

YES PLAYS YOUR ENABLEMENT FOR SUCCESS

- Accelerate with AI -

Connecting the 5 Lifecycle Stages of an opportunity across AI Solutions, Generative AI, Intelligent Analytics, and App Development.



eGroup
ENABLING TECHNOLOGIES

Active, Consistent, & Frequent



What Is A YES (Your Enablement For Success) Play

At eGroup Enabling Technologies, the **YES Play** is designed to connect the 6 stages of the sales lifecycle into a consistent and repeatable sales motion that allows us to:

- ✓ Create consistent pipeline for solutions in our focus portfolio
- ✓ Convert that pipeline into qualified sales leads
- ✓ Deliver consistent and repeatable presales and post-sales engagements that encourage efficiency, automation, and high-quality outputs
- ✓ Connects valuable recurring services opportunities to everything we sell

All While Helping You To Understand The Following-

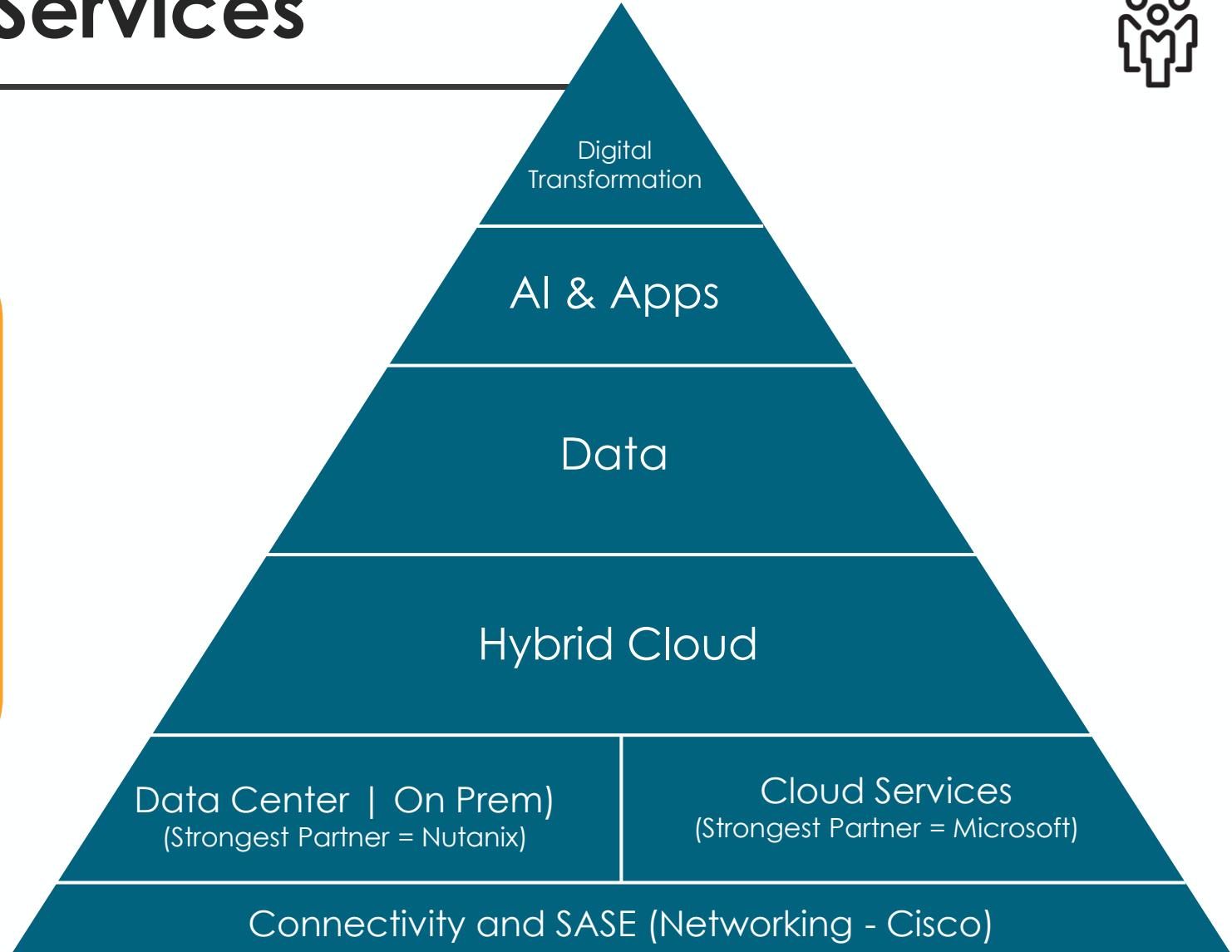
- ✓ “Who” would buy this, “Who” should I be speaking to?
- ✓ “Why” do organizations adopt or use these solutions?
- ✓ “What” are the features and benefits of these solutions?

