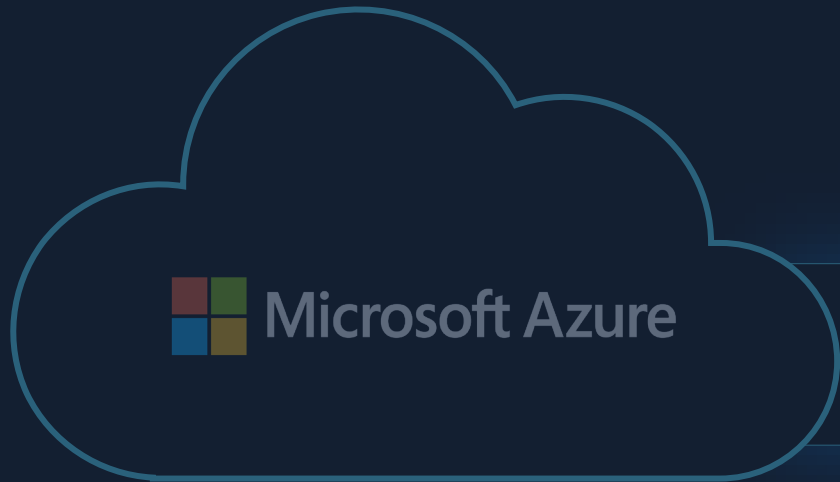




Azure Arc

Mart 2024

Azure Arc-enabled infrastructure
Connect and operate hybrid resources
as native Azure resources

Azure Arc-enabled services
Deploy and run Azure services outside of
Azure while still operating it from Azure



Multi-cloud



Datacenter



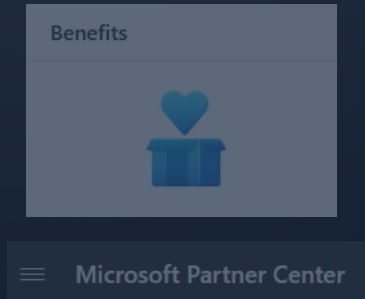
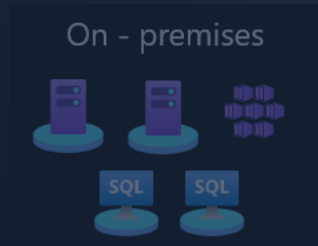
Edge



Get started

☰ Azure AI | Speech Studio

[Speech Studio \(microsoft.com\)](https://microsoft.com/speechstudio)



2024
Azure
Arc



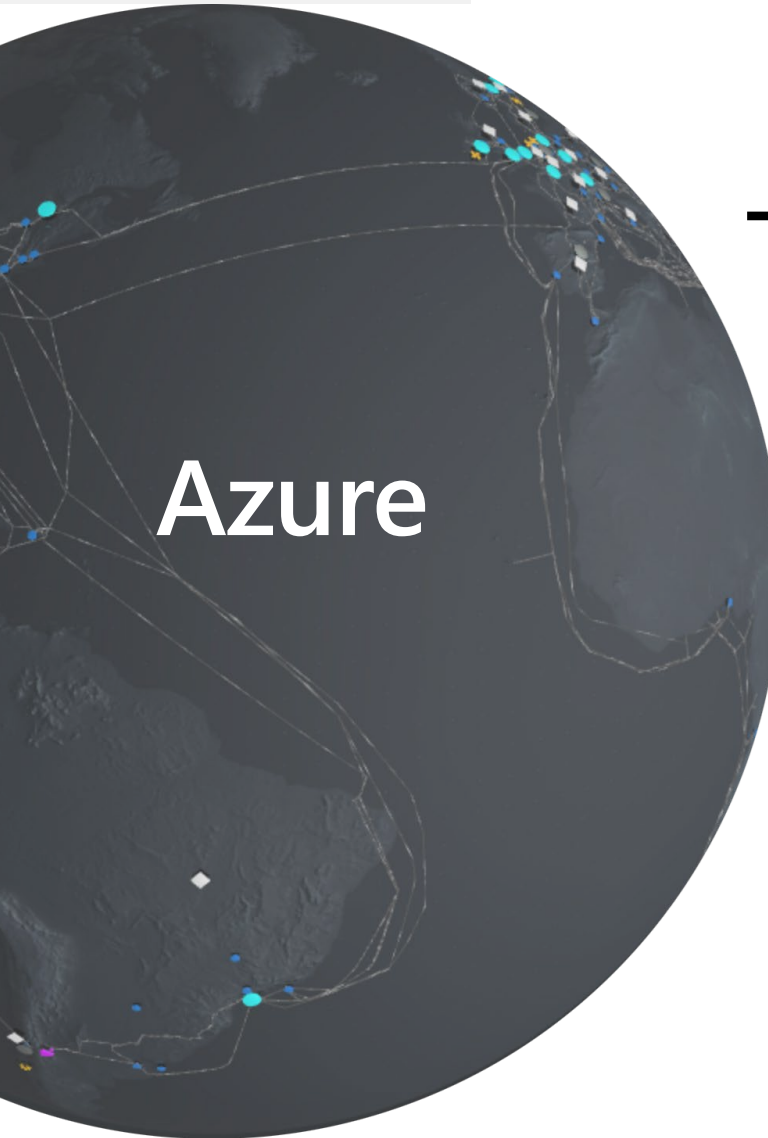
Microsoft
Defender

+



Microsoft
Sentinel

Благодаря ви! 😊



Azure

Transforming Hybrid Cloud Strategies with Azure Arc and Arc Enabled SQL Server

18 March

Tatyana Tsvyatkova

Partner Success Manager focused on Azure in CEMA region



Single control plane with Azure Arc



Azure Arc-enabled infrastructure

Connect and operate hybrid resources as native Azure resources



Azure Arc-enabled services

Deploy and run Azure services outside of Azure while still operating it from Azure



