Cloud Adoption will Continue to Grow

Datacenter consolidation and modernization are key drivers

80% of CIOs will be pressured by their business leaders to evaluate **migrating their datacenters** to cloud IaaS

– **Gartner**

Cloud IaaS is fastest growing subsegment, projected to grow **36.6% in 2018, 30.1% CAGR for next 5 years**

– **Gartner and IDC**

Every step of the way....

At Ingram Micro, we are dedicated to simplifying the complexity of the cloud. Whether you're new to IaaS or an Azure expert, turn to us to support you in your IaaS journey.

Go-To-Market Resources:

➢ IaaS Practice Development Resources
➢ Dedicated Azure Presales Resources
➢ Technical Presales Support

Training and Readiness:

➢ Technical Training for Cloud Platform competency
➢ Azure Bootcamps
➢ Sales Solution Training

Marketing:

➢ Customer Demand Generation
➢ Prospecting as a Service
➢ Partner Case Studies & Videos
➢ Funding Options

Professional Services:

➢ Assessments
➢ Architecture and Design
➢ POC
➢ Migration

Post Sale Support:

➢ Level 2 Support
➢ Level 1 Support
➢ Managed Services

Provisioning and Invoicing:

➢ Cloud Marketplace platform
➢ CloudBlue platform

At Ingram Micro, we are dedicated to simplifying the complexity of the cloud. Whether our partner is new to IaaS or an Azure expert, they can turn to us for support in their IaaS journey.

The **Azure Accelerate Program** is a loyalty program designed to deliver exclusive services, promotions, and offerings for partners to achieve depth and scale in Azure consumption.

Every step of the way...

We deliver support around not just the "what" but the how, why, and when to enable successful implementation and launch of Azure. An Ingram Micro partner will get access to hands-on support and exclusive benefits including:

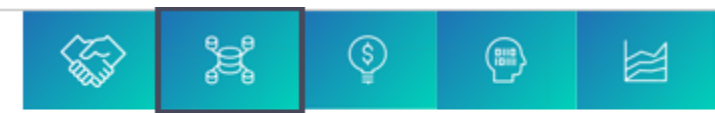| Customer Demand Gen	Lifecycle Services	Preferential Pricing	Competency Build	Elite Partner Treatment

Ingram Micro's Azure Accelerate Program

		Fundamentals	Develop	Elite
		<$10k/mon	$10k-$50k/mon	$50k+/mon
Demand Gen	Playbook: End customer quarterly digital campaign	✓	✓	✓
Demand Gen	Playbook: Partner success story spotlight		Case study	Case study + video
Demand Gen	Prospecting as a Service: Lead Pass Program			✓
Lifecycle Services	White Label Services	Access	Access with discount	Access with discount
Pricing	Exclusive Promotions (Net Tenant Credit)	$200	$300	$500
Pricing	Volume Discount Eligibility		Volume Discount	Volume Discount
Certs	Azure Competency Training	Fundamentals Training	Up to 1 Associate	Up to 2 Associates
Elite Partner	Azure Business Plan Consultation		✓	✓
Elite Partner	Dedicated Account Manager Support		✓	✓
Elite Partner	Exclusive Cloud Summit Promotion and Access	CS20 $100 Discount	CS20 $200 Discount	CS20 $300 Discount

Lifecycle Professional Services

Discovery and Assessment

Architecture and Design

Proof of Concept

Migration

Accelerate Time to Market

We can figure out which application should move to Azure

We can design specific applications Azure

We can show a simulation of how this application will function on Azure

We can move the application to Azure via Ingram Micro's Cloud Marketplace for revenue recognition

GENERATE OPPORTUNITIES

MATCH AND ACCELERATE

MITIGATE CHALLENGES

HIGHER ADOPTION FOR IAAS

Flight Academy Technical Training

Technical resources are invaluable. It's important to keep up with program requirements, certifications, and technical updates. To help you grow your technical expertise, Ingram Micro will help you with a unique opportunity to earn cost savings for building you and your team's competency.

