

Azure Migrate and Modernize & Azure Innovate Partner-led summary deck

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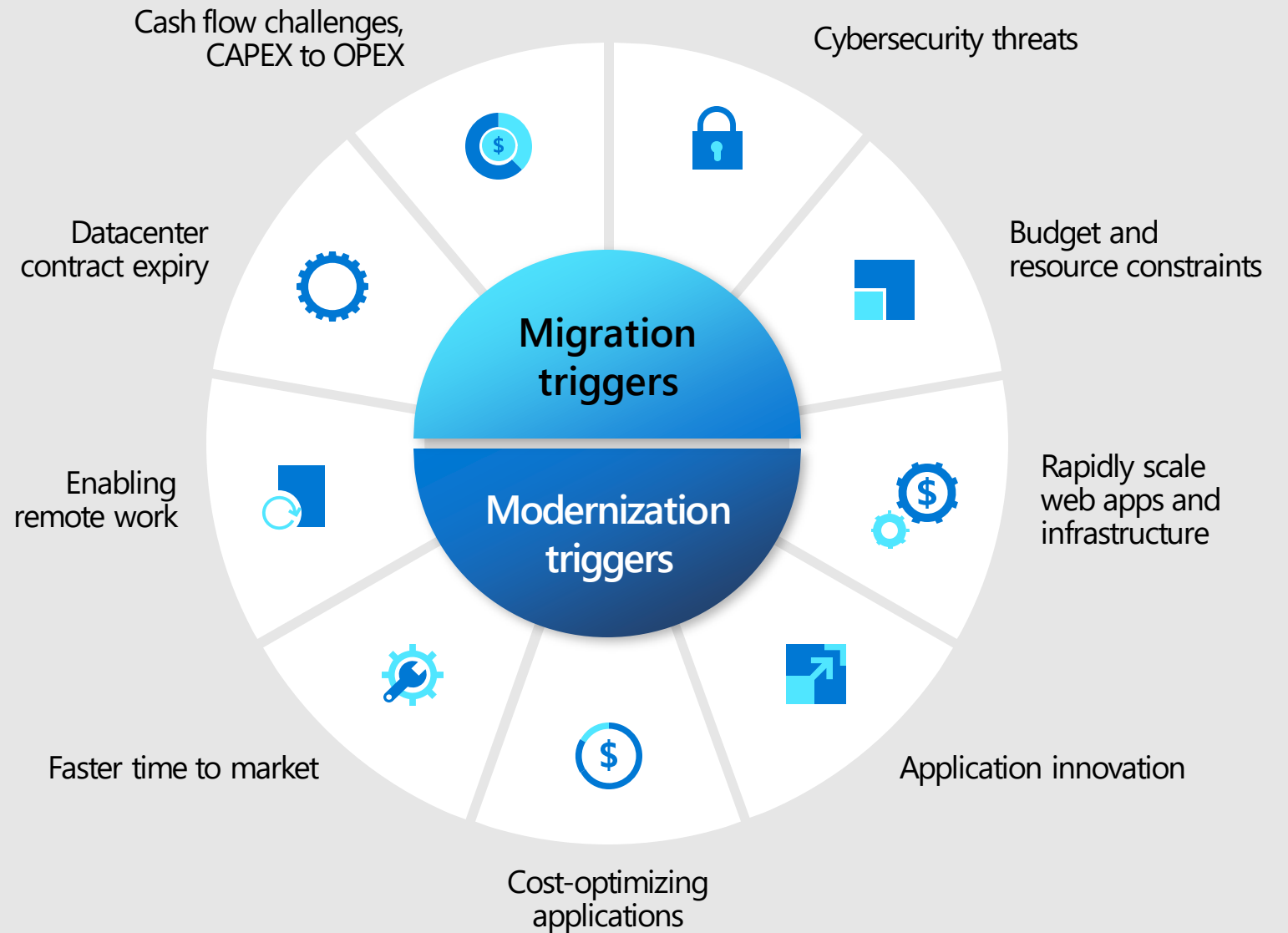
Content included in this deck is near, but not yet final and subject to change.



