



# Virtual delivery of Microsoft “In a Day” workshops

*Data Modernization Immersion Workshop*

*Overview Discussion Using Teams*

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# Agenda

- **Introduction**
- **Program Introduction / Update**
- **Session Resources and content**
- **Tips & Tricks –Digital Delivery**
- **Best Practices for Students**
- **Using Teams for Delivery**



# Takeaways

- Know the updates in the content from In-Person
- Some recommendations for virtual delivery
- Your questions (hopefully) answered

For Privacy, if you have questions we do not get to, email me

- Email: [styoung@Microsoft.com](mailto:styoung@Microsoft.com)
- Subject: TTT OfficeHours

# Program and Introduction Overview



# What is a Data Modernization Immersion Workshop?

1-day interactive workshop for TDMs, DBAs & Data professionals covering the value & process of migrating apps & databases to Microsoft Azure

## Summary

- Free workshop delivered as a 1:Many (or 1:Few) customer engagement – ideal workshop size is ~12 attendees
- Offers a complete set of prepared event content, including presenter deck, whiteboard design exercise content, hands-on lab (HOL) setup & facilitation guide, and train the trainer (TTT) recordings
- Delivered by geo-based Co-Sell Ready Data Migration partners (see slide 9 for partner requirements)

## Goals

- Help move customers from the Envision stage to the Validate stage of the sales process
- Drive net new – or accelerate existing – pipeline opportunities for Data Migration to Azure
- Provide Microsoft field sellers with a scalable customer engagement option specific to Data Migration scenarios
- Tee-up next step customer engagements, like Azure Solution Assessments or POCs
- Equip partners with the skills needed to eventually run these events to *their* customers (Thru-Partner model)

# Part of “Azure Immersion Workshop” portfolio

- Microsoft’s Azure product marketing & partner (OCP) teams have created and launched a family of these 1-day interactive customer workshops that build on the proven success of the 1:Many customer immersion type of event
- *Data Modernization* is joined by other immersion workshops (*Analytics, AI, Cloud Native, .NET Modernization, Infrastructure Migration, and WVD*) to provide you, our top data migration partners, with a series of engagement opportunities to work with Microsoft field teams and engage customers in repeatable & scalable ways – all with the goal of driving pipe growth & velocity for key Azure services

# Data Modernization Azure Immersion Workshop (formerly DMIAD) Agenda – Updated for FY21

## Morning – Data Migration: Value & Planning

- L100 { 9:00 – 10:00 Data Migration overview, case studies, migration triggers, customer timelines, TCO value
- L200 { 10:00 – 11:00 Using Data Migration tools & frameworks to assess/build business case for cloud
- 11:00 – 12:00 Whiteboarding exercise (assessing environment, destination considerations, etc.)

*LUNCH BREAK from 12:00 – 1:00*

## Afternoon – Data Migration: Hands-On Exercises

- L300 { 1:00 – 1:15 Introducing HOL process & goals for the afternoon
- 1:15 – 2:30 Hands-On Lab: Migrating SQL Databases to Azure (Managed Instance)
- 2:30 – 3:00 Next steps & closing comments