Sales Lifecycle Stages



- **Generate Pipeline (MQLs)** - Create & Qualify a Lead
 - Generate marketing qualified leads (MQL) through our partner channel, eGroup events, social media, website, and digital presence.
 - Generate sales qualified leads (SQL) by further developing MQLs and our direct marketing efforts from our Sales Development Reps (SDR) through campaigns, direct dial, and social.
- **Readiness** - Assess, Plan & Present a Roadmap
 - Conduct standardized engagements with consistent outputs to assess customer needs and present valuable and actionable solutions.
 - Deliver a standardized presentation of findings that addresses the customer needs and includes:
 - Supporting data from the assessment
 - Actionable Next Steps – Statement of Work (SOW)
 - Summary Solution Cost / Total Cost of Ownership (TCO)
 - Summary of Managed Services including Scope and Price
- **Validate** - POC / Pilot a Solution
 - Test the value and capability of the solution with a pilot engagement. Skip directly to implementation if not required
- **Implementation**
 - Implement the solution for the client and confirm value
- **Manage & Optimize**
 - Secure Recurring Services, such as Managed Services Provider Agreement (MSPA), MSSP, Partner Support, and CSP

Selling Solutions + Services



Customer Relevance = Customer Value = Services-led Solutions for Digital Transformation

YES Play Quick Links



- [Microsoft Copilot](#)



- [Azure AI Solutions](#)



- [App Development](#)

Microsoft Copilot



“Ask”

“Say”

“Do”

Key Asks:

1. What has been your experience with AI tools or other automation technologies so far?
2. How do you measure success in terms of productivity and efficiency within your teams?
3. How important are data security and compliance in your AI adoption strategy?
4. How do you think your employees would react to the introduction of AI tools?
5. Has your organization begun assessing business processes and / or roles that might benefit from the use of AI or Microsoft 365 Copilot to offer greater productivity?
6. As you look at the next 12, 24, 36-months, what part do you believe AI will play in your success as a business?

Follow up Asks:

1. What is your current data security posture? What are you leveraging to secure your content today?
2. Are you currently maximizing use of our Microsoft 365 licensing? Which workloads are (or are not) currently deployed?

What are common responses to this question?

1. We're just not sure the investment makes sense for us.
2. We need to know the use cases.
3. We are concerned about data security and intellectual property when using Microsoft 365 Copilot.
4. We are skeptical about the capabilities and reliability of AI-powered tools.

How do you handle these objections?

1. While the initial investment in Copilot may seem high, it's important to consider the long-term benefits. Copilot can significantly increase productivity by automating routine tasks, allowing your team to focus on higher-value work. The efficiency gains and time savings often result in a substantial return on investment, reducing operational costs over time.
2. By integrating AI, you can unlock new levels of efficiency, streamline workflows, and gain deeper insights from your data. Copilot is designed to complement and augment your existing tools, providing a seamless upgrade to your current setup.
3. Data security and intellectual property protection are top priorities for us. Copilot is built with robust security measures, including advanced encryption and compliance with industry standards. We can work with you to ensure that all your data protection requirements are met, giving you peace of mind while leveraging the benefits of AI.
4. It's natural to be cautious about new technology. Copilot has been extensively tested and proven to deliver reliable and accurate results. We can provide case studies and testimonials from other organizations that have successfully implemented Copilot.

Key Do's - What talk track do you use to tee-up the next action?

