

DICKER
D A T A



DICKER DATA

INSPIRE ROADSHOW 2023

PRESENTED BY:

Dicker Data Microsoft Team

ONPOINT

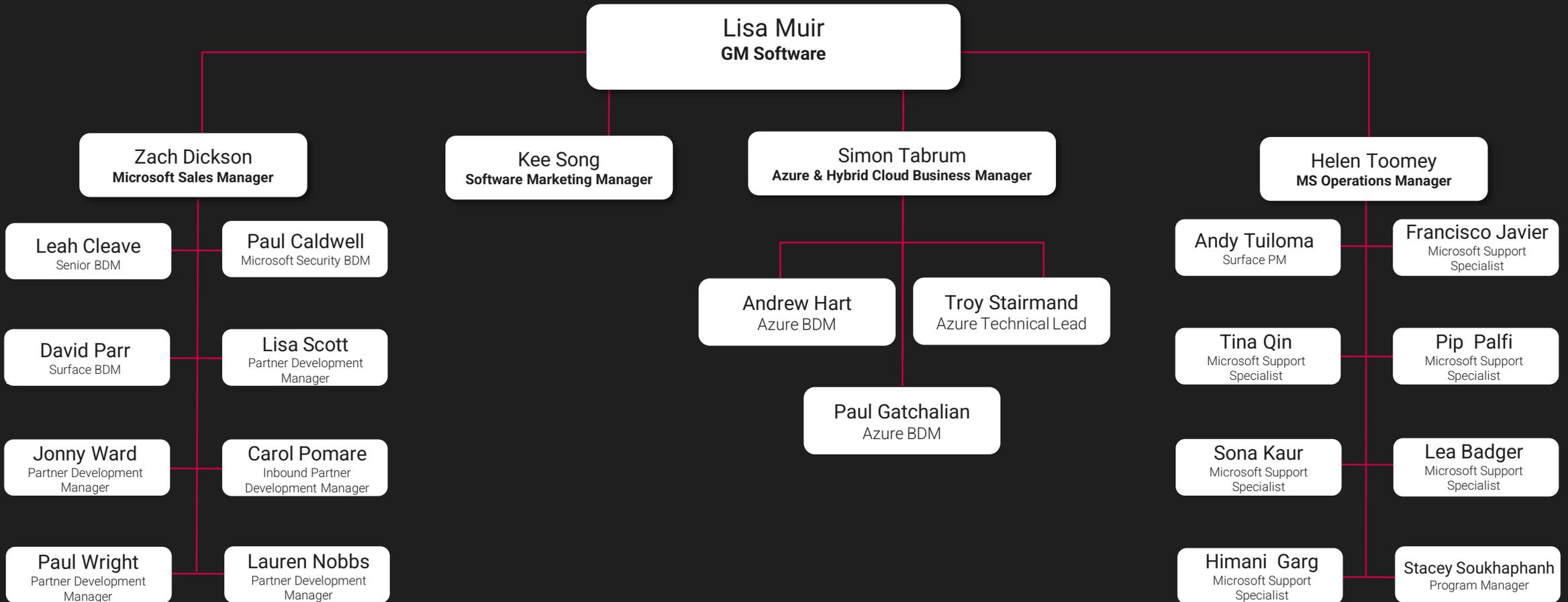
AGENDA

- Partnering with Dicker Data
- Microsoft Partner Updates
- Inspire Key Themes
- Modern Workplace
- Business Applications
- Security
- Azure



PARTNERING WITH DICKER DATA

MEET THE MICROSOFT TEAM



DICKER DATA PARTNER DEVELOPMENT



LISA SCOTT
Wellington
PDM



CAROL POMARE
Inbound
PDM



PAUL WRIGHT
South Island
PDM



JONNY WARD
Auckland
PDM

MICROSOFT SPECIALIST



ZACH DICKSON
Microsoft Sales
Manager



HELEN TOOMEY
Microsoft
Operations Manager



SIMON TABRUM
Azure & Hybrid Cloud
Business Manager



LAUREN NOBBS
Modern
Workplace BDM



TROY STAIRMAND
Azure Technical
Lead



ANDREW HART
Azure BDM



PAUL CALDWELL
Security BDM



PAUL GATCHALIAN
Azure BDM



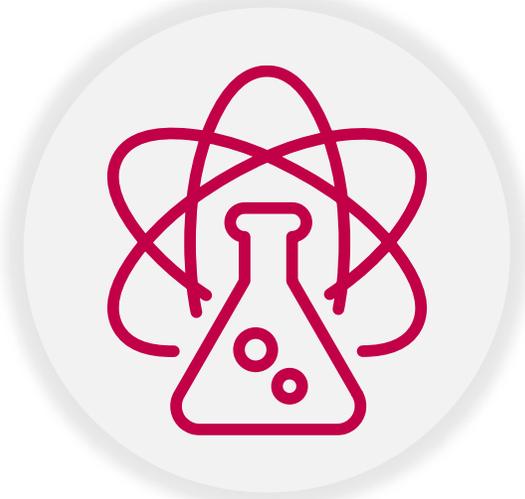


**CAN WE
BUY YOU A
COFFEE?**

HELPING YOU GROW YOUR MICROSOFT BUSINESS



**NEW ZEALAND
BASED
SUPPORT**



**TECHNICAL
PRESALES
ENGAGEMENTS**



**PARTNER
ENABLEMENT &
DEVELOPMENT**



**ACCESS TO
MICROSOFT
FUNDING &
PROGRAMS**

SUPPORTING YOU & YOUR CUSTOMERS



**NEW ZEALAND
BASED
TECHNICAL
SUPPORT TEAM**



**ACCESS TO
MICROSOFT
PREMIER
SUPPORT**



**PRESALES &
SOLUTION
DESIGN
SUPPORT**

STREAMLINE YOUR MICROSOFT OPERATIONS



**INTEGRATED BILLING
OPTIONS WITH
CONNECTWISE,
AUTOTASK, XERO**



**SCHEDULE NCE
LICENSE
CHANGES FROM
DD PORTAL**



**END CUSTOMER
WHITELABEL
PORTAL**



**IF YOU COULD MAKE ONE
CHANGE TO THE DICKER
DATA PORTAL, WHAT
WOULD THAT BE?**

PARTNER ENABLEMENT: THE STATS

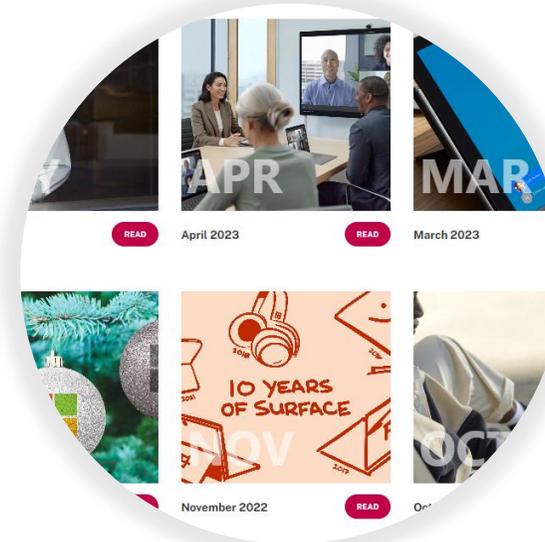


ONPOINT

**25+ WEBINARS
DELIVERED
CY22**



**8 CUSTOMER FACING
SMB WORKSHOPS
JOINTLY DELIVERED
CY23 (TO DATE)**



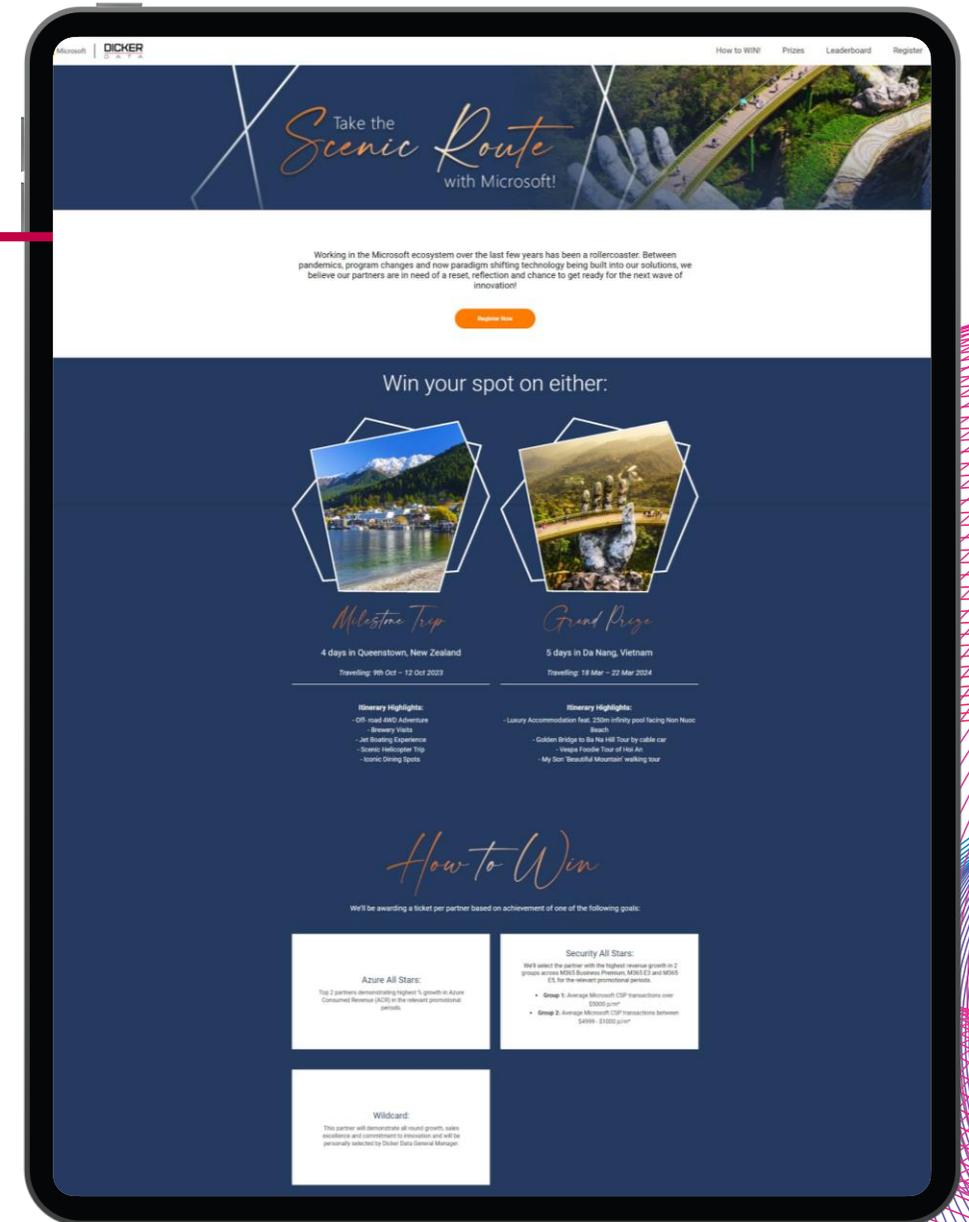
**MICROSITE:
MONTHLY
NEWSLETTER &
ON-DEMAND
CONTENT**



