

2014
**Microsoft
Worldwide
Partner
Conference**
Washington, D.C.
July 13–17





Transform Datacenter Immersion

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Group Product Marketing Manager
Microsoft

Welcome to Selling with Immersion

Introduction to Immersion

Program overview and what it means to your business

Immersion Resources

Available environments and other resources to support your Immersion Experience

Immersion In Practice

How the Envision, Evolve and Experience modules provide a full view of the integration between Microsoft Products and Cloud solutions

Immersion | *Cloud OS Vision*

One Environment – 4 Tracks

Transforms the datacenter

- Windows Server 2012 R2
- System Center 2012 R2
- Microsoft Azure
- SQL Server 2014
- Coming Soon: WAP



Unlocks insights on any data

- Windows Server 2012 R2
- Microsoft Azure
- SQL Server 2014



Empowers people-centric IT

- Windows Server 2012 R2
- System Center Configuration Manager 2012 R2
- Microsoft Azure



Enables modern apps

- Microsoft Azure
- SQL Server 2014
- Visual Studio

Coming
Soon

Customers are adopting Microsoft Solutions

Transform the datacenter

Engineering Firm Slashes Data Protection Costs, Ups Agility with Hybrid Cloud Storage

“Without StorSimple deduplication, we would need more than a petabyte of backup tape and archive storage—an expensive prospect. Reducing our operational costs helps us submit more competitive fees.”

Michael Schuldt, IT Enterprise Manager

Read the case study [here](#).



Unlock insights on any data

Software Developer Boosts Throughput 54 Percent with Data Management Solution

“With PROS and In-Memory OLTP, customers can do more frequent and complex analyses on more data—and become more competitive.”

Peter Tran, Performance Architect

Read the case study [here](#).



Empower people-centric IT

Real Estate Agency Boosts Business, Customer Service, with Remotely Managed Solution

“By adding Windows Intune to our environment ... we can deploy, secure, and manage mobile apps that staff use to move faster than the competition and drive business.”

Gurdip Kundi, Senior Systems Engineer

Read the case study [here](#).



Enable modern business apps

The Washington Post Builds "Truth Teller" App with Cloud-Based Speech-to-Text Service

“The Washington Post is renowned for its political expertise. We used Microsoft Azure Media Services Indexer to help build a revolutionary way to share that expertise on the web.”

Siva Ghatti, Director of Application Development

Read the case study [here](#).



Immersion Program Overview

Immersion is a Microsoft sales program that supports partners and sellers in presenting a consistent and technically backed message and hands-on experience of how Microsoft products can benefit customers today. The program supports the delivery of 3 levels of content that is backed by customers access to a live pre-configured datacenter environment. The combination of content and a fully functioning environment allows customers to validate product and solution messaging in real time. Seeing is believing...

Get Customers Hands on IT!