# Changes From Original Content

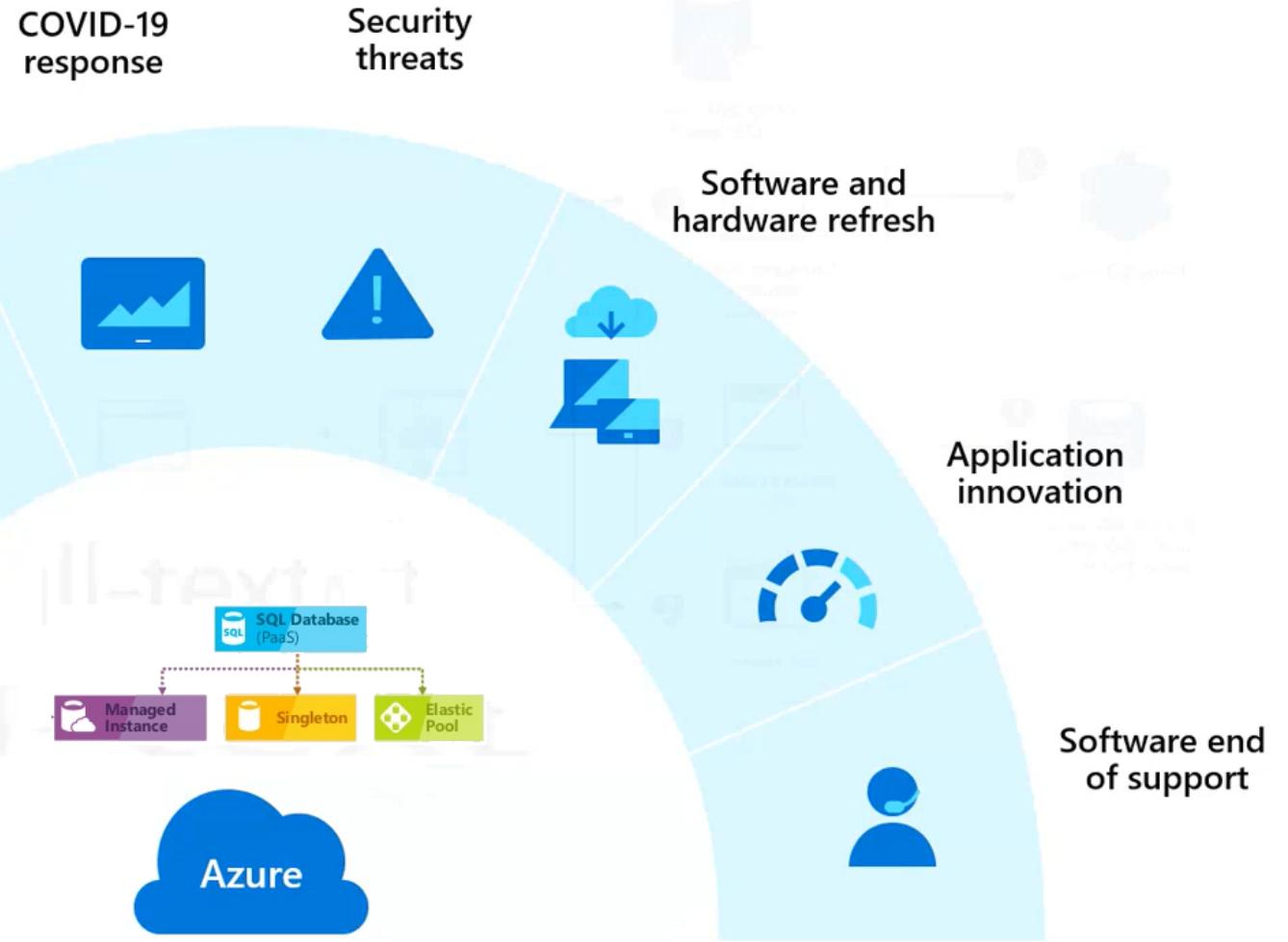
- The topical content (Morning Sessions 1 & 2) remain the same, and the partner can use the existing PPTs – there are also recordings of these to help trainers learn how to present them
- The Whiteboarding session is meant to be a lecture/seminar style of delivery where the trainer walks attendees through the process of diagramming a migration motion based on specific customer information
  - The Whiteboarding guide is included in the MPN BOM and contains all of the information on the customer scenario
  - The partner can share their screen during this portion and use either slides that build (showing what they would normally draw on a whiteboard), or use a live digital whiteboarding approach (e.g. using their touchscreen & stylus to whiteboard in real time)

# HOL Guidance and Support

- There's only one HOL now for DMIW (the one focused on SQL DB Managed Instance)
- The link to this lab in the MPN BOM has all the information in it for setting up the lab (provisioning the VM, etc.)
- The process of requesting lab access codes is triggered by submission of the event nomination form (required)
  - The PMO team handles this part and will provide codes for the proper number of HOLs
- As for facilitating the HOL process digitally, our lab company (Spektra) has a trainer view that allows the facilitator to see progress being made by attendees, and has the ability for the trainer to pop-in to a student's VM and help them out if they're stuck (if Softchoice needs more info on this, they can reach out to [cloudlabs-support@spektrasytems.com](mailto:cloudlabs-support@spektrasytems.com))
- As for "day-of-event" support, there will be a Spektra person on standby if anything happens, and they can be accessed two ways: (1) e-mail at [cloudlabs-support@spektrasytems.com](mailto:cloudlabs-support@spektrasytems.com), or (2) via Teams at <http://bit.ly/cloudlabs-support>
  - When reporting an issue, include the following information
    - Which HOL you're running
    - The Request ID # (from original event HOL request)
      1. The e-mail address or Deployment ID (`odl_user_<id>`)@`msazurelabs.onmicrosoft.com`) of the attendee having the issue

# Cloud Migration Triggers

- 1 Build your application with both defined schema and unstructured JSON-type data by leveraging Postgres JSON support
- 2 PostgreSQL's built-in query planner allows for efficient caching which is great for managing user session state
- 3 Quickly integrate acquisitions
- 4 Advanced geopatial support allows you to layer in location-based capabilities onto your application
- 5 Integrated multi-tier search provides fast access with data
- 6 Datacenter contracts expiry
- 7 Use scalable machine learning/deep learning techniques to derive deeper insights from this data



