



Global Partner Solutions FY25 Azure Data & AI Partner Playbook

Partner Ready



Thank you!

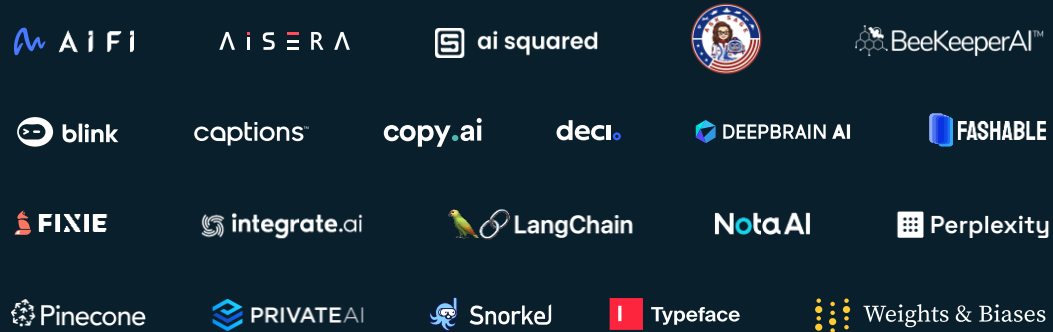
Partner-led engagements

10X

in last 10 months

Leading in the new age of AI

Startups



ISVs



SI



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Build Your Business

- Microsoft AI Cloud Partner Program
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- Practice Building Resources



Investments

- FY25 Data & AI Investment Summary
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Partner Marketing

- Campaign in a Box
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FY25 Foundational Priorities



MCAPS Priorities



Copilots on every device across every role



AI design wins with every customer



Securing the cyber foundation of every customer



M365 core execution



Migrations, migrations, migrations

AI Design Wins

- ➔ Drive use-cases/technical patterns for transforming business process
- ➔ Bring the Microsoft platform differentiation to every customer
- ➔ Transform behavior – from API to holistic approach: AI, Apps, Data
- ➔ It's not a solution play. It's the outcome of executing our solution plays

Anatomy of an AI design win

Developer Productivity



Visual Studio



GitHub Copilot



Copilot Studio



Azure AI Studio



AI design win solutions

AI Platform



Azure OpenAI



Model as a Service (MaaS)



