



# MS Federal Azure Analytics and AI Accelerate Program (AAAP)

Partner Presentation

April 2023



# Azure Analytics & AI Accelerate Program (AAAP)

AAAP is a vehicle to win Analytics & AI opportunities at scale with the right mix of resources for every stage of the customer's Analytics & AI cloud journey



Cost-effective  
offers and  
incentives



Workshops &  
assessments to  
illustrate value

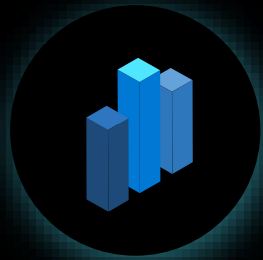


In-depth  
assistance from  
Microsoft tech  
resources



Expert help  
from specialized  
partners

# Reasons to Participate in AAAP



Meet the customer  
where they are



Partners at the center  
of execution, by  
design



Accelerate cloud  
journey through  
funds and resources



Deliver success as a  
single unit with  
Azure engineering  
and Microsoft sellers

~\$20M+

Investment funds  
committed to enable  
customers move to Azure

300+

AAAP partners supported



# AAAP Resources to Accelerate Engagements

## Pre-Sales Resources

Value (up to)



### Solution Assessment

Microsoft-funded engagement to assess on-premises environment and cloud adoption recommendations for Analytics & AI, provided separately through the Solution Assessment Team

Microsoft/partner  
expert guidance



### End Customer Investment Funding (ECIF) for Proof of Concepts

\$30K

Funds that assist in paying Microsoft Services or Partners to execute consulting work. Open to all ECIF eligible partners. 10x ROI requirement over 12 months



### Azure Access POC Sandbox

Free Azure sandbox for partners and customers to accelerate ACA/ACR through POCs and pilots. 10x ROI requirement over 12 months

\$5K

## Post-Sales Resources

Value (up to)



### End Customer Investment Funding (ECIF) for MVP / Deployments

\$100K

Funds that assist in paying Microsoft Services or Partners to execute consulting work. Open to all ECIF eligible partners. 10x ROI requirement over 12 months



### Azure Credit Offer (ACO)

\$100K

Azure Customer Credits. Amounts requested for ACO must be between \$5K-\$100K. 10x ROI requirement over 12 months



### Fast Track for Azure (FTA)

Engineering Assistance for post-sales engagements. Customers must have an Azure subscription and be located in a region where FTA is available

Microsoft  
expert guidance



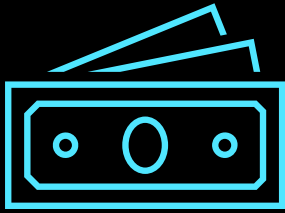
### Solution Accelerators

Customer proven pre-packaged code ready to be deployed for repeatable use cases / scenarios

Pre-packaged  
Code

All AAAP resources are requested by Microsoft Data and AI Specialists in the Federal CRM

# What Makes AAAP Unique



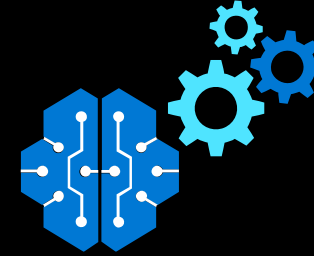
## Increased Funding

AAAP ECIF ROI requirement is lower than for standard ECIF (10x vs 20x)



## Streamlined Eligibility

Partner eligibility is broader than other investment programs



## Bundled Offering

MS seller can bundle investments through AAAP for holistic offer

# Which workloads are eligible for AAAP?

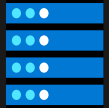


## In Scope

Each AAAP request is tied to an Opportunity in Federal's CRM system, and at least 30% of the Opportunity's consumption should come from the following hero Analytics and AI services:

Analytics	AI
Azure Synapse Analytics	Azure Cognitive Search
Azure Databricks	Azure Machine Learning
Azure Purview	Cognitive Services – AI (includes OpenAI)
Azure Data Explorer	Machine Learning Studio

