YES PLAYS
YOUR ENABLEMENT FOR SUCCESS

- Transform Your Business -

Connecting the 5 Lifecycle Stages of an opportunity across Organizational Change Management, Strategic Advisory Services, and Licensing Optimization

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?
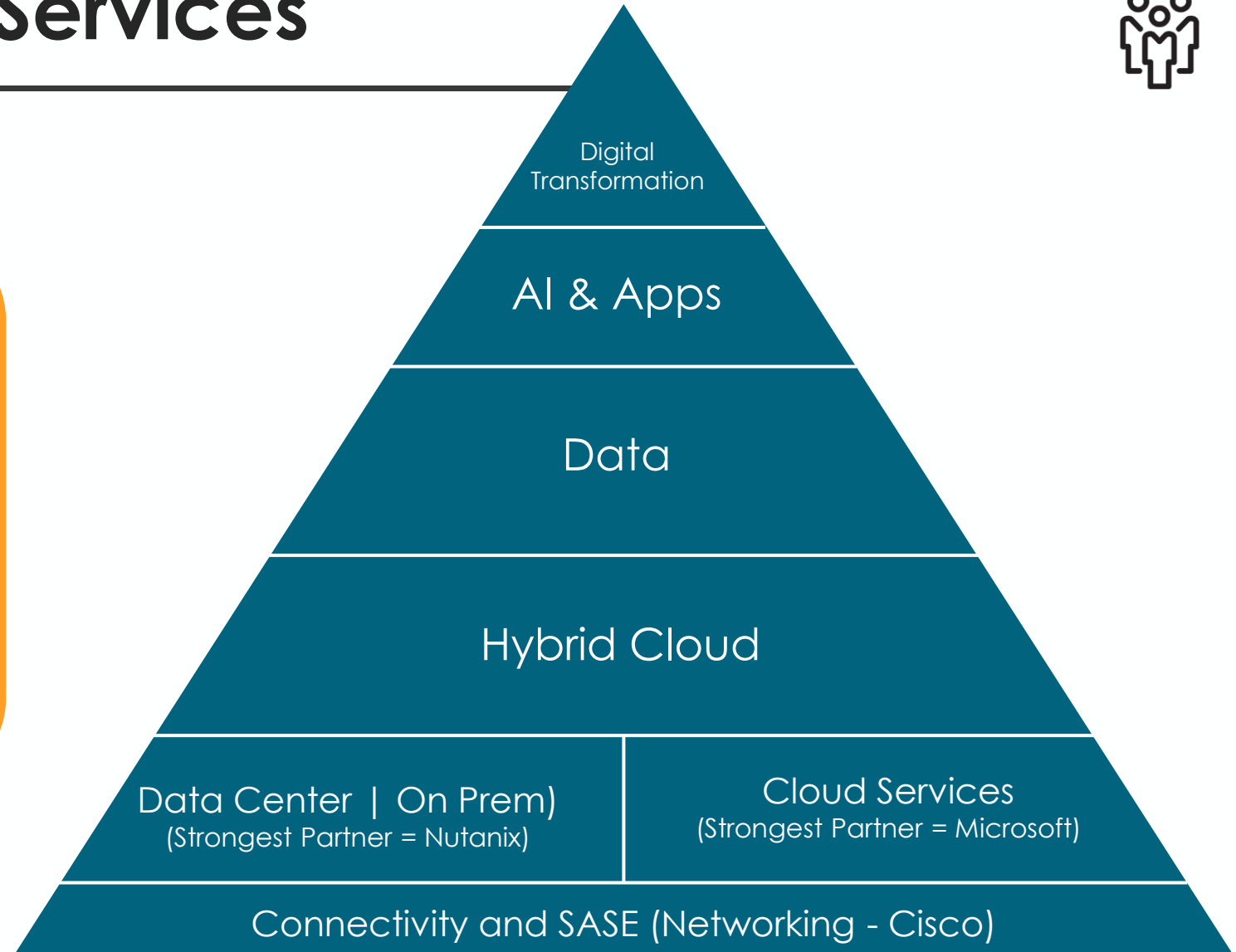
Sales Lifecycle Stages

- **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

- **[Technology Strategy Review](#)**

- **[Strategic Advisory Services](#)**

- **[Organizational Change Management](#)**

- **[FastTrack](#)**

- **[CSP Advantage](#)**

Technology Strategy Review

"Ask"

Key Asks:

1. How much money do you think you could save if you did a thorough comparison of tools, you might already have vs 3rd party tools you are using today?

