

Azure Data & AI / Project Wisdom

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Agenda

Project Wisdom Introduction

Partner Onboarding

Program Content

Schedule

Q&A

Data & AI- Project "Wisdom"

Programmatic engagement to Build partner capabilities in APAC subsidiaries to drive Azure Data & AI of 50 new targeted customers



Why Project Wisdom ?



Who makes Project Wisdom ?

The Project Wisdom Team



Gary Lee



Torrance
Mayberry



Wang Yi



Poonam
Sampat

The Project Wisdom Extended Team

PTS

PDMs

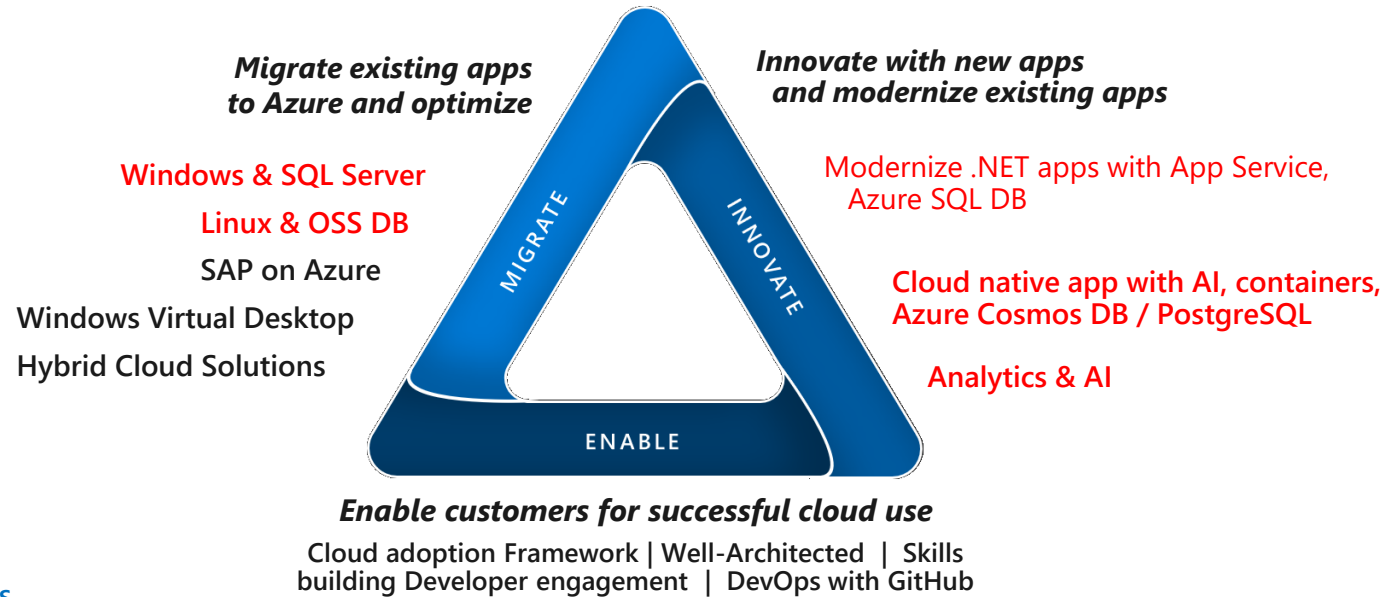
The background features a dark blue gradient with several vertical orange bars of varying heights. Overlaid on these are white lines with circular markers at various points, suggesting a data series or trend. Some of these lines and markers are slightly blurred, creating a sense of depth and motion.