Multi-cloud



Datacenter



Edge

Benefits of Arc

Azure Arc is a bridge that extends the Azure platform to manage and secure resources across on-premises, multi-cloud, and edge environments. It provides a unified management experience, enabling consistent operations and governance

Unified
Management

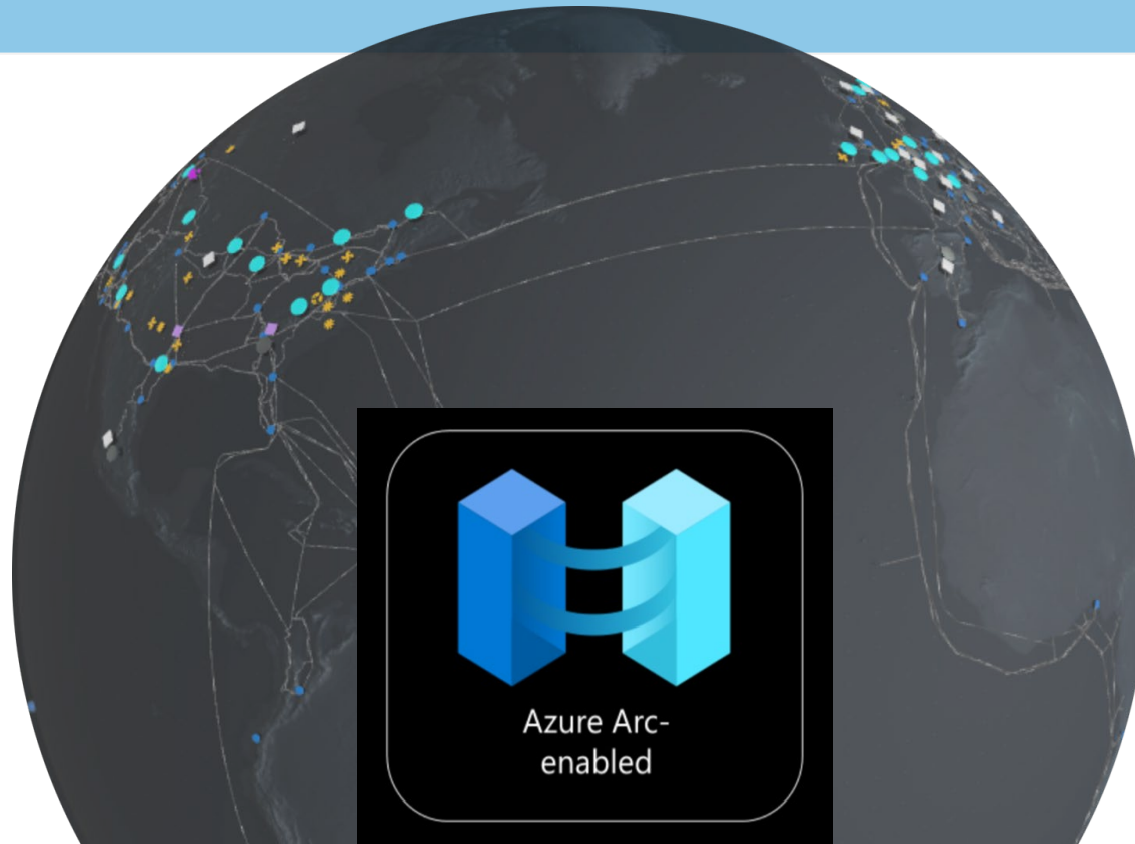
Flexibility and
Scalability

Support Modern
Applications

Improved
DevOps &
Automation

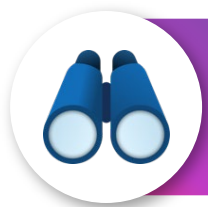
Cost Efficiency

Enhanced
Security and
Compliance



Bring cloud manageability to SQL Server anywhere

Manage, govern, and protect your SQL Server from Azure



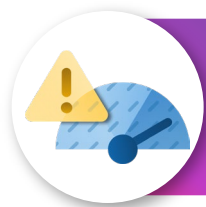
Manage all SQL estate
with better observability

