Microsoft

Microsoft Azure in Open
Reseller Guide to Getting Started

Get started with Tech Data to expand your SMB cloud opportunity

The cloud is transforming how businesses consume IT today, and new revenue opportunities are exploding as customers and partners move to cloud-enabled solutions and services. Microsoft Azure provides all the building blocks to quickly build, deploy, and manage cloud-based solutions, offering a wide range of usage-based services across applications, compute, storage, and network.

With Azure in Open, starting on August 1, 2014, Azure will be available through another familiar licensing option for doing business with small and midsize customers that enables partners to maintain the billing relationship with the customer. Azure is also available direct, via azure.microsoft.com.

Azure in Open Overview:

What is Azure in Open?
A monetary commitment that expires in 12 months and that a customer can use against any consumption-based Azure service.

When is Azure in Open available?
On August 1, 2014 with a price list preview on July 1, 2014.

Who can purchase Azure in Open?
All Commercial, Academic, and most Government organizations where Azure is available.

How does a purchase work?
Resellers purchase a monetary commitment in increments of $100 from you to resell to their customer. It's delivered in the form of an Online Service Activation (OSA) Key that represents a specified monetary credit to a customer's account.
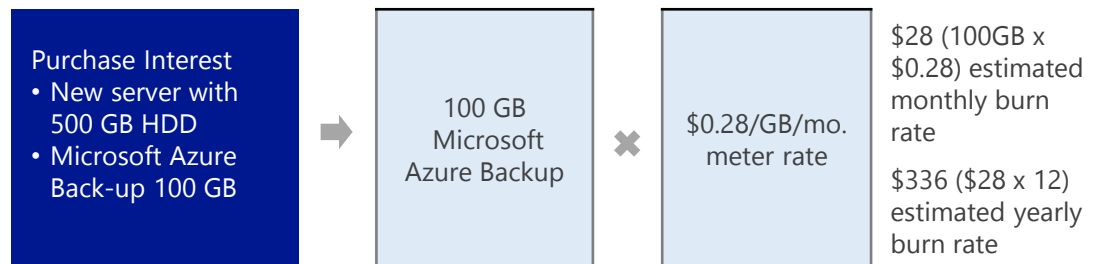
There is currently one Monetary Commitment SKU available for the Azure in Open Volume Licensing program. Customers can buy an unlimited quantity of these SKUs.

Anatomy of a Sale

The following sales examples show how key small and midsize business scenarios can be executed with Azure in Open.
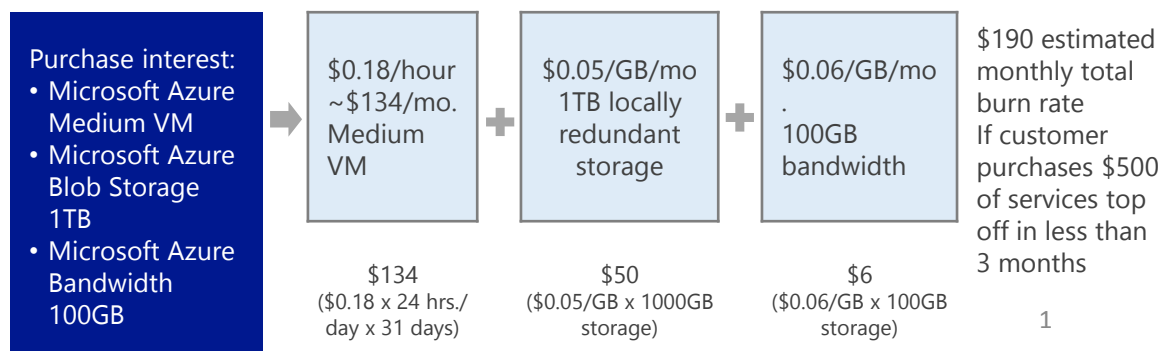
Microsoft Azure Backup:

In the example illustrated below, the customer would like to back up their on-premises server to the cloud. They currently have 100GB of data, and they choose to back all of it up to Azure Backup, which costs 28 cents per GB per month. As a result, the expected usage cost is $28/month. When purchasing Azure in Open, the customer would purchase in $100 increments.

