Microsoft
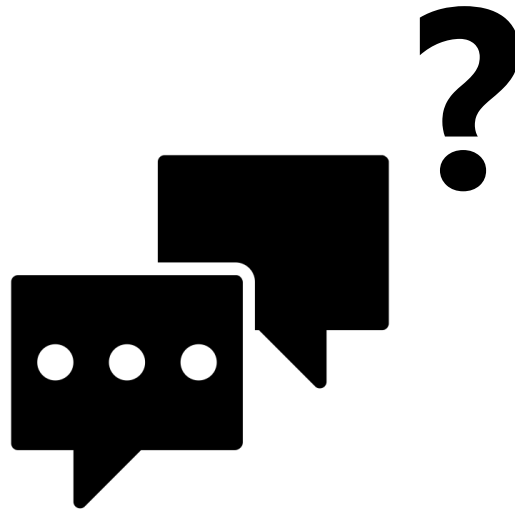
Microsoft Switzerland Partner Townhall

27th of August 2020

Teams Live Event Logistics

Chat and Q&A

Agenda

Microsoft Switzerland Partner Townhall	
09:30 Business Update	Thomas Winter
09:40 Swiss Data Center	Primo Amrein Tobias Steger
10:05 Readiness	Samira Suter
10:25 Closing statements	Thomas Winter

IAMCP After-Townhall event *(NEW)*	
10:30 Readiness "Outside the box" (in German)	Patrick Püntener Samira Suter

IAMCP After-Townhall event

Topic	Speaker
10:30 Partner Readiness "Outside the box" (in German)	Patrick Püntener Samira Suter

We invite you to deepen current aspects of Partner Readiness with Samira Suter from Microsoft.

- Interactive format, in German, to deepen the topic dealt with in the Microsoft Switzerland Partner Townhall

- Possibility to ask your questions directly to Microsoft and receive first-hand answers

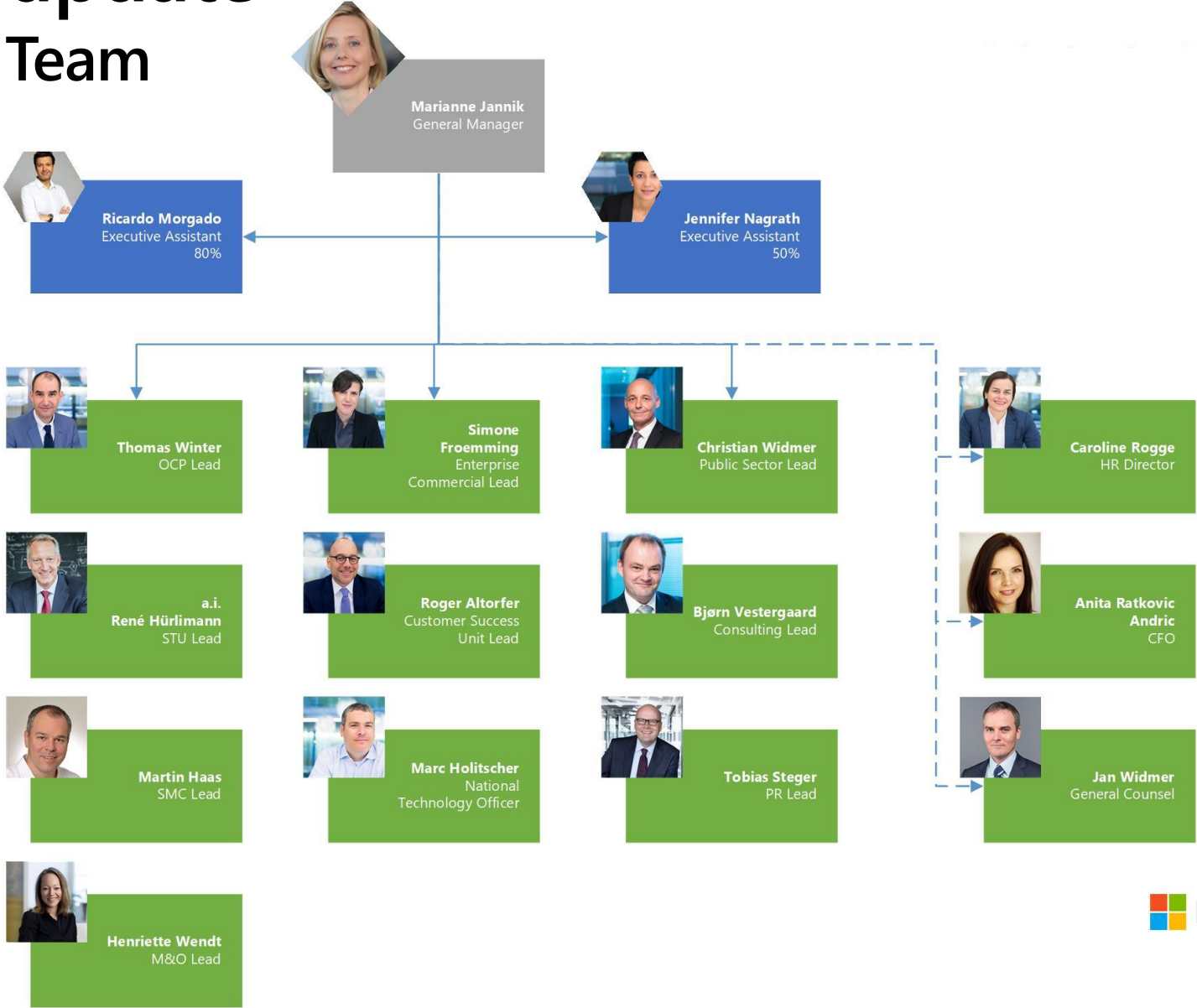- Exclusive for IAMCP members, but the **first two** After-Townhalls are open to **everyone**

