Microsoft Azure Enterprise Applications Practice

Battle Card

Elevator Pitch

Grow your cloud business with the Microsoft Azure Enterprise Applications Practice. With demanding applications such as SAP, Oracle and Dynamics on-premise deployment requires huge upfront investments and numerous challenges in both implementation and management.

Take them to the cloud however, and you have applications with the potential to flex and scale, deployable without that initial cost.

Value Statement

Our Microsoft Azure Enterprise Applications 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 Enterprise Applications Practice contains these practice briefcases;

- **SAP on Azure Briefcase** – build an SAP cloud practice, migrate your SAP customers to the cloud
- **Become an Enterprise Applications MSP Practice** – increase your margin and add more value to your customers with managed services

Qualify questions to understand customer pain points

- Would you like to be able to deploy new enterprise applications without the initial CapEx investment for new hardware to support it?
- Do you customers want to deploy enterprise applications quickly and easily decreasing their time to market and increasing innovation?
- 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 know the most cost-efficient approach to deploying enterprise applications?

Key differentiators
End User Customer

- Leverage cloud and Opex instead of CapEx to fund the deployment of enterprise applications
- 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 enterprise applications are adequate, why should I move to the cloud?

- Running on a cloud-based platform also makes enterprise applications more accessible to organizations, without requiring the budget or technical resources to run them in-house. Public Cloud offers critical advantages over traditional infrastructure for essential applications.
- Microsoft Azure has industry leading security features that protects data and supports compliancy
- Deploying applications 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:

www.techdatacloud.eu | **cloud@techdata.eu**