

# Driving business value conversations

## Azure Application Modernization

A telesales script for SMB Vendor Tele



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## How to use this guide

This telesales guide provides call scripts, questions, benefit statements, and guidelines you can use to drive sales conversations with small and medium-sized business (SMB) customers.

**The purpose of this conversation** is to explore the modernization needs of business decision makers (BDMs) at top unmanaged and medium-size companies and identify where they currently are in their application modernization journey, as well as discuss how Azure Application Modernization solutions can add value for their business.

On its own, this conversation is considered a promotional campaign. However, if you are contacting a customer as part of a transactional campaign (e.g., Renewals, End-of-Support, Compliance), then after the transactional conversation is complete, you can ask the customer if they would like to discuss application modernization needs and solutions.

- **If the customer says no**, you must end the call.
- **If the customer is interested**, you can leverage this script to continue the conversation on application modernization.

## Call objectives

The **primary objective** of this call is to drive interest and sales for application modernization with Azure.

Additional objectives include:

- Drive conversations with SMB decision makers about the many benefits of the cloud to modernize their applications (existing apps, deployment, etc.) for their business
- Help SMB decision makers understand where they are in their application modernization journey
- Inform SMB decision makers about available content and resources from Microsoft to help them learn and explore ways to tackle their application modernization with Azure

## Call flow

1. Seek to understand what app modernization challenges the customer is facing
2. Discuss features and benefits of app modernization with Azure to see if customer is interested
3. If relevant, share customer-facing content (e.g. product pages, assessments, best practices, etc.)
4. Wrap up your call with relevant next steps
5. Qualify lead to "Opportunity" in CRM and follow-up with partner

## Background

Before you make the call, here's context around the challenges facing SMBs today as they manage their business and react to changes in the global marketplace.

Keeping up with the speed of change in the business world is challenging, especially given the recent global economic disruption, driving the need for faster and more innovative approaches to digital transformation. Technology is also opening entirely new markets and creating innovative ways to serve customers. More and more organizations push digital innovation beyond experimentation to drive competitive advantage and continuously deliver value. At the same time, app-driven disruption provides exponential growth opportunities. SMBs are also facing financial pressure to keep costs low, do more with less, and increase the return on investment for modernizing their applications.

**General trends and challenges** that may be affecting the business priorities for BDMs and influencing their strategy and purchasing decisions include:

- **Digital transformation** – the adoption of leading-edge technologies to drive business value and customer success – is seen by most organizations as a critical element of success, a reality illuminated by COVID-19 and its consequences. Recent GigaOm research conducted on behalf of Microsoft shows that while 37% of enterprise organizations have already tackled their digital transformation needs, an additional 48% are still addressing them.<sup>1</sup>
- **Legacy systems** (software, on-premise infrastructure, etc., such as accounting, ERP, and email) are core assets that drive both revenue and value while ensuring the smooth operation of the business. While maintaining these systems and infrastructure can preserve value, it generally won't add to it, and that's a problem for businesses looking to transform. These legacy systems are a source of friction and bottlenecks.<sup>2</sup>
- **Rewriting applications** from scratch is rarely an option. As businesses assess their portfolio of applications, there's a question of whether it makes sense to modernize an application, rather than replace it. Clearly there needs to be some tangible benefit or the effort to transform the application will be wasted.<sup>3</sup>

**Quality of services combined with speed of delivery** is how many companies across different industries (i.e. business services, manufacturing, finance, and energy) deliver value to their end customers, which is mainly accomplished through the use of modern applications.

As a result of these trends, challenges, and opportunities, and the fact that small businesses modernize for different reasons, some core messages to land with BDMs to help them bring value to their organizations with Azure include:

**Reduce Time to Market** (7x faster release cycles today vs. 10 years ago):

- Increase speed and agility to help your business drive revenue and value to customers.
- Drive market innovation and agility with the ability to experiment with different business models quickly and more easily – for example,
- Streamline operations by extending workflows to include suppliers and partners
- Effectively deal with increasingly complex multi-platform environments by delivering scalable cloud solutions that help your organization engage with stakeholders more effectively.

**Enhance Reliability and Security** (17% YoY increase in data breaches):

- Achieve multi-layer security and business continuity
- Help protect your company's reputation and brand and make sure services are constantly available with high levels of performance and availability.
- Help resolve security challenges that stem from mixing Internet-facing workloads in corporate datacenters.

**Enrich your Customer's Experience** (By 2024 AI will be integral to every part of the business):

- Drive innovation and market differentiation through tailored LOB apps – for example,
- Customize applications and digital experiences for different personas and devices and enable real-time data-driven personalization.

**Reduce Costs** (8% decline in IT spend in 2020):

- Reduce IT maintenance and improve flexibility by migrating LOB apps originally built on Windows Server 2003 and SQL Server 2005 before end-of-life.
- Update and consolidate legacy applications with more modern, cloud-based solutions that provide greater agility.

## Microsoft privacy requirements

Please be sure to follow the guidelines below on your calls, as required by Microsoft privacy standards. For a full breakdown of privacy considerations for sales calls, see the [Privacy notes](#) section at the end of this document.

1. The caller **must always state that they are calling on behalf of Microsoft.**

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<sup>1</sup> [Costs and Benefits of .NET Application Migration to the Cloud](#), GigaOm, Ned Bellavance, November 3, 2020.

<sup>2</sup> [Costs and Benefits of .NET Application Migration to the Cloud](#), GigaOm, Ned Bellavance, November 3, 2020.