Azure Machine Learning



Azure AI Search



Azure AI Services



Azure AI Studio

App Platform



Azure Kubernetes Service



Azure Container Apps



Azure App Service



Azure API Management



Azure Functions

Data Platform



Azure SQL Database



Azure Cosmos DB



OSS Databases



Microsoft Fabric

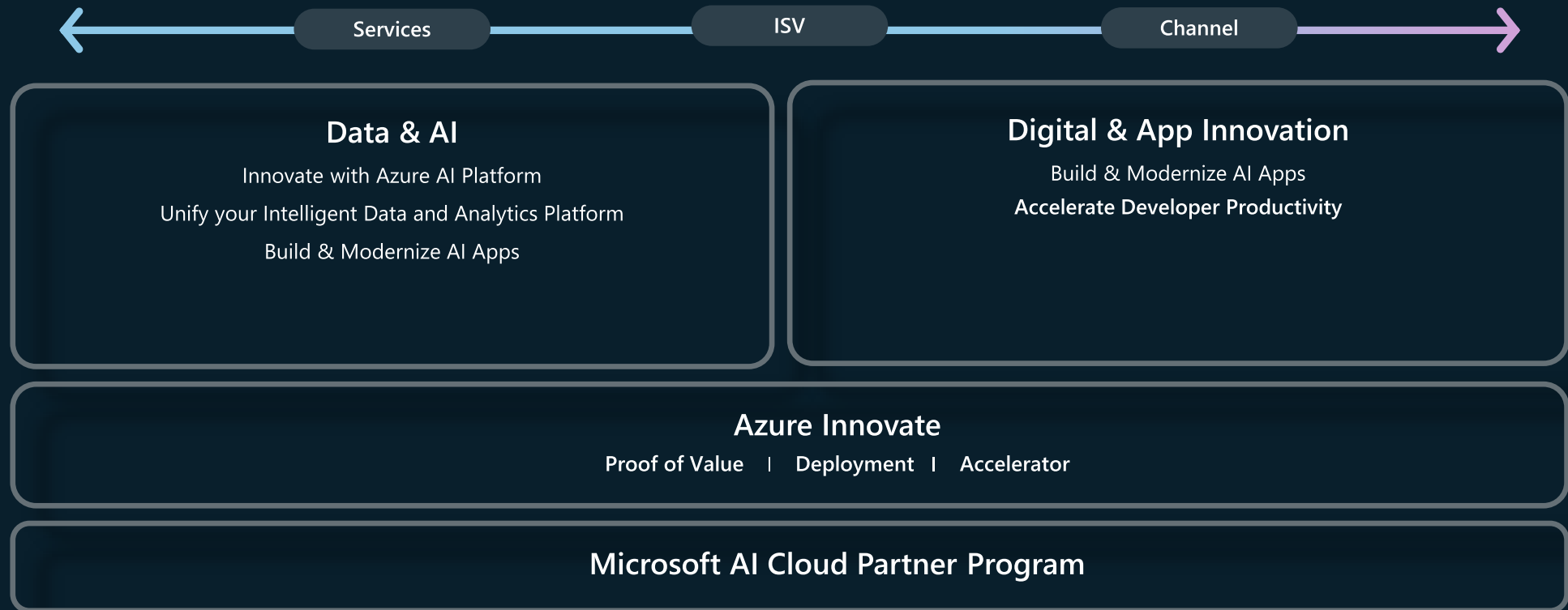


Databricks

Security, Governance, AI Safety

Leading AI Transformation

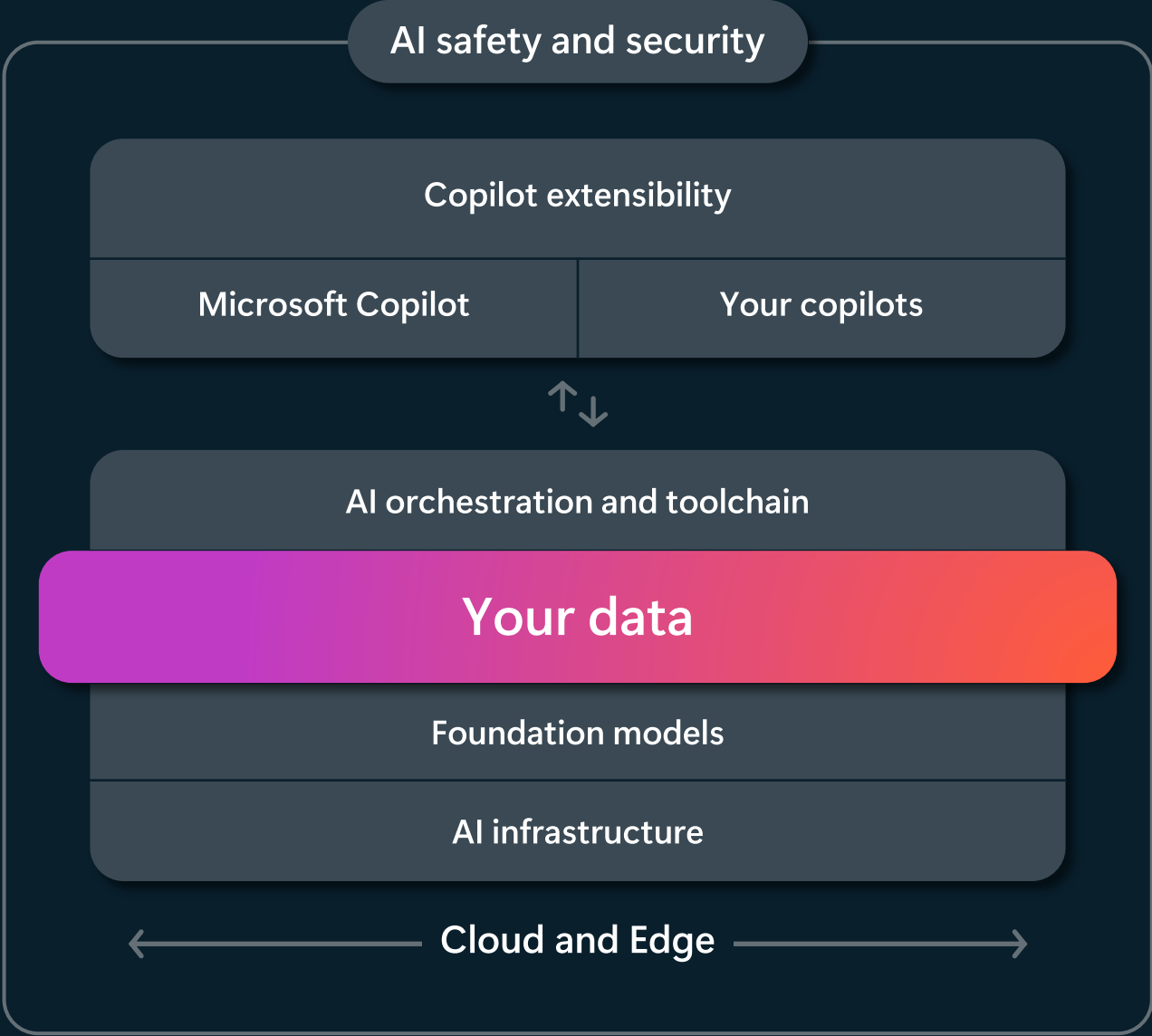
AI Design Wins



FY25 Data & AI Business Overview



Data is the **fuel** that powers AI



Microsoft Cloud

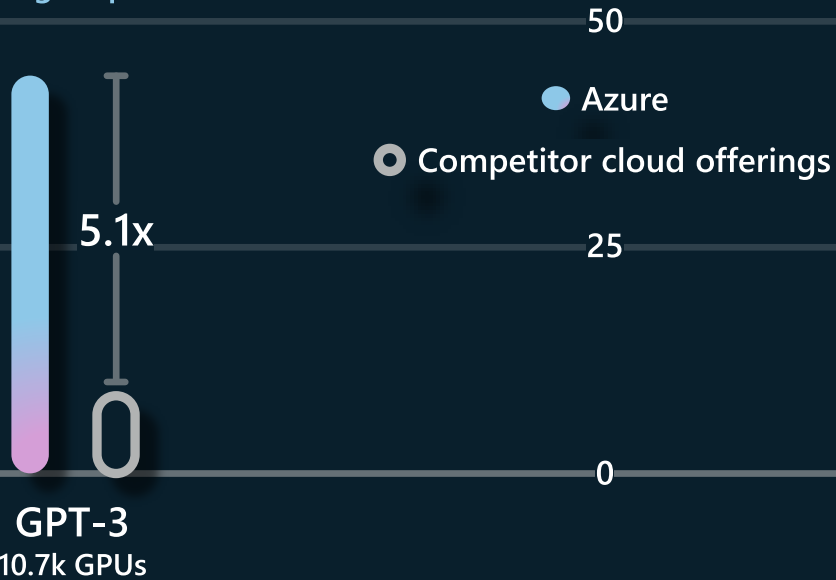
AI infrastructure

Foundation models & AI toolchain

Your data

Best AI infrastructure

Model training Training steps/min



Source: MLPerf Training v3.1

Model inferencing Queries/second



Source: MLPerf Inference v3.1

Microsoft Cloud

AI infrastructure

Foundation models & AI toolchain

Your data

Best selection of frontier and open-source models

Azure OpenAI Service

GPT-4 Turbo
GPT-4 Turbo with Vision
DALL-E 3
Fine-tuning
...

Models as a Service

Llama 2 (Meta)
Mistral premium models
Jais (G42)
Command (Cohere)
...

Model catalog

Hugging Face open models
Stable Diffusion
Code Llama
Mistral 7B
Orca & Phi
Nemotron-3 8B (NVIDIA)
...

Microsoft Cloud

AI infrastructure

Foundation models & AI toolchain

Your data

Databases • Analytics • AI • Governance



