

FY 2017-18

Azure Industry Readiness Playbook for Global SI Partners



- About the Program
 - Goals and Objectives
 - Program Outcomes & Critical Success factor
 - Program Management- Engagement Model
 - Rollout Plan
 - Governance Plan
 - Program Management team & Reporting Structure
- Learning Strategy
 - Session Structure
 - Learning framework, Outcomes & Milestones
 - Learner Journey
 - Needs Identified- Competency map
 - Content Strategy
 - Delivery Methodology
 - Assessment & Badging Criteria
 - BOM

A night-time photograph of an industrial facility, likely a refinery or chemical plant. The scene is illuminated by various lights, including tall smokestacks and complex piping structures. A road with streetlights and trees is visible in the foreground. A prominent orange diagonal line runs from the top left towards the center of the image.

About the Program

Transforming the partner Sales/Pre Sales Organization from **current** level to a competent organization with capability to address the market Opportunity in **Industry Verticals**

Target Audience

- Sales and Presales teams

Transforming the aggregated sales force [Sales + Pre Sales] from transaction sales management to value/solution sales management addressing Industry Verticals

- Creating Field ready Sales Professionals for **Winning Business**
- Provide incremental learning to develop deep capability

Program Outcomes

- Sales Folks-To be defined
- Pre Sales Folks-to be defined

Critical Success factor

- Effective Governance & program Management
- Use of TTT to Scale
- Linking Participants KPI's/KRA's to certification
- Executive Signoff on Outcome
- Infrastructure Access

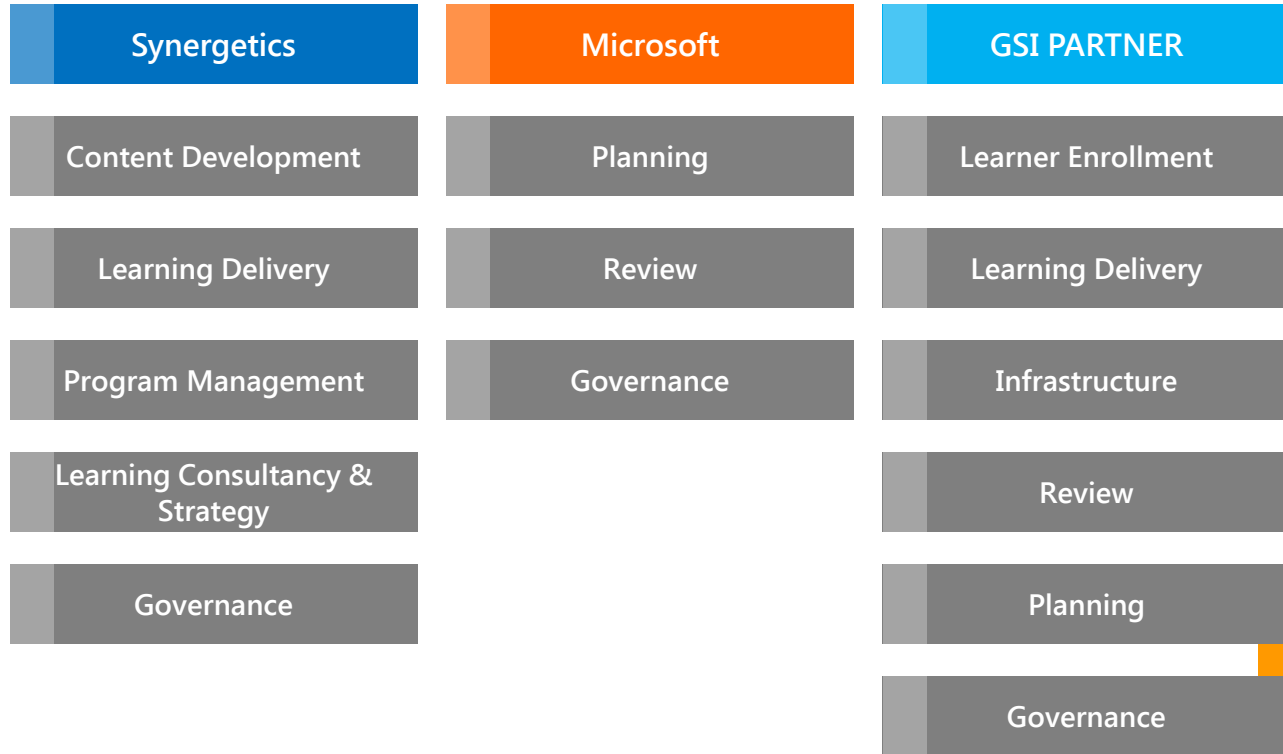
Readiness Criteria

- Internal Assessment
- Artifacts Submission
- Learning path Assessment
- Program Badging