Azure Fundamentals Course
- A one day virtual course
- Introduction to the principles of cloud computing and how these have been implemented in Microsoft Azure

Azure Administrator Certification Course
- Two sessions, split into 5 day and 4 day virtual coursework
- Focused on role based certification for an MSP that is looking to implement, monitor and maintain Azure solutions for their customers
- This course focuses on major services in Azure related to compute, storage, network and security
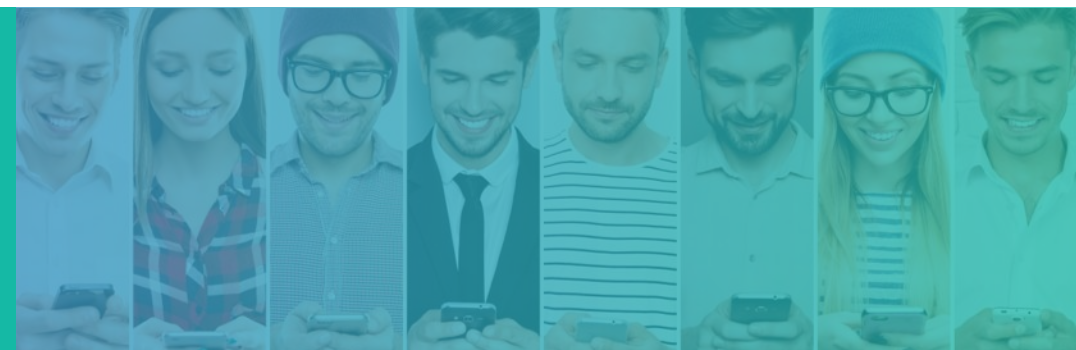
Microsoft

Join PartnerOn with Ingram Micro

PartnerOn: End-Customer Marketing Made Simple

Ingram Micro Provides a Customizable Step-by-Step Marketing Platform for Partners

Welcome to PartnerOn. Ingram offers you a new platform to support and accelerate your business through end-customer marketing activities. Ingram Micro has teamed with Microsoft and ContentMX to deliver consistent, relevant, and customizable content to your customers and prospects in just a few clicks.

Increase Traffic & Gain Greater Visibility

With PartnerOn, you can easily execute a digital marketing strategy, accelerate demand generation, and capture and close leads.

Don't have time to manage a few clicks each week?

PartnerOn can be set on autopilot to deliver highly quality content marketing each week – driving demand for your solutions.

PartnerOn is a FREE service to Ingram Micro Cloud resellers. Ingram Micro and Microsoft are investing in your success. Increase your business influence – and revenue without increasing your workload.

SIGN UP NOW - IT'S FREE
www.contentmx.com/ingram/

Datacenter Optimization Program

Datacenter Optimization Program

In an era where there is rapid transformation driven by digital technology – **customers are looking for trusted partners** with a business model **that is aligned with their long-term interests**, deep technical innovation, and an understanding of the responsibility that goes along with this innovation.

Program Objective

Help partners transform by moving customers and workloads from current datacenter environments to Azure by providing support and financial incentives to cover the migration costs.

Partner Commitment

Migrate workloads from partner or customer owned/leased/collocated datacenters to Azure and generate incremental Azure Consumed Revenue over term Agreement.

Partner Commitment and Incentive

DCO Revenue Commit: $1,000,000	Minimum Revenue	DCO Incentive
250K-600K	$250,000	6%
600K-1M	$600,000	12.50%
1M*	$1,000,000	19%

DCO Revenue Commit: $500,000	Minimum Revenue	DCO Incentive
125K-300K	$125,000	5%
300K-500K	$300,000	10%
500K*	$500,000	14%

DCO Revenue Commit: $100,000	Minimum Revenue	DCO Incentive
25K-60K	$25,000	2.50%
60K-100K	$60,000	5%
100K*	$100,000	10%

