



PARTNER OPPORTUNITY PLAYBOOK

Azure Business Continuity and Disaster Recovery



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Challenges of a tech-first world

When it comes to safeguarding against infrastructure failure, there's no room for guesswork. Without a solid, strategic disaster recovery plan, even the smallest outage could create big—or really big—problems.

Most organizations rely on technology to simplify and expedite operations, and they expect their digital investments to drive business value. Today, a company's viability and success depend on the continued availability of its data. But because we now rely so heavily on technology, the damage from unplanned downtime has grown exponentially, too.

A study from the Ponemon Institute found that on average, one minute of datacenter downtime costs companies \$9,000 per minute.¹ This number includes harm to mission-critical data and equipment, impact of lost employee productivity, and legal and compliance consequences.





But that's not all companies stand to lose from an outage. Other repercussions, like diminished trust among stakeholders and customers, are harder to quantify but still harm a brand's identity—impacting its credibility and dulling its competitive edge.

To prevent outages and minimize their costly aftermath, some organizations acquire resources like extra datacenters, hardware, software, or even staff. But not only are these additions costly, they can add unwanted complexity to business operations and make it harder to stay secure.

Businesses need smarter, integrated disaster recovery solutions—like Microsoft Azure. With cloud and hybrid deployment options, Azure offers a simple, cost-effective, flexible way for companies to limit or even prevent an outage's damage. Organizations can use its comprehensive disaster recovery tools to protect data, schedule backups, and set company-wide policies.

A modern solution

As a reseller, you have an opportunity to help your customers mitigate risk and avoid costly outages with Azure. Two key Azure services, Backup and Site Recovery, work together to create a powerful business continuity and disaster recovery (BCDR) solution for a hybrid IT infrastructure.

These services can be used to protect customers against interruptions caused by outages, natural disasters, and other broad-scale failures. They won't need to purchase secondary backups—with Azure, customers can minimize disruptions and feel confident that their data is always protected and available.

But the benefits aren't just reserved for customers. When you team up with SYNEX, we'll help you maximize your margins with compelling Azure offerings. You'll gain always-on technical support, access to top-tier Azure engineers at Microsoft, and a dedicated team for all your sales and licensing questions. And with our competitive pricing, you'll save customers thousands of dollars while you drive revenue.

Let's take a closer look at the damage outages can cause and how Azure BCDR services can help.



By the numbers: Impact of an outage

Infrastructure failures are one of the most expensive problems your customers face.



\$9,000

The average cost per minute of unplanned downtime



95 minutes

The average length of an outage in datacenters averaging 14,090 square feet



\$650K–\$2.4M

The average total-cost range for unplanned downtime

Business value of protective services

Azure BCDR can reduce the risks of an outage to negligible. Plus, it offers other features, like support for compliance and operations, and nearly limitless scale. Take a look at some of the benefits waiting for your customers.



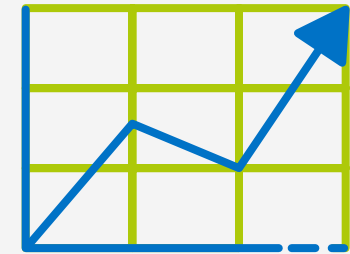
Reduced cost

- ✓ No need to purchase additional hardware
- ✓ No secondary site resource costs
- ✓ Pay-as-you-go cost model



Reduced complexity

- ✓ Faster onboarding with cloud services
- ✓ Simpler execution for testing and failover
- ✓ Integrated business continuity as a service



Increased compliance

- ✓ Embedded, industry-leading certification portfolio
- ✓ Azure datacenters located around the world
- ✓ Increased compliance coverage for applications

Azure Backup and Azure Site Recovery

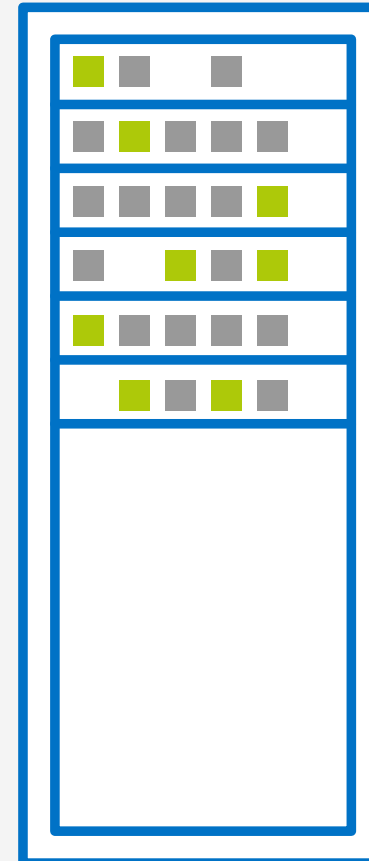
The simplest security solution

Azure Backup

Azure Backup is an inexpensive, scalable solution for data backup to the cloud. Customers can use Azure Backup to protect data that's stored either on-premises or in the cloud.