Program Management- Engagement Model



- Identified as one of the critical success factors
- Microsoft to play the role of facilitator
- Partner and vendor to play active operational roles



Engagement Execution & Rollout Plan

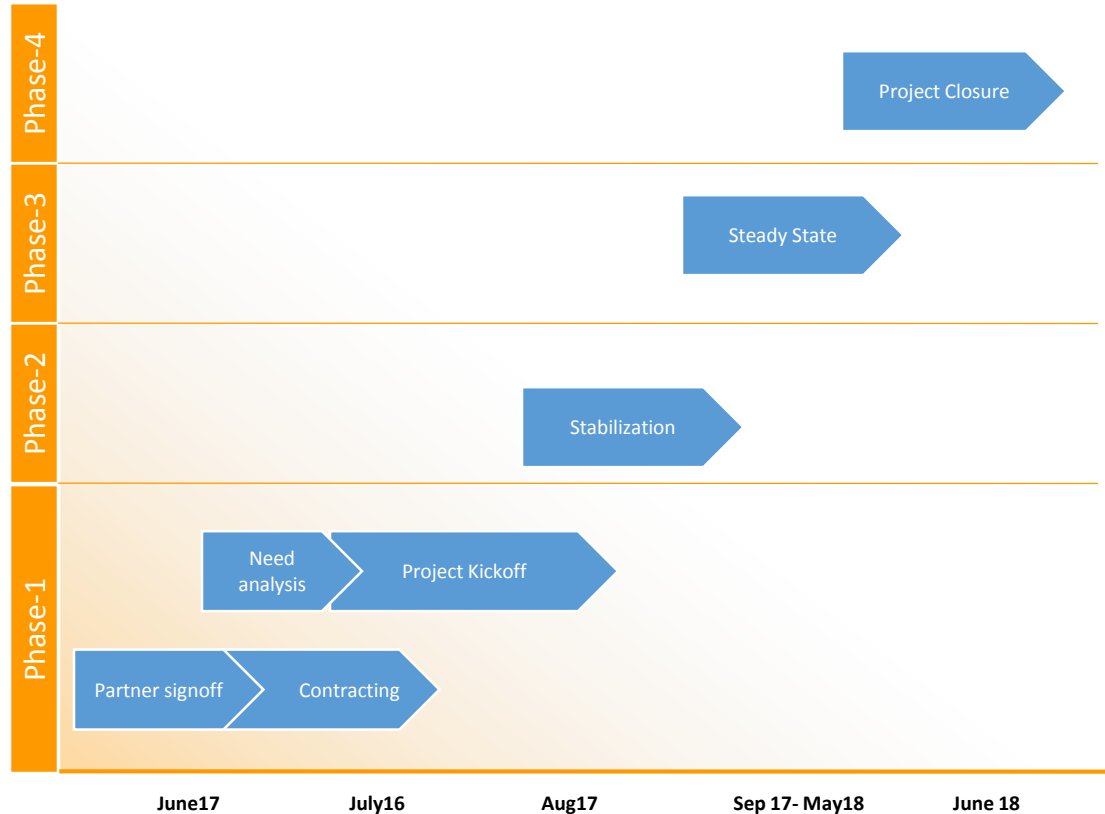


The “**Need analysis and learning strategy**” has been partially completed at this time. It comprised of the following

- Understand business details of the partner
- Understand the operational issues of L&D and the Process
- Understand the challenges, needs and expectations from L&D
- Presentation of facts and approach to management

The “**Contracting**” stage involves the following deliverables

- Finalization of engagement model
- Finalization of SLA and outcome for program
- Finalization of commercials
- Release of PO and Signing of Contract