Data and AI Sales Focus FY21

Top of Mind for Data and AI Solutions: FY21 Sales Priorities

FY21 sales and partner priorities

Applications & Infrastructure, Data & AI



Specialized Areas

Applications: IoT, Mixed Reality, Gaming

Infrastructure: Azure VMware Solutions, HPC, Advanced Networking, Azure Sentinel

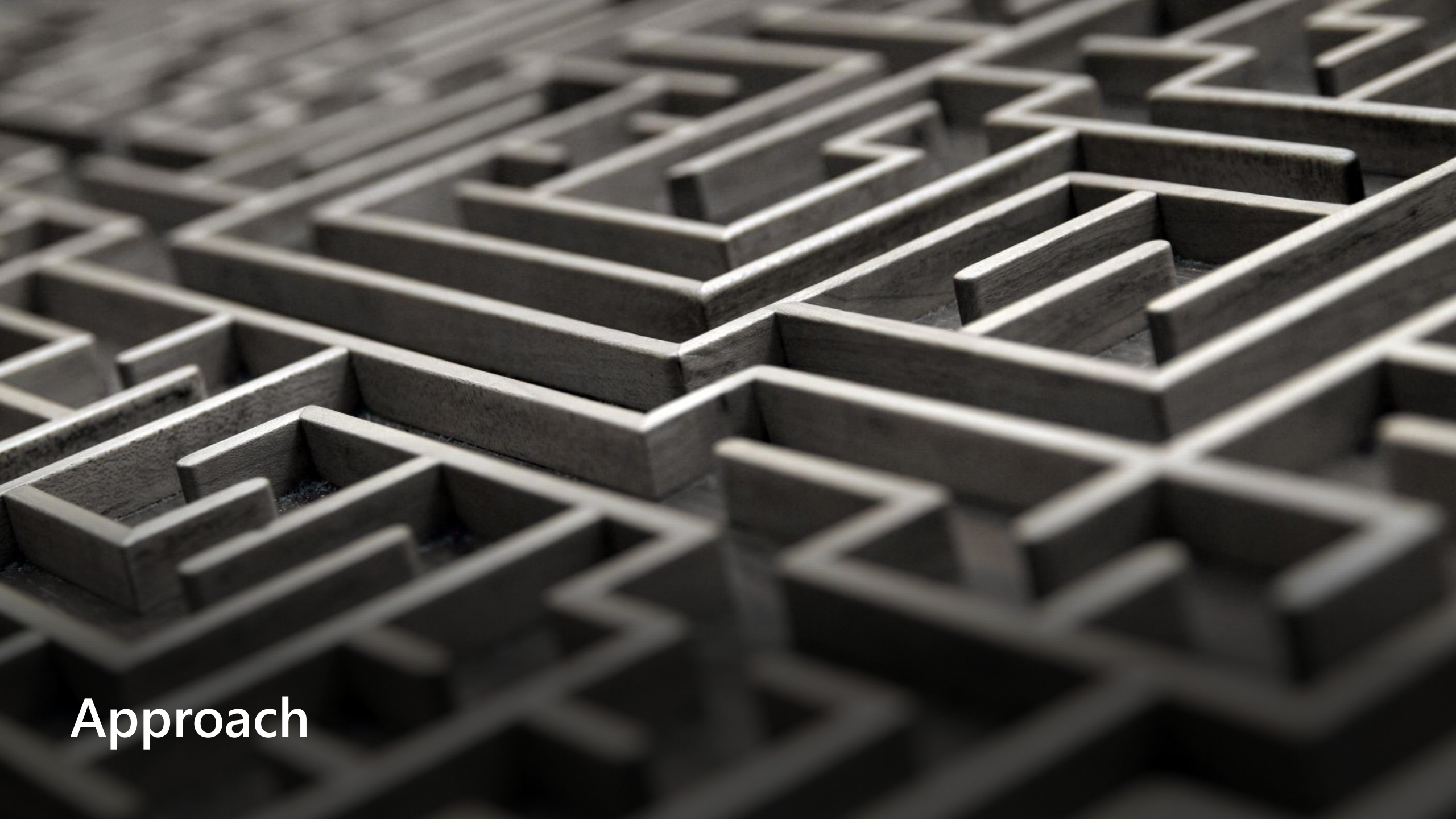
We lead with outcomes-driven conversations that give our solutions greater industry relevance