Free

No Hardware

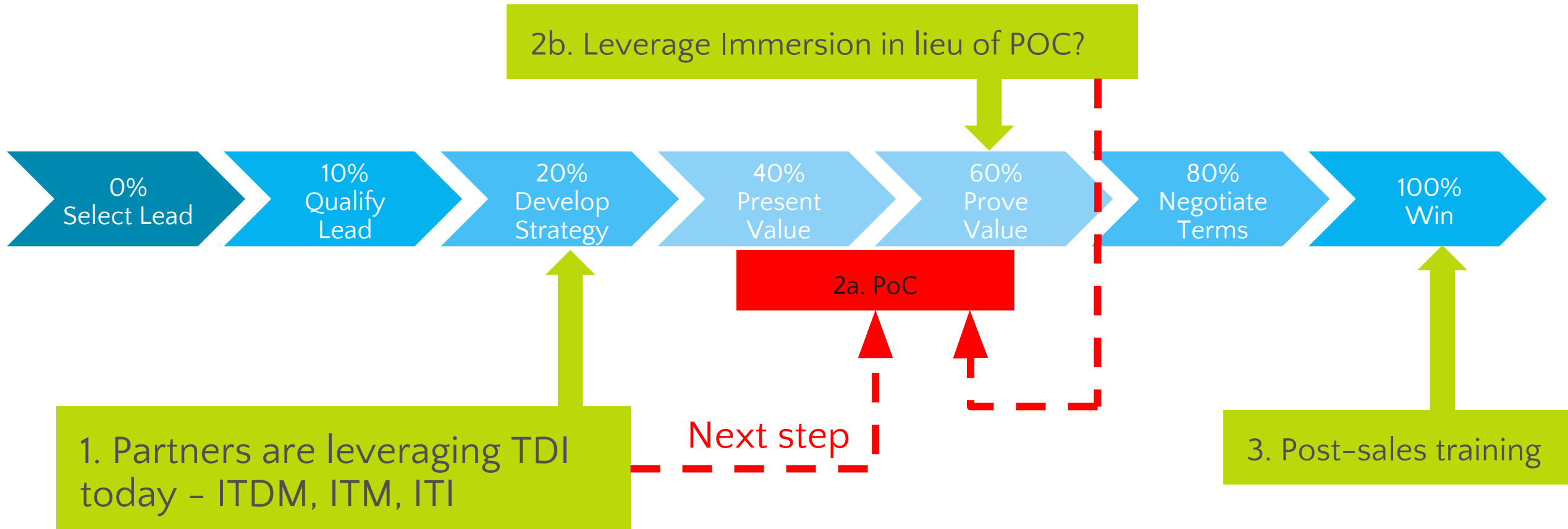
On Demand

Remote Access

Supporting Content

Hands-On

Where does TDI fit in the sales stage?



Benefits for Partners (US Sub.)

Why Participate in TDI?

In Microsoft's FY14 **600+ TDI sessions** were held influencing over **\$127M in pipeline**. TDI helps you to accelerate the sales process in the 10/20/40% sales stage, increase your opportunity to cross sell/upsell and drive a deeper engagement with the Microsoft field teams. It is free.

What Does it Take to Become & Stay a TDI Partner?

As a TDI qualified partner we ask that you commit to the following:

- 1) Send at least **one facilitator** per partner to an in-person training class or consume TDI online training available on-demand
- 2) Commit to **deliver 20 TDI sessions in FY15** – these sessions can either be a full hands-on session or 'lite' version. Provide monthly reporting on all TDI sessions.

What are the Benefits of Becoming a TDI Partner & Attending In-Person Training?

As a TDI partner you will be one of a small and exclusive group of partners eligible to deliver TDI to Microsoft customers.

You will have priority access to **Cloud OS Accelerate BIF funding, PIE and V-TSP programs**.

Your company name and contact information will be **shared with the Microsoft field** to use for partnering on joint opportunities.

Opportunity to be included in **customer facing go-to TDI Partner List**.

What We Look for in a TDI Facilitator

Technical level of 200 - 300

Ability to facilitate discussion at a **TDM level**

Facilitators tend to be technical pre-sales engineers, consultants, architects or designers focused on integrated solutions. These individuals typically engage with customers during sales proposals.

Steps to becoming an Immersion Partner

- 1 Engage with your local Microsoft Immersion Lead
- 2 Commit to attending trainings and complete MVA course
- 3 Schedule to get access to an Immersion Environment
- 4 Deliver (min) 5 Immersion sessions to customers, or as agreed upon with your Immersion lead*
- 5 Track Immersion Sessions via PSX ID
- 6 Provide feedback to your local Microsoft Immersion Lead

**Fill out the Partner Immersion Program Enrollment Form (VM Hosting) *only if downloading VMset*

Selling with Immersion | *Seller Reviews*

“The Immersion experiences are becoming more and more a central piece in the tech sales discussion and having you providing this level of support is crucial.”

Fabio Souto, MTC Director Sao Paulo, Brazil

“Immersion helps in reducing the sales cycle”

Sandeep Katyal, SSP Microsoft India

“90% of Immersions generated PoC, Pilots, Deployment, or Win”

Pierpaolo Boccadamo, Microsoft Italy

“This is the first time that we used MTC-Singapore and also the first person to use it with a customer, we have almost done all the scenarios, the lab is so smooth.”

83% of attendees ask us to contact them after class, so we got the opportunity for System Center selling.”

