

# Microsoft Azure Practice Building

## Battle Card



### Elevator Pitch

Grow your cloud business with Microsoft Azure Practices. Focus in on the biggest market opportunities and capture them with by partnering with Tech Data to increase your profitability and competitive edge.

### Value Statement

These Microsoft Azure practices will enable you to;

- Expand your portfolio with cloud managed services
- Go-to-market more quickly and easily
- Be focused on creating business outcomes for your customers
- Create cross sell and upsell opportunities
- Invest in the customer experience

Our first Microsoft Azure Practices will be;

- **Secure Remote Work Practice** – secure collaboration for employees
  - Citrix Briefcase
  - Windows Virtual Desktop (WVD) Briefcase
  - Become a Secure Remote Work MSP Practice Briefcase
- **Core Instructure Practice** - embrace hybrid cloud strategies
  - Cloud Migration Briefcase
  - Business Continuity Briefcase
  - Become a Core Infrastructure Practice Briefcase
- **Enterprise Applications Practice** – build an SAP practice in the cloud
  - SAP on Microsoft Azure Briefcase
  - Become an Enterprise Applications Practice Briefcase

### Qualify questions to understand customer pain points

- How do I stay relevant to my customers during this time of digital transformation?
- What are the key business outcomes that my customers need?
- How can I ensure that my customers IT systems are protected from security attacks and are compliant with current legislation?
- Do you have the relevant Microsoft Azure skills to migrate your customers applications to the cloud?
- Do you know the most cost-efficient approach to running your workloads in Azure?



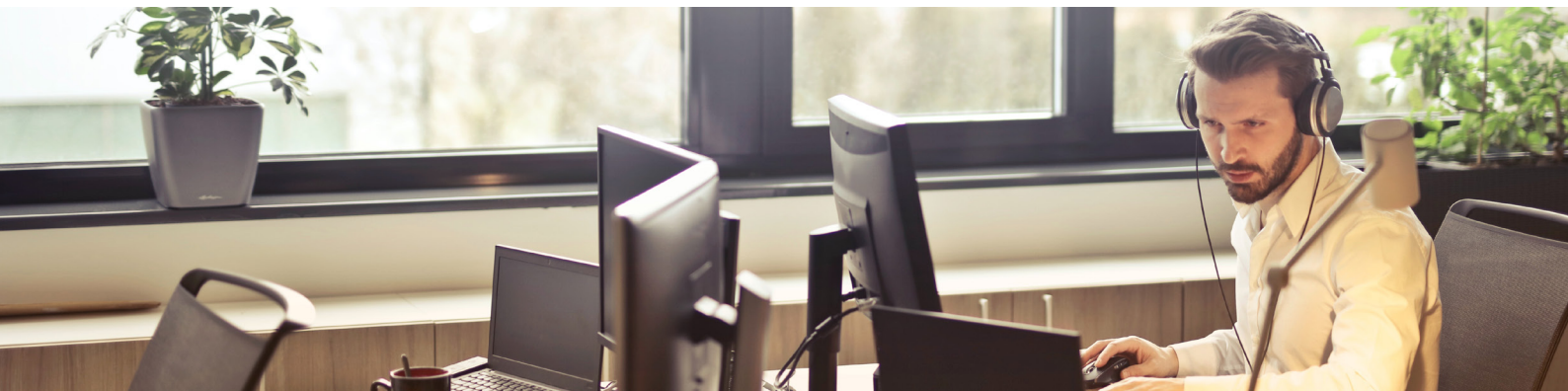
## Key differentiators

### End User Customer

- Leverage cloud and hybrid IT strategies to innovate and use OpEx rather than CapEx to fund IT projects
- Tried and tested business outcomes in areas that will help you to transform your business
- De-risk investment with tried and tested solutions to deliver business outcomes

## Partner

- Tech Data value add of cloud services, solutions, support and skills development
- Faster time to market with tried and tested solutions delivering business outcomes
- Practice Builder Methodology to de-risk diversification



## Customer objection handling

### Q My existing business is strong, why should I diversify?

Cloud consumption continues to grow, and cloud-ready partners see a 123% year on year growth rates, you can use cloud to recruit net new customers, or expand your business with existing ones

### Q Microsoft Azure is limitless, where do I start?

Tech Data's Microsoft Azure Practices focus in on the biggest market opportunities, start there.

### Q I want to diversify my business but that can be risky. How can I mitigate the risks?

Tech Data's Practice Builder Methodology helps you to transform your business, ensuring that you protect your current revenue streams whilst focusing on new ones.

## Next Steps

For further information please contact your Microsoft Azure Team:

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