator](#)
- [Cloud adoption plan template](#)

## Ready

- [Azure setup guide](#)
- [Readiness checklist](#)
- [Naming and tagging tracking template](#)
- [Landing zone blueprints](#)

## Adopt

- [Strategic migration assessment and readiness tool \(SMART\)](#)
- [Azure migration guide](#)
- [Azure innovation guide](#)

## Govern

- [Governance benchmark](#)
- [Governance process template](#)
- [Cost Management process template](#)
- [Deployment acceleration process template](#)
- [Identity process template](#)
- [Resource consistency process template](#)
- [Security baseline process template](#)

## Manage

- [Microsoft Azure Well-Architected Review](#)
- [Best practices source code](#)
- [Operations management workbook](#)

# Find *your path*—get started on your journey

Microsoft | Docs | Documentation | Learn | Code Samples

Azure | Product documentation | Architecture | Learn Azure | Develop | Resources

Azure / Cloud Adoption Framework

Filter by title

Cloud Adoption Framework for Azure

- About the Framework
- What's new
- Get started
  - Overview
  - Foundational alignment
    - Accelerate migration
    - Build new products and services
    - Unblock environment design and configuration
    - Deliver operational excellence
    - Manage cloud costs
    - Secure the enterprise environment
    - Improve reliability
    - Ensure consistent performance
    - Align your organization
      - Build a cloud strategy team
      - Build a cloud adoption team
      - Build a cloud governance team
      - Build a cloud operations team
  - Strategy
  - Plan
  - Ready
  - Adopt
  - Govern
  - Manage
  - Organize
  - Resources

Download PDF

## Get started with the Cloud Adoption Framework

05/04/2020 • 2 minutes to read • 🗣️ 📖

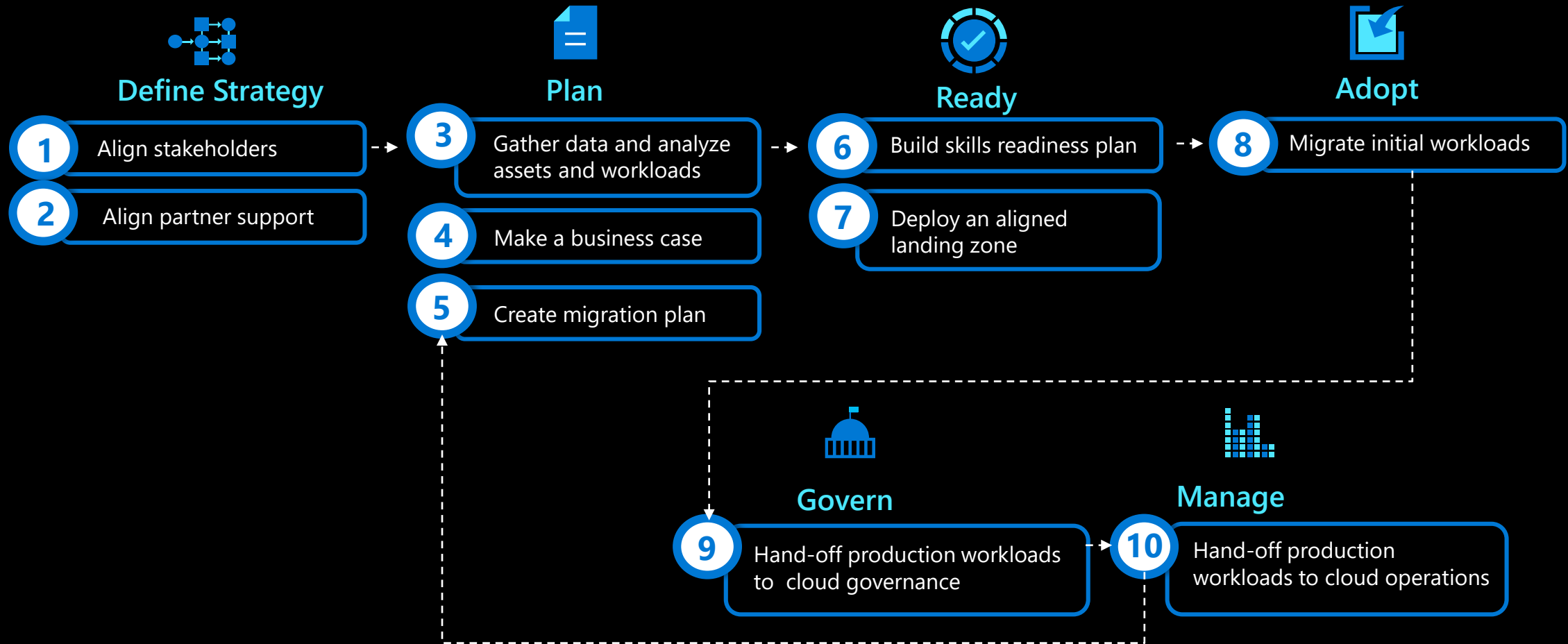
These common scenarios provide a roadmap through the Microsoft Cloud Adoption Framework for Azure. They can help you create balance between speed, innovation, and control by using an agile approach to starting with a minimally viable solution that you can iterate on and improve over time.

<a href="#">We need to understand the fundamental concepts around cloud adoption</a>	If your journey involves the cloud there are a few initial concepts to understand, and decisions to make.
<a href="#">We want to migrate existing workloads to the cloud</a>	This guide is a great starting point if your primary focus is migrating on-premises workloads to the cloud.
<a href="#">We want to build new products and services in the cloud</a>	This guide can help you prepare to deploy innovative solutions to the cloud.
<a href="#">We are blocked by environment design and configuration</a>	This guide provides a quick approach to designing and configuring your environment.
<a href="#">We need to ensure operational excellence during cloud transformation</a>	The steps in this guide help the strategy team lead the organizational change management required to consistently ensure operational excellence.
<a href="#">We need to manage enterprise costs</a>	Start optimizing enterprise costs and manage cost across the environment.
<a href="#">We need to secure the enterprise cloud environment</a>	This getting started guide can help ensure the proper security requirements have been applied across the enterprise to minimize risk of breach and accelerate recover when breach occurs.
<a href="#">We want to apply the right controls to improve reliability</a>	This getting started guide helps minimize disruptions related to inconsistencies in configuration, resource organization, security baselines, or resource protection policies.
<a href="#">We need to ensure performance across the enterprise</a>	This getting started guide can help you establish processes for maintaining performance across the enterprise.
<a href="#">We want to align our organization</a>	This getting started guide can help you establish an appropriately staffed organizational structure.
<a href="#">We're considering building a cloud strategy team</a>	This guide helps decide if you need a strategy team, and outlines what that team does.

Use the [Get Started Guides](#) as your roadmap through the Cloud Adoption Framework to overcome common blockers

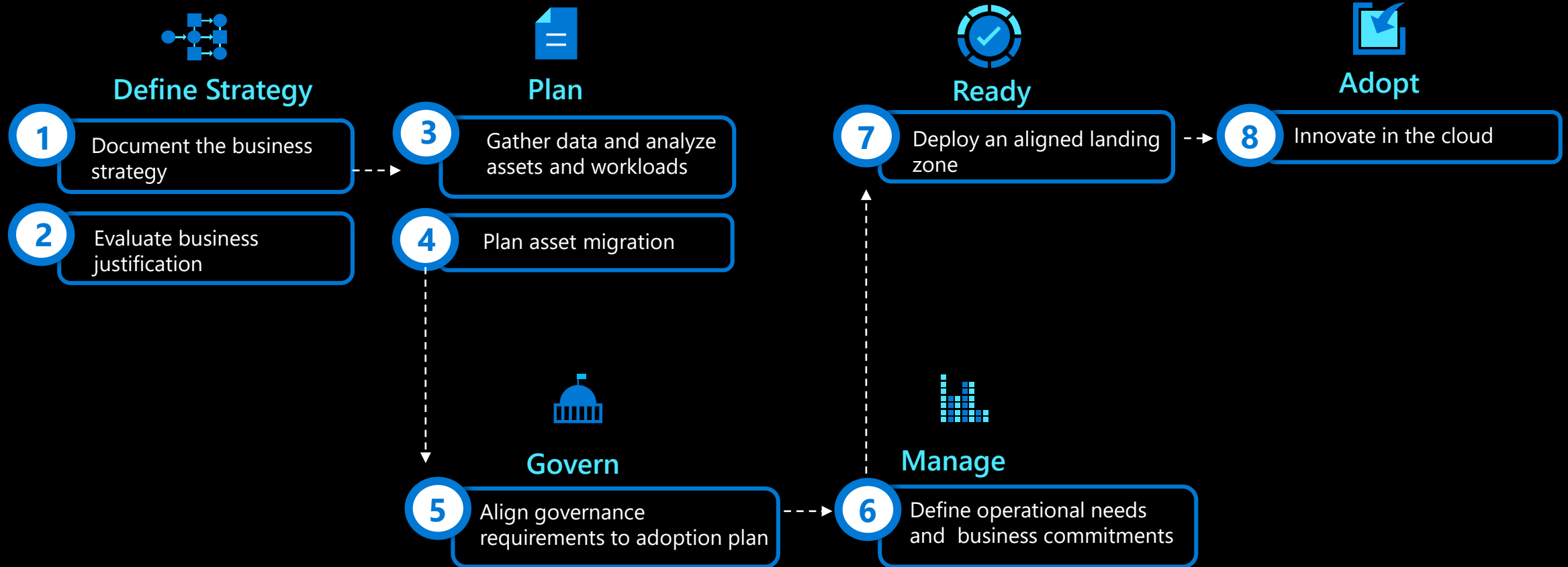


# Migrate existing workloads



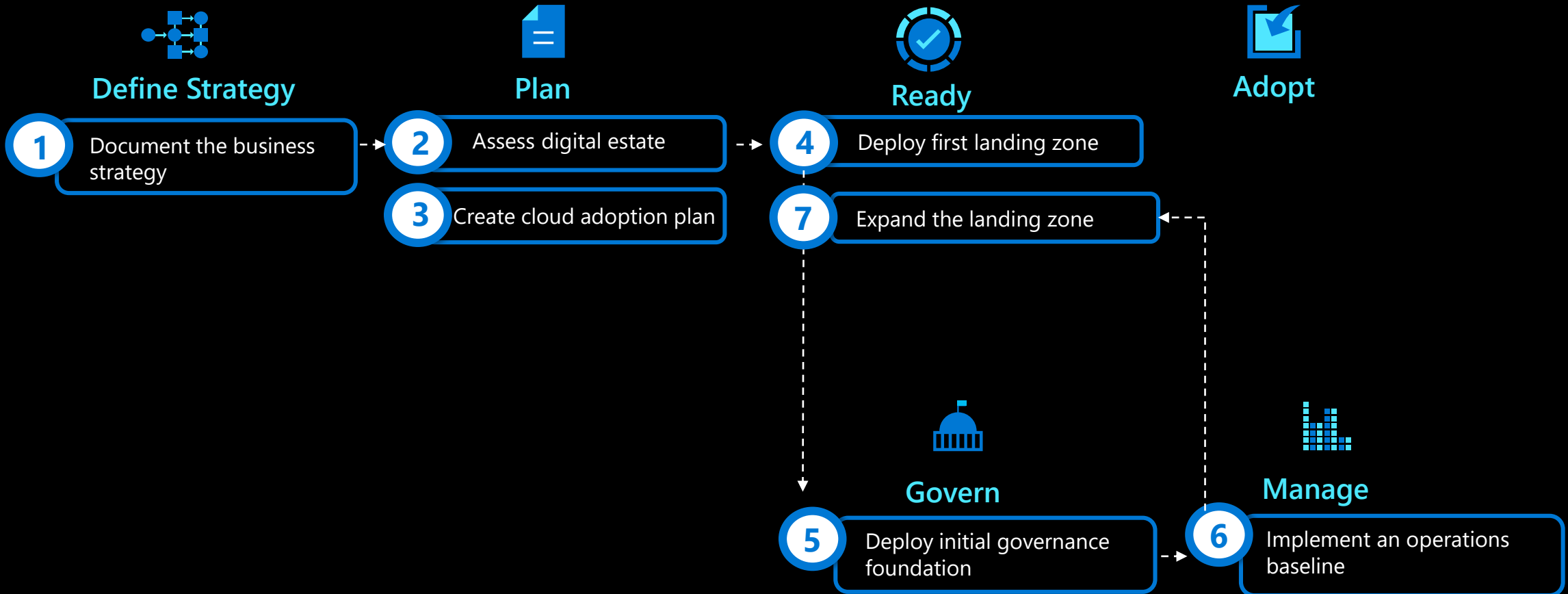
[aka.ms/adopt/getstarted-migrate](https://aka.ms/adopt/getstarted-migrate)

