

Microsoft Azure Sales Playbook

INGRAM MICRO

Modernization on Azure presents a big opportunity for partners. According to IDC, SMB cloud spend is expected to grow by 34% by 2027 and 85% organizations rank modernizing their apps as top priority over next 3 years. Most partners we talk to have customers who are either on on-premises or are on basic cloud workloads.

For partners, the highest margins and Microsoft incentives are not just in migrating customers to Azure but continuing to modernize their data infrastructure and helping them leverage AI capabilities. With our Frontier Designation and top-tier Microsoft support, Ingram Micro brings proven ability to help Microsoft channel partners worldwide navigate this journey and build a strong business on Azure.

This playbook brings together the guidance and resources you need to win with Azure. If any of these sounds interesting and useful to you, please reach to your Ingram Micro team. You can find their details on the last page.

What you get with Ingram Micro?

Microsoft Authorized Distributor

As an official distributor for Microsoft, Ingram Micro enables partners to easily access, deploy, and support Microsoft solutions, complete with localized billing and dedicated technical expertise.

Microsoft Solutions Partner Designations

Ingram Micro has earned Microsoft Solutions Partner status across critical Microsoft domains, highlighting our proven technical capabilities and consistent customer success.

Specialized training and certification programs

We offer extensive training, certification support, and enablement resources, empowering partners to rapidly build and scale their practices.

Advanced specializations

Ingram Micro holds two Azure Advanced Specializations. Achieving and maintaining these specializations validates our deep technical expertise and unlocks significant financial benefits.

Comprehensive partner benefits

Ingram Micro provides partners with robust pre-sales enablement, professional services, practice-building guidance, exclusive services, promotions, lifecycle support, and direct engagement with technical experts.

Business opportunities with Azure

Click on any one opportunity to learn more

Infrastructure migration and modernization

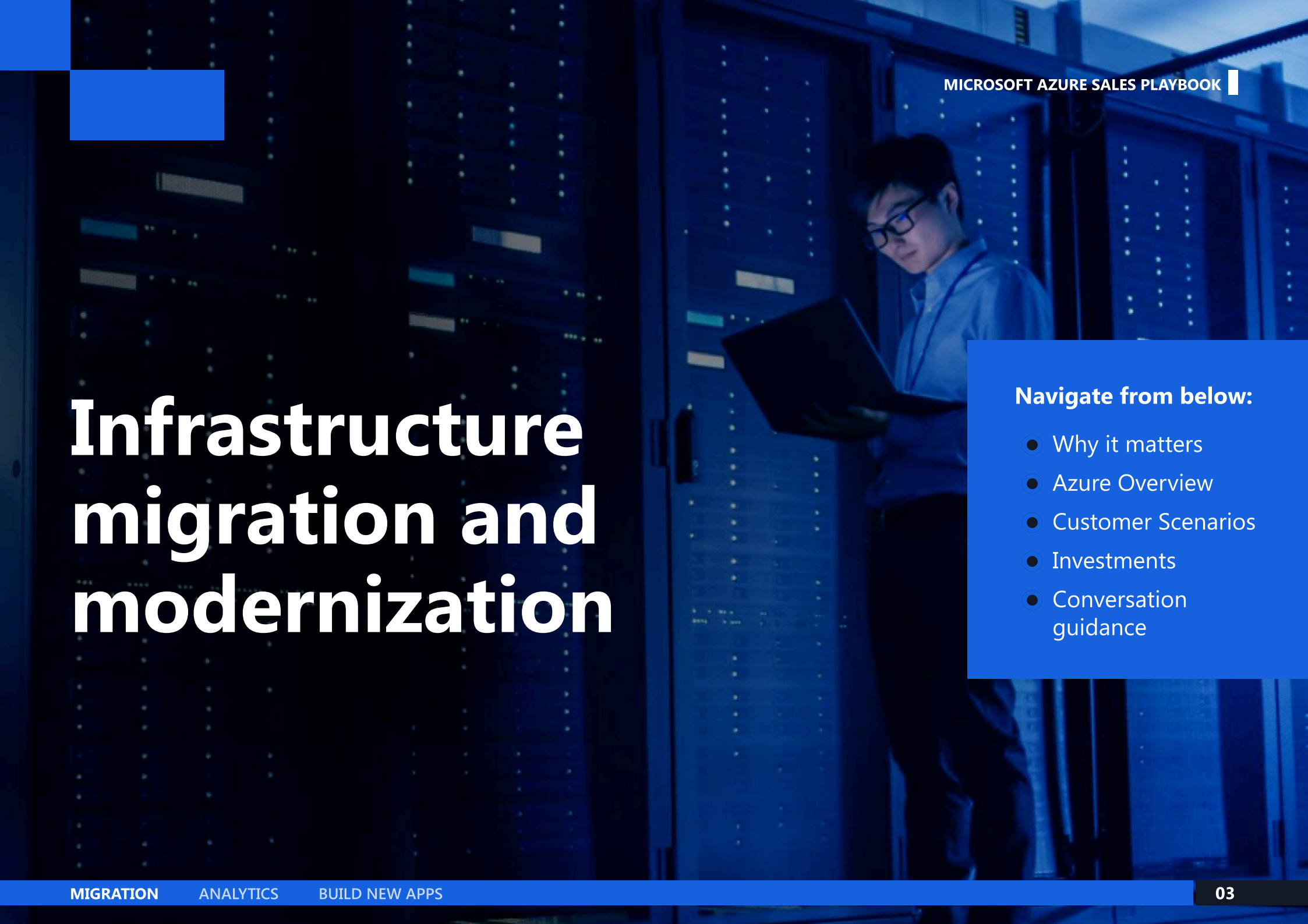
- Datacenter exit and server refresh
- VMware migration
- Windows Server modernization
- SQL Server modernization
- Linux migration
- OSS database migration
- Backup and disaster recovery

Data platform modernization with Microsoft Fabric

- Power BI P-SKU to Fabric
- On-prem SQL warehouse migration to Fabric
- Industry / function-specific analytics use cases

Build AI apps and agents

- Build custom AI apps
- Modernize existing apps with AI
- Improve developer productivity with GitHub Copilot



Infrastructure migration and modernization

Navigate from below:

- Why it matters
- Azure Overview
- Customer Scenarios
- Investments
- Conversation guidance

01

Key drivers for customers to move to the cloud

Today, the emergence of AI is becoming a competitive business driver for all organizations. Further SMBs are also seeking security solutions to safeguard their businesses against threats, malware, network intrusion, DDoS attacks, and more. They also want the ability to add services and key capabilities on demand.

However, most SMBs have legacy on-premises infrastructure, which leads to a variety of challenges, including:

- The inability to run innovative workloads such as AI
- High costs of on-premises hardware and software
- Hardware or software end-of-support
- Increased security and compliance risks
- Inability to run workloads wherever they want

Switch to cloud model

- Reduction of operational responsibility
- Enhance security

Reach profitability faster

- Ability to innovate and fail fast
- Environment for experimentation
- Immediate cost control

Spin up and down with ease

- Global reach and rollout in a click
- Compliance for different regions
- High availability across the globe

Access cutting-edge technology

- Powerful AI models to save time
- Productionize ideas rapidly

Why customers choose Azure?

Azure provides a trusted cloud foundation for all workloads to meet customers where they are in their journey and drive transformation, while providing maximum ROI and performance.

Maximum ROI and performance for all workloads

Up to 80%
Savings over standard pay-as-you-go rates with Azure

5x AWS
AWS can be up to 5x more expensive than Azure for Windows Server and SQL Server

192% ROI
over 3-years with Red Hat Enterprise Linux (RHEL) on Azure3

Purpose built for the entire IT estate

Extensive native integrations with latest tools and technologies

Strategic partnerships with Oracle, VMware, SAP, RedHat, NetApp and many more

Extensive Open Source support:
50% VM Cores on Azure are Linux based.

47K Customers
use Azure Open-Source Database

Trusted and secure platform

Comprehensive, multi-layered security from infrastructure to built-in services

30,000+
Full-time security professionals

84 Trillion
Global signals processed daily

100+
Compliance certifications

Unmatched scalability and resilience

60+ regions with a data center - more than AWS and GCP combined

Dynamic compute capacity: Up to 832 CPU threads, up to 24TB RAM, 700+ VM size options

80% Reduction in average data recovery time

Ensure business continuity with a real-time second instance

Key scenarios

1 Modernize on-premises SQL workloads or EOS SQL workloads

Azure SQL Database | SQL Server on Azure VM | Azure SQL Managed Instance

2 Modernize on-premises Windows Server workloads

Azure App Service

3 Shift Linux or OSS apps or databases to the cloud

Linux on Azure | Azure Database for PostgreSQL | Azure Database for MySQL

4 Shift on-premises VMware servers

Azure VMware Solution (AVS)

5 Unify hybrid and multi-cloud management

Azure Arc

6 Secure multi-cloud workloads

Defender for Cloud

Overview of available incentives and programs

Licensing margins and incentives

<25 Solution Partner Designation points

>25 Solution Partner Designation points

Margins

+

CSP Transaction Incentives

Azure CSP Consumption – 3.00% | RIs and Savings Plan – 3.00% | Growth Tier 1 – 7.00% | Growth Tier 2 – 10.00% | Growth Tier 3 – 12.00%

Overview of available incentives and programs

Customer offers and services credit

No Solution Partner Designation

Azure Credit Offer | 10% ACR credit applied directly to the customer subscription — Microsoft

Azure Hypercare | Dedicated post-flip support hours for EA or PAYG to CSP move — INGRAM MICRO

Capametrix assessment | Guided assessment to identify Azure migration and modernization readiness — INGRAM MICRO

SMB Track – Designation
(Solutions Partner for Infrastructure)

- **Core Migrate & Modernize — Up to $12,000**
  Migrates & modernizes SMB infrastructure and apps to Azure.
- **Core M&M with MDC/Sentinel — Up to $13,800**
  Adds Defender for Cloud/Sentinel to SMB Core Migrate & Modernize.
- **Migrate & Modernize VMware — Up to $12,000**
  Migrates SMB VMware environments to Azure via AVS.
- **SAP Migration — Up to $12,000**
  Migrates SMB SAP workloads (Native/RISE/GROW) to Azure.
- **VDI Migration — Up to $7,200**
  Migrates SMB desktops/apps to Azure Virtual Desktop.
- **Databases — Up to $24,000**
  Migrates SMB database workloads to Azure.
- **Databases Conversion Bonus — Up to $6,000**
  Bonus for converting AWS/Google databases to Azure (SMB).