Engagement Execution & Rollout Plan

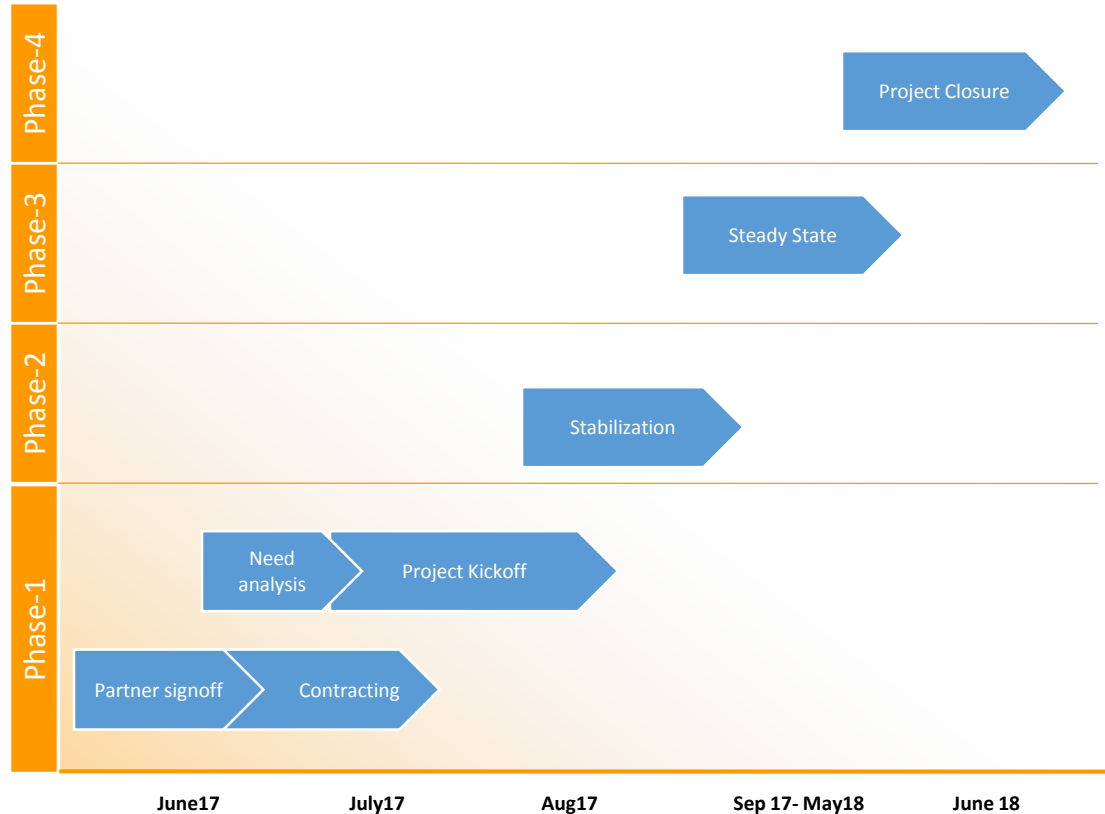


“**Stabilization**” stage has the following deliverables

- Setup e-learning library
- Setup Governance plan
- Setup reporting plan
- Setup managed services
- Setup SLA/SLN for phase 2
- Market Training Program
- Start Deliver training programs

The **phase 3 & 4** are the longest of all the phases. The deliverables are as follows

