

ISV Partnership

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DX: Who are we?

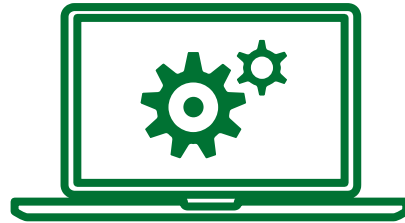
Developer Experience & Evangelism (DX) leads and accelerates the creation of successful applications and services across Microsoft devices and cloud platforms through its work with ISVs and technical audiences.

EVANGELISM



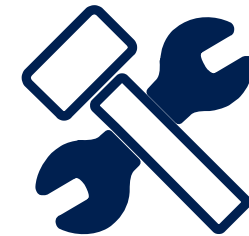
Win the next generation of developers—students, startups and professionals

ISV

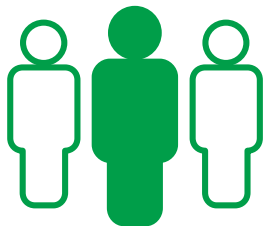


Broad and innovative platform adoption. Most successful and profitable on our platform

TOOLS



Evangelise our Visual Studio Developer Tools



This is DX

- ✓ 'Tip of the spear' within Microsoft
- ✓ Mandate to disrupt & 'think outside the box'
- ✓ Our partners *innovate*, *challenge markets* and *define the future*
- ✓ We are measured by our partners' success

What's a PBE and how can we help?

The Microsoft Developer Experience (DX) team has a **Partner Business Evangelist** (PBE) team who work with Software Developers / ISVs of all sizes.

PBE's are:

- Aligned by industries (Fin. Services, Retail, Media, Public Sector, Education, etc.).
- Business/Commercial in focus (some are also technical).
- Ideally suited to help you navigate Microsoft.
- Your best route to the Technical Evangelist team.
- Measured on the total Azure consumption of their partners.



Engagement Model

Envision

- Understand your strategy, goals and priorities
- Discuss joint opportunities and ideation (envisioning workshop)
- Focused on Azure platform (Azure, IoT, ML, WebApps etc.)

Develop

- Architecture/Application Design Workshops (ADS) & PoCs
- Technical & architectural guidance
- Connections directly with Product Teams

Launch

- Ensure you are successful and profitable on Microsoft platform
- Create Go-To-Market plan: create market amplification & demand generation
- Craft Co-selling engagements with the Microsoft seller community

Azure



500+

New releases in
the last 12 months

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Microsoft Go-To-Market Overview

Microsoft has assembled a team of marketing experts with one goal: To help make partner apps successful. Microsoft Go-To-Market Services are specially designed to help Independent Software Vendors (ISVs) achieve their launch and growth goals for apps built on the Microsoft platform.



Attract Customers

Press Release Support
'App of the Day' Social Promotion
Microsoft Partner Apps Blog Post



Engage Customers

Mini-Case Study
Co-Branded Datasheet



Accelerate Growth

AppCatalog Listing
Cross-Border Readiness
Self-Service Marketing Resources



Expand Partnership

GTM Partner Newsletter
GTM Partner Community Call



Email MicrosoftGTM@Microsoft.com and visit www.MicrosoftGoToMarket.com to get started.

Microsoft DX and ISV Partnership



DX Azure Team

- Support Your App Journey
- Technical Enablement
- Architecture & Design Workshops
- Partner Investments
- Go to Market Support
- Co-Selling