Achieved Solution Partner Designation

ENT Track Solution Partner Designation

Cloud Accelerate Factory | Zero cost deployment assistance from Microsoft experts

No Specialization — Enterprise Pre-Sales (Assessment + POV)

- **Core Migrate & Modernize — Up to $25,000**
  Assessment + POV for infrastructure/app migration to Azure.
- **Databases — Up to $25,000**
  Assessment + POV for database migration to Azure.
- **Digital Sovereignty — Up to $25,000**
  Assessment + POV for sovereign public/hybrid scenarios.
- **SAP Migration — Up to $25,000**
  Assessment + POV for SAP Native/RISE/GROW migration.
- **Pre-Sales for SMB Customers — Up to $7,500**
  Single pre-sales assessment + POV across SMB scenarios.

Achieved Specialization — Enterprise Post-Sales (Deployment)

- **Databases — Up to $150,000**
  Migrates & modernizes database workloads to Azure.
- **Databases Conversion Bonus — Up to $37,500**
  Bonus for converting AWS/Google databases to Azure.
- **Migrate & Modernize VMware — Up to $75,000**
  Migrates VMware environments to Azure via AVS.
- **Migrate SAP — Up to $75,000**
  Migrates SAP Native/RISE/GROW workloads to Azure.
- **Digital Sovereignty — Up to $75,000**
  Implements sovereign controls for public/hybrid scenarios.
- **VDI Migration — Up to $45,000**
  Migrates desktops/apps to Azure Virtual Desktop.
- **Core Migrate & Modernize — Up to $75,000**
  Migrates & modernizes infrastructure/apps to Azure.
- **Core M&M with MDC/Sentinel — Up to $86,250**
  Adds Defender for Cloud/Sentinel to Core Migrate & Modernize.

Capametrix assessment

Turn everyday customer conversations into qualified Azure migration opportunities

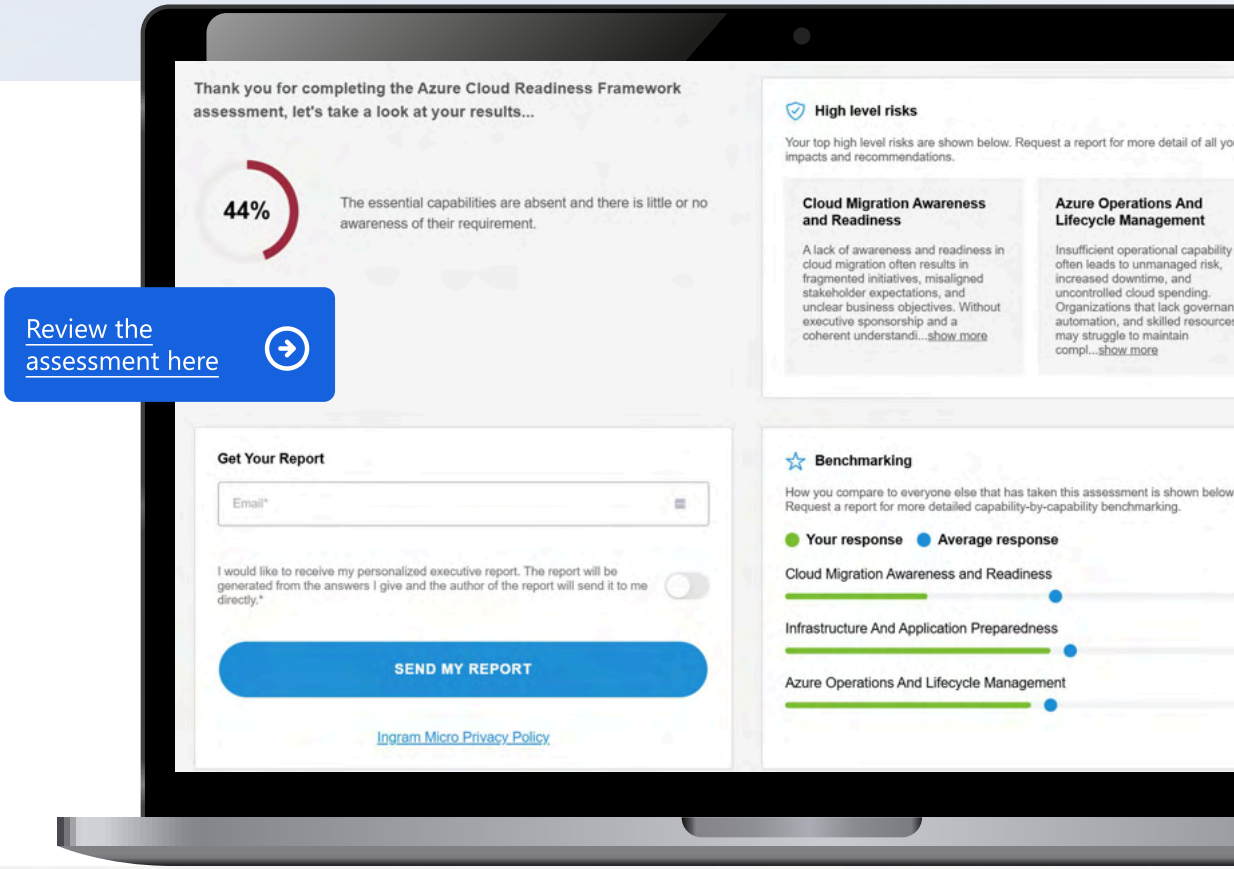
Guided, template-based self-assessments to give your customer a fast and accurate view of their current infrastructure, areas of concern, and recommendations. It measures Cloud Migration Awareness and Readiness, Infrastructure and Application Preparedness, and Azure Operations and Lifecycle Management.

What customers see:

- An overall readiness score with a clear interpretation of where they stand.
- Top high-level risks, summarized per capability domain, with the business impact spelled out.
- Benchmarking showing how their responses compare to the average of everyone who has taken the assessment.
- A personalized executive report, generated from their answers and sent directly to them.

Use it across:

- Direct E-mails
- Account-based selling
- Webinars
- Events and roadshows
- Roundtables
- Marketing campaigns
- Social media campaigns



Azure Hypercare

Azure Hypercare is the post-go-live support layer from Ingram Micro that helps you stabilize quickly after a CSP “flip” or Azure transition before moving into optimization. It provides dedicated post-flip support hours to help you navigate early issues, adjustments, and day-to-day operational needs immediately after go-live.

Ideal scenarios

Customers on **Microsoft EA or Pay-As-You-Go** looking to move to CSP

Customers on an Azure CSP **looking for a partner switch**

What’s covered with Azure Hypercare?

- Rightsizing virtual machines
- Adjusting storage
- Analyzing reserved instances
- Cleaning resources
- Enforcing governance

Azure Accelerate: Databases (SMB)

Key deliverables

1. SMB database migration to Azure
2. Performance & efficiency optimization
3. AI-capability enablement

Supported Scenarios

1. SQL Server & open-source database migration
2. AI-ready data platform modernization

Partner Eligibility

Designation: SMB track – Solutions Partner for Infrastructure; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

Nominate when 40%+ of incremental ACR is on core database workloads.
Migrates and modernizes SMB customer database workloads to Azure to scale data platforms, improve performance/efficiency, and unlock AI-driven capabilities.

