

Partner Positioning and Value Proposition for Azure

Today's agenda

1

Opportunities for partners through SAP on Azure

Learning Objective

Benefits of promoting Azure as the preferred platform for SAP applications

2

Best practices in selling SAP on Azure

Learning Objective

How to promote Azure for SAP based on the combined experiences of Microsoft and our partner ecosystem

SAP on Azure: The best choice for partners

S/4HANA presents great opportunity for Azure partners

- 1 SAP is the world's largest ERP provider. 80% of the world's business transactions use an SAP system.
- 2 Winning SAP workloads for Azure secures the data center.
- 3 SAP is replatforming its business suite to S/4HANA as a new mandatory upgrade, creating a \$100B market opportunity.

Partner Opportunity

- Azure Migration services
- Database Migration Services
- Application Management Services
- Application Deployment Services
- Analytics Solution Services
- O365/SharePoint deployment services
- Digital Transformation Solutions
- ISV/IP Solutions Upsell

\$2M to \$10M in Average Services

- Migration Services \$1-2M
- App deployments and AMS \$5-10M
- Analytics services \$1-2M
- O365/SharePoint services \$1-2M

Public Cloud for SAP is good for clients and good for you

Good for Clients

Public cloud offers many advantages for SAP applications including:

Scalability

Speed of provisioning

Built-in tooling

Pay for use

Partner and services ecosystems

Good for Partners



Create new billable projects

Guide clients in their cloud migration strategies and win projects.



Forge new customer relationships

Help new clients move to the cloud to forge new ongoing relationships.

Immediate revenue opportunities



Begin a Digital Transformation journey

SAP cloud migration is just one step in Digital Transformation. Use SAP migration to become the proven partner for future initiatives.



Differentiate through cloud expertise

Lead with cloud for SAP to demonstrate your expertise and open the door to future opportunities.

Long term success initiatives

Azure is the strongest public cloud platform for SAP

Advantages for Clients

Business advantages

Trust in Microsoft

Deep SAP/Microsoft relationship

Maturity of SAP on Azure implementations

Full-stack Microsoft technology support

Technical advantages

Hybrid cloud

Data privacy

Capacity

Global presence

Reliability

Advantages for Partners



Attractive financial incentives

Strong financial incentives are available for partners driving Azure deployments.



Funding for pre-sales activity

Funding available for POC and other pre-sales activities.



Marketing program support and sales assistance

Sales assistance and programs including events, PR, and awareness campaigns for qualified partners.



Architecture design and technical support

Experienced technical assistance available for architecture design and implementation.



Microsoft Partner Network

Extensive documentation support and sales/marketing assets available for partner use.