1. Microsoft 365 Copilot Readiness Assessment
2. Microsoft 365 Copilot POC (and Pilot)
3. Microsoft 365 Copilot Adoption Enrichment Program (or User Fundamentals Learning)
4. Purview Deep Dive and Pilot

Optional Do's:

1. Managed Microsoft 365 & Security Services
2. Licensing Optimization
3. Custom Copilot Solutions and Integrations

Microsoft Copilot

YES PLAYS
YOUR ENABLEMENT FOR SUCCESS

Create Lead
0%

IDENTIFY VALUE

Qualify Lead
10%

Assess, Plan, and Present Roadmap
20% - 40%

CREATE VALUE

Pilot Solution
60%

Implement
80%

REALIZE VALUE

Secure Recurring
Services

Who = CTO / CIO, IT Manager, Business Unit Leader (HR/Finance/Marketing/Sales)

Why = Improved Productivity, Faster Development Cycles, Reduced Workloads, Employee Engagement

What = Productivity Boost, Time & Cost Savings, Competitive Advantage, Innovation

Generate Pipeline (MQLs)

Activity & Deliverables

- Targeted Microsoft Copilot Offers:
 - [Microsoft 365 Copilot](#)
 - Microsoft Copilot Agents
 - [Microsoft Copilot Studio](#)
- Email Campaigns
- Events (Virtual / In-Person)
- [Blogs](#)
- Co-Selling with Microsoft Account Team
- Referral / Funnel Share with Microsoft
- [One-Pagers](#)
- [Microsoft Marketplace](#)
- [Events on Demand](#)
- FastTrack Ready Program

Success Stories

- [Case Studies](#)
- [Win Wires](#) (Confidential not customer facing)
- [Lookbooks](#)
- [Services Catalog](#)

Readiness

Key Play Opportunities

- [Microsoft Compliance Purview](#)
- [Microsoft 365 Roadmap](#)
- [AI Readiness Assessment](#)
- [AI Use-Case Discovery & Roadmap](#)
- [AI In-a-Day Workshop](#)
- [Technology Strategy Review](#)
- FastTrack Ready Program
- [Organizational Change Management](#)

Deliverables

- Workshop / Assessment Findings
- Licensing Requirements
- Actionable Plan and SOW

Certifications

- Microsoft Advanced Specialization in Modern Work and Security
- Microsoft Modern Work, Security, and Data & AI Solution Partner

Validate

Microsoft Compliance Purview POC

- [AI Solution Design](#)
- [Custom Agent Solution Design](#)
- [Organizational Change Management](#)

Documents

- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template

Implementation

Microsoft Compliance Purview Implementation

- [Microsoft 365 Copilot Adoption & Enrichment](#)
- [Custom Agent Deployment](#)
- [Microsoft 365 Copilot Deployment](#)
- [Microsoft 365 Copilot Skills Activation](#)
- [Organizational Change Management](#)
- Secure CSP
- Secure CPOR / FTP/ PAL Association
- Partnering with Microsoft AE to drive to close

Manage & Optimize

Enabled Data Protection (MSPA) (Rubrik)

- [ThreatDefender MXDR MSSP](#)
- [Microsoft 365 Copilot Scale & Sustain](#)
- [Copilot Studio Training](#)
- [Microsoft 365 Copilot Scale and Sustain](#)
- [Unified Services Block \(USB\)](#)

Partner Certifications

- [Rubrik Elite Partner](#)
- Microsoft Advanced Specialization in Modern Work and Security
- Microsoft Modern Work, Security and Data & AI Solution Partner

Investments & Profitability

- ECIF Funding
- FY26 Copilot & Agents Jumpstart Partner

- ECIF Funding

- CPOR / FTP incentives
- PAL Incentives
- CSP Incentives
- [Rubrik Deal Registration / Rebates](#)

Microsoft Copilot



AI-Powered Chat Functionality: Embedded within Microsoft 365 applications, offering a seamless experience without the need to learn new software.

Generative AI Tool: Works across Microsoft 365 apps like Teams, Word, PowerPoint, Outlook, and Excel, assisting with tasks through a chat interface.

Data Integration: Combines large language model insights with data securely stored in your organization's Microsoft 365 documents and communications.

FEATURE



Enhanced Productivity: Copilot helps users focus on important work by handling routine tasks, thus saving time and effort.

Unleash Creativity: Assists in generating content, ideas, and insights, facilitating creative processes across various applications.