Cloud ISVs

Looking to build and grow your business through the Microsoft Cloud



Mutual Success

In Partnership and Collaboration our businesses grow

JUNE 16, 2016 9:00 AM

The Cromwell Pilots the Connected Room Experience with Windows 10

By **Craig Dewar** / Senior Director, Windows Product Marketing

SHARE



TWEET

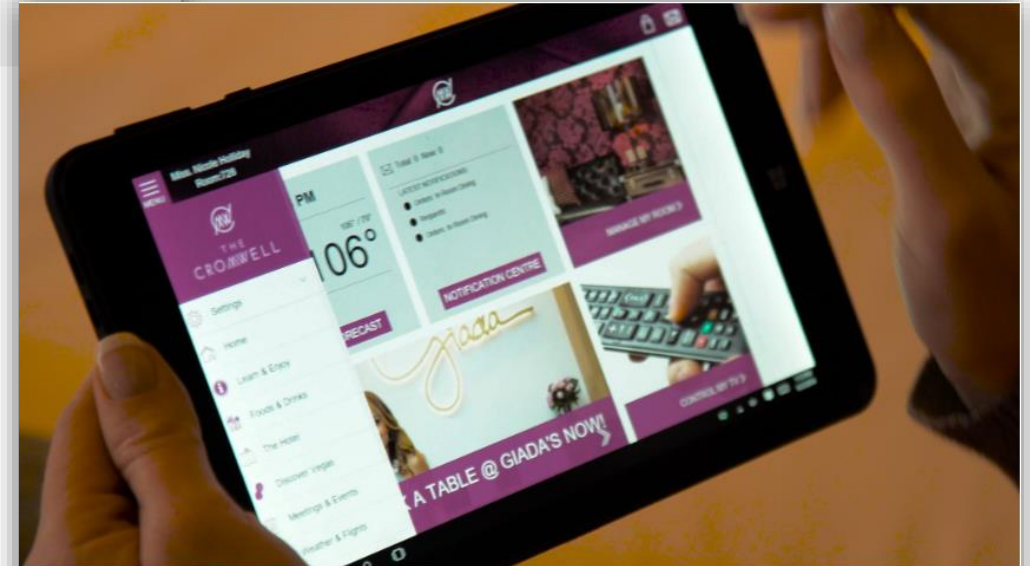


SHARE



SKYPE

Caesars Entertainment Corporation, a leader in the hospitality industry and one of the world's most diversified casino-entertainment providers, is always looking for new ways to enhance the guest experience. Today's customers have high expectations when it comes to personalized services and functionality at the hotel and in their room.



Windows 10 Connected Room tablet

iRiS® powering guest technology

<https://blogs.windows.com/business/2016/06/16/the-cromwell-pilots-the-connected-room-experience-with-windows-10/>

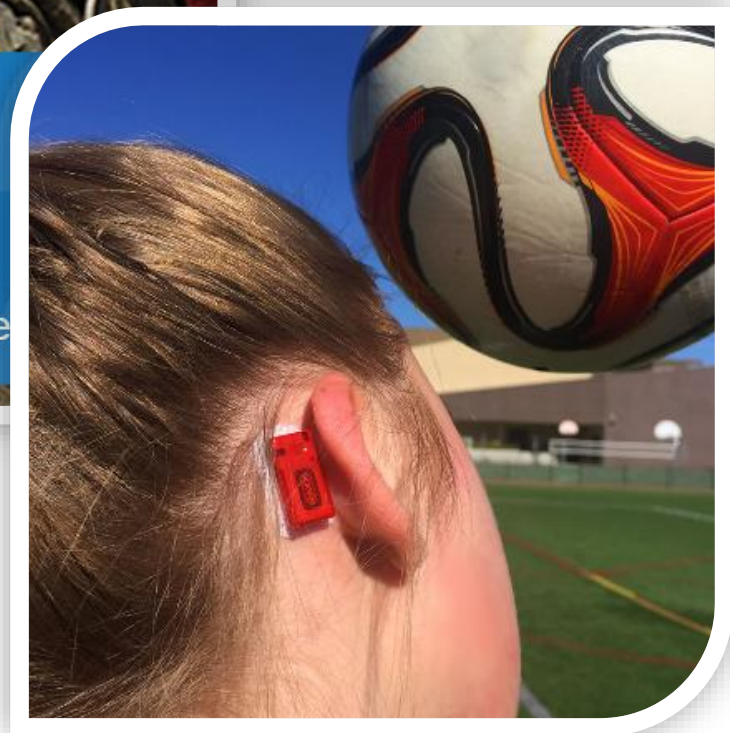
The image shows the header of the X2 Biosystems website. It features a background photograph of three football players in action. One player is wearing a blue jersey with the number 73, another is in a white jersey, and a third is in a military-style camouflage uniform. The X2 Biosystems logo is in the top left, and navigation links for 'X2 HEAD IMPACT MANAGEMENT SYSTEM' and 'ABOUT X2' are in the top right. A blue banner at the bottom contains the main headline.

