

# How to Create Demand Generation for your Business

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End of support is coming for SQL Server and Windows Server 2008 and 2008 R2. Azure is the most cost-effective and preferred cloud for Microsoft workloads.



## What does end of security updates mean for you?



### No security Updates

There will be no access to critical security updates, opening the potential for business interruptions



### Compliance concerns

As support ends, organizations may fail to meet to meet compliance standards and industry regulations



### Missed innovation opportunities

Leaders that embrace digital transformation outperform the competition

## DID YOU KNOW?

Optimizing costs is overwhelmingly a prime cloud adoption motivator, but the difficulty of estimating those costs is the **number one barrier to cloud adoption.**

Ingram Micro can help Partners bridge the gap between Microsoft Azure pricing to help SMBS estimate costs—and through the process demonstrate how cloud can optimize them.

## Why Azure?

### Rehost applications

Move your SQL Server and Windows Server 2008 and 2008 R2 workloads to Azure Virtual Machines with no application code changes—and get 3 more years of security updates free. Upgrade when ready.

### Rehost and protect data

Move data to Azure SQL Database Managed Instance (version free, fully managed, no patching needed). Never face end of support again.

### Extended Security Updates are free in Azure

# Azure Accelerate

A loyalty program to enable partners across the entire IaaS lifecycle to accelerate time to revenue.

## Fundamentals

Are you ready to build your cloud practice but are just getting started? Do you need a simple service like O365? Master the basics to prepare for acceleration.

Fundamentals includes various training offerings, broad scale promotions, and access to services to enable your ramp up to selling Azure.

Up to \$10k/mon Azure CSP

## Develop

At the Develop level, unlock access to incremental loyalty benefits as you deepen your Modern Workplace practice with Ingram Micro.

Gain access to hands-on support and exclusive discounts to support your opportunities leveraging Lifecycle Services. Receive the benefit of IaaS expert consultations to enable successful IaaS launches and services delivery.

\$10k-50k/mon Azure CSP

## Elite

As an Elite partner, enjoy high-touch engagements with our team of Azure technical experts and post-sales solutions architects to help customize your configurations.

This highly exclusive tier unlocks deeper support, demand gen, and offers that are custom built between you and your Ingram Micro team.

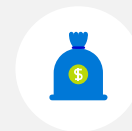
+\$50k/mon Azure CSP



Competency  
Build



Lifecycle  
Services



Preferential  
Pricing



Customer  
Demand Gen



Elite Partner  
Treatment

# Azure Accelerate Deal Dollars

## Local Strategic Partner Investments

### What can this funding be used for?

End user specific deals as well as strategic investments to growing relationships with partners. The intent is to fund impactful collaboration prospects or “big picture investments”.

### Are there Requirements?

Yes, the investment must support a clear 10:1 ROI in Azure consumption, the partners must be enrolled in the Azure Accelerate Program **and** must have completed a business plan. Partners may be asked to contractually commit to the Azure consumption for some requests.

### How will the partner Receive funds?

IMC has the ability to apply credits or discounts to a partner's CMP Account.

## Azure Accelerate Deal Dollars

Previously Local Fighting Funds





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SQL Server 2008 End of Support

# ACT NOW OFFER

## Exclusive benefits for Ingram Micro Partners

Ingram Micro is offering you even greater benefits for modernizing your customer's SQL Database environment and moving them to Azure

Free

Extended security updates

Free security updates available to customers who move to Azure for 3 years after the support ends

*Microsoft's Offer*

Free

Lifecycle services

Accelerate your customer growth with assessment and migration services offered free by our Azure Center of Excellence

*For qualifying opportunities*

Free

CloudCheckr



Optimize and govern your cloud by leveraging a platform that provides a complete picture of your Azure environment

*Service valid until subscription ends*

10%

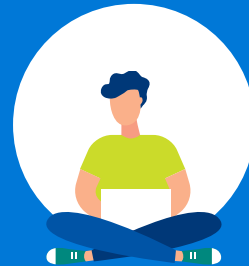
Cloud Marketplace credit

Sweeten the pot with 10% credit to your Cloud Marketplace account for all your qualifying consumption for the first 3 months

*For qualifying opportunities  
Cannot be combined with other offers*



# Microsoft Azure



## Questions?

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Thank you!!

Please join us for this upcoming webinar:

Wednesday, June 11th @ 9-10am Pacific/12-1pm Eastern

*Azure Practice Development: Convert Leads into Customers*