Unlock Productivity: Automates busy work, allowing users to concentrate on higher-value activities.

Uplevel Skills: Helps users improve their proficiency with Microsoft 365 apps through interactive assistance.

BENEFIT



Efficiency: Accelerates the creation of documents, presentations, and email communication, leading to faster completion of tasks.

Informed Decision-Making: Provides data-driven insights and analysis, supporting better business decisions.

Collaboration: Enhances team collaboration by summarizing meetings and email chains and preparing actionable items.

Security and Compliance: Inherits your company's existing security, compliance, and privacy policies, ensuring a trustworthy AI solution.

VALUE

Copilot Studio, Custom Copilots



Data Integration: Seamlessly integrates data from various sources, both on-premises and in the cloud.

ETL and ELT Processes: Supports complex extract-transform-load (ETL) and extract-load-transform (ELT) processes.

Customizable Data Flows: Allows creation of customizable data flows with custom actions and steps for data processing.

FEATURE



Scalability: Easily scales to handle large volumes of data and complex workflows.

Cost Efficiency: Offers a cost-effective solution for data integration and transformation.

Security: Provides integrated security features such as Entra ID integration and role-based access control.

BENEFIT



Streamline Data Operations: Streamlines data operations by automating data movement and transformation.

Enhance Data Insights: Enhances data insights by providing a comprehensive data integration and transformation layer.

Support Business Growth: Supports business growth by enabling data-driven decision-making and analytics.

VALUE

Azure AI Solutions



“Ask”

Key Asks:

1. As you look at the next 12, 24, 36-months, what part do you believe AI will play in your success as a business?
2. Are there any processes in your business that you believe could be enhanced or automated using AI technologies?
3. Have you considered using AI to improve customer, employee, or partner experiences for your organization?

Follow up Asks:

1. How important is gaining a competitive edge through AI to your business strategy?
2. Have you considered how you'll secure and protect your organization from use of AI solutions that are unsanctioned, but used by employees?
3. Have you identified an AI charter and steering committee to help guide your organization through this uncharted territory?

“Say”

What are common responses to this question?

1. Return on Investment: I'm uncertain how we would measure ROI and the tangible benefits to the bottom line.
2. Complexity & Skill Gap: AI systems are complex, hard to manage, not secure, and we don't have skilled personnel to support successfully and securely maintaining AI-solutions.
3. Technological Pace: The evolution of AI technology is so fast; we will be outdated before we get started.

How do you handle these objections?

1. Return on Investment: Azure AI enhances efficiency and innovation, leading to long-term cost savings and competitive advantage.
2. Complexity & Skill Gap: Azure AI offers user-friendly interfaces and managed services, simplifying AI integration and management. Azure provides extensive learning resources and a supportive community to bridge any AI skill gaps; additionally, our team is equipped to help you manage these solutions long-term.
3. Technological Pace: Investing in Azure AI means staying ahead with cutting-edge technology and continuous updates.

“Do”

Key Do's - What talk track do you use to tee-up the next action?

- **Education**
 1. AI in-a-Day
- **Design Sprint**
 1. New Business Need
- **Results-Yielding Implementation**
 1. Implementation Engagement (Post-Design Sprint)

Optional Do's:

- PreBuilt App Offers
 1. Redaction Tool

Azure AI Solutions

YES PLAYS
YOUR ENABLEMENT FOR SUCCESS

Create Lead
0%
IDENTIFY VALUE

Qualify Lead
10%
Assess, Plan, and Present Roadmap
20% - 40%
CREATE VALUE

Pilot Solution
60%
Implement
80%
REALIZE VALUE

Who = CTO / CIO, IT Manager, Business Unit Leader (HR/Finance/Marketing/Sales)

Why = Improved Productivity, Faster Development Cycles, Reduced Workloads, Learning & Skills Enhancement

What = Productivity Boost, Time & Cost Savings, Competitive Advantage, Innovation

Generate Pipeline (MQLs)