Azure SQL DB



Azure Cosmos DB



Azure for PostgreSQL



MySQL



Microsoft Fabric



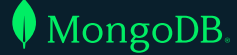
Azure Databricks



Azure AI



Microsoft Purview



The Partner Opportunity



**PARTNER
OPPORTUNITY**

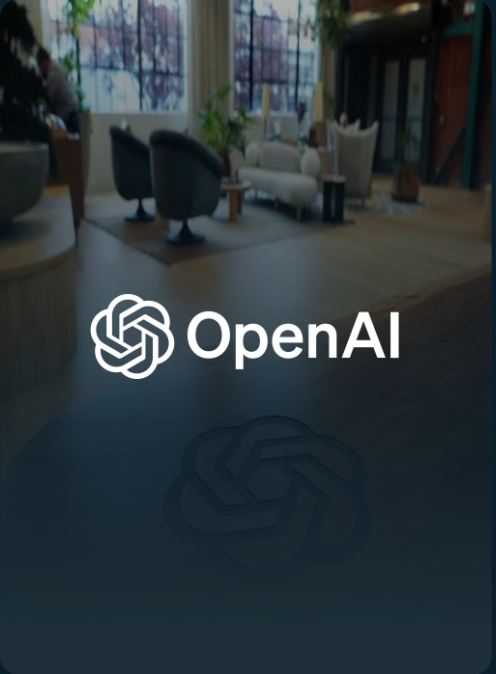
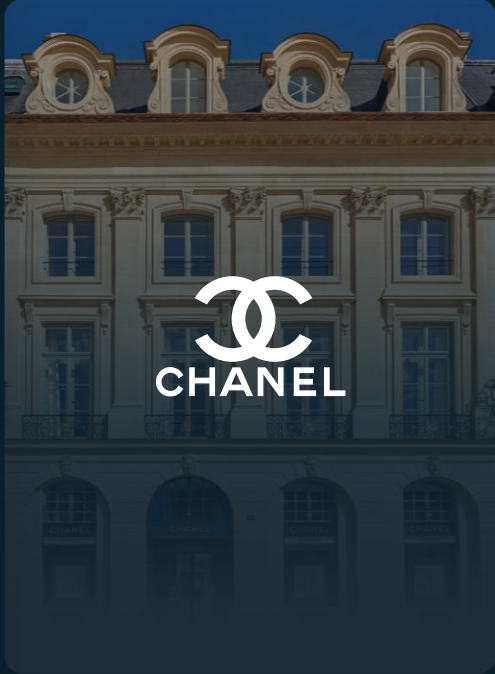
Microsoft + Partner Ecosystem AI Opportunity



- Transform Businesses
- Monetize Services
- Monetize IP

Source: [Microsoft CEO Nadella: AI Partner Opportunity Could Reach \\$7T | CRN](#)


50,000+ companies use Azure AI today



Microsoft Fabric

11,000 paying organizations since GA six months ago



 Milliman

GRUPO
CASASBAHIA

PORSCHE
CARRERA CUP
BRASIL
Dener Motorsport

Example use cases

Business Needs

Business Use Case – Technical Pattern

What can Generative AI do?

Increase Productivity

Internal Virtual Assistant
Developer Efficiency
Document Creation and Analysis
Business Analytics
Learning

Automate Process

Workflow Management/RPA
Document Processing
Fraud, Security & Threat Detection
Digital Inspection & Comparison
Supply Chain Optimization
Compliance

Improve Customer Experience

Personalized Customer Experience
Intelligent Contact Center
Accessibility

Build Creative Content

Marketing, Advertising & Sales Content Generation
Digital Asset Management
Personalized Content Generation
Product Design & Development
Digital Art (including branded content)