OVERVIEW

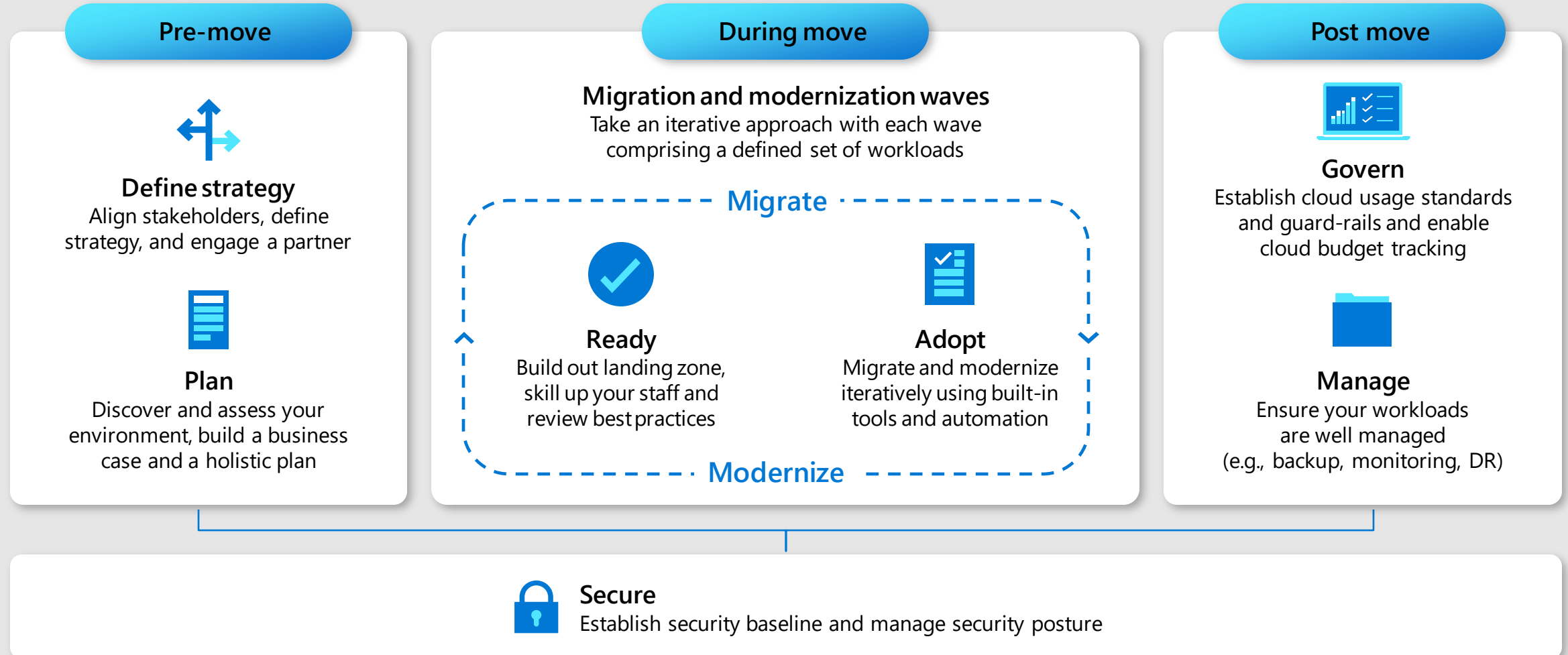
Azure Offerings Partner-led

Triggers of cloud migration and modernization



Cloud migration and modernization journey

Informed by the Microsoft Cloud Adoption Framework for Azure



Azure Migrate and Modernize & Azure Innovate

Hero partner offerings with everything you need in one place

Accelerate with comprehensive offerings

Increased deal velocity with assessments, pilots, tooling and best practices
Fast time to value with seamless and automated approvals

Maximize your earning opportunities

Rich investments for every stage of the customer journey
Consolidated incentives with self serve, easy access in Partner Center

Activate across more scenarios and customers

End-to-end coverage of customer needs from migration to AI innovation
Built for all, from SMB to enterprises, SI's and ISV's

Learn more and nominate today! | aka.ms/azurePofferings

Expectations:

Positive customer outcomes

We have strong belief in our best partners driving favorable customer outcomes

Funding for Incremental Azure Consumption

Successful partners will maintain access to this friction-free path by validating the incremental Azure consumption from their projects

Introducing Azure Offerings: Partner-led

Nominate customer projects to Azure Migrate and Modernize & Azure Innovate to accelerate their cloud journey, and track status via a self-service workflow

Self-serve
workflow through
Microsoft Commerce
Incentives



Faster approvals via
automation and
standardized
engagement sizes



Engagements are
nominated and led
by partners* across the
customer journey



Scale faster
with more
engagements from
migration to Innovation



Note: *FastTrack for Azure assistance
is available but not required

Azure Migrate and Modernize & Azure Innovate

Partner-Led and Field-Led



When Partners sell and nominate customers directly

Partner-led | >\$25K–\$500K/year ACR

(up to \$1 million for Infra/DB)



When Partners co-sell with Microsoft Field Sales teams

Microsoft Field-led | >\$250K/year ACR

Azure hero partner-led offerings in FY24

EXPANDED FY24 OFFERING

Azure Migrate and Modernize

Formerly, Azure Migration and Modernization Program (AMMP)

Migrate and modernize your existing applications, data and infrastructure to Azure

SCENARIOS SUPPORTED

- Infrastructure & Database Migrations
- SAP Migration (Azure Native & SAP RISE)
 - Migrate Enterprise Apps
 - Migrate Azure Virtual Desktop
 - Migrate Azure VMWare Solution

NEW FY24 OFFERING

Azure Innovate

Build new solutions on Azure and accelerate the next era of growth for your business

SCENARIOS SUPPORTED

- Cloud Scale Analytics
- Build and Modernize AI Apps

Azure Migrate and Modernize & Azure Innovate

What's new in FY24: Partner-led/nominated



What is not changing

- Continued support for existing scenarios and eligibility requirements for specialized partners in FY24
- Nomination and claim workflows in Partner Center via the Microsoft Commerce Incentive (MCI) platform
- Continued support for SMB customers (Strategic customers not eligible in FY24 in Partner-led)



Updates to Azure Migrate and Modernize

- Two new engagements launching for pre-sales assessments in Azure Migrate & Modernize Partner-Led
- Expanded support for ISV Partners*
- Higher payouts for Market C countries and new 'XS' engagement coming soon (8/1)

[See here for more details](#)



New offering - Azure Innovate

- New scenario support for Analytics and Build and Modernize AI Apps
- Activities to support entire customer journey, including pre- and post-sales
- Higher payouts for Market C countries and new 'XS' engagement coming soon (8/1)

[See here for more details](#)

Learn more and nominate today! | aka.ms/azureP offerings

Thousands of customers have accelerated their cloud journeys with our hero offerings



The background of the image is a close-up, slightly blurred view of a server room. Numerous teal-colored network cables are plugged into the front panels of server racks. Some cables have purple loops or ties attached to them. The racks themselves are dark, and some yellow indicator lights are visible. In the center of the image, there is a white rectangular box with rounded corners containing the text.

Azure Migrate and Modernize & Azure Innovate

Azure Migrate and Modernize & Azure Innovate Partner-led

Scenario support for Azure Specialized & Qualified ISV partners



Infrastructure and database migration

Move your workloads to Azure to enhance operational efficiency, business continuity, disaster recovery, and optimize costs
(for Windows Server, SQL Server, Linux, OSS-databases, DevTest, migrating to VMware to Azure VMware Solution, hybrid deployment with Arc-enabled servers and data)



Enterprise app migration

Modernize your web apps on a highly productive platform with fully managed services
(for .NET and Java apps migrating to Azure App Service)



Virtual desktop infrastructure

Quickly migrate Windows desktops and apps to Azure with Azure Virtual Desktop and access your desktop and applications from virtually anywhere
(for Windows 10 and 11 based virtual desktops, incl. VMware and Citrix solutions)



SAP

Migrate SAP landscapes to Azure and add complementary cloud services to accelerate innovation
(for SAP native environments, SAP HANA migration, greenfield SAP deployments and SAP RISE)



Analytics

Modernize legacy data assets & analytics platforms and empower LoBs to innovate faster with Power BI Premium capabilities
(for legacy Data Warehouses, Hadoop, Cloud Analytics Platforms, and migration to Power BI Premium)



Build & Modernize AI Apps

Build new cloud native app with Azure Container, AI, and Database Services or modernize legacy Apps and extend capabilities with AI
(for Containerizing Apps, Azure AI and Database Services)

* Qualified ISV partners must meet this [ISV qualification criteria](#)

Azure Migrate and Modernize Partner-led offers

Azure Specialized partners now have a path to directly nominate customers for Azure Migrate and Modernize in a self-service workflow. This agile path reduces time to market and can help partners drive scale.

