Microsoft

Customer Journey-in-a-Box | Playbook

Customer Adds and M365 E3 Usage with Identity & Access Management

January 2023

Microsoft

IDC

For every $1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of $6.70 of the partner's services and products.

$1 = USD

$6.70 Western Europe

$6.10 Total (Worldwide)

For every $1 of Microsoft revenue

Resale-led partners make **$2.21** in economic value

Services-led partners make **$5.75** in economic value

Software-led partners make **$7.86** in economic value

Customer Journey Insights

The majority of threats originate from vulnerabilities within identities and endpoints; legacy systems and security that employees cannot keep up with. The ever-changing security landscape creates vulnerabilities to identities and access which is the foundation of all security programs. Shut the doors on anyone who is not invited in the house. As threats increase in volume and sophistication, it is now more important than ever to modernize the foundation.

⚡ Priority
- Customer Adds and M365 E3 Usage with Identity & Access Management

◔ Segment
- Strategic
- Major Commercial & Public Sector
- Corporate and Scale

⊞ Solution Area
- Security

☆ Hero SKU
- Azure Active Directory (Azure AD), now part of MS ENTRA

⇧ Up/cross sell path
- AZURE
- Microsoft 365 and Suites, including MF1 and MF3

✦ KPIs
- # Workshops & Programs
- # Customer adds
- $ CSP

Audience

Customer targeting

- Pre-sales: Customer starting their Zero Trust journey: Customers not in M365 E3 yet or with unhealthy M365 E3 Usage
- Post-Sales (Usage) Customer is licensed for Enterprise Mobility + Security (EMS) E3 or Microsoft 365 E3

Security Immersion Workshop:
Into the Breach 1:few and Shadow Hunter

- For Into the Breach: 500+ AADP (Azure Active Directory Premium) Paid Available units (PAU). Architects, IT Administrator, Cyber Defense Analyst, Cyber Defense Incident Responder
- For Shadow Hunter: Architects, IT Administrators and Developers, Chief Security Officer

Cloud Security Solution Assessment

- Enterprise and SMC-C Microsoft customers

Build Intent 1:1 Workshops:
Secure Identity & Access

- 800+ AADP Paid Available Units (PAU), and
- Greater than 5% usage
- Eligible for select customers between 300-999 seats

Buyer Persona
- CTO/CIO/DPO
- Security Manager

Campaign material

Customer conversations around key Zero trust / Secure Identity & Access scenarios

- Zero trust Overview
- Security Diagnostic Tool
- Deliver Microsoft Security with a Zero Trust end-to-end strategy
- Streamline and strengthen security
- Save money by securing access to all your apps with Azure Active Directory (Azure AD)
- Reduce costs and upgrade with confidence from Active Directory Federation Services (AD FS) to Azure AD
- Find out how Azure AD fits into the Microsoft security story
- Learn more about Azure AD

Demos
- Identity and Access Management pillar demo

Marketing and Bill of Materials (BOMs)
- Digital Marketing Content Campaigns
- Cybersecurity Solution Assessment BOM
- Partner led marketing guidelines
- Brand Central

Partner

Criteria

☑ **Secure Identity & Access Partner Characteristics**
- Identity & Access Management partner with deployment services for identity.
- Have Identity & Access Management Advanced Specialization
- Have delivered MCI Workshops

☑ **Security Immersion Workshops:**
Into the Breach 1:few and Shadow Hunter
- MSSP Program Partners
- Azure Expert MSP with Security Gold Competency
- Win/SLQ Adv Spec Partner with Security Gold Competency
- Cloud Security Adv Specialization partner
- Threat Protection Adv Specialization partner
- List of eligible partners for WE: WE SIW eligible partners.xlsx

☑ **Cloud Security Solution Assessment**
- Active silver or gold competencies, you may be eligible to onboard. Please refer to the Partner Program & Incentive Guide for detailed guidance.

☑ **Build Intent 1:1 Workshops:**
Secure Identity & Access
- FastTrack Ready or Co-Sell Ready
- And SSPA Compliant

Skilling and enablement

Enablement Guides with Learning Paths by Workload:
- Security, Compliance and Identity partner enablement guide
- Microsoft 365 and Security Learning Paths | Learning Paths
- Developing security solutions with Microsoft
- Identity & Access Management learning path

Technical resources
- Stay updated: Security Community Technical Webinars
- Azure AD technical documentation
- Identity architecture videos
- Azure AD Technical Resources Guide for AD FS migration

Other resources
- Practice developement: Microsoft 365 & Security for Partners
- Security Pilot and deployment partner programs
- Microsoft Security Immersion Workshops
- Partner Playbook for the Microsoft Security Immersion Workshops https://aka.ms/wsplaybook

Visit http://aka.ms/enablevts to see the list of on-demand and upcoming virtual training series trainings and https://aka.ms/trainingcenter for digital trainings across the Microsoft Cloud

3 questions you should ask the customer:

- How do you provide secure remote access to resources, apps, and data?
- Do you know Microsoft provides identity management to give our customers an entire toolset to manage and secure access for everyone to everything in multi-cloud and multiplatform environments?
- As a customer, is there any action required on my end to enable you to start using Azure Active Directory as your Identity control plane of choice?

Customer Journey

	Tactics		**Funding & Incentives**

Listen & Consult	• Partner led demand gen campaigns (1:many) : Webinars; Events; Roundtables; E-mail campaign; ABM / Digital campaign
	
	• Run DMC Campaigns for free
		• Security Immersion Workshops:
		    • Into the Breach
		    • Shadow Hunter
		
		• Partner led Small group leadership roundtables
			• Through Partner Marketing (1:many) Marketing funds are available for the partner led demand gen
			
			• Immersion Workshops: no partner incentives for Security.

Inspire & Design	Cloud Security Solution Assessments • The Cybersecurity Assessment will help your customers identify areas of potential risk with the cybersecurity programs.	Build Intent 1:1 Security Workshops Secure Identities & Access • The Microsoft Securing Identities Workshop is designed to help customers assess the maturity of their identity estates.	• Cloud Security Solution Assessment: no funds available until end of June 2023 • • MCI Build Intent 1:1 Workshops: $5K per engagement. Partner nominated
Empower & Achieve	Pre-Sales ECIF (Microsoft Sellers nomination). ECIF Statement of work: • Identity Modernization or Migration statement of work template • Secure Endpoints statement of work template		• >20x ROI or >10x ROI for Mid-Term, Azure Security and M365 New Customer Acquisition • The investment amount depends on project components, customer qualification, and ECIF program criteria (up to US 100,000).
Realize Value	• Partner Incentives: aka.ms/partnerincentives		• Partner Incentives: aka.ms/partnerincentives
Manage & Optimize	Post-Sales ECIF • Funding allocated based on return on investment (ROI) calculation (presales) or US$2 per seat (post-sales), per workload. Microsoft field nominated.	M365 Usage Incentives • Rewards partners for helping customers successfully deploy and adopt Microsoft 365 and security workloads Usage Workshop: 1:1 AADP1 & Intune Workshops (July 2022). Partner nominated.	• ECIF Post-Sales: $2 per seat per workload • Online Services Usage M365 : >150 seats, $1K for Premium Workloads, $500 for Core Workloads