Easy, affordable backup and archiving in the cloud.
Customer benefits include:

- ✓ Offers an ongoing service that's reliable and highly available
- ✓ Delivers fast and easy scalability—up or down as needed
- ✓ Builds on the Microsoft experience as a trusted advisor
- ✓ Requires no hardware or backup media costs—and no restoration costs



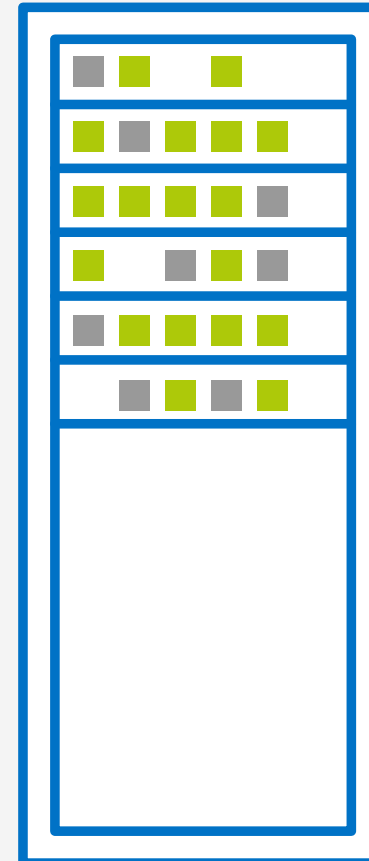
Azure Site Recovery

Azure Site Recovery can help a business recover from an outage within minutes, with near-zero data loss and minimal impact on the company and customers. Replication, failover, and recovery processes in Azure Site Recovery help keep applications running during planned and unplanned outages.



**Powerful and simple disaster recovery (DR) in the cloud.
Customer benefits include:**

- ✓ Offers simplified, automated workload recovery
- ✓ Delivers cost savings from avoiding the massive capital expense of building a DR infrastructure
- ✓ Saves time and effort by developing sites in minutes and offering remote DR health monitoring
- ✓ Provides customizable aspects of the recovery plan



Customer scenarios

How Azure BCDR helps mitigate customer risk



Protects data and applications across a hybrid environment

Azure is a true hybrid platform, so customers can integrate cloud services with on-premises infrastructures, systems, and applications. With no change in uptime, services are where you need them, when you need them.

Meets stringent compliance requirements

Azure meets a broad set of international and industry-specific compliance standards, such as General Data Protection Regulation (GDPR), ISO 27001, HIPAA, FedRAMP, SOC 1 and SOC 2, as well as country-specific standards, including Australia IRAP, UK G-Cloud, and Singapore MTCS.²



Extends on-premises backup, storage, and data archiving solutions to the cloud

With different kinds of storage to choose from, Azure Backup alleviates many of the time-consuming and expensive operational costs of traditional backup. Customers get scalability they won't outgrow and a flexible cloud that keeps up with business change.

Eliminates expensive secondary infrastructure environments

With Azure, organizations won't need to maintain multiple datacenters, so they won't need to invest in additional hardware, software, or other resources. They'll only pay for what they use, empowering them to make more informed forecasting and budgetary decisions.



Azure BCDR in action

Read what customers say



Smithfield

“Because of the rapid access to resources in Azure, we can have a new application up and available in one day versus the 30 to 60 days that it took three years ago. We have gained an incredible level of agility.”

— *Matthew Douglas,*
Director of Cloud and Solutions
Architecture, Smithfield



“With Azure, if there’s a disaster, we can still get to that data. We’ll be able to maintain a lot of functions that currently only exist on-premises. Azure will really change our delivery model.”

— *Chris McMasters,*
Chief Information Officer,
City of Corona

Want to offer your customers Azure BCDR services? Consider teaming up with SYNnex

We have extensive experience working with resellers like you, helping them create the strategic Azure offerings that customers want. You'll get all the sales and technical support you need to establish a profitable Azure practice that meets your customers' high demands with ease.



Here are a few of the benefits of working with SYNnex:

- ✓ Solutions architects for pre-sales, post-sales, and implementation support
- ✓ Azure Summit (Sales and Technical) offered twice a year
- ✓ Easy-to-use SYNnex Stellr Cloud Marketplace portal for provisioning
- ✓ Real-time consumption reports available in Stellr
- ✓ Simplified Azure account management
- ✓ Some of the lowest pricing in the channel
- ✓ Software services for complex Azure projects and migrations

Identifying customers ready for Azure BCDR

Consider these key points as you begin to evaluate which of your customers would benefit most from Azure BCDR services.