**REGISTER YOUR INTEREST
IN MICROSOFT'S SMB
MASTERS TRAINING**

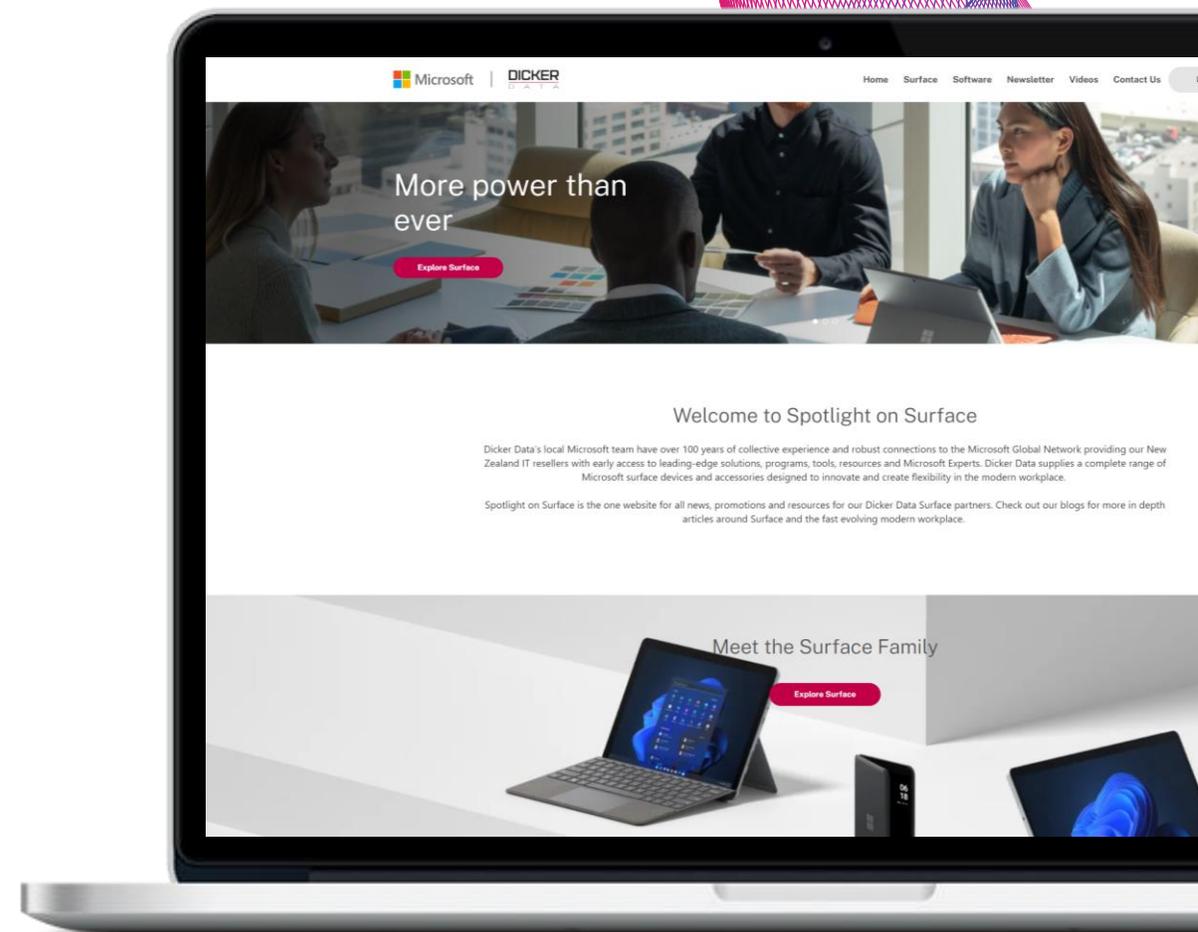
TAKE THE SCENIC ROUTE

- Midway Point Milestone Trip Queenstown – October
 - Off- road 4WD Adventure
 - Brewery Visits
 - Jet Boating Experience
 - Scenic Helicopter Trip
 - Iconic Dining Spots
- Grand Prize Da Nang, Vietnam – March
 - Luxury Accommodation feat. 250m infinity pool facing Non Nuoc Beach
 - Golden Bridge to Ba Na Hill Tour by cable car
 - Vespa Foodie Tour of Hoi An
 - My Son 'Beautiful Mountain' walking tour



SURFACE & SURFACE HUB

- Partnering with Surface is now easy
- Microsoft committed to holding stock
- Improvements to warranty with EHS+ NBD
- Surface has a big focus on sustainability
- Surface repairability improves each generation
- New device training available in ExpertZone
- Dicker Data – Your Surface Hub Distributor!



WIN AN XBOX SERIES X WITH SURFACE

- Purchase 25 Microsoft Surface devices from 1st August to 30th September and win 1 out of 10 Xbox Series X!
- First 10 Surface DMP Partners with sales 25+ devices during the promotional period (limited to one per DMP partner)
- Want to win more? Every 25 Surface devices purchased you receive one entry in the draw to win a 65" LG 4K TV!



A Microsoft Surface tablet is shown in a vertical orientation. The screen displays a promotional graphic for the Xbox Series X giveaway. At the top left is the Microsoft Surface logo. The main text reads 'WIN AN XBOX SERIES X WITH SURFACE' in large, bold, green-outlined letters. To the right of the text is an image of the Xbox Series X console and its wireless controller. Below the main text, the promotional details are written in white and green text: 'Purchase 25 Microsoft Surface Devices from 1st August to 30th September and win 1 out of 10 Xbox Series X!*' and 'First 10 Surface DMP Partners with sales 25+ devices during the promotional period (limited to one per DMP partner)'. The background of the graphic is a dark, abstract scene with glowing green and red lines.



MICROSOFT FY24 UPDATES

FOREIGN EXCHANGE PRICE ALIGNMENT

- 7% Price Increase for Cloud Licensing for New Zealand – 1st September
- Any new subscriptions will have new pricing applied
- Price Protection will apply until the renewal date of a subscription
- Twice yearly pricing review aimed at more consistent global pricing
- Licensing Programs in scope:
 - Enterprise Agreements
 - Microsoft Customer Agreement, excluding Azure
 - Cloud Solution Provider (CSP) Program, excluding Azure in New Commerce
 - Microsoft Web Direct
 - Microsoft Products and Services Agreement
 - Open Value / Open Value Subscriptions
 - EES/School/Education/Campus Agreements

NCE UPDATE

High-level NCE overview

- Microsoft subscriptions with term enforcement
- Annual Commit or Monthly Commit options available
- 7-day cancellation / change window post-purchase
- Co-term options available to sync subscription renewal dates
- NCE Billing done in arrears

New to NCE

- Academic Subscriptions – 1st November
- Nonprofit Subscriptions – 1st November

NCE Forced Migrations

- Beginning January 2024 any remaining CSP Legacy subscriptions will be migrated to NCE upon term renewal
- Microsoft will default any forced migrations onto Annual Commitment with the same billing plan & seat counts as legacy.
- 7 day window to make changes once transitioned
- Will include any Academic or Nonprofit subscriptions due for renewal

MICROSOFT TECH FOR SOCIAL IMPACT

- Dicker Data – Microsoft’s TSI GTM Partner for ANZ
- Opportunity for partners to run Nonprofit events or webinars and Microsoft will promote to their Nonprofit customer base
- Dicker Data ANZ TSI Focused Role coming very soon...
- Range of Microsoft & Dicker Data Nonprofit grants, funding & programs available now



FY24 – THREE FORMS OF ‘ACTIVITY’ PROMOTION

TSI PARTNER CO-MARKETING EVENTS

- Microsoft Provides
 - Email and Social activity to drive attendance (multiple rounds)
 - Landing page and registration
 - Event hosting and recording
 - Provide recording and presentation links post event
 - Provides list of registrations/attendees – with contact info if opt in
- Partner Provides
 - Runs the event
 - Agrees agenda with TSI
 - Brings in SME's or Customers where appropriate
 - Provides strong CTA
 - Markets the event and promotes the MS Social posts
 - Builds follow-up program
 - Agrees to provide updates via Partner Center co-sell leads

TSI PARTNER ACTIVITY GTM CALENDAR

- Microsoft Provides
 - Email and Social activity to drive attendance (multiple rounds)
 - Promotion of activity on TSI LinkedIn and Microsoft.com/Nonprofit customer pages
 - Awareness with TSI customer teams (SMB)
- Partner Provides
 - Landing page
 - Agrees agenda with TSI, completing the activity request
 - Brings in SME's or Customers where appropriate
 - Provides strong CTA
 - Markets the event and promotes the MS Social posts
 - Event hosting and recording
 - Builds follow-up program
 - Agrees to provide updates via Partner Center co-sell leads

TSI PARTNER EVENT PROMOTION

- Microsoft Provides
 - Email and Social activity to drive attendance (multiple rounds)
- Partner Provides
 - Runs the event
 - Agreed TSI theme for event
 - Brings in SME's for Customers where appropriate
 - Provides strong CTA
 - Markets the event and promotes the MS Social posts
 - Builds follow-up program
 - Agrees to provide updates via Partner Center co-sell leads

TYPES AND 'ACTIVITIES' FOR GTM CALENDAR INCLUSION



In Person Events

- Sales events aimed at educating on the value of Microsoft Cloud, leading to a sales engagement via clear CTAs
- Community events aimed to educate, build awareness, capture feedback



Webinars

- Sales events aimed at educating on the value of Microsoft Cloud leading to a sales engagement via clear CTAs



Live Demonstrations

- 30-45 min Sales activity to demo nonprofit use cases for Microsoft Cloud
- Interactive with space for Q&A
- Offering a CTA for logical next steps



Workshops (DMWM365)

- Do More With Microsoft 365 workshops
- One to many workshops to cover DMWM365 agenda



Office Hours

- Workload based 30 min call on an agreed theme with short intro
- Q&A using chat or voice/video
- Offering a CTA for logical next steps