IaaS Migration and Managed Services

IaaS Migration Services

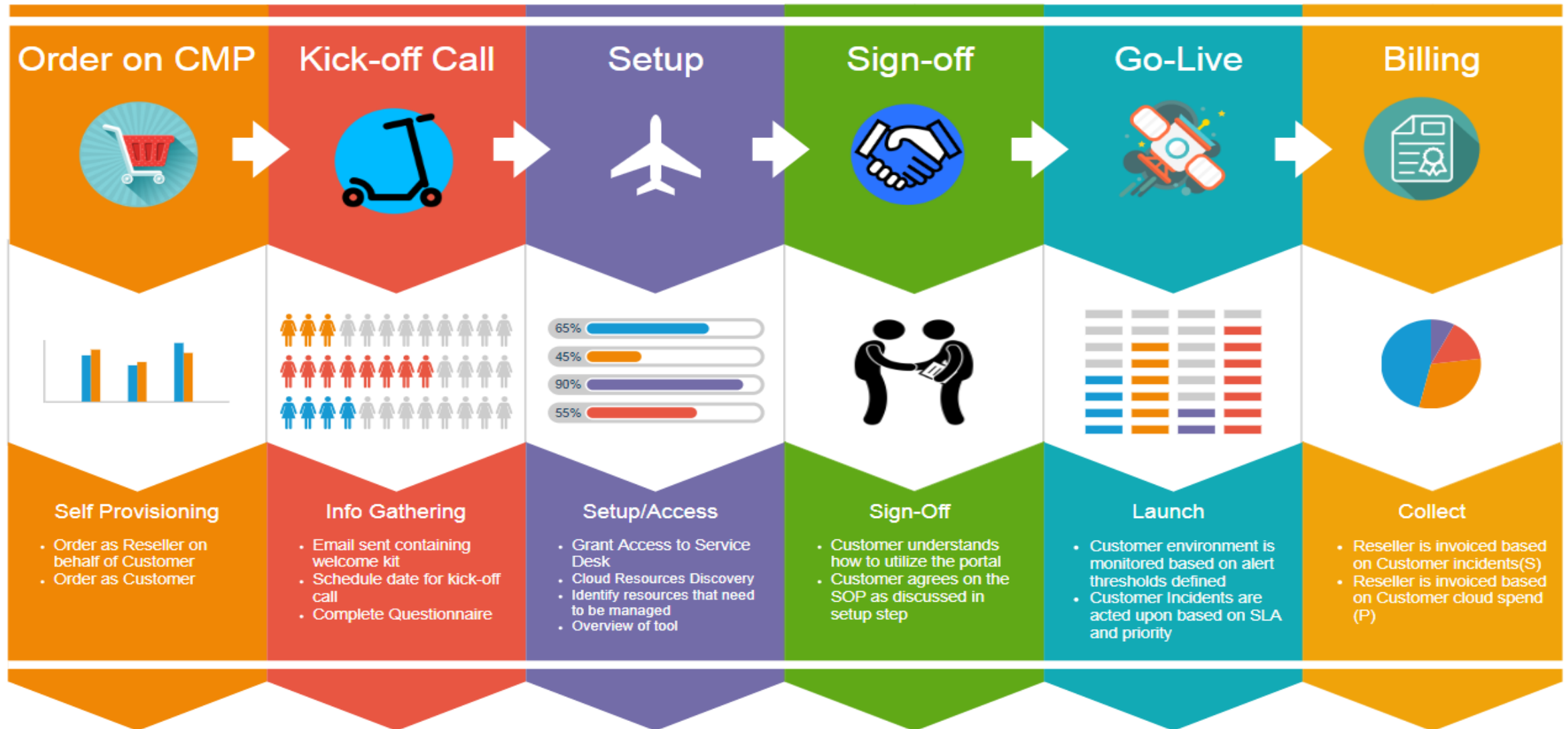| Discovery & Assessment	Architecture & Design	Proof of Concept	Migration
Discovery & Assessment (D&A) services help you better understand, classify, and size opportunities of existing workloads, creating a roadmap that results in a faster progression to Azure or AWS and faster consumption.	Architecture & Design (A&D) services to assist partners with 1-day, 3-day or 5-day architecture design effort to ensure best practices supporting a specific app or workload.	Proof of Concept (PoC) enables partners to mitigate risks by evaluating a particular workload in Azure or AWS to assess elements like scalability, operational effectiveness, DevOps and latency before a workload migration.	Migration services provide partners with numerous flexible options to easily move customer workloads to single or multiple clouds, either using first-party Azure tools or other partner tools for more specific migration needs.
FEATURES • Complete technical resources to assist with D&A • Our solutions architects will deliver full services and assist resellers • Our sales engineers will move in to help seal the deal	• 1, 3 or 5 day services for fixed daily fee • Includes logical architecture diagram, physical architecture diagram, Larger/complex workloads to be delivered in person while simpler workloads virtually	• Fixed daily fee • Typical POC effort is 3 weeks • Funds available to help cover costs • Ingram Sales Engineer will assist, virtually and on site as needed	• Choose from offerings from trusted ISV or Pro Services partners (Azure or AWS Site Recovery & Corent SurPaaS MaaS) • Some tools coupled with other valuable services
BENEFIS • Results in faster progression to Azure and AWS, leading to faster consumption • Fixed fee per server/workload makes budgeting simple	• Helps protect partner acquisition costs • Drives bigger/more complex workloads to Azure or AWS • Fee is 50% refundable if workload moves to Azure or AWS and meets MRR minimum	• Ensures higher success rate in Azure or AWS. Helps ensure stability with the workload • Enables bigger/more complex workloads to Azure or AWS, stimulating consumption.	• Speeds workload migrations to Azure or AWS • Mitigates risk for partners • Reduces overall friction in the sales cycle