Phojanart Puttapruk, Microsoft Thailand

“Immersion is one of the more interesting and better organized initiatives by Microsoft for its Partners and Customers. Thanks to Immersion we have been able to influence in few months the win of many TrueUp, new ECI & EA”

Christian Parmigiani, Executive Director – 4Ward, MS Preferred Partner

“It works, it’s impactful and consistent”

Unlike a POC or demo, TDI delivers the exact same result for every attendee >90% of the time.

Learn from a fellow Microsoft Partner

BlueGranite is a business analytics consulting firm specializing in the architecture design, implementation and support of modern data platforms.

They have had success building pipeline by leveraging the Data Insights Immersion (DII) experience.

To learn more, visit their website:
<http://www.blue-granite.com/>

**Are you looking to uncover
more Azure and Power BI
opportunities?
You can!**

Let BlueGranite show you how we use
Microsoft's Data Insights Immersion
(DII) offer to build pipeline for FY15



The Data Insights Immersion (DII) is a 4-8 hour, interactive session with hands-on labs and facilitated discussions around Microsoft's latest tools for BI and data analytics. Participants will gain an understanding of new analytics capabilities in Azure and Office 365 with Power BI.

Please submit a request today to discuss the Data Insights Immersion offer for your accounts. We'll also discuss your goals/objectives for the account and how to best position the DII experience.

Immersion Modules

Audience: BDMs, IT Decision Maker, IT Manager, LOB IT Managers
Content: PowerPoint & Videos

Audience: IT Managers and IT Implementers
Content: Immersion Environment with Interactive Immersion Guide.

Envision (L100)

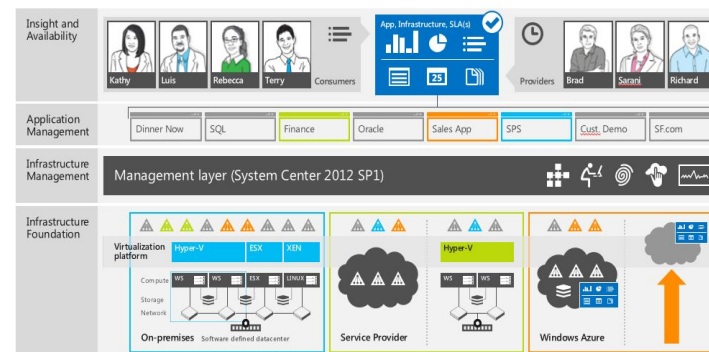
The Cloud OS

Transforms the **datacenter**
Enables modern **apps**
Unlocks insights on **any data**
Empowers **people-centric IT**



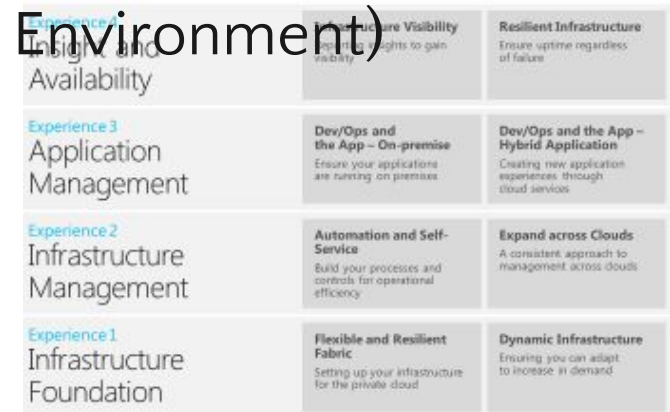
Evolve (L200)

DC, Data, Devices Track



Experience (L300)