Engagement size	Deal Size (ACR)	DB Min.	Partner Payment
XXS	$5,000 – $15,000	$2,000	$3,200
XS	>$15,000 – $50,000	$6,000	$10,400
S	>$50,000 – $100,000	$20,000	$24,000

Azure Accelerate: Databases Conversion Bonus (SMB)

Key deliverables

1. Competitive database conversion (SMB)
2. Documented migration from AWS/Google sources
3. Stackable bonus on completed Databases (SMB) engagement

Supported Scenarios

1. AWS RDS
2. Google Cloud SQL
3. Google BigQuery
4. AWS Aurora

Partner Eligibility

Designation: SMB track – Solutions Partner for Infrastructure; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

Stacks on a completed Databases (SMB) engagement of matching size.
Bonus tied to a completed Databases (SMB) engagement; rewards converting AWS/Google competitive database workloads to Azure Databases.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$800
XS	>$15,000 – $50,000	$2,600
S	>$50,000 – $100,000	$6,000

Azure Accelerate: Core Migrate and Modernize (SMB)

Key deliverables

1. SMB infrastructure & application migration
2. Modernization for scale & AI readiness
3. Post-migration optimization

Supported Scenarios

1. Windows Server & Linux
2. Application modernization

Partner Eligibility

Designation: SMB track – Solutions Partner for Infrastructure; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

Nominate when the database component is under 40% of scope (else use Databases SMB).
Enables SMB customers to migrate and modernize infrastructure and applications to Azure to drive scale, velocity, and AI readiness.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$1,600
XS	>$15,000 – $50,000	$5,200
S	>$50,000 – $100,000	$12,000

Azure Accelerate: Migrate and Modernize VMware (SMB)

Key deliverables

1. SMB VMware environment migration to AVS
2. Workload modernization & security
3. Azure consumption growth

Supported Scenarios

1. Azure VMware Solution (AVS)

Partner Eligibility

Designation: SMB track – Solutions Partner for Infrastructure; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

End-to-end migration of SMB customer VMware environments to Azure via Azure VMware Solution (AVS), migrating, modernizing, and securing workloads while driving Azure consumption.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$1,600
XS	>$15,000 – $50,000	$5,200
S	>$50,000 – $100,000	$12,000

Azure Accelerate: SAP Migration (SMB)

Key deliverables

1. SMB SAP workload migration to Azure
2. Performance, scalability & security optimization

Supported Scenarios

1. SAP Native
2. SAP RISE
3. SAP GROW

Partner Eligibility

Designation: SMB track – Solutions Partner for Infrastructure; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

End-to-end migration and modernization of SMB customer SAP workloads (SAP Native, RISE, or GROW) to Azure, optimizing performance, scalability, and security.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$1,600
XS	>$15,000 – $50,000	$5,200
S	>$50,000 – $100,000	$12,000

Azure Accelerate: Core Migrate and Modernize with MDC or Sentinel (SMB)

Key deliverables

1. SMB infrastructure migration
2. MDC and/or Sentinel deployment
3. Security visibility & response enablement

Supported Scenarios

1. Microsoft Defender for Cloud
2. Microsoft Sentinel

Partner Eligibility

Designation: SMB track – Solutions Partner for Infrastructure; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

Nominate when 4%+ of incremental ACR is on MDC/Sentinel. Available for all listed offer sizes.
Funds SMB engagements that include Defender for Cloud or Sentinel consumption within an Infrastructure & Database Migration deployment.

Engagement size	Deal Size (ACR)	MDC/Sentinel Min.	Partner Payment
XXS	$5,000 – $15,000	$200	$1,840
XS	>$15,000 – $50,000	$600	$5,980
S	>$50,000 – $100,000	$2,000	$13,800

Azure Accelerate: Virtual Desktop Infrastructure Migration (SMB)

Key deliverables

1. SMB desktop/app migration to AVD
2. Deployment planning & optimization

Supported Scenarios

1. Azure Virtual Desktop (AVD)

Partner Eligibility

Designation: SMB track – Solutions Partner for Infrastructure; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

Migrates an SMB customer's desktop infrastructure (Windows desktops and apps) to Azure Virtual Desktop to drive scale, velocity, and AI readiness.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$960
XS	>$15,000 – $50,000	$3,120
S	>$50,000 – $100,000	$7,200

Azure Accelerate: Core Migrate and Modernize Pre-Sales (Assessment + POV)

Key deliverables

1. Infrastructure & application discovery assessment
2. Migration readiness report with target Azure architecture
3. Business case and plan to progress to post-sales deployment

Supported Scenarios

1. Windows Server & Linux migration
2. SQL Server & open-source database migration
3. Application modernization to Azure

Partner Eligibility

One or more active Specialization(s): Infra/Database Migration, Kubernetes on Azure, Migrate Enterprise Applications on Azure, or Azure Expert MSP.

Customer Eligibility

Majors and SMC-Corporate with valid Tenant. Excludes SMB and Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft

Pre-Sales

Measure and Reward

End-to-end assessment and mapping of a customer's IT infrastructure (physical/virtual) covering Windows Server, Linux, SQL Server, open-source databases, and/or app modernization to Azure.

Engagement size	Deal Size (ACR)	Partner Payment
Standard	$50,000 – $250,000	$15,000
Large	>$250,000	$25,000

Azure Accelerate: Databases Pre-Sales (Assessment + POV)

Key deliverables

1. Database estate assessment
2. 2Scale, velocity & AI-readiness validation
3. POV documentation and migration plan

Supported Scenarios

1. SQL Server & open-source database migration
2. Database modernization for AI-ready workloads

Partner Eligibility

One or more active Specialization(s): Infra/Database Migration, Kubernetes on Azure, Migrate Enterprise Applications on Azure, or Azure Expert MSP.

Customer Eligibility

Majors and SMC-Corporate with valid Tenant. Excludes SMB and Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft

Pre-Sales

Measure and Reward

Assessment and POV of a customer's database environment to define target Azure architecture, validating scale, velocity, and AI readiness ahead of post-sales.

Engagement size	Deal Size (ACR)	Partner Payment
Standard	$50,000 – $250,000	$15,000
Large	>$250,000	$25,000

Azure Accelerate: Digital Sovereignty Pre-Sales (Assessment + POV)

Key deliverables

1. Sovereignty requirements assessment
2. Target sovereignty level defined per workload
3. Post-sales implementation plan

Supported Scenarios

1. Sovereign Public scenarios
2. Sovereign Hybrid scenarios

Partner Eligibility

Digital Sovereignty specialization.

Customer Eligibility

Majors and SMC-Corporate with valid Tenant. Excludes SMB and Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft

Pre-Sales

Measure and Reward

Assesses and maps a customer's sovereignty requirements (legal, regulatory, jurisdictional) across apps, data, and infrastructure for Sovereign Public/Hybrid scenarios.

Engagement size	Deal Size (ACR)	Partner Payment
Standard	$50,000 – $250,000	$15,000
Large	>$250,000	$25,000

Azure Accelerate: SAP Migration Pre-Sales (Assessment + POV)

Key deliverables

1. SAP infrastructure assessment
2. Target Azure architecture design
3. POV documentation for post-sales

Supported Scenarios

1. SAP Native
2. SAP RISE
3. SAP GROW

Partner Eligibility

SAP on Azure specialization.

Customer Eligibility

Majors and SMC-Corporate with valid Tenant. Excludes SMB and Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft

Pre-Sales

Measure and Reward

Assesses a customer's SAP infrastructure (SAP Native, RISE, or GROW) to define target Azure architecture and produce POV documentation for post-sales.

Engagement size	Deal Size	Partner Payment
Standard	SAP Native ACR $50K–$250K or RISE/GROW ACV $150K–$750K	$15,000
Large	SAP Native ACR >$250K or RISE/GROW ACV >$750K	$25,000

Azure Accelerate: Pre-Sales for SMB Customers (Assessment + POV)

Key deliverables

1. Scenario-specific assessment & POV
2. Findings and recommendations report
3. Plan to progress to post-sales deployment

Supported Scenarios

1. Core Migrate & Modernize
2. Databases
3. Digital Sovereignty
4. SAP

Partner Eligibility

One or more active Specialization(s): Infra/Database Migration, Kubernetes on Azure, Migrate Enterprise Applications on Azure, Digital Sovereignty, SAP on Azure, Analytics on Azure, Data Warehouse Migration to Azure, AI Apps on Azure, AI Platform, Agentic DevOps with Azure and GitHub, or Azure Expert MSP.

Customer Eligibility

SMB customers with a valid Tenant detected by Microsoft.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft Pre-Sales

Measure and Reward

A single, dedicated pre-sales assessment + POV engagement covering multiple scenario types for SMB customers. Proof-of-execution requirements vary by scenario.

Engagement size	Deal Size (ACR)	Partner Payment
Standard	$50,000+	$7,500

Azure Accelerate: Databases (Post-Sales)

Key deliverables

1. Database migration and modernization
2. Performance & efficiency optimization
3. AI-capability enablement

Supported Scenarios

1. SQL Server & open-source database migration
2. Database modernization for AI-ready workloads

Partner Eligibility

One or more active Specialization(s): Infra/Database Migration, Kubernetes on Azure, Migrate Enterprise Applications on Azure, or Azure Expert MSP.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant. Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft | Post-Sales

Measure and Reward

Nominate only when 40%+ of incremental ACR is on core database workloads.
Helps partners migrate and modernize customer database workloads to Azure to scale data platforms, improve performance/efficiency, and unlock AI capabilities.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$4,000
XS	>$15,000 – $50,000	$13,000
S	>$50,000 – $100,000	$30,000
M	>$100,000 – $250,000	$70,000
L	>$250,000 – $500,000+	$150,000

Azure Accelerate: Databases Conversion Bonus

Key deliverables

1. Competitive database conversion
2. Documented migration from AWS/Google sources
3. Stackable bonus on a completed Databases engagement

Supported Scenarios

1. AWS RDS
2. Google Cloud SQL
3. Google BigQuery
4. AWS Aurora

Partner Eligibility

One or more active Specialization(s): Infra/Database Migration, Kubernetes on Azure, Migrate Enterprise Applications on Azure, or Azure Expert MSP.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant.
Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft

Post-Sales

Measure and Reward

Nominate when the conversion component is 40%+ of scope.
Stacks on a completed Databases engagement of matching size.
Bonus tied to a completed Databases engagement; rewards converting competitive database workloads to Azure Databases.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$1,000
XS	>$15,000 – $50,000	$3,250
S	>$50,000 – $100,000	$7,500
M	>$100,000 – $250,000	$17,500
L	>$250,000 – $500,000+	$37,500

Azure Accelerate: Migrate and Modernize VMware

Key deliverables

1. VMware environment migration to AVS
2. Workload modernization & security hardening
3. Azure consumption acceleration

Supported Scenarios

1. Azure VMware Solution (AVS)
2. VMware workload security & modernization

Partner Eligibility

One or more active Specialization(s): Azure VMware Solution or Azure Expert MSP.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant. Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft | Post-Sales

Measure and Reward

End-to-end migration of a customer's VMware environments to Azure, primarily via Azure VMware Solution (AVS), while accelerating Azure consumption.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$2,000
XS	>$15,000 – $50,000	$6,500
S	>$50,000 – $100,000	$15,000
M	>$100,000 – $250,000	$35,000
L	>$250,000 – $500,000+	$75,000

Azure Accelerate: Migrate SAP

Key deliverables

1. SAP workload migration to Azure
2. Performance, scalability & security optimization
3. Azure consumption growth

Supported Scenarios

1. SAP Native
2. SAP RISE
3. SAP GROW

Partner Eligibility

SAP on Azure specialization.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant.
Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft

Post-Sales

Measure and Reward

End-to-end migration and modernization of SAP workloads (SAP Native, RISE, or GROW) from on-prem or other clouds to Azure, optimizing performance, scalability, and security.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	ACR $5K–$15K or ACV $15K–$45K	$2,000
XS	ACR $15K–$50K or ACV $45K–$150K	$6,500
S	ACR $50K–$100K or ACV $150K–$300K	$15,000
M	ACR $100K–$250K or ACV $300K–$750K	$35,000
L	ACR $250K–$500K+ or ACV $750K–$1.5M	$75,000

Azure Accelerate: Digital Sovereignty (Post-Sales)

Key deliverables

1. Sovereign controls & policy implementation
2. Target sovereignty-level architecture
3. Compliance, residency & continuity support

Supported Scenarios

1. Sovereign Public
2. Sovereign Hybrid

Partner Eligibility

Digital Sovereignty specialization.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant. Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft

Post-Sales

Measure and Reward

Implements the required policies, sovereign controls, and Azure services to reach a target digital sovereignty level for public/hybrid scenarios.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$2,000
XS	>$15,000 – $50,000	$6,500
S	>$50,000 – $100,000	$15,000
M	>$100,000 – $250,000	$35,000
L	>$250,000 – $500,000+	$75,000

Azure Accelerate: Virtual Desktop Infrastructure Migration

Key deliverables

1. Desktop/app environment migration to AVD
2. Deployment planning & optimization
3. Secure cloud VDI enablement

Supported Scenarios

1. Azure Virtual Desktop (AVD)
2. Partner-supported VDI solutions

Partner Eligibility

Azure Virtual Desktop specialization.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant. Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft | Post-Sales

Measure and Reward

Migrates and modernizes a customer's desktop and application environments to Azure, primarily via Azure Virtual Desktop (AVD) or supported partner solutions.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$1,200
XS	>$15,000 – $50,000	$3,900
S	>$50,000 – $100,000	$9,000
M	>$100,000 – $250,000	$21,000
L	>$250,000 – $500,000+	$45,000

Azure Accelerate: Core Migrate and Modernize (Post-Sales)

Key deliverables

1. Infrastructure & application migration
2. Modernization for scale & AI readiness
3. Post-migration optimization

Supported Scenarios

1. Windows Server & Linux
2. SQL Server & open-source databases
3. Application modernization

Partner Eligibility

One or more active Specialization(s): Infra/Database Migration, Kubernetes on Azure, Migrate Enterprise Applications on Azure, or Azure Expert MSP.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant.
Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft

Post-Sales

Measure and Reward

Nominate when the database component is under 40% of scope (else use Databases).
Enables customers to migrate and modernize infrastructure and applications (Windows Server, Linux, SQL Server, open-source databases) to Azure to drive scale, velocity, and AI readiness.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$2,000
XS	>$15,000 – $50,000	$6,500
S	>$50,000 – $100,000	$15,000
M	>$100,000 – $250,000	$35,000
L	>$250,000 – $500,000+	$75,000

Azure Accelerate: Core Migrate and Modernize with MDC or Sentinel

Key deliverables

1. Infrastructure & application migration
2. MDC and/or Sentinel deployment
3. Security visibility, detection & response enablement

Supported Scenarios

1. Microsoft Defender for Cloud
2. Microsoft Sentinel
3. Core Migrate & Modernize workloads

Partner Eligibility

One or more active Specialization(s): Infra/Database Migration, Kubernetes on Azure, Migrate Enterprise Applications on Azure, or Azure Expert MSP.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant. Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft | Post-Sales

Measure and Reward

Nominate when 4%+ of incremental ACR is on MDC/Sentinel. Both size and MDC/Sentinel minimums must be met.
Same as Core Migrate and Modernize, but integrates Microsoft Defender for Cloud and/or Sentinel to add visibility, detection, posture management, and response.

Engagement size	Deal Size (ACR)	MDC/Sentinel Min.	Partner Payment
XXS	$5,000 – $15,000	$200	$2,300
XS	>$15,000 – $50,000	$600	$7,475
S	>$50,000 – $100,000	$2,000	$17,250
M	>$100,000 – $250,000	$4,000	$40,250
L	>$250,000 – $500,000+	$10,000	$86,250

Conversation starters...

Windows Server / SQL Server

- How are you currently managing your on-premises Windows servers and SQL Server databases, and have you evaluated moving some of those workloads to Azure?
- Are you running any older versions of Windows Server or SQL Server that are nearing end-of-support, and if so, how do you plan to handle upgrades or extended support for those systems?
- What challenges do you face in maintaining your Windows and SQL Server infrastructure (for example, with patching, performance, or scaling during peak periods)?
- How do you approach backup and disaster recovery for your Windows Server and SQL databases today, and have you considered using Azure to improve your DR strategy or high availability?
- How much time does your team spend on routine tasks like server updates, hardware replacements, or license management for Windows/SQL, and would offloading some of that effort to a cloud service be beneficial for you?

Linux / PostgreSQL

- Are you concerned about your existing on-premises open-source technologies, such as their scalability, availability, performance, or security?
- Are you using an open-source database like PostgreSQL on-premises and are you considering moving to the cloud?
- Do you have a plan in place for end-of-life open-source operating systems?
- Are your team members focused on repetitive tasks, such as managing and maintaining open-source solutions?
- Are you worried about the security of your open-source environment, especially since you don't have a built-in security platform or dedicated security staff?
- Do you want to build AI applications or are you already building AI apps and want a database that supports it?
- Do you want a database that can handle modern data workloads like time-series, geospatial, and JSON data?

Conversation starters (continued)

Azure VMware Solution

- When is your next VMware renewal due? When is your datacenter due for a refresh? Do renewal costs concern you?
- What mandates do you have for modernization efforts?
- When do you expect to exit your datacenter? Are you considering cloud options? What providers are you considering? Cloud and/or co-location?
- Tell me a bit about your disaster recovery plan.
- Do you have the exact same hardware in your secondary location?

Azure Arc

- How are you currently managing hybrid and multi-cloud environments?
- Do you have a single view across on-prem, cloud, and edge resources?
- Want to transform SQL licensing from CAPEX to OPEX with Arc?
- Using Defender/Monitor only on Azure — considered extending to on-prem?

Backup & Disaster Recovery

- Have you dealt with data loss due to ransomware?
- Have operations been impacted by expected or unexpected downtime?
- What compliance needs do you have for data protection and retention?

Top objections & responses

"AWS is cheaper than Azure."

Microsoft offers price parity at a service level and Microsoft is the only cloud provider that offers Azure Hybrid benefits, which enables to use your own software assurance in Azure, so you don't pay for licenses twice. On average, SQL Server customers can with Azure Hybrid Benefit for Linux, compared to the leading cloud providers. Microsoft also offers comprehensive pre-sales and post-sales programs including assessments and deployment funding for eligible migration projects.

"My people don't have the skills—they are used to on-premises."

There are many options for moving to the cloud. Understand if the customer is using VMWare, Azure VMWare services leverages the same skills and interface as VMWare on-premises, reducing upskilling and change management required. AVS provides a fast path to the cloud and enables customers to natively integrate with Azure Security, Management, Monitoring, Data analytics and AI services.

"I can't migrate right now because I don't have resources."

As a valued Microsoft customer, we can apply for a $0 cost assessment and deployment funding for eligible projects [pending business approval]. We can provide the skills, expertise and resourcing to work along your in-house team to accelerate the deployment.

"My organization does not care about migrations right now—we want to start with AI and data first."

To be an AI-first company you need to be a cloud-first company and ensure that you have the cloud foundations, data and infrastructure to scale effectively. The first step to achieving this is to establish an Azure Landing Zone to provide the Security, Networking, Identity controls for the organization. Also to maximize performance, compute workloads need to be close to the data source to reduce latency, increase scalability and reduce networking egress cost.