Participation via Teams Link sent in the chat

Business Update
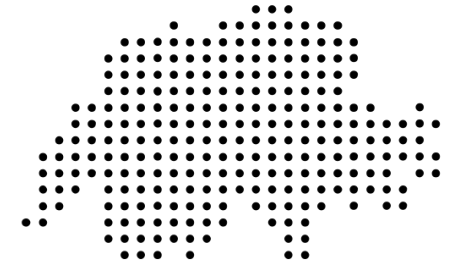## OCP Lead Microsoft Switzerland, Thomas Winter

Organisation update
Swiss Leadership Team

Marianne Jannik
General Manager

Ricardo Morgado
Executive Assistant
80%

Jennifer Nagrath
Executive Assistant
50%

Thomas Winter
OCP Lead

Simone Froemming
Enterprise Commercial Lead

Christian Widmer
Public Sector Lead

Caroline Rogge
HR Director

a.i. René Hürlimann
STU Lead

Roger Altorfer
Customer Success Unit Lead

Bjørn Vestergaard
Consulting Lead

Anita Ratkovic Andric
CFO

Martin Haas
SMC Lead

Marc Holitscher
National Technology Officer

Tobias Steger
PR Lead

Jan Widmer
General Counsel

Henriette Wendt
M&O Lead

Microsoft

Swiss To-Partner-Communication
Overview of main initiatives

Live engagements	Platforms & Newsletter	Additional channels
- Partner Townhalls - Partner Roundtables - Executive Roundtables - Partner Communication Network - SMB Partner Exchange - Digital Events - Inspire - Partner of the year awards - Partner Lead Exchange (PLE)	- Partner Hub - Partner Zone - Partner Newsletter	- Bi-weekly podcast - LinkedIn - IAMCP Switzerland - After-Townhall Events

Inspire 2020
Recap

Inspire 2020
Recordings

Recordings are available here: **aka.ms/swissinspire**

- Swiss Wrap-up Session – **Friday, July 24th, 12:00-13:00 CEST**
Find session on demand here and **Here you can find the PDF of the presented deck**

- Swiss Breakfast call – **Wednesday, July 22nd, 09:00-09:30 CEST**
Find session on demand here

- Swiss Breakfast call – **Thursday, July 23rd, 09:00-09:30 CEST**
Find session on demand here

- Global Microsoft Inspire – **Tuesday, July 21st, 17:00 – Thursday, July 23rd, 17:00 CEST**
Find on demand sessions here

Swiss Partner of the Year Awards

The time frame to hand in a nomination for the Swiss Partner of the Year Awards is now **closed**.
Thank you for everyone who took part!

The virtual award ceremony will take place on the
14th of September.

Not only will the winners be publicly announced for the **first time** during this event, but we will also be covering other interesting subjects, as well as give a look behind the scenes of the event production.
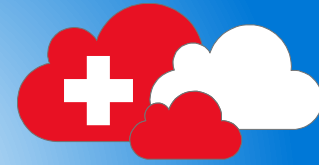
REGISTER FOR THE VIRTUAL AWARD CEREMONY HERE

Agenda

Time	Topic	Speaker
09:30	**Business Update**	**Thomas Winter**
09:40	Swiss Data Center	Primo Amrein Tobias Steger
10:05	Readiness	Samira Suter
10:25	Closing statements	Thomas Winter

Swiss Data Center

Cloud Lead Microsoft Switzerland, Primo Amrein
PR & Communications Lead Microsoft Switzerland, Tobias Steger

Microsoft Cloud Switzerland

Swiss Partner Townhall 27.8.