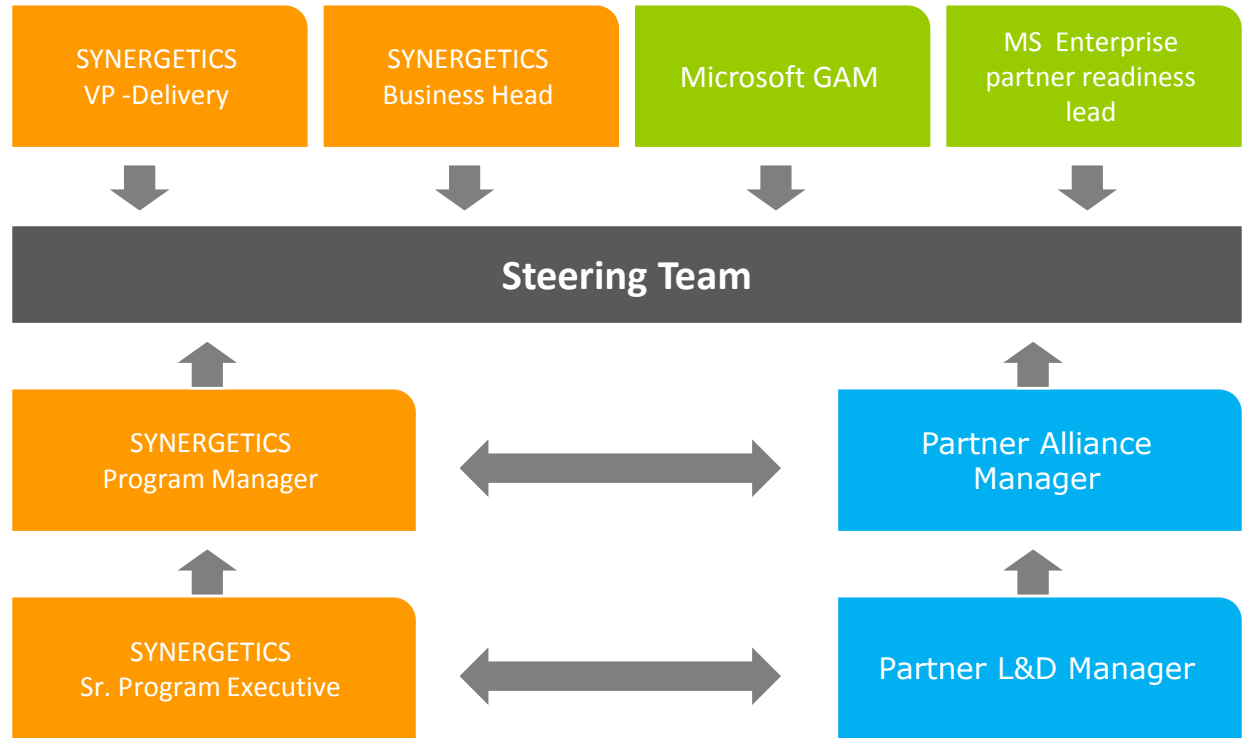
- Study portal and identify gaps
- Have learning analytics tools and systems institutionalized
- Build competency grid



Governance Plan



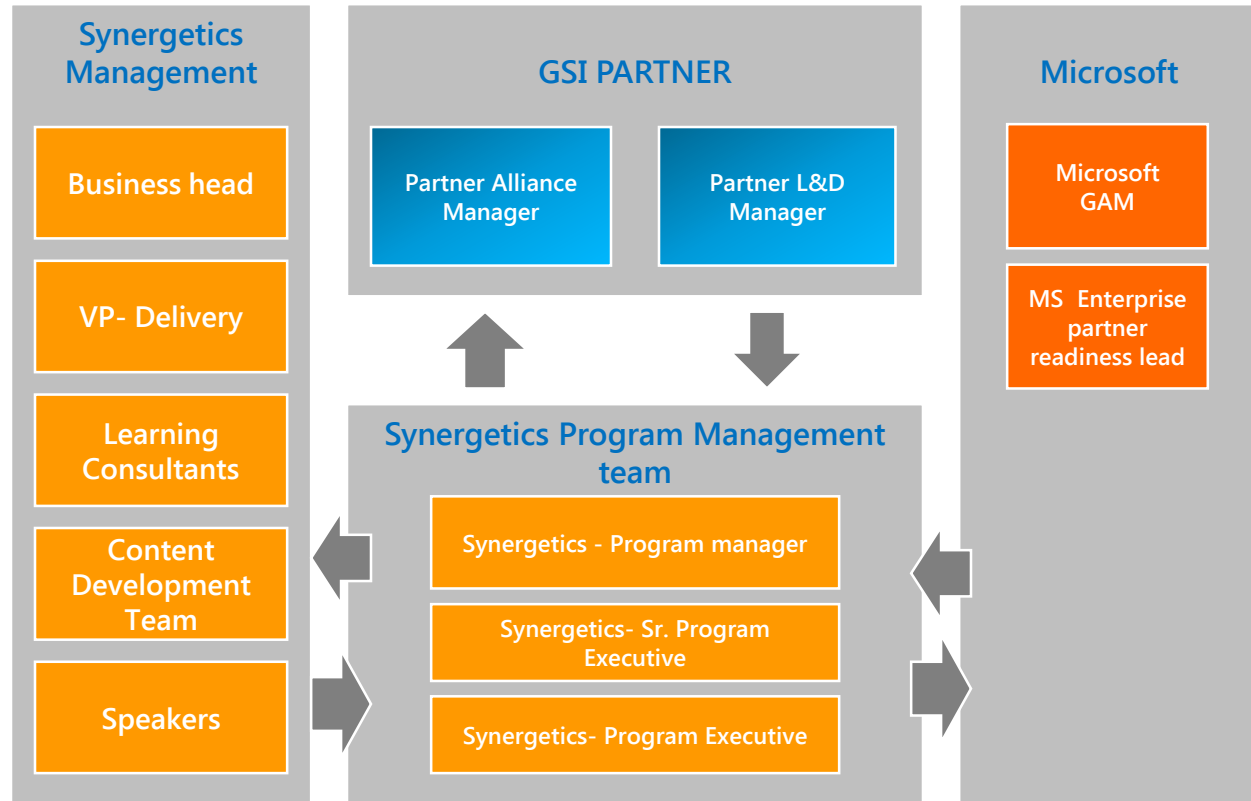
- Periodic meetings (fortnightly, or if required, more frequently) will be held between the Synergetics program Manager, GSI PARTNER and Microsoft readiness lead to monitor and track progress.
- Ad hoc meetings can also be held whenever necessary. All issues will be highlighted and resolved in these meetings.
- Quality Gate meetings will be held at regular intervals to verify Entry and Exit criteria for deliverables.



