

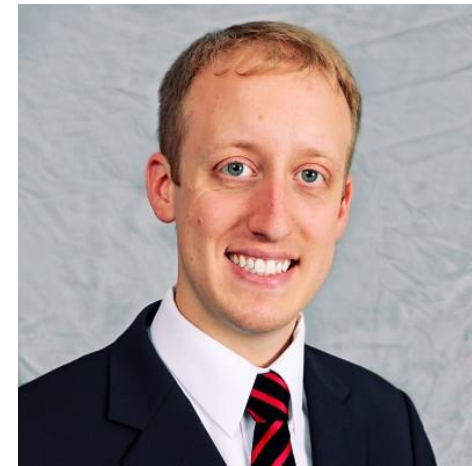


Grow your Microsoft Cloud practice using Block 64 evaluations

Leverage Microsoft resources, along with Block 64's tools, to strategically sell cloud into SMB accounts; generating demand, increasing pipeline, and accelerating time to close!

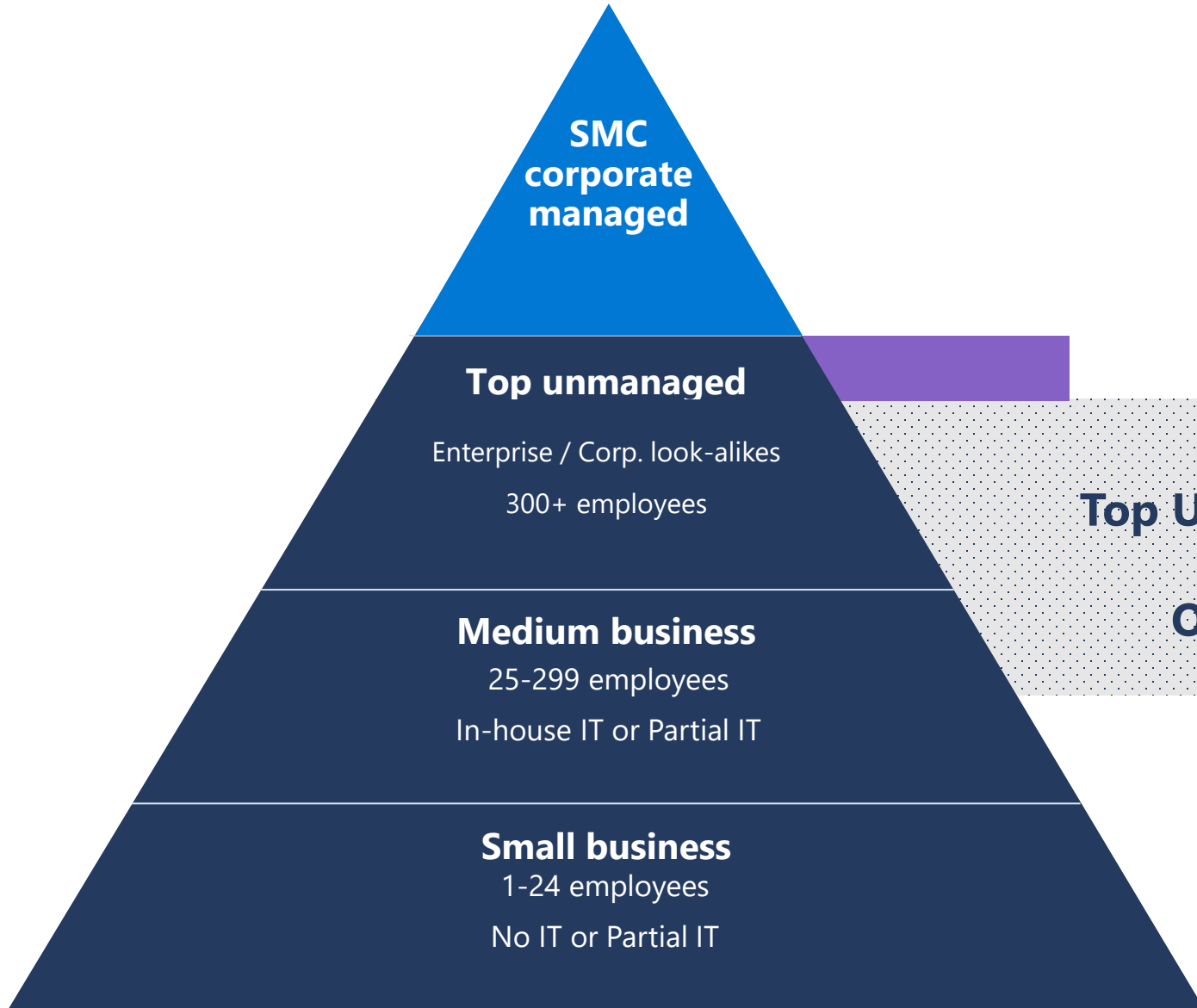


Dean Williams
President at Block 64



Nathan Green
Customer Program Manager
at Microsoft

Microsoft US SMB Commercial (Unmanaged) Accounts



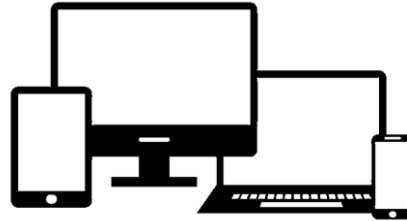
**Our teams focus on
Top Unmanaged & upper Mid-Market
Organizations with 75+ Users**

Best fit for an Evaluation

Current State



5+ Servers



50+ Users



On-Premise Primarily

Desired Outcomes



Reducing Costs



Improving Security



Leveraging Cloud

Sector Commercial/Corporate Unmanaged Accounts (Excludes most Non-Profit, Government, & Public Education)

US SMB Vendor-Tele Sellers



Teams of agents, including engagers, technical/product specialists, & partner connection managers



Azure



Modern Work & Security
(M365 & O365)



Business Applications
(Dynamics & Business Central)

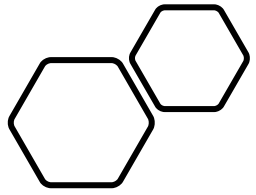