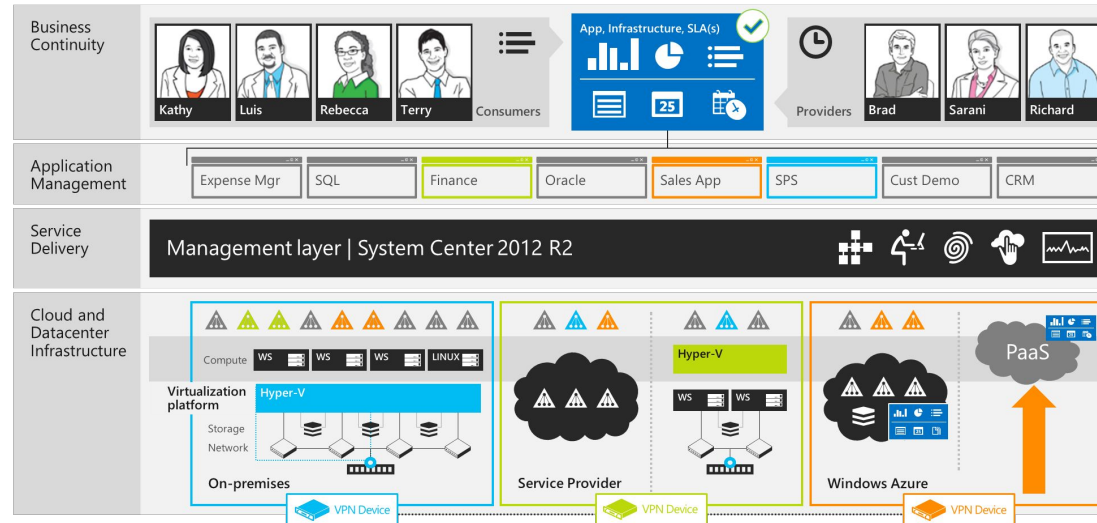
Hands On (1 Environment)



www.MicrosoftPartnerServerandCloud.com (Login and Password = **immersion**)

Immersion Track Overview

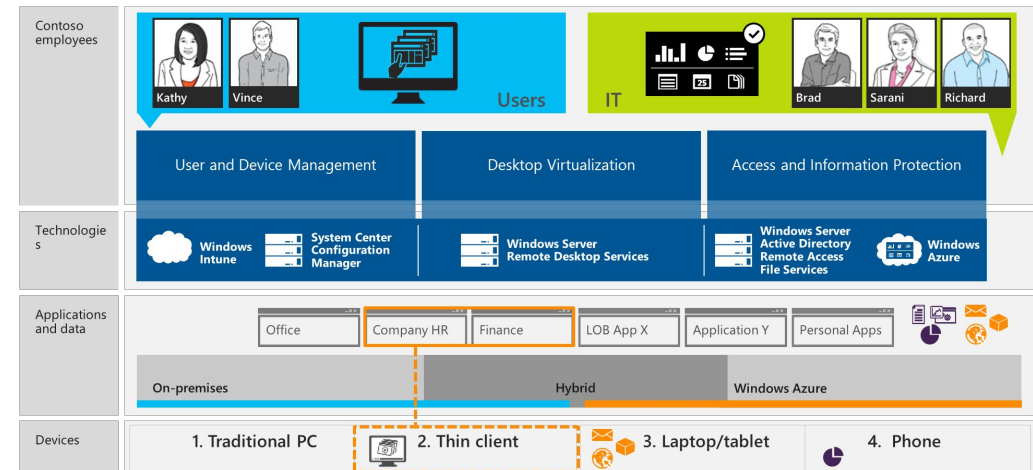
Transforming the Datacenter...