SUPPORTED SCENARIOS

- 1 Infra/Database migration
- 2 Migrating to Azure VMware solution
- 3 Migrate Enterprise apps (updated)
- 4 Virtual desktop infrastructure
- 5 SAP migration to Azure
- 6 SAP RISE
- 7 ISV SaaS & BYOL (new)

Important: There are **no** limitations in Azure Innovate Partner-led for different licensing types (EA, CSP, etc.)

Customer Criteria: All Majors, SMC-(Corporate & Scale) and SMB (with a TPID) customers are supported in Azure Innovate Partner-led. (Strategic Customers are not eligible)

Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	Phase
Migrate & Modernize assessments	Suggested project size: >\$25K/year	\$4,000–\$5,000	Pre-sales
Migrate & Modernize XS – Aug 1st (Infra/DB migration only)	Project size: \$10K–\$25K/year	\$4,000–\$5,000	Post-sales
Migrate & Modernize Small	Project size: >\$25K–\$125K/year	\$12,000–\$15,000	Post-sales
Migrate & Modernize Medium	Project size: >\$125K–\$250K/year	\$28,000–\$35,000	Post-sales
Migrate & Modernize Large	Project size: >\$250K–\$500K/year	\$40,000–\$50,000	Post-sales
Migrate & Modernize XL (Infra/DB migration only)	Project size: >\$500K–\$750K/year	\$60,000–\$75,000	Post-sales
Migrate & Modernize XXL (Infra/DB migration only)	Project size: >\$750K–\$1M/year	\$80,000–\$100,000	Post-sales
Customer Skilling & FastTrack for Azure is optional for all offers ** No Azure credits available for these engagements			

Important: To request Customer Skilling OR FastTrack for Azure support. Please email AzurePartnerOffering@microsoft.com with the Claim ID of the engagement after customer consent has been secured.

* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B

** Customer self-directed skilling available in the Resources section of this presentation. Available for all offer sizes. Offer size Medium or larger qualifies for Enterprise Skills Initiative which includes an assigned Training Program Manager.

Azure Innovate Partner-led offers

Azure Specialized partners now have a path to directly nominate customers for Azure Innovate in a self-service workflow. This agile path reduces time to market and can help partners drive scale.

SUPPORTED SCENARIOS



Azure Analytics



Build & Modernize AI Apps

Important: There are **no** limitations in Azure Innovate Partner-led for different licensing types (EA, CSP, etc.)

Customer Criteria: All Majors, SMC-(Corporate & Scale) and SMB (with a TPID) customers are supported in Azure Innovate Partner-led. (Strategic Customers are not eligible)

Incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	
Innovate Pilot/POC (MVP)	Suggested project size: >\$25K/year	\$8,000–\$10,000	Pre-sales
Innovate XS – Aug 1st (Build & Modernize AI Apps only)	Project size: \$10K–\$25K/year	\$4,000–\$5,000	Post-sales
Innovate Small	Project size: \$25K–\$125K/year	\$12,000–\$15,000	Post-sales
Innovate Medium	Project size: >\$125K–\$250K/year	\$28,000–\$35,000	Post-sales
Innovate Large	Project size: >\$250K–\$500K/year	\$40,000–\$50,000	Post-sales
FastTrack for Azure is optional for all offers ** No Azure credits available for these engagements			

* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion.
Partner payment amounts may differ by country/Market A, B

