Microsoft

Enterprise Mobility + Security Toolkit for Partners

Contents

Step 1: Learn the Business Value of EMS

Watch the Brad Anderson overview video to learn and understand the Business Value of Enterprise Mobility Suite:

- Watch the **Get to Know EMS Video** (YouTube): http://aka.ms/gettoknowems
- What is Azure AD Premium [YouTube]

Step 2: Jumpstart your EMS Business

Get started with fresh content, online training and Pre & Post-Sales Support designed to help jumpstart your EMS whether you're focusing on individual services or the Enterprise Mobility Suite (EMS).

- With your MPN credentials, click to check out the EMS Partner site

Step 3: EMS Learning Resources

This funding request is designed to help partners build their business on the Microsoft Platform by selling Microsoft Cloud services on top of the Azure platform to existing and new customers. Use this document to describe:

- Business Value:
  - Watch the Get to Know EMS Video (YouTube): http://aka.ms/gettoknowems
  - Watch the Why EMS Video with Brad Anderson: http://aka.ms/whyems
  - View the SSO Azure AD Marketplace
- Sales Training:
  - Learn How to Sell EMS with Brad Anderson: http://aka.ms/SellEMS
  - How to Sell via Sales Excellence Webcast: https://msuspartner.eventbuilder.com/event?eventid=s0b0o1
- Technical, Deployment Training:
  - Level 100-200 (MPN)
  - Level 300-400 (MPN)
  - Azure Active Directory Hybrid Identity Design Considerations
  - Learn about directory integration tools for Azure AD
  - Configure Azure AD for popular SaaS apps
  - Use multi-factor authentication with Azure AD
  - Learn about self-service password management in Azure AD

Step 4: Demo Platform

Demos are available for Sellers and Technical roles.

- Technical Demos: Available via https://demos.microsoft.com/login
- Click thru Demos available below in "EMS Everywhere Program" resources (at bottom)

Step 5: Marketing Resources

- Video content available for Partners to use at: http://EMSHub.cloud
- Everything you need to know about CSP: http://aka.ms/CSP-in-a-Box
- Azure Managed Services Playbook: http://aka.ms/AzureMSPplaybook
- Leverage marketing content via EMS on Ready To Go Marketing
- Cloud identity and access management [Infographic]

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Step 6: Attain MPN competency and use IUR

- Start your EMM MPN Competency path.
- Microsoft Action Pack Subscription (MAPS):
    - https://partners.microsoft.com/partnerprogram/actionpack.aspx

Step 7: EMS Everywhere Program

The EMS Everywhere program helps accelerate EMS sales opportunities from acquisition through deployment. The program prepares you to deliver a one-day customer business and technical review session that provides insight into customer identity and security infrastructure, gaps, key scenarios, and EMS business value.

Use the resources below to conduct the sessions and create the follow-up customer deliverables, and more.

BDM first meeting materials

EMS first meeting BDM deck	This deck supports initial EMS conversation with the CISO or BDM. The CTA at the end of the meeting is to schedule an EMS business and technical review session.
EMS first meeting request email copy	Email copy to help land an initial BDM meeting.

One-day business and technical review session content

Pre-meeting questionnaire	Send this document to the customer to gather information prior to the business and technical review session.
Session guidance OneNote	Provides key talking points, questions, demo recommendations, and data capture guidance for each session.
Kickoff deck	Frames the EMS session goals and agenda.
Use Case Scenario deck	Uses three common security challenges to demonstrate the breadth of the EMS solution. Also provides opportunity to gain insight into how the customer currently addresses these challenges.
Cloud Identity deck	Covers business alignment and technical deep-dive/demo of Azure ADP.
Mobile Device and Application Management deck	Covers business alignment and technical deep-dive/demo of Intune.
Breach Defense deck	Covers business alignment and technical deep-dive/demo of Azure ATA and PAM.

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Self-Protecting Documents deck	Covers business alignment and technical deep-dive/demo of Azure RMS.
Follow-up deliverable template	Fill out this template to provide recommendations for moving forward. Deliver to the customer within three (3) days of the meeting.

Click-through demo resources

Advanced Threat Analytics	Detecting Cyber Threats with ATA
Azure Active Directory Premium	User SSO experience with Azure AD Premium
Azure Active Directory Premium	Using MFA for device-based authentication on unknown iPad
Azure RMS	RMS document encryption, tracking and revocation
Intune	Managing Office Mobile with MAM on device with MDM
Intune	Customer iPad enrollment experience with Intune
Intune	Securing email on an iPad with Intune

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