



Customer Journey-in-a-Box | Playbook

# SMB Azure Virtual Desktop

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

**\$1 =**  
USD



**\$6.70**  
Western Europe



**\$6.10**  
Total (Worldwide)



For every \$1 of  
Microsoft revenue

Resale-led  
partners make  
**\$2.21**  
in economic value

Services-led  
partners make  
**\$5.75**  
in economic value

Software-led  
partners make  
**\$7.86**  
in economic value

# Customer Journey Insights

Covid 19 has deeply affected where and how people work. For many, the work from home imperative has been a new "experience". Organizations are building digital capabilities to meet their workers' need for a secured remote access to vital business application and Virtual Desktops solutions.

## ⚡ Priority

- Implement Virtual Desktop Solutions based on Azure

## 🕒 Segment

- SMB
- SMC Scale

## 📄 Solution Area

- Azure

## ★ Hero SKU

- Azure Virtual Desktop (AVD)

## 📈 KPIs

- # Workshops
- # AMMP Nominations
- # Solution Assessments
- # Customer adds
- \$ Azure Consumed Revenue

## Audience

### Customer targeting

Azure Virtual Desktop can scale to organizations of any size. You might want to prioritize customers using the following solutions already:

- Existing customers of **Windows Server Remote Desktop services (RDS)**, both running in their own on-premises infrastructure, but also hosted in outsourced datacenters
- **Customers using 3<sup>rd</sup> party Virtual Desktop solutions**, like Citrix or VMware Horizon
- Customers looking to standardize Desktops applications or with a need to supply desktop applications to front line workers
- Customers looking to implement flexible work "Place & Style" or "Work Anywhere" concepts.

### Buyer Persona

- CIO, VP/Director of IT
- Security & Compliance Officer
- CFO

## Campaign material

### Sales

- **Azure Virtual Desktop [Sales Guide](#)**
- **Modernize VDI to Azure Virtual Desktop [Campaign collection](#)**, including Infographics, Partner Opportunities and Quick Start Guides
- Five benefits of Azure Virtual Desktop [Fact Sheet](#)
- **[Partner Opportunities](#)** with Azure Virtual Desktop presentation
- **Windows 365 and AVD:** Choosing the right solution for your workforce [presentation](#)

## Technical

- Azure Virtual Desktop – [Microsoft Learn documentation](#)
- **[What's new](#)** in Azure Virtual Desktop – list of ongoing service updates
- **[7 Step Migration Guide](#)** for Azure Virtual Desktop
- Azure Virtual Desktop [deployment and migration guide](#)
- Deliver remote desktops and apps with Azure Virtual Desktop – [intermediate technical training path](#)
- Azure Virtual Desktop [Architecture training](#)
- Design the Azure Virtual Desktop architecture [training](#)
- **[Citrix Virtual Apps and Desktops with Azure](#)** provision Windows desktops and apps on Azure with Citrix and AVD

## Marketing Campaigns

- **[Partner go-to-market resources for Azure Virtual Desktop campaigns](#)**. Content library for Partners to build their own AVD campaigns.
- **[Migrate & Modernize Azure Virtual Desktop](#)** with AMMP Campaign [collection](#). This co-branded semi customizable campaign has everything you need to execute an account-based marketing campaign to enable new opportunities and accelerate the cloud migration journey.
- **[NextGen Windows Experiences](#)** – [collection](#). Today, every organization—in every industry—is looking to do more with less. Hybrid work is here to stay, and it's clear that flexibility and wellbeing are non-negotiable as new work patterns emerge.
- Modernize VDI to AVD – Digital Marketing Content OnDemand [campaign](#)

# Partner

## Criteria

- ✔ **To deliver Azure Immersion Workshops it is required one of the following:**
  - Azure Expert MSP
  - Advanced Specialized in AIW-related workload
- ✔ **To perform Solution Assessments, it is required to be:**
  - FY23 Solution Assessment partner
- ✔ **To take advantage of the Azure Migration & Modernization Program (AMMP) Partner-Led, it is required to have:**
  - Advanced Specialization in corresponding workload
- ✔ **To receive the Workload Acquisition and Nurture Incentive it is required to have:**
  - Advanced Specialization correlating to the earning bucket

Valid through June 2023

## Skilling and enablement

### Learning Modules

- Start with the AVD training path [here](#).
- Azure Virtual Desktop – [Click Through Hands On Lab](#)
- [Course AZ-140T00](#): Configuring and Operating Microsoft Azure Virtual Desktop
- [Exam AZ-140](#): Configuring and Operating Microsoft Azure Virtual Desktop
- Microsoft Certified: [Azure Virtual Desktop Specialty](#)

### Partner Resource Catalog

- Azure Virtual Desktop Introduction [Video](#)
- [Microsoft Azure Immersion Workshop](#): Azure Virtual Desktop
- Azure Specializations [here](#) and Expert MSP [here](#)
- AMMP [here](#) and FastTrack for Azure [here](#)
- Pricing [here](#), TCO [here](#), Calculator [here](#), Cost Optimize [here](#)

### Migrate Resources:

- Hybrid Benefit [here](#)
- Optimize migration costs with Azure Migrate [here](#)
- The Business Value of Migrating and Modernizing with Azure [here](#)

### Optimization Resources

- [Forrester study](#): The Total Economic Impact™ Of Microsoft Azure Virtual Desktop
- Strategic Benefits of an Azure Virtual Desktop – [Cloud Adoption Framework](#)
- [Cloud Economics](#) – successfully build your cloud business case

### Customer Success Stories on AVD:

- **Faber Bygg** move from analogue to automation for an agile workplace ([microsoft.com](#))
- **Humanitas DMH**: empowering key workers with a secure digital support ([microsoft.com](#))
- **Ajuntament de Lleida**: transforming the public sector with a modern, virtual workplace ([microsoft.com](#))

## 3 questions you should ask the customer:

- Are you using Virtual Desktop Infrastructure today? When is your next hardware upgrade cycle – and do you want to reduce Capex?
- Do you plan to enable your workforce to work from anywhere, using a different set of devices?
- What are your plans to improve security, scalability, availability, resilience for your business applications?

# Customer Journey

## Tactics

## Funding & Incentives



Listen  
& Consult

- Partner Led Marketing Campaigns
- Run DMC Campaigns for free:
  - Do More with Less
  - Modernize VDI to AVD

Campaigns in a Box:

- Do More with Less on Azure

- Demand gen activities are eligible for Cooperative Marketing Funds
- Check availability of trough Partner Marketing funds in your corresponding Microsoft subsidiary



Inspire  
& Design

Azure Immersion Workshops

MSFT schedules, partner delivers. Selected Partners only.

- \$1K per Azure Immersion Workshops delivery



Empower  
& Achieve

- Solution Assessment / Holistic Business Case
- AMMP – Migrate & Modernize

- Partner program and incentive guide



Realize  
Value

AMMP Partner-Led

Azure Migration and Modernization Program (main site); only available for eligible customers.

- AMMP Partner Led: up to \$50k per engagement
- AMMP: up to \$500K.



Manage  
& Optimize

Introduction to the FY23 Workload Acquisition & Nurture incentive campaign (microsoft.com)