Activity & Deliverables

- Targeted Artificial Intelligence Offers:
 - [Azure AI Foundry](#)
 - [Azure OpenAI Service](#)
 - [Azure AI Vision](#)
 - [Azure AI Language](#)
 - [Azure AI Content Safety](#)
 - [Azure AI Document Intelligence](#)
- Email Campaigns
- Events (Virtual / In-Person)
- [Blogs](#)
- Co-Selling with Microsoft Account Team
- Referral / Funnel Share with Microsoft
- [One-Pagers](#)
- [Microsoft Marketplace](#)
- [Events on Demand](#)

Success Stories

- [Case Studies](#)
- [Win Wires](#) (Confidential not customer facing)
- [Lookbooks](#)
- [Services Catalog](#)

Readiness

Key Play Opportunities

- [Microsoft Compliance Purview](#)
- [AI Readiness Assessment](#)
- [AI Use-Case Discovery & Roadmap](#)
- [AI In-a-Day Workshop](#)
- [Technology Strategy Review](#)
- [Organizational Change Management](#)

Deliverables

- Workshop / Assessment Findings
- Licensing Requirements
- Actionable Plan and SOW
- Managed Services Summary

Certifications

- Microsoft Data & AI Solution Partner
- Microsoft Digital & App Innovation Solution Partner

Validate

- [Microsoft Compliance Purview POC](#)

- [AI Solution Design](#)
- [Custom Agent Solution Design](#)
- [Organizational Change Management](#)

Documents

- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template

Implementation

- [Microsoft Compliance Purview Implementation](#)

- [Custom Agent Deployment](#)
- [Agent in a Box](#)
- [AutoGreet Agent](#)
- [Redact AI Tool](#)
- [Custom AI Solutions](#)
- [Organizational Change Management](#)
- Secure CSP
- Secure CPOR / FTP/ PAL Association
- Partnering with Microsoft AE to drive to close

Manage & Optimize

- [Enabled Data Protection \(MSPA\) \(Rubrik\)](#)
- [ThreatDefender MXDR MSSP](#)
- [Unified Services Block \(USB\)](#)

Partner Certifications

- Rubrik Elite Partner
- Microsoft Data & AI Solution Partner
- Microsoft Digital & App Innovation

Investments & Profitability

- ECIF Funding

- ECIF Funding

- CPOR / FTP incentives
- PAL Incentives
- CSP Incentives
- [Rubrik Deal Registration / Rebates](#)

Azure AI Solutions – Azure AI (Custom AI Solutions)



Natural Language Processing: Provides capabilities for language understanding, translation, and conversational AI.

Computer Vision: Enables image and video analysis, including object detection and facial recognition.

Machine Learning: Offers tools and frameworks for building, training, and deploying machine learning models.

Document Intelligence: Extracts text, key-value pairs, tables, and structures from documents automatically and accurately

FEATURE



Enhanced User Experience: Improves user interactions with intelligent and responsive applications.

Automation: Automates repetitive tasks, reducing manual effort and increasing efficiency.

Scalability: Scales easily to handle large volumes of data and complex AI workloads.

BENEFIT



Drive Innovation: Empowers organizations to innovate with cutting-edge AI technologies.

Improve Decision-Making: Provides insights and analytics to support data-driven decision-making.

Cost-Effective: Offers a cost-effective solution for implementing advanced AI capabilities.

VALUE

Azure AI Solutions – Azure AI Document Intelligence



Text Extraction: Easily pull data and organize information with prebuilt and custom features—no manual labeling required.

Customizable Results: Get output tailored to your layouts with automatic custom extraction and improve it with human feedback.

Flexible Deployment: Ingest data from the cloud or at the edge and apply to search indexes, business automation workflows, and more.

FEATURE



Improved Efficiency: Automates document processing, reducing manual labor and increasing efficiency.

Enhanced Accuracy: Ensures data accuracy by extracting structured information from documents.

Scalability: Scales easily to handle large volumes of data and complex AI workloads.

BENEFIT



Drive Innovation: Empowers organizations to innovate with cutting-edge AI technologies.

Improve Decision-Making: Provides insights and analytics to support data-driven decision-making.

Cost-Effective: Offers a cost-effective solution for implementing advanced AI capabilities.

VALUE

App Development



“Ask”

“Say”

“Do”

Key Asks:

Understand the Business Process

1. Can you walk me through the key business processes that are critical to your operations?
2. Are there any repetitive tasks in your workflow that consume a significant amount of time?