Focused on Cloud Migration & Consumption (by Opportunity)

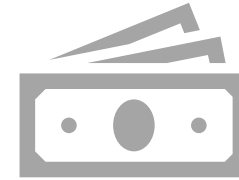
We will not take your customers away from you!

Our sellers <u>cannot</u>:	Our sellers are incentivized to:
Create Quotes	Enable and Execute Evaluations
Place Orders	Generate Cloud Opportunities with Partners





Generating Opportunities Together



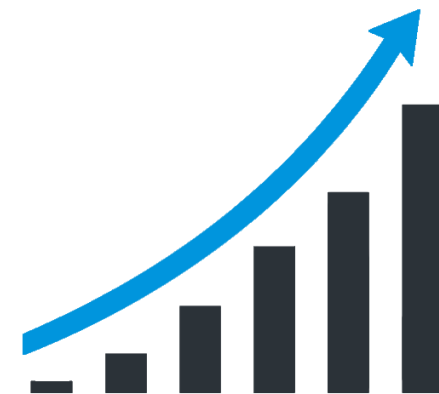
Provide Deeper Data Insights

Accelerate the Sales Cycle

Create more Revenue Opportunities

Why do Evaluations?

- Close 30+ days faster
- 4-5x larger Deal Sizes
- Including more products/services
- Higher cloud mix



CLOUD ENABLEMENT

CYBERSECURITY

ASSET MANAGEMENT



BLOCK64



Microsoft

2021 Partner Offerings

Our Problem Statement

BLOCK64

HOW CAN WE ACCELERATE MIGRATION?



- Customers are eager to modernize but are challenged by the **complexity** of change
- Customers often **struggle** to find the right solution for them
- Our engagement points out **why** a customer would benefit from cloud
- Customers will be more **prepared** to discuss a cloud migration, armed with the data to get there

HOW CAN WE DRIVE PARTNER PROFITABILITY?