IaaS Managed Services

Standard	Professional	Premium
The Standard Cloud Managed service is designed for partners who want a 24x7 L1 support for Azure and AWS. This essentials offering provides your business access to certified AWS and Azure professionals and also gives you access to the Incident Management and Cost Management platform to track your incidents and daily cloud spend.	The Professional service level is designed for partners who require more than the standard offering. This service offering provides L2, L3 and escalation support along with Monitoring and Alerting of resources on AWS/Azure. Customers will get SLA bound Incident Management, Operating System (OS) and Services Monitoring, Fault Resolution, Automated ticketing, Custom URL monitoring, OS Patching, Monthly reports/views and consulting support from certified professionals for their Infrastructure	Premium offers more in terms of features and. The service is ideal if you have a larger customer which has support needs beyond the Professional model.

FEATURES

Standard	Professional	Premium
• 24 x 7 L1 Support • 4 hours Severe, 24 hours Standard SLA • Incident Management • Cost Management Platform (Cost Module, if partner is part of Ingram Resell program for AWS and Azure)	• 24 x 7 L1, L2, L3 Support • 1 hour Critical, 2 hours Severe, 4 hours Standard SLA • Incident Management • Cost Management Platform (Cost Module, if partner is part of Ingram Resell program for AWS and Azure) • OS Patch Management • Monitoring and Alerting • Change Management • Database Monitoring • O/S Troubleshooting • Identity & Access Management • Monthly Health Reports	• Professional Features + • 30 mins Critical, 1 hours Severe, 2 hours Standard SLA • Backup and Recovery • Disaster Recovery • Storage Management • Quarterly Operations Reviews

BENEFITS

Standard	Professional	Premium
• Coverage that supports your needs • Detailed reporting to incident data allows you to plan on remediation	• Automatic ticket creation based on defined alert thresholds • Escalation Management	• Best In the class support model • Quarterly Operations Review • Disaster & Recovery simulation • Monitoring Backup jobs

IaaS Services Offering – Journey

Order on CMP

Self Provisioning
- Order as Reseller on behalf of Customer
- Order as Customer

Kick-off Call

Info Gathering
- Email sent containing welcome kit
- Schedule date for kick-off call
- Complete Questionnaire

Setup

65%
45%
90%
55%

Setup/Access
- Grant Access to Service Desk
- Cloud Resources Discovery
- Identify resources that need to be managed
- Overview of tool

Sign-off

Sign-Off
- Customer understands how to utilize the portal
- Customer agrees on the SOP as discussed in setup step

Go-Live

Launch
- Customer environment is monitored based on alert thresholds defined
- Customer Incidents are acted upon based on SLA and priority

Billing

Collect
- Reseller is invoiced based on Customer incidents(S)
- Reseller is invoiced based on Customer cloud spend (P)

Framework for Success

Ingram Micro – IaaS Methodology & Go To Market Strategy

01	02	03	04	05	06	07	08	09
Partner Enablement			**Opportunity Enablement**			**Execution**		
Vision	Training	Demand Generation	Opportunity Qualification	Discovery & Consultation	Proposal	Deployment	Operations	Ongoing Management
Propensity Analysis	Sales Training	Thought Leadership	Opportunity Qualification	Technical Discovery	Quote	Configuration	Billing Consolidation	Monitor & Secure Environment
Partner Qualification	Technical Training	Marketing Collateral	Scope of Requirements	IaaS Solution Architecture Design	Proposal	Orchestration	Subscription Management	SLA Achievement
	Solution Training	Marketing Campaigns			Customer Presentation	Testing	Capacity Aggregation	Technical Support
	Certification	Events				Migration		
						Project Management		

