

YES PLAYS

YOUR ENABLEMENT FOR SUCCESS

- Drive Decisions With Data-



Connecting the 5 Lifecycle Stages of an opportunity across Data Architecture,
Data Engineering, and Insights & Analytics

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



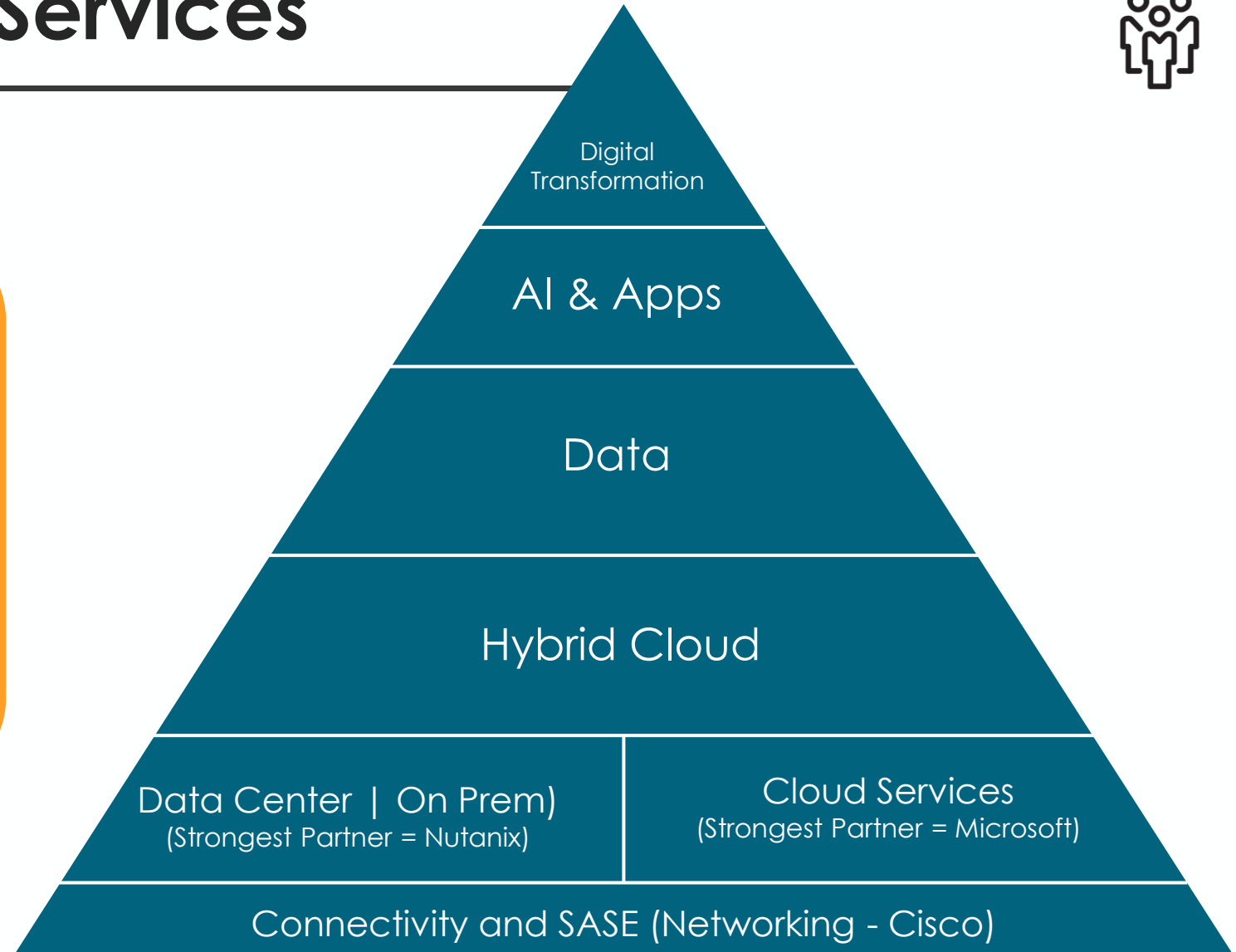
- **Generate Pipeline (MQLs)** - Create & Qualify a Lead
 - Generate marketing qualified leads (MQL) through our partner channel, eGroup events, social media, website, and digital presence.
 - Generate sales qualified leads (SQL) by further developing MQLs and our direct marketing efforts from our Sales 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



Solutions & Services

- Artificial Intelligence (AI)
- Data
- Platform (Cloud / On Prem)
- Productivity (Microsoft 365)
- Security & Compliance
- Managed Services
- Organizational Change Management
- Strategic Advisory Services
- Strategic Roadmap Discussions
- Licensing Optimization
- Project Coordination



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

YES Play Quick Links



- [Data Architecture](#)



- [Data Engineering](#)



- [Data Insights & Analytics](#)

Data Architecture



“Ask”

Key Asks:

1. How is your data currently stored, managed, and accessed across the organization?
2. Are you experiencing challenges with data silos, inconsistent data, or slow reporting?
3. What issues do you face with data governance, compliance or security?
4. What business initiative are driving your need for better data architecture?
5. How well does your current data infrastructure scale with growing data volumes?