- **Multiple revenue opportunities** across Microsoft's cloud portfolio, as well as Surface
- **Upgrade/Upsell possibilities** identify additional product/service areas the customer could be leveraging

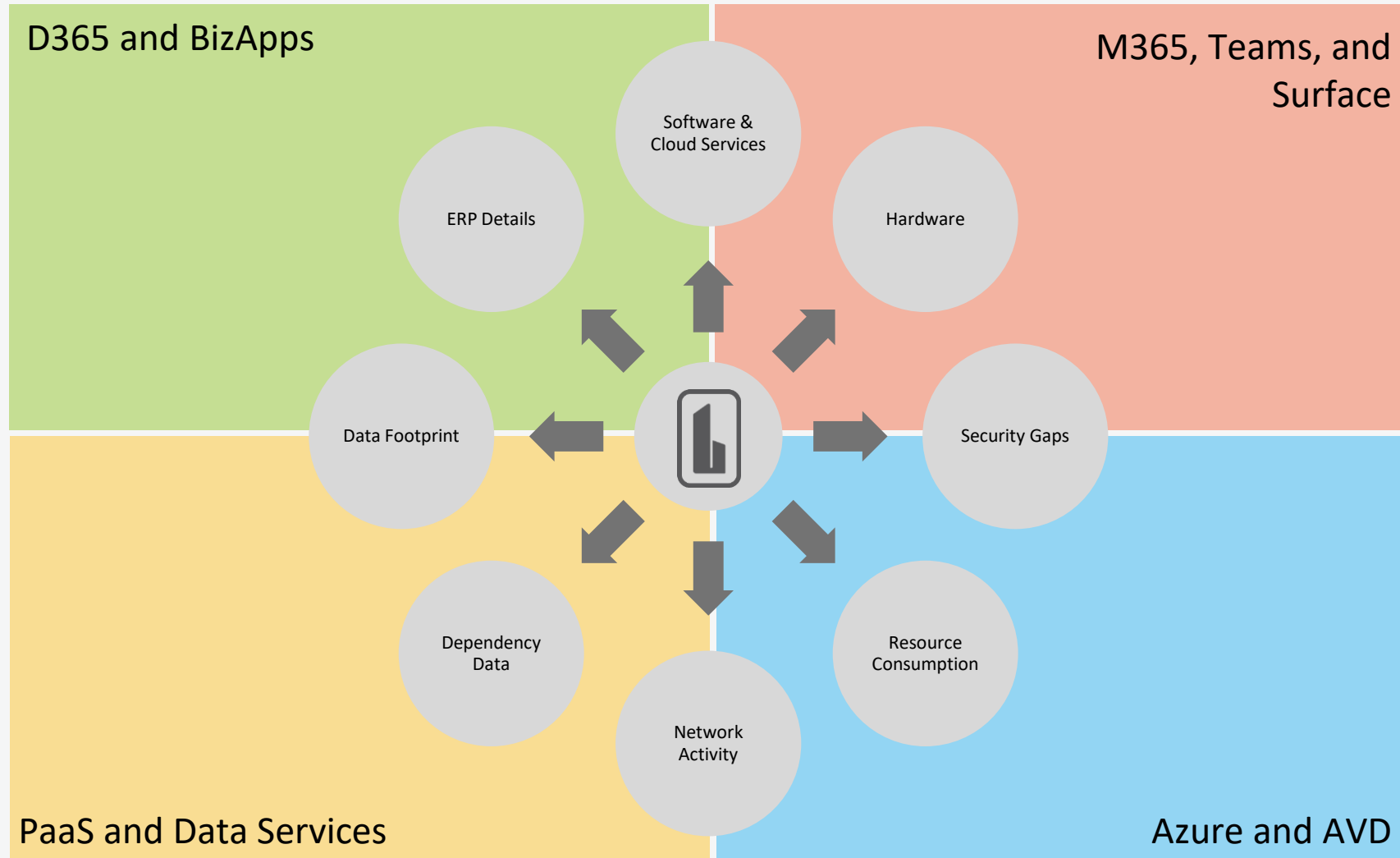
HOW CAN WE DRIVE CUSTOMER RETENTION?