Single view of all SQL Servers deployed
on-premises, in Azure and other clouds

Capture key performance metrics with
out-of-box monitoring

Gain proactive and actionable insights
with automated best practices
assessment

Utilize migration assessment and best-
fit recommendation on SQL IaaS/PaaS



Enhance business
continuity

Manage Availability Groups inventory
and track real-time health status

View Always-on Failover Cluster
Instances and protect with Defender

Enhance operational efficiency through
configurable Automated backups

Minimize downtime and operational
disruption with Point-in-time restore



Govern and protect all
SQL estate using Azure

Protect your on-premises and multicloud
data using Microsoft Defender for Cloud

Enhance security using Extended
Security Updates as a service and auto
patching

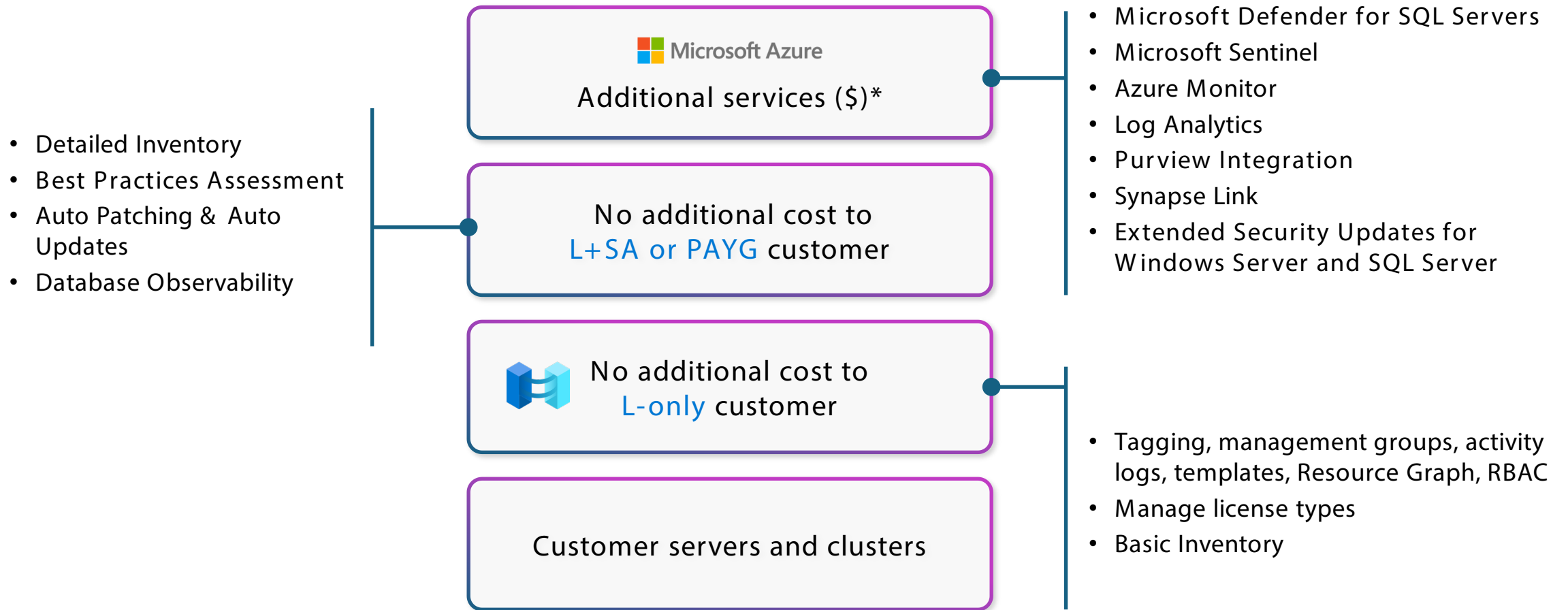
Central insights and governance across
all SQL Servers with Microsoft Purview

Unified sign-on experience with
Microsoft Entra ID authentication



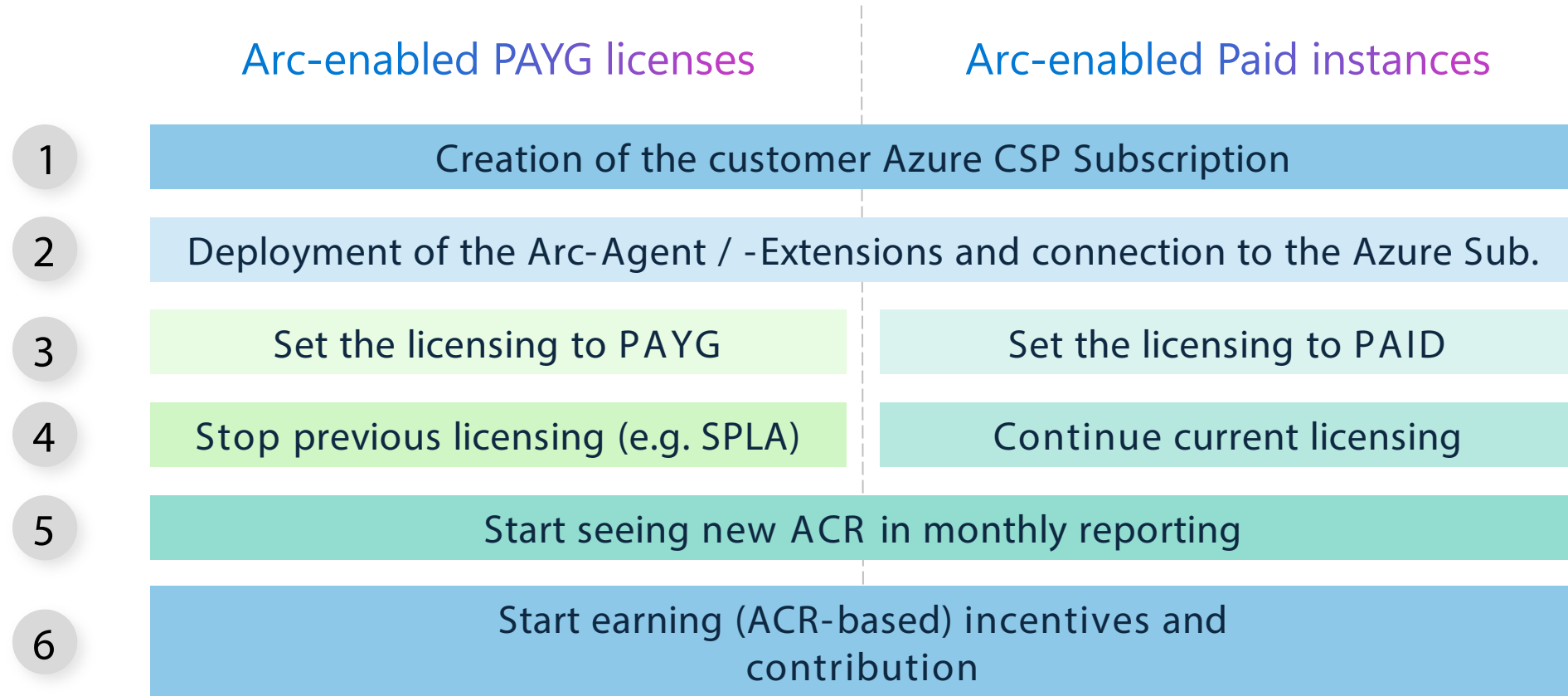
Azure Pay-As-You-Go enabled by Azure Arc for SQL Server anywhere, with
simplified onboarding