**KEEN TO GET INVOLVED
WITH TECH FOR SOCIAL
IMPACT?**

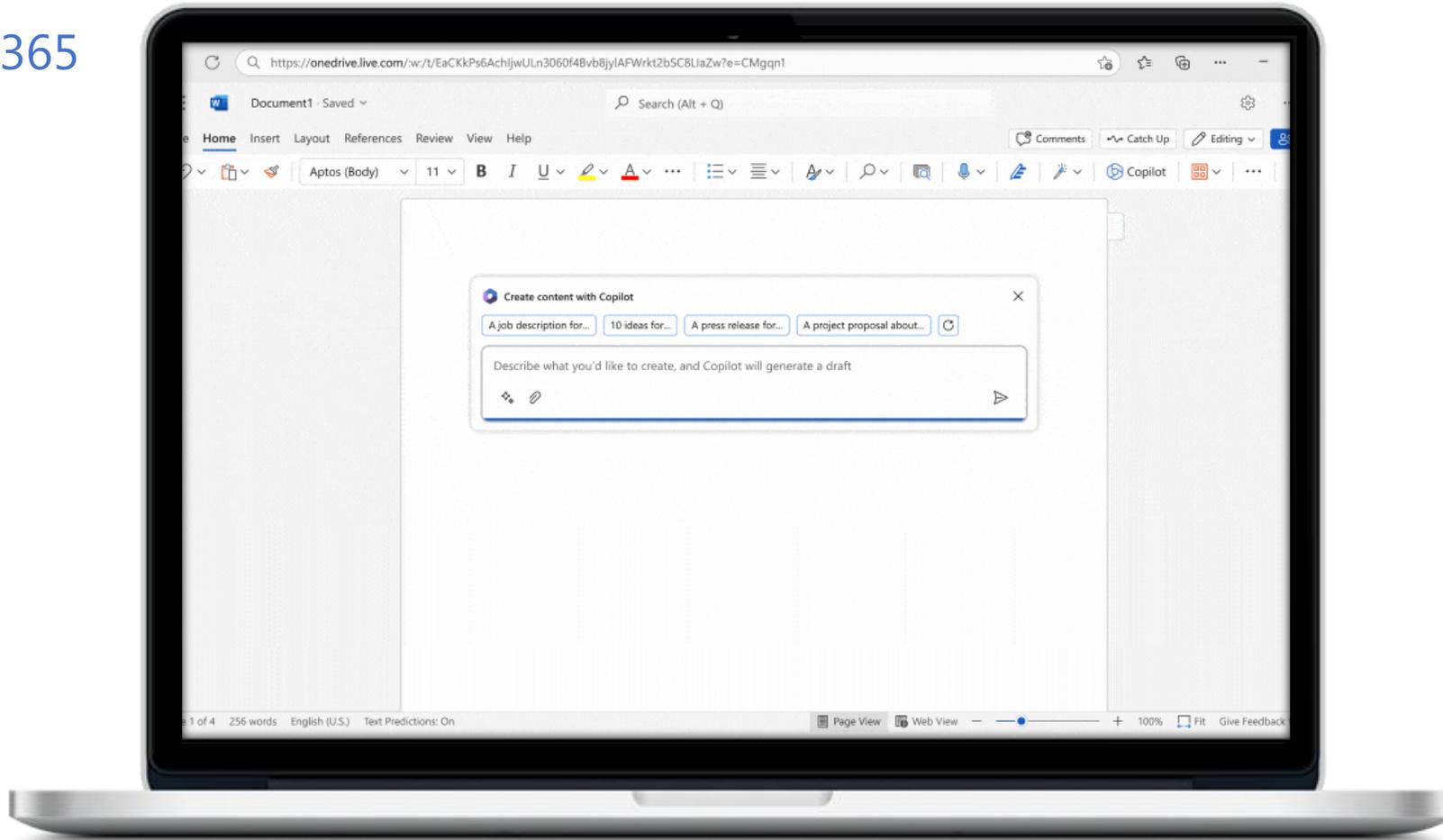


MICROSOFT INSPIRE 2023



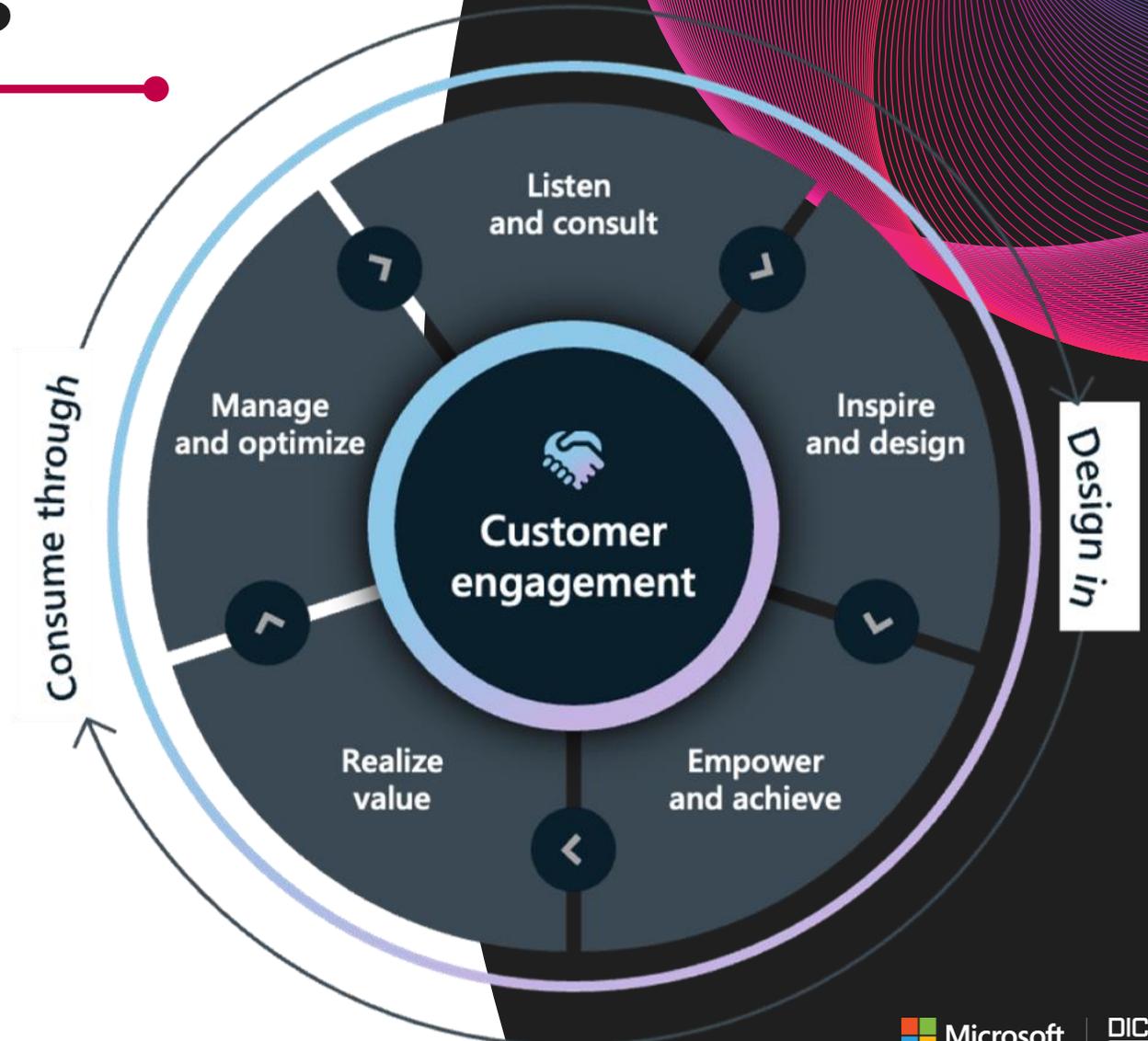
INSPIRE 2023 THEMES

 Microsoft 365
Copilot



INSPIRE 2023 THEMES

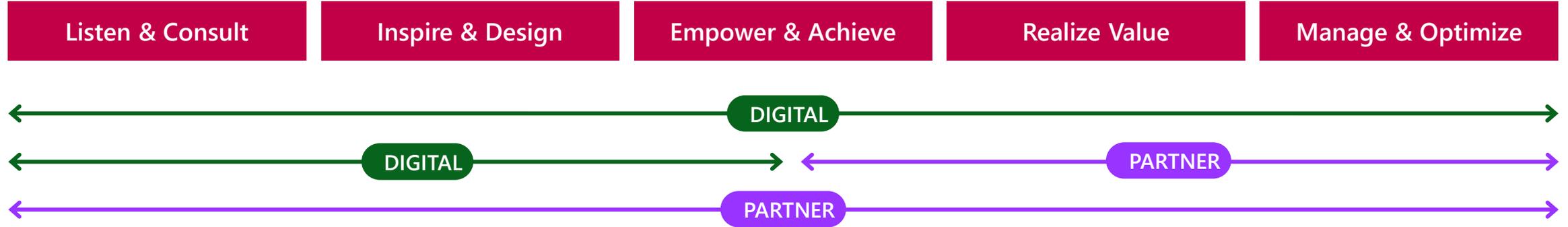
- Big focus on the growth opportunity for Partners
- Customisable Assets available for:
 - Customer Acquisition
 - Awareness & Nurturing Campaigns
- Automate your marketing output with Digital Market Content on Demand



THREE GTM ARCHETYPES

SMB will have three main sales motion archetypes across the Microsoft Customer Engagement Model (MCEM)

Scale with Digital
Aligning resources to capture our opportunity



| Engagement Model (Archetype) | Who initiates | Who closes | Description |
|------------------------------------|---------------|---------------|------------------------------------------------------------------------------------------------|
| Digital initiated, Digital closed | Digital Sales | Digital Sales | Digital owns full sales cycle accountability |
| Digital initiated; Partner closed | Digital Sales | Partner | Digital sales generates lead and hands off to a partner (via Qualified Referral Program – QRP) |
| Partner initiated; Partner closed* | Partner | Partner | Through partner customer journey |

*may involve Microsoft experts via Swarming

SOLUTION PLAYS

Where opportunity meets execution

SOLUTION PLAYS

-  Customer Value Proposition
-  Presentations
-  Communications
-  Sales Scripts
-  Sales Offers



Microsoft Partner Programs

-  Readiness & Certifications
-  Incentives
-  Co-Op
-  Marketing Support
-  Others



Partner Offers

-  Additional Services
-  Support
-  Others

MAICPP UPDATE

- Rename to Microsoft AI Cloud Partner Program
- Legacy benefits extended for another 12 months
- MAICPP Concierge Service
- Solutions Partner Designation Qualification Period extended to 180 days before renewal
- New Support & Training Solutions Partner Designations
- 6 New Biz Apps Specialisations
- Modern Work Solutions Partner Designation has just got easier!

Microsoft AI Cloud Partner Program Concierge

In response to CPE:
"Its difficult to do business with Microsoft"

In FY24 acceleration Services will become a Microsoft AI Cloud Partner Program benefit for partners and will be available in partner center.

Strategy

Provide an "assisted touch" to help our partners navigate Microsoft resources in all areas of the partner journey

Audience

Legacy competency partners Silver and Gold

Solution Designation Partners

Partner value

Everything about Microsoft AI Cloud Partner Program

Prepare for your customer conversations

Position your Solution

Attract new customers

Plan & Engage

Build Solutions

Demand Gen

Co-selling

Practice Growth

MAICPP UPDATE

- Rename to Microsoft AI Cloud Partner Program
- Legacy benefits extended for another 12 months
- MAICPP Concierge Service
- Solutions Partner Designation Qualification Period extended to 180 days before renewal
- New Support & Training Solutions Partner Designations
- New Biz Apps & Azure Specialisations
- Modern Work Solutions Partner Designation has just got easier!

Training Services partner



Delivering technical training at scale on Microsoft technologies



Licensing

Stackable with each solution area obtained



Marketing

Marketing support, managed sales, and discoverability



Incentives

Exam discounts + pilots



Community

Designation benefits: Events, forums, and networking opportunities



Coming FY24



**SCAN NOW TO REGISTER
YOUR INTEREST IN
DICKER DATA RUNNING
ANOTHER MS-900
TRAINING**



MODERN WORK

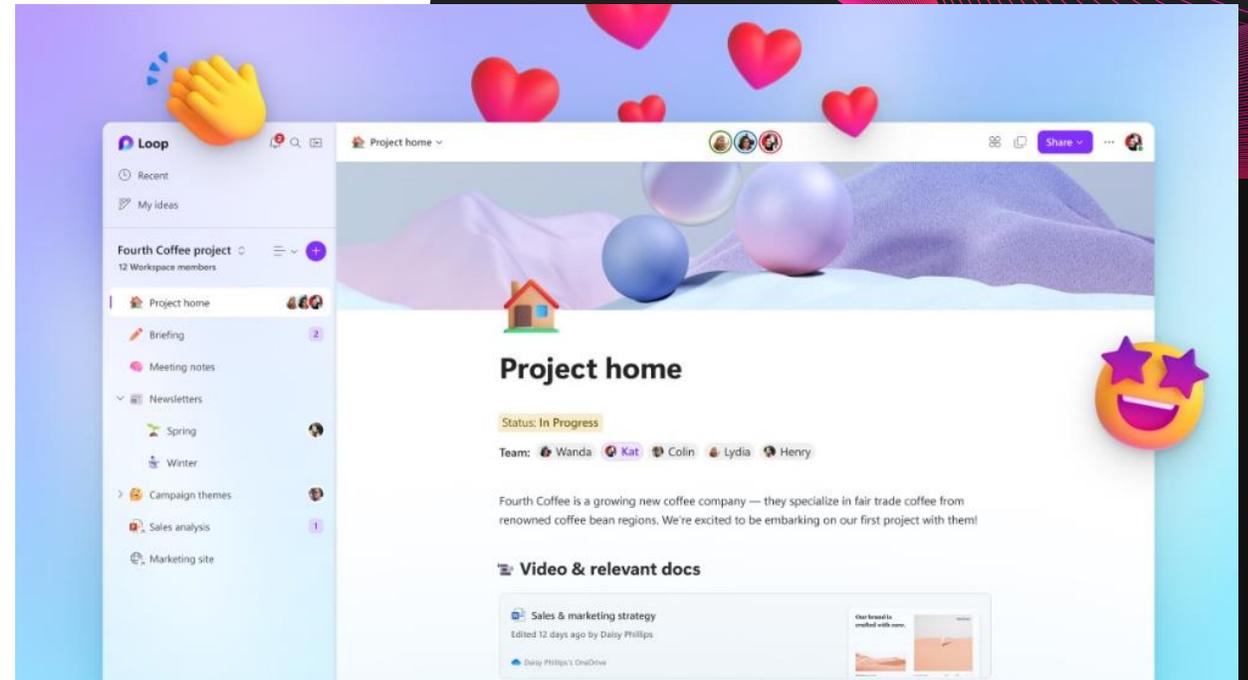
GET READY FOR COPILOT

- License Requirements:
 - M365 Business Standard
 - M365 Business Premium
 - M365 E3
 - M365 E5
- Technical Requirements:
 - M365 Apps: Current Channel or Monthly Enterprise Channel
 - Network: Align with the M365 Network Connectivity Principles
 - Endpoints: Unblock Web Sockets
 - Teams: Enable plugins in the TAC
- Best Practises:
 - Avoid content-oversharing



MICROSOFT LOOP

- Loop is a transformative co-creation experience that brings together teams, content, and tasks across your tools and devices
- Organise everything you need for your project into a single workspace – Loop will find and suggest relevant files and documents for your workspace
- Stay in sync without switching apps with Loop components that sync in real time
- Copilot in Loop gives you AI-powered suggestions to help transform the way you create and collaborate