2. Are your users satisfied with your technology solutions?

3. Do you have a higher volume of reoccurring IT issues that are outpacing your solutions?

4. Are your systems / current or is your technology "dated"?

Follow up Asks:

1. Are you helping your users solve business problems or are you just focused on technical break / fix issues?

2. How prepared are you for significant IT business initiatives (opening a new office, remote workers)?

3. How complicated are your IT systems and are your protected?

4. Are your current IT costs planned, or are you often running into surprise costs?

"Say"

What are common responses to this question?

1. We already have an IT Roadmap

2. I don't want to be upsold

3. We don't have time

How do you handle these objections?

1. General understanding of business environment, Industry benchmark, Understanding of organizational strategy and priorities

2. Holistic view of IT operations and organization, related expenses, operational completeness, and value for expense

"Do"

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

1. Scoping call with Strategic Advisory Team

2. C Level Forums

3. Value Discussion

Optional Do's:

1. Microsoft MCI Engagements

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Technology Strategy Review

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 = CIO, Business Unit Leader (HR/Finance/Marketing/Sales)

Why = Reduce the risk of Ineffective, Outdated, or Duplicated IT Investments

What = Expense Reduction, Updated & Streamlined Business Processes and/or Solutions

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize

Activity & Deliverables

Generate Pipeline (MQLs)
- Targeted Technology Strategy Review Offers:
  - Technology Optimization
- 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 365 Roadmap
- Technology Strategy Review
- Organizational Change Management

Deliverables
- Signed SOW
- TSA Deliverable
- Total Cost of Ownership

Certifications
- Microsoft Modern Work SMB & Enterprise, Security, Data & AI, Apps & Automation, Business Applications, and Azure Infrastructure Solution Partner
- Microsoft Azure, Modern Work, and Security Advanced Specializations

Validate
- Technology Strategy Review Deliverable Executive Presentation
- Present Value of Recommended Next Steps
- Present value of Managed Services
- Organizational Change Management

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

Implementation
- Projects based on recommendations
- Secure CSP
- Secure CPOR / FTP Association
- Secure PAL Association (Azure)
- Organizational Change Management
- Partnering with Microsoft AE to drive to close

Manage & Optimize
- Revisit Roadmap and Secure next action for Annual Recuring Product License Revenue and Partner support
- ThreatDefender MXDR MSSP
- Unified Services Block (USB)

Partner Certifications
- Microsoft Modern Work SMB & Enterprise, Security, Data & AI, Apps & Automation, Business Applications, and Azure Infrastructure Solution Partner
- Microsoft Azure, Modern Work, and Security Advanced Specializations
- Microsoft MISA, & MXDR Partnership

Investments & Profitability

	• ECIF Funding	• ECIF Funding		• CPOR / FTP / PAL incentives • CSP Incentives

Technology Strategy Review

FEATURE

Ensures that the technology strategy is in sync with the business strategy, supporting overall organizational objectives.

Roadmap Development: Identifies a clear path for technology adoption, upgrades, and integration to meet future business needs.

Performance Metrics: Establishes key performance indicators (KPIs) to measure the effectiveness of technology initiatives.

BENEFIT

Informed Decision-Making: Provides a framework for making informed decisions about technology investments and initiatives.

Operational Efficiency: Identifies bottlenecks and areas for improvement, leading to more efficient operations.

Risk Management: Helps in identifying and mitigating potential risks associated with technology deployment and usage.

VALUE

Competitive Advantage: By aligning technology with business goals, organizations can gain a competitive edge in the market.

Cost Savings: Streamline technology spending and reduce waste by prioritizing high-impact investments.

Future-Proofing: Prepares the organization for future technological advancements and market changes.

Strategic Advisory Services

"Ask"

Key Asks:

1. Do you take advantage of the opportunities the cloud has to offer and transform the organization?

2. Are you currently or do you plan to move and expand into the cloud?

Follow up Asks:

1. What are the next 2-3 steps in your cloud journey? Did you build a roadmap that you are following?

2. Would you like to see an example roadmap and talk with one of the CIO's who build it?

3. Are you following NIST guidelines to conduct incident response tabletop exercises?

4. Did your most recent insurance renewal call for a ransomware tabletop exercise?

5. Who will (re)create the troubleshooting processes / procedures for the new cloud technologies?

"Say"

What are common responses to this question?