<sup>3</sup> [Costs and Benefits of .NET Application Migration to the Cloud](#), GigaOm, Ned Bellavance, November 3, 2020.

2. If the customer requests to opt out, the caller should follow the privacy guidelines located in the [Privacy notes](#) section at the end of this document.
3. The customer **must be referred to the [Microsoft Privacy Statement](#)** if requested. Use the below statement to guide the customer:



*Upon request, if customers want to verify the legitimacy of this call, we can provide information about where to find the Microsoft privacy statement and whom to contact.*

4. The **contact for the call should be called out** (i.e. Sales Manager, IT Manager, Operations Manager, etc.).

## Customization



Please note that this script is a best practices guide intended to provide ideas and guidelines for your conversations. Customize this script as appropriate for Area/Subsidiary execution while maintaining alignment with the WW guidelines established for promotional communications, unless using in conjunction with a transactional campaign. While these materials are WW Privacy and CELA approved, your final scripts and emails must be reviewed by local **Privacy** at an Area/Subsidiary level regardless of whether they are customized or not to ensure they comply with local laws and regulations.

## Preparing for call

Before calling a customer, it's crucial to know what products they own that would be prime candidates for moving to the cloud or upselling to a cloud product, and which are reaching end-of-support or are up for renewal. Keeping these details in mind and basing your main talking points and questions on them will help ensure your conversation is relevant and valuable to the customer.

Additionally:

- Learn the [key benefits of moving to the Public Cloud](#) and core messages listed above
- Know the different scenarios for moving apps to the cloud, from Lift and Shift to [PaaS](#)
- Read about the [Academy of Motion Picture Arts and Sciences](#) and [Chipotle](#) customer examples and be prepared to share with customers
- [Learn the Microsoft story](#) – inside Microsoft's cloud migration journey
- Connect with your Azure specialists on the strategy for bringing them into the call, after learning about the customer's business motivations, their app landscape, and desire to move forward with the "how."

## Understand the customer's needs and challenges



### Call script

## Introduction

Hello. I'm calling on behalf of Microsoft as a <contact role> about your application modernization strategy. Specifically, I'd like to learn more about what you're doing to improve your customer experience, reduce your time-to-market, and drive better profitability for your business—especially in light of the recent changes in the global landscape due to the pandemic, and whatever challenges that may have arisen from that. Would you mind sharing your experiences and answering some questions?

Pause.

If they decline, ask if they are interested in either:

- Learning more about how they can unlock their business’s potential through modernizing their application portfolio and driving innovation with Azure.  
“Would you be interested in learning how you can unlock your company’s potential by modernizing your application portfolio with Azure?”
- Evaluating their current applications with some tools and resources that quickly assess their web and on-premise apps so they can get insights into their workloads, identify vulnerabilities, and generate recommendations for migrating to Azure  
“We have some great tools that can provide you with technical information to help you move forward with your app modernization strategy. Would you be interested in that?”

“Yes” to learning more about modernizing with Azure	“Yes” to assessing applications	“No,” or not interested
Proceed to the <a href="#">value prop</a> section	Proceed to the <a href="#">application assessment</a> section	Thank them for their time and update their record in MSX if required (see <a href="#">privacy notes</a> )

If they wish to continue talking, proceed with the following:

Modernization is a high priority for many companies, especially now—given the growing trends toward digital business transformation, increasing customer demands for innovative solutions, and managing hybrid workforces during the global pandemic.

Organizations across various industries are looking for new ways to bring their data and apps together to drive profitability, decrease their time-to-market, and deliver better experiences for customers. Finding ways to innovate can be challenging, and development teams are feeling overwhelmed by the challenges of modernizing existing application portfolios in this quickly evolving and competitive landscape.

Have you faced any similar struggles?

Pause.

“Yes”	You’re not alone. I’m interested in learning more about your organization and its goals, as well as any experiences you’ve had with application modernization. Can I ask you a few more questions to better understand your challenges and business needs?
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“No”	That’s good to hear! Can you tell me more about how you’re managing or mitigating challenges to stay on track, and do you mind if I ask some follow up questions? I’m interested in learning more about what’s working well for you and how you’re thinking about your modernization strategy.
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Pause.

If they accept:

Great! Thank you very much.

If they decline, ask if they are interested in either:

- Learning more about how they can unlock their business’s potential through modernizing their application portfolio and driving innovation with Azure.

“Would you be interested in learning how you can unlock your company’s potential by modernizing your application portfolio with Azure?”

- Evaluating their current applications with some tools and resources that quickly assess their web and on-premise apps so they can get insights into their workloads, identify vulnerabilities, and generate recommendations for migrating to Azure.

“We have some great tools that can provide you with technical information to help you move forward with your app modernization strategy. Would you be interested in that?”

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## Exploratory questions

**Tip:** The following questions are designed to help you understand the contact's business needs and challenges. Use any insights you gathered previously for the customer to focus on the most relevant topics.

Start by asking the leading questions and then use the follow-up questions to gather more insights, adjusting as needed based on what seems most relevant and how they respond. You do not need to ask each question on the list, but instead, select the most relevant questions to the conversation. Ensure the contact feels heard and personalize your questions as needed.

Listen to their answers and take note of the areas where they seem to have the most needs/challenges, so you can steer the conversation towards the most relevant solutions and benefit statements in the next section.