# Common Scenarios Supported by AAAP



## Appliance migration

On-prem appliance  
Migration to Azure  
Synapse



## Azure Databricks Hadoop migration

On-prem Hadoop  
Migration to Azure  
Databricks



## SQL DW migration

On-prem DW Migration to  
Azure Synapse



## New Analytics

Win New Analytics Use  
Cases with Synapse, PBI,  
and AML



## AI-Led Solutions

Innovate with AI and  
Cloud Scale databases in  
every app

# Getting involved with AAAP through End Customer Investment Funding (ECIF)





# Which types of projects can partners participate in via ECIF funding?

AAAP ECIF Type	Purpose	Funding Limit	Requirements
AAAP Pre-Sales ECIF	Building a proof of concept or pilot	\$30k	10x ROI requirement over 12 months*  At least 30% of Opportunity's revenue is from eligible Analytics or AI workloads
AAAP Post-Sales ECIF	Migration and deployment work	\$100k	Partner is ECIF ready  Request has completed Work Scope Workbook (Excel) attached to submission

\*Based on Azure Consumed Revenue of Opportunity in MS Federal CRM

# How to Become ECIF Eligible for Federal

(Onboarding as a Microsoft Supplier)

**Why:** Enables you to receive funding as a supplier related to work supporting a customer opportunity/engagement expected to drive significant cloud consumption

## Onboarding Path

1. Ask your Microsoft Data & AI specialist to introduce you with Mathew Taylor, Microsoft Partner Scale Manager, to assist with ECIF onboarding and other partner programs
2. Ensure your company is registered with the [Microsoft Cloud Partner Program](#)
3. Provide your name, email, phone number, company name, and whether your company has five or fewer employees
4. Be prepared to provide basic company financial information such as labor rates. You must respond to email requests for information in a timely fashion.
5. To get approval for funding, work with your customer's Microsoft account team to prepare a successful project statement of work and ECIF request

# Next Steps | How to Participate in AAAP as a Partner

- 1 Skill up on Analytics and AI and begin the ECIF onboarding process
- 2 Collaborate with your Microsoft Data & AI Specialist to identify eligible Analytics and AI Opportunities
- 3 Align with your Data & AI Specialist on a project and complete the ECIF Workscope Workbook (Excel)
- 4 Have your Microsoft Data & AI Specialist nominate the project for AAAP
- 5 Deliver milestones and receive payment

Partner-Facing  
AAAP Guidance:  
[Partner Site](#)

# Appendix

# ECIF: SOW Requirements

## Microsoft & partner

### General

- AAAP requires that all engagements have agreements in place prior to engagement start
- Account teams, partner account teams, and PDMs must begin working with customers even before AAAP nomination to align project details and streamline signoff
- SOWs are required for AAAP engagements to initiate partner funding

### SOW Guidance

- Work with your Microsoft Account Team to submit SOW as part of your ECIF request and they will submit to AAAP
- Milestones and delivery dates must be precise
- Project end date and milestones must be within the current Microsoft fiscal year (July-June)
- Milestones are required with clear descriptions to explain the work to be completed

### Submissions

Work with Microsoft Account Team to submit SOW as part of your AAAP ECIF request

Microsoft Account Teams can submit ECIF requests through the Federal CRM site

# ECIF: Partner Invoicing

The following are the steps for partners to get paid by invoicing against milestones for the project if applicable:



Invoice is submitted by Supplier upon milestone completion in [MSInvoice](#)



POE request is automatically generated and sent to customer to sign; customer must verify:

Start Date and Completion Date of the delivered services.

Confirmation of which milestone(s) have been delivered.



POE is submitted by customer – authorized eSignature



POE reviewed by Microsoft and Supplier Invoice approved



Payment is sent to the partner

Note: Any discrepancies on the POE from customer must be resolved by the customer and partner

# Enable customer success by investing in validated capability

Differentiate your organization, demonstrate expertise, and build stronger customer connections

Become an Analytics & AI Advanced Specialized Partner Today!

Learn more, get qualified: [azure.com/partners](https://azure.com/partners)

[Browse Latest Certifications](#)