1. We don't really have a strategy

2. Probably not to the fullest

3. Ransomware and our ERP are concerning

4. We have regular discussions

5. We block people from stealing data

6. We are required to be compliant with xyz.

How do you handle these objections?

1. How do you ID longer term priorities?

2. Does management ask you to justify further SaaS expense?

3. Are you sure you're doing all possible to avoid a breach? How about detecting one? What are you using to quantify your risk?

4. What are your concerns about supporting the initiatives? Do you have the tools and process to sustain compliance?

"Do"

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

1. Optimizing Value Discussions

2. Citizen Developer Center of Excellence Workshop

3. Licensing Optimization

4. Workshops / Assessments (Azure, Security, Microsoft 365)

Optional Do's:

1. Virtual C Services

2. Operational Skills Assessment

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Strategic Advisory Services

YES PLAYS
YOUR ENABLEMENT FOR SUCCESS

Create Lead 0%	Qualify Lead 10%
IDENTIFY VALUE	

Assess, Plan, and Present Roadmap 20% - 40%	Pilot Solution 60%
CREATE VALUE	

Implement 80%	Secure Recurring Services
REALIZE VALUE	

Who = CEO, CIO, Business Unit Leader (HR/Finance/Marketing/Sales)

Why = Address IT Challenges and Strategies for current and future IT Growth and Planning

What = Expense Reduction, Updated & Streamlined Business Processes and/or Solutions

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize

Activity & Deliverables

Generate Pipeline (MQLs)
- Targeted Strategic Advisory Service Offers:
  - Technology Strategy Review
  - Licensing Optimization
  - Incident Response Tabletop Exercise
- 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
- Incident Response Tabletop Exercise
- Licensing Optimization
- Technology Strategy Review
- Virtual CISO Services
- Organizational Change Management

Deliverables
- Workshop Findings / Deliverable
- Total Cost of Ownership

Certifications
- Microsoft Modern Work SMB & Enterprise, Security, Data & AI, Apps & Automation, Business Applications, and Azure Infrastructure Solution Partner
- Microsoft Azure, Modern Work, and Security Advanced Specializations

Validate
- CIO Advisor Deliverable Executive Presentation
- Present Value of Recommended Next Steps
- Present value of Managed Services
- Organizational Change Management

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

Implementation
- Secure CSP
- Secure CPOR / FTP Association
- Secure PAL Association (Azure)
- Organizational Change Management
- Partnering with Microsoft AE to drive to close

Manage & Optimize
- Solution-based Managed Service
- Ongoing CIO Advisory Services on Retainer
- ThreatDefender MXDR MSSP
- Unified Services Block (USB)

Partner Certifications
- Microsoft Modern Work SMB & Enterprise, Security, Data & AI, Apps & Automation, Business Applications, and Azure Infrastructure Solution Partner
- Microsoft Azure, Modern Work, and Security Advanced Specializations
- Microsoft MISA & MXDR Partnership

Investments & Profitability

Generate Pipeline (MQLs)
- Former CIO specialists on staff

Readiness
- ECIF Funding

Validate
- ECIF Funding

Manage & Optimize
- CPOR / FTP / PAL incentives
- CSP Incentives

Strategic Advisory Services

FEATURE

Strategic Technology Planning: Develops a clear roadmap for technology initiatives that align with business goals

Expertise and Industry Insights: Offers in-depth knowledge and updates on emerging technologies and best practices.

Cost Optimization: Identifies inefficiencies and recommends cost-effective solutions to optimize technology spending.

BENEFIT

Informed Decision-Making: Helps organizations make well-informed decisions about their IT infrastructure and digital transformation objectives.

Risk Mitigation and Security: Provides cybersecurity expertise, identifies vulnerabilities, and ensures compliance with security measures.

VALUE

Competitive Advantage: Leverages technology as a differentiator to stay ahead of industry trends and align initiatives with business objectives.

Operational Efficiency: Streamlines processes and reduces manual tasks, leading to improved productivity and collaboration.

Strategic Flexibility: Enables businesses to adapt quickly to changing work environments and business needs.

Organizational Change Management

"Ask"

Key Asks:

1. What is the main driver for this change?

2. What does success look like for this project?

3. What percentage of overall results, outcomes, and success depends on employee adoption and usage of the change?

4. Do you subscribe to a change management methodology (ex. Prosci, Kotter, etc.)?

5. What is the risk to the organization if this change fails?

6. How do you envision the change impacting your day-to-day operations, and what steps have you taken to prepare for this?