 Strategy		
Topic	Leading question	Follow-up questions
Business Strategy	What are your most important business applications?	<ul style="list-style-type: none"> <li>• What value do they deliver to the business today?</li> <li>• What value could the public cloud bring to those apps?</li> <li>• Where do you currently host your applications? What is your appetite for considering public cloud as a hosting platform for your apps?</li> <li>• How are you planning on evolving your BI practices and data analytics platform? What do you use for a data warehouse?</li> <li>• How are you building those out?</li> <li>• What is the innovation team saying they want to accomplish?</li> <li>• What are you struggling with as a team? What's going well?</li> <li>• What do you think your teams need to accomplish?</li> <li>• What's important to the business side of the house?</li> </ul>
	What is your customer vision?	<ul style="list-style-type: none"> <li>• What are your customers' challenges, needs, and expectations?</li> <li>• What do you see as the biggest challenge and largest opportunity in your industry today?</li> <li>• How do you think you are perceived relative to your competitors in the industry relative to your customers' experience or innovation? Are you leading or lagging and how does that impact your brand?</li> <li>• What do you think consumers think of your brand after interacting with your digital platforms?</li> <li>• Do you have a consistent user experience across all your customer touchpoints (mobile, wearable, web, kiosk, conversational assistant, etc.)?</li> </ul>



## Digital transformation

Topic	Leading questions	Follow-up questions
Modernization	What is your cloud adoption strategy?	<ul style="list-style-type: none"> <li>• What cloud projects are you working on? (If they don't have any or don't have a cloud strategy, ask why.)</li> <li>• Have you moved your basic infrastructure to the cloud only or also your apps? Why not your apps? Could your apps be more intelligent if they were moved to the cloud?</li> </ul>
	How much of your time is spent on maintaining existing applications vs. innovating?	<ul style="list-style-type: none"> <li>• How frequently are you able to update your applications?</li> <li>• What are you struggling with as a team?</li> <li>• What do your teams need to accomplish to be successful?</li> <li>• What is your tech vendor strategy? Which apps are developed in-house vs. outsourced?</li> <li>• What apps could be more effective if they had a web or mobile interface?</li> </ul>



## Security and scale

Topic	Leading question	Follow-up questions
Scalability	Are there times when you miss out on market opportunity because your platform doesn't scale?	<ul style="list-style-type: none"> <li>• Are you confident in your architecture's ability to scale, be secure, and provide the level of performance that will achieve your goals for your apps?</li> <li>• What is your strategy for infusing emerging technologies into your applications?</li> <li>• What percentage of your portfolio runs on-prem vs. cloud?</li> <li>• What type of deployment or maintenance issues does your team manage regularly?</li> <li>• What is your lead time for change? Can you deploy on demand? [Note: medium performance is 1/week to 1/month]</li> <li>• Are there elements of AI, web, mobile, cognitive services, or bots that your team struggles with implementing?</li> </ul>
Security	What are your biggest application security challenges?	<ul style="list-style-type: none"> <li>• What technologies, policies, and practices do you use to secure your applications and prevent data loss — including custom code and open-source components?</li> <li>• How are you tracking vulnerabilities?</li> <li>• How do you currently protect your apps from downtime?</li> <li>• How do you back up and disaster response protection today?</li> </ul>

## Explain the value of Azure Application Modernization to add business value

**Tip:** Promote the parts of the value proposition that align with the customer's top concerns voiced in response to your questions. Support it with the corresponding benefit statements.



### Value propositions

Thanks for answering my questions. Based on our conversation so far, I think there are opportunities for your business to get more value from your applications by modernizing with Azure. Do you want to hear more about the options available and explore what might be a good fit?

**"Yes"**

Proceed with the value proposition below.

**"No"**

Thank them for their time and update their record in MSX if required (see [privacy notes](#))

## Deliver better value with app modernization on Azure

By running your applications and data on Azure, you get the innovation, flexibility, and affordability you need to more easily modernize and digitally transform your business, backed by the premium security policies and services you expect from Microsoft.

Whether your goal is to make better decisions, perform important tasks faster, build apps more efficiently, drive profitability, or anything in between, Microsoft and Azure can provide your organization with the right tools to bring applications and data together and get the job done.

Modernizing your application portfolio with Azure can yield many other benefits:

1. **Simplify your migration and save on costs** by "lift-and-shifting" your existing website/web apps to the cloud with minimal or no code changes and running them on VMs. This way you can retain familiarity with your apps while improving scalability and reducing on-premise spending
2. **Focus on the customer experience** by freeing up time to build robust apps, leverage open-source platforms, and open new revenue opportunities
3. **Deliver more functionality faster** with modern applications and development methods available in the cloud that can maximize value per development cycle and get new features to market in half the time
4. **Achieve better resiliency** for your organization and reduce risk of downtime by using a globally distributed platform, as compared to on-premise
5. **Harden your security posture** with built-in cloud security solutions that reduce the vulnerability of your apps and data
6. **Gain more potential for innovation** with advanced technology solutions and services that allow you to do things you couldn't do before in an on-premise environment, like integrating artificial intelligence (AI) into your applications



## Supporting benefit statements

**Tip:** The content below allows you to dive deeper into the features and capabilities that may be relevant to your customer. Use as needed based on the direction of the conversation.

