YES PLAYS
YOUR ENABLEMENT FOR SUCCESS

- Optimize Cloud Operations -

Connecting the 5 Lifecycle Stages of an opportunity across Azure Infrastructure & Platforms, Virtual Desktop, and Data Protection

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?
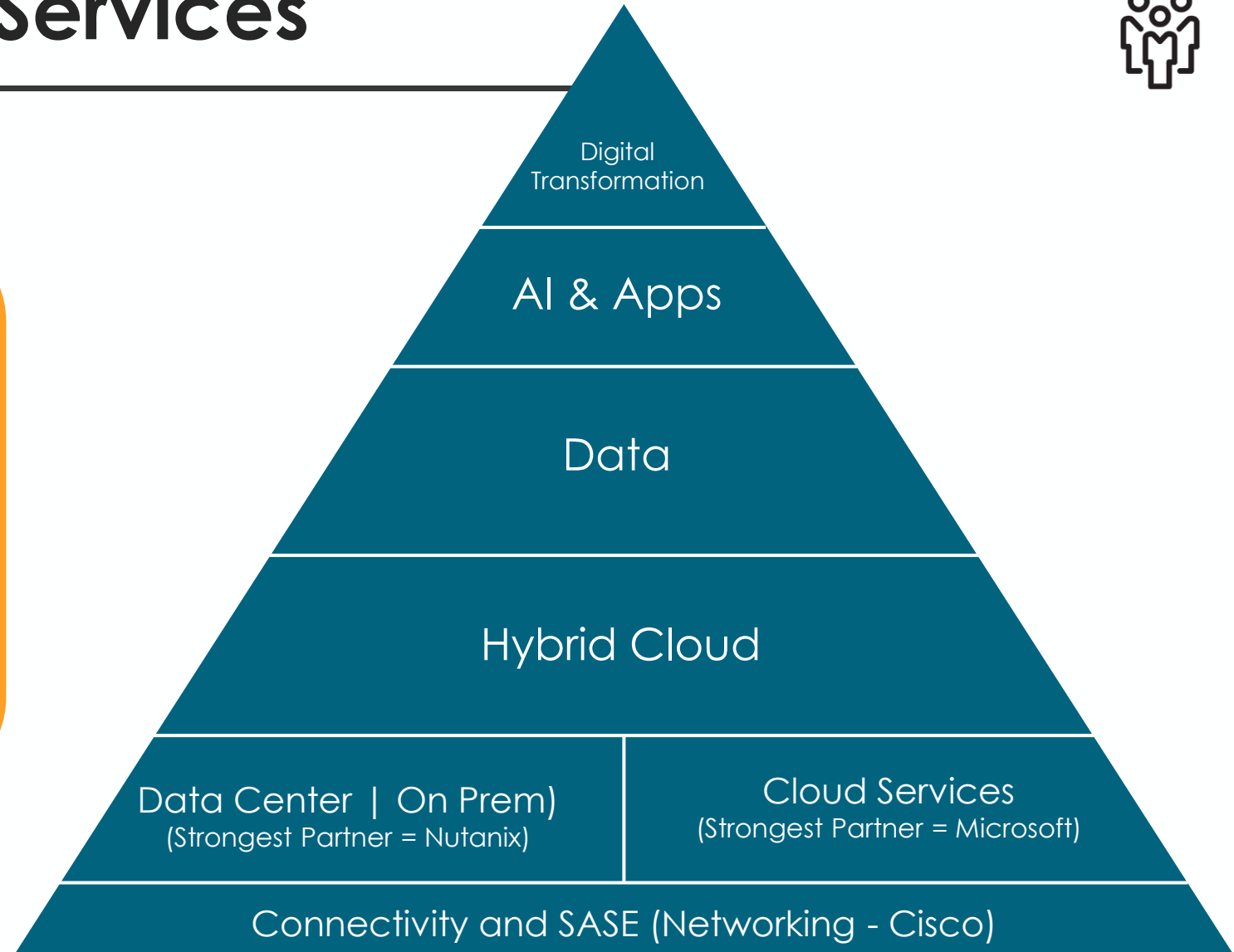
Sales Lifecycle Stages

- **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

Digital Transformation

AI & Apps

Data

Hybrid Cloud

Data Center | On Prem)
(Strongest Partner = Nutanix)

Cloud Services
(Strongest Partner = Microsoft)

Connectivity and SASE (Networking - Cisco)