7. What is your current strategy for engaging stakeholders and employees in the change process?

8. How do you plan to address the human side of change, such as employee morale, productivity, and retention?

Follow up Asks:

1. Can you identify any skills gaps that may hinder the adoption of the change, and how do you plan to address them?

2. What mechanisms do you have in place to gather feedback and measure employee engagement throughout the change process?

3. How do you intend to manage the risks associated with the change, and what contingency plans do you have?

4. How will you ensure that the change is not just implemented but also adopted and sustained over the long term?

"Say"

What are common responses to this question?

1. We typically don't do adoption and change management

2. Our users are smart and will figure it out

3. We don't have enough resources to communicate and train, so we just add links

4. We just need to get this deployed (and fast) because it's mandated, etc.

5. We just use a PM to communicate and train on a tech change

How do you handle these objections?

1. How important is the success of this project?

2. How important is the user experience to you? Your team? Your leaders?

3. What is your expected return on investment for this project/implementation/change/etc.?

4. Have you assessed your helpdesk workload when change occurs? Is your helpdesk staffed to support?

5. What is the satisfaction rate or NPS for IT? For change? For your helpdesk?

"Do"

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

1. OCM Strategy Session

2. OCM Train the Trainer approach

3. OCM White Glove services

4. OCM Persona Needs Assessments

5. OCM User Experience and Impact Assessment

6. OCM Awareness and Learning

7. OCM Change Reinforcement

Optional Do's:

1. ROI and Productivity Tool User Adoption Evaluation

2. Helpdesk ticket assessment – what is your real UX and how to get some quick wins to boost perception and satisfaction

3. UX focus groups – uncover pain points/shadow IT and inform strategic roadmaps

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Organizational Change Management

	IDENTIFY VALUE	CREATE VALUE	REALIZE VALUE
	Create Lead 0% — Qualify Lead 10%	Assess, Plan, and Present Roadmap 20% - 40% — Pilot Solution 60%	Implement 80% — Secure Recurring Services

Who = CEO, CIO, Business Unit Leader (HR/Finance/Marketing/Sales)

Why = Rapidly Drive ROI, Manage & Improve user experience and engagement, Connect with the user population

What = Improve IT's Reputation, Drive adoption supported technology tools, & Reduce Shadow IT

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize

Activity & Deliverables

Generate Pipeline (MQLs)
- Targeted Organizational Change Management Offers:
  - Organizational Change Management
- 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
- Strategic Envisioning
- Communication Plans
- Training Plans
- Supplemental, Managed, White Glove, and Augmentation Packages
- Embedded

Deliverables
- Signed SOW
- Workshop Findings / Deliverable
- Total Cost of Ownership

Certifications
- Prosci Certified
- Microsoft Modern Work SMB & Enterprise, Security, Data & AI, Apps & Automation, Business Applications, and Azure Infrastructure Solution Partner
- Microsoft Azure, Security, and Modern Work Advanced Specializations

Validate
- Non-customized and Customized Communication Templates
- Present Value of Recommended Next Steps
- Present value of Managed Services

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

Implementation
- Quick Reference Guides
- Live End User and Recorded Webinar(s)
- Train the Trainer Webinar(s)
- User Satisfaction Surveys
- Results Analysis
- Secure CPOR / FTP Association
- Secure PAL Association (Azure)
- Partnering with Microsoft AE to drive to close

Manage & Optimize
- Quote Solution-based Managed Service
- ThreatDefender MXDR MSSP
- Unified Services Block (USB)

Partner Certifications
- Microsoft Modern Work SMB & Enterprise, Security, Data & AI, Apps & Automation, Business Applications, and Azure Infrastructure Solution Partner
- Microsoft Azure, Security, and Modern Work Advanced Specializations
- Microsoft MISA & MXDR Partnership

Investments & Profitability

Generate Pipeline (MQLs)
- Prosci Certified
- Certified Customer Experience Professional (CCXP)
- MIE Trainer Certified
- Microsoft Service Adoption Specialist

Readiness
- ECIF Funding

Validate
- ECIF Funding

Manage & Optimize
- CPOR / FTP / PAL incentives
- CSP Incentives

Organizational Change Management

Structured Approach: OCM establishes a framework for effectively managing the human dimension of change, from planning to deployment to reinforcement.