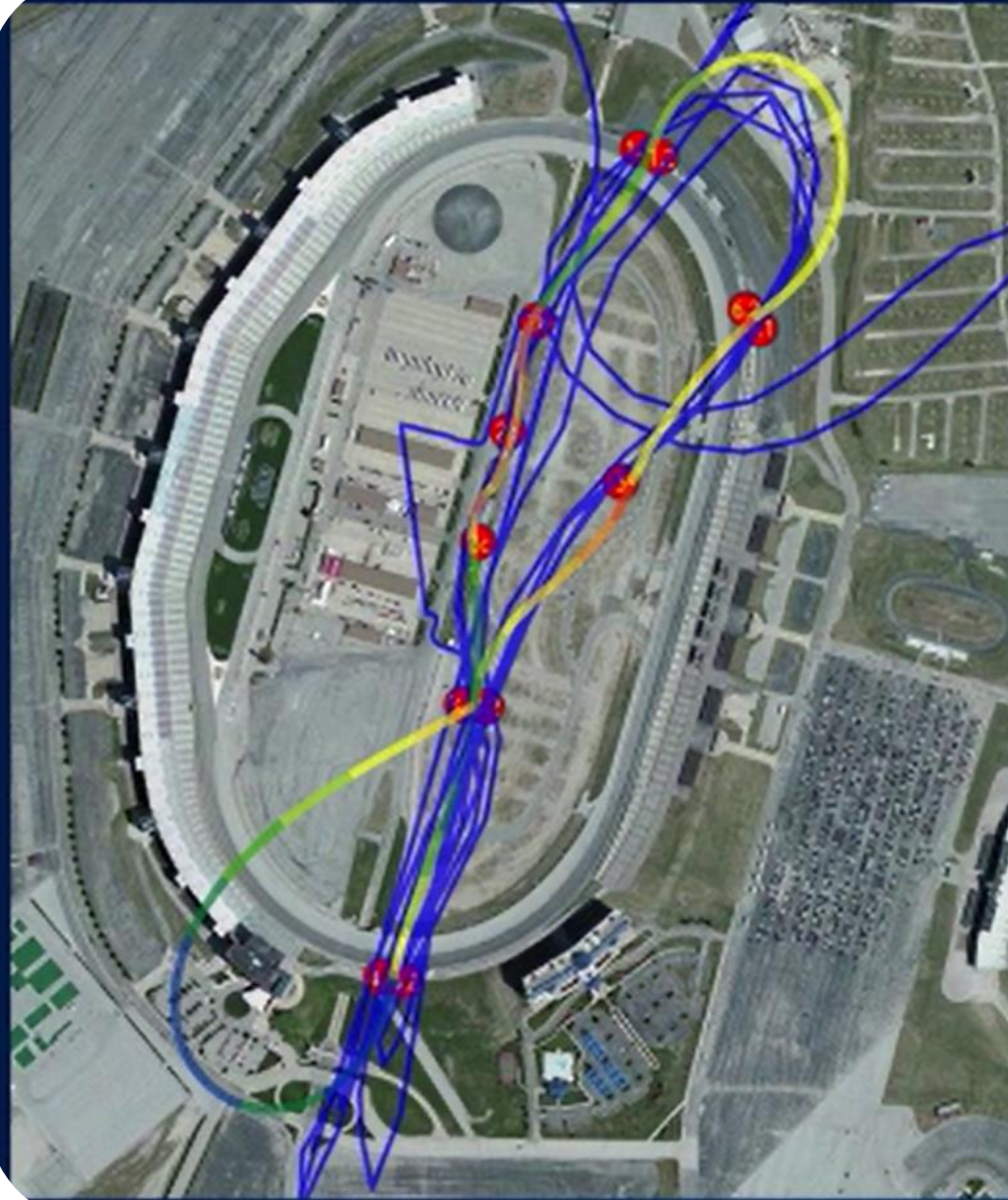
X2
BIOSYSTEMS

X2 HEAD IMPACT MANAGEMENT SYSTEM ▾ ABOUT X2 ▾

REDUCING THE
INCIDENCE, RISKS AND COSTS OF
HEAD IMPACT INJURIES > Learn More

<http://www.x2biosystems.com/>





"If I can make up a quarter of a second,
it's a big deal,"



Good pensions for small employers

Husky - the responsible workplace pensions service

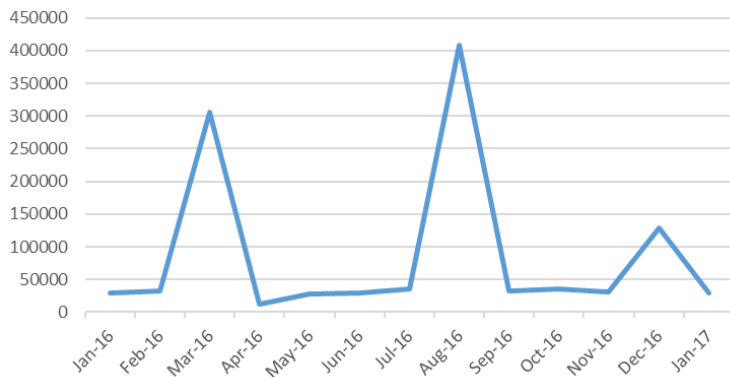
FREE Tool: Short-list your good workplace pension choices now



<http://instanda.com/>

<https://huskyfinance.com/>

Monthly Demand - 2016



INSTANDA™

Fundamentally changing insurance design and delivery.