# Data Mod Immersion Workshop

Agenda Session  
Resources



# DMIAD TTT: Morning Session 1

## Morning Session 1

- **Time Slot:** 9:00-10:00AM
- **Topic:** Why modernize your SQL Server to Azure
- **Flow:**
  - Part 1: Why modernize: The business value of cloud migration
  - Part 2: SQL Server migration destinations in Azure (choosing between SQL DB, MI, VM)
  - Part 3: Database total cost of ownership in Azure (AHB, TCO calc overview)

### Session Presentation Deck & TTT Recording:

<https://assetsprod.microsoft.com/mpn/en-us/dmiad-morning-session-one-content.pptx>

<https://partner.microsoft.com/en-us/asset/detail/dmiad-morning-session-one-recording-mp4>

# DMIAD TTT: Morning Session 2

## Morning Session 2

- **Time Slot:** 10:00-11:00AM
- **Topic:** How to migrate and modernize your SQL Server databases
- **Flow:**
  - Part 1: How to migrate to Azure using Azure Migrate, Data Migration Assistant, and Azure Data Migration Service
  - Part 2: Picking a pilot application and database to migrate
  - Part 3: Optimizing your Azure workload

### Session Presentation Deck & TTT Videos:

<https://assetsprod.microsoft.com/mpn/en-us/dmiad-morning-session-two-content.pptx>

<https://partner.microsoft.com/en-us/asset/detail/dmiad-morning-session-two-recording-one-mp4>

<https://partner.microsoft.com/en-us/asset/detail/dmiad-morning-session-two-recording-two-mp4>

# Data Mod AIW TTT: Whiteboarding

**Facilitator Guide link:**

<https://partner.microsoft.com/en-us/asset/collection/microsoft-data-modernization-in-a-day#/>

## Whiteboarding

**Time Slot:** 11:00AM-Noon\*

**Topic:** Migration Planning Whiteboarding Exercise

**Flow:**

- Introduce case study to the attendee(s)
- Guide attendee(s) through the process of identifying business need & overcoming objections
- Guide attendee(s) through the process of designing a proof of concept (POC) to address customer scenario
- Review final design

\*Note: Facilitator guide shows 1hr 15 min for this session, so use best discretion on actual timing for this

**WDS Trainer Guide**

<https://github.com/microsoft/MC-W-Migrating-SQL-databases-to-Azure/blob/master/Whiteboard%20design%20session/WDS%20trainer%20guide%20-%20Migrating%20SQL%20databases%20to%20Azure.md#abstract-and-learning-objectives>

### Abstract:

This interactive whiteboarding session is designed to help attendees better understand how to build a Proof-of-Concept (POC) and conduct a site analysis for a customer to compare cost, performance, and level of effort required to migrate from Oracle to SQL Server. As a facilitator, you will help the attendee(s) evaluate the dependent applications and reports that will need to be updated and (as a group) come up with a migration plan. In addition, the design-building process should help attendee(s) understand how the customer can take advantage of new SQL Server features to improve performance and resiliency, as well as explore ways to migrate from an old version of SQL Server to the newest version and consider the impact of migrating from on-premises to the cloud.

### Learning Objectives:

- Develop a plan for migrating on-premises VMs and SQL Server 2008 R2 databases into a combination of IaaS and PaaS services in Azure.
- Utilize database assessment to reveal any feature parity and compatibility issues between the customer's SQL Server databases and the managed database offerings in Azure using Data Migration Assistant.
- Design a solution for migrating their on-premises services, including VMs and databases, into Azure, with minimal or no down-time.
- Provide guidance on how to enable some of the advanced SQL features available in Azure to improve security and performance in the customer's applications.

# Data Mod AIW TTT: Hands-On Lab (HOL)

## HOL

**Time Slot:** 1:15-2:30PM

**HOL Topic:** Migration Using Azure SQL Database Managed Instance

### Description:

This covers migration from SQL Server 2008 R2 on prem to Azure SQL DB MI and uses the following tools/services:

Azure Migrate

Latest Data Migration Assistant (DMA) + SKU Recommender, + upload to Azure Migrate Data Migration Services (DMS) online migration

### Link to HOL Content

<https://github.com/microsoft/MCW-Migrating-SQL-databases-to-Azure/blob/master/Hands-on%20lab/HOL%20step-by-step%20-%20Migrating%20SQL%20databases%20to%20Azure.md>

- Note: In the unlikely event that the HOL server goes down (and support cannot rectify it), please consider walking attendees through the following tutorial instead = <https://docs.microsoft.com/en-us/azure/dms/tutorial-sql-server-to-managed-instance>

### Facilitator content:

<https://partner.microsoft.com/en-us/asset/collection/microsoft-data-modernization-in-a-day#/>