Stakeholder Engagement: To secure participation and commitment, OCM drives proactive communication and collaboration with all stakeholders.

Change Readiness and Planning: OCM conducts thorough impact and readiness for change analyses to develop comprehensive plans that address potential risks and challenges.

Training and Support: Offering tailored training programs and support structures to facilitate smooth transitions.

Enhanced Adoption: Effective OCM ensures that changes are embraced, adopted, and utilized by the workforce.

Reduced Resistance: By involving employees in the change process, OCM minimizes resistance and fosters a more receptive environment.

Improved Morale: Managing change effectively can increase morale among workers, driving positive teamwork and job enrichment.

Cost Efficiency: OCM helps avoid costly setbacks by ensuring the change is adopted correctly the first time.

Strategic Alignment: OCM aligns the change with the organization's strategic direction, ensuring the change supports overall business objectives.

Risk Mitigation: By identifying and addressing the risks associated with the change, effective OCM reduces the likelihood of project failure.

Sustainability: OCM prioritizes lasting change, making sure new practices become a permanent part of the organizational culture.

Return on Investment: By increasing the success rate of change initiatives, OCM contributes to better returns on investment and overall performance.

FEATURE

BENEFIT

VALUE

Microsoft FastTrack

"Ask"

Key Asks:

1. How are you currently maximizing your Microsoft licensing benefits?

2. Do you find that at times your team could use guidance around implementing some of the Microsoft workloads?

3. Would Microsoft best practices be beneficial to you?

Follow up Asks:

1. Are you aware of the FastTrack program? It is one of the benefits of your Microsoft licensing.

"Say"

What are common responses to this question?

1. Yes, we are aware of the benefits.

2. I believe the team has it under control.

How do you handle these objections?

1. Do you have a roadmap showing how / when you intend to turn on and maximize these various workloads and licensing benefits?

2. If you ever run into a situation where the team wants to consult with an engineer, the FastTrack program is part of your licensing and provides guidance on several different Microsoft 365 workloads.

"Do"

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

1. Level set on expectations of the FastTrack Ready program with the client.

2. Verify that client's request fits in with the FastTrack benefit.

3. Complete CPOR / FTP Registration for benefit approval.

Optional Do's:

1. Billable Professional Services that fall outside of the FastTrack benefit

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Microsoft FastTrack

Create Lead 0%	Qualify Lead 10%
IDENTIFY VALUE	

Assess, Plan, and Present Roadmap 20% - 40%	Pilot Solution 60%
CREATE VALUE	

Implement 80%	Secure Recurring Services
REALIZE VALUE	

Who = IT Manager, IT Architect, CIO, CSO, Security Director

Why = Address IT Growth to provide Guidance on moving to the Cloud

What = Streamlined IT in the Cloud

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize

Activity & Deliverables

Generate Pipeline (MQLs)
- Targeted Microsoft FastTrack Offers:
  - Microsoft 365 Solutions (AI Workforce and Security)
- 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 365 Roadmap
- Technology Strategy Review
- FastTrack Ready Program
- Strategic Advisory Services
- Organizational Change Management
- Secure CPOR / FTP association

Deliverables
- Online links, blogs, Microsoft docs

Certifications
- Microsoft Advanced Specialization in Modern Work and Security
- Microsoft Modern Work SMB & Enterprise and Security Solution Partner
- Microsoft FastTrack Ready Partner

Validate
- Secure paid Pilot

  - OR -

- Go straight to paid Implementation projects

- Present value of Managed Services

- Organizational Change Management paid Services

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

Implementation
- Signed paid Implementation SOW

- Organizational Change Management paid Services

- Partnering with Microsoft AE to drive to close

Manage & Optimize
- Quote Solution-based Managed Service

- ThreatDefender MXDR MSSP

- Unified Services Block (USB)

Partner Certifications
- Microsoft Advanced Specialization in Modern Work and Security
- Microsoft Modern Work SMB & Enterprise and Security Solution Partner
- Microsoft MISA & MXDR Partner

Investments & Profitability

Generate Pipeline (MQLs)
- Referrals from the Microsoft FastTrack team

Readiness
- Microsoft FastTrack Ready Benefit

Validate
- Paid engagement - ECIF Funding

Manage & Optimize
- CPOR / FTP / PAL incentives
- CSP Incentives

Microsoft FastTrack

Remote Deployment Guidance: Provides detailed step-by-step deployment guides and remote guidance for a smooth rollout of Microsoft 365 Services.