Benefit	Feature	Supporting points
Financial	Cost reductions	<ul style="list-style-type: none"><li>• 74% reduction in app development cost<sup>4</sup></li><li>• Save up to 54% versus on-premise and 30% compared to AWS<sup>5</sup></li><li>• Studies show a 414% 3-year return on investment with Azure Managed Services<sup>6</sup></li></ul>
	<a href="#">Offers</a>	<p>Note: Be sure to check with your local <b>Microsoft</b> CPM on any offers available in your market, as any offers mentioned here may change and offers in general may change over time</p> <ul style="list-style-type: none"><li>• The <a href="#">Pay-As-You-Go Dev/Test Offer</a> allows you to quickly get started with dev/test environments in Azure using pre-configured virtual machines and low rates on other cloud resources</li><li>• Eligible customers can use our <a href="#">Azure Free Account</a> offer to get \$200 in Azure credits to be used within the first 30 days of sign-up and 12 months of select free services (services subject to change). Note: limited to one account per eligible customer, and cannot be combined with any other offer unless otherwise permitted by Microsoft</li><li>• Use Microsoft's free <a href="#">App Service and Database Migration Assistants</a> to migrate web apps with ease</li></ul>
	Increased revenue	<ul style="list-style-type: none"><li>• 414% 3-year return on investment with Azure Managed Services<sup>7</sup></li><li>• 4X higher revenue growth for organizations who have adopted DevOps widely<sup>8</sup></li></ul>

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<sup>4</sup>The Total Economic Impact of Power Apps by Forrester Consulting, March 2020

<sup>5</sup>[Costs and Benefits of .NET Application Migration to the Cloud](#), GigaOm, Ned Bellavance, November 3, 2020

<sup>6</sup>The Total Economic Impact™ Of Microsoft Azure Serverless —a commissioned study conducted by Forrester Consulting, July 2019

<sup>7</sup>The Total Economic Impact™ Of Microsoft Azure Serverless —a commissioned study conducted by Forrester Consulting, July 2019

<sup>8</sup>McKinsey & Company: Driving business outcomes through Developer Velocity 2020 and McKinsey Developer Velocity Survey, Expert Interview

<b>Increased productivity</b>	Reduce administrative overhead	<ul style="list-style-type: none"> <li>Adopting a managed platform helps optimize costs and lowers administrative overhead associated with the application. The operations team no longer needs to patch operating systems, manually scale for capacity, or manage underlying database engines</li> </ul>
	Improve operational efficiency	<ul style="list-style-type: none"> <li>Reduced overhead means the operations team is freed up to focus on other aspects of the system, working to improve operational efficiency and reduce downtime. This moves operations onto the front foot, enabling teams to operate more confidently</li> </ul>
	Speed application and feature delivery	<ul style="list-style-type: none"> <li>Rather than just keeping the lights on, the ultimate goal of operations is to act as an enabler of innovation, empowering development teams to deliver new applications and features faster by reducing deployment times and enabling access to leading-edge services</li> </ul>
<b>Enhanced features</b>	Reliability	<ul style="list-style-type: none"> <li>Using managed services designed for cloud scale and performance, you can now switch cloud goals from IT cost savings to being the engine of business growth <ul style="list-style-type: none"> <li>Fully managed database services with &gt;99.999-% high availability</li> <li>Scale globally with the largest geographical footprint of any cloud provider with more than 60 Azure regions</li> <li>Cloud data at cloud scale across all users, devices, applications, and infrastructure, both on-premise and in multiple clouds</li> <li>Shared code base ensures full parity with SQL Server</li> </ul> </li> </ul>
	Security	<ul style="list-style-type: none"> <li>Between agility and security, there should not be any trade off <ul style="list-style-type: none"> <li>Automate security checks</li> <li>Run intelligent threat detection and protection real-time</li> <li>Out of the box integration with Azure Policy, Active Directory, and Security Center</li> <li>Simplify operations with automatic platform maintenance and security patching</li> <li>Use Azure Active Directory and other popular identity providers to authenticate and authorize app access</li> <li>Achieve high availability with SLA-backed uptime of 99.95%</li> </ul> </li> <li>We take security seriously and provide full stack of security support from vulnerability scanning to access control using AAD. Customer will have full visibility into their environment and app telemetry</li> <li>Microsoft commits \$1BN investment every year in security, and has more than 90 compliance certifications</li> </ul>
<b>Access to innovation</b>	<a href="#">Developer velocity</a> (Relevant only for small businesses with dev teams > 10 people or ISVs)	<ul style="list-style-type: none"> <li>With Microsoft and Azure, you can equip your development team with the right tools to enable them to build applications quicker, collaborate globally, and scale innovation <ul style="list-style-type: none"> <li>Azure: Reduce costs, improve scale, and create rich customer experiences with managed services on the cloud</li> <li>GitHub: Deliver software faster and securely with tools and practices used by the largest developer community</li> <li>Visual Studio: Increase productivity for your development team by enabling them to code in any language, debug on any OS, and deploy to any platform</li> <li>Power Apps: Accelerate application delivery with low-code tools that enable everyone in your organization to be a developer</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• Software development is at the core of how many organizations run, and so increasing developer velocity is critical to driving better performance for your business <ul style="list-style-type: none"> <li>– This means creating the right environment for developers to innovate, removing points of friction, and turning ideas into software that supports changing customer needs and business objectives</li> </ul> </li> <li>• Best-in-class developer tools: Organizations with strong tools are 65% more innovative and have 47% higher developer satisfaction and retention rates than those in the lowest quartile for Developer Velocity<sup>9</sup></li> <li>• Public-cloud adoption as a catalyst of Developer Velocity is especially strong for non-software companies. Adopting public cloud has four times the impact on their business performance than it does for software companies<sup>10</sup></li> <li>• Investment in low-code and no-code platforms as a key driver of Developer Velocity. Companies that use this technology score 33% higher on innovation than those in the lowest quartile for performance<sup>11</sup></li> </ul>
	<p>DevOps (Relevant only for small businesses with dev teams &gt;10 people or ISVs)</p>	<ul style="list-style-type: none"> <li>• By enabling self-service resource access and DevOps practices, teams can eliminate the risk of failure or delay due to human error as staff focus on automated improvements to replace routine, mundane admin tasks <ul style="list-style-type: none"> <li>– Native Visual Studio integrations for live-site debugging</li> <li>– Focus less on infrastructure, more on innovation with Intelligent Experiences</li> <li>– Faster Time to Market with PaaS building blocks</li> <li>– Most complete tool chain from Git to production</li> <li>– Unlock the value of data with omni-channel experiences that drive mass capture of data (web/mobile/voice/IoT) and value gained from this insight</li> <li>– Unmatched experience with Azure DevOps</li> <li>– Build, test, deploy, and monitor any mobile app with best of breed mobile DevOps solutions</li> </ul> </li> <li>• Quickly deliver value to your customers by using Azure App Service with a CI/CD pipeline to push each of your changes automatically to Azure App Service</li> </ul>