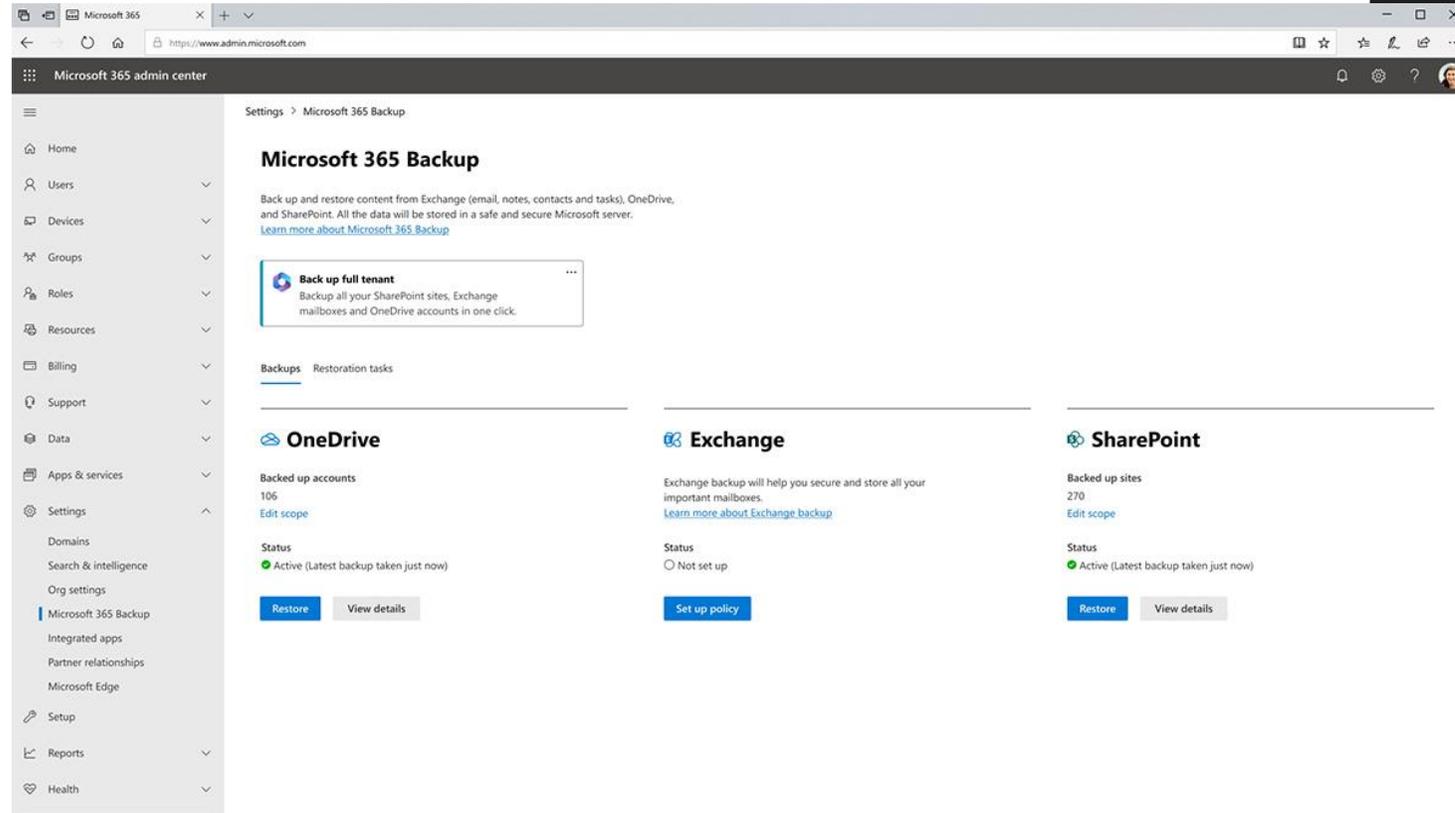




NEW DATA PROTECTION & LIFECYCLE MANAGEMENT FEATURES COMING TO M365

MICROSOFT 365 BACKUP

- Keep your business running with Microsoft 365 Backup, providing fast backup and restore of your data all while staying within the Microsoft trust boundary



The screenshot displays the Microsoft 365 admin center interface. The left-hand navigation pane includes options such as Home, Users, Devices, Groups, Roles, Resources, Billing, Support, Data, Apps & services, Settings, Domains, Search & intelligence, Org settings, Microsoft 365 Backup (which is currently selected), Integrated apps, Partner relationships, Microsoft Edge, Setup, Reports, and Health. The main content area is titled "Microsoft 365 Backup" and provides an overview of the service: "Back up and restore content from Exchange (email, notes, contacts and tasks), OneDrive, and SharePoint. All the data will be stored in a safe and secure Microsoft server." Below this, there is a prominent "Back up full tenant" button with a subtext: "Backup all your SharePoint sites, Exchange mailboxes and OneDrive accounts in one click." The interface is divided into three columns for "OneDrive", "Exchange", and "SharePoint". Each column shows the number of backed up accounts/sites (106, 270, and 270 respectively) and their status as "Active (Latest backup taken just now)". Each column also features a "Restore" button and a "View details" link. The "Exchange" column includes a "Set up policy" button.



REGISTER FOR THE M365 BACKUP PUBLIC PREVIEW

MICROSOFT 365 ARCHIVE

- Microsoft 365 Archive is a new long-term tiered storage solution that enables you to cost-effectively keep your data within the Microsoft trust boundary.

The screenshot displays the SharePoint admin center for the 'Contoso organization'. The main content area features a card titled 'Microsoft 365 archive' with the sub-heading 'Manage inactive sites with M365 Archive'. Below this, there is a 'View recommendation' button and a video player. To the right, a panel titled 'Free space by archiving inactive sites' provides a summary of inactive sites (600) and storage used (450 GB). It includes a 'How it works?' section with three steps: 'Identify inactive sites', 'Send notification to site owners', and 'Select what you want to do when user doesn't respond'. At the bottom of this panel are 'Archive Sites' and 'Delete Sites' buttons. The main interface also includes a search bar, a message center with '5 unread messages', and two charts: 'Active storage used' showing 88% active storage used and 'SharePoint file activity report' showing 17.8K files.



REGISTER FOR THE M365 ACHIVE PUBLIC PREVIEW

SALES ADVISOR

- Project Orland has been renamed to Sales Advisor
- The tool has moved out of Partner Center and is now available in M365 Lighthouse

Account Managers

- 1 Acquire customers
- 2 Drive adoption
- 3 Upsell & Cross-sell



Service Engineers

- 1 Onboard users
- 2 Manage & Secure
- 3 Support & maintain

SALES ADVISOR OPPORTUNITIES

The screenshot displays the Microsoft 365 Lighthouse Sales Advisor interface. The main view is titled "Opportunities" and shows a list of sales opportunities for various tenants. A detailed view for "Adatum Corporation" is open on the right, showing a recommendation to upgrade to Microsoft 365 Business Premium and add Microsoft Defender for Office 365's Safe Attachments. The interface includes a navigation sidebar, a filter section, and a table of opportunities.

Opportunities Summary:

- 114 Total tenants
- 161 Total opportunities
- 6.4k Total seats
- 5 High-probability opportunities
- 56 Medium-probability opportunities

Opportunities by product:

- Microsoft 365 Business Premium
- Microsoft Teams Exploratory
- Microsoft

Adatum Corporation Recommendation: Upgrade to Microsoft 365 Business Premium by leading with Microsoft Defender for Office 365's Safe Attachments.

Customer insights:

- This customer heavily relies on email attachments in their work given 60%+ of their emails contain at least one attachment. The customer can benefit from Microsoft Defender for Office 365 (MDO) Safe Attachments feature which provides an additional layer of security protection. Since this customer already has Microsoft 365 Business Basic or Business Standard as the primary license, which does not include the MDO workload, leading with MDO presents a growth opportunity to adopt Microsoft 365 Business Premium to secure email.

Suggested action:

- Conduct a workshop and/or run a trial to show the customer how they can secure their email attachments with Microsoft Defender for Office 365. Trials are especially valuable when helping customers respond to security incidents.
- Identify and address key customer concerns by also showing them the holistic value provided by Microsoft Defender for Office 365.

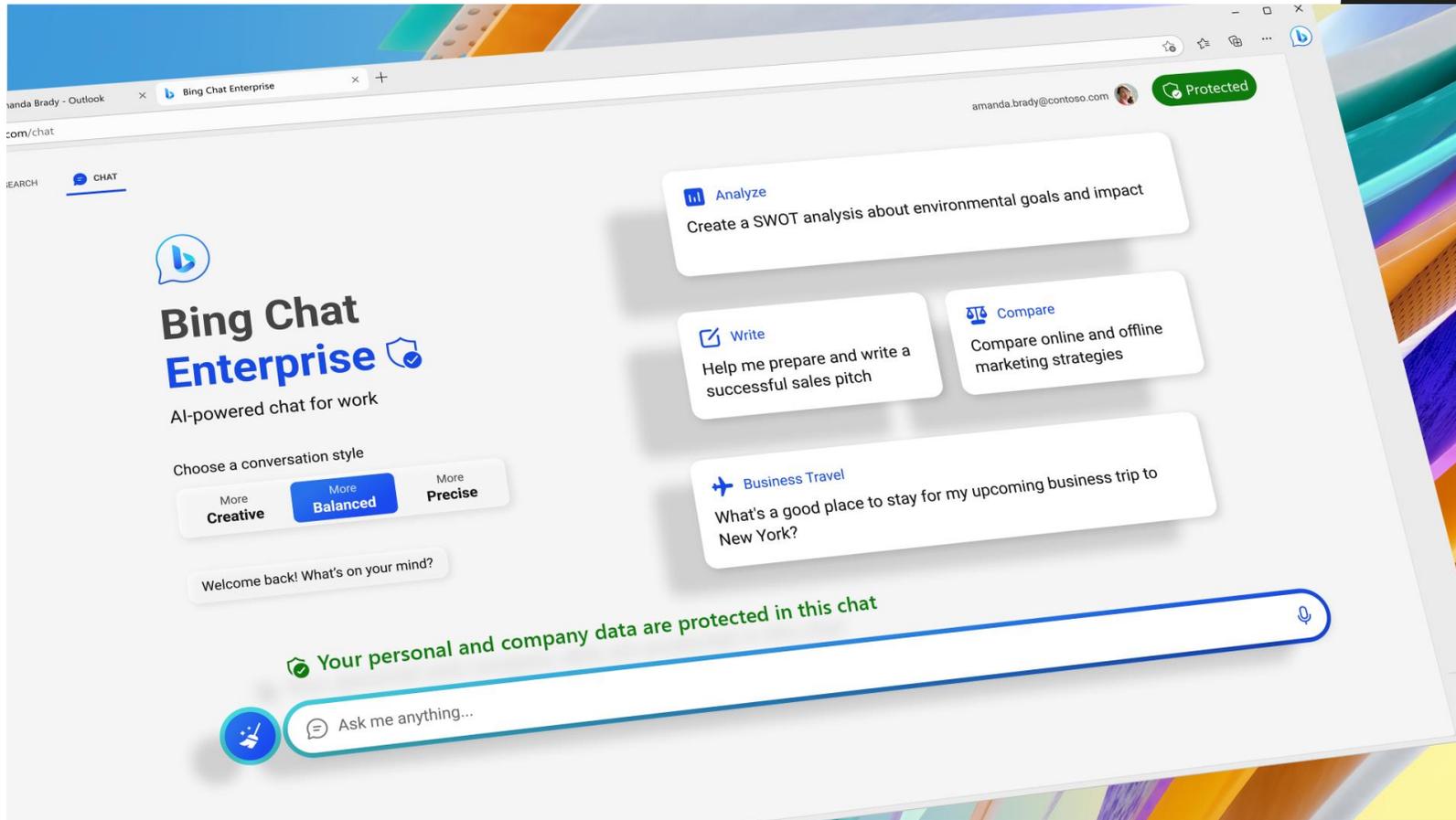
Related resources:

- Microsoft Defender for Office 365 security overview
- Microsoft Defender for Office 365 security overview

Table of Opportunities:

| Tenant | Recommendation | Probability | Product |
|-------------------------------------|---------------------------------------------------------------|-------------|---------------------|
| Bellows College | Convert customer with usage on expiring trial to paid license | High | Microsoft Teams Exp |
| Contoso Pharmaceuticals | Facilitate deployment of customer's new trial | High | Microsoft 365 Busin |
| Fourth Coffee | Facilitate deployment of customer's ongoing trial | High | Microsoft 365 Busin |
| Graphic Design Institute | Facilitate customer's new trial usage | Medium | Microsoft 365 Busin |
| Humongous Insurance | Convert customer with usage on expiring trial to paid license | Medium | Microsoft 365 Busin |
| Lucerne Publishing | Facilitate deployment of customer's ongoing trial | High | Microsoft 365 Busin |
| Liberty's Delightful Sinful Bake... | Facilitate usage during customer's ongoing trial | Medium | Microsoft Teams Exp |
| James Healthcare Company | Convert customer with usage on expiring trial to paid license | High | Microsoft Teams Exp |