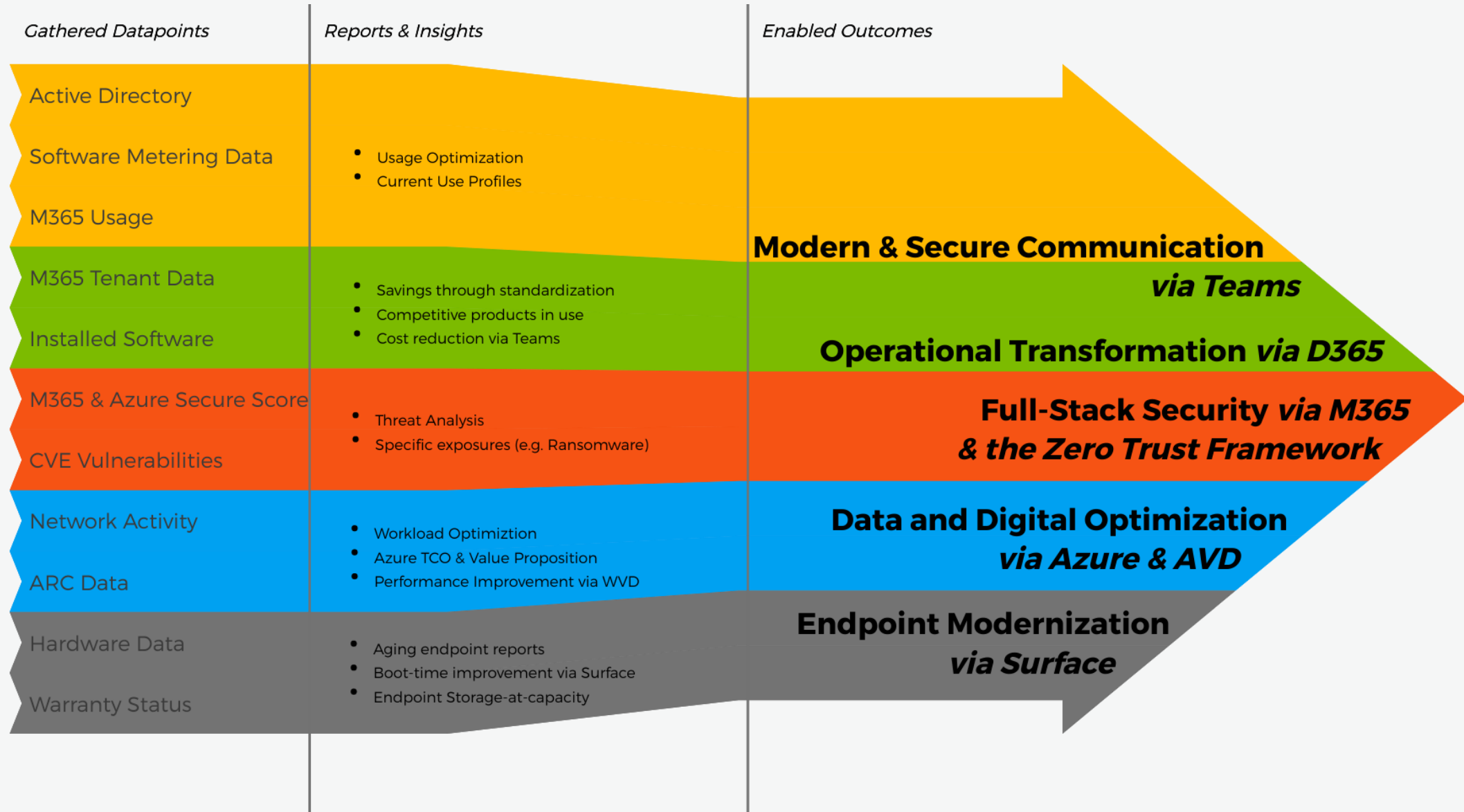
- **Don't ask** your customers about their environment – **tell** them about their environment
- **Recommend** ways your customer can get the most out of their Microsoft products
- **Continue** to help your clients find risks, optimize, and simplify their IT

Block 64: One Discovery; Many Opportunities

A singular discovery motion can unlock numerous opportunities to deliver valuable business outcomes.