Program Management Team & Reporting Structure



- Synergetics's Program management team will act as a single point of contact between Synergetics, GSI PARTNER and Microsoft.
- They will interact with the Microsoft readiness lead for all matters such as related to deliverables, SLA and changes from the original contract.
- Program management team will resolve any queries or issues. They will participate in the requirements and design, review deliverables and do follow up with Microsoft Readiness lead for all issues / operational requirements.
- Synergetics will put in place the mechanism to record and track issues and queries.



A photograph of an industrial facility, likely a refinery or chemical plant, at night. The scene is illuminated by various lights, including tall smokestacks and complex piping structures. A prominent orange diagonal line runs from the top left towards the center of the image. The text "Learning Strategy" is overlaid in white on the right side of the image.

Learning Strategy

Session Structure



To win more customer deals, Sales /Pre Sales Folks will need to Generate Demand for Cloud Adoption and Consumption
Without a thorough understanding of Client Business Scenario's aligned to their Industry Verticals it is practically impossible to get customers interested.

The Azure Industry Readiness Playbook is a process of preparing and carrying out tactical sales discussions to articulate, position and sell Azure services and Solutions to Industry Speciality Customers.



BFSI

- Website
- Application Innovation
- Migration
- Hybrid IT



Public Sector

- IoT
- Hybrid IT



Manufacturing

- IoT
- Analytics
- BC-DR
- Hybrid IT



Oil & Gas

- IoT
- Hybrid IT
- Compute



Media & Entertainment

- Compute/Media
- Hybrid IT

Application Innovation in (Industry Vertical-Geography) Design, Deploy, Manage and Administer a Modern Data Center- Hybrid IT

Target Audience: Sales/Pre Sales Engineers



Deep Commitment to solving customer challenges and generating value for customers with IoT Solutions (Industry Vertical)

Target Audience: Sales and Presales



Foundation

- Sales and Presales aware of the fundamental of the cloud [PaaS-SaaS-IaaS] and the services & possibilities with the Azure platform.