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

YES Play Quick Links

- **[Microsoft Azure Migration](#)**

- **[Microsoft Azure VMware Solution (AVS)](#)**

- **[Virtual Desktop (VDI)](#)**

- **[Nutanix Cloud Clusters on Azure (NC2)](#)**

Microsoft Azure Migration

"Ask"

Key Asks:

1. How are you using the cloud to modernize your infrastructure?

2. What are you doing in your datacenter today, and what is your cloud strategy?

Follow up Asks:

1. How many Windows and SQL servers do you have to maintain on premises? How problematic and expensive is it?

2. What are you doing to store your backups? What are your retention policies?

3. Have you completed a Microsoft-led (or Partner-led) TCO exercise for running your on-premises services in the cloud?

4. Are you planning any Mergers or Acquisitions in the future where you would need to combine platforms?

5. How many vendors are included in the support of your IT operations? Are your IT operations outsourced?

6. How well is your virtual desktop infrastructure working for you? Do you have any performance or scale limitations?

"Say"

What are common responses to these questions?

1. Cloud is too expensive

2. We are cloud averse, mainly concerned with security

3. Our team does not hold expertise with Cloud

4. What funding does this use?

How do you handle these objections?

1. "I understand your concern – if cost were not a concern, which workloads would you consider moving to the cloud?"

2. Microsoft has committed $20 Billion over the next 5-years to accelerate cybersecurity integration

3. "We can help enable your team through various educational workshops or fill in any gaps with services / Knowledge Transfer offerings

"Do"

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

1. Environment and Cost Evaluations / Cost Optimization opportunities /TCO

2. Share various Microsoft resources (Trust Center) and collect inventory of Security Tools they in place on-prem and cross reference with Microsoft

3. Azure Rapid Migration Assessment

4. Co-sell with the Microsoft account team

Optional Do's:

1. Azure POC / Pilot Discovery

2. Azure Migration Discovery

Jason Webster (Field CTO, Azure & M365) Jason.webster@eGroup-us.com

Microsoft Azure Migration

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 = IT Manager, IT Architect, CIO, Datacenter Team

Why = Operating cost savings, Utilization and Scalability, Quicker access to new features, Modernization of Applications

What = Added Security & Ease of Management

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize

Activity & Deliverables

Generate Pipeline (MQLs)
- Targeted Azure Migration Solution Offers
  - Azure Migrations (SQL, Win, Linux, OpenDB)
  - Azure Governance
  - Azure Architecture & Design
- 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
- Azure Migration Engagement
- Azure Rapid Migration Assessment
- Azure FinOps Assessment
- Hybrid Cloud Backup Assessment
- Disaster Recovery Assessment
- Technology Strategy Review

Deliverables
- Microsoft Azure Pricing Calculator
- Workshop / Assessment Findings
- Actionable Plan and SOW

Certifications
- Microsoft Advanced Specialization – Infra and Database Migration to Microsoft Azure
- Microsoft Azure Infrastructure Solution Partner

Validate
- Secure POC of Readiness Offers

  - OR -

- Go straight to Implementation of Readiness Offers

- Present value of Manage & Optimize

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

Implementation
- Implementation of Readiness Offers
- Secure CSP Advantage
- Secure PAL Association (Azure)
- Partnering with Microsoft AE to drive to close

Manage & Optimize
- Enabled Infrastructure (MSPA)
- Enabled IT (MSPA)
- Unified Services Block (USB)

Partner Certifications
- Microsoft Advanced Specialization – Infra and Database Migration to Microsoft Azure
- Microsoft Azure Infrastructure Solution Partner

Investments & Profitability

	• ECIF Funding	• Azure Accelerate – Azure Deployment Funding • ECIF Funding		• PAL incentives • CSP Incentives

Microsoft Azure Migration

Comprehensive cloud platform that allows organizations to securely build, deploy, and manage applications, services, and servers across the globe.

FEATURE

Enhance business agility, scalability, and cost-efficiency by leveraging a comprehensive suite of services and security solutions for any technical need.

BENEFIT

Realize superior scalability, security, and cost-savings while gaining a flexible platform that delivers on your needs today and into the future.