<sup>9</sup> [McKinsey & Company: Driving business outcomes through Developer Velocity 2020](#) and McKinsey Developer Velocity Survey, Expert Interview

<sup>10</sup> [McKinsey & Company: Driving business outcomes through Developer Velocity 2020](#) and McKinsey Developer Velocity Survey, Expert Interview

**The Microsoft Story:** Microsoft’s core services engineering (MSIT) has been on an application modernization journey. It has been a complex, multi-year experience to adopt cloud computing across the enterprise. Part of our cloud adoption strategy is moving and modernizing approximately 2,100 line-of-business (LOB) applications to the cloud platform. These applications are spread across eight datacenters worldwide and comprise over 40,000 distinct operating system instances. Through our cloud adoption efforts, a deep understanding of the portfolio is driving engineering to identify and optimize applications that are aligned to business functions and to reduce waste.

Read more about [Microsoft’s cloud migration journey](#).

## Answer questions and address concerns

**Note:** The below content is designed to provide you with answers and context to common questions and concerns. This list is not exhaustive. Work with your team to ensure you’re prepared for questions relevant to your area/focus.

Question/Concern	Caller response
<b>General</b>	
I don’t have time (for you)	What is presently requiring much of your attention and effort? Why? What about after?
I don’t have budget (for you)	What had you budgeted for? Why? What’s next? What is the process like for asking for more? What would it take?
I don’t make those decisions (it’s not my job)	What is your role? Who’s the right person? What’s your appetite for introducing me to them?
<b>Scenario-based</b>	
We don’t have the resources to explore modernizing right now	<p>Have you considered starting small? That’s a legitimate and light way to get started with modernization. For example, you can “lift-and-shift” some applications to Azure without needing code changes, and worry about modernizing later</p> <p>You could also start with the easiest to modernize workload, .NET applications, and use Azure App Service to quickly build, deploy, and scale web apps and APIs on your terms</p>
We are anti-Microsoft, we embrace open-source technology	<p>Our approach is open, collaborative, and flexible. We’ve worked to develop a strong open-source program over the past decade, making it easy for every team at Microsoft to choose to use, contribute to, and release open-source software</p> <p>Microsoft is also a major contributor and leader in the open-source/cloud native community:</p> <ul style="list-style-type: none"> <li>• Azure is a member of the governing board and steering committee of CNCF and Kubernetes, respectively</li> <li>• We are also a member of the Linux Foundation board, and a platinum sponsor of the MariaDB Foundation</li> <li>• Furthering our commitment to bringing the best of open source to Azure, we announced the acquisition of Citus Data – a leader in the PostgreSQL community – in January 2019</li> </ul> <p>You can check out this site for more information: <a href="https://opensource.microsoft.com/">https://opensource.microsoft.com/</a></p>
We have a lot of legacy applications which require too much effort, cost, and disruption to move to the cloud	You don’t need to do hard switch over with all of your applications. You can migrate them in stages. And, you can run applications in parallel. We have great partners can help you get started on your journey.

You'll have upfront costs but over time, your total cost of ownership goes down. And remember, running on-prem applications is costly, as you need to spend time on updates, security patches, threat mitigation, developer time and resources to stay on top of your applications. When you consider the holistic end-to-end services and security that Azure brings, your total cost of ownership will decrease.

- [GigaOm report of 54% savings for .NET apps on Azure vs on-prem & 30% vs AWS](#)
- [Forrester research showing 414% 3-year ROI with Azure managed services](#)
  - Reduce TCO with managed apps and database offerings. Moving from on-prem SQL Server to Azure SQL DB can save 55% over AWS with Azure Hybrid Benefit, or up to 80% when combining Hybrid Benefit with reserved capacity. Per two recent Forrester TEI Reports, moving to Azure PaaS can result 40% improvement in DBA productivity, a 50% increase in developer productivity and payback in <6 months post migration.
- Are your current apps on prem running as cost-efficiently as possible?
  - Our web and data hosting platforms were built from the ground up to run .NET and SQL workloads and have out of the box integration with Azure Advisor, Application Insights, Azure Monitor to sense and surface opportunities to save, while employing built-in AI to assess and cost-optimize SQL queries
- PowerApps – Forrester 2020 TEI of Power Apps report showed 74% reduction in app development costs by using power apps

**It takes too much effort and is too complex to move to the cloud.**

What effort are you putting into...