Azure Migrate and Modernize offer

Supported Azure patterns and destinations

Scenario	Supported patterns	Supported Azure destinations
Infrastructure and database migration	<ul style="list-style-type: none">• Migrating Windows Server and Linux to Azure• Migrating SQL and OSS databases to Azure• Modernize data workloads already running in Azure (IaaS → PaaS)• Migrating VMware to Azure VMware Solution• Onboarding servers and databases to Azure Arc	<p>Infrastructure services: Azure Virtual Machines (for Windows and Linux), Azure Arc-enabled servers, Azure VMware Solution</p> <p>Data services: Azure SQL DB/Managed Instance/in a VM, Azure Database for MySQL, Azure Database for PostgreSQL, any database (e.g., Postgres, MariaDB) in a VM, Azure Arc-enabled SQL Managed Instance, Azure Arc-enabled SQL Server</p>
Migrate enterprise apps	<ul style="list-style-type: none">• Migrating existing .NET and Java apps to Azure• Modernize app/data workloads already running in Azure (IaaS → PaaS)	<p>Compute services: Azure App Service, Azure VMs (for supporting tasks, e.g., logging), and other applicable Azure services</p> <p>Data services: Azure SQL Database, Azure SQL Managed Instance, Azure Cosmos DB, Azure Database for PostgreSQL, Azure Database for MySQL, Azure Cache for Redis, Azure Managed Instance for Apache Cassandra, and other applicable Azure services</p> <p>Out of scope: DevOps standalone scenarios</p>
Virtual desktop infrastructure	Migrating Windows desktops and apps to Azure	Azure Virtual Desktop, Citrix Cloud on Azure, VMware Horizon Cloud Service for Azure
SAP on Azure SAP RISE	<ul style="list-style-type: none">• SAP native environments• Greenfield implementations• SAP HANA migration• SAP RISE implementations	<p>Azure Virtual Machines (for rehosting Windows Server, Linux, SQL Server, HANA, DB2, Sybase/ASE and Oracle)</p> <p>Azure Virtual Machines certified for SAP HANA</p>
ISV SaaS & BYOL	<ul style="list-style-type: none">• Migrating end-customers to ISV solutions built on Azure (SaaS or BYOL)	<p>ISV solution running on customer's or ISV's tenant built on Azure workloads below:</p> <ul style="list-style-type: none">• Infrastructure services: Azure Virtual Machines (for Windows and Linux)• Data services: Azure SQL DB/Managed Instance/in a VM
<p>Secure Migrations (available in all scenarios)</p> <p>Supported Azure services: Microsoft Defender for Cloud, Microsoft Sentinel, Azure Bastion, Azure DDoS Protection, Azure Firewall, Azure Front Door, Web Application Firewall</p>		

Azure Innovate offer

Supported Azure patterns and destinations

Scenario	Supported patterns	Supported Azure destinations
Analytics	<ul style="list-style-type: none">• Migration and deployment services of on-premise or cloud data warehouse platforms• New analytics use cases.• Project should be deploying key analytics services inclusive of:	<ul style="list-style-type: none">• Azure Synapse• Azure Databricks• Azure Data Explorer (ADX)• Microsoft Purview• Microsoft Fabric• Power BI Premium (deployments will be considered only if there is pull-through of Analytics and AI consumption)
Build & Modernize AI Apps	<ul style="list-style-type: none">• Containerization of applications• Build and re-platform apps on Azure PaaS• Infusing apps with AI capabilities• Modernization of underlying application data using SQL and NoSQL cloud databases	<ul style="list-style-type: none">• App layer: Azure Kubernetes Service, Azure Container Apps, Azure App Service, Azure Red Hat OpenShift, Azure Spring Apps• Data layer: Cosmos DB, Azure Database for PostgreSQL, Azure Database for MySQL/MariaDB or Azure SQL Database• AI layer: Azure Cognitive Services (including Azure OpenAI Service), Azure Applied AI Services, Azure Machine Learning
<p>Secure Migrations (available in all scenarios)</p> <p>Supported Azure services: Microsoft Defender for Cloud, Microsoft Sentinel, Azure Bastion, Azure DDoS Protection, Azure Firewall, Azure Front Door, Web Application Firewall</p>		

Partner participation requirements

Partner requirements for all Azure Migrate and Modernize offers are anchored in Azure Expert MSP certification or Azure Specialization certification