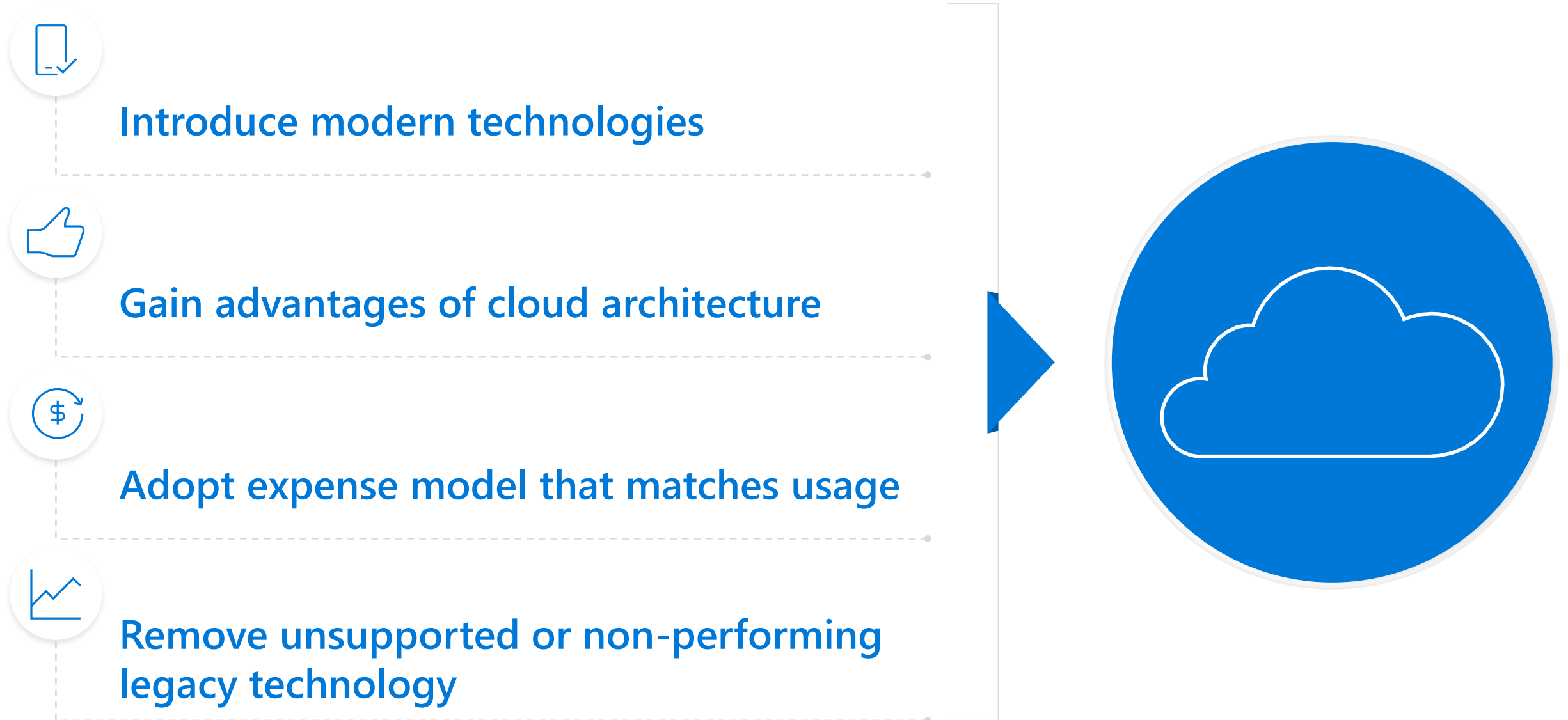


The most extensible platform for Digital Transformation expansion

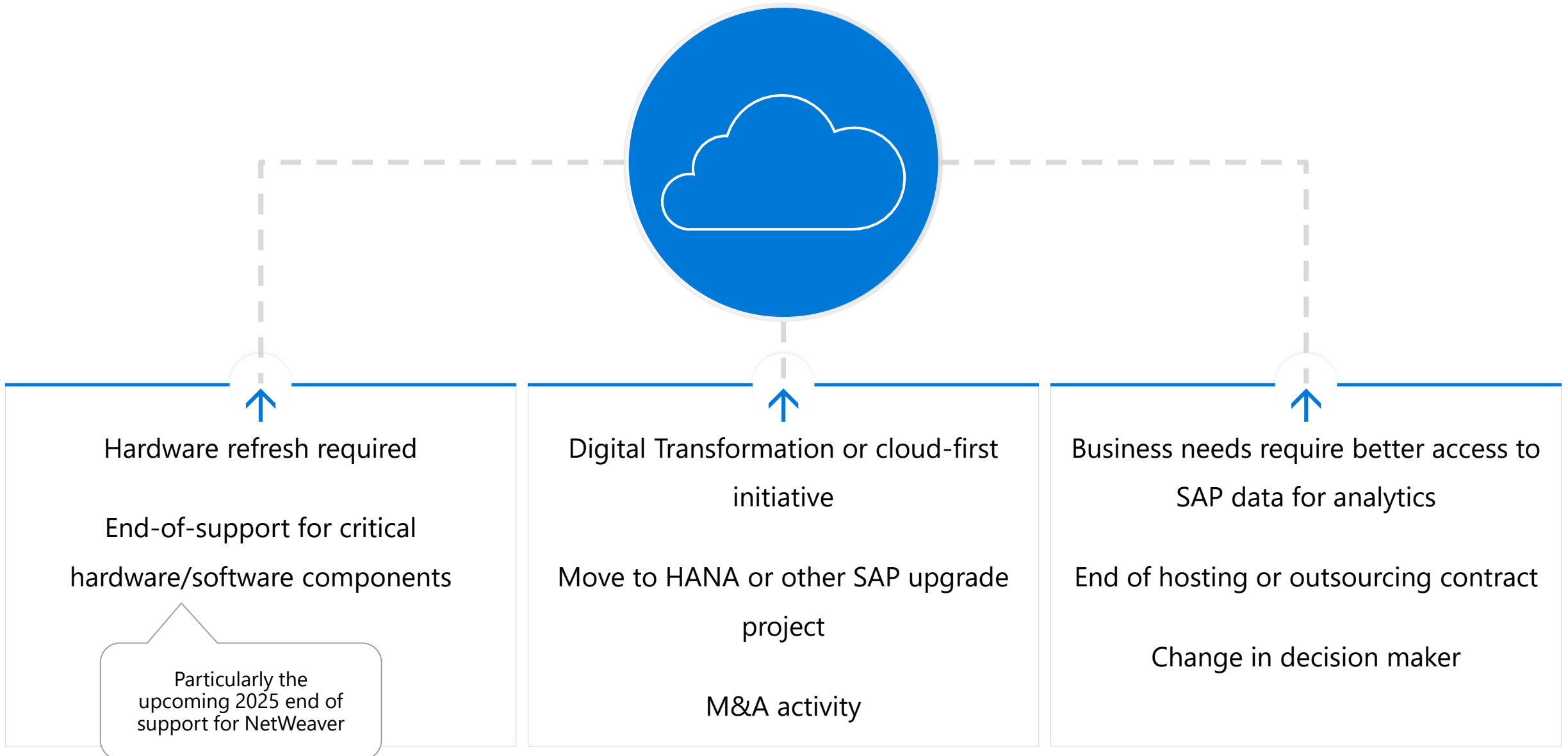
Industry-leading security, capacity, and advanced capabilities facilitate further Analytics and Digital Transformation activity.