Purchase Interest
- New server with 500 GB HDD
- Microsoft Azure Back-up 100 GB

→ 100 GB Microsoft Azure Backup

✖ $0.28/GB/mo. meter rate

$28 (100GB x $0.28) estimated monthly burn rate

$336 ($28 x 12) estimated yearly burn rate

Microsoft Azure VMs:

In this example, the customer wants the redundancy and scalability of hosting their LOB application in the cloud. They purchase a Microsoft Azure Medium VM at 18 cents per hour, or $134 per month. They also purchase 1TB of locally redundant storage and 100GB of bandwidth. The estimated total monthly cost is $190. If they decide to purchase $500 they would need to top up their account again in less than three months – or they could purchase $2300 and top up at the end of the year.

Purchase interest:
- Microsoft Azure Medium VM
- Microsoft Azure Blob Storage 1TB
- Microsoft Azure Bandwidth 100GB

→ $0.18/hour ~$134/mo. Medium VM

➕ $0.05/GB/mo 1TB locally redundant storage

➕ $0.06/GB/mo. 100GB bandwidth

$190 estimated monthly total burn rate
If customer purchases $500 of services top off in less than 3 months

$134
($0.18 x 24 hrs./ day x 31 days)

$50
($0.05/GB x 1000GB storage)

$6
($0.06/GB x 100GB storage)

Comparison: Azure and Office 365 in Open

	Microsoft Azure	**Office 365**
SKU Structure	Single SKU used for any eligible pay-as-you-go Azure Service	Unique SKUs for each Office 365 Suite, Standalone, and Add-on
Commitment	Monetary Commitment that expires 12 months from activation	Customers purchase 12 months of service
Business Processes	All Online Services in Open use your existing ordering systems	
Reporting	Leverage your existing reporting constructs	
Channel Impact	• Single SKU provides flexible 'building blocks' to scale partner business or customer services • Top up and upsell opportunity for additional services • Partners drive consumption with ongoing customer engagement	• Specific SKUs purchased for each service offering • Renewal motions have annual anniversary • Incremental seats added mid-year will shift the subscription end date

How to get started:

1	MPN	Join MPN and get started with a range of great Azure resources like SureStep here:Cloud SureStep: Azure.
2	Technical training	Find training opportunities and videos at the Ahead of the Game Technical Series on the Partner Learning Center here now, and for the ModernBiz Technical Series coming in Q2.
3	Sales and marketing	Download the Azure Partner sales and marketing resources on the Partner Marketing Center at here
4	Community	Join the MPN Cloud Partner site on Yammer.
5	Internal Use Rights	Action Pack and Competency partners get $100 Azure IUR Monthly credit. For details, visit: • Action Pack License Table • Competency License Table • Product Usage Guide (see page 23 for Azure benefit detail):

Attend the Microsoft Cloud SureStep Web Series:

	Cloud SureStep: Azure – "Path to Azure" Web Series	Date
Business Track	Getting Started with Microsoft Azure	On Demand
	The 4 Paths to Microsoft Azure	8/7/14
	How to Buy and Make Money with Microsoft Azure	8/14/14
	Solving Security and Compliance Concerns with Microsoft Azure	8/21/14
	Winning against AWS	9/11/14
Technical Track	Tech Dive: Protecting Customer Data with Microsoft Azure Backup	On Demand
	Tech Dive: Easily Extend Customer Networks with Microsoft Azure	On Demand
	Tech Dive: Microsoft Azure Identity Management and Office 365	On Demand
	Tech Dive: Extend Your Customer Data Center with Microsoft Azure	8/28/14
	Tech Dive: Tap Into the Power of SQL with Microsoft Azure	9/4/14

Additional resources:

Microsoft Azure Website

Azure Labs and Competency

Advisory Hours

Support Options: Partners in the Microsoft Partner Network (MPN) can use their designated MPN Support benefits towards Azure support. Partners interested in the best available support should explore Premier Support for Partners here. Partners with Premier Support are able to use the program benefits for Azure support in the "to" and "through" model to assist their customers.

If you are not a member of MPN, Azure Technical Support can be purchased separately through Microsoft here.