- Staying up to date with security and compliance requirements?
  - Microsoft employs large numbers of lawyers, engineers and compliance/regulation experts across the globe to help enable industry leading security and compliance. In fact, Azure cloud has the most comprehensive compliance coverage (70+ compliance offerings), and is recognized as the most trusted cloud for the U.S. government.
- Ensuring your IT environment can scale quickly enough to respond to changing business needs?
  - Growing digital demand for services and information is outstripping the capacity of many of our customers on-premises infrastructure and databases. CIOs need to respond to shifting demands and cloud platforms enable customers to move much more quickly, provisioning new infrastructure in real-time which only the cloud can truly enable
- Are there things you wish you could do w/legacy apps that you currently find unfeasible to do on prem due to cost or time reasons?
  - Growing digital demand for services and information is outstripping the capacity of many of our customers on-premises infrastructure and databases. CIOs need to respond to shifting demands and cloud platforms enable customers to move much more quickly, provisioning new infrastructure in real-time.

Microsoft has great tools, documentation, and solutions that you can tap into as you begin your app modernization journey. You can start off small with one app, so by no means do you need to modernize your entire estate.

<p><b>Our Apps are fine for our business as they are. I don't see benefit in moving them to the cloud.</b></p>	<p>The way we work and live has changed, our customers are engaging users and employees more through digital channels and are being asked to reduce costs at the same time. Migrating applications to the cloud is the best way to start this modernization work. Microsoft provides tools &amp; partner resources to accelerate application performance.</p> <p>Companies' software release cycles are 7x faster than they were 10 years ago and customers expect new innovative experiences – are you set up to compete and meet customer expectations in your current environment?</p>
<p><b>We're already using IBM to build bots</b></p>	<p>Microsoft not only provides language understanding through LUIS, but also a framework that lets you easily bring your bot to over 12 channels, including web and/or built-in to a custom mobile app. API calls to LUIS are more cost-competitive and language support is greater than with Watson</p>
<p><b>We don't have any Data Scientists or AI experts in house</b></p>	<p>Microsoft Cognitive Services can help guide you in creating the models that train the AI for your applications, quickly and simply.</p> <p>We also provide learning modules online where you can learn more about how to use different cloud native technologies. For example, we have one module that provide training in A.I. in 10-15 minutes:</p> <ul style="list-style-type: none"> <li>• Link: <a href="https://docs.microsoft.com/en-us/learn/modules/enable-business-users-with-key-ai-uses-cases/">https://docs.microsoft.com/en-us/learn/modules/enable-business-users-with-key-ai-uses-cases/</a></li> </ul>
<p><b>We don't want to write a lot of code for simple bots</b></p>	<p>Microsoft QnA Maker creates bots by feeding it typical questions and answers, then uses the power of LUIS to make your bot robust and responsive to user inquiries. No code or data scientists necessary</p>
<p><b>We use an all-in-one bot platform like [vendor]</b></p>	<p>While these platforms have some accelerators that may get your initial bot up-and-running quickly, they often struggle to scale or integrate well, and often make it difficult to customize. Mobile all-in-one (MEAP) platforms failed for these same reasons</p>
<p><b>Amazon is cheaper</b></p>	<p>App Service and Azure SQL were recently benchmarked by GigaOm as the most cost-effective and performant environments to run ASP.NET workloads, saving customers up to 54% versus on-premise and 30% versus AWS</p> <ul style="list-style-type: none"> <li>• Position our leading SQL price-performance and savings up to 85% with AHB and 49% with Enterprise Dev/Test</li> <li>• Talk about new commitment discounts available through 1- and 3-year reserved instances, which can save up to 55% versus PAYGO</li> </ul>
<p><b>Amazon has good tooling</b></p>	<p>Not compared to App Service's Visual Studio and GitHub integrations and fully managed experience for building deploying and managing .NET applications and the SQL databases that power them. AWS has simply delivered a set of integrations that remove barriers to using their existing services for .NET</p>

## Relevant actions and next steps

**Tip:** As a way of recapping before ending your conversation, reference some of the solutions and benefits that resonated with the customer during your call.

From our conversation, it sounds like application modernization with Azure could help you innovate faster and improve your customer experience.

## Options for next steps

<b>Connecting with a partner</b>	<p>If you're interested, I can connect you with a partner who'll help you with next steps for exploring application modernization solutions.</p> <p>Do you already have a partner you're comfortable with that can provide additional solution expertise, pricing, or other details?</p> <p>If you don't have a partner, or you'd like to try a new partner, I'd be happy to provide options in your area who have the required expertise.</p> <p>(Refer to partner options below)</p>
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<b>If they already have a partner:</b>	<b>If they want other partner options:</b>
<p>That's great! Can I get your partner's name? If it's okay with you, I'll reach out to them to discuss your interest and they'll follow up with you directly.</p> <p><b>(Find the partner in the Refer and Track tool and send the contact's info via this tool.)</b></p>	<p>No problem. Can I share three other options for partners in your area who can help?</p> <p>Thanks! If you don't mind, I want to make sure I have the right contact information. I'll send it to your contact, and they'll follow up with you directly.</p> <ol style="list-style-type: none"><li>1. Confirm contact information</li><li>2. Confirm customer contact preferences (email vs. call)</li><li>3. Ask permission to share their information with the partner</li><li>4. Set expectations for next outreach, if applicable</li></ol>

<b>Taking an application assessment</b>	<p>If this is correct, and you're interested in application modernization with Azure, it makes sense to get started with an assessment for your applications.</p> <p>Microsoft provides options to quickly assess your web and on-premise apps so you can get insights into your workloads, identify vulnerabilities, and generate recommendations for migrating those apps to Azure—with minimal or no code changes.</p> <p><b>(Refer to assessment options below)</b></p>
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## Assessments

### Technical App Assessment

You can prepare for migrating your applications with a free, custom assessment report. Azure App Service Migration Assistant generates a report for you with a detailed list of technologies used and their compatibility with Azure App Service.