# DMIAD TTT: Concluding the Day

## Next Steps & Closing Comments

### The process of wrapping up the workshop should focus on:

- Reviewing highlights from the day ("what we learned") - remember to ask the attendee(s) what stood out as enlightening
- Reflecting on some specific questions that were asked and noting ones that require research & follow-up
- Putting what was learned into practice in the attendee's organization
  - This is the most important aspect of closing out the session because it serves to build a bridge between the workshop and what comes next = actually planning & executing the migration
  - Set the expectation that this is just an initial part of the journey and that it's important to work with Microsoft & its partners to keep the momentum going in the form of follow-up meetings, assessments, POCs, etc.
- Thanking them for their time
  - Express our gratitude in a way that acknowledges that they took valuable time away from their roles (in some cases billable hours lost) to come to the workshop and learn about the importance of migrating their apps & databases to Azure

### Post-Event Attendee Evaluations:

- Ask the attendees to please fill out the post-event evaluations ASAP (so their feedback is still fresh in their minds)

# Tips and tricks Converting Motions to Virtual (Digital)



# Schedule Your Day

Azure Synapse Technical Boot Camp				
	DAY 1	DAY 2	DAY 3	
Kick-off	7:00-7:05 Welcome	7:00-7:05 Welcome	7:00-7:05 Welcome	7:00-7:05 Welcome
Ingest	7:05-7:15 Keynote	7:05-7:45 Data Warehouse Optimization	7:05-7:45 Spark for Data Science	7:05-7:30 Challenge Introduction
Transform	7:15-7:45 Demo Walkthrough	7:45-8:00 Break	7:45-8:00 Break	7:45-8:30 PoC Challenge
Optimize & Query	7:45-8:00 Break	8:00-9:00 Build Hands-on: Data Warehouse Optimization Part 1	8:00-9:00 Build Hands-on: Machine Learning	8:30-8:45 Break
Secure	8:00-9:00 Data Loading & Data Lake Organization	9:00-9:30 Activity: Data Warehouse Optimization	9:00-10:00 Activity: Model Implementation (Predict)	8:45-10:00 PoC Challenge
Model	9:00-10:00 Activity: Data Lake Design & Security Considerations	9:30-10:00 Data Warehouse Optimization Part 2	10:00-10:15 Break	10:00-10:15 Break
Challenge	10:00-10:15 Break	10:15-11:00 Build Hands-on: Data Integration Part 1	10:15-11:00 Build Hands-on: Spark Machine Learning	10:15-11:00 PoC Challenge
Monitor	10:15-11:00 Build Hands-on: Data Integration Part 1	11:00-12:00 Break	11:00-12:00 Break	11:00-12:00 Break
Wrap Up	11:00-12:00 Break	12:00-12:30 Security	12:00-12:30 Monitor & Manage	12:00-13:00 PoC Challenge
	12:00-12:30 Data Transformations	12:30-13:25 Activity: Security	12:30-13:00 Activity: Monitor & Manage	13:00-13:30 Challenge Debrief
	12:30-13:00 Activity: Data Engineering Discussion	13:00-14:00 Build Hands-on: Monitoring	13:00-14:00 Build Hands-on: Monitoring	13:30-14:00 Closing
	13:00-14:00 Build Hands-on: Data Integration Part 2	13:25-14:15 Build Hands-on: Security	14:00-14:15 Closing	14:00-14:15 Closing
	14:00-14:15 Closing	14:15-14:20 Closing		
<ul style="list-style-type: none"> <li>Presentation/ Whole Group</li> <li>Lab</li> <li>Activity / Discussion / Group Work</li> <li>Learner Challenge</li> <li>Announcements</li> </ul>				



## A look into Day 3

7:00-7:05	Welcome	Table Groups	Whole group / Main call
7:05-7:45	Spark for Data Science		
7:45-8:00	Break		
8:00-9:00	Build Hands-on: Machine Learning		
9:00-10:00	Activity: Model Implementation (Predict)	Whole group / Main call	Table Groups
10:00-10:15	Break		
10:15-11:00	Build Hands-on: Spark Machine Learning		
11:00-12:00	Break		
12:00-12:30	Monitor & Manage	Table Groups / Independent Work	Whole group / Main call
12:30-13:00	Activity: Monitor & Manage		
13:00-14:00	Build Hands-on: Monitoring		
14:00-14:15	Closing		

You Are Here

# Microsoft Teams Breakout Rooms - Preview

Check out  
the Roadmap  
from time to  
time

**Introduce breakout room functionality**

17,967 votes

**Vote**

We have a business requirement for breakout rooms with live events. The idea is pretty simple - we plan to use live events to host internal staff training webinars and as part of that, at times we will ask for small groups of people (typically 4-5) to go away into a breakout room and come back to the group with their answer/idea.

We would like to see this functionality be introduced to Microsoft Teams for not only live events but also video calls. This would provide feature parity with pre-existing tools such as Zoom, WebEx and many more which would be a cost saving for us.