Data and AI Industry Support

FY21 Solution Area Taxonomy

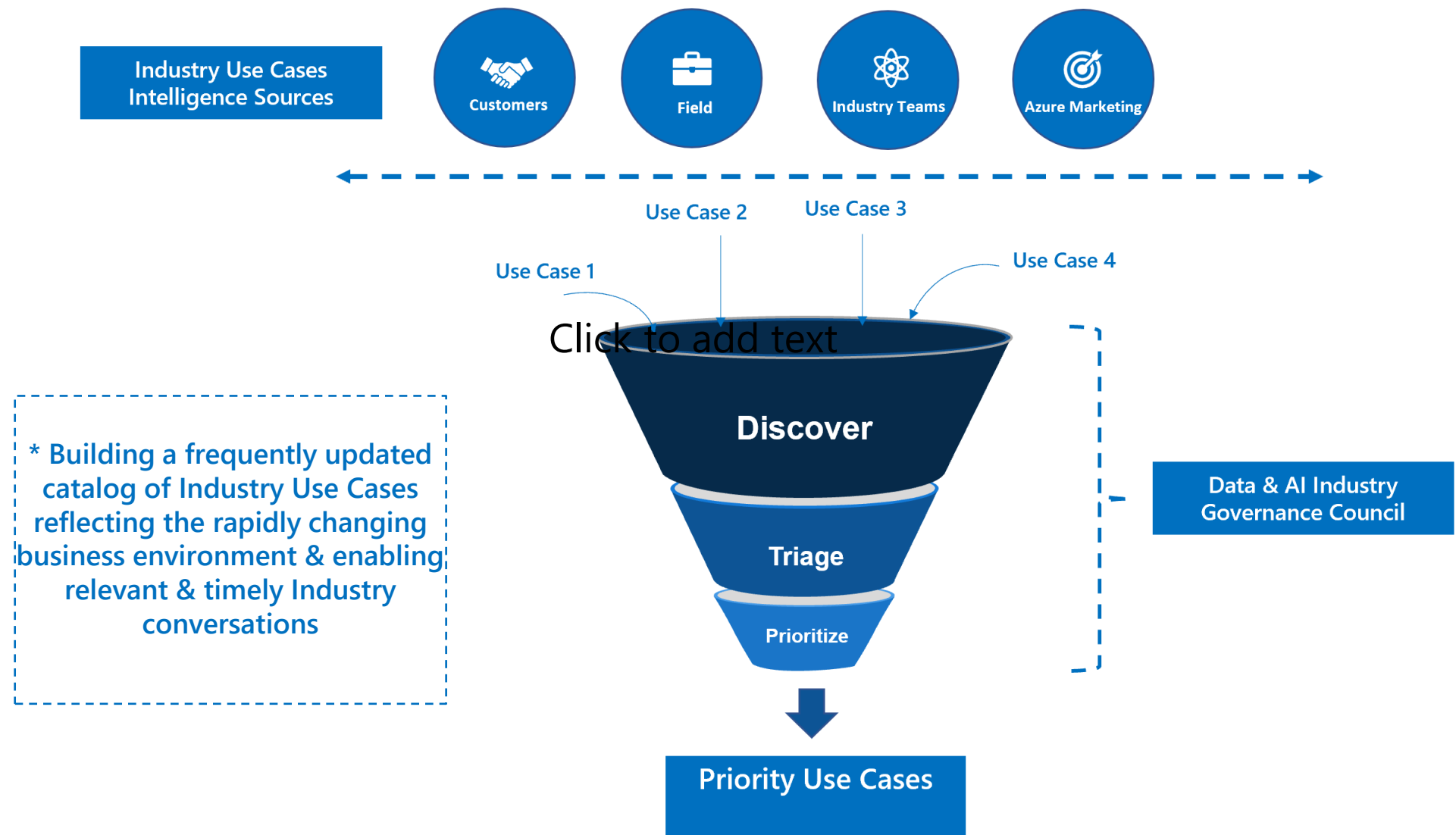
Modern Work & Security		Business Applications		Azure			
Sales Play	Technical Capability	Sales Play	Technical Capability	Sales Play	Technical Capability	Sales Play	Technical Capability
Teams Meetings, Calling & Devices	Meetings & Meeting Rooms	Activate Digital Selling	Sales	Windows Server & SQL Server	Windows & SQL Server Migration to Azure	HPC	High Performance Compute
	Live Events		Marketing		SQL Server Migration to Azure SQL MI	Azure VMWare Solutions	Azure VMWare Solutions
	Calling	Enable Always-On Service	Customer Service Field Service	Linux & OSS DBs	Linux & OSS DB Migration to Azure	Mixed Reality	Mixed Reality
Teams Platform	Teams Store Apps	Build Agile Business Processes	Power Apps		OSS DB Migration to Azure OSS DB	Gaming	Gaming
	Power Platform for Teams		Power Automate	SAP on Azure	SAP on Azure	IoT	IoT
	Custom Solutions		Power Virtual Agent		WVD Native	Advanced Networking	Advanced Networking
Firstline Workers	Firstline Workers	Generate Value with Proactive Insights	Power BI	Windows Virtual Desktop (WVD)	Citrix Cloud on Azure	Storage & File Systems	Storage & File Systems
Knowledge & Insights	Knowledge & Insights		Customer Insights		VMWare Horizon Cloud Service for Azure	Mainframe Migration	Mainframe Migration
Teams Chat & Collab	Teamwork Deployment Adoption & Change Management		Forms Pro	Hybrid Cloud Solutions	Azure Stack Hub	Blockchain	Blockchain
Workplace Analytics	Workplace Analytics	Manage Financial Risk and Reduce Fraud	Finance		Azure Stack HCI	Cloud to Cloud Migration	Cloud to Cloud Migration
Surface & Partner Devices	Surface & Partner Devices		Fraud Protection		Azure Stack Edge	Enable Azure	Well Architected Cloud Adoption Framework
			Project Operations	Analytics & AI	Appliance Migration to Azure Synapse	Business Continuity & Disaster Recovery	Business Continuity & Disaster Recovery
Security	Threat Protection	Build a Resilient Supply Chain	Migration On-Prem to Manage Financial Risk		Azure AI and ML		
	Cloud Security		Supply Chain Management		New Analytics with Synapse & Power BI		
Compliance	Information Protection & Governance		Commerce	DevOps with GitHub	Cloud Scale Analytics		
	Advisory Services	Business Management for SMBs	HR		DevOps with GitHub		
	Insider Risk		Migration On-Prem to Supply Chain Management	Modernize .NET Apps with App Service, Azure SQL DB			
Secure Remote Work	Identity & Access Management		Sales Pro	Cloud Native Apps with AI, Kubernetes, Azure Cosmos DB / PostgreSQL	Modernize/New Cloud Native Apps with AKS and Azure Cosmos/Postgres DB		
	Device Deployment & Management		Business Central				
	Mobile Device Management		Power Apps & Automate				