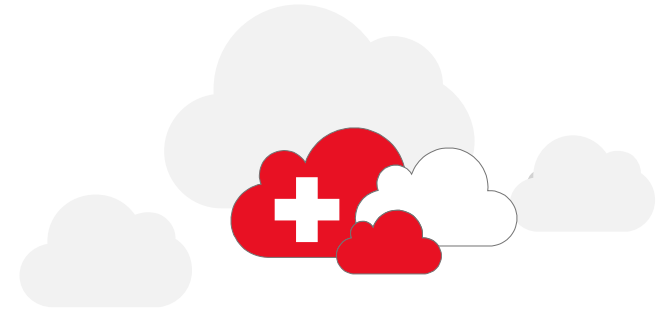Primo Amrein – Cloud Lead Switzerland

Tobias Steger – PR & Communications Lead Switzerland

# Innovate Switzerland Aug 29 2019 – 31 Partner Events

- 400 attendees in 3 locations (BE, GE & ZH)
- 2'000 live webcast viewers with partners
- LinkedIn Launch Article: >1000 likes, >150 reshares, >4000 views
- #TheCloudCH: top Twitter trend during event, 13K impressions

1 – 1000 – 10'000

Great progress in the Swiss Cloud Regions since the **launch 1 year ago**:

- **>1000 Swiss Azure clients** onboarded with local customer data residency

- **>10'000 new M365 tenants** set-up in CH in the first months after launch
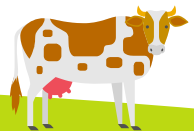
Swiss DC Partner Ecosystem – Extract of Partners Actively Supporting the Motion

Local/Regional SIs

acommit · Baggenstos IT Services and Solutions · ADV · aim · ALPHA SOLUTIONS · baseVISION · BitHawk · boss info · CISEL IT · Corporate Software

CS Campana Schott · CYCL · DINOTRONIC IT aus Leidenschaft. · GARAIOLABS · GIA · HP ENGINEERING · innobit · INOVIT

iTPC PART OF A PERFECT SYSTEM · isobar · isolutions · itelligence NTT DATA Business Solutions · make it noble · MONDAY COFFEE

moresi.com · nexellent · NETRICS realisiert die digitale Zukunft · nexplore mission possible · Nordcloud · novaCapta SOFTWARE & CONSULTING · NSN

PH Networks IT-LÖSUNGEN UND MEHR · procloud · ptc · redIT Mehr als Informatik · SILICOM GROUP · Somnitec · SR Technics

SWORD UPGRADE YOUR BUSINESS · ti&m big ideas. creative technology · trivadis makes IT easier. · uditis gather together · UMB · ventoo · VISION inside · WAGNER IT | PROJEKTE | OUTSOURCING · zühlke empowering ideas

Not complete as we stopped tracking it due to the volume. You partners ROCK! Thank you very much for the support!

Global SIs

accenture · avanade · Cloudreach · Cognizant · DXC.technology · HCL · TATA CONSULTANCY SERVICES · WIPRO Applying Thought

Channel Partners

ALLTRON · ALSO · INGRAM MICRO · COMSOFT direct · softwareONE · BECHTLE · TechData · COMPAREX · Crayon The Software Experts

Service Providers

swisscom · NETRICS sicher modern arbeiten · UNICO DATA · inventx BANK ON IT

Advisories

pwc · EY · KPMG · Deloitte.

Microsoft Cloud in Switzerland

Extract of Client References and Testimonials

Clients

Solutions

Swiss Mobiliar's path into the cloud – with Microsoft as our partner

**Swiss Mobiliar -
the most personal insurer
in Switzerland –
even in the digital world.**

Switzerland's first private
insurance provider,
founded in 1826.

Swiss market leader
in household insurance,
commercial insurance
and pure-risk life insurance

We rely on secure cloud solutions wherever they offer us added value.

As a Swiss insurer, it is our stated goal to keep the data in Switzerland whenever possible.

Because of the possibility to store data in its Swiss data centers, Microsoft is one of our preferred public cloud suppliers.

The protection of data and information is paramount for Swiss Mobiliar not only in terms of compliance with regulatory requirements.

Employees, customers and contractual partners of Swiss Mobiliar are always entitled to their personal rights.

Swiss Mobiliar wants to be a trustworthy, reliable partner in this aspect.

Microsoft's high security standards enable us to use the cloud without significant risk shifting.

The implementation of a cloud strategy entails many changes, both in IT and in business.

These changes must be supported as widely as possible within the company and understood and shared by the employees.

To achieve this, Swiss Mobiliar has defined a comprehensive program which addresses the aspects of change, communication and further development of the employees.

Extract of Azure Services Launched after Go-Live

- Azure Kubernetes Service

- Web Apps / App Services / ASE (Windows variations)

- Azure DB for PostgreSQL / MySQL / MariaDB

- SQL Data Warehouse

- Azure Firewall

- Log Analytics

- Application Insights

- Azure Functions

- Event Grid

- API Management

- Azure Red Hat OpenShift

- Bastion

- Batch

- Container Registry

- Dedicated HSM

- DevTest Labs

- HDInsight

- Media Services

New Certifications for CH DC

- ISO 9001

- ISO 20000

- ISO 27017

- Comes in addition to earlier received ISO 27001, 27018, 27701 and C5, SOC 1 Type II, SOC 2 Type II, SOC 3, CSA STAR and PCI certifications

Sensitive Data in the Microsoft Cloud CH

- AHV/AVS data and rent-/salary details at Ausgleichskassen/caisse de comp.

