



Microsoft Azure Core Infrastructure Practice

Battle Card

Elevator Pitch

You are an expert on solving your customer's most complex infrastructure challenges, delivering reliable solutions, best-in-class performance and secure from design architectures.

Cloud technologies are driving digital transformation and have the scale, flexibility and resiliency to enable you to extend your portfolio and deliver new business outcomes quickly and easily. We help our partners to grow their opportunity by adding Hybrid Cloud services that can leverage on your existing strategy. We amplify your reach and guide you in your cloud adoption journey. Now is the time to diversify, whilst protecting your core business.

Cloud-ready partners see a 123% year on year growth rates. Create new differentiated solutions extending your customer's Infrastructure through Microsoft Azure with Tech Data's value-added services and solutions.

Value Statement

Our Microsoft Azure Core Infrastructure Practice will help 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 Microsoft Azure Core Infrastructure Practice contains these practice briefcases;

- **Hybrid Cloud Briefcase** –migrate your customers to the cloud and upsell security, 24/7 support, assessment, migration and management services
- **Business Continuity Briefcase** – move to a higher value business continuity conversation
- **Become a Core Infrastructure MSP Briefcase** – increase your margin and add more value to your customers with managed services

Qualify questions to understand customer pain points

- How can I ensure that my customers IT systems are protected from security attacks and are compliant with current legislation?
- Would you like to be able to leverage hybrid IT strategies to deliver new IT solutions, whilst still maximising the ROI from existing on-premise equipment?
- How do I stay relevant to my customers during this time of digital transformation?
- Do you want to be able to deploy new business outcome-based solutions without the need for important Capital Expenditures?
- How can you help your customers modernize legacy applications and focus on delivering digital solutions to business problems for their organizations?
- Do your customers want to deploy new IT solutions quickly and easily decreasing their time to market and increasing innovation?

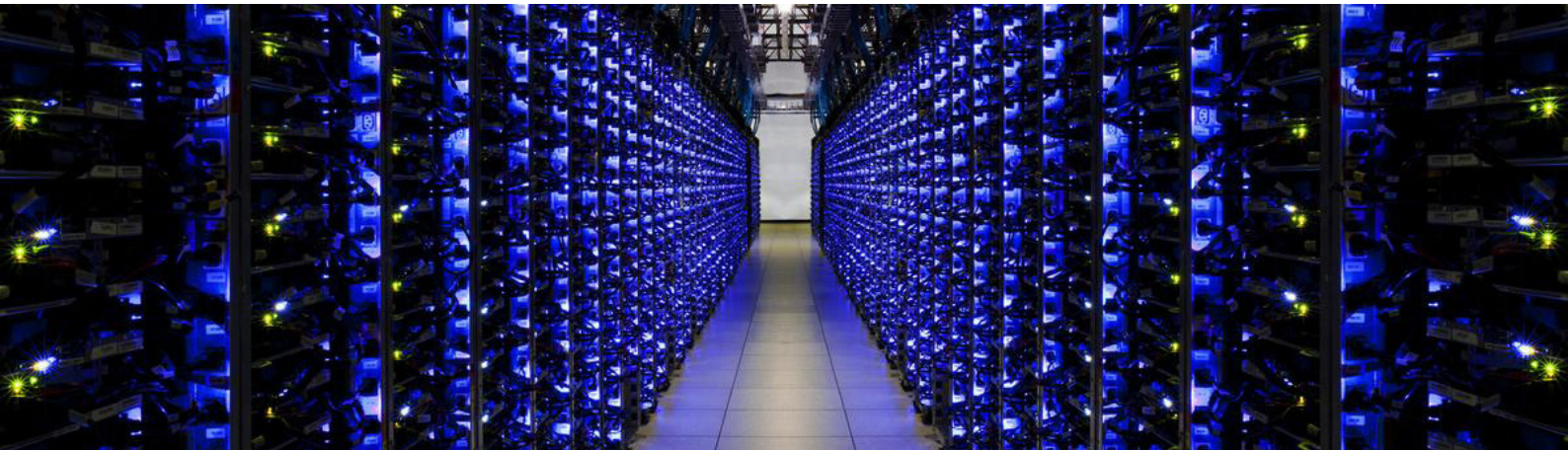


End User Customer

- Leverage cloud and OpEx instead of CapEx to fund the new IT deployments
- 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 customers existing on-premise IT equipment is adequate, why should I move to the cloud?

- Running on a cloud-based platform also makes IT more accessible to organisations, and customers can 'pay as they go' and right size new business outcome-based solutions
- Microsoft Azure has industry leading security features that protects data and supports compliancy
- Deploying IT in the cloud allows you to diversify your business and create stickiness with your customers

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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