FY19 Partner Requirements for CSP Incentives

1. Competency

- To be eligible for incentives, CSP Resellers must attain one of 10 MPN competencies at the Silver or Gold level
- Review specific requirements to attain Silver or Gold level MPN Competency here: https://partner.microsoft.com/enUS/membership/competencies

2. Active selling

- Partners must be transacting in order to be invited to onboard to the incentives system

3. PIExp On boarding

- Partner must be onboarded to PIExp to earn and be paid incentives. Send email to OCINA@microsoft.com to be invited to join.

Competency	Level
Windows and Devices	Silver or Gold
Enterprise Mobility Management	Silver or Gold
Cloud Customer Relationship Management	Silver or Gold
Cloud Productivity	Silver or Gold
Data Analytics	Silver or Gold
Cloud Platform	Silver or Gold
Small and Midmarket Cloud Solutions	Silver or Gold
Data Platform	Silver or Gold
Cloud Business Applications	Silver or Gold
ISV	Silver or GOld

Resources	
	• Partner Incentives Portfolio: https://partner.microsoft.com/en-us/membership/partner-incentives
	• Learn more about CSP: https://partner.microsoft.com/en-us/cloud-solution-provider

CSP Direct Partner/Indirect Reseller Incentive

① Purpose

Reward and support CSP Partners for driving the activation and enablement of customers with Microsoft-based Online Services.

② Eligibility

- Active MPN membership
- Attain a defined MPN competency at Gold or Silver level
- Onboard to incentives tool
- Valid Cloud Reseller Agreement

③ Need to know

- Rebate payment cadence updated to monthly frequency
- New global accelerators available
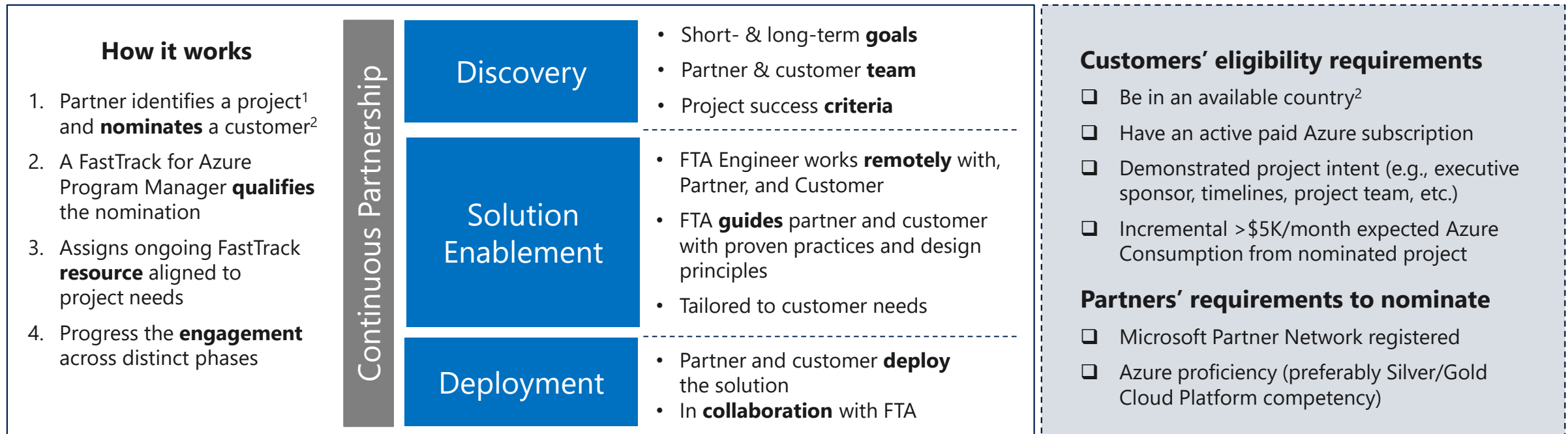- Core rates will adjust for H2