- Credit information and sensitive personal data at debt collection offices

- Health data at health insurance companies, hospitals or doctors

- Business figures in the context of SAP-on-Azure

- CID / customer data of some Swiss banks

Additional Azure Workloads in CH DC

- Azure Red Hat OpenShift (ARO) version 4.3 with private link support now generally available (GA) in CH North / CH West planned for late summer since pre-requisite container registry first needs to deploy in West as well

- Planned to be launched in later summer / autumn, among others:
  - App Services Linux / Web App for Containers
  - Azure Migrate
  - Azure Search
  - Databricks
  - Data Factory (some features might follow later, e.g. dataflow)
  - DDoS Protection

M365 Updates

- M365 Tenant DC-to-DC moves still on hold on a WW level

  - Resume date unknown / Teams DC-to-DC moves anyway long time out

- Achieved highest amounts of opted-in tenants WW – also in absolute numbers ☺

Month	Opt-in tenants
Dec 19	1,240
Jan 20	1,147
Feb 20	679
Mar 20	250
Apr 20	148
May 20	753
Jun 20	12,750
Grand Total	16,967

Thank you for your support on the opt-in reminders – numbers are confidential, do not share

Massnahme der Stadt Zürich gegen die Ausbreitung des CORONA VI...

Sensible Personendaten bei Behörden — *Tages-Anzeiger*

Datenschützer warnen vor Microsoft-Produkt

Neue Zürcher Zeitung

Krise – welche Krise? Das Geschäft von Microsoft und Co. boomt, während alles andere stillsteht

Neue Zürcher Zeitung

Techfirmen profitieren von der Krise und inszenieren sich als Retter

FÜR MEHR DATENSOUVERÄNITÄT — *20 minuten*

Gibt es in Zukunft eine «Swiss Cloud»?

und Fahrverbot. Widerhandlungen gegen di... Verbot sind strafbar.

HZ Das Wirtschaftsportal von Handelszeitung und BILANZ

Cloud: Zürich mausert sich zu einem europäischen Hub für Rechencenter

Neue Zürcher Zeitung

Arbeitslosigkeit: Die grosse Welle kommt im Winter

Together, we have to tell the story of...

RESPOND

RECOVER

RE-IMAGINE

Topic # 1: privacy

VISCHER

Sensible Personendaten bei Behörden

Datenschützer warnen vor Microsoft-Produkt
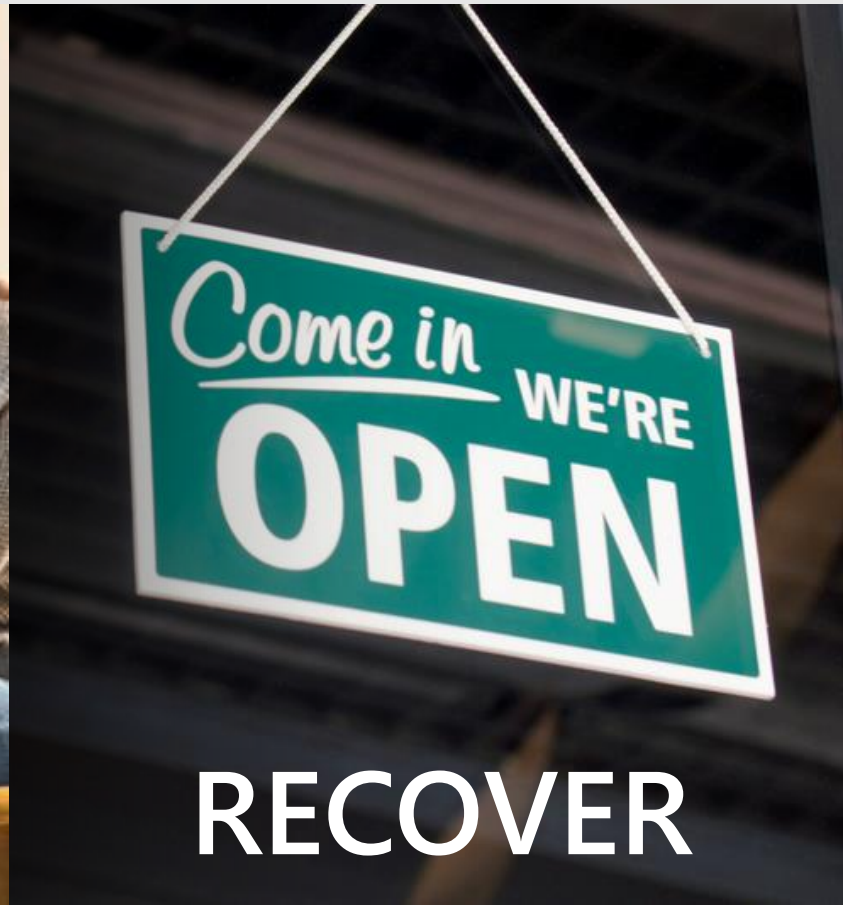
Tages-Anzeiger

Blog ›

US CLOUD Act: Why it should not prevent cloud projects.