VALUE

Microsoft Azure VMware Solution (AVS)

"Ask"

Key Asks:

1. Where do you host you VMware Disaster Recovery (DR) site? How capable is it to run your operation?

2. Who do you trust more to run your critical colocation facility services securely?

3. What are your current infrastructure challenges or limitations that you believe the public cloud can address?

4. Do you have any existing virtualization or cloud infrastructure in place?

5. What are your expectations regarding performance and scalability for public cloud workloads?

Follow up Asks:

1. Do you have any aging hardware or capacity challenges?

2. Is your Datacenter lease coming up for renewal?

3. Have you evaluated the potential cost savings or cost optimization benefits associated with moving to the public cloud?

4. How would you describe your disaster recovery and business continuity requirements? Are there any specific

"Say"

What are common responses to these questions?

1. I'm concerned about the future of VMware with the Broadcom acquisition, and don't want to be locked in.

2. Our applications are latency sensitive; we worry about potential impact on application response times and user experience.

3. Why would I run a virtual solution in a public cloud when I can already do this natively?

4. There's a learning curve.my staff doesn't have time to learn a new platform

How do you handle these objections?

1. Are you interested in getting all the capabilities you have today with your data center provider with lower complexity, less downtime, and oftentimes, at a lower cost.

2. You are able to use existing licensing

3. Existing know-how from your IT team on managing the solution

4. Azure VMware Solution CAN connect with Azure IaaS, PaaS, Backup, and other native services without issue. Allows a client to migrate then modernize at their own pace

"Do"

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

1. Infrastructure Assessment

2. Azure Rapid Migration Assessment

3. Technology Services Review

Optional Do's:

1. Azure Assessment

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Microsoft Azure VMware Solution (AVS)

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 = IT Manager, IT Architect, CIO, Datacenter Team

Why = Operating cost savings, Utilization and Scalability, Quicker access to new features, Modernization of Applications

What = Added Security & Ease of Management

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize

Activity & Deliverables

Generate Pipeline (MQLs)
- Targeted Azure VMware Solution (AVS) Offers:
  - Azure VMware Solution
- 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
- Azure Migration Engagement
- Azure VMware Assessment
- Azure Rapid Migration Assessment
- Hybrid Cloud Backup Assessment
- Disaster Recovery Assessment
- Technology Strategy Review

Deliverables
- Microsoft Azure Pricing Calculator
- Workshop / Assessment Findings
- Actionable Plan and SOW

Certifications
- Azure VMware Solution Advanced Specialization
- Microsoft Azure Infrastructure Solution Partner
- VMware (Broadcom) Advanced Data Center Virtualization Partner

Validate
- Secure POC of Readiness Offers

  - OR -

- Go straight to Implementation of Readiness Offers

- Present value of Manage & Optimize

Documents
- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template
- Managed Services

Implementation
- Implementation of Readiness Offers
- Secure CSP Advantage
- Secure PAL Association (Azure)
- Partnering with Microsoft or VMware (Broadcom) AE to drive to close

Manage & Optimize
- Enabled Infrastructure (MSPA)
- Enabled IT (MSPA)
- Unified Services Block (USB)

Partner Certifications
- Azure VMware Solution Advanced Specialization
- Microsoft Azure Infrastructure Solution Partner
- VMware (Broadcom) Advanced Data Center Virtualization Partner

Investments & Profitability

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize
	• ECIF Funding	• Azure Accelerate Deployment Funding • ECIF Funding • VMware (Broadcom) Deal Registration / Rebates		• PAL incentives • CSP Incentives

Azure VMware Solution

Fully managed, native, VMware environment on Azure.

FEATURE

Increase your operational efficiency, scalability, and reduce infrastructure costs on a familiar and proven platform with minimal disruption.

BENEFIT

Accelerate your IT modernization while reducing your total cost of ownership, enhancing security, and improved agility in a familiar VMware environment that is seamlessly connected to Azure's native cloud capabilities.

VALUE

Virtual Desktop (VDI) – Azure & Omnissa

"Ask"

Key Asks:

1. Can your users work anywhere on any device?
2. How are you securing access for your vendors?
3. How do you roll out new applications with assurance o success?

Follow up Asks:

1. How is information secured on your edge devices?
2. How are you providing flexible access to your team?
3. How would you put a known clean device in the hand your users after a Ransomware outbreak?
4. What did the pandemic exposure in your end user productivity strategy? Have you meet all your objectiv to get there or are there still gaps?
5. How long does it take to onboard a new user and are able to complete it remotely?

"Say"

What are common responses to this question?

1. Too expensive
2. Refresh end-user devices every 5-years

How do you handle these objections?