Exploring Potential for Improvement

1. Where do you see opportunities for efficiency gains within your organization?
2. How do you think automation or custom apps could impact your daily operations?

Identify Pain Points

1. What are the biggest challenges you face with your current technology setup?
2. Are there any bottlenecks in your process that you believe technology could solve?

Follow up Asks:

1. If you could get rid of one tedious laborious, or manual task you do regularly, what would it be?
2. Are there any open job positions that you are struggling to fill or retain employees for that could be augmented with automation or artificial intelligence?

What are common responses to this question?

1. Overwhelming & Complex: The platform's array of functionalities can be daunting for beginners.
2. Resource Constraints: Our IT team is small and has little time as it is.
3. Cost Concerns: These are expensive projects; we don't know if we will get a return on the investment and have no idea what the total cost of ownership is.

How do you handle these objections?

1. Overwhelming & Complex: Power Platform simplifies complexity with intuitive design and guided learning paths.
2. Resource Constraints: It requires minimal resources from your team, except in the design phase and with the right training and awareness can empower teams to innovate without heavy IT involvement.
3. Cost Concerns: The Power Platform offers scalable solutions with transparent pricing, ensuring a measurable and clear return on investment.

Key Do's - What talk track do you use to tee-up the next action?

• **Education**

1. Power Platform in-a-Day Workshop
2. Power Platform Training

• **Action Accelerator** (Generates: 10 new DAIP Leads)

• **Design Sprint**

1. New Business Need

• **Results-Yielding Implementation**

1. Implementation Engagement (Post-Design Sprint)
2. Power Platform Governance

Optional Do's:

• Prebuilt App Offers

1. Redaction Tool

App Development

YES PLAYS
YOUR ENABLEMENT FOR SUCCESS

Create Lead
0%
IDENTIFY VALUE

Qualify Lead
10%
Assess, Plan, and Present Roadmap
20% - 40%
CREATE VALUE

Pilot Solution
60%
Implement
80%
REALIZE VALUE

Who = IT Manager, Business Unit Leader
(HR/Finance/Marketing/Sales)

Why = Better Business Results, All Business Process in one Platform, Self Service / Low Code for use & easy Adoption

What = Streamline Workflows, Automate Business Processes, Keeps your Business Agile

Generate Pipeline (MQLs)

Activity & Deliverables

- Targeted Power Apps & Automate Offers:
 - [Power Apps](#)
 - [Power Automate](#)
- Email Campaigns
- Events (Virtual / In-Person)
- [Blogs](#)
- Co-Selling with Microsoft Account Team
- Referral / Funnel Share with Microsoft
- [One-Pagers](#)
- [Microsoft Marketplace](#)
- [Events on Demand](#)

Success Stories

- [Case Studies](#)
- [Win Wires](#) (Confidential not customer facing)
- [Lookbooks](#)
- [Services Catalog](#)

Readiness

Key Play Opportunities

- [Power Platform In-a-Day Workshop](#)
- [Apps & Automation Roadmapping](#)
- [Microsoft 365 Roadmap](#)
- [Technology Strategy Review](#)
- [Organizational Change Management](#)

Deliverables

- Workshop / Assessment Findings
- Licensing Requirements
- Actionable Plan and SOW
- Managed Services Summary

Certifications

- Microsoft Business Applications Solution Partner
- Microsoft Modern Work SMB & Enterprise and Business Applications Solution Partner

Validate

Power Platform Health Assessment

- [Custom App Solution Design](#)
- [Organizational Change Management](#)

Documents

- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template

Implementation

Custom App Deployment

- [Custom Agent Deployment](#)
- [New Student Screening Solution](#)
- [Redact AI Tool](#)
- Secure CSP
- Secure CPOR / FTP Association
- Secure PAL
- [Organizational Change Management](#)
- Partnering with Microsoft AE to drive to close

Manage & Optimize

Enabled Infrastructure (MPSA)

- [Enabled IT \(MPSA\)](#)
- [Unified Services Block \(USB\)](#)
- [Power Apps Training](#)
- [Power Automate Training](#)

Partner Certifications:

- Microsoft Business Applications Solution Partner
- Microsoft Modern Work SMB & Enterprise and Business Applications Solution Partner

Investments & Profitability

- ECIF Funding

- ECIF Funding

- CPOR / FTP incentives
- PAL Incentives
- CSP Incentives

App Development - Power Apps



Low-Code Development: Enables rapid application development with minimal coding, making it accessible to a broader range of users.