[Link to article](#)

03. August 2020   Author: David Rosenthal

We confirm that Microsoft 365 fully complies with the requirements of the Swiss Data Protection Law and we contractually commit ourselves to all our customers to comply with the Swiss Data Protection Law.

As a result, numerous Swiss customers in regulated industries already use Microsoft 365 and Teams.

Our customers address the Cloud Act as part of their risk assessments. We support them by making the relevant processes and security controls transparent. During these fact-based assessments, most customers come to the conclusion that neither data protection nor the Cloud Act preclude outsourcing. This opinion is also shared by a growing number of Swiss law firms and specialists in the Swiss market.

- Marc Holitscher, NTO Microsoft Switzerland

Topic # 2: data driven company

Digital Feedback Loop
Making every business a
connected business

Engage
customers

Optimize
operations

Data +
intelligence

Empower
employees

Transform
products
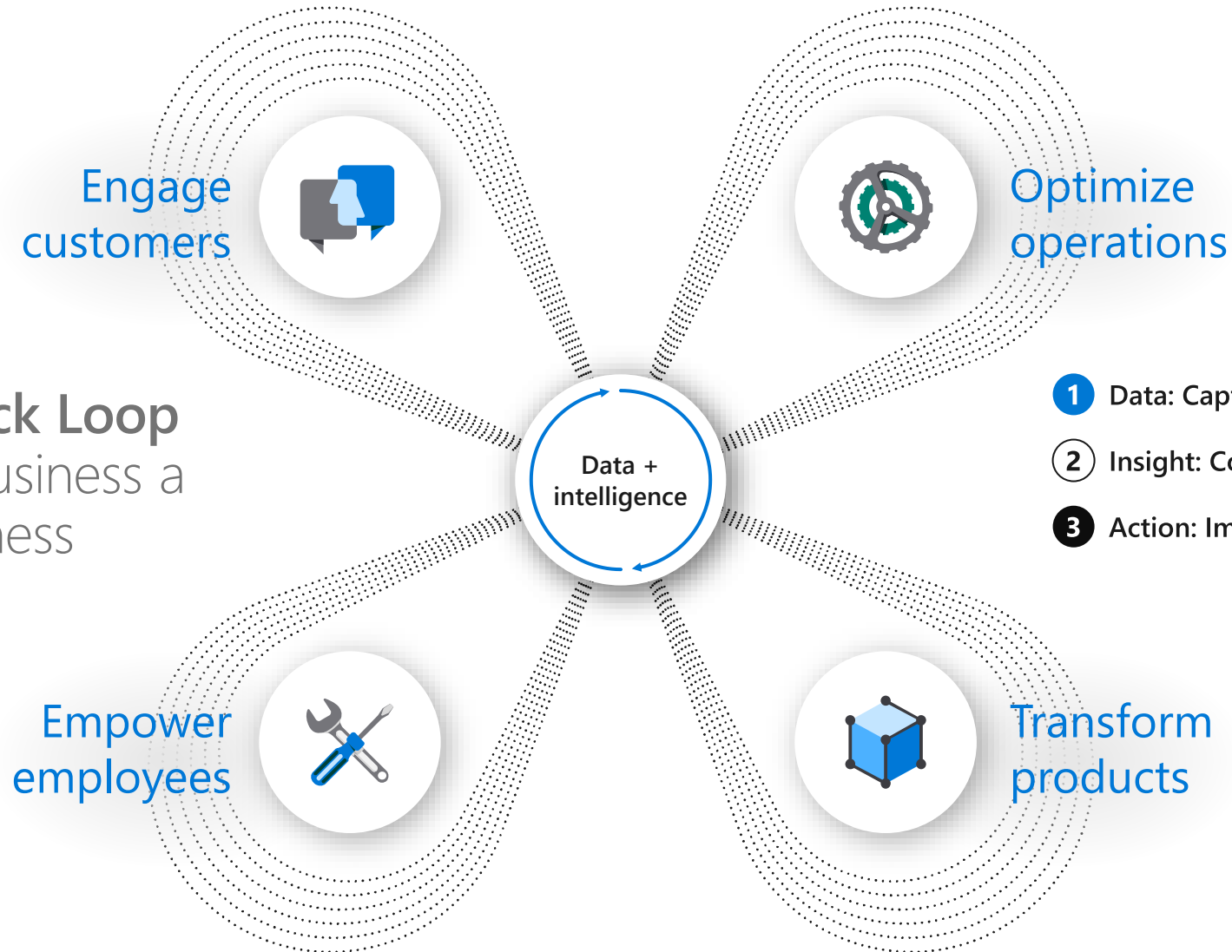
1 Data: Capture digital signal across business