Azure Services available for Arc enabled SQL Servers



* Compute, log ingestion, and storage costs are not included

How-to / Steps



+connect to Azure Lighthouse...

How-to / Steps - SQL Arc PayG vs Paid

Arc-enabled **PAYG** SQL licenses

Home > Azure Arc | SQL Servers > Add existing SQL Server instances >

Connect Azure Arc-enabled SQL Server

Microsoft

Prerequisites

Server details

Tags

Run script

Azure Arc-enabled SQL Server allows you to centrally apply policies and run assessments against existing SQL Server instances running on either connected machines or via indirect connections on-premises.

[Terms of use](#) | [Privacy policy](#)

Project details

Select the subscription to manage deployed resources and costs. Use resource groups like folders to organize and manage all your resources.

Subscription *

ADS TINA Engineering

Resource group *

Server details

Designate an Azure region where machine metadata will be stored.

Region *

East US

Operating system *

Windows

Proxy server

If your environment requires a proxy server to connect to the internet, please specify the proxy server information below.

Proxy server URL

Specify the proxy server's URL

SQL Server management details

Specify the SQL Server edition and license type you are using on this machine. [Learn more](#)

License type *

☒ **PAYG** - Standard or Enterprise edition with pay-as-you-go billing through Microsoft Azure

☐ **Paid** - Standard or Enterprise edition license with Software Assurance or SQL Subscription

☐ **LicenseOnly** - Developer, Evaluation, Express, Web, Standard or Enterprise edition license only without Software Assurance

By default, all SQL Server instances on the server will be registered. To exclude SQL Server instances from registration, enter the instance names separated by space.

Excluded SQL Server instance names

Arc-enabled Paid SQL instances

Home > Azure Arc | SQL Servers > Add existing SQL Server instances >

Connect Azure Arc-enabled SQL Server

Microsoft

Prerequisites

Server details

Tags

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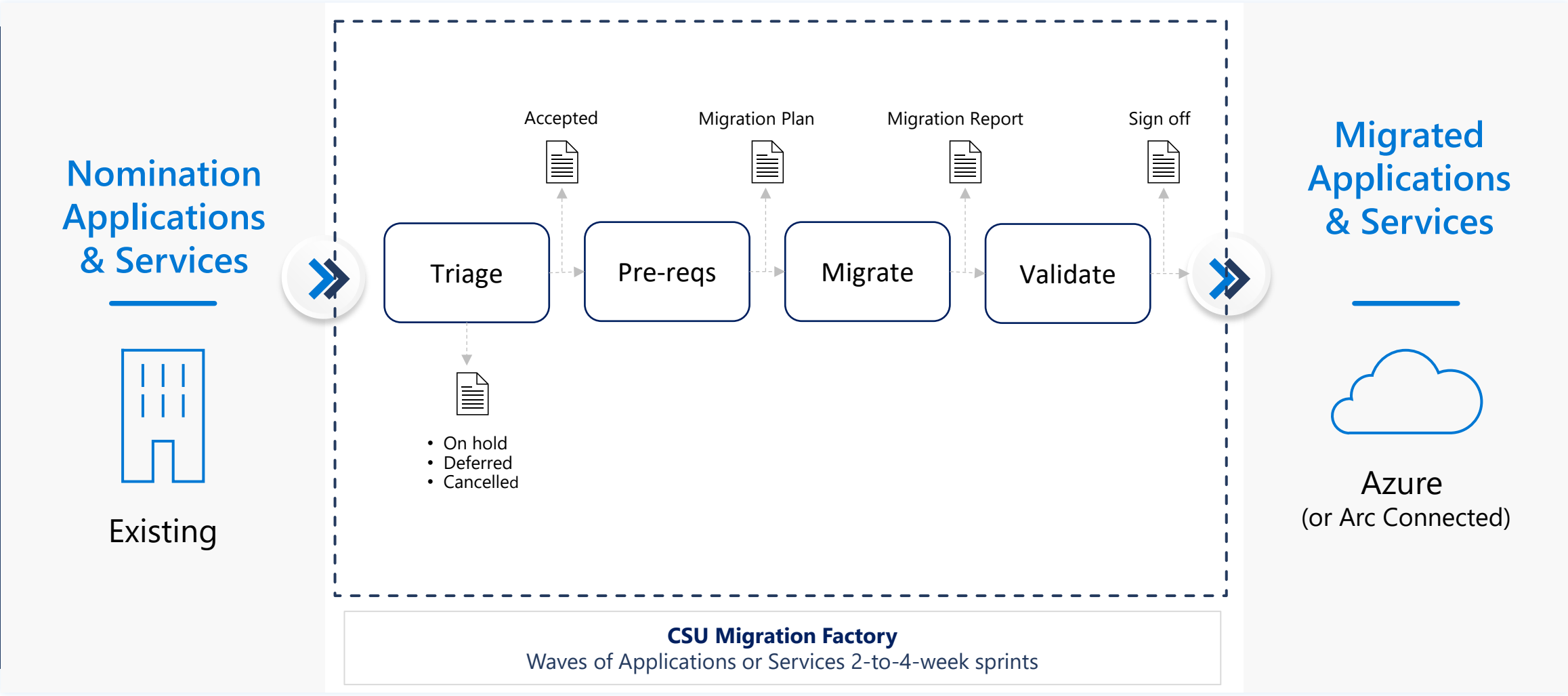
Excluded SQL Server instance names