There are options to run a scan on your web apps with a URL, or to download the assistant to assess on-premise apps:

- App Service migration assistant: [Migrate to Azure App Service](#)
- Demo: <https://aka.ms/migration/webapps>

### Developer Velocity Assessment

For those unsure where to start, take this assessment to gain deeper insights into your team's performance. Discover your organization's score on the Developer Velocity Index (DVI). You can benchmark your maturity score relative to peers in your industry by answering a few simple questions. Then, get actionable guidance to boost Developer Velocity and drive better business results.

- Get started [here](#)
- Learn more about the key drivers of Developer Velocity—and how to put them to work [here](#).

### Sharing additional content

I can also send you additional resources that you might find useful based on what we talked about.

Would that be alright? Is there anything you're particularly interested in learning more about? (See [Resources to share](#))

## Closing statement

Thanks for speaking today. If you have any questions, please reach out. My email is <email> or you can call me at <xxx-xxx-xxxx>.



## Voicemail and email templates

### Voicemail – if you're not sure you have the correct contact

Hello, this is [Full Name] calling on behalf of Microsoft regarding application modernization with Azure. We can help you modernize your business with the innovation, flexibility, and affordability you need, backed by the security you expect from Microsoft. Microsoft Azure is ready to help you start moving your business to the cloud and modernizing on your terms.

We kindly ask for your response to this message or email at your earliest convenience. If you're not the right person to discuss application modernization, can you connect me with someone that is?

Again, this is [Full Name] with Microsoft. Thanks for your time. I look forward to hearing from you soon.

### Voicemail – if you verify the contact with the front desk

Hello, this is [Full Name] calling on behalf of Microsoft regarding application modernization with Azure. We can help you modernize your business with the innovation, flexibility, and affordability you need, backed by the security you expect from Microsoft. Microsoft Azure is ready to help you start moving your business to the cloud and modernizing on your terms.

We have you listed as the person to discuss your business' modernization journey. I'll send a follow-up email shortly, or you can reach me at [Phone Number, slowly]. If you reach my voicemail, let me know the best time to reach you, and I'll call back then.

We kindly ask for your response to this message or email at your earliest convenience.

Again, this is [Full Name] with Microsoft. Thanks for your time. I look forward to hearing from you soon.

**Important:** Before using the First Contact email template below, you must work with the local privacy team to ensure the right policies and practices are in place before moving forward.

## First contact email

Dear [Contact Name],

This email is to inform you that Microsoft has solutions to help you modernize your business with the innovation, flexibility, and affordability you need, backed by the security you expect from Microsoft. With Microsoft Azure, start moving your business to the cloud and modernizing on your terms, and:

1. **Simplify your migration:** Lift and shift your existing website/web apps to the cloud with minimal or no code changes and run them on VMs, and keep using them while benefitting from cloud.
2. **Focus on customer experience:** Free up time to build robust apps on an open-source platform and open new revenue opportunities.

Microsoft wants to ensure that you're supported and have your questions answered, so I have been assigned as your dedicated consultant. Please feel free to call or email me with questions any time during this process.

To get started, it'd be ideal to set up a brief call so I can explain the process in more detail and answer any initial questions you may have. Is there a time [insert timeframe] that would be best for you? If you have any preferred time slot, feel free to book time with me [here](#) [Hyperlink to meeting request page].

[Privacy Statement](#)

Microsoft Corporation  
One Microsoft Way  
Redmond, WA 98052

## Follow-up email

Dear [Contact Name],

Thank you for taking the time to talk with me today about application modernization with Azure and the next steps.

Attached is [information about application modernization].

If you'd like to learn more, please check out the following resources:

- [Azure Modern application development web page](#)
- [Azure App Service web page](#)
- [Azure DevOps Solutions web page](#)
- [Learning module: Applications and infrastructure migration and modernization](#)

If you have any questions during the process, please reach out to me via phone or email. I'm here to support you. Thanks again.

[Privacy Statement](#)