# Build new products and services



[aka.ms/adopt/getstarted-buildnew](https://aka.ms/adopt/getstarted-buildnew)

# Unlock environment design and configuration



[aka.ms/adopt/getstarted-environment](https://aka.ms/adopt/getstarted-environment)

# Critical for our partners to adopt the Microsoft Cloud Adoption Framework for increased success in the cloud

The Cloud Adoption Framework shows up in everything we do with customers, and across our field and partner communities



Actionable



Expert created



Comprehensive

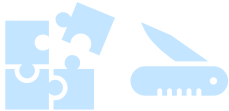


Flexible

**Aligning with MS Sales and Partner priorities**



**Deeper customer satisfaction, greater ACR with alignment to cloud native guidance and tooling**



**Get recognized and promoted as a CAF ready partner**



**Co-sell CAF aligned solutions with Microsoft**



# Practices aligned to Cloud Adoption Framework

Partner is part of Microsoft's Verified Partner community

Azure Expert MSP / Advanced Specialization partners automatically demonstrate Cloud Adoption Framework Readiness through their respective audits

Microsoft Investments

Get Showcased!

[Azure.com - > Find a partner](#)

[Azure Migration Center](#)

Get prioritized through all programs that incorporate the Cloud Adoption Framework

[Azure Migration Program](#)

[Azure Migration Center](#)

## ACTIONS for partners

- ✓ [Become an Azure Expert MSP](#)
- ✓ [Become an advanced specialized partner](#)

The screenshot shows a webpage with a dark header containing the text "Save time and money—work with an Azure partner" and a sub-header "Seek out the highest standard of Azure solution delivery". Below the header, there are three main sections: "Grow your organization with help from a partner", "Choose a partner with verified capability", and two columns of partner categories: "Azure advanced specialization partners" and "Azure Expert Managed Service Providers". Each section includes a brief description and a list of services or capabilities. At the bottom of each column, there is a link to "Find an Azure advanced specialization partner" and "Find an Azure Expert Managed Service Provider".

**Save time and money—work with an Azure partner**  
Seek out the highest standard of Azure solution delivery

**Grow your organization with help from a partner**  
Get the technical assistance, advice, and support to invent and deliver the Azure solutions your organization needs. Azure partners assess your goals and show you ways to get there with Azure—as well as opportunities that may be new to you.

**Choose a partner with verified capability**  
Azure advanced specialization partners and Azure Expert Managed Service Providers undergo independent technical validation of their skills to ensure they meet Microsoft standards. Move forward confidently knowing your partner has proven their abilities and is committed to your success.

**Azure advanced specialization partners**  
Bring aboard high-quality consulting and delivery services plus a depth of expertise addressing specific, complex solution areas with Azure, such as:

- Windows Server and SQL Server migration.
- Linux and open-source database migration.
- SAP on Azure.
- Kubernetes on Azure.
- Web application modernization.
- Data warehouse migration.

**Azure Expert Managed Service Providers**  
Get help with automation, cloud service operations, and optimization—along with a breadth of Azure expertise. Azure Expert Managed Service Providers offer:

- End-to-end lifecycle management throughout all engagement phases.
- Repeatable, highly automated solutions to enable and support hyper-scale cloud implementations.
- Skillsets across DevOps and sysops, architecting cloud solutions and technical professional consulting.

[Find an Azure advanced specialization partner >](#)      [Find an Azure Expert Managed Service Provider >](#)

# Deliver repeatable success through packaged offers

Publish your Cloud Adoption Framework aligned offer to Azure Marketplace for additional customer discovery

Microsoft Investments

Discover new customers through Azure Marketplace with your Cloud Adoption Framework offer

[Aka.ms/adopt/partneroffers](https://aka.ms/adopt/partneroffers)

Field sellers and PDMs prioritize CAF aligned co-sell offers for customer engagements

## ACTIONS for partners

- ✓ Use the Cloud Adoption Framework Partner offer validation guide to build a good offer
- ✓ Note that Azure Expert MSPs or Advanced Specialized Partners in migration can **bypass** the Ready and Migrate stages in the validation guide
- ✓ Submit the offer to be featured through your PDM

The screenshot displays the 'Cloud Adoption Framework for Azure' marketplace page. At the top, it says 'Browse offers built on the Cloud Adoption Framework from Microsoft Partners'. Below this, it instructs users to 'Find offers for your business and technical needs by Cloud Adoption Framework phases'. A list of phases is provided: All, Strategy, Plan, Ready, Migration, Innovation, Governance, and Manage. The main content area shows a grid of offer cards. Each card includes a partner logo, the offer name, a brief description, and a 'View' button. Visible offers include: 10th Magnitude (10th Magnitude, Azure Cloud Health Check: 2-Week Assessment), Avanade (Accenture/Avanade, Ready by Design), Applied Information Sciences (Applied Information Sciences), BrainScale (Brainscale, Azure Governance: 2-Day Workshop), and Catapult (Catapult).

[Aka.ms/adopt/partneroffers](https://aka.ms/adopt/partneroffers)

# Next steps

We have additional resources and opportunity deep dives on each of our core sales plays for Dynamics 365 and Power Platform. Please note you will need to login with your MPN credentials to view some of these assets.

## Download the Partner Playbook

Learn how to get started as a partner.

[→ Learn more](#)

## Develop a competency

Demonstrate your proven expertise in delivering quality solutions in a specialized area of business.

[→ Learn more](#)

## Take advantage of partner incentives

Accelerate business growth with partner incentives that will help you reach more customers.

[→ Learn more](#)

## Dive deeper into partner opportunity

Get more details on the practice area where you want to develop your business.

[→ Activate Digital Selling](#)

[→ Enable Always-On Service](#)

[→ Build a Resilient Supply Chain](#)

[→ Build Agile Business Processes](#)

[→ Manage Financial Risk & Reduce Fraud](#)

[→ Generate Value with Proactive Insights](#)



# Cloud Adoption Framework for Azure

microsoft.com/azure/partners/cloud-adoption-framework

Microsoft Azure for Partners Practices Solutions Events Training Library Resources Partner Programs News Community

All Microsoft Search

Home / Enable Customers for Success / Cloud Adoption Framework






## Microsoft Cloud Adoption Framework for Azure

Proven guidance to accelerate your cloud adoption journey.

Explore the framework

Cloud Adoption Framework What's New Framework Intro Framework Overview Get Started Testimonials Resources & Tools Well-Architected Framework

### What's new?

-  [Get started](#)
-  [Review the new Azure landing zones guidance](#)
-  [Deploy enterprise-scale landing zones](#)
-  [Use new workshop content to engage your customers](#)
-  [Download a partner perspective on Cloud Adoption Framework](#)

# Cloud Adoption Framework for Azure – Learning Path

[https://partner.microsoft.com/en-us/training/assets/collection/cloud-adoption-framework-for-microsoft-azure#/?](https://partner.microsoft.com/en-us/training/assets/collection/cloud-adoption-framework-for-microsoft-azure#/)

## Cloud Adoption Framework for Microsoft Azure LEARNING PATH

Last Modified 2020-10-02



In this online course, you will learn about the Cloud Adoption Framework for Azure. Cloud adoption Framework is a collection of documentation, implementation guidance, best practices, and tools that are proven guidance from Microsoft designed to accelerate your cloud adoption journey. We will discuss about the various phases of the cloud adoption lifecycle and assessments that will help you plan your customers' journey to the cloud, ensuring easy access to the right guidance at the right time.



### Cloud Adoption Framework Overview

On demand. Ready phase - Strategy plan.



### Getting Ready for Cloud Adoption

On demand. Adopt phase - Migrate.