How to promote and sell Azure for SAP

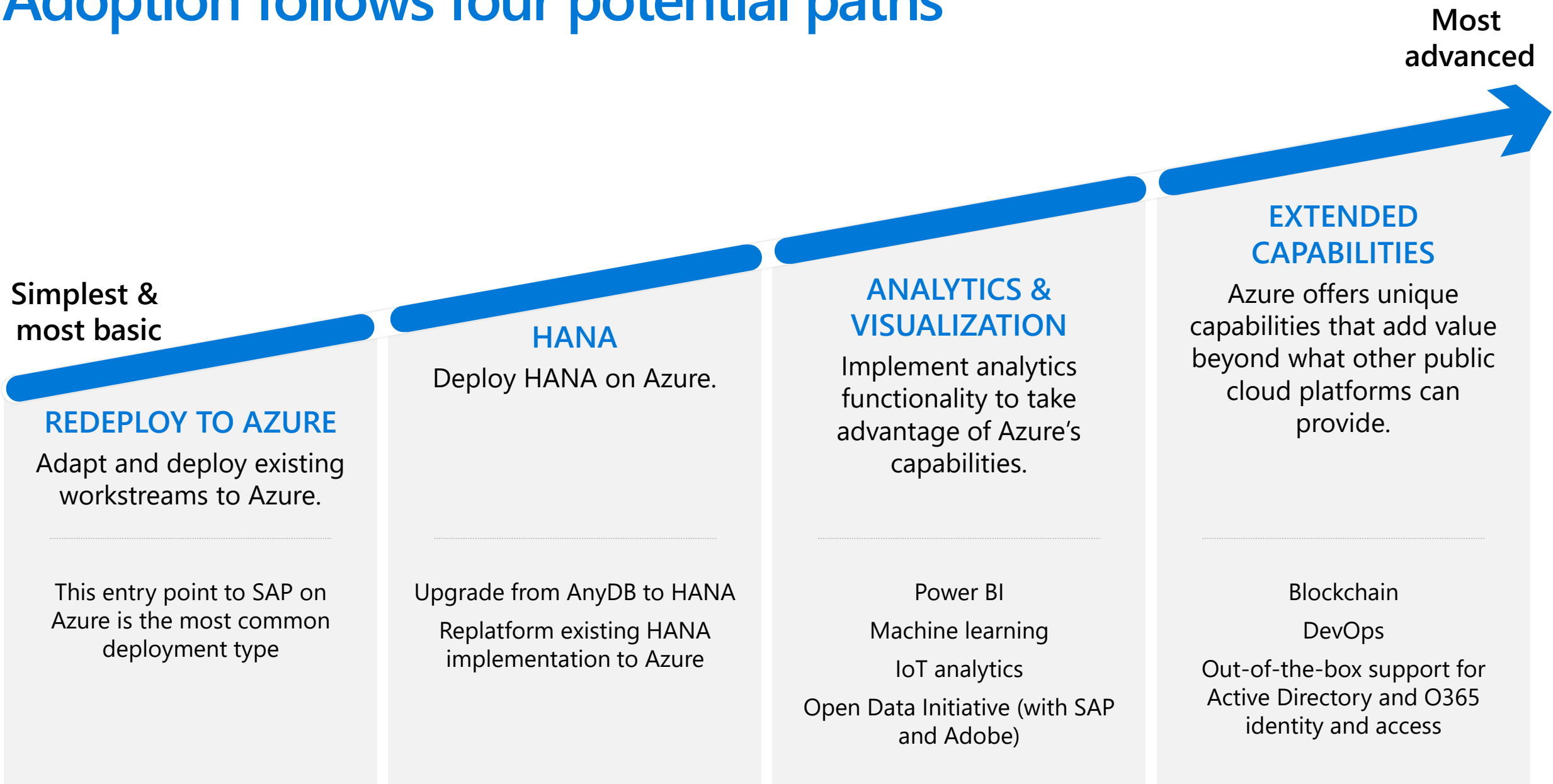
Customer motivations for moving SAP to public cloud