- Co-Sell Prioritized
- Co-Sell Ready
- In-Market
- In-Development



Approach

Partnering across teams to identify and prioritize Data & AI Industry Priority Use Cases



Objective and Execution



Build Skills

Identify Partner Nominations depending on the Projects Pipelines and up-skill partner in Focus Areas



Methodology

Empower partners with a streamlined methodology through L200, L400 webinars, workshops



Partner Heatmap

Develop the local partners



Sales capabilities

Engage and enable the partner sales teams to identify use cases, cost and encourage them see value in the offerings



Operational excellence

Build Operational ,Governance excellence

Partner Selection

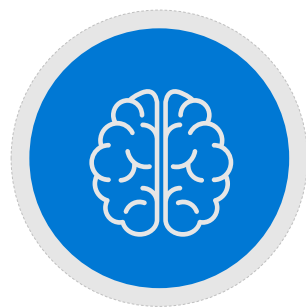


30 Partners



Customer Pipeline

At least two existing wins & Industry Focus



Talent

Technical skills that can be groomed to Data & AI on Azure



Scale

Sufficient scale with at least 5 engineers who would be targeted for Data & AI enablement

Deliverables



Technical & Sales Content

Technical L100 – L400 sessions

Partner Sales Enablement

Delivered through live or semi live events by the Project Wisdom Team



Re-usable assets

Content that can be shared with the partners will be shared.