1. ROI – Simplified & Centralized Management. Flexibility. Accessibility.
2. Less expensive devices (Zero/Thin Clients) allow you to extend your refresh cycles

"Do"

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

1. Azure Virtual Desktop, Omnissa – Demo
2. Total Cost Optimization (TCO)
3. Azure Rapid Migration Assessment
4. Co-sell with the Microsoft and Omnissa account team

Optional Do's:

1. Azure Assessment

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Virtual Desktop (VDI)

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 = IT Manager, IT Architect, CIO   **Why = Allows users to instantly work from anywhere on any device**   **What = Security & Ease of Desktop Management**

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize

Activity & Deliverables

Generate Pipeline (MQLs)
- Targeted Virtual Desktop (VDI) Offers:
  - Azure Virtual Desktop
  - Omnissa Horizon View
- 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
- Azure Rapid Migration Assessment
- Virtual Desktop Solutions
- Technology Strategy Review
- Strategic Advisory Services

Deliverables
- Workshop / Assessment Findings
- Actionable Plan and SOW
- Microsoft Azure Pricing Calculator

Certifications
- Microsoft Advanced Specialization in Azure Virtual Desktop
- Microsoft Azure Infrastructure Solution Partner
- Omnissa Gold Partner

Validate
- Secure POC of Readiness Offers

  - OR -

- Go straight to Implementation of Readiness Offers

- Present value of Manage & Optimize

Documents
- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template
- Managed Services

Implementation
- Implementation of Readiness Offers

- Secure CSP Advantage

- Secure PAL Association (Azure)

- Partnering with Microsoft, Nerdio, or Omnissa AE to drive to close

- Bronze Nerdio Partner

Manage & Optimize
- Enabled Infrastructure (MSPA)

- Enabled VDI (MSPA)

- Unified Services Block (USB)

Partner Certifications
- Microsoft Advanced Specialization in Azure Virtual Desktop
- Microsoft Azure Infrastructure Solution Partner
- Omnissa Gold Partner

Investments & Profitability

	• ECIF Funding (Azure) • Omnissa Deal Registration / Rebates	• Azure Accelerate Deployment Funding • ECIF Funding (Azure) • Nerdio Deal Registration	• PAL Incentives • CSP Incentives

Virtual Desktop Infrastructure (VDI)

Virtualization Technology: Creates multiple isolated instances of desktops on a single physical server or in the cloud.

Remote access: Users can access their virtual desktops from various devices, including computers, tablets, and smartphones.

Centralized Management: All aspects of the virtual desktop, such as software updates, security, and user permissions, are centrally managed.

Increased Security: Virtual desktops provide enhanced security measures, protecting against data breaches and unauthorized access.

Improved Accessibility: Employees can access their workstations and applications from any location, promoting flexibility and mobility.

Enhanced Collaboration: Virtual desktops facilitate better collaboration by allowing multiple users to work on the same files and applications simultaneously.

Cost Savings: Reduced the need for physical hardware and lowers IT management costs.

Better Performance: Offers high-performance computing experiences, even on less powerful endpoint devices.

Business Agility: Enables businesses to quickly adapt to changes, such as scaling up or down based on demand.

Operational Efficiency: Streamlines IT operations by centralizing desktop management and reducing the complexity of IT infrastructure.

Continuity and Disaster Recovery: Enhances business continuity by allowing quick recovery from disruptions and maintaining access to desktops and applications.

FEATURE

BENEFIT

VALUE

Nutanix Cloud Clusters (NC2) on Azure

"Ask"

Key Asks:

1. What are your current infrastructure challenges or limitations that you believe the public cloud can address?

2. Do you have any existing virtualization or cloud infrastructure in place?

3. What are your expectations regarding performance and scalability for public cloud workloads?

4. Have you identified any specific workloads or applications that you plan to migrate to the public cloud? If so, what are they?

Follow up Asks:

1. Have you evaluated the potential cost savings or cost optimization benefits associated with moving to the public cloud?

2. Do you anticipate any challenges or barriers to adoption when migrating to the public cloud? If so, what are they?

3. How would you describe your disaster recovery and business continuity requirements? Are there any specific

4. RTO (Recovery Time Objective) and RPO (Recovery Point Objective) targets you need to meet?

5. Are you interested in leveraging hybrid cloud capabilities, such as integrating Nutanix Cloud Clusters with public cloud services and on-prem services?

6. Are you leveraging the Nutanix hypervisor AHV?

"Say"

What are common responses to this question?