2 Insight: Connect and synthesize data

3 Action: Improve business outcomes

Topic # 3: the three Microsoft Clouds

Engage customers

Optimize operations

Empower employees

Transform products

Microsoft Dynamics 365

Microsoft Azure

Microsoft 365

Data

Intelligence
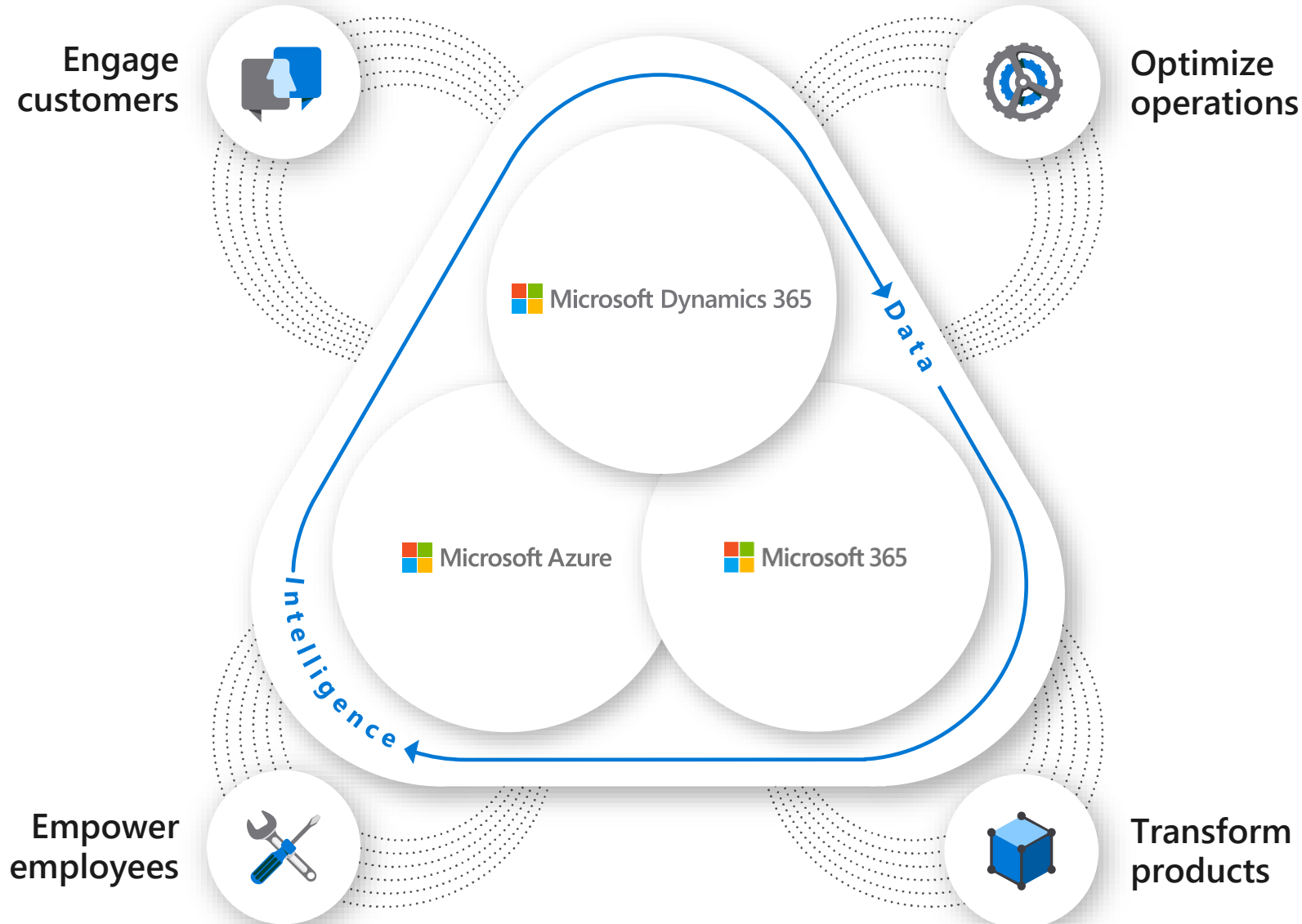
Microsoft

HAPPY
BIRTHDAY!

ONE YEAR
MICROSOFT CLOUD
IN SWITZERLAND

Readiness
Partner Channel Marketing Manager Microsoft Switzerland, Samira Suter

Samira Suter
Partner Channel Marketing Manager – Enablement Switzerland

Follow me on: [Yammer](#) | [LinkedIn](#)

Most important Readiness links:

[Training Calendar](#): overview of all live events (aka.ms/trainingswiss)

[Certification Roadmap](#): overview of all certifications

[Virtual Training series](#): live & recorded webinars for exam preparation (corp led)

[Recorded Trainings](#): webinars about any kind of topic from beginners to advanced

[MSLearn](#): online technical training documents

[Six steps to reskilling](#)

McKinsey, May 7th, 2020

To make sure that organizations thrive after the crisis, leaders and their teams can take six steps to build workforce skills now. The first three will help **define your strategy** and the last three will help you **execute** it.