"I can't migrate right now because my applications aren't compatible."

We can provide a $0 cost assessment to understand if your applications are Azure ready. In addition, Azure Arc enables you to leverage Cloud services even if your workloads are on premises, providing you with monitoring, application insights, security and SQL assessments so you can start realizing Cloud benefits and get familiar with Azure.



Data platform modernization with Microsoft Fabric

Navigate from below:

- Why it matters
- Azure Overview
- Customer Scenarios
- Investments
- Conversation guidance

02

Key drivers for customers to modernize their analytics systems

Organizations need better data without challenges, like data sprawl and preparing their data for AI. However, many teams don't have the tools to keep up and data silos are holding them back. Solution costs are also imperative — these companies need a flexible and cost -effective platform that grows their business.

With the right data solutions, every role can thrive. Companies can scale, innovate and grow with a modern, connected data strategy with access to real -time data insights that empower every team.

Unification

Desire for a centralized source of truth for better collaboration, productivity, and governance

Innovation

Need to beyond basic reporting to Advanced Analytics, Data Science, or AI

Feature gaps and Power BI Deprecation

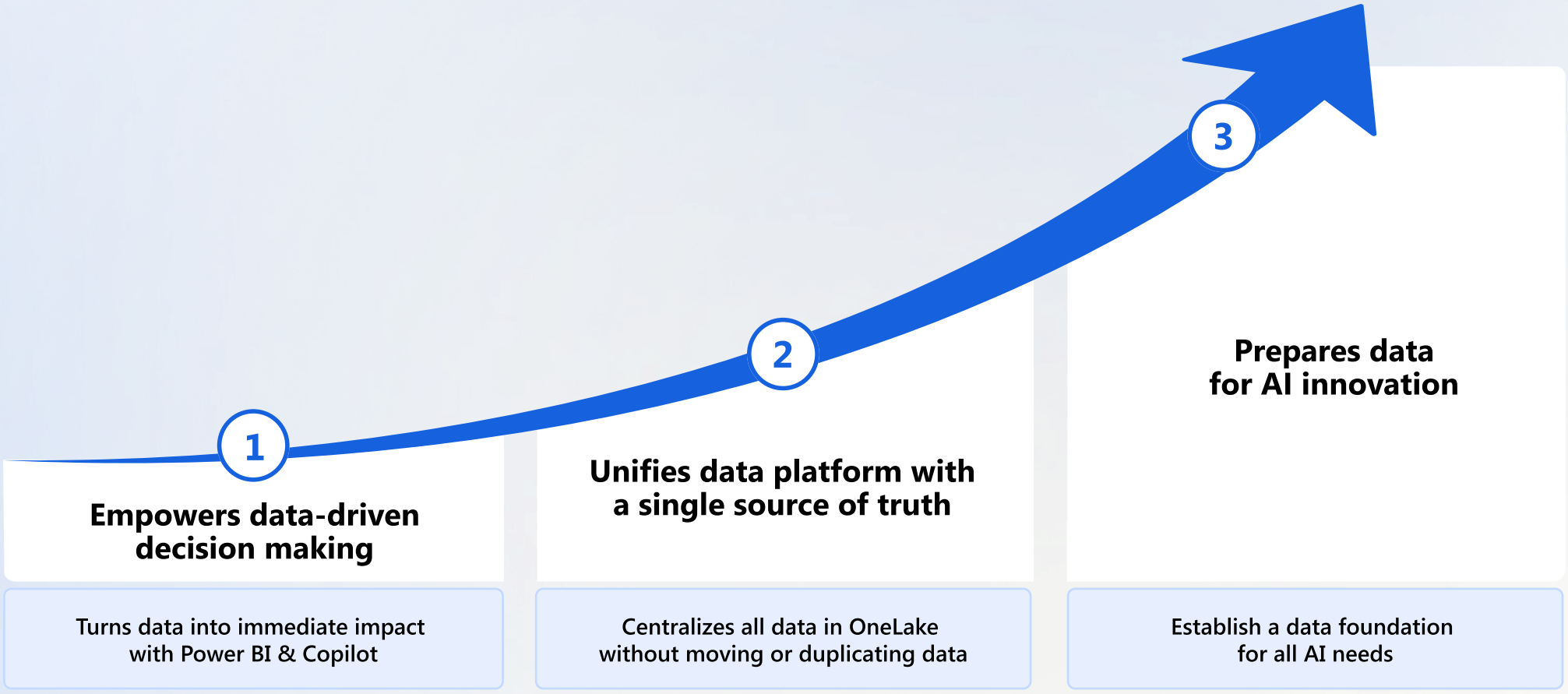
Early feature releases in Fabric and retirement of Power BI Premium SKU

Growth

Data has crossed 100s of GBs or has proliferated across multiple systems

Why customers choose Fabric?

Microsoft Fabric is a holistic, end-to-end data platform delivered as SaaS. With Fabric, SMBs can unify all their data across on-prem and cloud-based sources without moving or replicating data. Fabric is the data foundation for all SMB AI needs, preparing data for AI innovation. AI capabilities in Power BI enabled through Fabric Copilot are designed to help SMB customers create, collaborate, and innovate.



Microsoft Fabric does it all—in a unified solution

An end-to-end analytics platform that brings together all the data and analytics tools that organizations need to go from the data lake to the business user



Data Factory



Synapse Data Engineering



Synapse Data Warehouse



Synapse Data Science



Synapse Real Time Analytics



Data Activator



Power BI

Copilot in Fabric



Unified data foundation
OneLake

UNIFIED

SaaS product experience | Security and governance | Compute and storage | Business model

Key scenarios and path to Fabric

Power BI Premium to Fabric (P to F SKU Transition)

Power BI Premium customers currently on P SKUs who are coming up for renewals or anniversaries.

SQL DW Modernization

Focus on converting SQL on-prem SQL Server running analytics workloads (SQL DB, SSIS, SSAS, SSRS)

	On-Premises SQL Server VM for BI/Warehousing	Cloud Lift and Shift (IaaS) **LEGACY OPTION**	Cloud Migration PaaS **BETTER OPTION**		**BETTER OPTION** Modernized to Cloud Native
Visualization/ Reporting	SQL Server VM for BI/Warehousing	SSRS in SQL VM	Power BI Reports (paginated as needed)	Potentially required to modernize reports, but there is a migration path for SSRS to Paginated Reports.	
Semantic models/ business data models	SQL Server Analysis Services	SSAS in SQL VM (MDX + tabular)	PowerBI Premium (tabular only)	Multi-dimensional models completely un-supported. Models should be modernized to tabular models.	
ETL/Data Integration	SQL Server Integration Services	SSIS in SQL VM	SSIS in ADF Integration Runtime	Can lift & shift SSIS packages with some code changes to ADF IR, or modernize to Synapse Pipelines, Dataflows, PySpark etc.	**Fabric**
Data Warehouse/ Data Marts	SQL Server Engine	SQL VM – Database Engine	SQL MI – Database Engine	Will generally need to re-write large parts of the SQL workloads etc.	

Overview of available incentives and programs



Overview of available incentives and programs

Customer offers and services credit

No Solution Partner Designation

Achieved Solution Partner Designation

Azure Credit Offer | 10% ACR credit applied directly to the customer subscription

Microsoft

Capametrix assessment | Guided assessment to identify Azure migration and modernization readiness

INGRAM MICRO

SMB Track – Designation

Data Platform (SMB) — Up to $12,000
Modernizes SMB Data Platform environments (Fabric/ Databricks) on Azure.

Agentic AI Platform (SMB) — Up to $21,000
Deploys SMB solutions built on GitHub, Foundry, or Fabric.

ENT Track Solution Partner Designation

No Specialization

Achieved Specialization

Cloud Accelerate Factory | Zero cost deployment assistance from Microsoft experts

Specialization: Analytics on Azure, Data Warehouse Migration, Build AI Apps, AI Platform, or Agentic DevOps with Azure and GitHub

Data Platform Pre-Sales (Assessment + POV) — Up to $25,000
Assessment + POV on Microsoft Fabric and/or Azure Databricks.

Data Platform (Post-Sales) — Up to $75,000
Modernizes a customer's Data Platform environment on Azure.

Agentic AI Platforms — Up to $131,250
Deploys solutions where GitHub, Foundry, or Fabric is 40%+ of the workload.

Azure Accelerate: Data Platform (SMB)

Key deliverables

1. SMB Data Platform modernization
2. Fabric and/or Databricks deployment

Supported Scenarios

1. Microsoft Fabric
2. Azure Databricks

Partner Eligibility

Designation: SMB track – Solutions Partner for Infrastructure; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

Nominate when the GitHub/Foundry/Fabric/Copilot Studio component is under 40% of scope (else nominate Agentic AI Platform SMB).
Modernizes an SMB customer's Data Platform environment on Azure, focused on Microsoft Fabric and/or Azure Databricks (with or without Foundry).