Drag-and-Drop Interface: Simplifies the app creation process with a user-friendly interface.

Data Connectivity: Connects to various data sources, including Microsoft 365, Dynamics 365, SQL Server, and more.

FEATURE



Speed of App Creation: Accelerates the development process, allowing for quick deployment of custom apps.

Cost Efficiency: Reduces the cost of app development and ownership by enabling in-house development without specialized skills.

Business Process Automation: Streamlines business processes by integrating custom apps into daily workflows.

BENEFIT



Operational Efficiency: Enhances operational efficiency by automating and optimizing workflows.

Improved Business Agility: Allows businesses to respond quickly to changing market demands with custom app solutions.

Enhanced Productivity: Elevates overall business productivity through streamlined processes and better resource utilization.

VALUE

App Development - Power Automate



Workflow Automation: Automates repetitive tasks and processes across various applications and services.

Prebuilt Connectors: Offers connectivity to over 300 data sources and services for seamless integration.

Robotic Process Automation (RPA): Includes UI flows to automate legacy systems and processes without APIs.

FEATURE



Time Savings: Reduces time spent on manual tasks, freeing up resources for higher-value work.

Error Reduction: Minimizes human errors by automating data entry and other repetitive tasks.

Process Efficiency: Streamlines business processes, leading to improved productivity and collaboration.

BENEFIT



Cost Reduction: Lowers operational costs by replacing expensive third-party automation tools and reducing manual labor.

Increased ROI: Delivers high return on investment with low-code solutions that integrate AI capabilities.

Business Transformation: Enables organizations to transform their operations by automating complex business processes.

VALUE

Who We Partner With



Microsoft



Nutanix



Cisco / Meraki



Rubrik



Cohesity



Zerto



Arctic Wolf



Nerdio



AudioCodes



Enghouse



Intrado



Poly / HP



Quest



Broadcom / VMware



Omnissa



Pure Storage



EMC



Dell



Lenovo



HPE



Veeam



Varonis

Term and Acronym Definitions

Term	Description
SMC	Small & Medium Corporate Accounts. Microsoft uses this to define businesses that are approximately 300-3,000 users and are "managed accounts"
EOU	Enterprise Accounts. Microsoft uses this to define the larger accounts in their portfolio. EOU accounts are "managed accounts" and have dedicated account teams
SMB	Small, Medium, Business Accounts. Microsoft uses this to define businesses that are smaller and not managed, sometimes also referred to as a Partner-Led account.
M365	Microsoft 365 - The suite of solutions that encompasses Office 365, Security, and Endpoint Management tools for the Microsoft Productivity Cloud
Co-Sell	A Microsoft engagement involving a third-party solution that drives Microsoft Cloud such as Rubrik, Cohesity, Zerto, etc. Co-Sell engagements are designated inside of Partner Center and Microsoft Sales Teams earn additional quota retirement based on them.
MQL	Marketing Qualified Lead - owned by Marketing that comes through the funnel as part of a unique HubSpot sequence.
SQL	Sales Qualified Lead - owned by our frontline sellers - our Account Executives - and it's a process that takes a new MQL that was produced by Marketing and begins shaking it down to evaluate it around the B/A/N/T (budget, authority, need, and the timeline) principles to ensure that we can move forward
SOW	Statement of Work - A document describing the work to be performed, the outcome, and the price for an eGroup services engagement
Advanced Specialization	Highest level Microsoft Certification Program that allows access to additional funding programs such as AMM
AMM	Azure Migration and Modernization Program - Additional funding, tools, and Azure credits for each of eGroup Enabling's Advanced Specializations.
Modern Workplace	Microsoft Term utilized to describe Microsoft 365 sellers and the overall portfolio of end user productivity solutions
ECIF	End Customer Incentive Funds - Microsoft funding for select presales and post-sales initiatives that is available by working directly with the Microsoft account team. ECIF is often for engagements that do not have other programs clearly defined or where larger investments are needed for larger opportunities.
CSP	Cloud Solution Provider - This is a licensing program that allows eGroup Enabling to sell and support Microsoft Azure and Microsoft 365 licenses to the customer
CPOR	Claimed Partner of Record - This is a Microsoft attribution program that designates eGroup Enabling as the partner who assisted in the deployment of specific Microsoft 365 workloads. Attribution needs to be done prior to activation of licenses for incentives. Incentives are based on number of seats activated.
PAL	Partner Admin Link - Contrary to the name, this has nothing to do with admin access. PAL designation is a way for Microsoft to attribute specific workloads in Microsoft Azure to the partner that helped deploy them. This is required to receive scorecard credit as well as backend incentives.