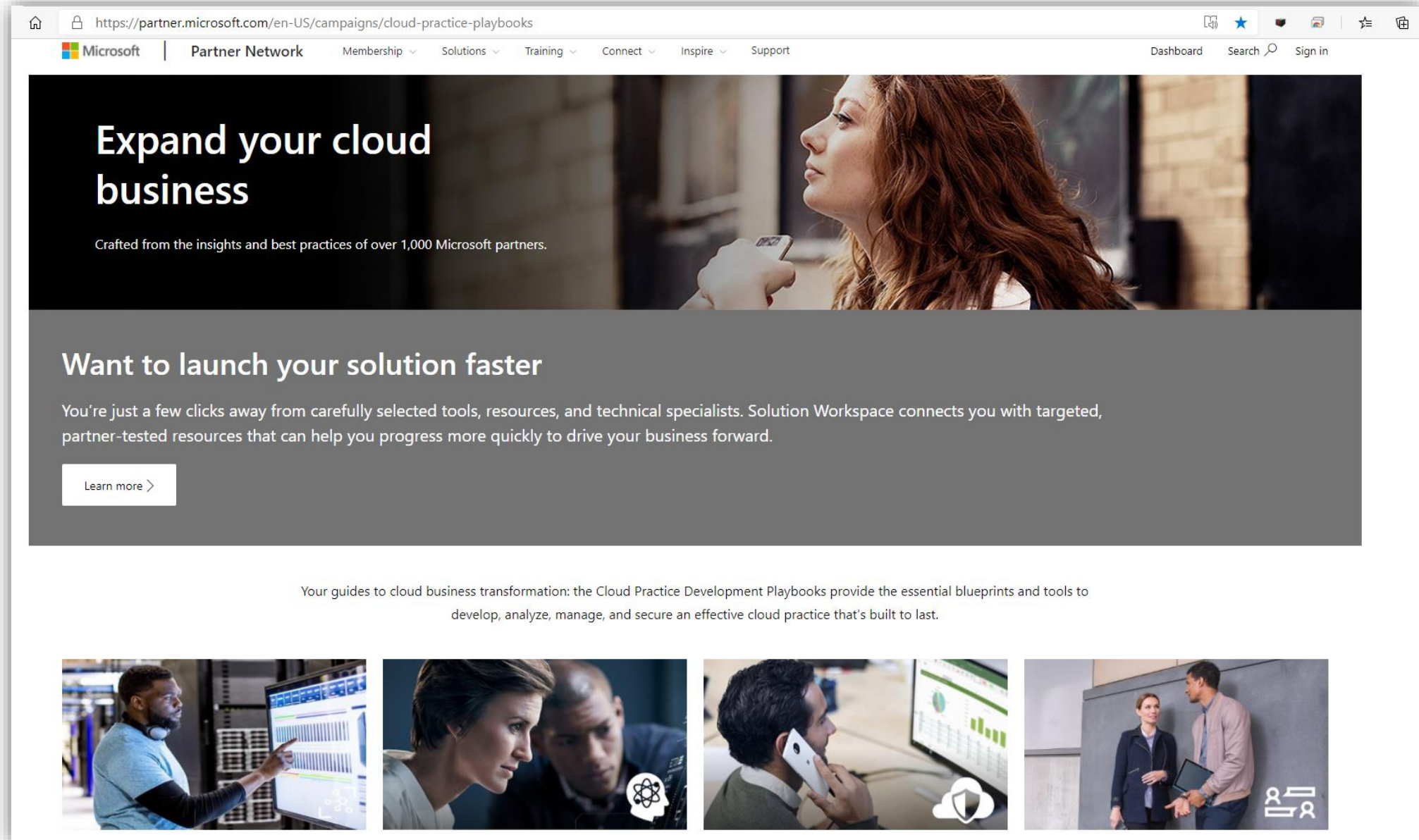


### Adoption, governance, and management

On demand. Adopt phase - Data Migration.

[https://partner.microsoft.com/en-us/training/assets/collection/cloud-adoption-framework-for-microsoft-azure#/?](https://partner.microsoft.com/en-us/training/assets/collection/cloud-adoption-framework-for-microsoft-azure#/)

# Microsoft Partner - Expand your Cloud Business



The screenshot shows a web browser window with the URL <https://partner.microsoft.com/en-US/campaigns/cloud-practice-playbooks>. The page features a navigation bar with the Microsoft logo, "Partner Network", and various menu items like "Membership", "Solutions", "Training", "Connect", "Inspire", and "Support". On the right, there are links for "Dashboard", "Search", and "Sign in". The main content area has a large image of a woman looking thoughtful. Below this, the headline "Expand your cloud business" is displayed in large white text on a dark background. Underneath the headline, a sub-headline reads "Crafted from the insights and best practices of over 1,000 Microsoft partners." A second section has the headline "Want to launch your solution faster" and a paragraph: "You're just a few clicks away from carefully selected tools, resources, and technical specialists. Solution Workspace connects you with targeted, partner-tested resources that can help you progress more quickly to drive your business forward." A "Learn more >" button is positioned below the paragraph. Further down, a text block states: "Your guides to cloud business transformation: the Cloud Practice Development Playbooks provide the essential blueprints and tools to develop, analyze, manage, and secure an effective cloud practice that's built to last." At the bottom, there are four small images: a man pointing at a data chart, two people looking at a screen with a brain icon, a man on a phone call with a cloud icon, and two people in a meeting with a group icon.

Expand your cloud business

Crafted from the insights and best practices of over 1,000 Microsoft partners.

## Want to launch your solution faster

You're just a few clicks away from carefully selected tools, resources, and technical specialists. Solution Workspace connects you with targeted, partner-tested resources that can help you progress more quickly to drive your business forward.

[Learn more >](#)

Your guides to cloud business transformation: the Cloud Practice Development Playbooks provide the essential blueprints and tools to develop, analyze, manage, and secure an effective cloud practice that's built to last.

<https://partner.microsoft.com/en-us/training/assets/collection/cloud-adoption-framework-for-microsoft-azure/>



# Microsoft Partner – Cloud Enablement Desk

<https://partner.microsoft.com/en-us/campaigns/ced-nomination-form>



## Work with a dedicated cloud expert

Personalized assistance for your business.



## Sign up to accelerate your business growth

Start building your business by connecting with a dedicated cloud specialist. They're here to help you grow your cloud business over a series of up to nine one-on-one meetings.

Your dedicated expert can help you connect to customers through marketplaces, co-sell with Microsoft, take advantage of Microsoft partner resources, build your business through competencies, activate your benefits, use technical training, and more.

## Submit this form and hear from a cloud specialist.

\*indicates required field

First Name \*

Last Name \*

Business Email \*

Country/Region \*

# Microsoft Partner Learning

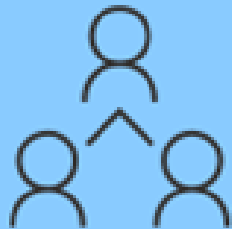
## Get started now

Build offerings & grow skills to make more possible.



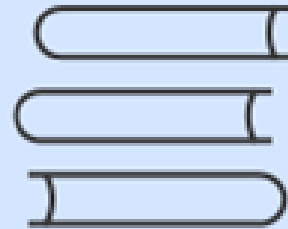
USOCPEnablement@Microsoft.com

### Connect & Engage



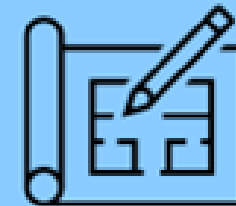
[yammer.com/msuspartner](https://yammer.com/msuspartner)  
[microsoft.com/us-partner-blog](https://microsoft.com/us-partner-blog)

### Learn & Get Certified



[Microsoft.com/Learn](https://Microsoft.com/Learn)  
[microsoft.com/certifications](https://microsoft.com/certifications)

### Build Practices & Expand Offerings



<https://aka.ms/practiceplaybooks>

*Programs eligibility might vary; Terms and conditions apply.*

<https://yammer.com/msuspartner>  
<https://Microsoft.com/us-partner-blog>

<https://Microsoft.com/Learn>  
<https://Microsoft.com/certifications>

<https://aka.ms/practiceplaybooks>

Questions?





# 5 Attributes of Successful Partners



## Customer Obsessed

Going beyond to understand the customer and be their technology advocate.



## Differentiated Value Proposition

Knowing the 'thing' you do better than anyone.



## Alignment with Microsoft

Understand Microsoft's mission and programs.



## Leverage the Ecosystem

Collaborate with network members to drive greater outcomes for all.



## Culture Alignment

Adopt a growth mentality, nurture potential, and prioritize diversity & inclusion.

# US Partner Essentials

What you need to know



## Customer Obsessed

- **Great partners share an obsession with customers.**
  - Customers want Microsoft partners to engage, advocate, empower, and listen.
  - This includes striving for deep understanding of the customer's goals, pain points, and the value they want to deliver to their own customers.
  - It goes beyond delivering a product or service... to becoming a multi-dimensional technology advocate capable of looking beyond the stated objectives to identify unarticulated needs and opportunities.





## Differentiated Value Proposition

- **The one “thing” that you do better than anyone else in the market and doing it with consistent excellence**
  - Establishing clear differentiation in the marketplace is key to standing out among the millions of partners offering technology projects and services globally.
  - The three core elements of a differentiated value proposition are
    - developing deep expertise
    - deeply understanding your customer
    - clearly explain your value proposition



## Differentiated Value Proposition

- The one “thing” that you do better than anyone else in the market and doing it with consistent excellence
  - Establishing clear differentiation in the marketplace is key to standing out among the millions of partners offering technology projects and services globally.
  - The three core elements of a differentiated value proposition are
    - developing deep expertise
    - deeply understanding your customer
    - clearly explain your value proposition

# US Partner Essentials

What you need to know



## Alignment with Microsoft

- **Microsoft is on a mission to bring digital transformation to its customers around the world**
  - Partners who are in lock-step with Microsoft priorities are optimally positioned to take advantage of the vast opportunities created within the Microsoft ecosystem
  - Successful alignment rests on your understanding of where Microsoft is going, familiarity with business-boosting partner programs and benefits, and your strategic mapping process

# US Partner Essentials

What you need to know



## Leverage the Ecosystem

- **Microsoft has developed the foundation for the largest technology ecosystem in the world**
  - Successful partners work with each other to grow their business, expand their capabilities, and solve real customer problems
  - Customers increasingly expect partners to coordinate with one another to find solutions to their complex business problems
  - This echoes back to partners' customer obsession
  - Successful partners also leverage partner-to-partner (P2P) and co-sell opportunities to find complementary solutions to layer and bring additional value to customers
  - This kind of partner collaboration reflects Microsoft's better-together principle, presenting a powerful, unified team working on behalf of the customer



# US Partner Essentials

What you need to know



## Culture Alignment

- **Microsoft's culture is founded in a growth mindset and the perspective that anyone can change, learn, & grow**
  - We see a similar mindset among our most successful partners
  - In addition to customer obsession, company unity, and making a positive difference for customers and the world, one of the stand-out activities of culturally-aligned partners is their continual movement toward diversity and inclusion
  - Successful partners recognize that diversity and inclusion – whether it be empowering more women in tech or investing in programs that intentionally include diverse groups of people – is key to innovation and disruption.

# US Partner Essentials

What you need to know



## 1. Accelerating industry partner impact

- Leading with an industry approach with partner solutions aligned to business outcomes always has the greatest impact
- The more industry knowledge and expertise partners have, the more relevant we become to customers
- Aligning partners to one of the priority industries:
  - Financial Services, Health & Life Sciences, Government, Education, Manufacturing, Retail, Media & Communications, Energy, Professional Services, High Tech, and Automotive
- Supporting customers through our four solution areas:
  - Modern Work & Security, Business Applications, Apps & Infrastructure, and Data & AI
- Enables partners to help you create relevant solutions for our mutual customers

# US Partner Essentials

What you need to know



## 2. Driving tech intensity

- Focusing on tech intensity, or building capabilities through skilling and leveraging technology to create innovative solutions
- Microsoft invest in skilling up our partners, customers, and our employees with emphasis on our solution areas
- Building these technical capabilities will help partners leverage Microsoft technology to the fullest to deliver the solutions customers need and want
- Increase your tech intensity at [Microsoft Learn](#)

# US Partner Essentials

What you need to know



## 3. Co-selling at scale

- Together with Microsoft sellers and our commercial marketplace, partners can:
  - showcase solutions to millions of customers,
  - directionally share opportunities with other partners, and
  - jointly sell innovative solutions
- Microsoft has built the Partner Field Integration (PFI) model where they drive a partner-inclusive culture through integrating partners into their core sales motions
- Microsoft will continue to accelerate co-selling through PFI
- Learn more about co-selling with Microsoft [here](#)



Word cloud featuring the word "thank you" in various languages and scripts, including: danke, 謝謝, ngiyabonga, teşekkür ederim, gracias, thank you, tapadh leat, bedankt, obrigado, dziekuje, sukriya, terima kasih, merci, and many others.