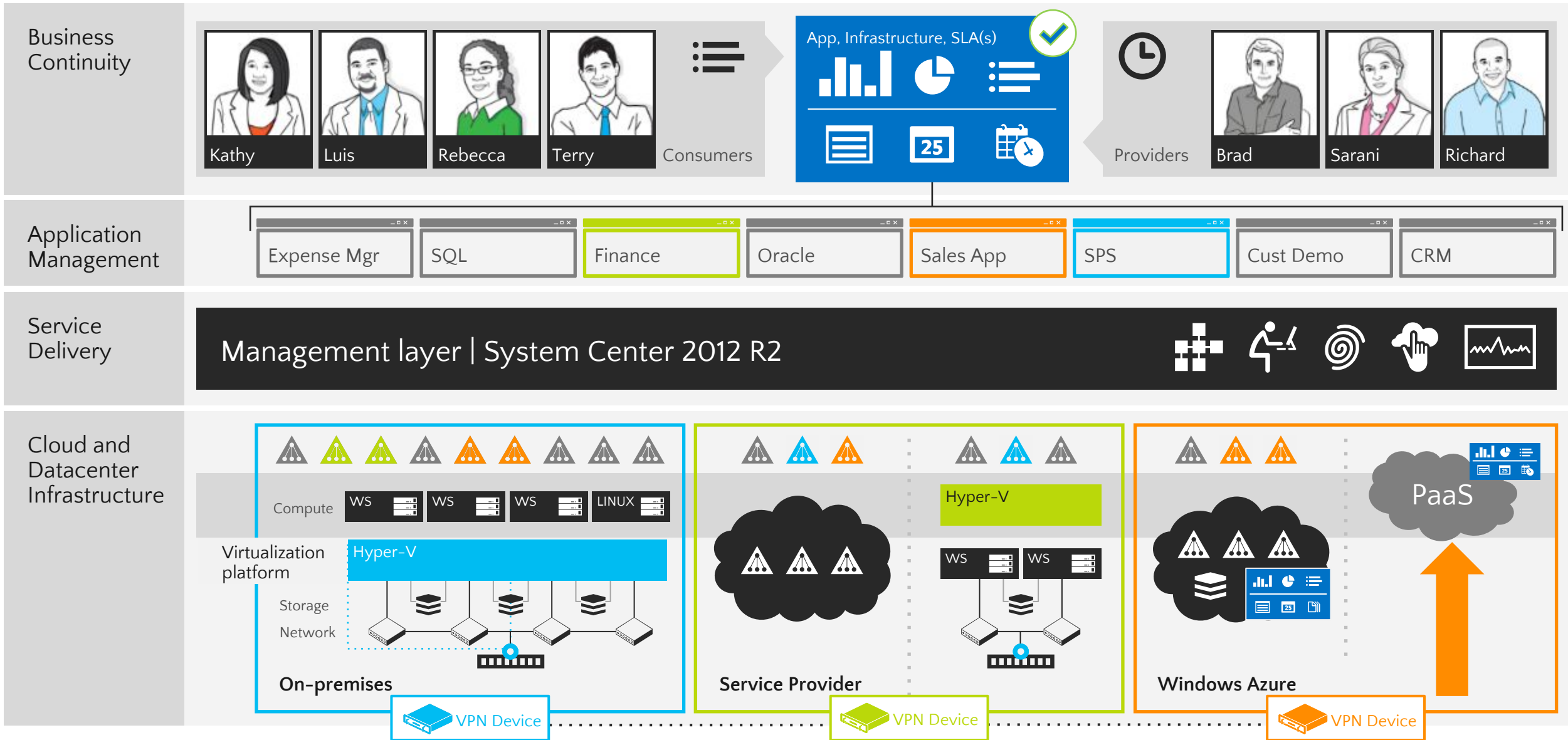
Evolving the data platform...



Empowering People-centric IT



Transforming the Datacenter...



Immersion Experience

Transforming the Datacenter



Experience 4 Business Continuity | Disaster Recovery

A. High Availability and Disaster Recovery

Ensure continuously available
resources and applications

B. Bottomless Storage

Ensure data accessibility
regardless of failure

Experience 3 Application Management | Performance Monitoring

A. Application Performance Monitoring

Ensure application health
regardless of their location

B. Service Workload Management

Ensure applications have the
appropriate resources
available to ensure health

Experience 2 Infrastructure Management | Service Delivery

A. Self-Service

Centralize your processes and
controls for operational
efficiency

B. Automation

Provides a consistent
approach to management
across clouds with workflow
automation