Term and Acronym Definitions Cont...

Term	Description
SaaS	Software as a Service
Documentation Templates	Created and Managed by the eGroup Enabling Sales Engineering team. These are pre-built documentation templates that are used as deliverables for any engagement that has a SOW Template.
BANT	Budget, Authority, Need, and Timeline: Do they have the ability to spend? Do they have the authority to make the purchase? Does the lead (need) have an urgent problem? Do we know a timeframe?
FTOP	Fasttrack Orchestrations Operations Portal -
FRP / FTP	FastTrack Ready Partner Program - Microsoft Free benefit to qualifying customers that helps to drive adoption of Microsoft Office 365 Solutions
EA	Enterprise Agreement - This is a Microsoft licensing program where a Licensing Services Provider (LSP) resells Microsoft licensing on a 3-Year agreement.
MSPA	Managed Services Provider Agreement - An eGroup Enabling Managed Services Agreement that defines how and what responsibilities we will take in managing a client's environment on their behalf
Co-Op	Microsoft program that pays a percentage of CSP revenues back to the partner to use for technical enablement, solution development, and marketing/demand gen activities
CAF	Cloud Adoption Framework - a proven guidance that is designed to help you create and implement the business and technology strategies necessary for organizations to succeed in the cloud.
Success Engagement	A Microsoft engagement that is registered within partner center and is utilizing a formal program such as the solution assessment program. These are measured engagements where partners are scored based on volume. High volumes allow for the partner to be invited to future programs.
MFE	Manufacturer Funded Engagement - engagement funds that are provided by a manufacturer program, rebate, etc. Our goal is to convert MFE to CFE within 90 days of the MFE win date (the date the project was one, not finished).
CFE	Client Funded Engagement - engagement funds that are provided by the client.
Azure Landing Zone	The output of a multi-subscription Azure environment that accounts for scale, security governance, networking, and identity. Azure Landing Zones enable application migration, modernization and innovation at enterprise-scale in Azure.

Term	Description
HCI	Hyper-Converged Infrastructure - combines compute, virtualization, storage, and networking in a single cluster.
VLAN	Virtual Local Area Networks - VLANs allow for the segmentation and isolation of network traffic based on criteria such as function, department, or security requirements
Subnet	A portion of a larger network that has been divided or segmented into smaller networks.
SAN	Storage Area Network - A specialized network architecture that enables the connection of storage devices to servers and other computing resources
NAS	Network Attached Storage - A storage device or system that is dedicated to providing file-level data storage and access to multiple clients or users over a network.
FC	Fibre Channel - A high-speed network technology used to connect storage devices, such as disk arrays and tape libraries, to servers.
iSCSI	A network protocol that allows the transmission of SCSI (Small Computer System Interface) commands over an IP (Internet Protocol) network.
FWaaS	Firewall as a Service - moves firewall protection to the cloud instead of the traditional network perimeter.
IaaS	Infrastructure as a Service
SWG	Secure Web Gateway - is a web security service that filters unauthorized traffic from accessing a particular network.
CASB	Cloud access security broker - is a SaaS application that acts as a security checkpoint between on-premises networks and cloud-based applications and enforces data security policies.
ZTNA	Zero Trust Network Access - is a set of consolidated, cloud-based technologies that operates on a framework in which trust is never implicit and access is granted on a need-to-know, least-privileged basis across all users, devices, and applications.
SD-WAN	Software-defined wide area network - is an overlay architecture that uses routing or switching software to create virtual connections between endpoints, both physical and logical.
SASE	Secure Access Service Edge - an emerging cybersecurity concept that was first described by Gartner