# Cloud Adoption Framework Journey

Organisation - Profitable / Sustainable Business

Change - Risk  + Cultural Shift 

Cloud Adoption Framework 

1- Strategy 

↳ Motivation

↳ Business Outcomes

2- Action Plan 

↳ Digital

↳ Cloud Adoption Plan

3- Ready 

↳ Landing Zones

4- Adoption 

↳ Migrate

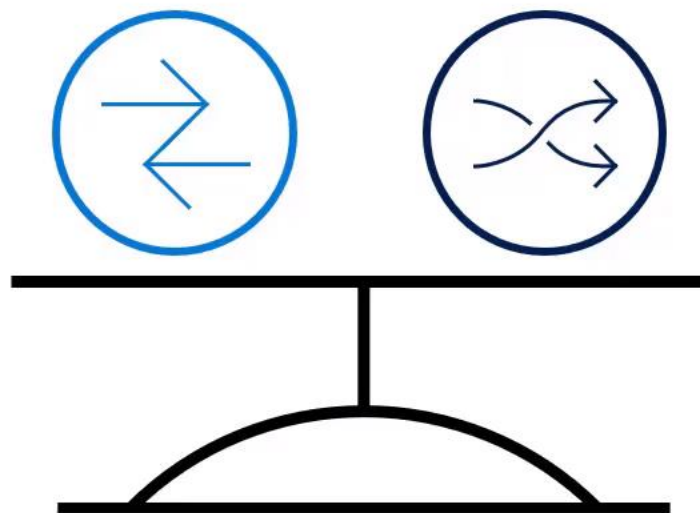
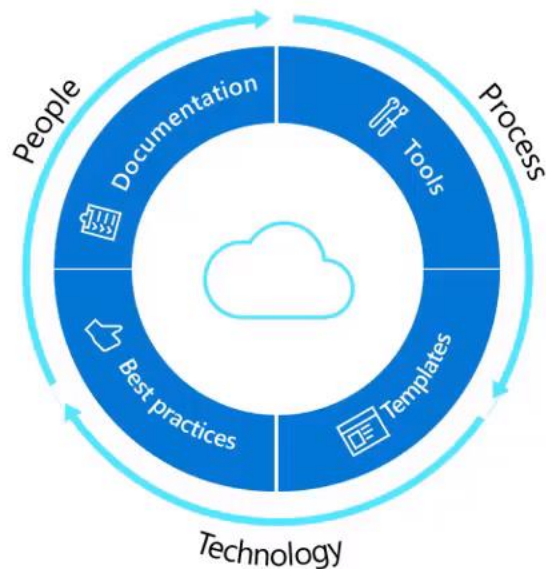
↳ Innovate

Govern

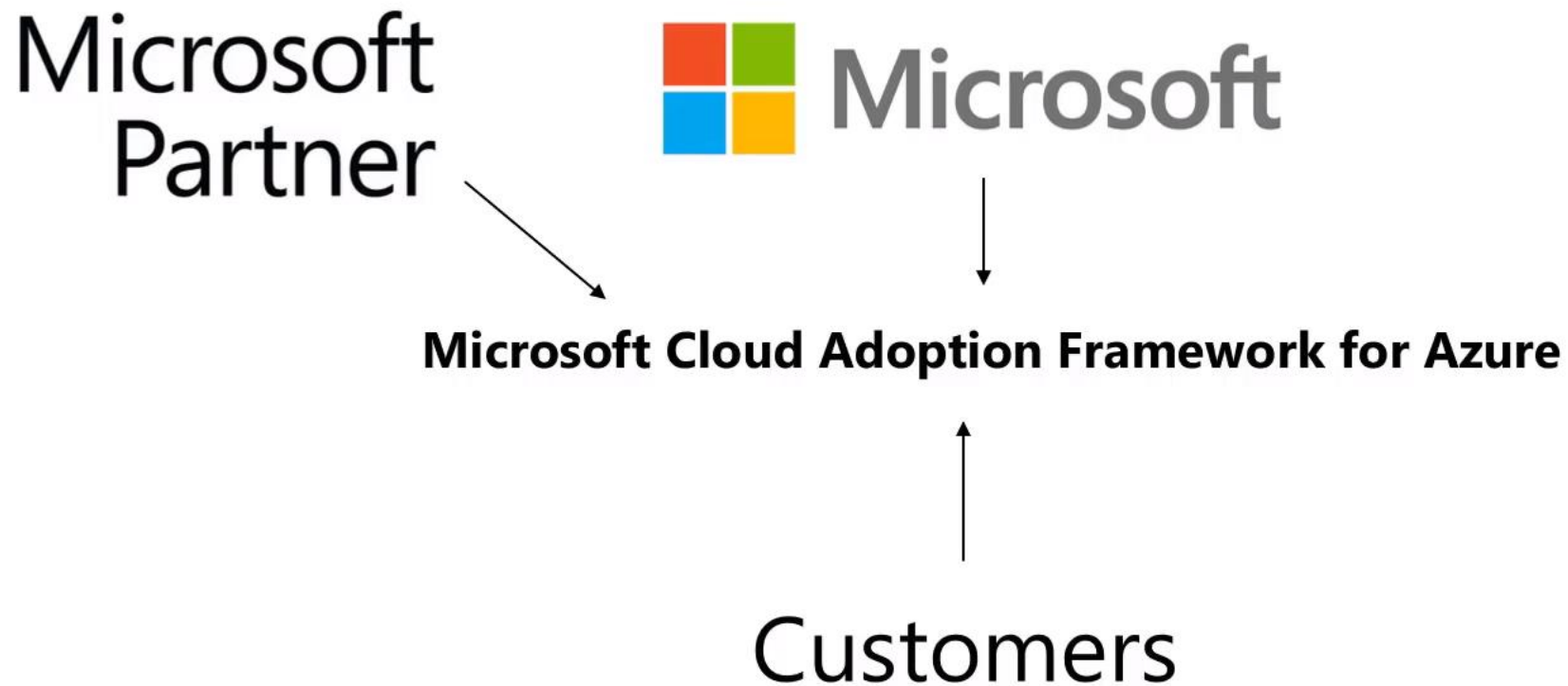
Manage

# Why was Cloud Adoption Framework (CAF) Created?

The goal of CAF is to provide unified Microsoft customer guidance for Azure adoption aligned to their motivations and expected outcomes.



# Making the CAF Actionable

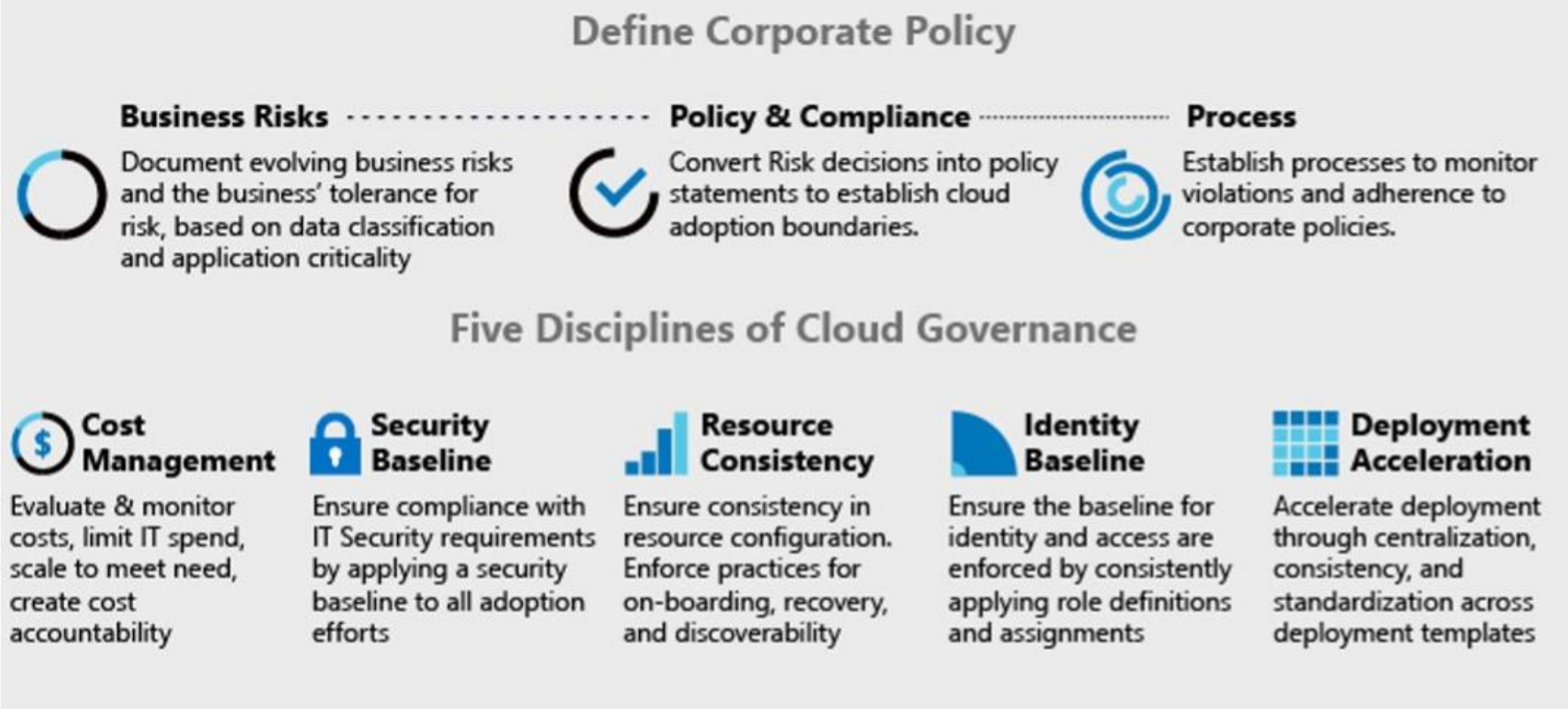


- Proven
- Reduce Risk
- Standards
- Speed





# The Govern methodology



# The Manage methodology

## Manage

## Business Alignment

### Criticality



Document the criticality and relative business value of each workload.

### Impact



Establish clear performance expectations and business interruption time/value metrics.

### Commitment



Document, track, and report on commitments to cost and performance

## Cloud Operations Disciplines



### Inventory & Visibility

Establish a defined inventory of assets. Develop visibility into the asset telemetry.



### Operational Compliance

Manage configuration drift and standards. Apply management automation and controls.



### Protect & Recover

Implement solutions to minimize performance interruptions and ensure rapid recovery when needed.



### Platform Operations

Customize operations to improve performance of the common platforms that support multiple workloads.



### Workload Operations

Understand workload telemetry. Align workload operations to performance and reliability commitments.