Generate New Revenue Streams

Deliver Differentiated Customer Experiences

Modernize Internal Processes

FY25 GTM Strategy



FY25 GTM Priorities

Data & AI Partner opportunities to grow with Microsoft



Win SMC market share
& drive Enterprise
growth



Grow Data & AI Partner
Ecosystem across AI,
Apps, Data & Analytics



Accelerate joint GTM &
Co-sell with Priority
ISVs

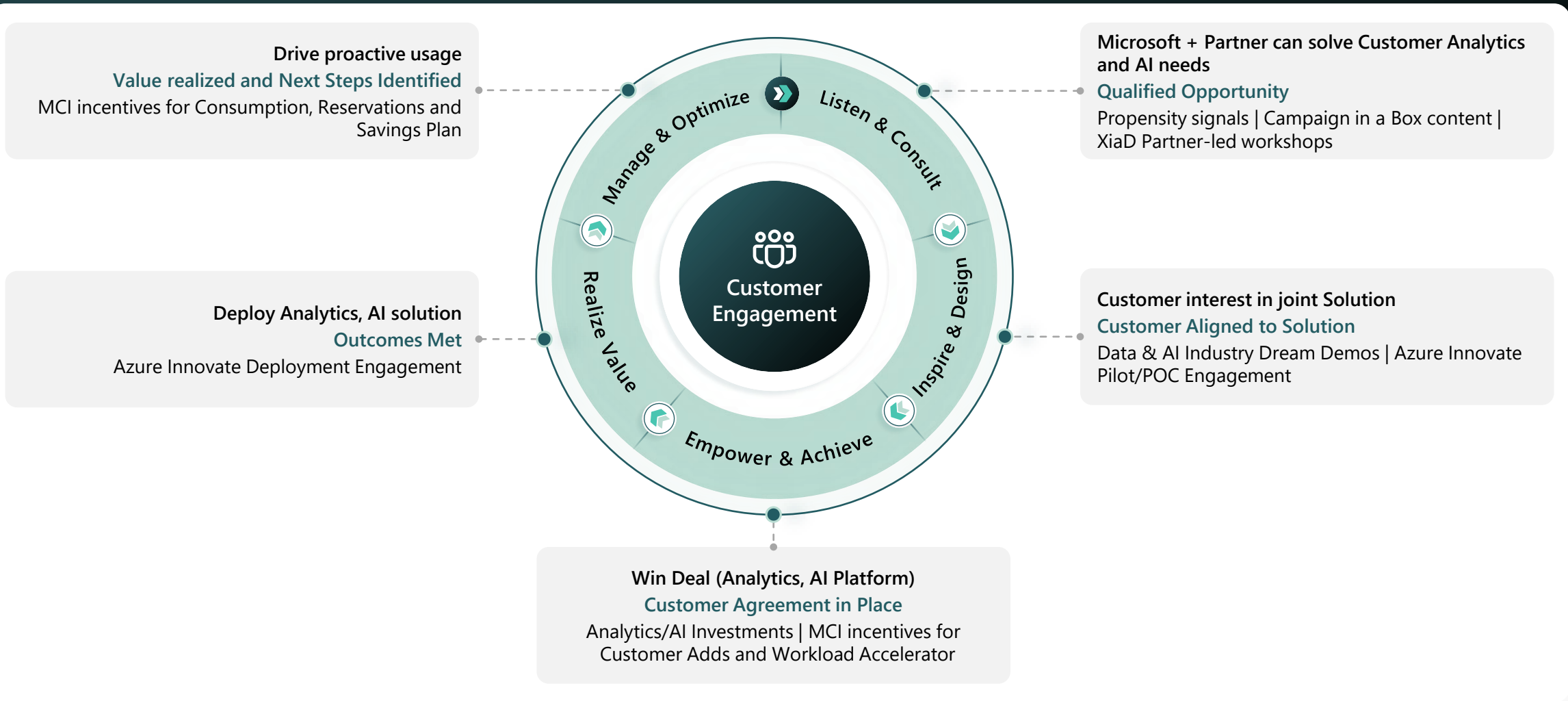
Azure Data & AI: Solution Plays

Mainstream Solution Plays	
Innovate with Azure AI Platform	
Unify your Intelligent Data and Analytics Platform	
Build & Modernize AI Apps	
Future Growth Plays	
Migrate Oracle	
Sustainability w/Analytics	

* *Digital Natives/ISVs as recruit & win targets*

The Data & AI Customer Journey

Microsoft & Partner across all stages



Unify your Intelligent Data and Analytics Platform



Customer Outcome

Unify your hybrid and multi-cloud enterprise data estate for analytics, Prepare data for powerful AI solutions, Provide everyone access to insights, Seamlessly manage, govern, and secure your data estate



Partner Execution

Help customers accelerate the value derived from their data and future proof their data estate

Execute intentional
Co-sell to win together

Drive pre-sales engagements to
accelerate projects

Lead with Fabric (SaaS) and
Databricks (PaaS) anchoring on
OneLake as the data foundation

Get Analytics Specialized or earn
a Solutions Designation to unlock
additional investments

1

Listen & consult

Build Pipeline

Analytics Propensity
Driving Demand
FAIAD Partner-led
Workshops

Campaign in a box
(11 Languages)

2

Inspire & design

Deliver

Analytics Pilot/POC Offer

Data & AI Industry Dream
Demos

Azure Innovate
Pre-sales Investments

3

Empower & achieve

Win deal

Incentives for Customer
Adds & Workload
Accelerator

Data & AI Investments
MCI Incentives

4

Realize value

Deploy

Analytics Deployment
Offer

Azure Innovate
Deployment investments

5

Manage & optimize

Drive

Incremental usage
Incentives for
Consumption, Reservations
& Savings Plan

MCI optimization
Incentives

Technical Readiness Resources : Unify your Intelligent Data and Analytics Platform