Expertise and Best Practices: Access to Microsoft engineers and partners who offer expertise and best practices for deploying Microsoft 365 solutions.

FEATURE

Accelerated Deployment: Helps organizations deploy Microsoft 365 services quickly and efficiently, minimizing downtime and disruption.

Enhanced Productivity: By enabling effective use of Microsoft 365 services, FastTrack helps users work more productively.

Cost Savings: Included at no additional cost with eligible Microsoft 365 subscriptions, providing value without extra investment.

BENEFIT

Maximized ROI: Ensures organizations get the most value from their Microsoft 365 investment by facilitating successful deployment and adoption.

Confidence in the Cloud: Supports organizations in their journey to the cloud, helping them move confidently with expert guidance.

Strategic Support: Aligns deployment with business objectives, ensuring that technology investments support strategic goals.

VALUE

CSP Advantage

"Ask"

Key Asks:

1. How are you currently maximizing your Microsoft licensing benefits?

2. Do you find that at times your team could use guidance around your licensing optimization?

3. Would a strategic Microsoft partnership be beneficial to you?

Follow up Asks:

1. Are you aware of the CSP program and its partner benefits?

"Say"

What are common responses to this question?

1. We don't need any additional licensing.

2. I believe the team has it under control.

How do you handle these objections?

1. Do you have a roadmap showing how / when you intend to turn on and maximize these various workloads and licensing benefits?

2. If you want to go beyond transactional licensing with dedicated guidance, strategic planning, and clarity that helps your organization scale with confidence then CSP Advantage can assist.

"Do"

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

1. Discuss the built in benefits of CSP Advantage

2. Verify that client's current licensing fits with the CSP Advantage program

Optional Do's:

1. Complete a Licensing Optimization Engagement

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CSP Advantage

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, CSO, Security Director

Why = Address IT Growth to provide Guidance on moving to the Cloud

What = Streamlined IT in the Cloud

Generate Pipeline (MQLs)	Readiness	Validate	Implementation	Manage & Optimize

Activity & Deliverables

Generate Pipeline (MQLs)
- Targeted Microsoft CSP Offers:
  - CSP Advantage (Microsoft 365 and 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
- FastTrack Ready Program

Success Stories
- Case Studies
- Win Wires (Confidential not customer facing)
- Lookbooks
- Services Catalog

Readiness

Key Play Opportunities
- Microsoft 365 Roadmap
- Technology Strategy Review
- Strategic Advisory Services
- Organizational Change Management
- Licensing support assistance from Ingram Micro

Deliverables
- Signed Agreement
- Total Cost of Ownership

Certifications
- Microsoft Modern Work SMB & Enterprise, Security, Data & AI, Apps & Automation, Business Applications, and Azure Infrastructure Solution Partner
- Microsoft Azure, Security, and Modern Work Advanced Specializations

Validate
- Present value of Managed Services
- Strategic Advisory Services
- Organizational Change Management paid Services

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

Implementation
- Signed SOW
- Organizational Change Management paid Services
- Partnering with Microsoft AE to drive to close
- CSP Advantage CSM

Manage & Optimize
- Quote Solution-based Managed Service
- ThreatDefender MXDR MSSP
- Unified Services Block (USB)

Partner Certifications
- Microsoft Modern Work SMB & Enterprise, Security, Data & AI, Apps & Automation, Business Applications, and Azure Infrastructure Solution Partner
- Microsoft Azure, Security, and Modern Work Advanced Specializations
- Microsoft MISA & MXDR Partnership

Investments & Profitability

Manage & Optimize
- CPOR / FTP / PAL incentives
- CSP Incentives

CSP Advantage

FEATURE

Built in Benefits with no added fees.

Eliminate waste, right-size your licenses, and reduce expense with expert insights and included tools like Azure cost analysis and license management.

BENEFIT

Licensing Optimization Sessions, Architecture Modernization Review

24/7 US based Support plus Microsoft escalations

Secure Score, Compliance Reviews, Cost Optimization Tool

AI Strategy Sessions, CxO Roadmaps, BCDR Planning

Self-service storefront, flexible billing

Dedicated CSP Advantage CSM

VALUE

Expert guidance

Strategic Support

Operational ROI

Innovation Enablement

Flexibility and Transparency

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.