Features we would expect as part of breakout rooms would be as follows:

- Option to assign users to a specific room
- Option to random assign users to a specific room
- Presenters/producers can switch between rooms
- Breakout rooms have a time limit for how long they last before everyone being brought back to the group
- The ability to appoint a moderator of a breakout room
- The ability to record each and every room separately (This is a dream ask)

Happy to provide more detail as required.

 Aaron Hatton shared this idea · Aug 1, 2018 · [Flag idea as inappropriate...](#)

 IN TESTING · Alex (Teams Engineering, Microsoft Teams) responded · Sep 1, 2020

Thank you for your continued feedback. The feature team is actively working on this highly requested feature. We are testing the first release that will have the ability for meeting hosts to create breakout rooms, assign the users to the rooms and call them back to the main room. Please see our roadmap for current status here: <https://www.microsoft.com/microsoft-365/roadmap?filters=Microsoft%20Teams&searchterms=65332>.

Show previous admin responses (3)

<https://www.microsoft.com/en-ca/microsoft-365/roadmap?filters=>

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## Microsoft 365 Roadmap

Get the latest updates on our best-in-class productivity apps and intelligent cloud services. Rethink productivity, streamline business processes, and protect your business with Microsoft 365.

**Take a quick tour**



<https://microsoftteams.uservoice.com/forums/555103-public/suggestions/35000044-introduce-breakout-room-functionality>

# Teams for Distance Learning

There are many choices. Important to understand what features / benefits are of highest value:

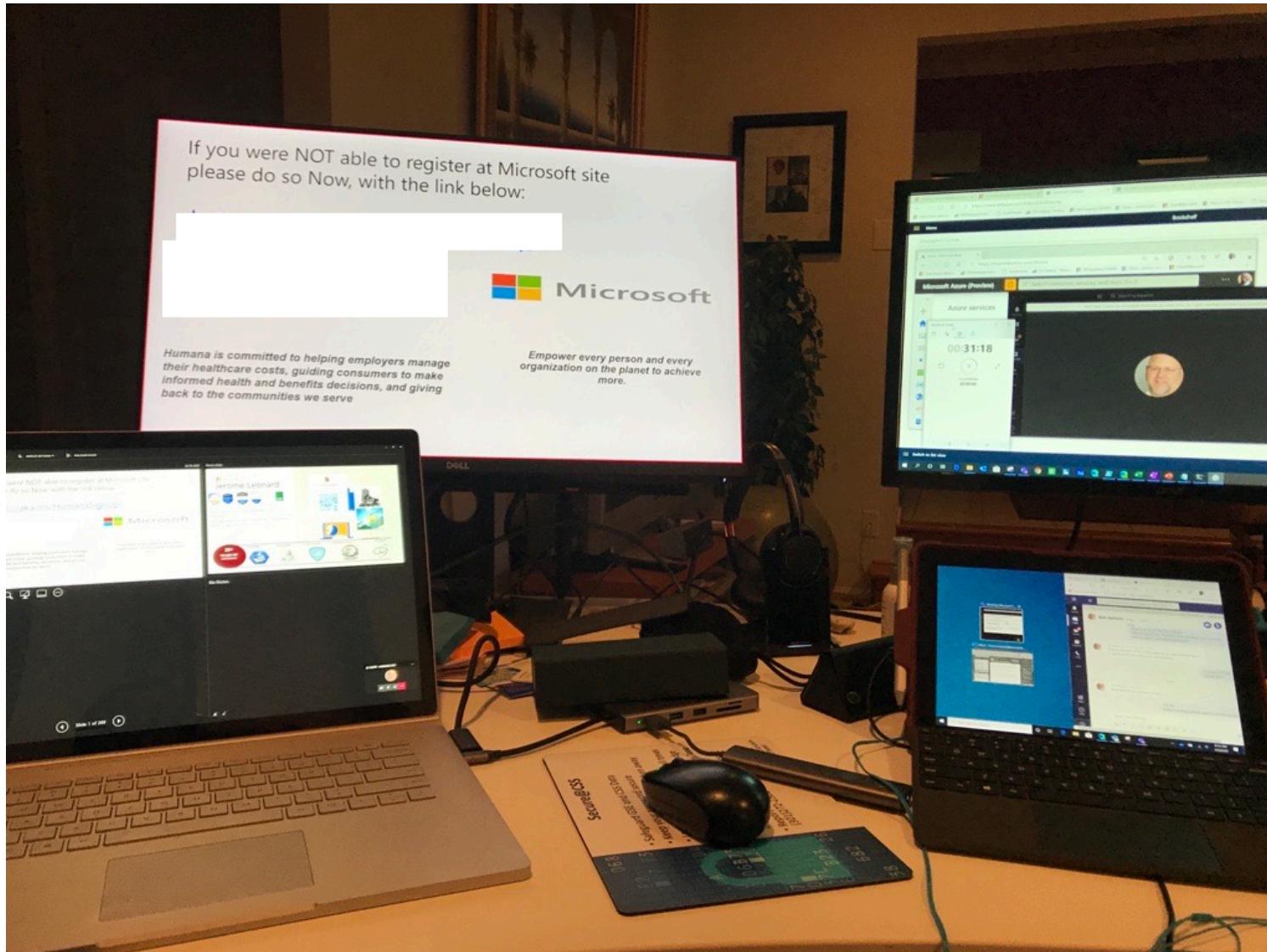
- The TSfB Program selected Teams <http://aka.ms/successwithteams>
- Audio Quality is critical
- Video is used by Trainer only for Module Introductions
- Chat is highly encouraged
- Screen share only by Trainer
- Whiteboarding
  - Built in Teams Feature
  - [Microsoft Whiteboard](#)
  - Freehand by Invison
- Polling and Q&A abilities
  - <https://www.mentimeter.com/>

