



Transform your commerce experience in CSP with the new Azure Modern Experience

Value Statement

Tech Data strives to enable partners to grow and become a trusted advisor for our customers through solutions, value-added services, better tooling, and access to new business opportunities within the New Azure Modern Experience in CSP.

The new Modern Azure commerce experience is based on added value. As a CSP partner you are recognized for differentiated value-added services on an ongoing basis through the partner earned credit model. Partner earned credit rewards you to focus on driving customer success via value-added services that generate sustainable profitability.



Sales Battlecard

Introducing the New Azure Modern Experience

The new commerce experience streamline and consolidate the way customers buy and consume Azure services. This includes:

- ✓ The introduction of Azure plan
- ✓ New tools with the appropriate governance policies to easily transition customers
- ✓ One universal catalog with all the latest Azure services at consistent pricing across all channels. USD pricing for global consistency, billing date alignment
- ✓ Access to Azure Cost Management in CSP (for the new offer only).

Legacy vs. Modern Azure

Aspect	Existing Azure offer	New Azure offer
Meters	Existing meters	Existing + additional meters
Azure Offer Transacted	Azure	Azure plan
Partner Access	AOBO on all Subscriptions	AOBO on all Subscriptions
Pricing	End User Price – X% discount	End User Price – X% earned credit
Front end Margin	X% in all Azure consumption	Partner “earns” the partner earned credit (X%) if Tech Data and/or the reseller has AOBO access on the Azure resources. Same margins will still be in place
Azure Cost Management	Not available. Although StreamOne Enterprise Solution offer this functionality	ACM is available to end customers with the purchase of a plan. Please request it to have it enabled to your local representative
Azure Lighthouse	Available	Available
Pricing currency for Azure consumption services	Partner location currency pricelist	Prices in USD. Non USD countries – exchange rate conversion updated monthly
Invoice Date for Azure consumption services	Issued on reseller billing date covering the previous 30-day period	Issued around of the 15th of the month for previous calendar month
Price list for Azure consumption services	Standard discount off the list price	CSP margin evolves to Partner Earned credits for service managed
Tiered pricing available	None	Available for some services such as storage

The Azure Plan simplifies the purchase experience because you can create multiple Azure subscriptions in an Azure Plan. An Azure Plan is essentially a shell or container to house customer Azure subscriptions.

The Azure Plan will give end customers access to additional reporting and dashboards through Azure Portal. ACM gives customers the tools to plan for, analyze and reduce their spending to maximize their cloud investment.

Key Differentiators

End-user customer

- ✓ Effectively manage and maximize cloud efficiency for end customers using the new Azure Cost Management capabilities that provide with a set of tools to monitor, allocate, and optimize cloud costs with rich analytics
- ✓ Move to the cloud for a 'pay-as-you-go' IT that is flexible, secure and compliant
- ✓ Easily transition to the new Azure experience

Partner

- ✓ Azure is priced in US Dollar worldwide providing better price predictability and consistency, no matter where you do business
- ✓ Transition tools to move customers to the new Azure experience
- ✓ **Efficiently manage all your customers** through improved capabilities including new tools like **Azure Lighthouse** and **expand your portfolio of services**
- ✓ Get recognized for **differentiated value-added services** on an ongoing basis **through the partner earned credit model**
- ✓ Governance, control and support of customer environments
- ✓ StreamOne Cloud Marketplace will help you to provision, bill and manage your cloud services with no upfront investment needed
- ✓ 24/7 Cloud Support services (CSS) aligned to your cloud maturity



Customer objection handling:

What is the difference between the Azure plan and Azure subscriptions?

Azure Plan is a commercial structure for pay-as-you-go Azure resources, available in other sales motions and now coming to CSP. Partners will be invoiced for consumption of the Azure resources that are mapped to a customer's Azure Plan. This allows for the simplification of the partner's purchase experience, as a partner can provision multiple Azure subscriptions under the Azure plan.

What are the pre-requisites to move to Modern Azure?

Your customer will be eligible to be transitioned to an Azure Plan. If: (i) Indirect Reseller have signed the Microsoft Partner Agreement. (ii) End user customer has accepted the Microsoft Customer Agreement. (iii) The subscription is in active status.

If an End Customer move to the new Azure Modern, can they move back to legacy?

No. After moving to Azure Plan, you cannot go back to Legacy Azure.



Next Steps

Sign up to Microsoft CSP program with Tech Data and then you will be able to gain access to our specialists.

Leverage StreamOne to easily provision and bill cloud to your customers, owning the relationship without having to invest in cloud infrastructure.

Use Tech Data learning materials to train your commercial and technical resources up to sell Modern Azure cloud-based solutions.



Customer objection handling:

How can I purchase Azure Reserved Virtual Machine (VM) Instances on Azure Modern?

Resellers can purchase one-year or three-year term Azure Reserved VM Instances directly in Streamone, and pay with a single, upfront payment or on a monthly basis. The monthly payment option is available at no extra cost. However, if you're in a non-US-dollar market, your monthly payment amount may vary depending on the current month's market exchange rate for your local currency.

What is "Partner Earned Credit for services managed"?

In Modern Azure, in the case of indirect providers and their indirect resellers, the indirect provider will be eligible for Partner-Earned Credit (PEC = Front End Margin), if either the indirect provider or indirect partner or both have 24x7 operational control (admin of behalf of role - AOBO) and management of the customers Azure resources in CSP.

In case of PEC lost, Tech Data will charge the Reseller at 5% over MSRP the value of the service.

Revoke or re-instate admin privileges for Azure subscriptions please [click here](#) and find a complete guide with a specific section on this topic. Visit [QAOB roles eligible for PEC](#).

For further information please contact your Microsoft Cloud Solutions Team:

www.techdatacloud.eu/csp-home/azure/the-new-azure-experience | cloud@techdata.eu