# How is a partner considered Microsoft Cloud Adoption Framework *ready*?

*Your customers change starts with you.*

---

The Framework is incorporated into your core Azure practices and go to market strategies

- ✓ You are organized to deliver on one or more phases of the Cloud Adoption Framework
  - ✓ You have constructed services offers or solutions that package up the best practices within the framework to deliver repeatable success to your customers
-



# Grow your practice with Microsoft cloud platform

## Broad portfolio

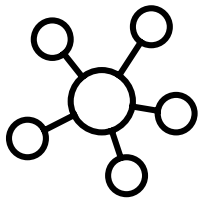
of applications and innovations to start and grow

## 20,000+ solutions

on Microsoft AppSource;  
1,200+ Business Apps  
certified apps

## Extend and build

across the Microsoft cloud platform



Microsoft  
cloud  
platform

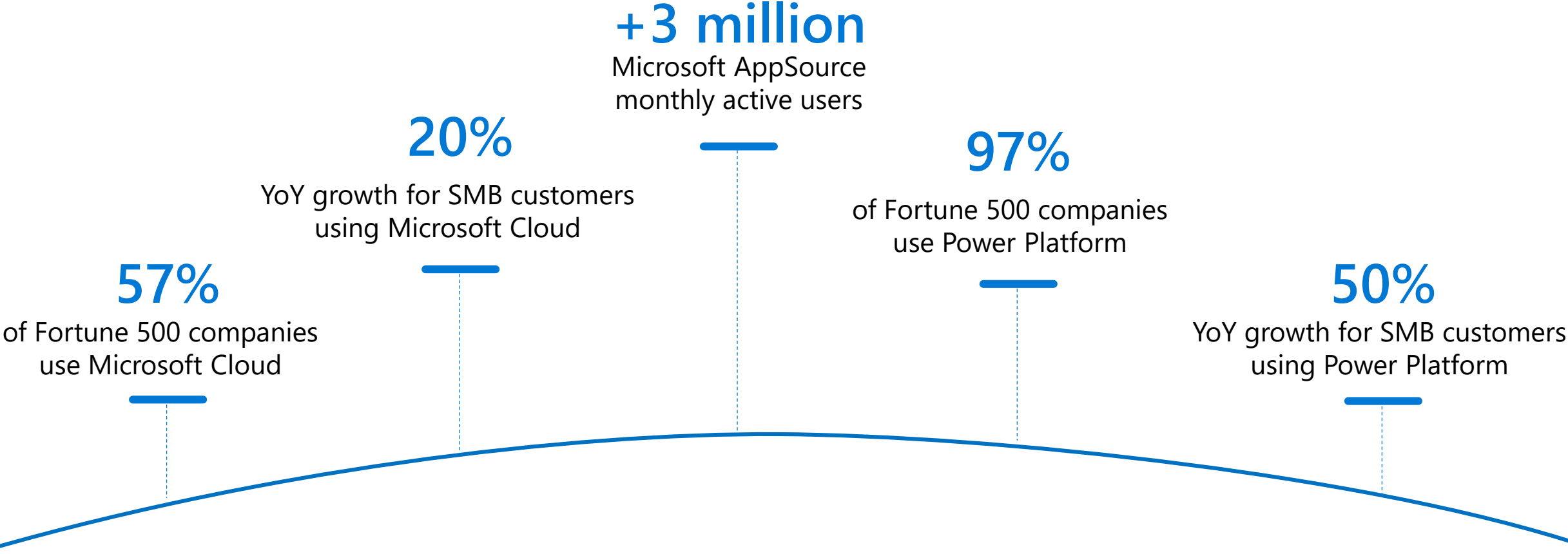
Start and grow your practice from any of our innovation areas across Customer Engagement, Operations, Customer Data Platform, Business Intelligence, Application Platform, or Automation Platform

Use our growing ISV solutions and add your own to the marketplace

Take advantage of the easiest cross-compatibility on the market from Azure, Dynamics 365, and Power Platform and extend them with your solutions

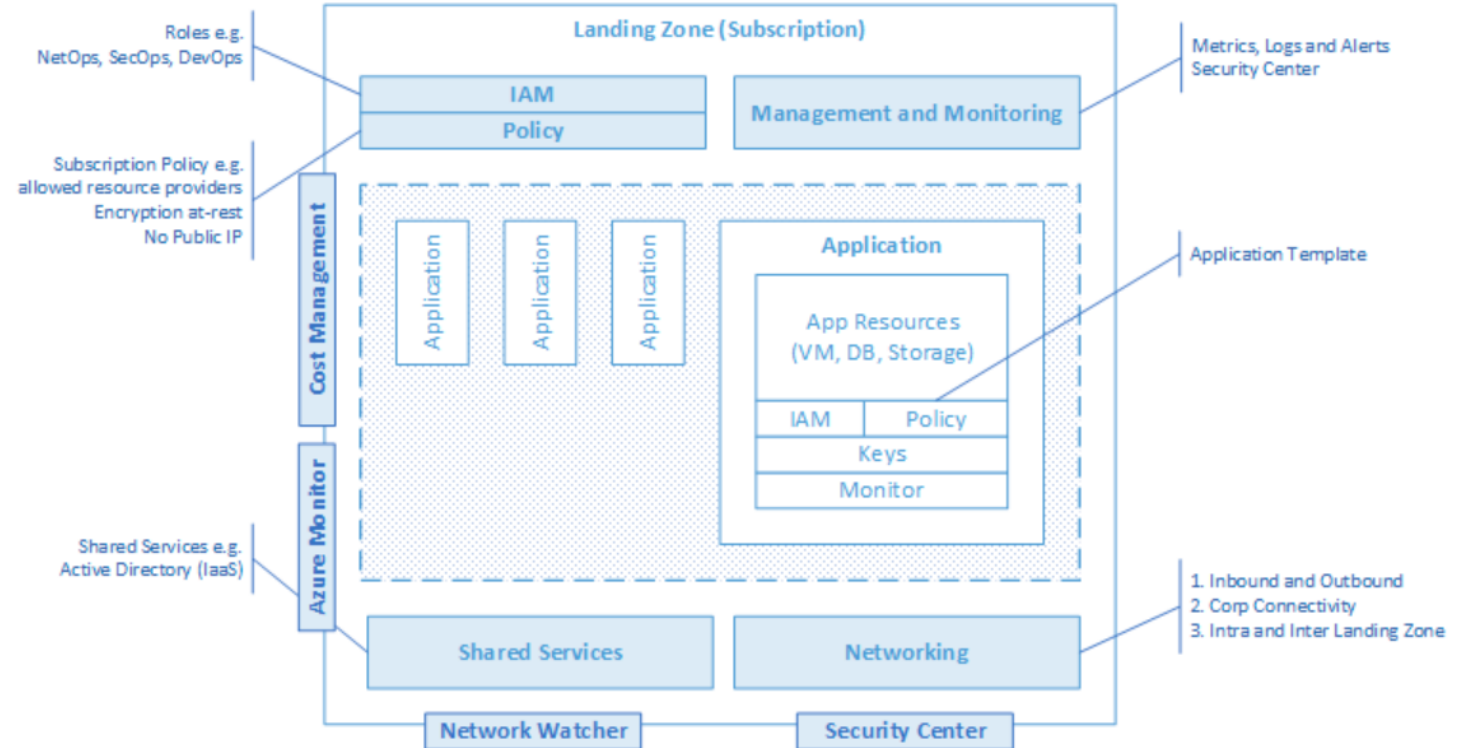
# Reach more customers

Reach more potential customers with Microsoft's Business Applications sales and services engines



# Landing Zones

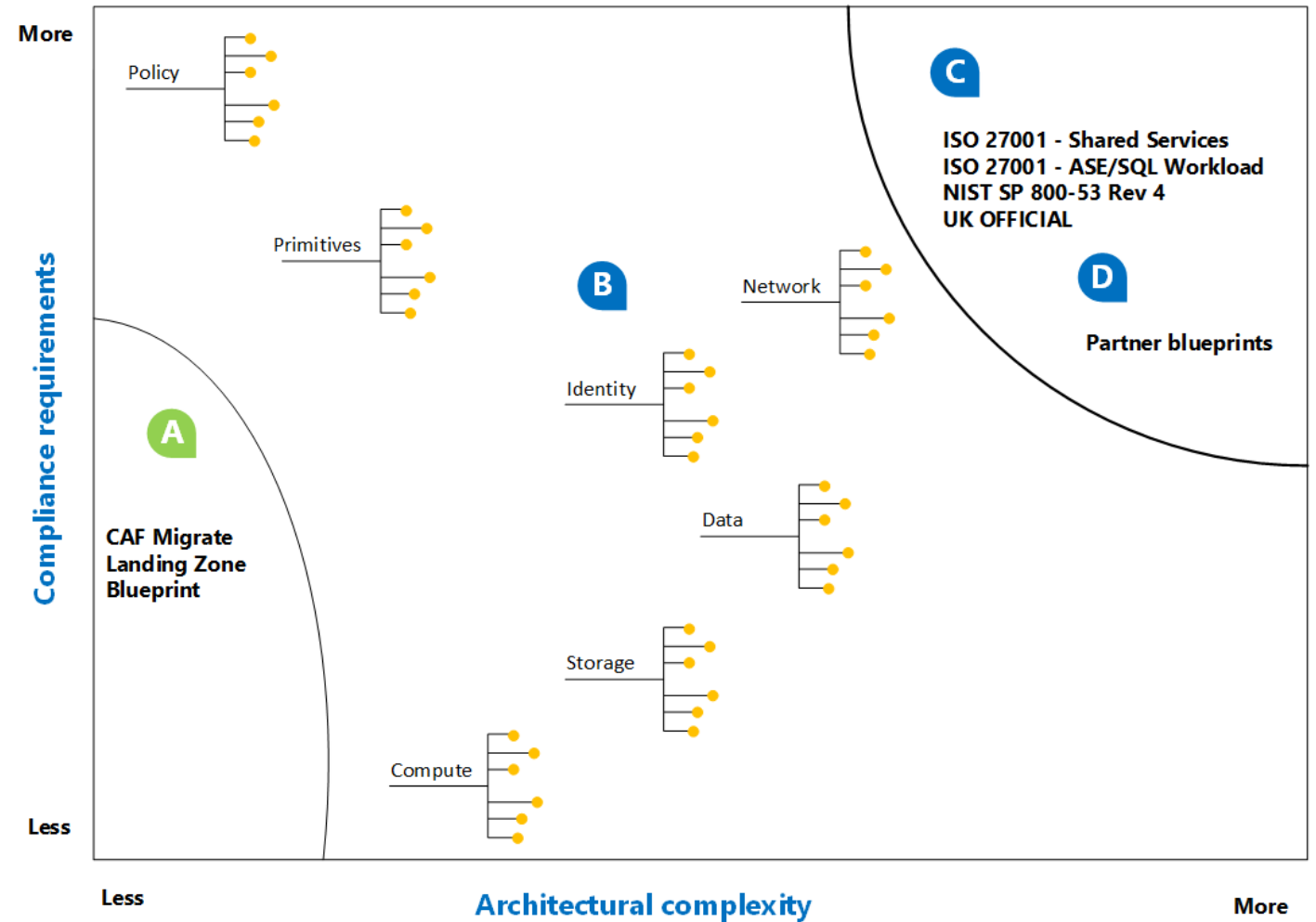
The principle purpose of the “Landing Zone” is to ensure that when a workload lands on Azure, the required “**plumbing**” is already in place, providing greater agility and compliance with enterprise security and governance requirements.