Deployment options



CMF | High level execution flow

Jumpstart Azure journey for Microsoft Cloud Workloads through Microsoft delivery at no cost



CMF | Azure Arc for Windows & SQL Server scope



In Scope

Arc-enabled servers

Customers can onboard their existing Windows Server 2012 and above (physical servers or virtual machines) as Azure Arc-enabled servers, from:

- On-premises (Hyper-V or VMWare environments)
- Other cloud environments (AWS, GCP)
- Windows Server Management through Azure Arc

Arc-enabled SQL Servers (two-step process)

- The first step will onboard the server where the SQL Server is installed
- The second step will onboard the installed *SQL Server 2012 and above* instances as Azure Arc-enabled SQL Servers
 - Windows and Linux [supported versions](#) are in scope

Extended Security Updates (ESUs) through Azure Arc

- Windows Server 2012/R2
- SQL Server 2012/2014

Strong partnership needed with nominators to determine the optimum number of needed ESU licenses.

Note: Enrollment to ESUs can be done at any moment up to three years after the End of Support (EOS) dates. When enrolled, the servers will receive ESUs, and the customer will be billed a one-time upfront charge for the months they missed after the end of support date.

- Windows Server 2012/R2 EOS: Oct 10, 2023.
- SQL Server 2012 EOS: July 12, 2022.
- SQL Server 2014 EOS: July 9, 2024.



Out of CMF Scope

Enabling Azure services post onboarding (Azure Monitor, Azure Update Manager, etc.)

Change request process, including internal communication

Any changes in the source (any time) & target environments (after handover)

Any Application/Services related configurations and testing (Pre and Post Migration)

Configuring Backups, Monitoring & Alerts (Pre & Post Migration) etc.

High availability setup, configuration

Disaster Recovery setup, configuration

Any other migration path not listed in the Scope

How-to / Steps

<https://aka.ms/cmf-partner>

Account Nomination: CSU Migration Factory (Partner)

Join the new **Microsoft CSU Migration Factory + Partner delivery model** and work with us (hands on keyboard production migration support team) to deploy rapid, predictable implementation designed for **Apps, data, infra workloads**.

Answer the questions below and a member of our team will contact you. For more details on the CSU Migration Factory program, please refer to this SharePoint: <https://aka.ms/CSUmigrationfactory> (only with Federated Access)

4 types of nominations:

Pre-Sales Alignment for RFP responses:

Partners can use this option to validate the assumptions, scope and RACI when planning to use CMF as part of the delivery services for their project at no cost.

Engagement Request for current project:

Partner already has a project and is requesting an immediate opportunity for engagement.

Repetition for Large Scale:

Indirect or Direct Channel Partners with large scale customer base on CSP that plans to offer a repetitive migration for the long tail.

ISVs:

For specific ISV partners that are leveraging CMF for their partner channel for projects.

For any additional questions, please send an email to MFPartnerDesk@microsoft.com

Privacy: Response collected will be processed in accordance with Microsoft's privacy policy <http://go.microsoft.com/fwlink/?LinkId=521839>.

* Required

1. Choose the primary reason for this nomination

- ☐ I'm a Solution Partner working on a Proposal for my customer and want to work on a SOW with the CMF team
- ☐ I'm a Solution Partner working on a migration ready to begin using Partner + Factory model
- ☒ I'm a Channel Partner working on a SMB opportunity
- ☐ I'm an ISV Partner working with an ISV migration opportunity

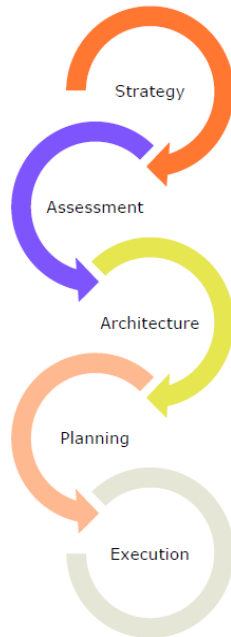
2. Do you have an Indirect Provider (Distributor) for this project? *

- ☒ Yes
- ☐ No

ALSO and AMM

ALSO Professional Services Migrate to Azure with confidence

ALSO PROFESSIONAL SERVICES



Align strategy:

- ▶ What will be migrated?
- ▶ How do we expect new customers, new services to be onboarded?

Assessment:

- ▶ Can we migrate everything we want to?

Develop architecture:

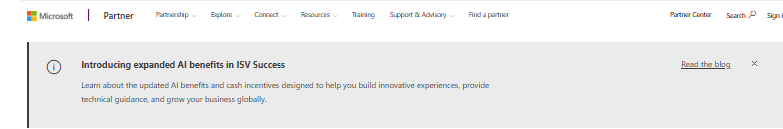
- ▶ How will customers connect?
- ▶ How applications and services will be interconnected?
- ▶ How will users authenticate?