Experience 1 Infrastructure Foundation | Cloud and Datacenter Infrastructure

A. Transformed Infrastructure Design

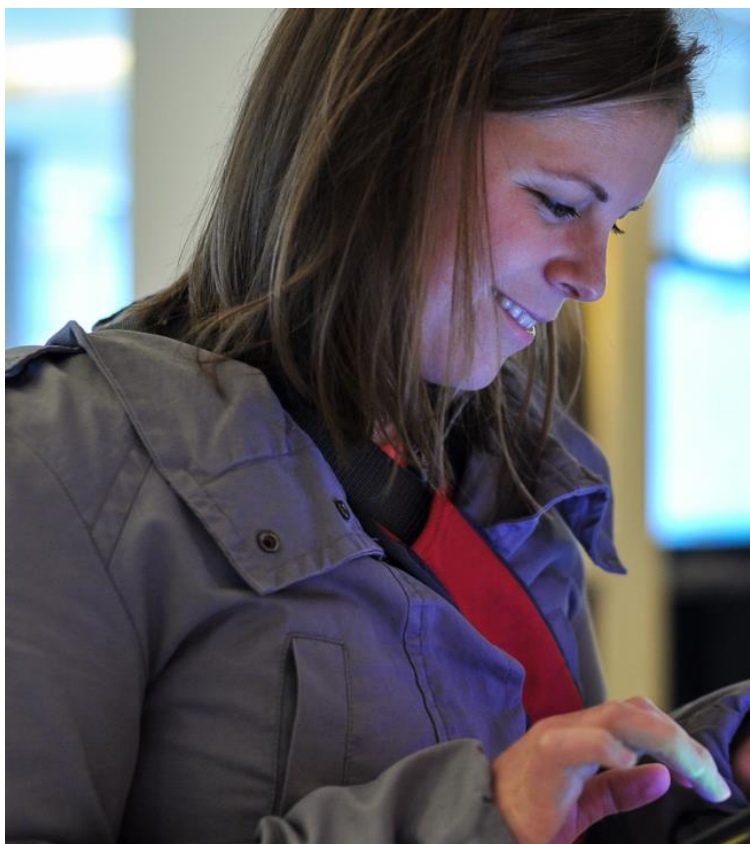
Setting up your infrastructure
for the private cloud and
public cloud consumption

B. VMs, Clouds and Services

Ensuring vm adaptability
across environments

Options to Access an Immersion Experience

There are **3 options** for Partners requesting access to an Immersion Environment



Microsoft Managed

Reservable hosted environment enabling remote access for sessions at any premises

Access:

Engage with your Microsoft rep to reserve an environment

Availability:

- RDP connection to MS Corp environments
- Globally Available
- 24/7
- 1:1 or 1:many

MTC Facility

Microsoft Technology Centers (MTCs) support Immersion session conducted on premises

Access:

Engage with your Microsoft rep or directly with the local MTC to reserve an environment

Availability:

- MTC owned environment or Microsoft corp environments
- Globally Available
- 1:1 or 1:many customer sessions

Partner Hosted*

Access to the VMset for environment set up in own facilities

Access:

Engage with your Microsoft rep to request access to the VM set.

Availability:

- Partner hosted
- Globally Available
- 24/7
- 1:1 or 1:many

*Optional for Partners wishing to download the VMset and manager their own Immersion Environment

How to Schedule an Immersion Session

Remote Hosted	MTC Facility
<p>Reservable hosted environment enabling remote access for sessions at any premises</p> <p>Access:</p> <p>Engage with your Microsoft rep to reserve an environment</p> <p>Availability:</p> <ul style="list-style-type: none">• RDP connection to MS Corp environments• Globally Available• 24/7• 1:1 or 1:many	<p>Microsoft Technology Centers (MTCs) support Immersion session conducted on premises</p> <p>Access:</p> <p>Engage with your Microsoft rep or directly with the local MTC to reserve an environment</p> <p>Availability:</p> <ul style="list-style-type: none">• MTC owned environment or Microsoft corp environments• Globally Available• 1:1 or 1:many customer sessions

1. Partners must have their Microsoft Partner Representative reserve an environment using the Immersion Tracker tool. Partners do not have access to this tool. Within this reservation process, the partner contact information can be listed as part of the reservation.
2. Upon submission of the reservation, a meeting invitation will be sent to the nominator and facilitators associated to the session. Within the Meeting Invite is all the information needed to access the environment at the scheduled reservation time. This includes the link that goes directly into the POD aka the environment.
3. Upon clicking on the POD link you will then be taken to the environment

Deploy Immersion on own Premises

Partner Hosted

Access to the VMset for environment set up in own facilities

Access:

Engage with your Microsoft rep to request access to the VM set.