# Hardware Setup for Trainers

## Trainer Setup:

- Minimum of two monitors, some use 3 or 4
  1. Staging Monitor
  2. PPT Presenter Monitor
  3. PPT Slide Show (shared)
  4. Student View
- Drawing device (Surface or Wacom)
- Alternative audio devices (Jabra 710 and Jabra Evolve 65)

# Trainer Home VILT Studios - Examples



# Trainer Home VILT Studios - Examples



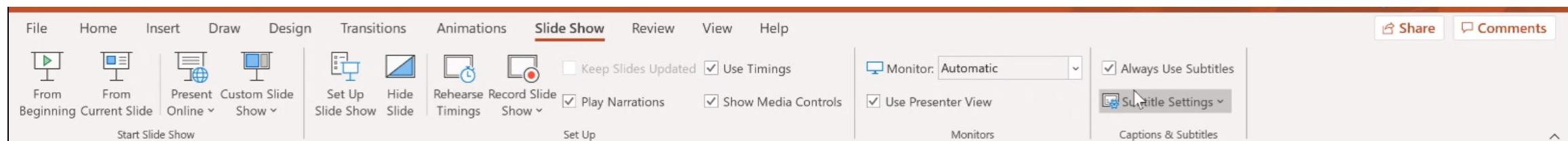
# Best Practices for Trainers

## Summary:

- Have the right setup, and practice with it
- Drive Student Engagement:
  - Shorter Lecture time (breaking up into information “chunks”)
    - Trainer should review content to create shorter intervals between topics
  - Provide demos or expanded Q&A instead of labs (at least until HOLs are added)
  - More frequent breaks
  - Constant group polling // Set expectations that you’ll be calling on people
- Smile, move around like you would normally, it creates your normal energy
- Encourage student best practices

# Best Practices for Trainers

- Please ensure "Subtitles" are On in your PowerPoint deck.
- Can be distracting but need to be accessible.



- Give couple of mins to partners in the end to fill in the survey and please emphasize on the ask.

# Trainers: Things to Know and/or Avoid

To ensure a smooth event & prevent satisfaction problems, here are important things facilitators should keep in mind:

- Don't rat-hole on a particular topic or question too long (the agenda timing is tight, and the overall learning experience may suffer)
  - Instead, document any deep/complex customer questions and use them as an opportunity to follow-up with them after the event
- As a facilitator from a partner organization, you are representing Microsoft and CANNOT overtly promote your own solutions or customer offers *during* the event
  - Instead, you can (1) use anonymized customer examples from your own experiences to support the learning experience, or (2) offer to follow-up with them in the days/weeks after the event (in alignment with the account's Microsoft seller)
- Don't assume that because you are delivering the event you will automatically become the partner of record for that customer (for the data migration sales cycle)
  - Instead, you can introduce yourself to the customer attendee (mentioning your company name) during the event, and then work with the Microsoft sales team to see if there's an opportunity to be involved in the sales cycle

# Setup & best practices for Students

*Being a good instructor starts with a  
good understanding of the student*



# Best Practices for Students

Delivering a class to virtual students is a great solution for when travel to a central location is not possible.

For best results we encourage customers to have employees attend Virtual Deliveries from home.

This accomplishes four things:

- Addresses COVID-19 concerns (keeps people apart from one another).
- Avoids distractions in the workplace.
- Provides an option to use personal computers that have rights to install software, no proxy settings, etc. and it may provide dual monitor experience (which is recommended).
- Provides a network that likely doesn't have a firewall blocking apps / ports.