1. Rapidly **identify the skills** your recovery business model depends on

2. **Build employee skills** critical to your new business model

3. Launch **tailored learning journeys** to close critical skill gaps

4. **Start now**, test rapidly, and **iterate**

5. **Act like a small company** to have a big impact

6. **Protect learning budgets** (or regret it later)

Microsoft mission

Empower every person and every organization on the planet to achieve more

Partners make more possible!
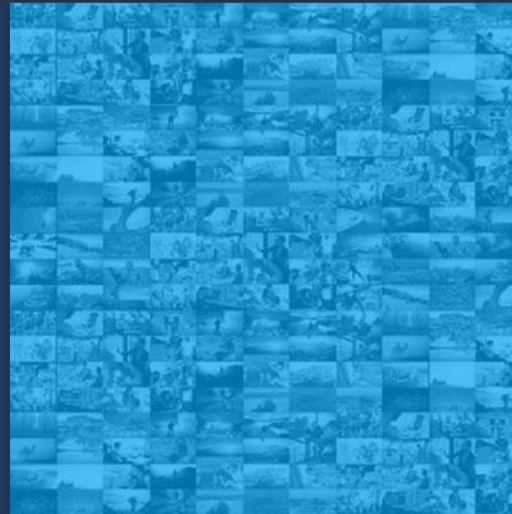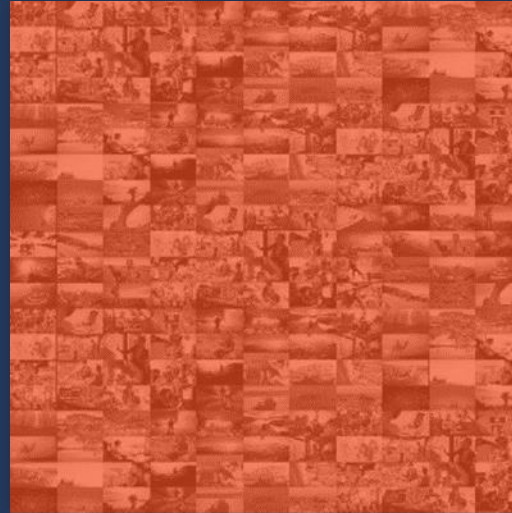
Microsoft commits to helping 25 million people acquire new digital skills needed for the Covid-19 economy

> " Anything is possible for a company when its culture is about listening, learning, and harnessing individual passions and talents to the company's mission. "

- Satya Nadella, *"Hit Refresh"*

Digital transformation requires new skills

Innovate more
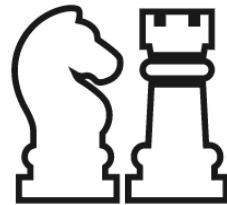
Be more **competitive**
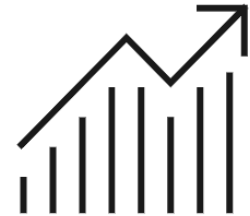
Grow your business

The importance of skilling

Building a learning culture

Invest in upskilling /
training your teams

Reward employees
that invest in learning

Prioritize certification
in hiring and recruiting

Skill gaps lead to higher levels of stress, delays in development, deployment of critical projects, and even loss of revenue[1]