Resources	Description
Microsoft Fabric Workshop (part of Azure Depth Workshops) https://aka.ms/partner/AzureVC	4 half-days workshop (16 hours of content) with more than 6 hours of hands-on labs. Run on a monthly basis. Ideal for technical teams to go deep and get hands on experience with Microsoft Fabric. Also available on-demand (hands-on labs only through live events)
One-day in-person technical training on Microsoft Fabric in various locations w/hands-on labs	12 events run in various locations across the world (Americas, Asia, EMEA), from April through June 2024.
Fabric Partner Community https://aka.ms/JoinFabricPartnerCommunity	A diverse Teams community created for all partners interested in building and growing their Microsoft Fabric, PowerBI and analytics practices where partners can engage directly with the Fabric engineering team. Includes weekly Engineering Connection calls
Fabric Career Hub https://aka.ms/fabriccareerhub	Non-stop shop for accessing all resources needed in your staff's certification journey, incl. self-paced learn modules, Learn Together Expert-led walk throughs, Exam crams, Practice tests etc.
Microsoft Fabric self-paced learning paths and modules https://aka.ms/learn-fabric	All self-paced Learn modules for Microsoft Fabric
Microsoft Fabric Learn Together https://aka.ms/learntogether	All expert-led walk throughs covering the Learn modules
Hands on Labs exercises to support the modules on Microsoft Learn https://microsoftlearning.github.io/mslearn-fabric/	All attendees of either a live Fabric Workshop https://aka.ms/partner/AzureVC or a DP-600 instructor-led training will get a free lab environment as part of the class. Partners can also use the 60-days Free Trial https://aka.ms/try-fabric to try Fabric and practice for the exam
Databricks training and resources Get free Databricks training - Azure Databricks Microsoft Learn Azure Databricks documentation Microsoft Learn	Explore learning offerings, from self-paced to instructor-led courses, on the Databricks Academy. And access Azure Databricks documentation on Microsoft Learn

GTM Resources : Unify your Intelligent Data and Analytics Platform

Resources	Description
Fabric Readiness and Enablement Resources collection on Partner Center https://aka.ms/FabricPartnerResources	One stop shop for all Microsoft Fabric sales collateral, including the latest Fabric Pitch decks, a Differentiated Value Prop deck, Deployable and 'Click by Click' Dream Demos, etc. New assets being added in March include New Fabric L100 Pitch deck, New Fabric Technical Slide Library, New Azure Databricks L100 Pitch deck
Data & AI Industry Dream Demos https://aka.ms/dreams	Industry Specific Data & AI Dream Demos, covering a range of Industries, including Retail, Healthcare, FSI, Manufacturing, Public Finance and Sustainability. Available in both Deployable as well as 'Click by Click' versions
Fabric SKU Calculator https://aka.ms/FabricPartnerResources	Tool for calculating the right Fabric SKU for specific customer scenarios (user input), recommending the lowest possible SKU that can cover the CU minutes required
Deliver X in a Day (XIAD) workshops to your customers https://aka.ms/XIADPartnerOpportunity	1 day hands-on workshops that you can deliver to your customer, including Fabric Analyst in a Day (FAIAD) and Power BI Dashboard in a Day (DIAD). Complete workshop, updated regularly (presenter deck, demo scripts, step-by-step guides, Dataset, TTT. Co-branded registration pages and lead-generation
Power Business Decisions w/Cloud Scale Analytics Campaign in a Box (CiaB). PMC: https://aka.ms/AnalyticsCIAB DMC: https://aka.ms/AnalyticsDMC	Customizable digital GTM content, to help partners drive leads and boost visibility of their business. In addition to the generic Analytics campaign, there are now also 3 industry specific campaigns available: PMC: aka.ms/SustainabilityAnalyticsCIAB - aka.ms/RetailAnalyticsCIAB - aka.ms/BankingAnalyticsCIAB DMC: aka.ms/SustainabilityAnalyticsDMC - aka.ms/RetailAnalyticsDMC - aka.ms/BankingAnalyticsDMC

Innovate with Azure AI Platform



Customer Outcome

Enabling customers' AI Transformation by bringing together the full capability of Azure AI platform



Partner Execution

Create & deliver solutions that establish Azure AI as the end-to-end platform for Models-as-a-Service, Tooling, AI Ready Infrastructure, and Responsible AI for Enterprises and Software Development Companies

Get AI Platform specialized or earn a Software Designation to unlock hero investments

Drive pre-sales engagements to accelerate projects

Execute intentional Co-sell to win together

Drive AI Platform customer wins, or development of new AI solutions on Azure AI Platform

1

Listen & consult

Build Pipeline

AI Platform Propensity
Driving Demand

Campaign in a box
(11 Languages)

2

Inspire & design

Deliver

New AI Platform
POV Offers

Azure Innovate
Pre-sales Investments

3

Empower & achieve

Win deal

New AI Platform ISV
Model Publish Offers

Data & AI Investments
MCI Incentives

4

Realize value

Deploy

New AI Platform
Deployment Offers

Azure Innovate
Deployment investments

5

Manage & optimize

Drive

Incremental usage
AI Accelerator (CSP)