Availability:

- Partner hosted
- Globally Available
- 24/7
- 1:1 or 1:many

1. Go to www.MicrosoftPartnerServerandCloud.com (user name and password = immersion). Go to the Immersion Environment tab.
2. Review the Immersion Reference Architecture Guide
3. Complete the following forms:
 - Deployment Request Form and send to MicrosoftImmersion@microsoft.com.
 - Sign the electronic Virtual Image Hosting Agreement. The Agreement is posted on the Resource Site, but is for review only. To begin the processing of the agreement for electronic signature, the following information should be provided to MicrosoftImmersion@microsoft.com:
 - Full company name and address
 - Signatory name, title and email address
 - Project Manager(s) name and email address(es)
 - Microsoft Partner Manager name and email address
4. Upon receipt of the forms above, an email will be sent to the provided Live ID account (via Deployment Request Form) with access to the Immersion Connect site from which you can download the Deployment Guide and all the VMSets.

Immersion | *Versioning*

Immersion Environment Versioning				
MSFT Solution:		Availability	Products	Audience: Enterprise and Corp Accounts
Immersion Environment v3.0 supporting 4 distinct Immersion Tracks				
V 3.0	<div>★</div> <div>Transform the Datacenter</div> <div>Vanessa Bucher</div>	Live as of 2/2014	WS 2012 R2; SC 2012 R2; AZURE; SQL; StorSimple; VMWare; Linux; Rackspace; Oracle	Infrastructure ITDM; ITM; ITI Application ITM; ITI
	<div>Data Insight</div> <div>Zena Heywood</div>		SQL; Azure; HDinsight; Power BI (O365); SharePoint; Excel	Senior ITDM; DB Architects and Admins
	<div>Empower People Centric IT/Devices</div> <div>Morgan Simental</div>		WS 2012 R2; SCCM 2012 R2; InTune; AD; RDS; Phone Factor; Office 365; Azure Directory Services; Windows RT; Windows Phone;	Infrastructure ITDM; ITM; ITI Application ITM; ITI
V 3.1	<div>Modern Apps / Solution Architect</div> <div>Eliaz Tobias</div>	Production: 8/2014	AZURE; SQL; Visual Studio; BizTalk (Whiteboard examples)	Senior ITDM; CTOs; Architects; Dev Leads
	<div>Data Insights: Updated with BI and SQL 2014</div> <div>Zena Heywood</div>		As V1 with simplified scenarios, the addition of Mission Critical Experiences and new dataset	Senior ITDM; DB Architects and Admins
	<div>People Centric IT (Experience 4 EMS)</div> <div>Morgan Simental</div>	Tentative: 8/2014	Addition of a 4 th experience to cover EMS	Infrastructure ITDM; ITM; ITI Application ITM; ITI
V3.2	<div>★</div> <div>Healthcare Vertical:</div> <div>James Abad</div>	Production: 11/2014	Building off of the existing TDI content. Adding a new layer within the Immersion application to support this vertical.	Healthcare Infra ITDM; ITM; ITI Applications ITM; ITI
	<div>TDI: WAP Inclusion</div> <div>Vanessa Bucher</div>		Inclusion of WAP technologies	Infrastructure ITDM; ITM; ITI Application ITM; ITI
TBD	<div>BI CIE:</div> <div>Zena Heywood</div>	TBD	Include BI Customer Immersion Experience (BI CIE) as BDM / End User track within DII	Senior ITDM; BDMs and end-users

Immersion | *Content*

Content for each Conversation Track **available now** at www.MicrosoftPartnerServerandCloud.com
(User and Password = immersion)

1	Learn About Immersion	<ul style="list-style-type: none">• Program Guidebook• Training Sessions
2	Prepare for Immersion	<ul style="list-style-type: none">• Training Materials (inc. MVAs)• Communication Templates
3	Present Immersion	<ul style="list-style-type: none">• Master Deck• Cloud OS Video• Session Guides
4	Immersion Next Steps	<ul style="list-style-type: none">• Email Templates



Call to Action

1. Learn About Immersion

- Go to www.MicrosoftPartnerServerandCloud.com
(user name and password = immersion)

2. Engage your local Immersion Lead

- Coordinate with you Immersion Lead for scheduling. In **USA**:
 - Partners: tdipart@microsoft.com
 - TDI Program Lead: morris.novello@microsoft.com

3. Deliver an Immersion Session!

- Help ensure customers complete the environment evaluation sections throughout the experience session to help the program team make improvements

Get Customers Hands on IT!

Free

No Hardware

On Demand

Remote Access

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