BING CHAT ENTERPRISE

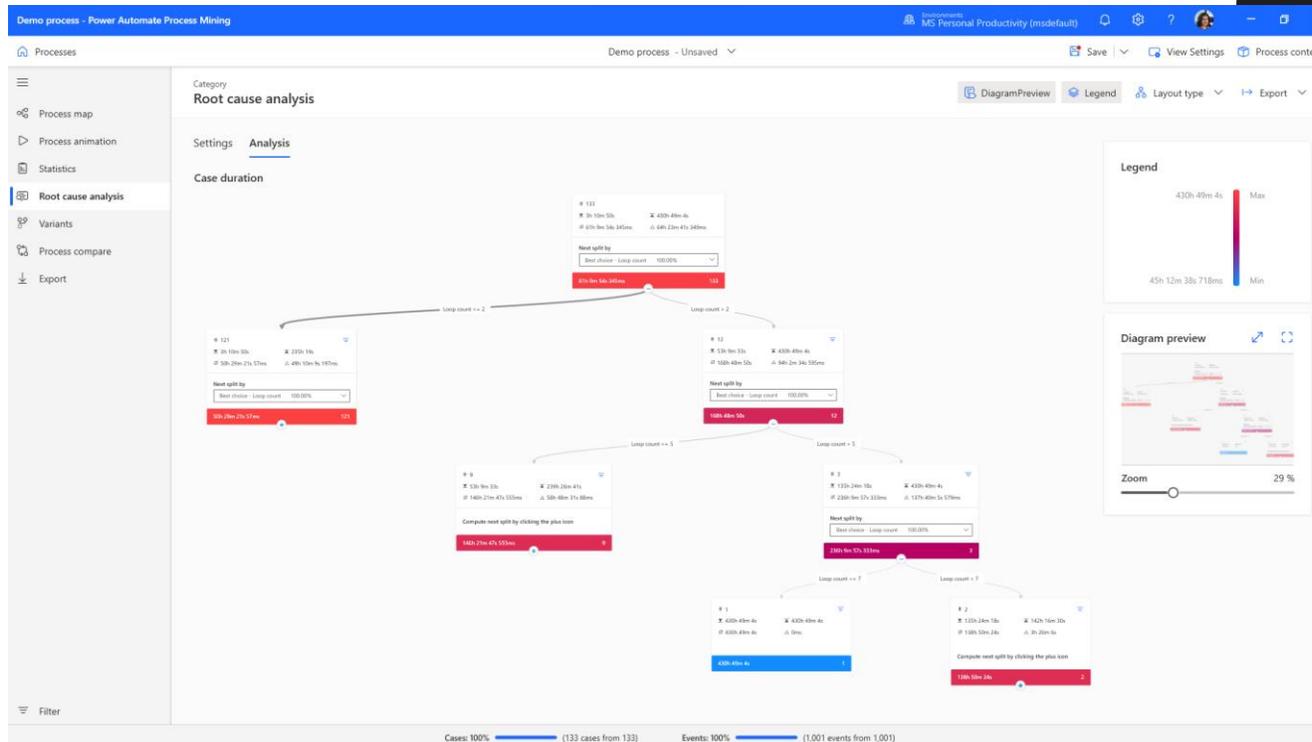




BUSINESS APPLICATIONS

POWER AUTOMATE PROCESS MINING

- Process Mining in Power Automate is now generally available



SALES COPILOT

Dynamics 365 | Sales hub

Search

Save | Close as won | Close as lost | Recalculate | Disconnect sequence | Share

10 Airpot Coffee Makers for Acme

Opportunity - Opportunity

Account: Acme Co | Est. close date: 31/10/2022 | Est. revenue: \$42,000.00 | Owner: Bryan Wright

Sales process: Active for 14 days

Qualify | Develop | Propose | Close

Summary | Product line items | Quotes | Files | Related

Key details

| | |
|--------------------|----------------------------------|
| Title | 10 Airpot Coffee Makers for Acme |
| Primary Contact | Regina Murphy X |
| Budget Amount | \$50,750.00 |
| Currency | US Dollar |
| Purchase timeframe | Unknown |
| Purchase process | Unknown |
| Forecast category | Pipeline |

Timeline

Search timeline

Enter a note...

Created: 5/11/2022 10:00 AM

Email Status

From: Jane Cooper

Issue detected for your Smart Brew 300 CRM.0039978

Up next

Check availability

Opportunity win | Step 3 | Today

Introduction call to check availability for in person meeting.

Call | Mark complete

Opportunity score

91 Grade A

Improving

- Security is a strong industry
- Intent to buy was detected in a recent email
- Budget is lower than average

Details

Relationship health

Good relationship and Steady

Next Interaction

Copilot Preview

v2.0. We are in discussions for a \$24,000 deal for this product.

- The deal is currently in the **Qualify** stage and is expected to close by June 20th, 2023.
- Jane Jackson spoke with them last week, and the opportunity stage was updated from Develop to Propose on March 10th, 2023.

AI generated

Prepare me for today's meetings

April 20, 2023, 11:00am

You have 3 meetings for today, select the meeting you want to prepare for,

- Meeting with **Kat Larson**, Senior manager, Contoso. 12:30pm - 1:00pm
- Meeting with **Maya Robinson**, Senior I.T. manager, Acme.Co. 2:00pm - 2:45pm
- Meeting with **Bonnie Alberts**, Senior Business manager, Fabrikam.Inc. 3:30pm - 4:00pm

Prepare | AI generated

Summarise last interaction

Prepare me for today's meetings

“

10 MIN BREAK

”

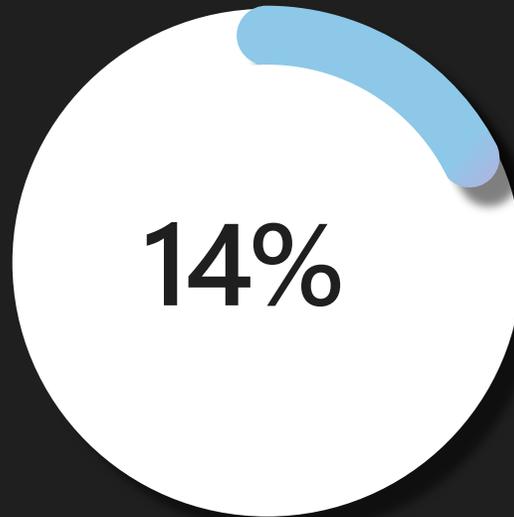


SECURITY

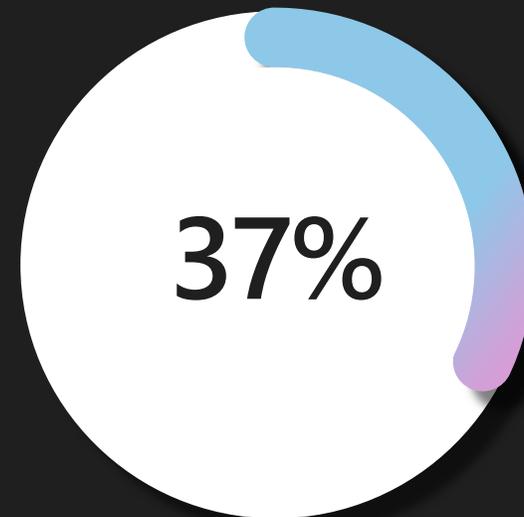
FORRESTER[®]

The Partner Opportunity for Microsoft Security, a Total Economic Impact™ study commissioned by Microsoft and conducted by Forrester Consulting, 2023