MCI Optimization
& CSP Incentives

Technical Readiness Resources : Innovate with Azure AI Platform

Resources	Description
AI Document Intelligence	Learn how to use natural language processing (NLP) solutions to interpret the meaning of written or spoken language. You should already have familiarity with the Azure portal and C# or Python programming.
AI Vision	Learn how to create a custom object detection model using Azure AI Vision Studio.
AI Language	Learn how to use language models to interpret the semantic meaning of written or spoken language. You should already have familiarity with the Azure portal and experience programming with C# or Python
Generative AI with Azure OpenAI	Learn how to train models to generate original content based on natural language input. You should already have familiarity with Azure and experience programming with C# or Python
AI Fundamentals	Learn how to create no-code predictive models, explore conversational AI, and so much more.
Cosmos DB Developer	Learn to build, scale, and optimize modern applications on Azure with Azure Cosmos DB
Innovate with AI in Azure (CAF)	Introduces a few approaches to innovating with AI, including Machine Learning, AI Applications & Agents, and Knowledge Mining
Azure Well-Architected Framework (WAF)	The Azure Well-Architected Framework is a set of quality-driven tenets, architectural decision points, and review tools intended to help solution architects build a technical foundation for their workloads.

GTM Resources : Innovate with Azure AI Platform

Resources	Description
Azure Advisor	Advisor is a digital cloud assistant that helps you follow best practices to optimize your Azure deployments. It analyzes your resource configuration and usage telemetry and then recommends solutions that can help you improve the cost effectiveness, performance, reliability, and security of your Azure resources.
TCO Calculator , Pricing Calculator	Estimate the cost savings you can realize by migrating your workloads to Azure.
Financial Considerations	This guidance will help you learn how to use the cloud to make your IT cost structure more flexible and help you build a business case to migrate to the cloud.
Microsoft Cost Management	Microsoft Cost Management helps you (1) analyze, monitor, and optimize your Microsoft Cloud costs; (2) understand and pay your bill; and (3) manage your billing account and subscriptions.

Build Your Business



Microsoft AI Cloud Partner Program





Action

Accelerate your practice to Data & AI specialization to unlock investments




Solutions Partner designations

Introducing SMB and Enterprise paths to qualification:
Showcase your ability to manage customer data across multiple systems to build analytics and AI solutions

Existing designation

-  Aligned to existing Data & AI designation
-  Same designation, regardless of the path
- Same Benefits

Adjusted requirements

-  Points for smaller net customer adds
-  Fewer prerequisite certifications
-  Points for prerequisite certifications

Specializations

Differentiate your Data & AI practice with specializations



Analytics on Microsoft Azure



Business Intelligence



Data Warehouse Migration to Microsoft Azure



Innovate with AI Platform

Get access to practice accelerating benefits and incentives

Enablement Resources

GTM Resources

Azure credits and other licenses



Azure Innovate offering

Access to co-sell through specializations

Additional Azure credits and other licenses

** Current thresholds will become Enterprise thresholds. Review thresholds for the SMB path. Thresholds and path details will be available in Partner Center early in FY25*