Conversant

- Sales professionals conversant with value/solution selling process
- Sales force conversant with Azure Services and the benefits its offers customers



Proficient

- Sales force proficient with identifying prospects, building Azure conversations and pitching for a win
- Proficiency in discovering customer pain point and aligning appropriate Azure services



Expert

- Sales experts capable of up selling and cross selling Azure services
- Sales experts capable of building large Azure deals



Phase 1
No of People [--]

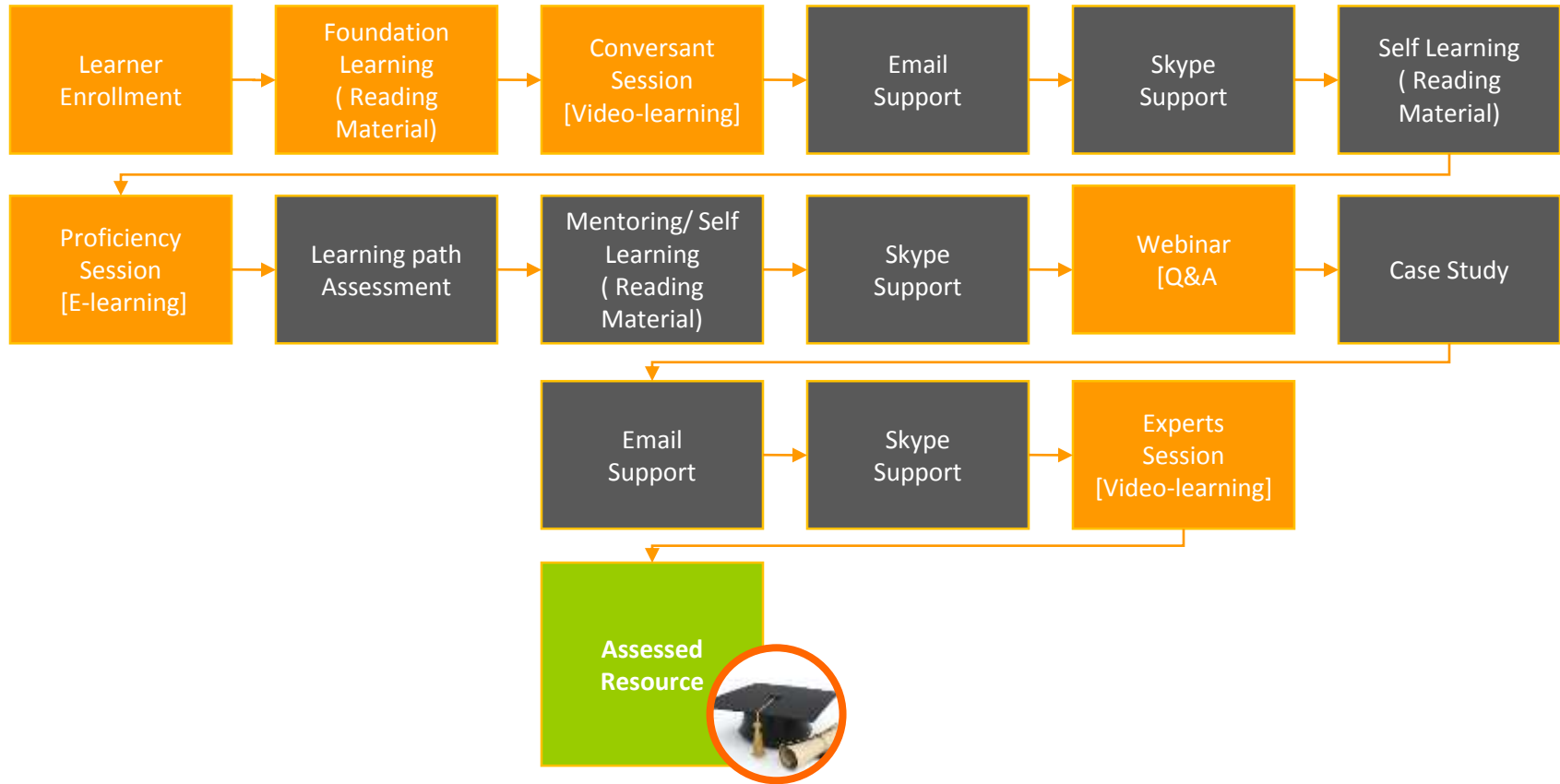
Phase 2
No of People [--]

Phase 3
No of People [--]

Phase 4
No of People [--]