**Enterprise Services
Opportunity YoY
Growth**



**SMB Services
Opportunity YoY
Growth**





End-to-end
protection



World-class
threat intelligence



Industry-
leading AI

65T

Threat signals
every day

Analyzing

15K

Partners in our
security ecosystem

Partnering

860K

Organizations in
120 countries

Protecting

Growing

\$20B

Annual
revenue

Innovating

300+

Product innovations

INNOVATIONS

Transforming threat protection and cloud security

Secure, connected endpoint management and identity

Data security for today's world

The AI-powered future of Security

Microsoft Defender Threat Intelligence in Microsoft 365 Defender

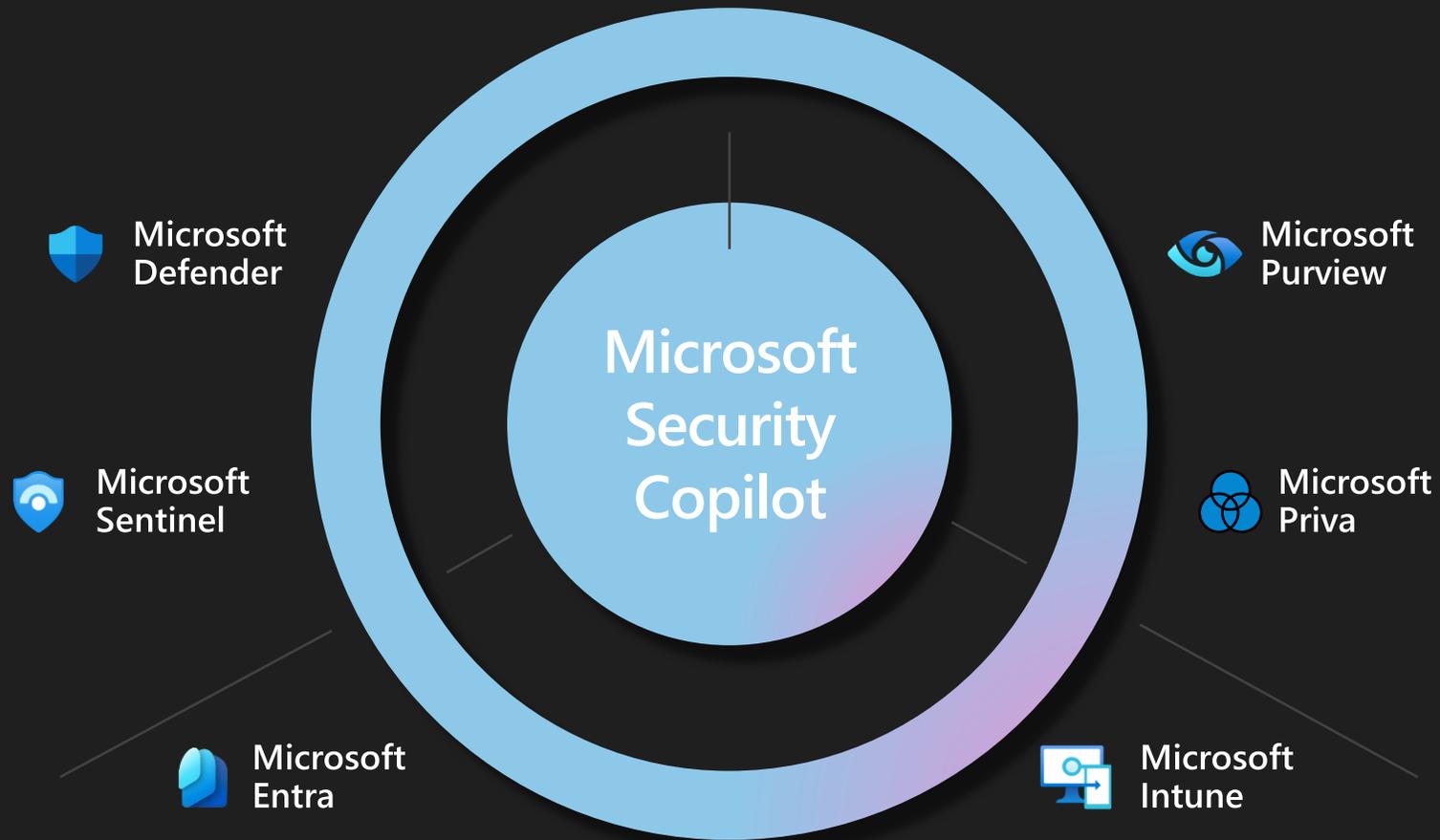
Microsoft Intune Suite

Microsoft Entra governance controls

Adaptive protection in Microsoft Purview

Microsoft Security Copilot

MICROSOFT SECURITY COPILOT



----- Microsoft Security Experts -----



Microsoft Security Copilot

AI-powered security solutions for Microsoft 365, Azure, and Dynamics 365



DEFENDING AT MACHINE SPEED



Enables response
in minutes, not hours



Catches what others miss with
deeper understanding of events



Simplifies the complex with natural
language prompts, easy reporting



Addresses talent shortage by
extending human expertise



Secure by design and secure by default



Your data is your data



Your data is not used to train AI models without your permission

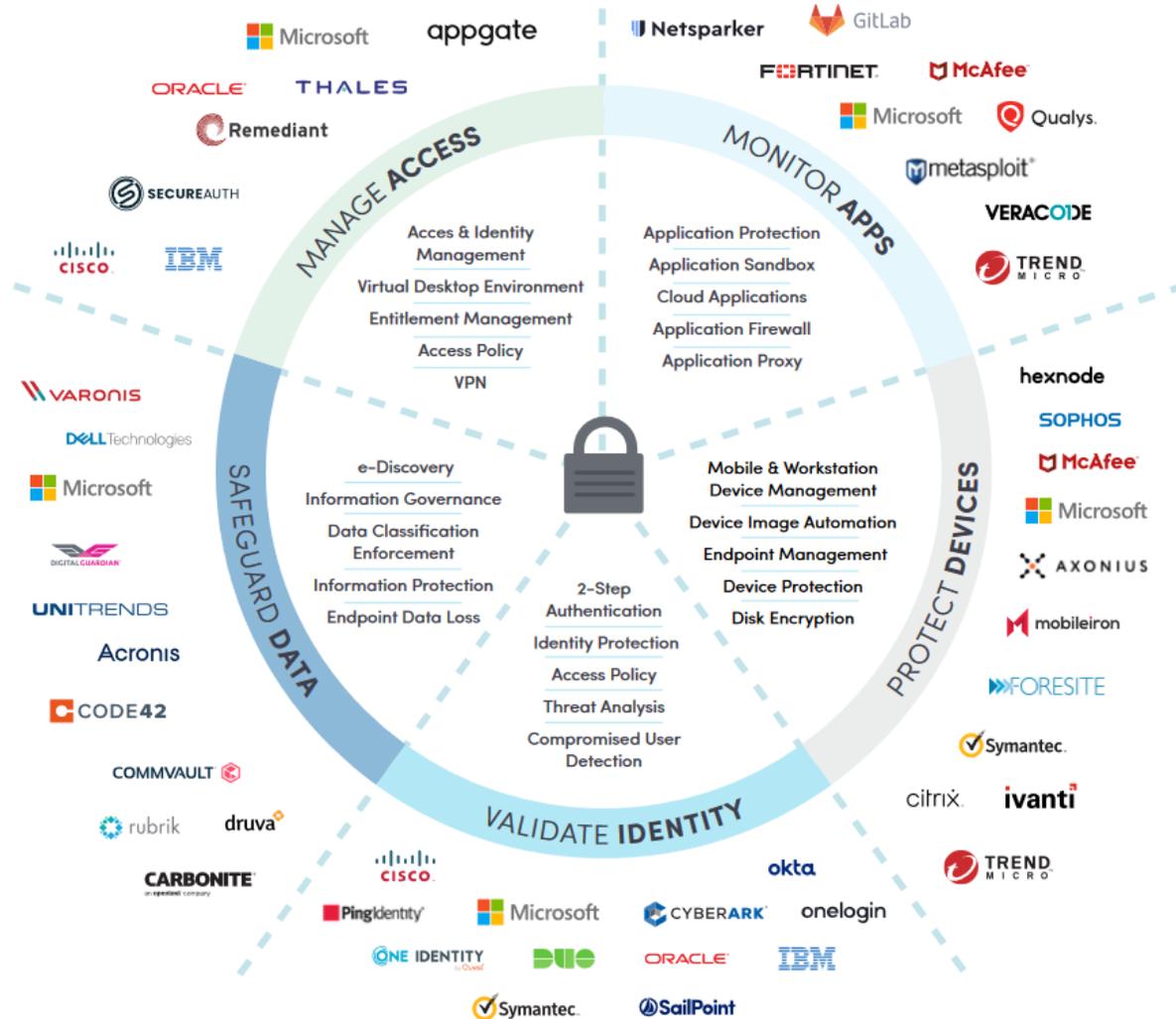


Rigorous Responsible AI practices

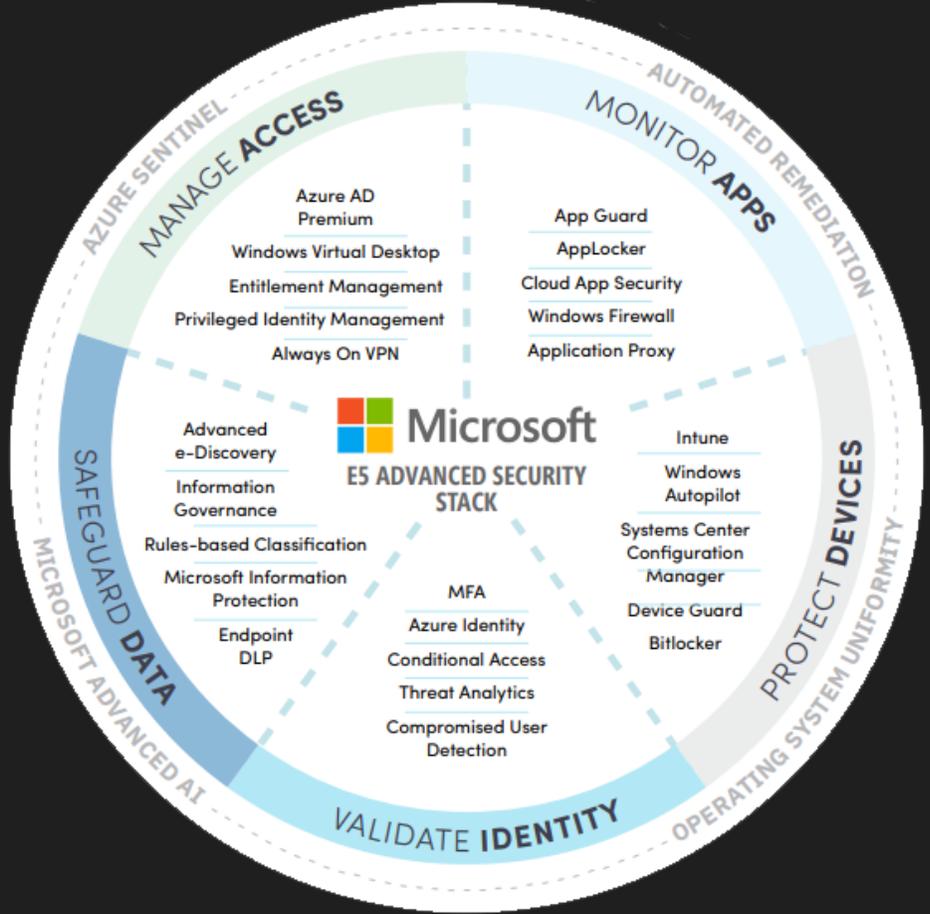


**HOW MANY SECURITY
PRODUCTS DO YOU
CURRENTLY USE?**

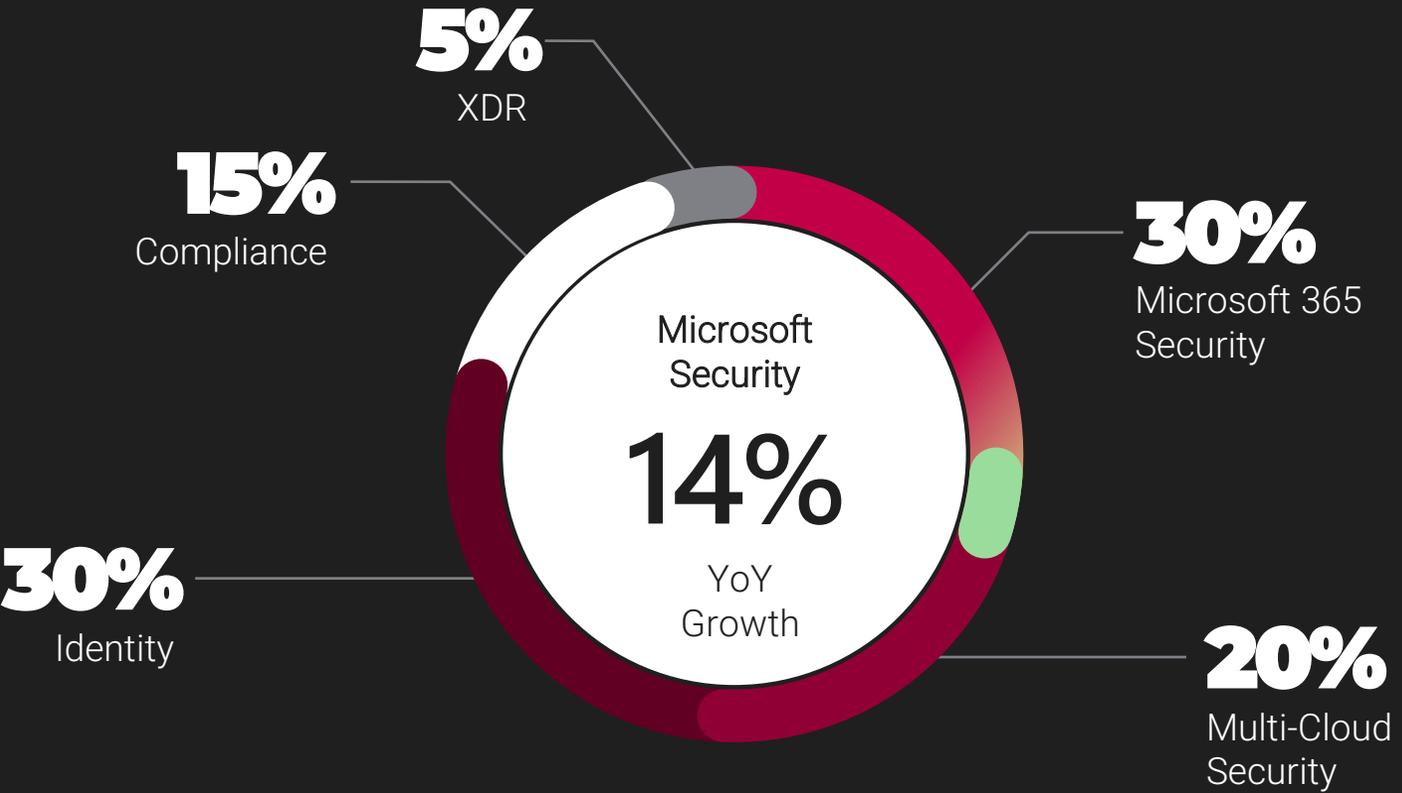
Traditional Disparate Security Environment



PARTNER REVENUE OPPORTUNITY, COST CONSOLIDATION

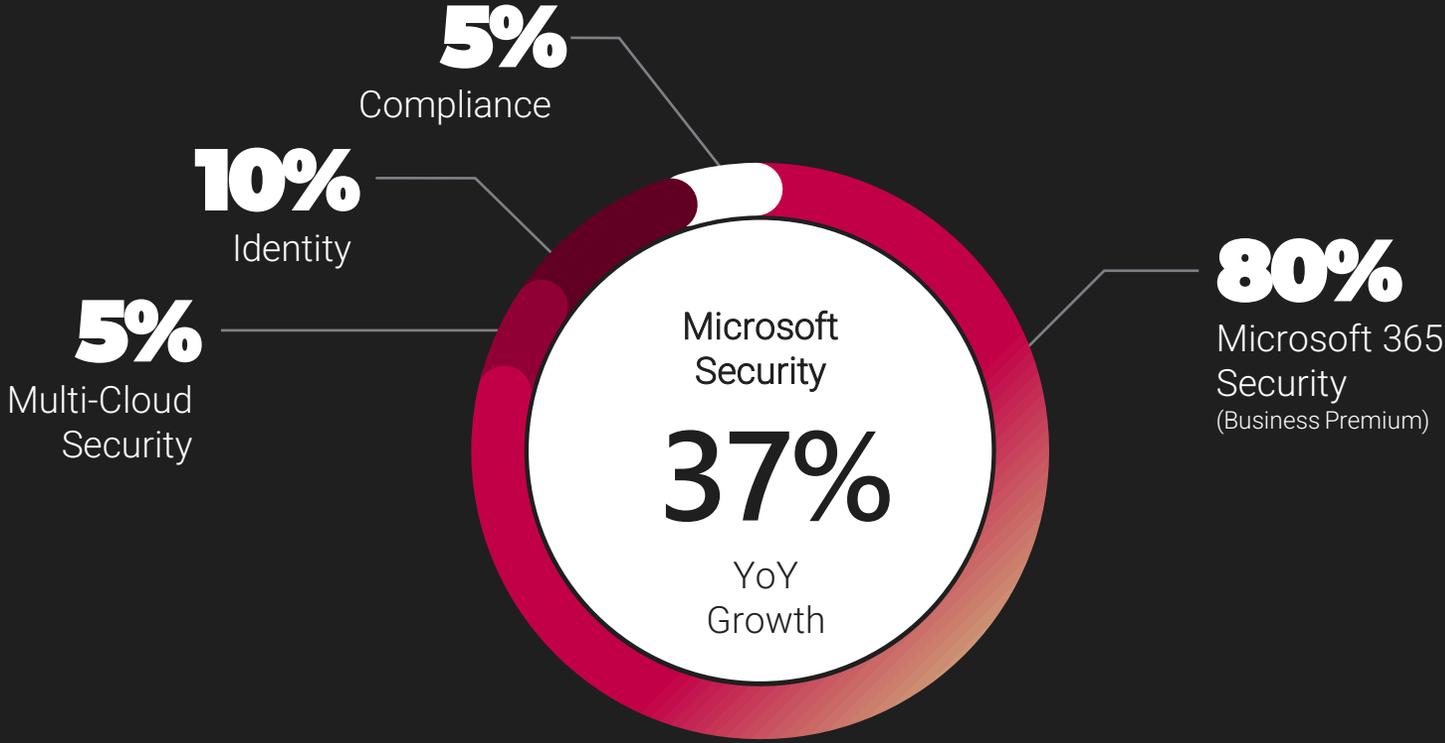


PARTNER REVENUE OPPORTUNITY MIX FOR ENTERPRISE



The Partner Opportunity for Microsoft Security, a Total Economic Impact™ study commissioned by Microsoft and conducted by Forrester Consulting, 2023