Partner Skilling - Microsoft AI Cloud Partner Program



New members



Partner Launch Benefits

Start building high-performing solutions and kickstart their growth



Partner Success Core Benefits

Create, build, and expand a strong AI and cloud practice



Partner Success Expanded Benefits

Scale their reach further and deepen their partnership with Microsoft



Solutions Partner designations

Differentiate their unique capabilities and proven success with customers



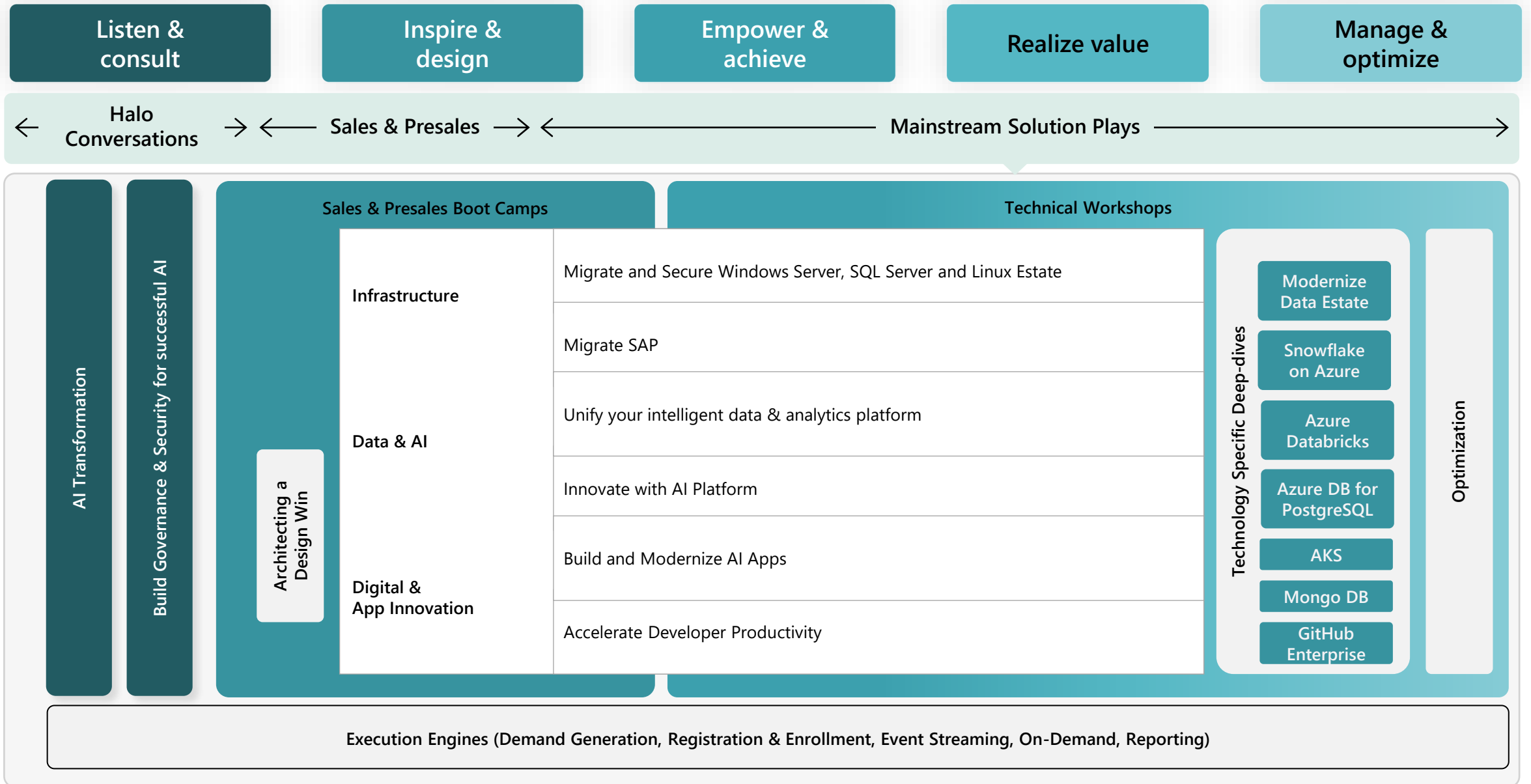
Specializations

Demonstrate their deep technical knowledge in a specific area to customers

Practice Development Playbooks

Certification Weeks

Partner Skilling Aligned to MCEM and Solution Plays – To equip our partners for each stage



FY25 Partner Enablement Big Bets & GPS Skilling GTM

Grow Technical and Sales Capacity & Capability

Copilot on Every Desk

*AI Design Win With Every Account

Cyber Security Solution for Every Customer



Certification Enablement

Support Partner MAICPP Designation & Spec. capacity

Enable technical proficiency in Microsoft Cloud Services to help Partners develop the **baseline skills** needed to build practice & solutions.

AI-102, DP-100, DP-600, DP-420, AZ-204



Project Ready/Deployment

Enable partner Practice/Delivery teams to accelerate deployment capability

Enable Developers, Solution Architects & Data Scientists with **advanced design & deployment capability** for real-world scenarios.



Sales Enablement

Enable partner Sellers to sell more effectively

Enable partner Sellers to sell more effectively through **demonstrating and landing Solution Play value.**



Technical Pre-Sales Enablement

Enable partner Tech Sellers to build a practice or solution

Enable Tech sellers to act as SMEs influencing a sale via in-depth product demos and answering RFP technical questions.

Innovate with Azure AI Platform / Unify your Intelligent Data and Analytics Platform

Improve deployment efficiency & time to value

Accelerate sales lead cycle success

Core Levers

ESI Benefits (Prioritized)
[Microsoft Applied Skills](#)

Regional Training Solution Partners (Prioritized)
[Certification Weeks](#)

ESI Benefits (Prioritized)
[Microsoft Applied Skills](#)

Regional Training Solution Partners (Prioritized)
[Azure Technical Workshops](#)

[Sales Bootcamps](#)
[Partner Sales Acceleration Program](#)
[Solution Play Sales Enablement](#),
Executive Enablement Series: [Podcast](#) and [Vodcast](#)

[Solution Play Pre-Sales Enablement](#)
[Azure Technical Boot Camps](#)

Digital 1:Many Bootcamps(All Partners), Private Bootcamps(GSIs)
Execution Engines (Demand Generation, Registration & Enrollment, Event Streaming, On-Demand, Reporting)

FY25 Investments



FY25 Azure – Partner Investments Summary

Themes



Grow investment portfolio materially year-over-year



Focus on outcomes, growth, and driving platform choice



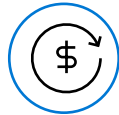
Differentiate across segments, solution plays, partner types and roles



Balance portfolio execution across agility, stability, & simplicity

Copilot on every device, AI design win in every account, Cybersecurity solution for every customer

Opportunities



Agile Investments

Increasing investment in **Azure Migrate & Modernize (AMM)** and **Azure Innovate (AzI)** as hero offering for migration and AI



Structured Investment




Grow CSP effective rates YoY and **Optimizing CSP accelerators** for strategic workloads & AI design wins



ISV

Increase **ISV/Software Development Companies/Digital Natives investments** to drive migration, innovation, and marketplace growth