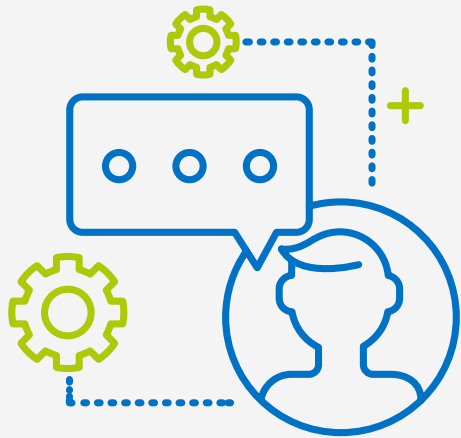


Ideal candidates have:

1. Plans to move workloads into Azure Virtual Machines, or use existing Azure Virtual Machines to host production workloads
2. Less than \$500 a month for Azure Operations Management Suite (OMS) consumption, or less than \$1,000 for IaaS consumption for existing customers
3. No existing third-party solution already in place

Strategies for successful conversations

Once you've identified which customers to approach about Azure BCDR services, it's time to start the conversation.



These questions will help you gain more insight into customer challenges, so you can find the right way to pitch Azure BCDR.

- ✓ Can you measure the impact of an outage for your business?
- ✓ Are you concerned about your ability to recover from an outage?
- ✓ What is your current BCDR solution?
- ✓ Do you have a centralized BCDR plan today?

FAQ

Your questions, our answers



What reseller margins can I expect to receive with SYNnex?

We offer highly competitive margins and discounts, based on three partner stages.

Stage 1: Ascend

Requirements: 1–3 CSP customers in the last 12 months

Benefits: 16% off Office 365 SKUs, 12% off Azure CSP consumption, 2% off Azure RIs

Stage 2: Accelerate

Requirements: 4–24 CSP customers in the last 12 months and a minimum of \$15,000 per month in CSP revenue

Benefits: 18% off Office 365 SKUs, 13% off Azure CSP consumption, 2% off Azure RIs

Stage 3: Altitude

Requirements: 25+ CSP customers in the last 12 months and a minimum of \$50,000 per month in CSP revenue

Benefits: 20% off Office 365 SKUs, 15% off Azure CSP consumption, 4% off Azure RIs

Additional FAQs

Can Azure integrate with Office 365?

Yes.

Can Azure support SPLA licensing?

Yes.

How does billing work?

Billing starts the 16th or 17th of each month and is billed as arrears around the 1st of the following month.

Can SYNEX support Azure Reserved VM instances?

Yes, we can. The margins we pass to our reseller partners is 2% to 4% for the instances, based on your Capture the Cloud stage. The cost is for virtual machines only and does not include operating system costs.

As a reseller partner, what should I charge my customers?

It depends on how you make your money. We recommend that resellers charge as high as MSRP because MSP and CSP partners can be more flexible with margins to win more deals.

Ready to help your customers stay protected? SYNNEX has everything you need

Get ready to take a deep dive into security. SYNNEX has all the resources and programs you need to build a thriving security practice.

[Azure BCDR Sales Kit and Pitch Deck](#)

In this resource pack, you'll find a battlecard, a solution guide, Azure BCDR product overviews, and conversation guides to kick-start your practice.

[On-Demand Webinar Series: Overcoming Azure Concerns](#)

You know all cloud's benefits—but convincing your customers of them isn't easy. We'll help you answer your customers' biggest Azure questions.

[Microsoft On-Demand Webinar: How to Spin Up a Virtual Machine with Disaster Recovery](#)

Learn how you can help your customers create virtual machines with both Azure Backup and Azure Site Recovery services.

[Azure BCDR Learning Path](#)

Learn to migrate resources to Azure and provide site recovery for applications, and explain how applications stay available through service interruptions.

[Azure Resource Hub](#)

From webinars to pitch decks, find the resources you need to build a thriving Azure practice in this one-stop source.

[Azure Simple Start Online Workshops](#)

In these 3 on-demand workshops, Microsoft and SYNNEX experts offer best practices for Azure migration, from defining a strategy to migrating and optimizing workloads.

[Why SYNNEX + Azure](#)

Take a closer look at how SYNNEX supports our Azure reseller partners, so you can create more compelling offers for your customers.

[Capture the Cloud Partner Program](#)

In this exclusive program, we'll deepen your understanding of Microsoft cloud services and help you boost your cloud practice.

[DEMANDSolv](#)

Get new marketing materials each week from SYNNEX to help you boost sales and increase revenue.

Let's start boosting your business

Ready to help customers protect their businesses while you maximize margins?

Then it's time to offer Azure with SYNnex.

To get started, connect with our team at MSFTCSP@SYNNEX.COM.

SYNNEX brings the most relevant technology solutions to the IT and consumer electronics markets to help our partners sustainably grow their business. We distribute more than 30,000 technology products from more than 400 of the world's leading and emerging manufacturers, and provide complete solutions to more than 20,000 resellers and retail customers in the U.S., Canada, and Japan. As part of our value-added services, SYNnex provides a variety of professional and marketing services, including demand generation; education and training; pre- and post-sales support; end-user enablement; server assessment; design and integration; product lifecycle support; contract design and assembly; and IT resource planning. In addition, SYNnex provides a wide range of financial options to ensure that our partners always have the means to close deals.