PARTNER REVENUE OPPORTUNITY MIX FOR SMB

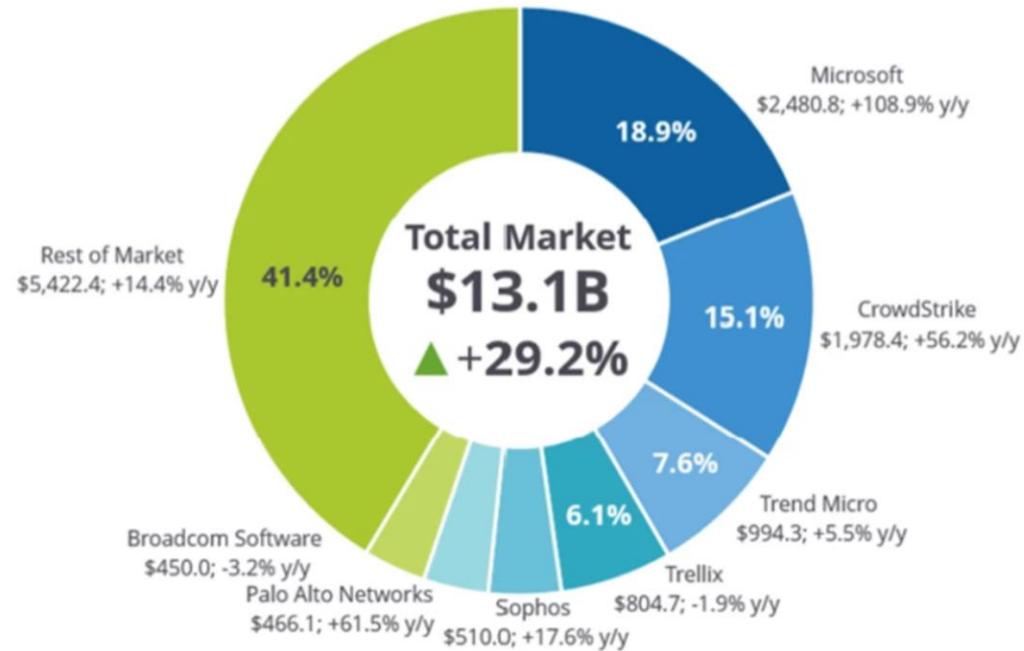


The Partner Opportunity for Microsoft Security, a Total Economic Impact™ study commissioned by Microsoft and conducted by Forrester Consulting, 2023

Microsoft Defender for Endpoint is an enterprise endpoint protection platform that enables security teams to gain a holistic view into their device estate across multiplatform endpoints, servers, as well as enterprise Internet of Things (IoT) devices, and mitigates threats

FIGURE 1

Worldwide Corporate Endpoint Security 2022 Share Snapshot



Note: 2022 Share (%), Revenue (\$M), and Growth (%)

Source: IDC, 2023

"The fundamental demand factors driving market growth will continue over the next five years," states Michael Suby, research vice president, Security and Trust at IDC. "Added to this resilient growth is vendors in the market pivoting from being providers of standalone products to delivering integrated cybersecurity platforms."

REALISING THE SECURITY OPPORTUNITY WITH DICKER DATA

Security assessments

- Microsoft security Assessment tool v4 MSAT
 - *There are two assessments that define the Microsoft Security Assessment Tool:*
 - *Business Risk Profile Assessment*
 - *Defense in Depth Assessment*
- Security Operation assessment
 - *The security operations maturity self-assessment will help you determine how prepared your security operations centre team is to detect, respond, and recover when adversaries attack.*
- QS CSAT
 - *The Cybersecurity assessment scans your entire company infrastructure including Microsoft 365 and Azure for potential vulnerabilities.*

REALISING THE SECURITY OPPORTUNITY WITH DICKER DATA

Enablement

- Sales
 - DMWL workshops
 - Security and Productivity **Enable secure productivity for your customers**
 - Enable secure productivity for your customers
- Technical
 - On demand content (Intune modules, ME5 tutorials, Lab)
 - Microsoft led immersion workshops (into the breach)
- GTM
 - TSI Events, Social media channels, Regional events with stakeholders, DickerData Customer Insights Program

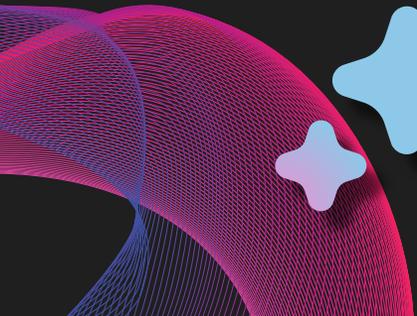
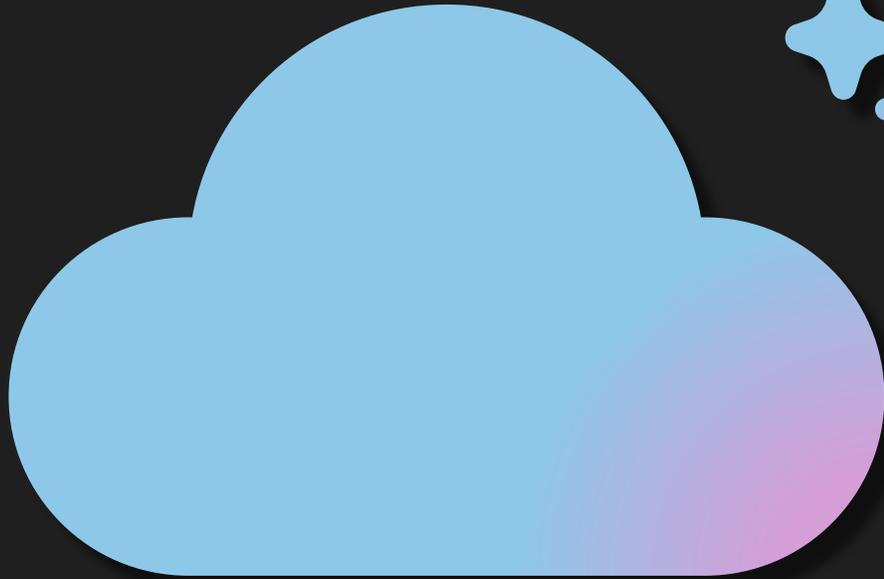
CALLS TO ACTION

- 1 “Take advantage of the expanding opportunity with end-to-end security”
- 2 Register for Security Copilot updates and information: aka.ms/securitycopilotpartner
- 3 Build out your managed security services practice
- 4 Help your customers deploy Defender and Sentinel to prepare for Security Copilot



AZURE

ANOTHER GREAT YEAR FOR AZURE PARTNERS



WE ALL CONTINUE TO FACE DYNAMIC TIMES



Inflation, rising energy prices and shifting exchange rates



Geopolitical, supply chain disruptions, and security breaches erode trust



Talent shortages and increased labor costs

however **4+X** revenue growth

on Azure CSP vs. data center services

ENTERPRISES ARE ACCELERATING DIGITAL TRANSFORMATION



72%

of organizations reported their industry's pace of transformation has been accelerating as a result of changes in the last few years.

80%

of enterprises will have the mechanism in place to shift to cloud-centric infrastructure and applications, twice as fast as the previous five years

THE DATACENTER OPTIMISATION PROGRAM AT WORK



The partnership Daraco IT has developed with Microsoft and Dicker Data through the Data Center Optimization Program, has enabled Daraco to transition our customers and modernise their traditional workloads. With the guidance and Technical assistance from both Microsoft and Dicker Data we have been able to uplift our skills across the Azure Solutions as well as developed an infrastructure as code approach to ensure we are achieving rapid migration and an excellent experience to our existing and new clients.”

Matthew Jarvis

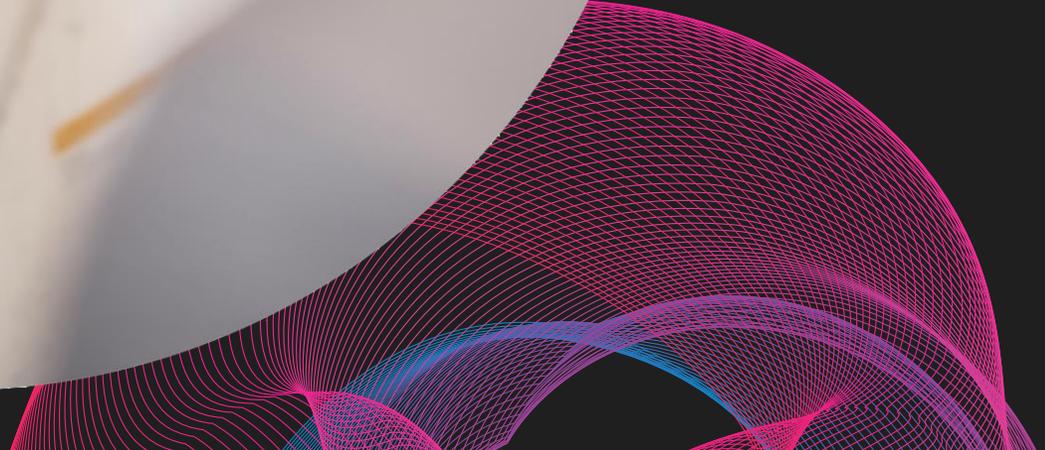
National Sales Lead, Daraco I.T. Services,
Australia & New Zealand

daraco
I.T. SERVICES

DICKER
D A T A



MICROSOFT AZURE ROADMAP



AZURE SOLUTION PLAYS FY24 INCENTIVE PRIORITIES

MAINSTREAM

- New Customer Acquisition
- Migrate and Secure Windows Server and SQL Server
- Power Business Decisions with Cloud Scale Analytics
- Build & Modernize AI Apps
- Migrate Enterprise Apps
- Accelerate Developer Productivity

FUTURE GROWTH

- Innovate with HPC, AI Infrastructure
- Migrate Linux Estate
- Migrate Oracle
- Accelerate Innovation with Integration Services

MICROSOFT AZURE MOMENTUM



Data & AI

Microsoft Fabric Recently announced

OpenAI Whisper Model Coming soon

Vector Search Public preview

Real-Time Diarization Public preview

Copilot in Microsoft PowerBI Private preview

Document Intelligence Solution Generally available

Custom Neural Voice multi-style
and multi-lingual Generally available



Infrastructure

Azure Boost Public preview

**Azure Migrate: EoS Windows Server upgrade and
TCO estimate with Defender** Public preview

Extended Security Updates enabled by Azure Arc Coming soon



Digital & App innovation

New App Service instances Recently announced

Build and Modernize AI Apps specialization Recently announced

GitHub Advanced Security for Azure DevOps Public preview

PLAN FOR END OF SUPPORT FOR SQL & WIN2012

July 9, 2022

- SQL Server 2008, 2008 R2 Extended Security Updates end

July 12, 2022

- SQL Server 2012 End of Support

January 10, 2023

- Windows Server 2008 and 2008 R2 Extended Security Updates end

October 10, 2023

- Windows Server 2012 and 2012 R2 End of Support

ASSESS YOUR OPTIONS FOR 2012 WORKLOADS

Move to Azure

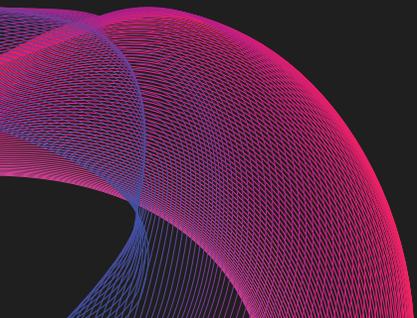
Move apps and workloads to Windows Server and SQL Server on Azure Virtual Machines

- Run securely with free Extended Security Updates for three more years after the deadline for Windows Server 2012 and 2012 R2 and SQL Server 2012 .
- Save with Azure Hybrid Benefit.