# First landing zone

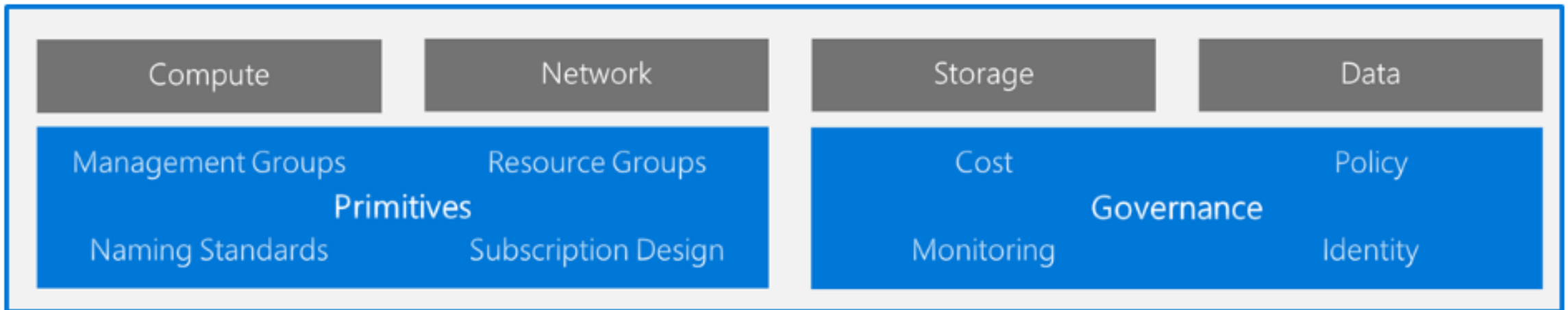
A landing zone is a pre-provisioned environment for hosting your workloads. It uses a defined set of cloud services and best practices to add foundational capabilities that set you up for success.

If you're unsure where to begin, the Cloud Adoption Framework migration landing zone blueprint creates a landing zone which can be updated to meet your specific needs.

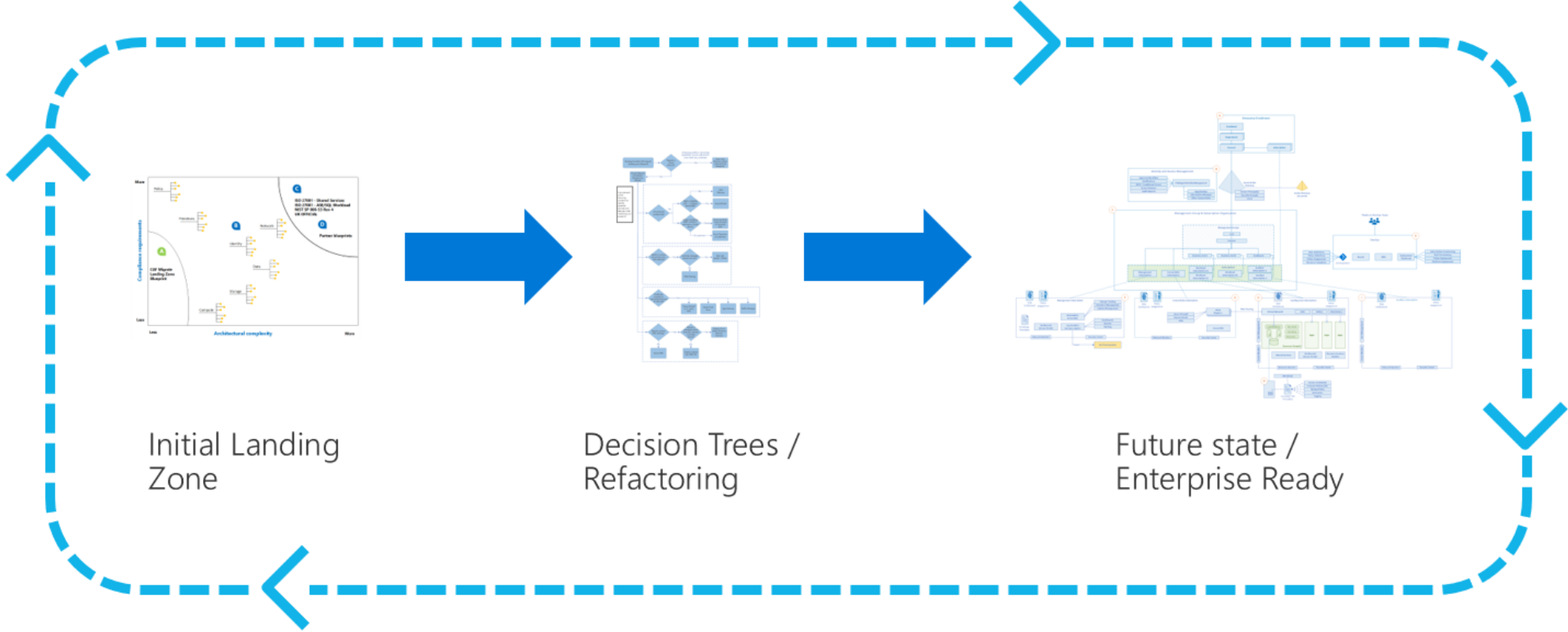


# Landing zone considerations

The major considerations for implementing any landing zone deployment can be broken up into three main categories: **hosting, Azure fundamentals, and governance.**

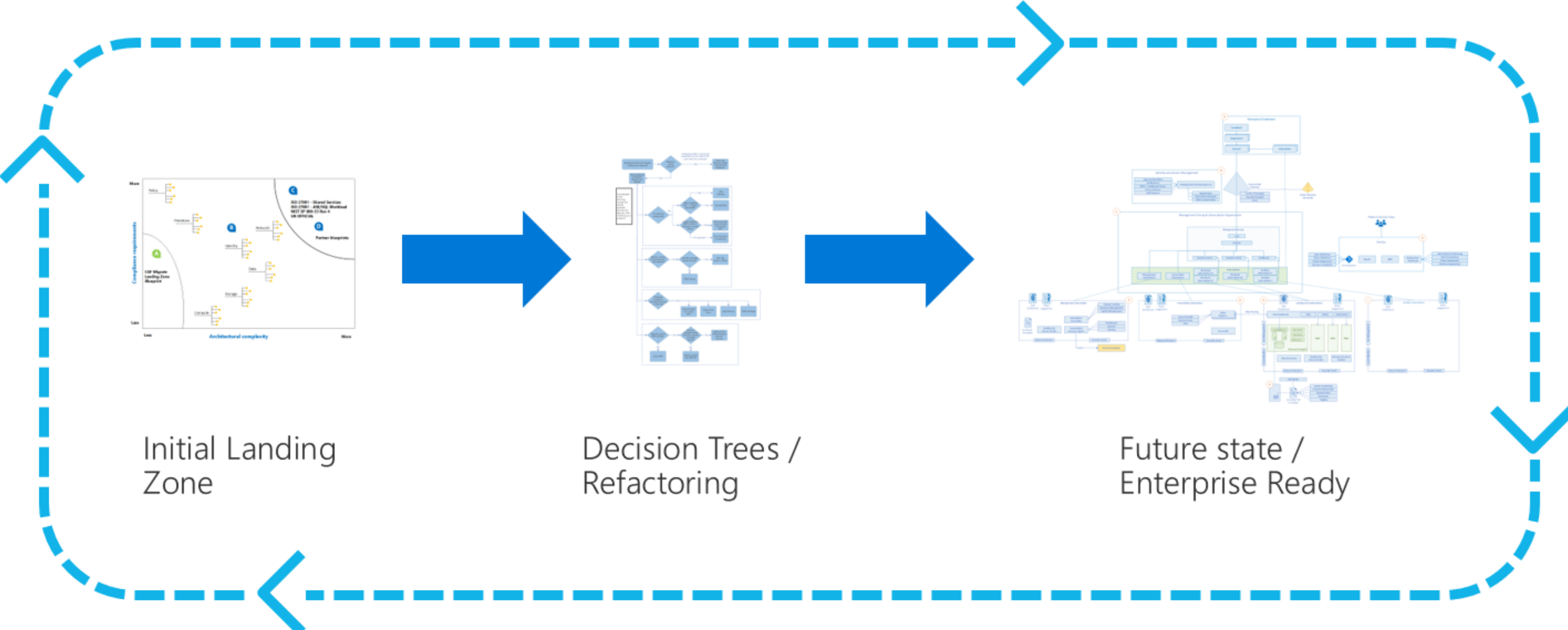


# Refactoring landing zones



Since landing zone infrastructure is defined in code, it can be refactored similar to any other codebase. Refactoring is the process of modifying or restructuring source code to optimize the output of that code without changing its purpose or core function.

# Enterprise scale landing zones



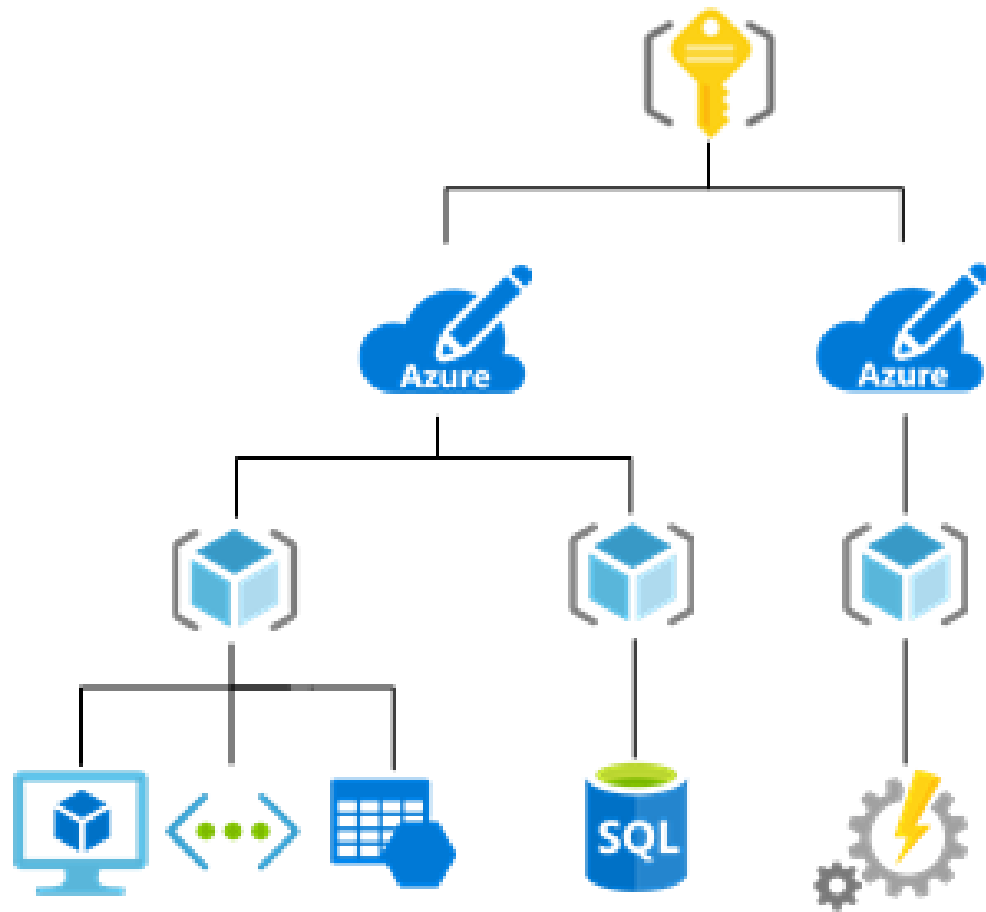
Initial Landing Zone

Decision Trees / Refactoring

Future state / Enterprise Ready

# Organize your Azure resources

## Four levels of management scope



Management groups

These groups are containers that help you manage access, policy, and compliance for multiple subscriptions.