Plan migration:

- ▶ Migration waves and windows
- ▶ Acceptance test planning
- ▶ Rollback planning

Execution:

- ▶ Destination preparation
- ▶ Migration execution
- ▶ Acceptance testing



Azure Migrate and Modernize and Azure Innovate

Discover how you can deliver better customer experiences with comprehensive resources, extensive coverage across scenarios, and tailored incentives in one easy-to-navigate hub.

[Nominate](#) [Play video >](#)



The value for Azure partners

 Implement efficiently with comprehensive resources in one place • Leverage guidance including tooling, documentation, and responsible AI design to help improve execution. • Engage with Microsoft experts via Migration Factory to augment capacity and capabilities at no extra cost. • Empower tech and sales teams with dedicated partner skilling to build confidence.	 Increase agility with extensive coverage across scenarios and segments • Drive AI transformation with offers for high-demand cloud, analytics, and AI scenarios. • Scale efficiently with structured pathways for partners to deliver projects of all sizes. • Differentiate apps and services backed by leading security on a trusted platform.	 Innovate confidently with tailored incentives to maximize earning opportunities • Access funding at each stage of the journey, from planning to deployment. • Improve sales velocity with go-to-market support to enrich your pipeline and help win more deals. • Get faster time to value with seamless and automated approvals in Partner Center.
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Increase agility with Azure offerings



Introducing...

SMB paths for Solutions Partner designations

Data & AI (Azure)

Digital & App Innovation (Azure)

Infrastructure (Azure)

Microsoft AI Cloud Partner Program
Solutions Partner for Azure solution areas

How to attain a Solutions Partner designation for solution areas

The partner capability score provides flexibility to demonstrate knowledge, skills, and experience across subcategories of performance, skilling, and customer success. **Partners qualify either on an SMB path or an Enterprise path and must reach 70 points for the path they are on.**

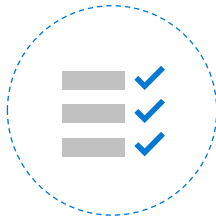
A minimum of **70** points must be earned, with points in each subcategory.

There are **100** points possible in total across categories.



Performance

This category is measured by net customer adds.



Skilling

This category verifies and demonstrates your dedication to skilling and training by intermediate and advanced certifications.



Customer success

This category is measured by usage growth and the number of solution deployments.

Admins can sign-in to [Partner Center](#) to see how your organization is progressing towards a Solutions Partner designation.

Requirements for Solutions Partner designations for Azure

Three categories make up the scoring for Solutions Partner designations: performance, skilling, and customer success. Points are earned through net customer adds, certifications and exams, growth in usage and the number of successful deployed customer solutions. Points are earned incrementally as partners make progress in each subcategory.

Beginning later in 2024, partners will qualify either on the Enterprise or SMB path and will see in Partner Center only one score aligned to their path. For all three Azure designations, partners who are driving less than USD1,000,000 Azure consumed revenue (ACR) and have 80% or more of their customers in the SMB/SMC segment will qualify on the SMB path. Partners who are driving more than USD1,000,000 ACR, or driving less than USD1,000,000 ACR and have more than 20% of their customers in the enterprise segment will qualify on the Enterprise path.

	Eligible attributions	Maximum contribution				Max points
		Enterprise paths		SMB paths		
		Infrastructure / Digital & App Innovation	Data & AI	Infrastructure / Digital & App Innovation	Data & AI	
Performance						30
Net Customer Adds	PAL, DPOR, CSP	3 net customer adds >\$1000 ACR per month	3 net customer adds >\$1000 ACR per month	3 customer adds >\$500 ACR per month	3 customer adds >\$500 ACR per month	30
Skilling						40
Intermediate Certifications	Certified professional associated to Partner Center account	5 unique individuals 2 prerequisite certifications*	10 unique individuals 2 prerequisite certifications*	4 unique individuals 1 prerequisite certifications**	8 unique individuals 2 prerequisite certifications**	20 (40 for Data & AI)
Advanced Certifications		5 unique individuals 2 prerequisite certifications*	NA	4 unique individuals 1 prerequisite certifications**	NA	20 (0 for Data & AI)
Customer Success						30
Usage Growth	PAL, DPOR, CSP	20% ACR growth YoY	20% ACR growth YoY	20% ACR growth YoY	20% ACR growth YoY	20
Deployments	PAL, DPOR, CSP	5 new deployments in TTM	5 new deployments in TTM	5 new deployments in TTM	5 new deployments in TTM	10
TOTAL						100
Minimum total points required for Solutions Partner designation						70

*On the Enterprise path, partners must have [prerequisite certifications](#) before points are earned for scoring certifications. No points are earned for prerequisite certifications.

** On the SMB path, partners earn points for the two prerequisite certifications. Prerequisites must still be met in order to earn points for scoring certifications.

*All dates and requirements subject to change.

For more information about measurements specific to Solutions Partner for Digital & App Innovation (Azure), [click here](#).

Benefits for Solutions Partner designations for Azure

Regardless of the path by which you qualify for a Solutions Partner designation, benefits are the same. Benefits include all common Solutions Partner benefits, like go-to-market services, TP&D advisory hours, technical support incidents, as well as unique product benefits designed specifically for each Azure specific Solutions Partner designation. Stack incremental benefits as you attain additional Solutions Partner designations.