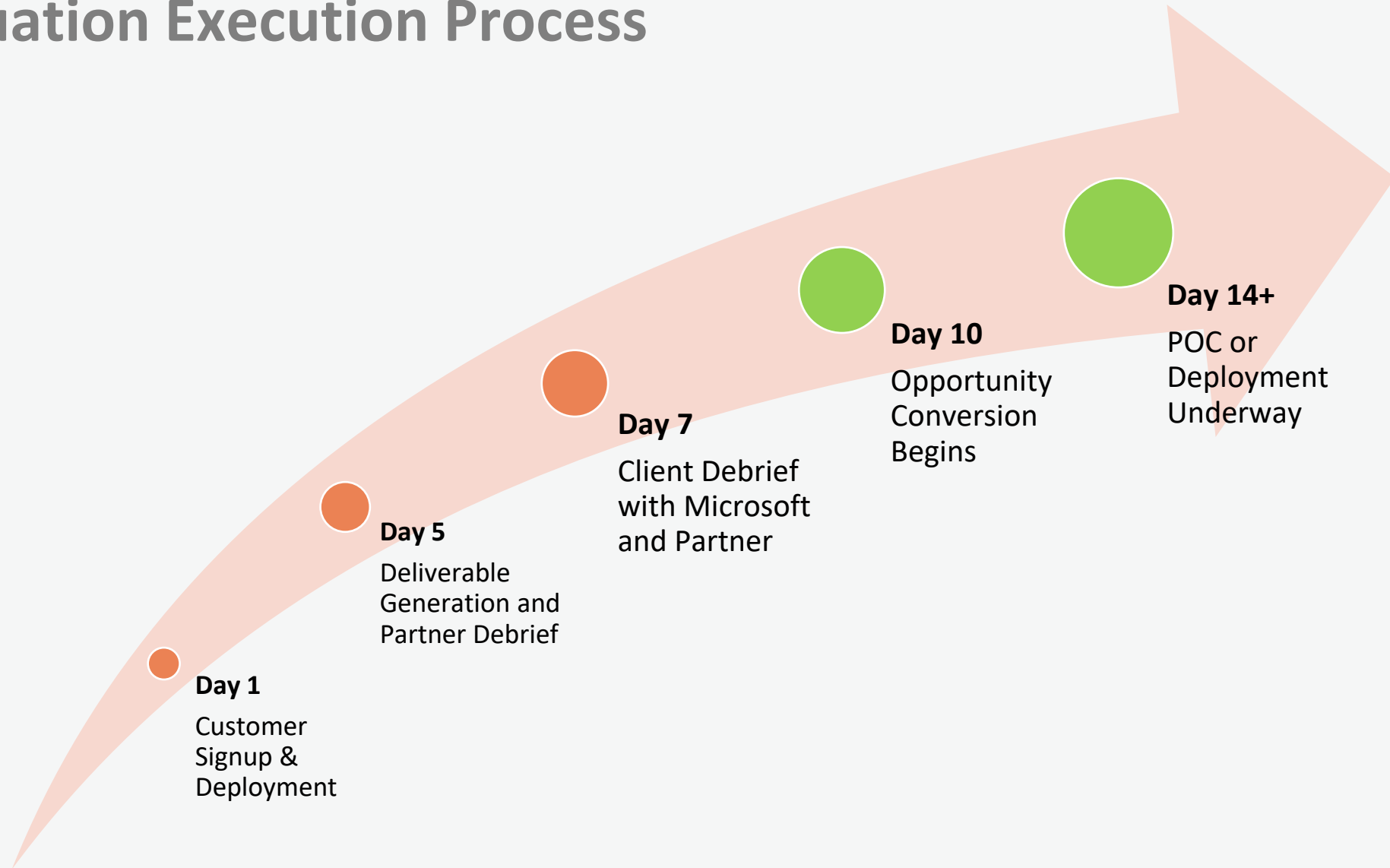
Enabling Outcomes in all 3 Clouds



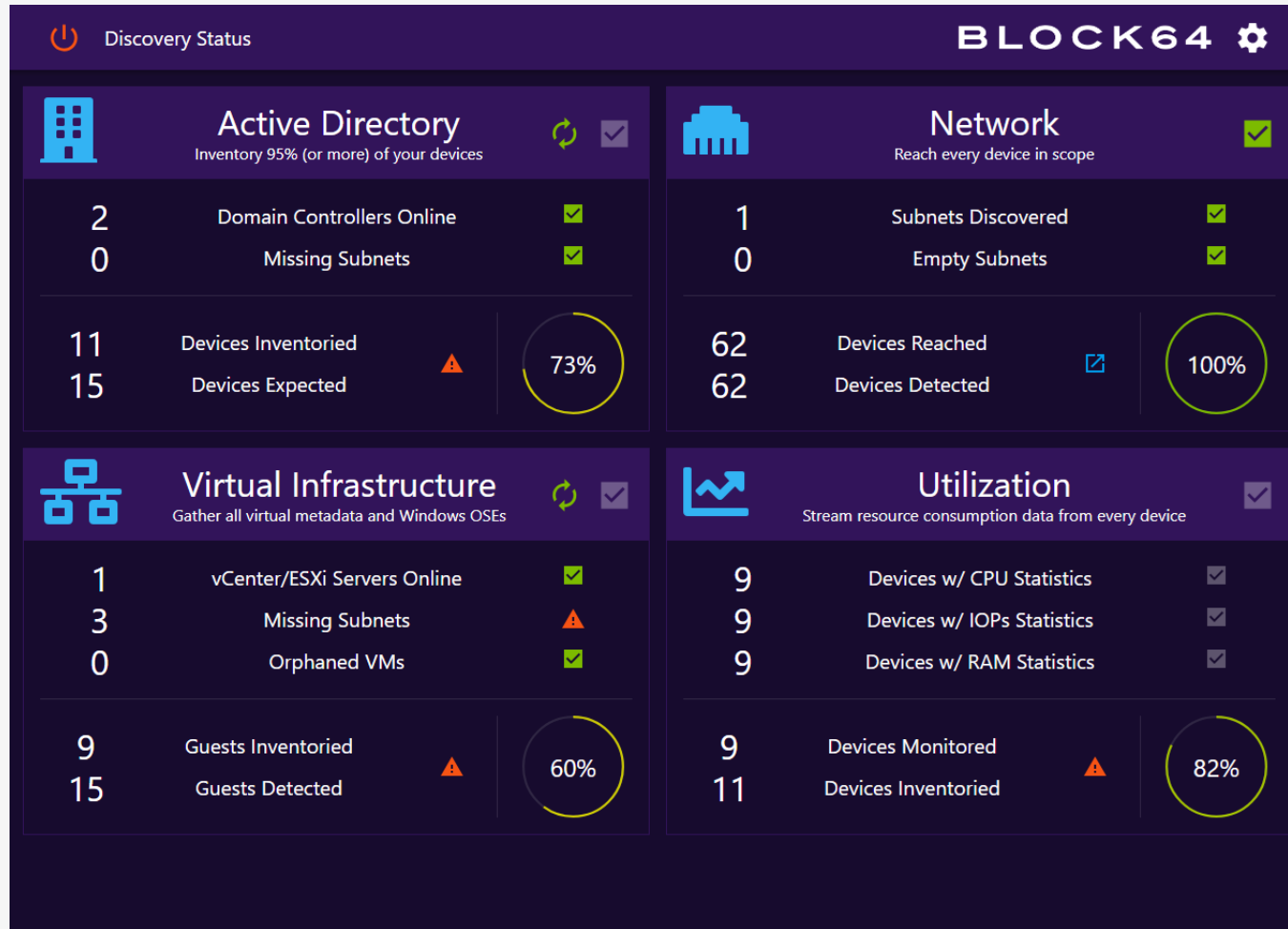
Engagement Offerings at a Glance

	Assessment	Days to Execute	Microsoft Outcome	Customer Benefit	Availability
Low-Touch	Azure Cloud Enablement ACE	7	<ul style="list-style-type: none"> ACA/ACR via Azure Compute + Competitive Public Cloud Takeout (AWS / GCP) 	<ul style="list-style-type: none"> Builds a rapid business case for a move to Azure Finds cost reduction opportunities through programs and workload optimization 	<i>Now</i>
	Azure Virtual Desktop AVD	5	<ul style="list-style-type: none"> ACR via Windows Virtual Desktop in Azure 	Customer has a legacy on-prem VDI environment or would benefit from modernizing the client experience	<i>Now</i>
	Modern Work Assessment MWA	7	<ul style="list-style-type: none"> MCA / MCR via Teams/M365 ACR via WVD Surface Adoption 	Customer is contending with a large workforce suddenly forced to work remotely, and/or would benefit from the ability to collaborate more securely, efficiently and at lower cost.	<i>Now</i>