Modernize when ready

- Modernize to PaaS with Azure services such as App Service, and Azure SQL Managed Instance. Never have to patch or upgrade again.

AZURE VIRTUAL DESKTOP



FLEXIBLE WORK IS TRANSFORMING ENDPOINT STRATEGY

- Flexible work arrangements and widespread support for BYOPC/BYOD programs have led to increased endpoint security risk across industries.
- IT leaders feel pressure to increase productivity amid economic uncertainty however, 67% of IT admins are **overwhelmed** by managing flexible work.
- The average data **breach costs \$4.4M** signaling the need to streamline security to find efficiencies and greater protection.
- The inflow of data, emails, meetings, and notifications has outpaced humans' ability to process it all. 64% of employees report that they **don't have enough time** to do their job.

THE FIVE COMPONENTS OF MODERN ENDPOINT EXPERIENCE



Devices

that meet specific job requirements



Operating system

that's secure, reliable, accepted by employees, and easy to manage and update



Security

that defends against cyberattacks across multiple platforms



Management

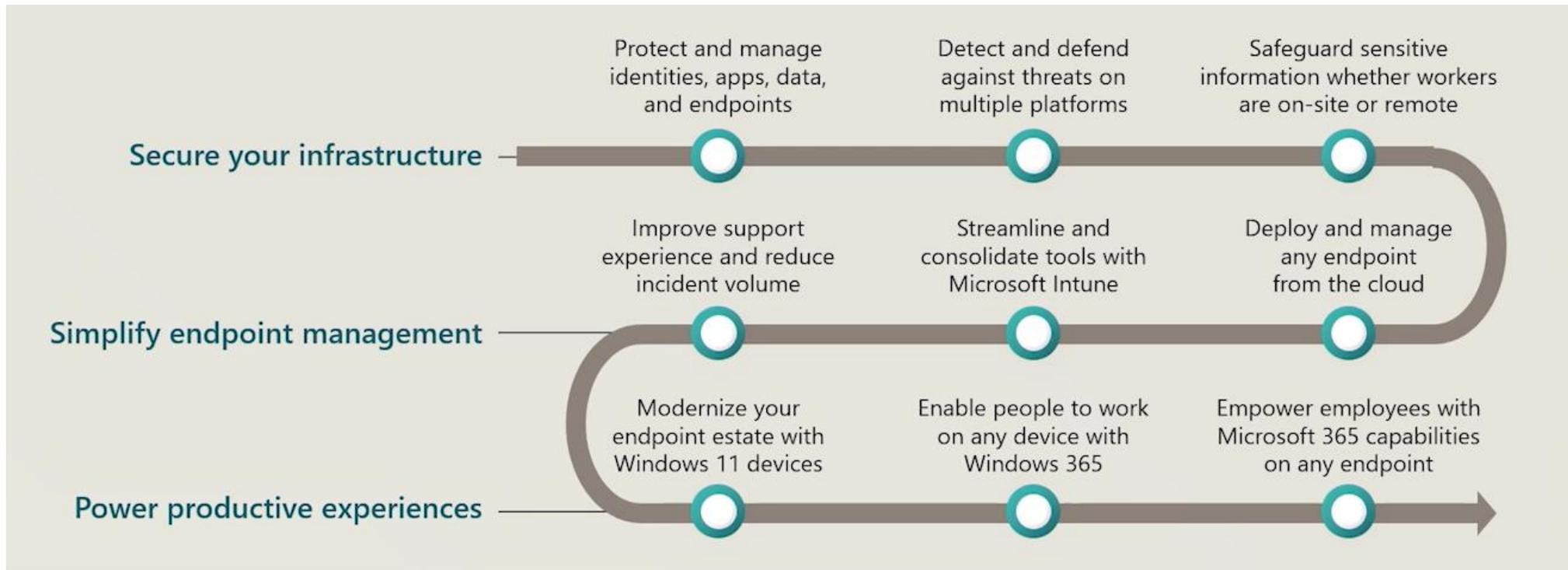
built for an entire device estate, including personal devices



Collaboration

that work across all devices and business scenarios

CUSTOMER JOURNEY TOWARDS SECURE AND PRODUCTIVE FLEXIBLE WORK

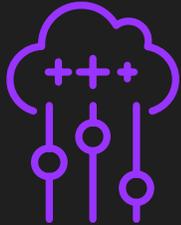




HOW CAN WE HELP?



CLOUD IT CAPABILITY



**TRANSITION
TO CLOUD**



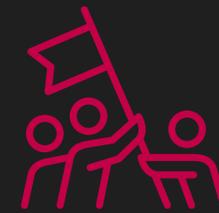
**PROFITABILITY
STUDIES**



**PRESALES
SUPPORT**



**TRAINING &
ENABLEMENT**



**SALES
SUPPORT**

#1

Microsoft Azure
Distributor in NZ

2022

Dell Technologies
Distributor of
the year - APJ

2022

HPE
Distributor of
the year - NZ

2022

Lenovo ISG
Distributor of
the year - ANZ

2022

Reseller News
Software Distributor
of the Year

2022

Lenovo APAC Growth
Distributor
of the Year

FY24 AZURE PROGRAMS

- Azure Express Solution Assessments (Q1)
- AMM – Azure Migration & modernize
- Funded POC (Proof of Concept)
- Dicker Data delivered Cloud assessments
- Azure TSI
- Customer workshops
- Partner workshops

DICKER DATA ONPOINT

**Free Pre Sales Support & Migration Services:
Move more customers to cloud with us**

Register for a partner cloud adoption assessment to find out how you can leverage the range of Azure support services & funding options available.

Our Microsoft Azure experts have been working with partners to accelerate sales and support migrations in a variety of scenarios including:

- *PAYG to Azure CSP*
- *EA to Azure CSP*
- *Private Hosting to Azure CSP*
- *Azure Virtual Desktop Proof of Concepts and more!*

Have a client that you would like to position Azure to?

The Dicker Data, Proof of Concept program has reduced sales cycles, provided a deployment and enablement path and increased the success rate with 82% of POCs moving to full deployment.

Register Now

First name
John

Last name
Smith

Job title

Company name
JJ Smith

Email
jjsmith@smith.com

AZURE EXPRESS – SOLUTIONS ASSESSMENT

- Microsoft delivered - fully funded for partners & customers
- Give partners & customers an understanding of costs for their environment in Azure
- Free up partner cloud architects to do other work for customers
- Help partners build a customer business case for an azure migration
- Can be managed by partner or by customer alongside Microsoft
- Once complete run a POC then (depending on the ACR) Partner-Led AMM funding can be used to complete the migration
- Ordered via Dicker Data through the link on the [Azure express EDM](#)

DICKER DATA FUNDED POC'S & CLOUD ASSESSMENTS

Dicker Data Cloud Assessments

- Delivered by Dicker Data Azure Technical BDM – fully funded
- Like Azure Express but for customers with less than 5 powered on Windows/Linux servers
- Cost estimate output showing environment in azure
- Easily turn into POC then production environment

Funded Proof of Concept

- Demonstrate how the customer workload(s) would run in Azure
- 97% conversion of POC to production (paying customer) environment
- Funding will be based on the final estimated ACR for 30 days up to a maximum of \$2000.00
- Credit applied to the Dicker Data Partner account.
- Solution assessment must either be completed by Azure express or DD Azure technical BDM

Request a Dicker Data CA or POC here: <https://www.dickerdata.co.nz/microsoft-azure-support-sales-services>

AZURE MIGRATE AND MODERNISE – PARTNER LED

- Partner registers intent with DD Azure team
- Azure team does initial assessment (this could be delivered by an Azure Express assessment)
- DD Registers deal with AMM certified Provider – they check customer TPNID to ensure they are MS registered (ie have Azure AD environment)
- Partner/Dicker Data set-up Customer Azure subscription and landing zone for the migration
- AMM Provider registers with Microsoft, approval of funding generally takes 24-48 hrs
- Agreement between Partner and AMM provider on migration deliverables & timeframes
- Deliver Migration – 2 - 3 weeks work depending on the size/scope
- Final test and signoff before handing back to Partner/Customer

AZURE MIGRATE & MODERNISE – PARTNER LED OFFERS

T-shirt sizes based on Annual ACR (USD)

- X Small – Y1 project size: \$10k - \$25/ year = AMM Partner payment: \$5k
 - (infra and DB migration only)
- Small - Y1 project size: \$25K - \$125K/year = AMM Partner payment: \$15k
 - Most common option for NZ SMBs NZD\$40k/year entry point = \$3400 Monthly ACR
- Medium – Y1 project size: \$125K - \$250K/year = AMM Partner payment: \$30k
- Large - Y1 Project size: \$250k - \$500K/year = AMM Partner Payment: \$50K

AZURE TSI OFFER

Dicker Data Led

Have an NFP client that would like to be managed by you? Contact us to discuss how you can deploy and manage your clients using Azure in CSP.

- \$1,000NZD Credit toward your deployment (paid as a credit on the DDNZ partner account)
- Offer your clients a Seamless, partner led Azure deployment via CSP
- Our team of experts can assist in designing an environment to suit your client's needs.
- No need to move or migrate resources once your credits have been exhausted
- Leverage cost optimizations to ensure your customer is getting the most out of the Azure consumption
- Cost management visibility for client and partner

Backed by fully funded Microsoft Enterprise support

<https://www.dickerdata.co.nz/microsoft-tsi>

Microsoft TSI – Azure Credit Offer Program Guidance

- Available to all Dicker Data CSP Partners
- Deal minimum - \$5k estimated annual ACR
- ACO ROI 10:1 (Estimated 12-month ACR divided by 10)
- Partner must:
 - Have established Reseller Relationship with the customer and have them registered in Partner Center
 - Have a current Account with Dicker Data i.e. no overdue/outstanding accounts
 - Attest customer has accepted the Microsoft Customer Agreement
- Customer must:
 - Transact through the Partner
 - Have Microsoft billing account established and up to date
 - Be an approved Microsoft non-profit

AZURE CUSTOMER OR PARTNER WORKSHOPS

- Delivered in person or via webinar/teams
- Can be Technical or Sales/Value proposition
- Topics like:
 - Introduction to Azure: Overview of Azure services, benefits of using Azure, and how it fits into Microsoft's and your customers cloud strategy.
 - Understanding Azure Pricing: Explanation of Azure pricing and how to calculate costs for using Azure services.
 - Azure Infrastructure: Deep dive into Azure infrastructure.
- Azure Migration: Best practices for migrating workloads to Azure, including lift-and-shift & modernization.
- Ideal for partners starting out on their cloud journey
- Options for co-funding
- Presented by the DD azure team
- For specialized sessions we can engage Microsoft for content delivery

Get in touch here: <https://www.dickerdata.co.nz/microsoft-azure-support-sales-services>

CUSTOMER CLOUD JOURNEY



**Azure
express/Cloud
assessment**



Proof Of Concept



Migrate



Optimize



TAKE ACTION TODAY!

Get ready

Skilling & designations

Explore technical
and sales training
aka.ms/PartnerTraining

Differentiate with
Azure specializations
aka.ms/advancedspecializations

Create demand

Digital marketing resources & services

Access GTM Support
aka.ms/PartnerGTMResources

Leverage Azure
OpenAI Sales Kits
aka.ms/PartnerAzureAISalesKit

Grow your business

Commercial marketplace & incentives

Nominate to Azure
Migrate and Modernize
& Azure Innovate
aka.ms/AzurePOfferings

Publish to the
Commercial Marketplace
aka.ms/SellWithMicrosoft

Find out more: <https://www.dickerdata.co.nz/microsoft-azure-support-sales-services>



THANK YOU

Contact Us Today: microsoft.sales@dickerdata.co.nz