Subscriptions

A subscription groups together user accounts and the resources that those accounts create. Limits and quotas can be applied, and each organization can use subscriptions to manage costs and resources by group.

Resource groups

A resource group is a logical container into which Azure resources such as web apps, databases, and storage accounts are deployed and managed.

Resources

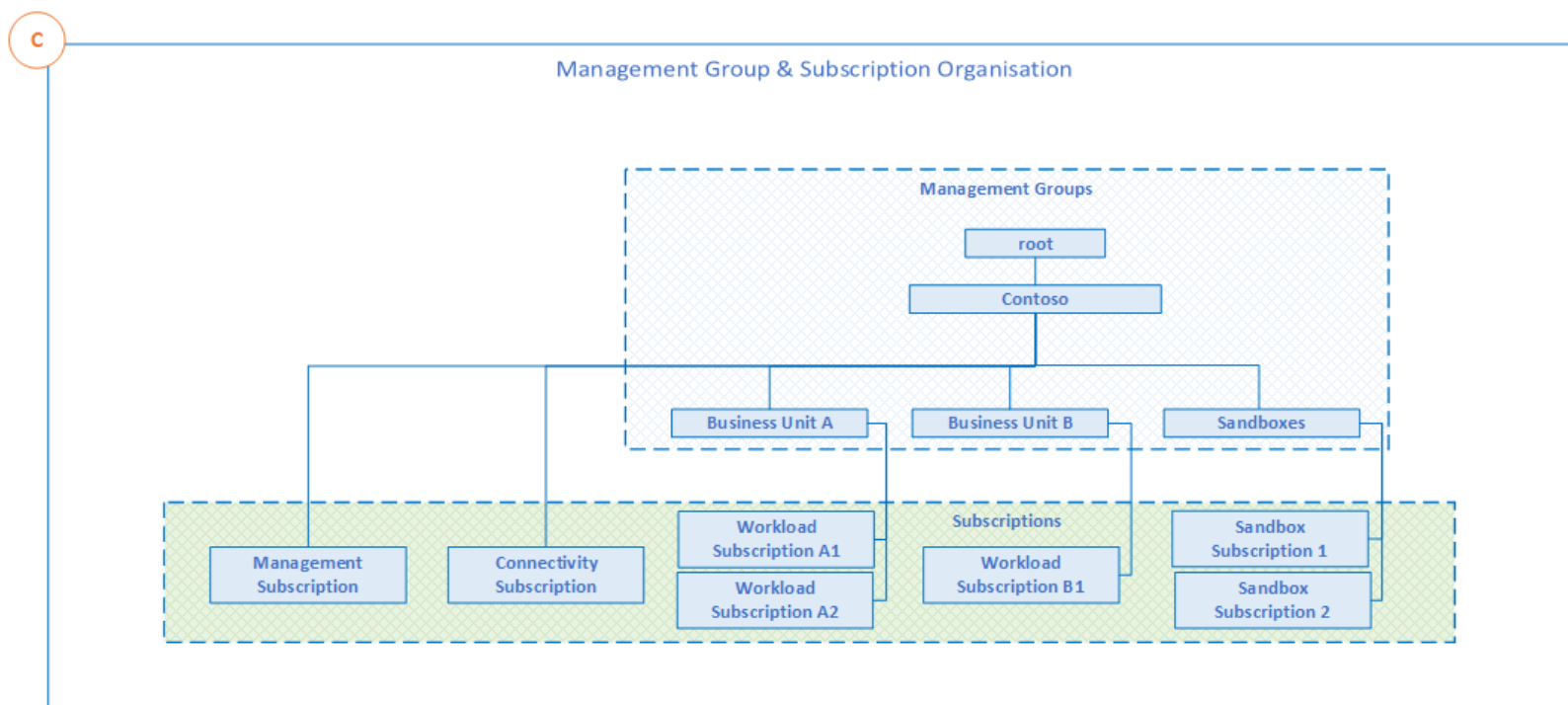
Resources are instances of services that you create, such as virtual machines, storage, or SQL databases.





# Management Group & Subscription Organization

Define Hierarchy,  
Quota & Capacity,  
and Manage Cost



## Subscription Organization and Governance

- ❑ Use Management Group structure, within an AAD tenant, to support org mapping
- ❑ Must be appropriately considered when planning Azure adoption at-scale

## Configure Subscription Quota and Capacity

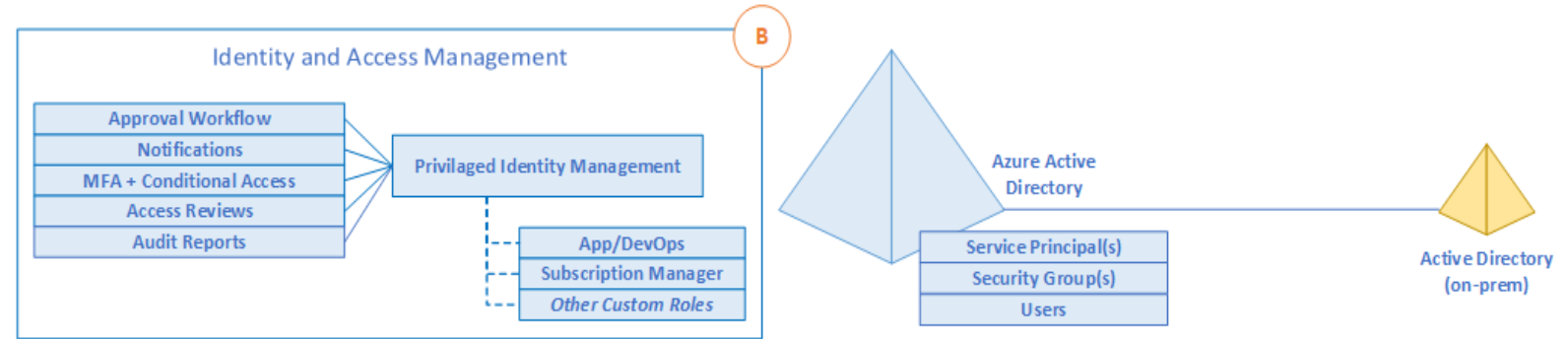
- ❑ Platform limits and quotas within the Azure platform for services
- ❑ Availability of required SKUs in chosen Azure regions
- ❑ Subscription quotas are not capacity guarantees and are per region

## Establish Cost Management

- ❑ Potential need for chargeback models where shared PaaS services are concerned, such as ASE which may need to be shared to achieve higher density
- ❑ Shutdown schedule for non-prod workloads to optimise costs



