



Customer Journey-in-a-Box | Playbook

SMB Business Continuity and Disaster Recovery

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

\$1 =
USD



\$6.70
Western Europe



\$6.10
Total (Worldwide)



For every \$1 of
Microsoft revenue

Resale-led
partners make
\$2.21
in economic value

Services-led
partners make
\$5.75
in economic value

Software-led
partners make
\$7.86
in economic value

Customer Journey Insights

Provide your customers processes and tools that protect, restore, and keep their operations running during unpredictable events. Failure event protection options include: High Availability (HA), Disaster Recovery (DR), Business Continuity (BC) and Backup.

Azure can help customers develop a backup and DR strategy easily connecting their on-premises systems to the Cloud for a cost effective solution.

⚡ Priority

- Protect your Data and Ensure Business Resiliency with Business Continuity and Disaster Recovery solutions

★ Hero SKU

- Azure Backup
- Azure Site Recovery
- ISV Solutions

🗂 Segment

- SMB
- SMC Scale

📈 KPIs

- # Workshops
- # AMMP Nominations
- # Customer adds
- \$ACR

📍 Solution Area

- Azure

Audience

Customer targeting

BCDR is a relevant scenario for all customers, whether it is just the first cloud technology they leverage to protect their on-premises systems, or if they already have an environment in Azure or in any other Clouds.

Recommended approach is to identify which (if any) Backup and Disaster Recovery solutions the customer is already using on-premises, and check if that is also available and supported on Azure. Most key BCDR ISV solutions are supported on Azure, and in this case it is logical to expand that same solution to their Azure infrastructure as well.

If the customer is not using any BCDR solution today, introduce them first to Azure Backup and Azure Site Recovery or evaluate ISV solutions depending on their needs.

Buyer Persona

- TDM, CIO
- Security & Compliance Officer

ISV Solutions

- [Commvault solutions for Azure](#)
- [Instant Application Availability for Microsoft | Azure Backup | Rubrik](#)
- [Veeam for the Microsoft Cloud](#)
- [Azure Cloud Management | Veritas](#)
- [Zerto on Microsoft Azure - Data Protection & Recovery](#)

Campaign material

Sales

- [Azure Infrastructure Partner Playbook here](#)
- [BCDR Solution Play Overview here](#)

Technical

- [Backup and Disaster Recovery on Azure here](#)
- [Azure Site Recovery here](#)
- [Azure Backup here](#)
- [Azure VMs - Back up entire Windows/Linux VMs](#)
- [Azure Managed Disks - Back up Azure Managed Disks](#)
- [Azure Files shares - Back up Azure File shares to a storage account](#)
- [SQL Server in Azure VMs - Back up SQL Server databases running on Azure VMs](#)
- [SAP HANA databases in Azure VMs - Backup SAP HANA databases running on Azure VMs](#)
- [Azure Database for PostgreSQL servers - Back up Azure PostgreSQL databases and retain the backups for up to 10 years](#)
- [Azure Blobs - Overview of operational backup for Azure Blobs](#)

Blogs

- <https://aka.ms/azure-backup-blogs>
- https://aka.ms/siterecovery_blogs

Partner

Criteria

- ✔ **To deliver Azure Immersion Workshops it is required one of the following:**
 - Azure Expert MSP
 - Advanced Specialized in AIW-related workload
- ✔ **To perform Solution Assessments, it is required to be:**
 - FY23 Solution Assessment partner
- ✔ **To take advantage of the Azure Migration & Modernization Program (AMMP) Partner-Led, it is required to have:**
 - Advanced Specialization in corresponding workload
- ✔ **To receive the Workload Acquisition and Nurture Incentive it is required to have:**
 - Advanced Specialization correlating to the earning bucket

Valid through June 2023

Skilling and enablement

Learning Modules

- Explore all Azure courses and learning paths [here](#)
- Self-paced Labs [here](#)
- [System Administration: Backup & Recovery – take charge of your network backup and recovery \(LinkedIn\)](#)
- [Microsoft Azure: Backup and Disaster Recovery \(LinkedIn\)](#)
- [Azure Administration: Monitor and Back Up Azure Resources \(LinkedIn\)](#)
- [Azure Administration: Business Continuity \(LinkedIn\)](#)
- [Azure Backup Best Practices](#)
- [Azure Disaster Recovery and Site Recovery Solution Architecture Guidance](#)
- [Azure Backup Support Matrix](#)

Partner Resource Catalog

- Migration Opportunities for Partners [here](#)
- Co-sell Materials [here](#)
- Azure Specializations [here](#) and Expert MSP [here](#)
- AMMP [here](#) and FastTrack for Azure [here](#)
- Pricing [here](#), TCO [here](#), Calculator [here](#), Cost Optimize [here](#)

Migrate Resources:

- Hybrid Benefit [here](#); Hybrid Benefit for Linux [here](#)
- Optimize migration costs with Azure Migrate [here](#)
- The Business Value of Migrating and Modernizing with Azure [here](#)

Optimization Resources

- Forrester study: The Total Economic Impact™ Of Microsoft Azure Cost Management And Billing [here](#)
- Get recommendations to optimize your workloads with an Azure Well-Architected Review [here](#)
- Optimize your technical solutions and cost structure with cloud economics guidance [here](#)
- Get discounted dev/test rates with Azure Dev/Test pricing [here](#)

Reinvest Resources

- Forrester study: The Total Economic Impact™ of Microsoft Azure Security Center [here](#)
- IDC white paper: The Business Value of Azure Site Recovery and Azure Backup [here](#)

3 questions you should ask the customer:

- Have you experienced any data breaches or security incidents in your IT environment in the past year?
- Are you prepared for potential hardware or data failures with a clear disaster recovery plan? Did you test it if the DR process actually works?
- Do you have concerns around scalability, availability, or resilience?

Customer Journey

Tactics

Funding & Incentives



Listen
& Consult

- Partner Led Marketing Campaigns
- Run [DMC Campaigns](#) for free:
 - [Do More with Less](#)
 - [Migrate and Modernize Windows Server & SQL to Azure](#)

Campaigns in a Box:

- [Do More with Less on Azure](#)
- [Win-SQL Migration Campaign-in-a-Box](#)

- Demand gen activities are eligible for [Cooperative Marketing Funds](#)
- Check availability of trough Partner Marketing funds in your corresponding Microsoft subsidiary



Inspire
& Design

[Azure Immersion Workshops](#)

MSFT schedules, partner delivers. Selected Partners only.

[AMMP Solution Assessment + Assess & Plan](#)

- \$1K per Azure Immersion Workshops deliver



Empower
& Achieve

- [Solution Assessment / Holistic Business Case](#)
- [AMMP PoC](#)

- ECIF up to \$10K
- Azure Credit Offer



Realize
Value

[AMMP Partner-Led](#)

[AMMP Migrate & Modernize Standard Offer](#)
[AMMP Migrate & Modernize Advanced Offer](#)
 Partner Incentives: aka.ms/partnerincentives

- [AMMP Partner-Led](#): Incentive funding for S (\$15K), M (\$35K), L (\$50K), XL (\$75K), XXL (\$100K) projects with AMMP Partner-led*

- ECIF: AMMP Standard: up to 20K; AMMP Advanced: up to 500K



Manage
& Optimize

[Introduction to the FY23 Workload Acquisition & Nurture incentive campaign \(microsoft.com\)](#)

Azure Workload Acquisition & Nurture Incentive:

- \$9K bounty for workload adds
- 30% of incremental ACR for 9 months after bounty earned

- PAL growth incentive
- Hoster Modernization through DCO