



Microsoft Azure Remote Work Practice

Battle Card



Elevator Pitch

Grow your cloud business with the Microsoft Azure Remote Work Practice. Due to the global pandemic remote working is the new norm and a huge market opportunity. Organisations are demanding a robust experience that fosters collaboration and ease of use, as well as the flexibility to rapidly adapt to market demands.

Remote working solutions must be designed and deployed with productivity, security and compliance top of mind.

Value Statement

Our Microsoft Azure Remote Work Practice will help you to;

- Expand your portfolio
- 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 Remote Work Practice contains these practice briefcases;

- **Windows Virtual Desktop Briefcase** – win new virtualisation opportunities, migrate workloads the cloud or effectively manage Windows 7 end of support
- **Become a Secure Remote Work MS Briefcase** – increase your margin and add more value to your customers with managed services
- **Citrix** – maximise productivity and enhance the experience

Qualify questions to understand customer pain points

- Do you customers want to deploy remote working solutions, but they are concerned about security and device management?
- Do your customers ever worry about upfront investment for the very latest remote working solutions?
- 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/they know the most cost-efficient approach to deploying remote working solutions?

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 There are many different Microsoft Modern Workplace licences, where do I start?

Tech Data's Microsoft Azure Remote Work Practice focuses 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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