Microsoft Corporation  
One Microsoft Way  
Redmond, WA 98052

# Resources to share

Category	Resources/Links
Business resources	<ul style="list-style-type: none"><li>• <a href="#">Get to know Azure</a></li></ul>
Cloud migration	<ul style="list-style-type: none"><li>• Unparalleled innovation<ul style="list-style-type: none"><li>• <a href="#">Azure SQL Database</a></li><li>• <a href="#">Azure IaaS</a></li><li>• <a href="#">Azure Migrate/Azure Lighthouse</a></li><li>• <a href="#">App Service Migration Assistant</a></li></ul></li><li>• Unmatched security<ul style="list-style-type: none"><li>• <a href="#">Azure Security Center</a></li><li>• <a href="#">Azure Sentinel</a></li><li>• <a href="#">Confidential Computing</a></li></ul></li></ul>
Technical resources	<ul style="list-style-type: none"><li>• <a href="#">Ignite: Empowering every developer to innovate with Microsoft Azure – Donovan Brown</a></li><li>• <a href="#">Building blocks of modern application development</a></li><li>• <a href="#">Cognitive Services: Customer Recognition Demo</a></li></ul>
Simplified operations	<ul style="list-style-type: none"><li>• <a href="#">App Service diagnostics</a></li><li>• <a href="#">Azure Monitor</a></li><li>• <a href="#">Application Insights</a></li></ul>
Security	<ul style="list-style-type: none"><li>• <a href="#">Azure Web Application Firewall</a></li><li>• <a href="#">Azure Security Center</a></li></ul>
Scale and agility	<ul style="list-style-type: none"><li>• <a href="#">Azure Autoscale</a></li><li>• <a href="#">Azure Front Door</a></li><li>• <a href="#">Azure Content Delivery Network</a></li><li>• <a href="#">Azure regions</a></li></ul>
Developer resources	<ul style="list-style-type: none"><li>• Artificial Intelligence documentation:<ul style="list-style-type: none"><li>• <a href="#">Cognitive Services</a></li><li>• <a href="#">Machine Learning</a></li><li>• <a href="#">Bot Framework</a></li></ul></li><li>• Application Development documentation:<ul style="list-style-type: none"><li>• <a href="#">App Service (.NET, Node.js, PHP, Java, Python, HTML5)</a></li></ul></li><li>• Serverless (<a href="#">Azure Functions</a> and <a href="#">Logic Apps</a>)<ul style="list-style-type: none"><li>• <a href="#">Azure Kubernetes documentation:</a></li><li>• <a href="#">Azure Kubernetes Service (AKS) Documentation</a></li><li>• <a href="#">Operational best practices for Kubernetes</a></li><li>• <a href="#">MCW Cloud Native Apps Hands On Lab</a></li><li>• <a href="#">Distributed system Labs</a></li></ul></li></ul>
Use cases	<ul style="list-style-type: none"><li>• <a href="#">Microsoft's cloud migration journey</a></li><li>• <a href="#">Academy Awards</a> modernized their member portal with App Service, Azure SQL and .NET Core</li><li>• <a href="#">Chipotle</a> built new website with .NET Core, Visual Studio Code, and Azure</li><li>• <a href="#">AIA Singapore</a> moved Java-based applications to Azure</li></ul>

- [Priceline](#) is a great example of a customer that benefited from the agility our low code tools provide

## Resources - Seller Only

Category	Resources/Links
Business Resources	<ul style="list-style-type: none"><li>• <a href="#">App Innovation Pitch Deck</a></li><li>• <a href="#">Application Modernization Pitch Deck</a></li><li>• <a href="#">Cloud Native Apps on Azure Pitch Deck</a></li></ul>
Azure GearUp	<ul style="list-style-type: none"><li>• <a href="#">Intelligent Apps Technical Assets</a></li><li>• <a href="#">Embracing Innovation with DevOps</a> – DevOps Customer Presentation</li></ul>
Demo resources	<ul style="list-style-type: none"><li>• <a href="#">App Innovation Demos</a></li></ul>

## Privacy notes

If this script is used as a promotional call only, sellers need to first check the customer's contact preference in MSX. However, this script can also be used in conjunction with a transactional campaign if the transactional discussion happens first and the customer then agrees to continue the security conversation afterwards.

Sellers need to provide customers with a method to opt out and honor any of their requests to do so. Do not discourage customers from opting out or prevent them from opting out.

If the customer isn't interested in talking but does not verbally opt out or ask to not be called again, there is no need to change their contact preference to **"do not contact" (DNC)** in MSX.

If the customer makes it clear they do not want to be contacted by Microsoft, change their contact preference as described below:

- If the customer is marked **"okay to contact" (OKC)** or **"Unknown"** in MSX, switch them to **"do not contact" (DNC)** for telesales in MSX. Explain to the customer that while they will no longer receive promotional calls from Microsoft, they may still receive service communications, such as calls related to previously purchased products reaching end-of-support/licensing compliance.
- If the customer is marked **DNC** in MSX, explain to the customer that they are already opted out of receiving promotional calls from Microsoft, but they may still receive service communications, such as calls related to previously purchased products reaching end-of-support/licensing compliance.

If the customer wants to verify the legitimacy of the call or would like to have further information in terms of the [privacy statement](#), you can guide the customer in the following way:

"Upon request, if customers want to verify the legitimacy of this call, we can provide information about where to find the Microsoft privacy statement and whom to contact (<https://aka.ms/privacy>)."

Please make sure that during the initial call you follow the communication guidance listed above. During the first phone conversation you are not allowed to talk about adding value, generating value reports, etc.

**You need to follow the Privacy/CELA Transactional messaging framework.**

**Microsoft Handling of Customer Personal Data:** Microsoft employees/vendors should only be able to access customer personal data in an assessment if based on explicit customer action (the customer provisioning MS access to their environment in the data collection tool, the customer providing the information to MS outside the tool).

- This means that, in the case of an assessment, an assessment tool cannot provision Microsoft access to the customer's assessment data by default.
- If taking screenshots during a customer meeting, ask explicit customer permission before doing so. If included in a customer report, anonymize the personal data.
- If the customer provides MS employee/vendor access to personal data, delete any reports/screenshots containing personal data from all MS locations at the end of the customer engagement (not to exceed 30 days).