The management tool that empowers insurers, brokers and MGAs to build and launch any insurance product within unprecedented timescales, and then distribute and self-manage it online and on a global basis.

Explore

What's next?



How can you help me go-to-market?

What Support Options do I need?

How can I promote my solution within Microsoft?

Which Azure Components should I use?

What tools are available?

Should I use PaaS or IaaS?

Who's my aligned PBE?

Upcoming Events

- ▶ **Data Best Practise Workshop – Sept 1st**
 - ▶ Migrating to the Cloud
- ▶ **Nano Satellite Hackathon – Sept 2nd**
 - ▶ Build Apps or Services using the BBC Microbit and Nano Satellite Kit
 - ▶ Winners will be showcased at the New Scientist Live Event on Sept 22nd -25th
- ▶ **Azure Technical Briefing Day – Sept 8th**
 - ▶ IaaS Master Class

Thank You!

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Use free/low-cost Azure licences for a pilot. Ways to get them include ...

#	Program Name, URL	Audience	Cost	Duration	Free Azure Level	Requirements
1	Azure Free Trial - https://azure.microsoft.com/en-gb/pricing/free-trial/	Anyone	None	30 days	GBP 125	Credit Card for Validation (not charged unless you upgrade.)
2	BizSpark - https://www.microsoft.com/bizspark/default.aspx	Start-ups	Free	3 years	\$150 x 5 developers = \$750. Plus more.	Registered Co. < 5 years old. < \$1M turnover. Have own web site.
3	MSDN (MSFT Dev Network) or Visual Studio subscription - https://mspartner.microsoft.com/en/uk/pages/membership/msdn-subscriptions.aspx and https://www.visualstudio.com/products/subscriber-benefits-vs#SKUDetailList_1	Dev teams	\$45 /month /person Or \$539/year /person	As long as subscribed	\$150 /month /person	Enroll as MS Registered Partner (no cost); then purchase subscription. Credit card validation required.
4	MPN Action Pack (for application builders) - https://mspartner.microsoft.com/en/uk/pages/membership/action-pack-application-design-development.aspx	Partners	\$475/year	12 months	\$100 /month	Enroll as MS Registered Partner (no cost). Then purchase Action Pack. Ideal if one wants to earn Silver or Gold status in medium term.
5	Azure (Customer) Pass - https://azure.microsoft.com/en-gb/offers/azure-pass/	Partners	None	3 months	\$500 /month	Apply via MSFT account manager for chosen managed customer. Redeem online (if granted).

Use the available support channels ...

The fastest way to get a response to your technical or account issues, is through raising a ticket via the Azure portal. Account and Billing support tickets are provided free of charge, and Technical support is available via one of the support packages listed below. See:

- <http://www.windowsazure.com/en-us/support/plans/>
- Support FAQ's

Name	Price	Response Time	Detail
Core	Included at no extra cost	NA	<ul style="list-style-type: none">• Forum support• Account/Billing management
Developer	\$29 a month	<8 Hours	<ul style="list-style-type: none">• Unlimited break/fix via Web Submission• <u>NB. Not available for Azure EA</u>
Standard	\$300 a month	<2 Hours	<ul style="list-style-type: none">• Unlimited break/fix via Web Submission• 3 x Telephone call backs per month
Pro-Direct	\$1000 a month	<1 Hour	<ul style="list-style-type: none">• Unlimited Telephone call backs with Priority handling• Escalation services• Pooled A/C management• Some Proactive services
Premier	>\$3000 a month	<1 Hour Minimum	<ul style="list-style-type: none">• Unlimited Priority Telephone• Assigned ADM• Bespoke Proactive services/mentoring• Rapid Response option

For Escalations:

- Subscription Management: wasmsec@microsoft.com
- Technical Support: APTSI@microsoft.com
- Professional Direct Escalation: PDAzure@microsoft.com
- If you need someone to pick up the case if the Case owner is Out of the office/Away: aznext@microsoft.com.