Azure Migrate and Modernize & Azure Innovate project requirements		
Each of these scenarios would be a different project		
Infra & Database Migration (Includes engagements with Arc-enabled services)	Azure Expert MSP or Azure Specialized partner in Infra/Database migration	All partners with these certifications are eligible to implement Secure Migrations
Azure VMware Solution	Azure Expert MSP or Azure specialized partner in Azure VMware Solution	
VDI deployment	Azure specialized partner in Azure Virtual Desktop	
Enterprise app migration	Azure Specialized partner in Migrate Enterprise Apps (or Modernization of Web Apps)	
SAP workloads (Includes SAP on Azure or SAP RISE projects)	Azure Specialized partner in SAP on Azure	
Analytics	Azure Specialized partner in Analytics or Data Warehouse Migration	
Build & Modernize AI Apps	Azure Specialized partner in any of the following: <ul style="list-style-type: none">• Build & Modernize AI Apps• Kubernetes• AI & ML	

For **Solution Assessment**: Rapid Migration the partners must have either of the following:

- Azure Expert MSP
- Azure specialization in Infrastructure/ Database Migration
- Azure specialization in Migrate Enterprise Apps

Qualification criteria for ISV partners : [ISV qualification criteria](#)

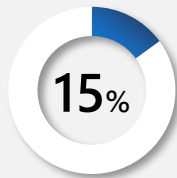
FY24 ISV AMM Partner-led qualification criteria

QUALIFICATION CRITERIA

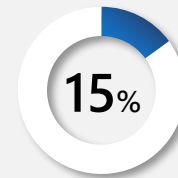
- ✓ Must be managed Independent Software Vender (ISV) **satisfying managed ISV eligibility criteria** with their **own professional services team** to execute migration/modernization independently **as determined and selected** by Microsoft
- ✓ ISV with at least one **Marketplace transactable offer***
- ✓ **Commitment to execute at least 20 migrations** satisfying the minimum ACR thresholds in FY24 via ISV AMM Partner-led
- ✓ ISV with at least \$10M ACR potential for end-customer migration
- ✓ ISV without **existing custom deal(s) with Microsoft** that can be used for end-customer migration & modernization**
- ✓ ISV satisfying at least one **Azure workload consumption thresholds** below for their total FY23 ACR***



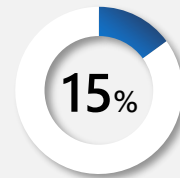
of their total ACR from
WS on Azure, **at least**



of their total ACR from
Azure SQL, **at least**



of their total ACR from Digital
& App Innovation (AKS, Azure App
Service, and Azure Spring Cloud), **at least**



of their total ACR from
Linux on Azure*** **at least**

* ISV with at least one Marketplace transactable offer or commitment to launch at least one Marketplace transactable offer in H1 FY24

** Custom deals allocated for specific customers with PDM's confirmation on monitoring each funding request are not applied to this term

*** ISV with at least \$100M ACR potential for end-customer migration and commitment to execute at least 60 migration in FY24 via ISV AMMP Partner-led do not need to satisfy the ACR thresholds

Partner expectations and requirements

Submitting nominations & reporting



Ensure Customer intent before submitting request

To truly take advantage of the new process at scale, Partners should ensure that their customers are fully aligned and committed **before** submitting the request in the MCI Portal



One funding instance request per customer project

Partners may not use funding for the same project scope across multiple funding sources*



ISV requirement of PR ACR

For customer migrations to SaaS offerings on Azure, partners are required to report PRACR for the engagements delivered, unless the solution is using a single tenant approach

*Refer to the [Microsoft Commerce Incentives Guide for complete terms and conditions](#).

Azure consumption estimation & tracking



Starting July 1st, new governance measures are in place for Azure Migrate and Modernize and Azure Innovate Partner-led.

[Learn more here](#)



Partners are required to provide accurate Azure Subscription ID information (where applicable):
We will be monitoring the Azure Subscription IDs very closely and tracking consumption.

Partners who do not meet a [minimum success criteria outlined here](#) might be 'paused' from nominating future engagements

*Refer to the [Microsoft Commerce Incentives Guide for complete terms and conditions](#).

Nominate today:
aka.ms/AzurePLOfferingsNominate