# Best Practices for Students

Before the class:

- Check the Technical Requirements (appendix)
- Check your microphone / headset to be working (cabled, fully charged if wireless, back up device)
- If you need to install any virtual class software run a system check/test a day before the start of the class or earlier
- Participate from a comfortable environment (quality chair, clean desk, nice room temperature)
- Use a comfortable headset, you will be using it all day
- Make sure you have enough network bandwidth

# Best Practices for Students

## During the class

- Give priority to the virtual class as if it were an in-person delivery (no side-meetings, no other calls during class hours, no email, etc.)
- When logged in before class hours, do participate in the “water tank / coffee machine” chit-chat moments to break the ice
- Try to limit background noises or go on mute if needed (colleagues, coffee machine, A/C, etc.)
- Ask questions as if it were an in-person delivery
- When asking questions, speak at moderate pace, and not too loud
- Don’t hesitate to ask for additional explanation
- Remember that the trainer doesn’t get any visual cues so respond by voice or via the IM window to attention-checking questions (“everyone still OK”, “all good in the labs”, “any questions”,...)
- Be patient when there are technical challenges (noise break-up, slower screen switching from slides / whiteboard / demos)

# Using Teams for virtual event delivery



# Microsoft Teams Technology Requirements

## Teams Tech Test:

- Customers don't need to have Microsoft Teams deployed within their organization to attend a Teams meeting. They can [install the Teams client](#) on any machine and join the Teams meeting as a non-authenticated guest.
  - If they can't install the full Teams Desktop client, they can use the Teams Web Client: <https://teams.microsoft.com>.
  - When starting class they will click on "Join Teams Meeting" which will bring them to web version and provide the choice to install the full client if they wish and are able to or continue with Web Client.
- Customers are encouraged to use the [Office 365 Network Onboarding tool](#) to test their network for the use of Teams. This tool will download and run an app to test the network from the desired learning location. It will test for a variety of O365 items, including the items as shown in the picture below.

# Microsoft Teams Technology Requirements

## Learner Workstations

Technical Requirement	Recommended Specifications
Operating System	Windows 8.1 or newer Mac OSX 10.13.* (High Sierra) and two versions back Linux with supported internet browser ( <i>not supported for taking the certification exam</i> )
RAM	Minimum 4GB of RAM
Display	Minimum Resolution: 1024 x 768 in 16-bit color Recommended Resolution: 1920 x 1080 or higher in 32-bit color Dual Monitors are recommended
Internet Browser	Latest versions of Microsoft Edge, Chrome or Safari
Microsoft Teams Ports	The Teams desktop client needs ports 80 and 443, and UDP ports 3478 through 3481. The web client only needs 80 and 443. Of course, proxy servers can block access to ports and URL as well.
Internet Connection	Access to Public or Guest Wi-Fi with limited restrictions is recommended for training deliveries unless organizational network allows outbound RDP and SSH. <i>*Note: Some Guest networks have limited bandwidth and will not suffice with it being used by a large audience. Bandwidth/QoS needs to be comparable to standard corporate networks</i>
Browser Settings	Internet Cookies are not required to be enabled for delivery on Windows machines but accepting them provides a better user experience

# Supporting customer/attendee access

Ideally the customer will be using their organization's Teams license, but if not, here are attendee options:

- Attendees individuals can sign up directly with [Microsoft Teams Free](#) and [Teams Exploratory Experience](#)
- Customer attendees with decision-making roles can leverage the [Office 365 E1 Trial offer](#)
  - For customers with a Microsoft account manager, the customer should request the passcode from their Microsoft account manager.
  - Customers with no Microsoft account manager, partners can request the passcode from [Partner Center Support](#) (click CSP, then select *Cannot find an offer in the catalog*)
- Click here to [get a full list of Teams trials and offers](#)

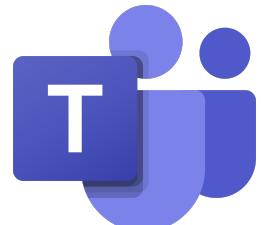
Trainers can check back for the latest Teams-related guidance at: <https://aka.ms/partnerremotework>

# Important things to know about using Microsoft Teams

- Guest Access must be turned on (Microsoft host/sponsor should do this)
  - Microsoft hosts/sponsors can find information on how to do this [HERE](#)
  - Guest Access troubleshooting resources can be found [HERE](#)
- Delivery partners can learn more by visiting our [on-demand end-user training](#) and at our [PartnerRemoteWork](#) site

## Invitation language for PII/GDPR compliance

*"If you choose to participate in this session using Microsoft Teams, your name, email address, phone number, and/or title may be viewable by other session participants"*



# Teams Requirements / Resources



[EXTERNAL V. GUEST ACCESS IN  
MICROSOFT TEAMS](#)



[LIMITS AND SPECIFICATIONS FOR  
MICROSOFT TEAMS](#)

# DMIAD Train the Trainer (TTT): Post Event Follow-Up



# DMIAD Post Event Follow-Up

## The Importance of Post Event Follow-Up

- Getting the right customers to a DMIAD event and delivering it well are just two parts of creating data migration momentum within the targeted accounts.
- Following up after the event is critical for maintaining that momentum and turning interest into next steps = actions such as POCs or production pilots.
- It's essential that delivery partners work closely with DMIAD event coordinators, MS sellers and Data PMMs (BG) to put those follow-up actions into motion.