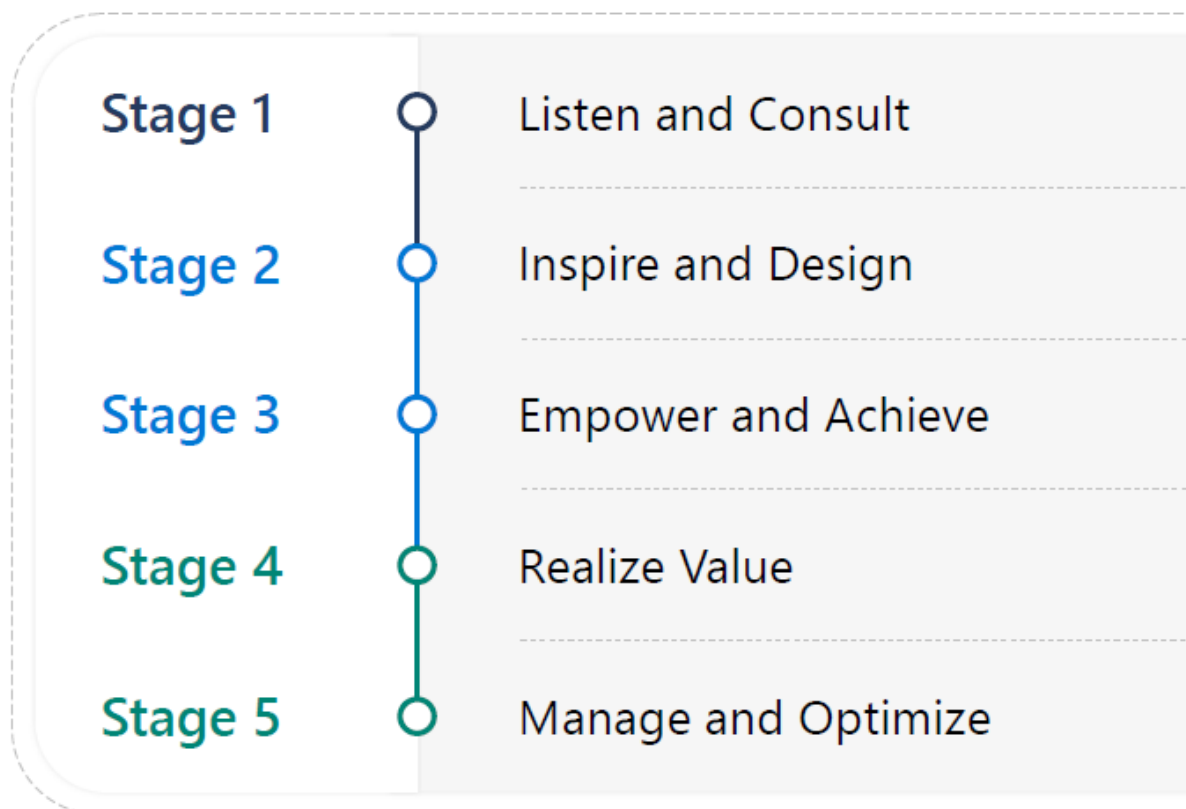
Product Group		Digital & App Innovation	Data & AI	Infrastructure
Incremental	Azure Production Credits	\$6,000 per year (bulk)	\$6,000 per year (bulk)	\$6,000 per year (bulk)
	Azure Dev/Test Credits	Bulk offer delayed – in interim, dev/test credits are provided with Visual Studio Enterprise	Bulk offer delayed – in interim, dev/test credits are provided with Visual Studio Enterprise	Bulk offer delayed – in interim, dev/test credits are provided with Visual Studio Enterprise
	Visual Studio Subscriptions	25 Visual Studio Enterprise subscriptions	25 Visual Studio Enterprise subscriptions	25 Visual Studio Enterprise subscriptions
Core among Solutions Partner for Infrastructure, Data & AI, and Digital & App Innovation	Dynamics 365 (D365)	D365 Operations Application Partner Sandbox, D365 Sales, Field Service and Customer Service Partner Sandbox		
	Power BI	100 Power BI Premium users		
	Microsoft 365 (M365)	100 M365 E3 users		
	Microsoft Project Online	20 users (Plan 5)		
	Visio Online	5 users (Plan 2)		
	Software Licenses	100 Windows Server Standard 2022, 32 Windows Server 2022 Data Center, 16 SQL Server, 100 System Center Standard, select CALs, and more.		

*Max stacking of 5 specializations across all Azure specializations and expert programs (shared across Solutions Partner for Infrastructure, Data & AI, and Digital & App Innovation designations). This asset is intended only for reference purposes as a high-level overview. Benefits are subject to change. Full details and terms and conditions are subject to applicable program guide.

Microsoft incentives and investmen

Microsoft's mission is to empower every person and every organization on the planet collaborate with our partner ecosystem to accelerate global digital transformation.

