



Azure Migrate and Modernize & Azure Innovate Partner-led

Frequently Asked Questions

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General Questions

What are Azure Migrate and Modernize & Azure Innovate Partner-led offerings?

Azure Migrate and Modernize & Azure Innovate Partner-led are Azure's two hero offerings for FY24.

These offerings are exclusively for Azure Expert MSPs and Azure Specialized partners.

The capabilities of Azure Offerings Partner-led are:

- **Nominate customer engagements directly.** Partners can nominate directly and access investments to help accelerate customer migration and modernization engagements.
- **Faster approval via standardized offers.** Azure Migrate and Modernize & Azure Innovate Partner-led uses pre-determined offer sizes to expedite approval times and enable agility and scale.
- **Self-serve workflow to nominate and track.** Partners can now nominate aligned customers to Azure through Microsoft Commerce Incentives (MCI) within their Partner Center experience. A self-serve workflow provides partners the ability to track approval status and get paid upon engagement completion.

What scenarios are supported?

Azure Migrate and Modernize Partner-led currently supports the following scenarios.

- **Infrastructure and database migration** - for Windows Server, SQL Server, VMware, Linux and OSS-databases.
- **Azure VMware Solution (AVS)** is also a supported migration destination.
- **Virtual desktop infrastructure (VDI)** - for Windows 10 and 11 based virtual desktops, incl. VMware and Citrix solutions
- **Migrate Enterprise Apps** - migrate a portfolio of existing customer's applications to Azure App Service
- **SAP** - for SAP native environments, SAP HANA migration and greenfield implementations
- **SAP RISE** - for customers migrating to SAP RISE

Azure Innovate Partner-led currently supports the following scenarios.

- **Analytics** - (i) Migration and deployment services of on-premises or cloud data warehouse platforms (ii) new analytics use cases
- **Build & Modernize AI Apps** - (i) containerization of applications, (ii) re-platform apps on Azure PaaS, (iii) infusing apps with AI capabilities, (iv) modernization of underlying application data using SQL and NoSQL cloud databases

If my scenario is not covered, what should I do?

For managed partners we recommend you work with your Microsoft partner development manager or engage with the local Microsoft field sales team.

Qualification and Nomination

What partners are eligible to use Azure Migrate & Modernize and Azure Innovate Partner-led?

The two hero Azure Offerings Partner-led are available to Azure Expert MSP and Azure Specialized partners. As you nominate via Microsoft Commerce Incentives (MCI), the system will show you if you are eligible to nominate a customer for the specific engagement type based on the system's (Partner Center) record of your specialization by workload/solution area.

What customers are eligible for Azure Migrate and Modernize & Azure Innovate Partner-led?

Customers in the following segments are eligible: Major, SMC (Corporate and Scale) and SMB (with a TPID). Strategic customers are not eligible.

What phases of customer deployment are supported in Azure Offerings Partner-led?

Azure Migrate & Modernize supports:

- 1) Pre-sales: Assessments
- 2) Post-sales: Migration & Modernization Deployments

Azure Innovate supports:

- 1) Pre-sales: Minimum Viable product (MVP) aka Pilot/Proof of Concept
- 2) Post-sales: Deployments

How do I nominate my customers to Azure Migrate and Modernize & Azure Innovate Partner-led?

Go to <https://aka.ms/AzurePOfferings> to learn more

Go to <https://aka.ms/AzurePOfferingsNominate> when you are ready to nominate your customer

What is the SLA for receiving an acceptance after submitting a nomination?

If the customer is eligible and you have the requisite Azure specialization, you can claim the customer for the engagement and can move forward to submit the customer consent letter in the system.

Once the customer has provided consent, you are automatically approved to start execution of the engagement. (Customer has 30 days to do so before the engagement expires).

Can my customer be transacting for Azure via CSP and still be eligible for Azure Migrate and Modernize & Azure Innovate Partner-led?

Yes, there are no specific licensing constraints.

What communications are sent to my customer?

- **Customer Consent request**

This will be an email with the following subject line:

Action required: Confirm participation in the <Engagement Type>

- **Customer Survey request**

This will be an email with the following subject line:

Action required: Complete customer survey for the <Engagement Type>

When I try to submit a claim, the options are greyed out when it is time to select workload/engagement type?

The most common mistake is that people use the Tenant ID, which is auto populated when claiming the customer.

Go back, and enter the customer's **TPID (Top Parent Identifier)** to nominate the customer.

If I do not know my customer's TPID, how do I get it?

If you cannot find the customer's TPID, please contact your PDM or email AzurePartnerOffering@microsoft.com, and our team will help you.

How can I find the status of my nomination and claim?

Within Partner Center navigate to Incentives → Build Intent Workshops

Offers

Can you summarize the various customer benefits of Azure Migrate and Modernize & Azure Innovate Partner-led?

- Expert help from specialized partners
- Assistance from FastTrack for Azure engineers (optional)
- Partner funding
- Technical skilling prepares the customer with Azure courses and certifications

Can I leverage additional/ multiple funding sources (e.g., local or Global ECIF) if the Azure Migrate & Modernize and Azure Innovate Partner-led offers?

No, engagements should either be driven through Azure Offerings Field-Led (co-sell with Microsoft sales team) or Azure Offerings Partner-led but not both.

Can Azure Migrate & Modernize and Azure Innovate Partner-led projects span fiscal years? Yes.