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$1,600
XS	>$15,000 – $50,000	$5,200
S	>$50,000 – $100,000	$12,000

Azure Accelerate: Agentic AI Platform (SMB)

Key deliverables

1. SMB production-ready AI platform deployment
2. Developer acceleration enablement

Supported Scenarios

1. GitHub
2. Microsoft Foundry
3. Microsoft Fabric

Partner Eligibility

Designation: SMB track – Solutions Partner for Data & AI, or Digital & App Innovation; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

Deploys SMB customer solutions where GitHub, Foundry, or Fabric is a meaningful part of the workload; enables production-ready AI and developer acceleration on Azure.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$2,800
XS	>$15,000 – $50,000	$9,100
S	>$50,000 – $100,000	$21,000

Azure Accelerate: Data Platform Pre-Sales (Assessment + POV)

Key deliverables

1. Data Platform environment assessment
2. POV build on Microsoft Fabric and/or Azure Databricks
3. Findings & recommendations report for post-sales

Supported Scenarios

1. Microsoft Fabric
2. Azure Databricks
3. Azure Databricks with Foundry

Partner Eligibility

One or more active Specialization(s): Analytics on Azure or Data Warehouse Migration to Azure.

Customer Eligibility

Majors and SMC-Corporate with valid Tenant. Excludes SMB and Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft Pre-Sales

Measure and Reward

Assessment and POV of a customer's Data Platform environment, focused on Microsoft Fabric and/or Azure Databricks (with or without Foundry), delivering findings and recommendations to drive a post-sales engagement.

Engagement size	Deal Size (ACR)	Partner Payment
Standard	$50,000 – $250,000	$15,000
Large	>$250,000	$25,000

Azure Accelerate: Data Platform (Post-Sales)

Key deliverables

1. Data Platform environment modernization
2. Fabric and/or Databricks deployment
3. Adoption & consumption growth plan

Supported Scenarios

1. Microsoft Fabric
2. Azure Databricks
3. Azure Databricks with Foundry

Partner Eligibility

One or more active Specialization(s): Analytics on Azure or Data Warehouse Migration to Azure.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant. Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft | Post-Sales

Measure and Reward

Nominate when the GitHub/Foundry/Fabric/Copilot Studio component is under 40% of scope (else nominate Agentic AI Platforms).
Modernizes a customer's Data Platform environment on Azure, focused on Microsoft Fabric and/or Azure Databricks (with or without Foundry).

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$2,000
XS	>$15,000 – $50,000	$6,500
S	>$50,000 – $100,000	$15,000
M	>$100,000 – $250,000	$35,000
L	>$250,000 – $500,000+	$75,000

Azure Accelerate: Agentic AI Platforms

Key deliverables

1. Production-ready AI platform deployment
2. Developer acceleration enablement
3. GitHub/Foundry/Fabric integration

Supported Scenarios

1. GitHub
2. Microsoft Foundry
3. Microsoft Fabric

Partner Eligibility

One or more active Specialization(s): Build AI Apps, AI Platform, or Agentic DevOps with Azure and GitHub.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant. Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft | Post-Sales

Measure and Reward

Nominate when GitHub, Foundry, or Fabric is 40%+ of incremental ACR.
Deploys customer solutions where GitHub, Foundry, or Fabric is a meaningful part of the workload; focuses on production-ready AI and developer acceleration on Azure.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$3,500
XS	>$15,000 – $50,000	$11,375
S	>$50,000 – $100,000	$26,250
M	>$100,000 – $250,000	$61,250
L	>$250,000 – $500,000+	$131,250

Conversation starters

Conversation starter (ask this…)	Why It works / What to listen for
"How many different places do you pull data from each week for reports?"	Surfaces data-silo pain. If they name 3-5+ sources or complain about "manual Excel merges," they're a Fabric fit.
"Do you ever wait overnight—or longer—for refreshed dashboards?"	Highlights latency / overnight ETL. Listen for "Monday morning refresh," "nightly batch," or "can't handle near-real-time."
"Which teams are building their own Power BI files today? Finance only, or others too?"	Reveals self-service demand and governance gaps
"What's your monthly spend on separate ETL, data-warehouse, and BI tools?"	Opens cost-consolidation conversation
"Do you need to share dashboards with customers or partners outside the company?"	Tests external-sharing pain
"How are you handling streaming data today—sensor feeds, web logs, or app telemetry?"	Finds real-time or IoT need. Many SMBs rely on DIY scripts or skip real-time entirely.
"If a non-technical exec asks a new question, how long before they get an answer?"	Surfaces agility gap
"Do you need to keep some data on-prem for compliance but still analyze it in the cloud?"	Uncovers hybrid requirement
"How many reports could you retire if everyone pulled metrics from one certified dataset?"	Quantifies report sprawl
"What's your growth plan—new users, new data sources, acquisitions?"	Frames scalability need

Top objections & responses

"Fabric is too expensive for a small company"

Fabric starts as low as an F2 capacity (~$200 month) plus any Pro seats you need—often hundreds per month, not thousands. You can pause or scale the capacity, and you retire multiple point-solution licenses (ETL, DB, BI) you're paying for today. Most SMB pilots reach breakeven in under a year.

"We already have Power BI—why add Fabric?"

Fabric lets you automate data ingestion, build a governed lakehouse, run real-time analytics, and feed Power BI with a single source of truth—no more manual refreshes or siloed data models. It's a platform upgrade, not a replacement.

"We don't have data engineers or Spark experts."

Fabric is low-code-first: Data Factory uses Power Query, the same interface as Excel. Lakehouse and Warehouse are SQL-friendly. Spark notebooks are optional; you can start with visual pipelines and grow. In many SMBs, a business analyst becomes the Fabric admin after two days of enablement.

"Our data is on-prem—cloud analytics feels risky."

Fabric offers hybrid ingestion: keep data on-prem, mirror it to OneLake with a secure gateway, and apply the same Azure security/ Purview policies you use for Microsoft 365. Nothing changes on your source systems until you're ready.

"Cloud costs are unpredictable."

Fabric is capacity-based, not pay-per-query. You know the monthly rate (e.g., F4 ≈ $320). Pause or scale down at night to save more. Admin alerts show utilization so you can stay ahead of overages.

"Vendor lock-in—what if we need Snowflake/SAP later?"

Fabric stores data in open Delta/Parquet inside OneLake. You can read it with Spark, Synapse, Databricks—or export to any tool—no proprietary formats. You're buying governed integration, not locking data away.

"Our executives need live dashboards; streaming is hard."

Real-Time Analytics is built-in. Connect IoT Hub, Event Hub, or a REST endpoint—Fabric auto-provisions a Kusto engine so you see sub-second updates in the same Power BI report, no extra SKUs.

"We can't manage another admin portal."

Fabric lives in the same Azure & Microsoft 365 admin centers you already use. One tenant, one security model, one user directory. Purview policies flow down automatically—no new console to manage.

"We'll lose control if everyone can publish reports."

Fabric workspaces are role-based. IT can mark certified datasets, lock schema, and audit lineage. Business users get self-service inside controlled guardrails—so you scale insights and keep a single version of the truth.

"We just started with Power BI Premium Per User—why switch now?"

PPU is great for a handful of analysts. Once viewers exceed ~150, F-capacity plus free viewers is usually cheaper. Fabric also unlocks lakehouse, Spark, Data Factory, and real-time features PPU doesn't cover—so your earlier work lifts straight into a bigger platform without re-authoring reports.



Build new apps and agents

Navigate from below:

- Why it matters
- Azure Overview
- Customer Scenarios
- Investments
- Conversation guidance

03

Challenges to fully realizing the benefits of AI apps & agents

Organizations are at a defining moment. AI is no longer out of reach or built only for large enterprises. While adoption is accelerating, many teams struggle to turn interest into tangible results.

For small teams, complexity is the enemy. Organizations need solutions that work with what they already use, do not require specialized skills, and deliver value quickly. AI should remove friction, not create it.

Disjointed developer tools, time wasted on repetitive tasks

- Tool sprawl leads to siloed and fragmented teams
- Manual and complex, workflows results into slow adoption
- Legacy system integration creates compatibility bottlenecks

Difficult to select, evaluate and customize models and automate complex AI workflows

- Too many model options create challenge selecting the right model
- Lack of streamlined tools for orchestrating AI agents
- Complex evaluation processes slows model selection and deployment

Deploying and running reliably at hyperscale can be expensive and time consuming

- Scaling AI apps from proof-of-concept to production introduces complexity
- Managing infrastructure and performance overhead at scale
- Ensuring AI platform reliability under real-world demands

Security, content safety and governance pose a business risk

- Evolving AI regulations and non-compliance to AI regulations
- Data leakage and overexposure risk
- Rising vulnerability and emerging AI threats (like prompt attacks)

Why customers choose Azure for their AI apps and agents?

Azure gives small development teams a streamlined, AI-native toolchain that reduces repetitive work and unifies the entire development lifecycle.



Build AI solutions faster with fewer developers

GitHub Copilot for developer productivity: AI-assisted coding, testing, refactoring, and PR automation, used by 150M+ developers

GitHub + Microsoft Foundry integration: End-to-end workflow to discover, evaluate, and deploy AI models

AI Toolkit for VS Code: Access, test, compare, and fine-tune leading AI models directly



Orchestrate AI systems on a unified platform

Connect agents to 1,400+ platforms with access to frameworks like LangChain, CrewAI, and LlamaIndex

Access 11,000+ models (including OpenAI and Anthropic) with built-in benchmarking, playgrounds, and performance ranking

Purpose-built IQs for agent context that combine work context, enterprise data, and organizational knowledge



Scale when ready with confidence

End-to-end AI application platform with Azure App Service, Container Apps, API Management, and serverless options

Fully managed data layer led by DocumentDB and Cosmos DB

High-performance AI infrastructure with comprehensive compute options for every stage of the AI lifecycle



Secure, govern, & ensure the safety of your AI

Centralized mission-control for AI governance across the full lifecycle.