1. Why would I run a virtual solution in a public cloud when I can already do this natively?

2. NC2 must cost more than running VMs in Azure natively

3. There's a learning curve; my staff doesn't have time to learn a new platform

4. I run VMware on my on-premises Nutanix cluster, isn't NC2 AHV only?

How do you handle these objections?

1. NC2 avoids unpredictable pricing models and long-term commitments associated with public cloud services

2. NC2 provides elastic scalability enables organizations to quickly adjust resources based on workload demands without incurring additional costs.

3. The same Nutanix Prism interface used on-premises is the same one used in NC2

4. Nutanix supports Cross Hypervisor Replication, enabling VMware to AHV replication and automation

"Do"

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

1. Infrastructure Assessment

2. Azure Rapid Migration Assessment

Optional Do's:

1. Technology Services Review

2. Strategic Advisory Services

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Nutanix Cloud Clusters (NC2) on Azure

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 = IT Manager, IT Architect, CIO, Datacenter Team

Why = Operating cost savings, Utilization and Scalability, Quicker access to new features, Modernization of Applications

What = Added Security & Ease of Management

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize

Activity & Deliverables

Generate Pipeline (MQLs)
- Targeted Nutanix Clusters (NC2) on Azure Offers:
  - Nutanix Cloud Clusters (NC2) on Azure
- 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
- Azure Migration Engagement
- Azure Rapid Migration Assessment
- Hybrid Cloud Backup Assessment
- Disaster Recovery Assessment
- Technology Strategy Review

Deliverables
- Microsoft Azure Pricing Calculator
- Workshop / Assessment Findings
- Actionable Plan and SOW

Certifications
- Microsoft Advanced Specialization – Infra and Database Migration to Microsoft Azure
- Microsoft Azure Infrastructure Solution Partner
- Nutanix Premier Partner

Validate
- Secure POC of Readiness Offers

  - OR -

- Go straight to Implementation of Readiness Offers

- Present value of Manage & Optimize

Documents
- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template
- Managed Services

Implementation
- Implementation of Readiness Offers
- Secure CSP Advantage
- Secure PAL Association (Azure)
- Partnering with Microsoft or Nutanix AE to drive to close

Manage & Optimize
- Enabled Infrastructure (MSPA)
- Enabled IT (MSPA)
- Unified Services Block (USB)
- Enabled Nutanix (MSPA)

Partner Certifications
- Microsoft Advanced Specialization – Infra and Database Migration to Microsoft Azure
- Microsoft Azure Infrastructure Solution Partner
- Nutanix Premier Partner

Investments & Profitability

Generate Pipeline (MQLs)
- Nutanix MDF, targeted lists, and SDR call campaigns
- 2021 Nutanix Global Portfolio Partner of the Year

Readiness
- ECIF Funding (Azure)

Validate
- Azure Accelerate Deployment Funding
- ECIF Funding (Azure)
- Nutanix Deal Registration / Rebates

Manage & Optimize
- PAL Incentive
- CSP Incentive

Nutanix Cloud Clusters (NC2) on Azure

Hybrid Cloud Management: A unified management control plane to manage, move, and secure apps and data across clouds.

Intelligent Workload Placement: Allows for the placement of workloads anywhere in the hybrid cloud without code changes.

Elastic Disaster Recovery: Scales to meet needs and keeps cloud costs low with disaster recovery to Azure regions.

Infrastructure Intelligence: Ensures clusters are built using Azure bare-metal nodes from different racks for resilience.

Simplified Cloud Migration: Deploy and migrate apps and data to Azure quickly without any code changes.

Cost Efficiency: Reduces complexity and lowers total cost of ownership with procurement via the Azure marketplace.

Operational Agility: Automatic host remediation and superior data retention during planned upgrades or outages.

Business Continuity: Use Azure regions as a secondary site for business continuity and disaster recovery preparedness.

Flexibility and Savings: Flexible Nutanix license portability between on-premises and Azure environments.

Seamless Integration: Easy integration with existing Azure services and customer accounts for a faster time-to-cloud value.

FEATURE

BENEFIT

VALUE

Who We Partner With

Microsoft	AudioCodes	EMC
Nutanix	Enghouse	Dell
Cisco / Meraki	Intrado	Lenovo
Rubrik	Poly / HP	HPE
Cohesity	Quest	Veeam
Zerto	Broadcom / VMware	Varonis
Arctic Wolf	Omnissa	
Nerdio	Pure Storage	

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	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