Azure: FY25 Partner Investment

Investment	Key Changes	Partner Comms ETA
	<p data-bbox="257 468 519 504">Agile Investments</p> <p data-bbox="685 468 794 504">Update</p> <ul data-bbox="863 334 1977 639" style="list-style-type: none"> • Maintain AMM & Azure Innovate as the lead programs for Migrations and AI • Introduce new Azure AI Platform proof of value & deployments across different engagement scales and catering to all partner types. • Continue project sizes and payouts from FY24 • Continue AMM DfC to drive secure migrations • WAN campaign will not renew for FY25. Strategic shift towards cloud and AI solutions. 	<p data-bbox="2040 425 2397 496">Partner Comm: > MCAPS START</p> <p data-bbox="2040 511 2219 546">Effective: 7/1</p>
	<p data-bbox="257 751 596 786">Structured Investments</p> <p data-bbox="685 751 794 786">Update</p> <ul data-bbox="863 686 1951 853" style="list-style-type: none"> • Increase investments in CSP by growing incentive effective rates YoY. • Continue CSP program eligibility and maximum earning opportunities YoY. • Optimize CSP accelerators for strategic workloads & AI design wins such as encompass additional priority workloads such as Fabric and Databricks,. 	<p data-bbox="2040 729 2333 765">Partner Comm: Sept.</p> <p data-bbox="2040 779 2237 815">Effective: 10/1</p>
	<p data-bbox="257 969 308 1005">ISV</p> <p data-bbox="685 969 794 1005">Update</p> <ul data-bbox="863 905 1918 1072" style="list-style-type: none"> • Increase investments in ISV ACR Growth campaign • Increase investments in ISV Marketplace Transact and Grow campaign • Introduce AI Envisioning sessions for ISVs led by SI partners within Azure Innovate 	<p data-bbox="2040 933 2397 1005">Partner Comm: > MCAPS START</p> <p data-bbox="2040 1019 2219 1055">Effective: 7/1</p>

Partner Marketing



Campaign-in-a-Box (CiaB)

Discover partner-ready marketing assets that align to mainstream solution plays.



What is CiaB?

- **Ready to launch** customizable campaigns
 - **Approved** Microsoft **value propositions, messaging and branding**
 - **Aligned** to Microsoft **priority solution areas and industries**
- **Available to all Microsoft AI Cloud Partners**
 - Microsoft invests **significant \$\$ and resources** so that partners can **go to market faster**
 - Drive **top of the funnel leads** for partners

Example: Partner Marketing Center CiaB | 'Era of AI' campaign

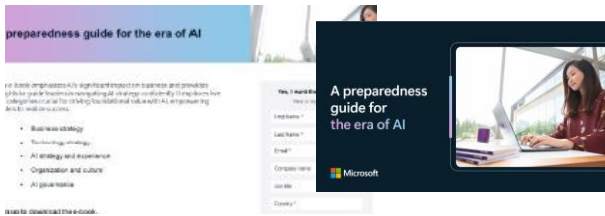
Build awareness

Demand gen email sequence, social assets/ads, Infographic, Thought Leadership



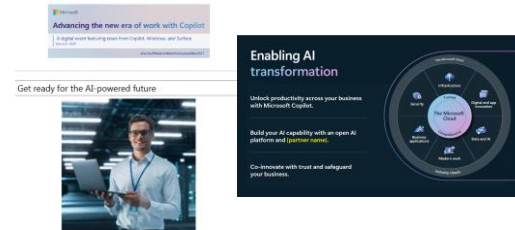
Acquire leads

Landing page with gated e-book



Nurture opportunities

Nurture emails, To-customer pitch decks



Two ways partners can leverage CiaB

- **Partner Marketing Center (PMC)**—Downloadable customizable assets w/ execution guides
- **Digital Marketing Center OnDemand (DMC)**—Platform to **launch multi-week campaigns** to generate **new leads**



Azure Data & AI: Through Partner Marketing Campaign FY25 Roadmap

FY25 Q1

FY25 Q2

Innovate with Azure AI Platform

- Automated Digital Marketing Content OnDemand (DMC) campaign
- Partner Marketing Center (PMC) campaign with customizable assets for partners to download



NEW!

Unify your Intelligent Data & Analytics Platform [SMB]

- Automated Digital Marketing Content OnDemand (DMC) campaign - SMB
- Partner Marketing Center (PMC) campaign with customizable assets for partners to download



NEW!

Unify your Intelligent Data & Analytics Platform

- Automated Digital Marketing Content OnDemand (DMC) campaign
- Partner Marketing Center (PMC) campaign with customizable assets for partners to download



DMC/PMC

Era of AI (Halo Narrative)

- Automated Digital Marketing Content OnDemand (DMC) campaign
- Partner Marketing Center (PMC) campaign with customizable assets for partners to download



DMC/PMC

Customer Targeting / Business Objective / Hero Product

Enable customers' AI Transformation by bringing together the full capability of Azure AI platform and drive AI platform customer wins

Lead with Fabric, anchoring on SaaS experience with low code/no code experience
Upsell Power BI to Fabric
Migrate SQL on-prem workloads to Fabric
Land Fabric as next logical workload for existing Azure customers

Lead with Fabric and Databricks, anchoring OneLake as the data foundation

1. Net-New Customers for Microsoft Analytics solutions
2. For existing customers: expanding the number of workloads

Drive AI design wins

Partner Targeting

GSI/ESI

GSI, RSI, ISV, NSI, Indirect Providers (IPs) and their Resellers (VARs)

GSI, RSI, ISV, NSI

All Partner Types

FY24 Campaigns will stay in place until new/updated CiaBs have launched



New Content



Refreshed Content

Campaigns will be localized into 11 languages: German, Spanish (Spain), Italian, French, Russian, Japanese, Chinese (simplified), Chinese (traditional), Korean, Turkish, Portuguese (Portugal)



Thank You