Microsoft's partner incentives are designed to reward partners for participating in our needs often extend beyond the transaction, so we offer partner incentives and investn



Azure Incentives

Azure incentives includes multiple ways for partners to earn incentives on customer Azure consumption for the i a partner is associated to the customer's Azure environment and the channel the customer decides to transact tl

New Commerce CSP*

Small corporate and SMB customers

Engagements	Listen & Consult	Inspire & Design	Empower & Achieve	Realize Value	Manage & Optimize
Azure CSP motion incentive				+	
Hosting Incentive			+		
AMM Partner-led: Solution Assessment for Rapid Migration		+			
AMM Partner-led: SAP Migration Assessment		+			
AMM Partner-led: SAP Migration Assessment L		+			
AMM Partner-led: Infrastructure and Database Migration				+	
AMM Partner-led: Infrastructure and Database Migration (SMB)				+	
AMM Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud				+	
AMM Partner-led: Infrastructure and Database Migration with Microsoft Defender for Cloud (SMB)				+	
AMM Partner-led: Migrating to Azure VMware Solution				+	
AMM Partner-led: Virtual Desktop Infrastructure				+	
AMM Partner-led: SAP Migration				+	
AMM Partner-led: Migration to SAP RISE in Azure				+	
Azure Innovate Partner-led: Analytics Proof of Value			+		
Azure Innovate Partner-led: Analytics Deployment				+	
Azure Innovate Partner-led: Analytics Deployment (SMB)				+	
Azure Innovate Partner-led: Build & Modernize AI Apps Proof of Value			+		
Azure Innovate Partner-led: Build & Modernize AI Apps Deployment				+	
Azure Innovate Partner-led: Build & Modernize AI Apps Deployment (SMB)				+	
Azure Innovate Partner-led: Accelerate Developer Productivity Proof of Value			+		
Azure Innovate Partner-led: Accelerate Developer Productivity Deployment				+	
Azure Innovate Partner-led: Build & Modernize AI Apps Proof of Value with AI Enabling Support for ISVs			+		
Azure Innovate Partner-led: Azure AI Platform Proof of Value			+		
Azure Innovate Partner-led: Azure AI Platform Deployment				+	
ISV Success Advanced: Customer Migration & Modernization				+	
ISV Success Advanced: Build & Modernize AI Apps Proof of Value			+	+	
ISV Success Advanced: Build & Modernize AI Apps Proof of Value L			+		
ISV Success Advanced: Build & Modernize AI Apps Proof of Value XL			+	+	
ISV Success Advanced: Build & Modernize AI Apps Publish				+	
ISV Success Advanced: Azure AI Platform Proof of Value			+		
ISV Success Advanced: Azure AI Platform Proof of Value L			+		
ISV Success Advanced: Azure AI Platform Proof of Value XL			+		
ISV Success Advanced: Azure AI Platform Model Publish				+	
ISV Success Advanced: Analytics Proof of Value			+	+	
ISV Success Advanced: Analytics Proof of Value L			+		
ISV Success Advanced: Analytics Proof of Value XL			+	+	
ISV Success Advanced: Analytics Publish				+	

Next steps



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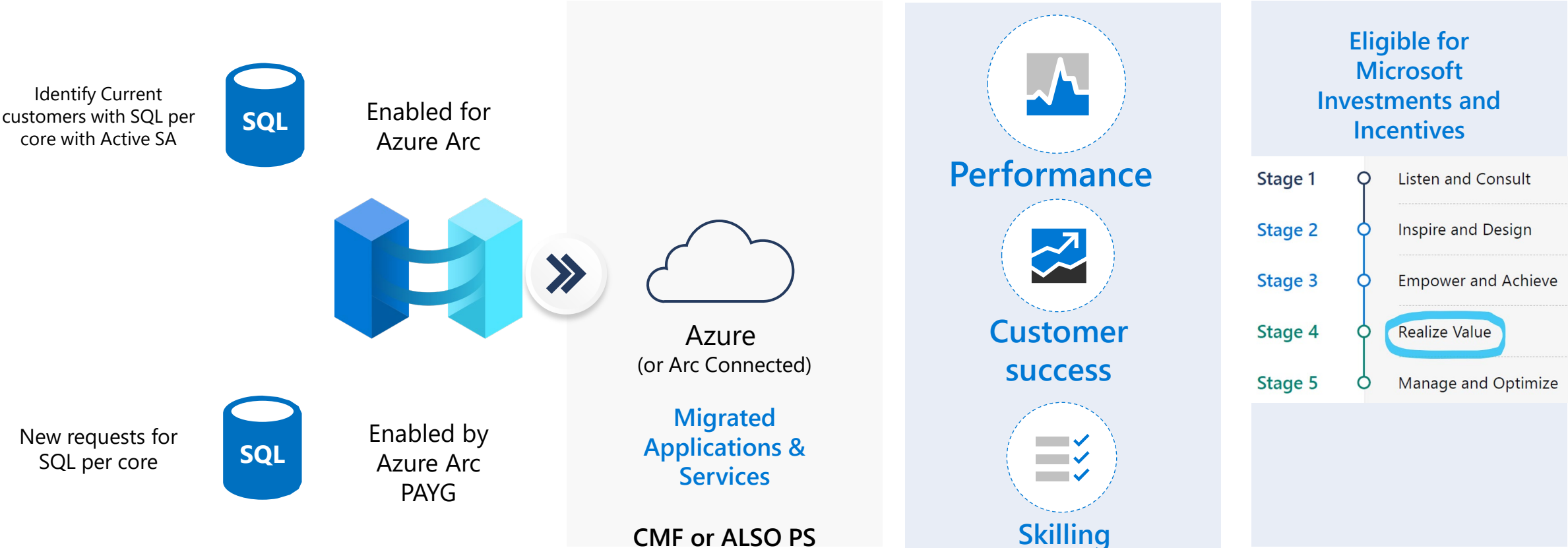
Go to [Training Gallery](#) & [Microsoft docs](#) to learn about the requirements needed to attain a Solutions Partner designation.



For more information visit the [Microsoft partner website](#) and [Microsoft partner blog](#).



Where to start from?



your AM in ALSO +
Dilyana & Asen

Asen

PC
Donika and your AM in ALSO



Моля споделете въпросите или
притесненията си

И ВИ БЛАГОДАРЯ!