* CSP Customer Adds
A new customer is defined as a Microsoft CSP tenant ID with no invoiced revenue applied in the previous 12-month period. Indirect Resellers will earn this incremental accelerator on the revenue associated to the first invoice generated on the new CSP tenant. This accelerator amount will then be paid for the first 12 months of the subscription provided the subscription remains active. For seat-based sales, any new CSP customer adds between 50 and 999 seats are eligible for the global accelerator and 1 – 999 for local accelerator (based on size of initial order not customer size). When the new CSP customer add is based on an Azure sale, any initial sale of $4,000 or greater will be ineligible for this accelerator.

④ Incentive rates

Global Rates	Pays on	FY19 H2
Core – O365	billed revenue	6%
Core – All other CSP products*	billed revenue	8%
Azure Reserved VM Instances (RIs)	consumption	10%
Software in CSP – Subscription	billed revenue	Core – 1.25% Strategic – 6%

Global Accelerators (incremental earning opportunity)	Pays on	FY19
CSP Customer Adds **(Must be new CSP tenant/pays on 1st month billing for next 12 months)**	billed revenue	2%
Global PSTN Calling and Conferencing	billed revenue	20%
Global Strategic Product Accelerator (M365, D365)	billed revenue	2%

Local Accelerators (incremental earning opportunity)	Pays on	FY19
Azure Customer Adds **effective April 1st 2019 (Must be new CSP tenant/pays on 1st month billing for next 12 months)**	billed revenue	30%
M365B All revenue	billed revenue	12%
D365 Customer Adds **(Must be new CSP tenant/pays on 1st month billing for next 12 months)**	billed revenue	15%
Office 365 E3 & E5 GCC	Billed revenue	10%

Leverage FastTrack for Azure

FastTrack for Azure is a **customer success program** staffed with Microsoft Azure engineers and program managers, who work directly with partners and their customers to help build Azure solutions quickly and confidently.

How it works

1. Partner identifies a project[1] and **nominates** a customer[2]
2. A FastTrack for Azure Program Manager **qualifies** the nomination
3. Assigns ongoing FastTrack **resource** aligned to project needs
4. Progress the **engagement** across distinct phases

Continuous Partnership

Discovery
- Short- & long-term **goals**
- Partner & customer **team**
- Project success **criteria**

Solution Enablement
- FTA Engineer works **remotely** with, Partner, and Customer
- FTA **guides** partner and customer with proven practices and design principles
- Tailored to customer needs

Deployment
- Partner and customer **deploy** the solution
- In **collaboration** with FTA

Customers' eligibility requirements
- ☐ Be in an available country[2]
- ☐ Have an active paid Azure subscription
- ☐ Demonstrated project intent (e.g., executive sponsor, timelines, project team, etc.)
- ☐ Incremental >$5K/month expected Azure Consumption from nominated project

Partners' requirements to nominate
- ☐ Microsoft Partner Network registered
- ☐ Azure proficiency (preferably Silver/Gold Cloud Platform competency)

Nominate your customer at azure.com/ftpartners

1 Project is a defined, specific workload with pressing intent. Not simply a broad aspiration to utilize Azure.
2 Partner and customer located in US, Canada, Australia, New Zealand, UK, Austria, Belgium, Denmark, Finland, Ireland, Italy, Luxembourg, Netherlands, Nordics, Norway, Portugal, Spain, Sweden, Switzerland, Germany, and France - delivery in English only

Microsoft Inspire

July 14-18, 2019 Las Vegas

Join us!

- Hear top level Microsoft FY20 strategy from Satya Nadella and his leads, and WW OCP
- Technology Solutions content
- Generate Partner to Partner connection opportunities
- Global event, available to ALL partners
- Register today for $2,295 USD. *Price increases May 31st.*

aka.ms/msinspire-usblog

@msinspireus #MSInspire

aka.ms/msinspire-uspartner

aka.ms/msinspire-usyammer

Microsoft

- Website to register for Azure Accelerate Program: https://microsoft.ingrammicrocloud.com/azure/

- Email for Partner Inquiries: Azure.Accelerate@IngramMicro.com

- Register for Microsoft Inspire: https://register.inspire.microsoft.com/auth/login