Trigger points for moving SAP to public cloud



Adoption follows four potential paths



Benefits of Advanced Specialization

The Microsoft Partner Network Program showcases partners that differentiate themselves based on proven expertise – from adding new competencies to introducing new ways for partners to feature their advanced specializations. These changes demonstrate our passion to increase partners' opportunities by getting partners better connected to customers and other partners who are looking for the solutions and services they can offer. The SAP on Azure Advanced Specialization designation provides partners the ability to showcase that they have a strong team ready to engage with customers and have demonstrated their ability to deliver SAP on Azure projects.



Validate Your Expertise

Demonstrate your expertise so customers can trust you as an advisor and implementer.



Ensure Complete and Accurate Knowledge

Stay current in your technical knowledge of this complex and fast-moving platform.



Promote Confidence

Your SAP on Azure Advanced Specialization helps give Microsoft decision makers confidence in your ability to successfully lead prospects through Azure implementations.

Best practices in promoting public cloud for SAP



Remember these tips when engaging with prospects who use SAP.

- 1 For every SAP opportunity, make sure you [explore public cloud as an option](#)
- 2 [Lead with cloud](#) rather than waiting for clients to identify it as an area of interest
- 3 [Look for the trigger points](#) detailed earlier and present cloud replatforming as a potential response
- 4 Use cloud as a unique opportunity to [show your differentiation](#) as a consulting vendor
- 5 [Recommend Azure](#) as the preferred public cloud platform using the unique advantages documented in the accompanying customer sales presentation
- 6 [Obtain Advanced Specialization](#) in SAP on Azure

See these additional resources to help you promote and deploy SAP on Azure

[SAP on Azure customer presentation](#)

Start your SAP on Azure conversation here. This presentation contains the information you need to introduce the idea of migrating SAP workloads to Azure, explaining why it's a good idea for your customer.

[SAP on Azure Partner Battlecard](#)

This document walks you through the best practices in pitching and winning engagements for SAP on Azure including door openers, competitive differentiation versus other public cloud platforms, objection handling, and more.

[SAP on Azure Solutions Brief](#)

Keep this two-pager handy as a quick reference for all the essentials of introducing and qualifying deals and helping your clients through the SAP on Azure decision process .

[SAP on Azure GTM Playbook](#)

A quick guide to the sales material Microsoft provides to help you introduce and promote SAP on Azure.

[SAP on Azure Technical Playbook](#)

A quick guide to the technical material Microsoft provides to aid in SAP deployments on Azure.



Thank you