Code, runtime & API security with built-in alerts, AI-recommended fixes, authentication, throttling, and threat protection for AI endpoints.

Built-in protection against harmful content, hallucinations, bias, and prompt injection out of the box

Data governance & agent identity to enforce least-privileged access and safe autonomous agent operation.

AI apps and agents that matter

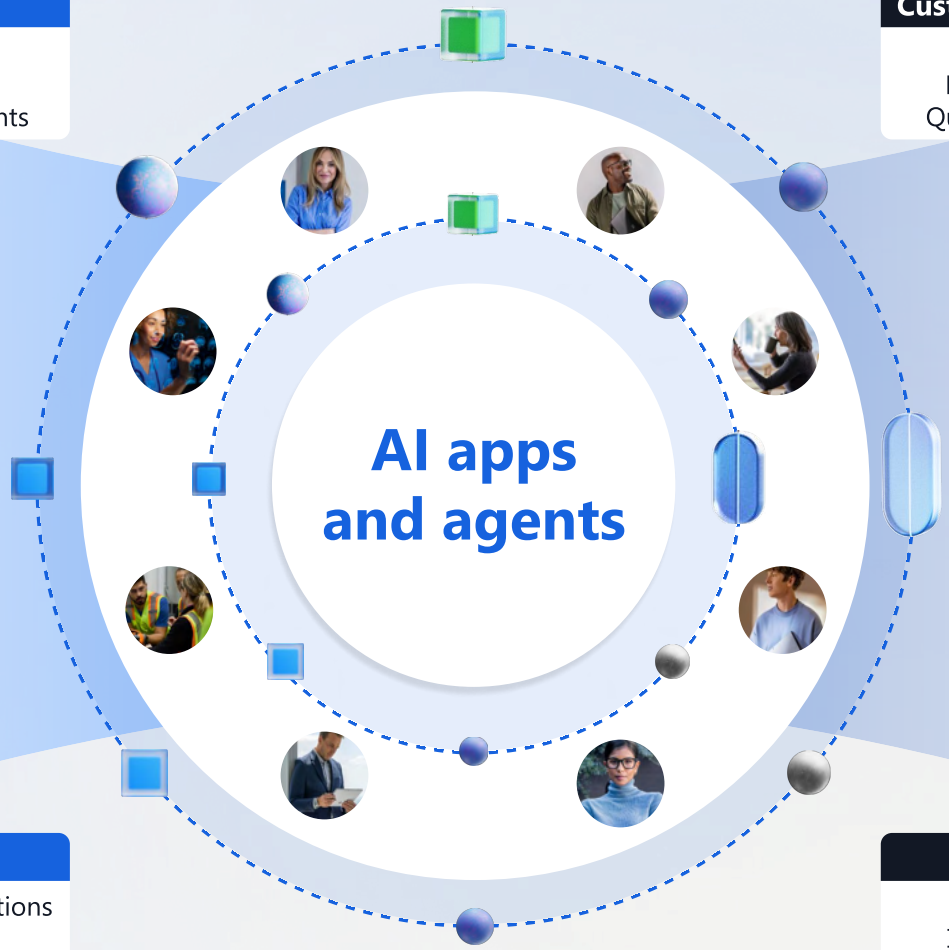
Healthcare
AI diagnostics
Patient onboarding
Clinical assistant agents

Finance
Robo-advisors for investment
AI-driven fraud detection
AI-based credit scoring

Manufacturing
Predictive maintenance agents
AI-driven quality control
AI-driven supply chain optimization

Education
AI tutoring agents
Personalized learning paths
Automated grading system

Retail
Personalized product recommendations
AI-driven inventory forecasting
Customer service chatbots



Customer service and support
24/7 availability bots
Routine automation agents
Quality standardization agents

Sales and marketing
Personalized engagement
AI-driven predictive lead management
Dynamic and real-time selling

Supply chain
AI-driven predictive forecasting
Intelligent route planning
Continuous monitoring agents

Finance and business operations
Automated reporting
Real-time fraud prevention
Auditing agenting

Human resources
Recruitment agents
Individualized programming
Predictive retention and engagement

Overview of available incentives and programs



Overview of available incentives and programs

Customer offers and services credit

No Solution Partner Designation

Achieved Solution Partner Designation

Azure Credit Offer | 10% ACR credit applied directly to the customer subscription

Microsoft

Capametrix assessment | Guided assessment to identify Azure migration and modernization readiness

INGRAM MICRO

SMB Track – Designation

AI Apps, Agents & Developer (SMB) — Up to $12,000
Builds/deploys AI apps, agents & developer solutions for SMB customers.

Agentic AI Platform (SMB) — Up to $21,000
Deploys SMB solutions built on GitHub, Foundry, or Fabric.

ENT Track Solution Partner Designation

No Specialization

Achieved Specialization

Cloud Accelerate Factory | Zero cost deployment assistance from Microsoft experts

Specialization: Build AI Apps, AI Platform, or Agentic DevOps with Azure and GitHub

AI Apps, Agents, and Developer Pre-Sales (Assessment + POV) — Up to $25,000
Assessment + POV to build or modernize AI-powered apps on Azure.

AI Apps, Agents and Developer (Post-Sales) — Up to $75,000
Builds/deploys AI apps, agents & developer solutions on Azure.

Agentic AI Platforms — Up to $131,250
Deploys solutions where GitHub, Foundry, or Fabric is 40%+ of the workload.

Azure Accelerate: AI Apps, Agents & Developer (SMB)

Key deliverables

1. SMB AI app/agent build & deployment
2. Developer solution adoption enablement

Supported Scenarios

1. Azure AI Foundry
2. AKS
3. App Service
4. GitHub

Partner Eligibility

Designation: SMB track – Solutions Partner for Data & AI, or Digital & App Innovation; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

Nominate when the Frontier workload component is under 40% of scope (else Agentic AI Platform SMB).
Builds and deploys AI apps, agents, and developer solutions on Azure for SMB customers (AI Foundry, AKS, App Service, GitHub, etc.).

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$1,600
XS	>$15,000 – $50,000	$5,200
S	>$50,000 – $100,000	$12,000

Azure Accelerate: Agentic AI Platform (SMB)

Key deliverables

1. SMB production-ready AI platform deployment
2. Developer acceleration enablement

Supported Scenarios

1. GitHub
2. Microsoft Foundry
3. Microsoft Fabric

Partner Eligibility

Designation: SMB track – Solutions Partner for Data & AI, or Digital & App Innovation; Distributors with Frontier Distributor Designation.

Customer Eligibility

SMC-Corporate and SMB with valid Tenant. Excludes Strategics and Majors.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft SMB

Measure and Reward

Deploys SMB customer solutions where GitHub, Foundry, or Fabric is a meaningful part of the workload; enables production-ready AI and developer acceleration on Azure.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$2,800
XS	>$15,000 – $50,000	$9,100
S	>$50,000 – $100,000	$21,000

Azure Accelerate: AI Apps, Agents, and Developer Pre-Sales (Assessment + POV)

Key deliverables

1. AI app opportunity assessment
2. POV/pilot build using Azure AI services
3. Findings & recommendations report for post-sales

Supported Scenarios

1. Azure App Platform
2. Managed Databases
3. Azure AI services
4. GitHub

Partner Eligibility

One or more active Specialization(s): Build AI Apps, AI Platform, or Agentic DevOps with Azure and GitHub.

Customer Eligibility

Majors and SMC-Corporate with valid Tenant. Excludes SMB and Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft

Pre-Sales

Measure and Reward

Assessment and POV to build new AI-powered apps or modernize existing apps using Azure App Platform, Managed Databases, Azure AI services, and/or GitHub, delivering findings and recommendations for post-sales.

Engagement size	Deal Size (ACR)	Partner Payment
Standard	$50,000 – $250,000	$15,000
Large	>$250,000	$25,000

Azure Accelerate: AI Apps, Agents and Developer (Post-Sales)

Key deliverables

1. AI app/agent build & deployment
2. Developer solution adoption enablement
3. Consumption growth plan

Supported Scenarios

1. Azure AI Foundry
2. AKS
3. App Service
4. Azure OpenAI
5. GitHub

Partner Eligibility

One or more active Specialization(s): Build AI Apps, AI Platform, or Agentic DevOps with Azure and GitHub.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant. Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft | Post-Sales

Measure and Reward

Nominate when the Frontier workload component is under 40% of scope (else Agentic AI Platforms). Builds and deploys AI apps, agents, and developer solutions on Azure (AI Foundry, AKS, App Service, Azure OpenAI, GitHub, etc.) to drive adoption, consumption, and business outcomes.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$2,000
XS	>$15,000 – $50,000	$6,500
S	>$50,000 – $100,000	$15,000
M	>$100,000 – $250,000	$35,000
L	>$250,000 – $500,000+	$75,000

Azure Accelerate: Agentic AI Platforms

Key deliverables

1. Production-ready AI platform deployment
2. Developer acceleration enablement
3. GitHub/Foundry/Fabric integration

Supported Scenarios

1. GitHub
2. Microsoft Foundry
3. Microsoft Fabric

Partner Eligibility

One or more active Specialization(s): Build AI Apps, AI Platform, or Agentic DevOps with Azure and GitHub.