Leverage the **Attendee Follow-Up Mail .OFT** (e-mail template on next slide & in TTT BOM) and **Best Practices** (next slide) to ensure a smooth transition from event to next steps.

# DMIAD Post Event Follow-Up

## Attendee Follow-Up Mail .OFT (e-mail template)



⬇ | 77.5 KB

DMIAD Customer Follow Up Email Template

Template to communicate w/customers following a DMIAD event.

## Event Follow-Up Best Practices

- *General:* Follow-up with attendees after each delivery (using the post event .OFT), focusing on next steps for maintaining migration momentum (pipe movement)
- *Specific:* Follow-up with attendees who had specific questions, blockers or requests during the session (set next-step meetings)
- ***CRITICAL SUCCESS FACTOR:*** Work with Microsoft (seller or primary program contact) on opportunity alignment = making sure the opportunity is showing up properly in each company's respective CRM systems (Partner Sales Connect/Partner Center and MSX) accordingly

# DMIAD Train the Trainer (TTT) Support :

[DMIADptnrsupp@microsoft.com](mailto:DMIADptnrsupp@microsoft.com)

# **PARTNERS are the heroes that make this possible!**

On behalf of Microsoft, **THANK YOU** for stepping up to be a delivery partner for "In a Day" events!

We know it's an investment of time and resources, and we want you to know that **WE COULD NOT DO THIS WITHOUT YOU!**

Thank you for being the **HERO** to both Microsoft & our mutual customers!



# Delivery Partner Requirements



# Data Mod Immersion Delivery Partner Requirements

## **Delivery Partner Requirements:**

1. Managed & Co-Sell Ready status in the delivery geo (including all bullets below)
  - Be a managed partner = have a local and/or global Partner Development Manager (PDM)
  - Hold a Silver or Gold Cloud Competency
  - Have a Data Migration-related solution published on Microsoft AppSource or Azure Marketplace
  - Hold an Advanced Specialization in Windows/SQL Server **or** be in the process of earning it
  - Selected by local Microsoft team to be a strategic GTM partner for that area
2. <or> Be a Microsoft Azure Expert MSP partner
3. <and> Commit to working w/MS on the scheduling of & delivery coordination for Data Mod Immersion Workshop events

## **Delivery Partner Responsibilities, Post-Event:**

- Fill out Delivery Partner Evaluation Form within 14 days of event date
- Work with Microsoft on any new opportunity/pipe growth related to event attendee follow-up
  - If following up with an attendee directly, partner will inform Microsoft account sales teams (or area OCP PDM/PMA, or Data PMM) to ensure the MSX pipeline status for the account gets updated – and so the two sides can work the opportunity together
- Contact all attendees who asked for specific follow up within 5 business days of the event
- (Thru-Partner) Enter attendee information into Partner Center within 14 days of event date

# Customer targeting for Data Mod Immersion Workshop

Customer Cloud Adoption Stage as Target Criteria				
Azure ACA	ADS	Analytics	# of Customers	Hero motion
Yes	Yes	Yes		Not targeted
Yes	Yes	No		Analytics in a Day
Yes	No	No		Data Mod in a Day
No	No	No		ACA

ACA = Azure Customer Adds: Customers consuming Azure for the first time (any Azure)

ADS = Azure Data Services: Azure Consumed Revenue (ACR) that comes from data workloads in Azure

**Customer targeting** for Data Mod & Analytics Immersion Workshops is based on where customers are in their cloud journey and what (if any) Azure data services they're already consuming

**Propensity Model (ideal target) for Data Mod:** Customers who have adopted Azure in some form (e.g. migrated some infrastructure to Azure) but haven't migrated any data workloads yet

Q&A



Thank You | Feedback

<https://aka.ms/DMIADSession>



# Moderator Rules of Conduct Samples

1. We seek to provide a respectful, friendly, professional experience for everyone, regardless of gender, sexual orientation, physical appearance, disability, age, race or religion.
  2. We do not tolerate any behavior that is harassing or degrading to any individual, in any form. Individuals are responsible for knowing and abiding by these standards. We encourage everyone to assist in creating a welcoming and safe environment.
  3. Please report any concerns, harassing behavior, or suspicious or disruptive activity to the virtual event host or moderator or report any concerns, suspicious or disruptive activity or behavior via the Microsoft Runs on Trust website.
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