Follow up Asks:

1. Are you looking to improve decision-making speed or reduce operational costs?
2. Do you have performance bottlenecks in analytics or transactional systems?
3. Are you exploring advanced analytics, machine learning, or AI initiatives?
4. Do you have a roadmap for modernizing your data architecture?

“Say”

What are common responses to this question?

1. Cost Concern: This sounds expensive, and I know there will be ongoing costs with implementing these solutions.
2. Complexity of Integration: I'm worried integration of new solutions with our existing solutions will be too disruptive.
3. Data Security & Privacy: How will I know our data is secure in a cloud-solution, we need to protect our sensitive information.
4. Organizational Change Management: It will be difficult to drive awareness, use, and training for new processes and for providing access to the insights and data, if they don't use it, it won't be worth the investment.

How do you handle these objections?

1. Cost Concern: Azure offers flexible pricing models, ensuring you pay only for what you use, reducing overall IT expenses in the long run. We build solutions with this in mind.
2. Complexity of Integration: Azure's compatibility with existing systems simplifies integration, and expertise ensures solutions are built with the end-user in mind.
3. Data Security & Privacy: We develop solutions using Azure's industry-leading security measures, ensuring your data is protected with the highest standards of compliance.
4. Organizational Change Management: Our OCM team provides a comprehensive OCM program to create a seamless change management process.

“Do”

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

• Education

1. Fabric in-a-Day Workshop
2. Technology Strategy Review
3. Microsoft Compliance Purview Assessment

• Solution Designs

1. Create a technical blueprint to solve a business need.

• Results-Yielding Implementation

1. Implementation Engagement (Post-Design Sprint)

Data Architecture

YES PLAYS
YOUR **ENABLEMENT** FOR **SUCCESS**

Create Lead 0%	Qualify Lead 10%	Assess, Plan, and Present Roadmap 20% - 40%	Pilot Solution 60%	Implement 80%	Secure Recurring Services
IDENTIFY VALUE		CREATE VALUE		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)	Readiness	Validate	Implementation	Manage & Optimize
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Activity & Deliverables

<ul style="list-style-type: none">Targeted Data Insights & Visualization Offers:<ul style="list-style-type: none">Azure Data FactoryAzure SynapseAzure SQLMicrosoft FabricEmail CampaignsEvents (Virtual / In-Person)BlogsCo-Selling with Microsoft Account TeamReferral / Funnel Share with MicrosoftOne-PagersMicrosoft MarketplaceEvents on Demand <p>Success Stories</p> <ul style="list-style-type: none">Case StudiesWin Wires (Confidential not customer facing)LookbooksServices Catalog	<p>Key Play Opportunities</p> <ul style="list-style-type: none">Fabric in-a-Day WorkshopMicrosoft Compliance Purview AssessmentTechnology Strategy ReviewOrganizational Change Management <p>Deliverables</p> <ul style="list-style-type: none">Education WorkshopsAssessment & Roadmap to Data Solutions & VisualizationLicensing Requirements <p>Certifications</p> <ul style="list-style-type: none">Microsoft Data & AI Solution PartnerMicrosoft Security Solutions PartnerMicrosoft Data Security Advanced Specialization	<ul style="list-style-type: none">Purview POCData SolutionsFabric POCOrganizational Change Management <p>Documents</p> <ul style="list-style-type: none">SOW TemplatesExisting Designs & DocumentationExecutive Summary Presentation Template	<ul style="list-style-type: none">Microsoft Fabric ImplementationData Migration & ModernizationData SolutionsMicrosoft Purview ImplementationSecure CSPSecure PAL Association (Azure)Organizational Change ManagementPartnering with Microsoft AE to drive to close	<ul style="list-style-type: none">Enabled Data Protection (MSPA) (Rubrik)Unified Services Block (USB) <p>Partner Certifications</p> <ul style="list-style-type: none">Rubrik Elite PartnerMicrosoft Data & AI Solution PartnerMicrosoft Security Solutions PartnerMicrosoft Data Security Advanced Specialization
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Investments & Profitability

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Data Architecture- Microsoft Fabric



Complete analytics platform: Microsoft Fabric provides a unified analytics platform that integrates various data tools and technologies, simplifying data analysis and insights extraction.

Lake-centric and open: Fabric is designed around data lakes, making it easier to build, integrate, and manage data while avoiding data duplication and vendor lock-in.

AI-powered capabilities - Leverage artificial intelligence to enhance data analysis, providing deeper insights and automating complex tasks.

FEATURE



Empowerment for all business users: Fabric enables all business users, not just data scientists, to access and analyze data, democratizing data-driven decision-making.

Streamlined data integration: Simplify data integration processes, reducing the time and effort required to combine data from multiple sources.

Cost reduction through unified capacities: By unifying various data tools and technologies, Fabric helps reduce costs associated with managing multiple disparate systems.

BENEFIT



Scalability and flexibility: Fabric offers scalable and flexible solutions that can grow with your business needs, ensuring long-term viability.

Enhanced security and reliability: Ensure the security and reliability of your data from collection to analysis, maintaining data integrity and compliance.