Medium-Touch	CMMC Kickstart CMMC	5	<ul style="list-style-type: none"> MCA / MCR via M365 ACA/ACR via Azure Compute ACA/ACR via Security Services 	Customer is part of the Defense Industrial Base (DIB) and may be mandated to certify via the Cybersecurity Maturity Model Certification (CMMC). The customer is likely to want to assess their obligations and readiness before pursuing formal certification.	<i>Now</i>
	Cloud Security Advisor CSA	7	<ul style="list-style-type: none"> MCA via M365 ACA/ACR via Azure Compute ACA/ACR via Security Services 	Customer is interested in uncovering the risks, opportunities to optimize, or in reducing the cost of their current end-use compute environment, be it on-prem, hybrid, or cloud-based.	<i>Now</i>
	Dynamics 365 'Ground to Cloud' D365	14	<ul style="list-style-type: none"> DCA via D365 	Customer has a legacy on-prem Great Plains environment and is interested in modernizing and leveraging Dynamics 365	<i>Now</i>
High-Touch	Cloud Economics	45	<ul style="list-style-type: none"> ACA/ACR via Azure Compute + Competitive Public Cloud Takeout (AWS / GCP) 	<ul style="list-style-type: none"> Through longer monitoring, builds a detailed migration plan for a move to Azure - and ideally, via joint execution with SI, creates a seamless transition to the cloud Finds cost reduction opportunities through programs and workload optimization 	<i>Now</i>
	Application Modernization	30	<ul style="list-style-type: none"> ACA/ACR via Azure Compute ACA/ACR via Data Services 	The customer has legacy databases and/or applications that they wish to move away from the legacy on-premise	<i>Q2 FY22</i>
	Modern Workplace	30	<ul style="list-style-type: none"> MCA via M365 	In-depth analysis of user profiles and working groups based on application usage and existing software deployments, used to build a tailor-fit Microsoft 365 solution	<i>Now</i>
	Cybersecurity	21	<ul style="list-style-type: none"> MCA via M365 ACR via Backup and DR Workloads 	A comprehensive analysis of the customer's cybersecurity infrastructure and how it compares to international standards - with clear recommendations to reduce risk, minimize attack surfaces, and generally improve the overall security of the organization	<i>Now</i>

Evaluation Execution Process



Simple, 5-Step Self-driven Data Collection



- One tool can be used to conduct all assessments
- A simple standalone Windows application
- Simple, self-guide setup allows customers to start scanning immediately
- Exhaustive, agentless inventory averaging hundreds of machines / hour
- Purpose-built for self-service and scale
- Able to produce automated reporting and in-depth assessment deliverables