Learner Journey- Technical Resources



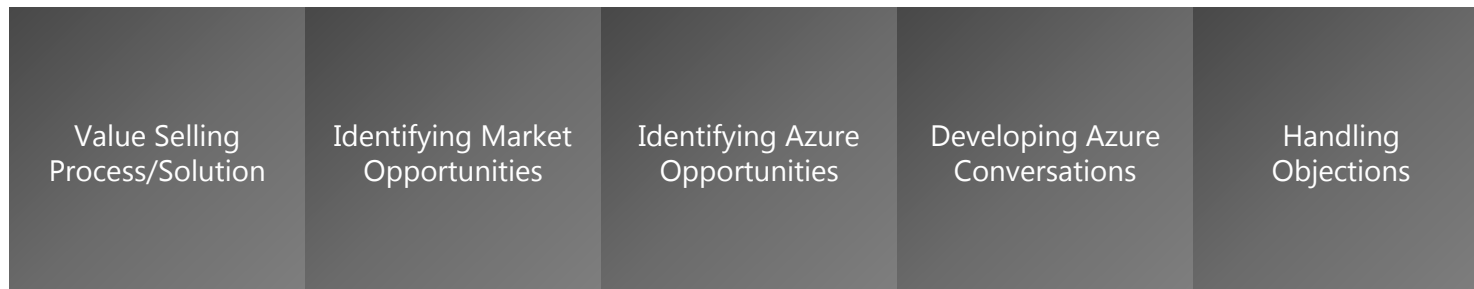
Needs Identified- Competency map



Develop Capability [Skills] On – Leaders and Architects



Develop Capability [Skills] On



Conversant

Skills Built:

Understanding the Market
Opportunities for Azure

Understanding the Azure Sales
process

Overview of the core features and
services related to Azure Solutions

Positioning Azure Solutions

Handling Customer Objections

Effectively selling Azure Solutions

- Internet of Things
- Analytics

Proficient

Skills Built:

Pitching for Azure Solutions

Identifying High Propensity Accounts

Identifying Prospects

Developing Sales Conversations

Generic Solution Areas

Selling in the Modern Digital World

Identifying Prospects for Azure within
your Customer Base

Effectively selling Azure Solutions

- Hybrid with Azure
- DevTest and DevOps

Conversant

- Skills Built:
- Understanding the Market Opportunities for Azure
- Understanding the Azure Sales/Presales processes
- Overview of the core features and services related to Azure Solutions

Proficient

- Skills Built:
- Building the presales solution architectures
- Cost Analysis
- Building Solutions for specific scenarios
- Building Large transformational deals
- Building ROI for Azure solutions

Video-learning Self-paced / On-demand Learning

- Video-learning will be the primary methodology of delivering learning objectives for the program, we will provide a type of Video Learning where, users self learn the Video Learning content at a speed, place, and time of their choice using their personal device such as Desktop, Laptop, Tablet or Mobile

Webinars

- Through Webinars we supplement the Learning from the Video Learning Modules provide deeper insight into the on Emerging technology Its an effective medium of reaching out to multi location audience and provide supplementary knowledge which are gaps during the Video Learning Process. Its benefits are Reach and Cost Rationalization against ILT model.

E-Mail /Skype Support

- Will focus on answering questions of participants as they start practicing their learning this intervention will teach them how to use an expert-level problem-solving process, including options analysis, to handle complex customer scenario's. The methodology will allow them to refine their end-to-end Learning by applying these learning in real life situations.

Azure Sale Pre-Sales Professional



Knowledge of Azure Platform
Knowledge of Azure Solutions
Key Azure Horizontal
Scenario's
Azure Differentiators

Azure Sale Pre-Sales Expert



Objection handling
Compete Pitching
Industry challenges
Opportunity Identification

Azure Sale Pre-Sales Advisor



Industry Specialization
Advanced Knowledge of
Scenario's
Value Proposition for Industry
Vertical

Deliverable	Verticals	No of Sessions per vertical	Units per event	Total Units	Effort Hours per Unit	Total Effort Hours	Price per Unit	
Content Development								
Video	5	4	1 Hour of content per session	20	24	480		
Case Studies	5	4	1 Case Study per vertical	5	10	50		
Reading Material-EDM	5	4	2 EDM's per vertical	10	15	150		
Total						680	To be decided	
Learning Delivery								
Email Support	5	4	5 Vertical	5	20	100		
Webinar	5	4	5 Verticals	5	1	5		
Skype Support	5	4	5 Verticals	5	2	10		
Assessment	5	4	5 Verticals	5	20	100		
Total						215	To be decided	



Thank You