Seamless integration with Microsoft ecosystem: Easily integrate Fabric with other Microsoft products like Azure and Power BI, creating a cohesive and efficient data environment.

VALUE

Data Architecture- Azure Data Factory



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

Data Engineering



“Ask”

Key Asks:

1. How do you currently ingest, transform, and process data from multiple sources?
2. Are you facing challenges with data latency, reliability, or scalability in your pipeline?
3. Do you have real-time or batch processing requirements that are hard to meet?
4. How do you ensure data quality and consistency across system platforms?
5. Do you have automated data validation and cleansing processes in place?

Follow up Asks:

1. How do you manage data lineage and compliance for regulatory requirements?
2. How many different data sources and formats do you need to integrate?
3. Are you struggling with integrating on-prem and cloud data environments?
4. How well does your current data infrastructure handle growing data volumes?

“Say”

What are common responses to this question?

1. Cost Concern: This sounds expensive, and I know there will be ongoing costs with implementing these solutions.
2. Complexity of Integration: I'm worried integration of new solutions with our existing solutions will be too disruptive.
3. Data Security & Privacy: How will I know our data is secure in a cloud-solution, we need to protect our sensitive information.
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Data Engineering

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Cost reduction through unified capacities: By unifying various data tools and technologies, Fabric helps reduce costs associated with managing multiple disparate systems.

BENEFIT



Scalability and flexibility: Fabric offers scalable and flexible solutions that can grow with your business needs, ensuring long-term viability.

Enhanced security and reliability: Ensure the security and reliability of your data from collection to analysis, maintaining data integrity and compliance.

Seamless integration with Microsoft ecosystem: Easily integrate Fabric with other Microsoft products like Azure and Power BI, creating a cohesive and efficient data environment.

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VALUE

Data Insights & Analytics



“Ask”

Key Asks:

1. How do you currently analyze and visualize your data?
2. Are you able to get real-time insights or are reports delayed?
3. Do you have self-service analytics for business users?
4. How easy is it for your teams to access data from multiple sources?
5. Do you have a single source of truth for reporting?

Follow up Asks:

1. How confident are you in the accuracy of your reports and dashboards?
2. Do you have challenges aligning analytics with business KPIs?
3. Are you able to forecast trends or just report historical data?
4. Do you have the infrastructure to support advanced analytics initiatives?
5. How do you ensure data security and compliance in your analytics environment?

“Say”

What are common responses to this question?

1. Cost Concern: This sounds expensive, and I know there will be ongoing costs with implementing these solutions.
2. Complexity of Integration: Our data is too messy for advanced analytics
3. Data Security & Privacy: How will I know our data is secure in a cloud-solution, we need to protect our sensitive information.
4. AI Ready: We're not ready for AI or predictive analytics

How do you handle these objections?

1. Cost Concern: Azure offers flexible pricing models, ensuring you pay only for what you use, reducing overall IT expenses in the long run. We build solutions with this in mind.
2. Complexity of Integration: Modern analytics solutions include data cleansing, governance, and integration features
3. Data Security & Privacy: We develop solutions using Azure's industry-leading security measures, ensuring your data is protected with the highest standards of compliance.
4. AI Ready: Analytics are a journey, starting with a descriptive and diagnostic insight before moving to predictive. There are instant benefits in faster reporting and better decision making

“Do”

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

• Education

1. Power BI Health Assessment
2. Microsoft Compliance Purview Assessment
3. Technology Strategy Review

• Solution Designs

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• Results-Yielding Implementation

1. Implementation Engagement (Post-Design Sprint)

Data Insights & Analytics

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Investments & Profitability

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Data Insights and Visualization – Power BI



Real-time Data Processing: Power BI supports real-time analytics, allowing organizations to make timely decisions based on the latest data.

Custom Visualizations: With Power BI, you can create custom visualizations using R and Python, providing flexibility in how data is presented.

Data Connectivity and Integration: Power BI offers a wide range of data connectors, making it easy to connect to various data sources.

FEATURE



Advanced Data Visualization: Power BI enables the creation of interactive and dynamic data visualizations, making it easier to spot trends and insights.

Collaboration and Sharing: It facilitates collaboration by allowing users to share reports and dashboards with stakeholders.

Scalability: Power BI is suitable for businesses of all sizes, with the ability to scale as the organization grows.

BENEFIT



Empower Decision-Making: Power BI transforms complex data into actionable insights, empowering organizations to make informed decisions.

Enhance Business Agility: By providing up-to-date data and insights, Power BI helps businesses respond quickly to market changes.

Drive Strategic Initiatives: With its advanced analytics capabilities, Power BI enables organizations to uncover hidden patterns and trends that can inform strategic decisions.

VALUE

Who We Partner With



Microsoft

NUTANIX

Nutanix



Cisco / Meraki



Rubrik

COHESITY

Cohesity



Zerto



Arctic Wolf



Nerdio



AudioCodes



Enghouse



Intrado



Poly / HP



Quest



Broadcom / VMware



OmniSSA



Pure Storage



EMC



Dell



Lenovo



Hewlett Packard
Enterprise

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 dis 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