Customer Eligibility

Majors, SMC-Corporate and SMB with valid Tenant. Excludes Strategics.

Engagement Term

Jul 1, 2026 – Jun 30, 2027

Microsoft | Post-Sales

Measure and Reward

Nominate when GitHub, Foundry, or Fabric is 40%+ of incremental ACR.
Deploys customer solutions where GitHub, Foundry, or Fabric is a meaningful part of the workload; focuses on production-ready AI and developer acceleration on Azure.

Engagement size	Deal Size (ACR)	Partner Payment
XXS	$5,000 – $15,000	$3,500
XS	>$15,000 – $50,000	$11,375
S	>$50,000 – $100,000	$26,250
M	>$100,000 – $250,000	$61,250
L	>$250,000 – $500,000+	$131,250

Conversation starters

AI Transformation Opportunities

- What are your primary business objectives?
- What pain points in your organization could be addressed with AI?
- How might AI help you achieve your business goals?
- What AI trends have you seen in your industry or among your competitors?
- What types of AI capabilities or solutions are your employees asking for or using today, based on what you've heard from them?

Developer Opportunities

- How many developers are in your organization? How are you, approaching AI skilling?
- How are you leveraging AI to automate, accelerate your development toolchain and stay competitive?
- What are your current development tools and processes, and what challenges are you facing with them?
- How is your organization/team focusing on increasing Developer productivity?
- What is your strategy to scale AI and Platform Engineering in your organization?
- Do you have developer resources in-house? Are you working with any software development partners?

AI Transformation Approach

- What do you know already about Microsoft's approach to AI and what do you want to know more about?
- Have you already tried Copilot and/or experimented with building your own AI solutions?
- What are your concerns regarding AI safety and security?
- What types of commitments and capabilities are you looking for from your tech provider to ensure confidence in your use of their AI services?
- What structures or processes have you implemented to secure and govern AI solutions?
- What type of data governance and privacy measures do you already have in place?

Drivers of AI value

- Where have you already started deploying AI in your business? What impact is it driving?
- What customer-facing apps do you have that could benefit from AI?
- What legacy or in-house apps could AI can help optimize?

Top objections & responses

"AI is too complicated. Where do I start?"

As your trusted partner, we are ready to help you envision and select the highest impact use cases based on your specific needs. We can start with a Proof-of-Concept and prove out your requirements based on best practices and pre-built accelerators. Be confident that Microsoft AI will support your needs with an end-to-end platform that simplifies AI adoption, scales AI across your organization, and ensures security and performance.

"What types of AI use cases have been most successful?"

AI apps and agents are transforming industries and business functions in SMB. We have a catalogue of the top use cases by industry and can share with you in more detail. We also have pre-built accelerators to support the most widely adopted use cases. Our goal is to ensure your scenarios will drive impact and ROI post deployment.

"We don't have our data ready for AI."

Microsoft Fabric is an end-to-end data platform delivered as SaaS that will prepare your data for AI. Fabric unifies your data without replicating data, providing a foundational data platform for all of your AI needs—custom models, Copilot, and packaged AI applications.

"We've done some AI pilots but now need to productionize and scale."

With AI Foundry, you can design, customize, and manage AI applications and agents at scale. Foundry Models provides access to over 11,000 cutting-edge foundational, open, and industry-specific models. Foundry Agent Service is utilized to design, deploy, and scale production-grade AI agents seamlessly. And finally Azure AI Foundry Observability provides end-to-end visibility, observability, and governance.

"Why Azure AI? My team is already using ."

Microsoft offers an end-to-end Azure AI platform that accelerates AI application deployment, scales AI across your organization, and ensures security and trust by design. By streamlining development and integration and providing a complete stack, Microsoft enables rapid realization of business value, helping SMBs unlock new opportunities, drive efficiencies, and achieve impactful outcomes with AI. We would recommend a pilot on Microsoft AI with one of your new priority use cases to better evaluate Azure AI capabilities.

Recap of the Win Formula

Generate Revenue

Marketing & Customer Acquisition

- Cohorts via CloudAscent
- DMC Program - Digital marketing tool
- **Capametrix** - Assessment Tool

Deal Support

- Pre-sales engineers
- MSFT FTE deal support
- Cost Assessments

Funding

- **POC Funds** via Frontier Azure Accelerate
- **AMO** – Credits to partner
- **ACO** – Credits to end-customer

Services & Implementation Support

- White-label services
- Co-deliver Services
- Architecture guidance
- Managed Services

Funding

- **SVP** – Ingram-funded services
- **Frontier Azure Accelerate** – Migration Funding
- **Fabric** – POC & Deployment Funding

Customer Lifecycle Management

- **Corestack** – CloudOps tool
- **Next Logical Workload** via CloudAscent
- **Modern Support** via Ingram
- **Premier Support** via Microsoft

Expand your Capabilities

Sales Enablement

- Coaching Series
- Level Up
- Coffee Talk Series
- Bridge to Success
- SMB Masters

Technical Enablement

- Engineer led solution deep-dive sessions
- Learning Paths via MSLearn

Skill Building

- Flight Academy
- Pluralsight
- Webinars

Profitability Enablement

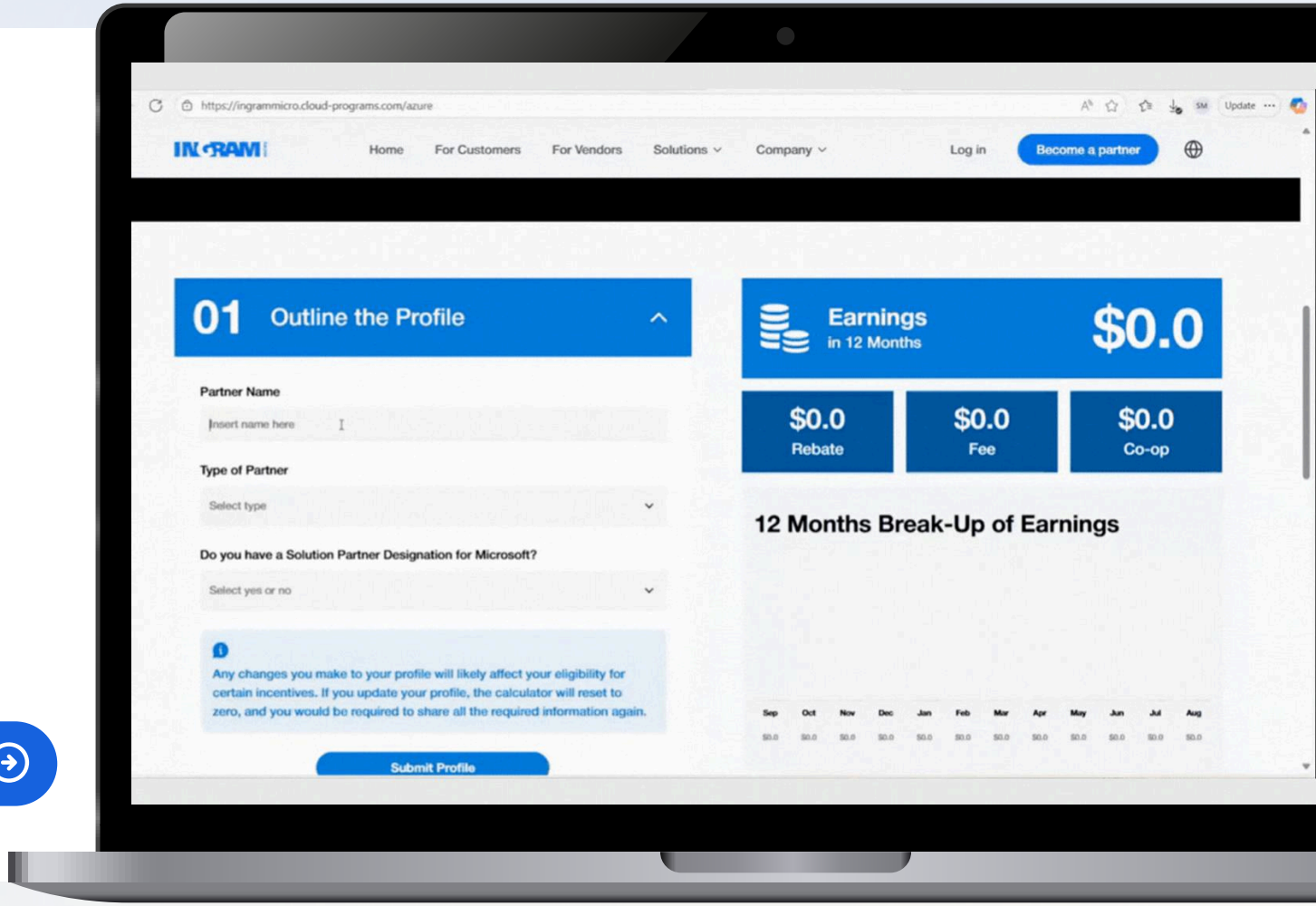
- Incentives coaching & Profitability simulator
- MSFT Designation & Specialization support
- DCO Growth Funding

Understand your profitability with Azure

Discover all incentives you are eligible to receive for their deal based on their current Microsoft partner profile

Calculate the total incentives and the **break-up between rebate and co-op** for that particular deal

Incentive calculator




Thank You
INGRAM MICRO