BLOCK64

Demonstration

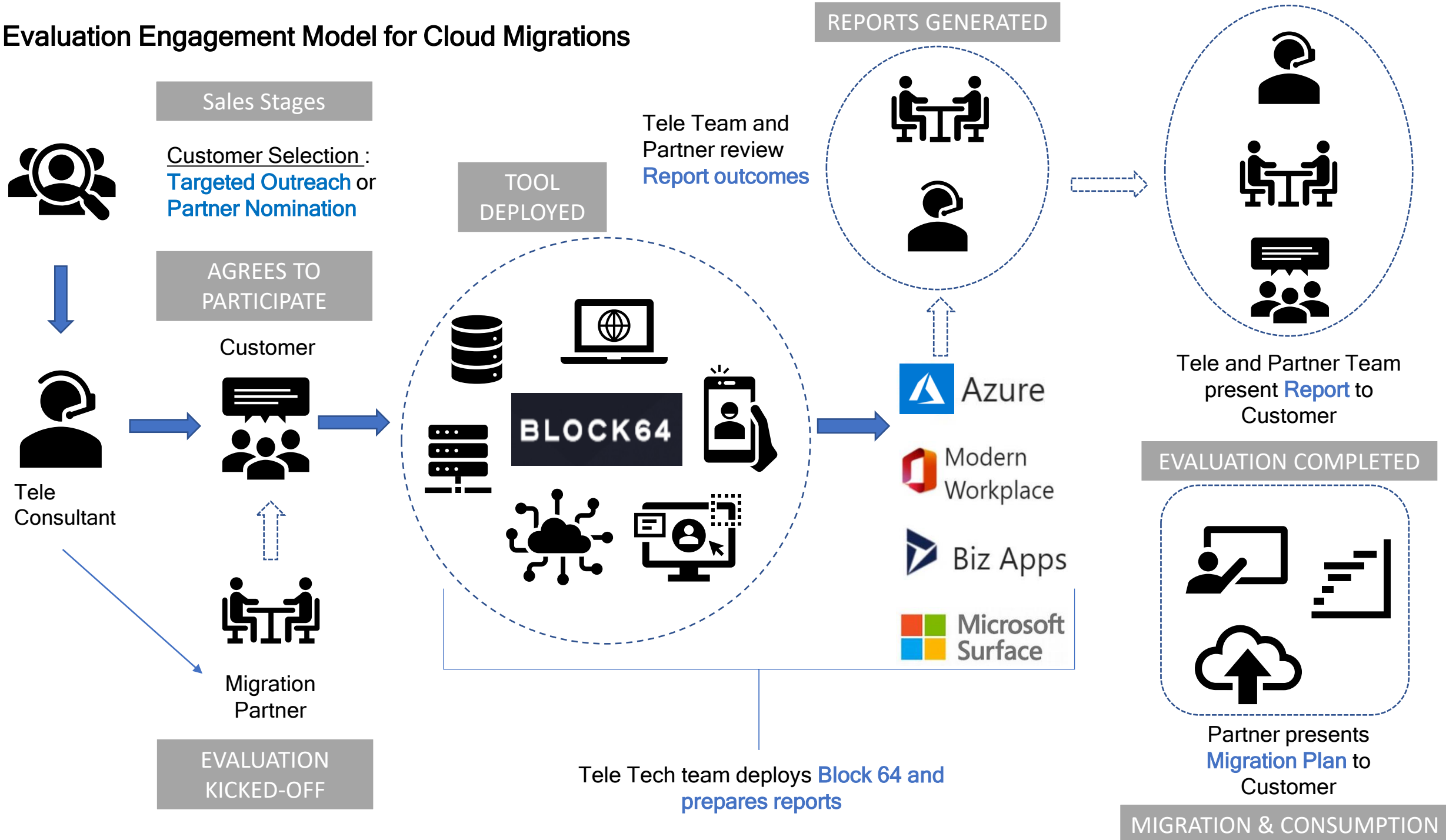
Sounds interesting, but what does it cost?

Microsoft is covering the cost of the Block 64 tool as well as our engagement teams, for partners with qualifying customers.

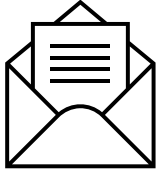
Approved partners and customers can qualify for a funded evaluation, which includes **access to the tool for up to 90 days** per engagement.

This is a strategic investment for Microsoft!

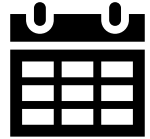
Evaluation Engagement Model for Cloud Migrations



Ready to get started?



Email our Partner Connection team mssmbvt_partner@microsoft.com



Schedule a call with our Microsoft/Block 64 agents to learn more



Identify potential candidates



Start talking to customers about the benefits



Nominate yourself and your customers for an evaluation



Get the help you need!



The **Partner Connection Managers** can help with FAQs, how the process works, getting started, submitting nominations, tracking opportunities, etc.

The **Block 64 Specialists** are trained on how to install and deploy the tool, demonstrate Block 64's capabilities, and help you understand the reports generated, etc.

Email our Partner team
mssmbvt_partner@microsoft.com

Nominate yourself and your customers

Link to the [Nomination Form - US SMB Evaluations](#)

Have questions? Prefer to nominate several clients at once?

Your Partner Connection Mgr. can help

Nomination Form - US SMB Evaluations / Solution Assessments

Use this form to nominate customers for a US SMB Tele Campaign or a Solution Assessment. Please make sure to complete the nomination form as thoroughly as possible.

* Required

1. I have my customer's consent to share the below information with Microsoft. *

Yes

No

2. I am the partner or customer in this request *

Yes

No

3. Partner Company Name *

4. Partner Contact Name *

To nominate yourself simply use your company info as the "customer"

Help us help you!



Join our ***Microsoft US SMB Vendor Tele Partner Community*** on [Yammer](#)



We can empower you with sales enablement / marketing materials such as email templates, sample Block 64 reports, FAQs, etc.



Give us feedback on what's working, what's not, how to improve



What help do you need? What are we missing?



Thank you

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