# Identity & Access Management



**A critical design decision** enterprise organization must make when adopting Azure is whether to:

- extend** an existing on-premises identity domain into Azure

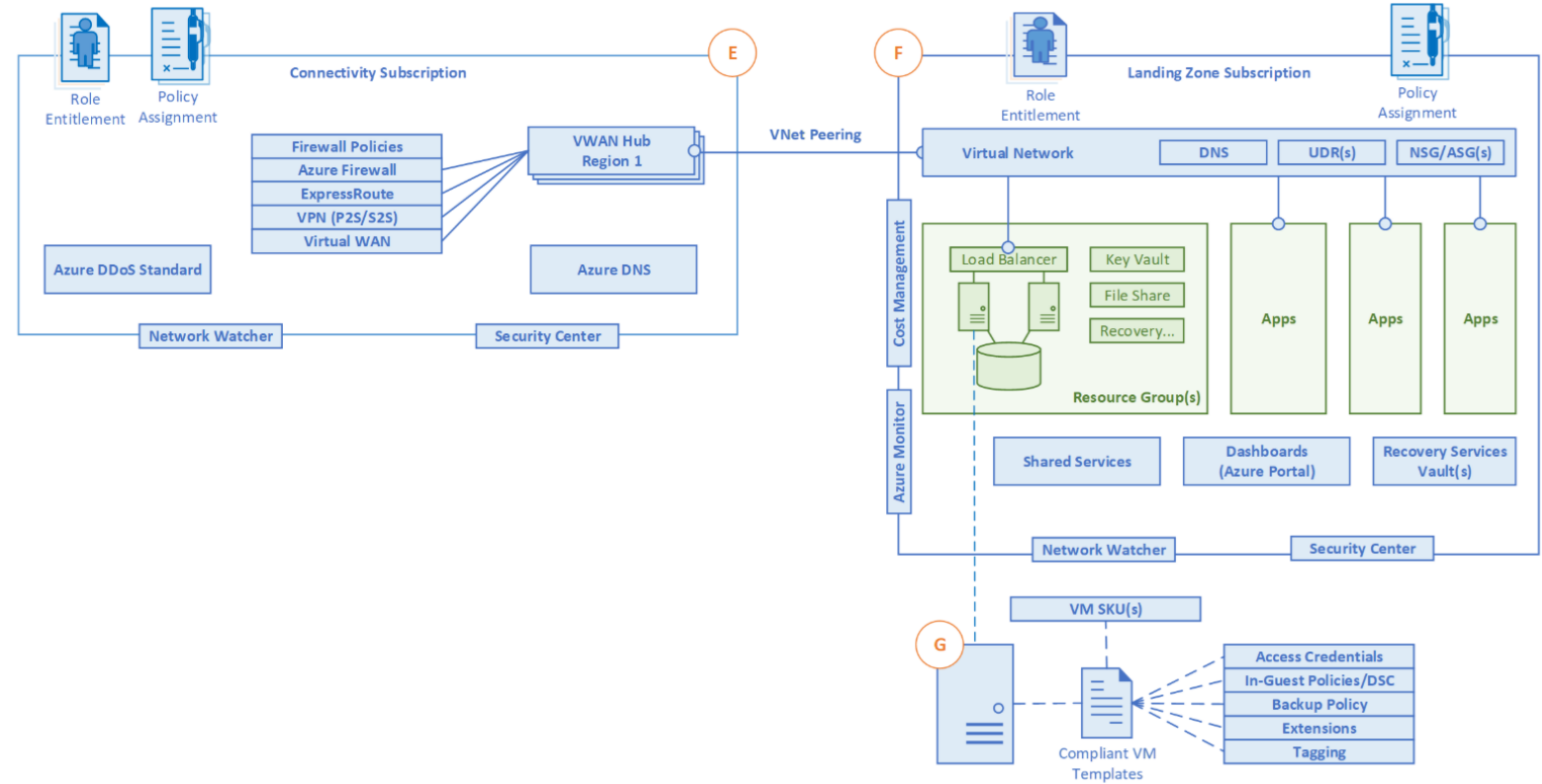
or

- create** a brand new one

Planning for  
Authentication Inside  
the Landing Zone



# Network Topology & Connectivity



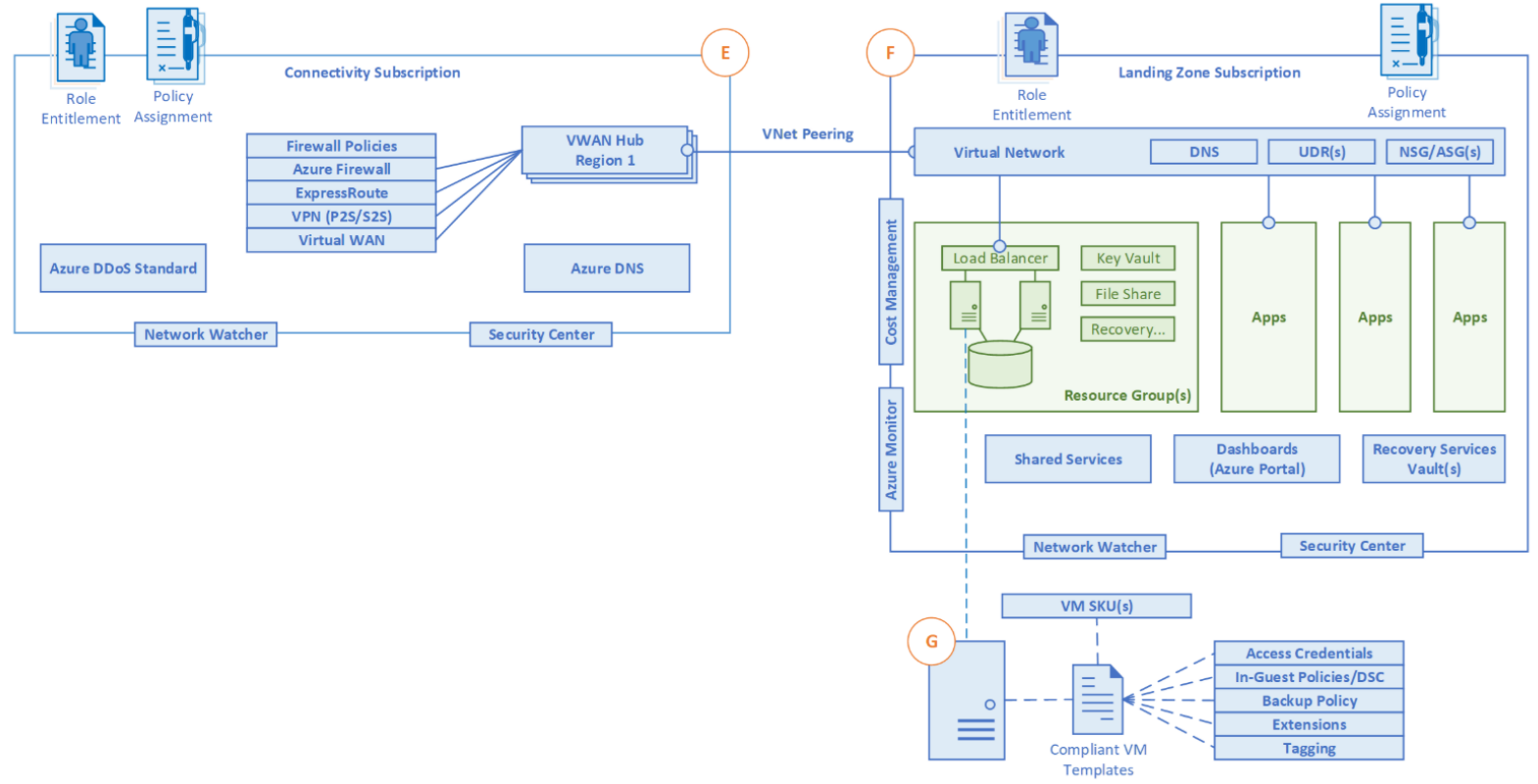
Consider the following design elements:

- Planning for IP Addressing
- Configure DNS
- Define an Azure Networking Topology
- Azure VWAN (Microsoft Managed)
- Traditional Azure networking (Customer Managed)
- Walkthrough – Enterprise-scale network topology (VWAN-based)
- Connectivity to Azure



# Business Continuity & Disaster Recovery

## Planning for BCDR



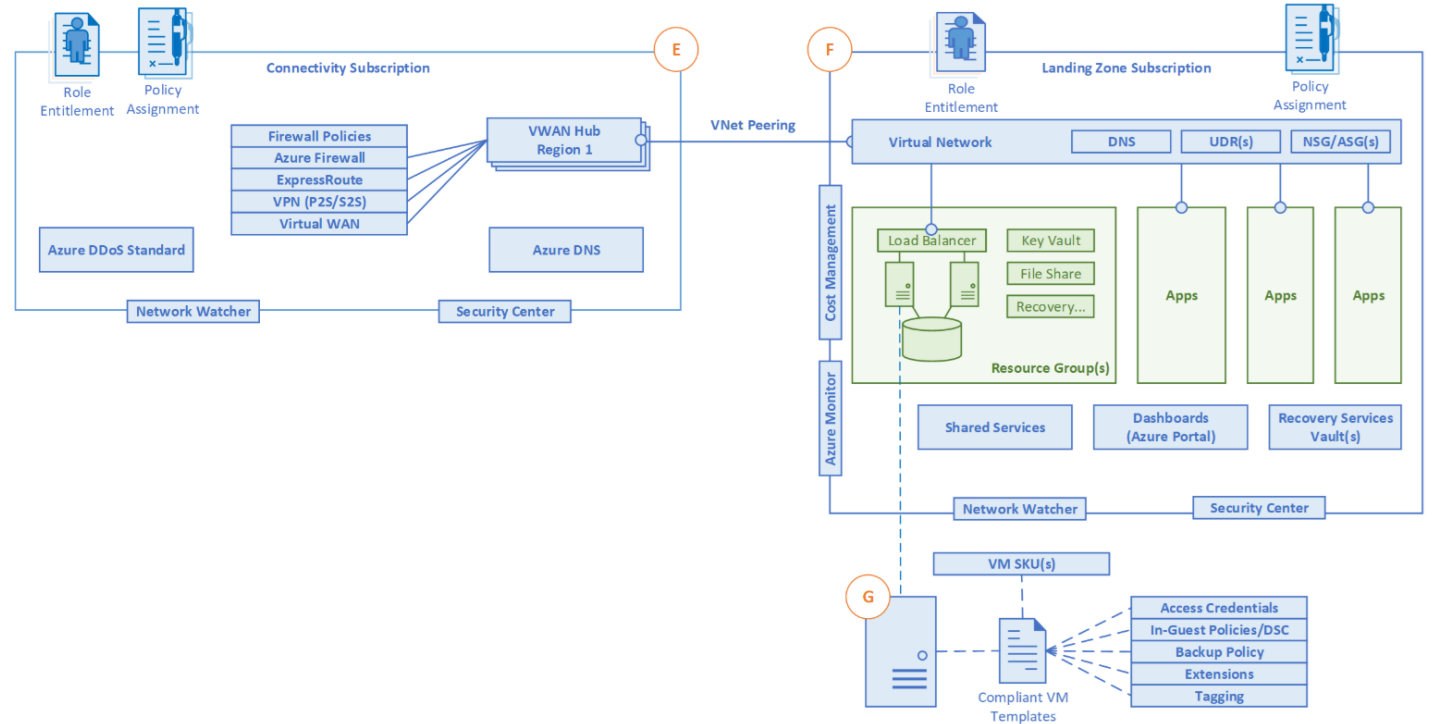
Application and data availability requirements:

- BCDR for PaaS** services and the availability of native DR and HA features
- Support for **multi-region deployments** for failover purposes
- Application operations with **reduced functionality or degraded performance** in the presence of an outage



# Security, Governance & Compliance

## Define Encryption & Key Management



### Subscription and scale limits as they apply to Key Vault

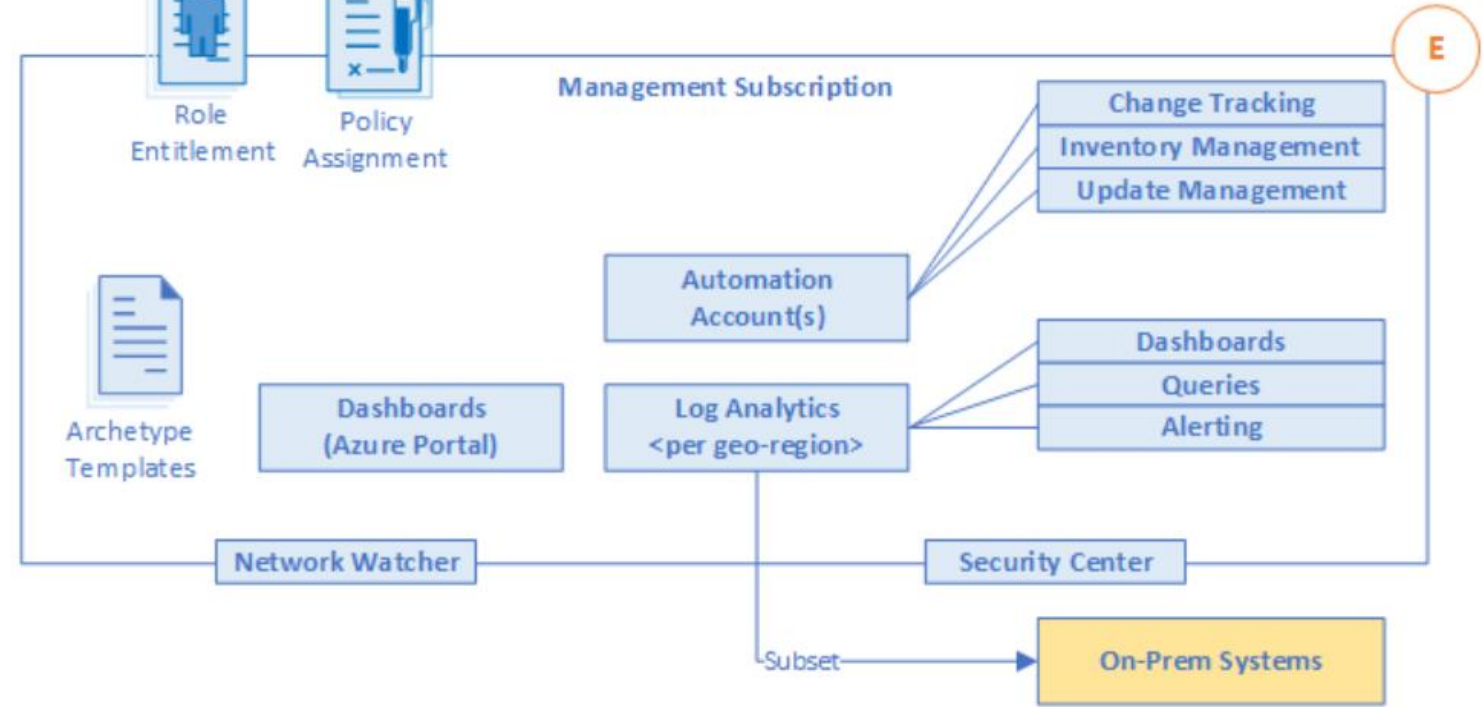
- Key Vault serves a security boundary since access permissions for keys, secrets and certificates are at the vault level
- Premium SKU can be leveraged where HSM protected keys are required

### Key rotation and secret expiration

- Use a federated Key Vault model to avoid transaction scale limits
- Establish an automated process for key and certificate rotation



# Management & Monitoring



## Planning for Platform & Application Management and Monitoring

- ❑ **Log Analytics workspace** is an administrative boundary for security audit logging and achieving a horizontal security lens across the entire customer Azure estate
- ❑ **Azure data retention thresholds** and requirements for archiving