Self-paced

Some pre self-paced introductions.



Office Hours

One-to-Many office hours to answer any concerns, bring additional clarification





Schedule & Frequency

Forecast

We are planning to have sessions every month on the streams identified.

Two months calendar will be shared post today's call.

Be a SQL Champ -

<https://www.microsoft.com/AzureSQLChampionship>



Oracle and PostgreSQL -
leverage the match made in
heaven– **Oct 20th**



Azure Databricks
Sales Enablement – **Oct
23rd**







Azure Synapse Analytics –
Nov 16 & 17th (2 days)



Expected outcome

*Partners shouldn't need us
to drive and deliver Data &
AI Projects*

Analytics is a broad term

FUNCTIONAL CAPABILITY	Data Analytics Engineering & Storage	Data Modelling	Data Visualization	Machine Learning	Customer Insights
TECHNOLOGY	 Azure Synapse Analytics (Azure Data Factory, Azure Data Lake Storage) <ul style="list-style-type: none">Azure Databricks / HDI	 Azure Synapse Analytics (Modern DW)	 Power BI	 Azure Machine Learning	
SKILLS REQUIRED	<ul style="list-style-type: none">Data IngestionData StorageData Prep	<ul style="list-style-type: none">Data ModelingData ProcessingDevelop data insights	<ul style="list-style-type: none">Data VisualizationDevelop ReportsDevelop Data Insights	<ul style="list-style-type: none">Train & ModelPredictML Engineering	
CUSTOMER AUDIENCE	Data Engineer		Data Analyst	Data Scientist	
AZURE ROLE BASED CERTIFICATION	The Azure Data Engineer is responsible for data related tasks in Azure. Primary responsibilities include ingesting, egressing and transforming data from multiple sources using various services and tools. The Azure Data Engineer collaborates with business stakeholders to identify and meet data requirements while designing and implementing management, monitoring, security and privacy of data using the full stack of Azure services to satisfy business needs.		The Azure Data Analysts enables businesses to maximize the value of their data assets by using Power BI. As a subject matter expert, data analysts are responsible for designing and building scalable data models, cleaning and transforming data, and enabling advanced analytic capabilities that provide meaningful business value through easy-to-comprehend data visualizations. Data analysts also collaborate with key stakeholders across verticals to deliver relevant insights based on identified business requirements.	The Azure Data Scientist applies their knowledge of data science and machine learning to implementing and running machine learning workloads on Azure; in particular, using Azure Machine Learning service. This entails planning and creating a suitable working environment for data science workloads on Azure, running data experiments and training predictive models, managing and optimizing models, and deploying machine learning models into production.	
AZURE CONTENT/ CERTIFICATION REFRESH	<ul style="list-style-type: none">DP200/DP201 Instructor Led Training and /Learn Assets available Includes Azure Synapse Analytics (GA Features since Dec 18, 2019)		<ul style="list-style-type: none">DA100: Analyzing Data with Power BI Replacement of existing Power BI course, evolution to role-based Data Analyst certification.	<ul style="list-style-type: none">DP100 Instructor Led and /Learn Assets available.AI 100	
NEW					

Expected outcome



Partner practice and advocacy

Autonomous partner practice. Able to qualify, pitch, design and implement Data & AI projects to Azure to empower customers with data



Active customer engagements

Pipeline of Data & AI and active projects for each partner



Increase certification footprint

All partners at least 2 certifications completed by end November 2020



Q&A



We passionately pursue customer success through value co-creation with partners on Microsoft technologies.