Development of Partners' Enablement Engagement
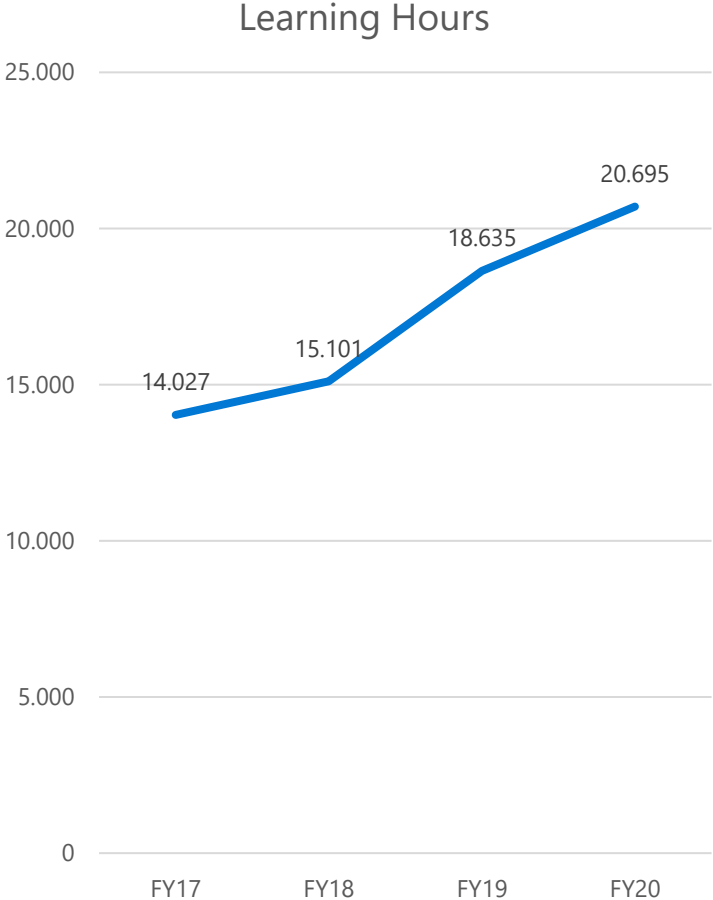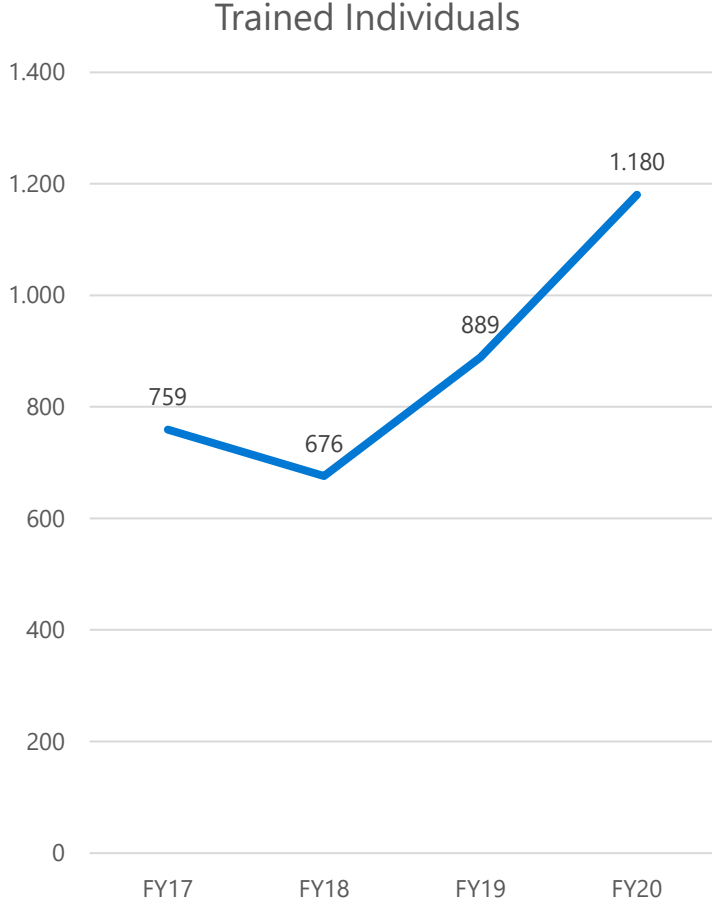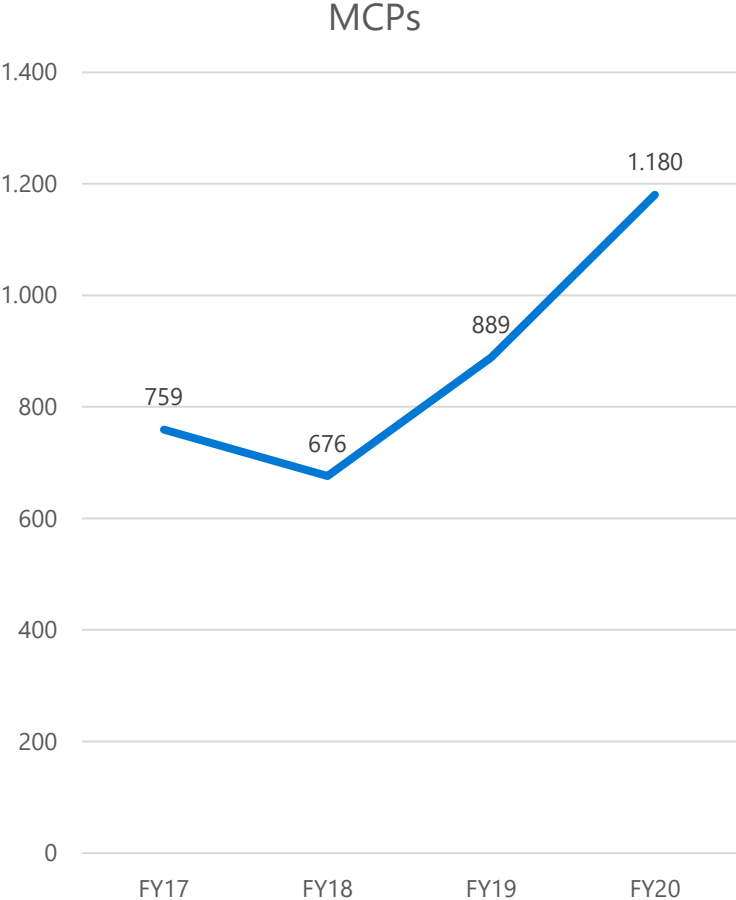
PARTNER READINESS
SWITZERLAND

Aligned learning experiences

Digital skilling
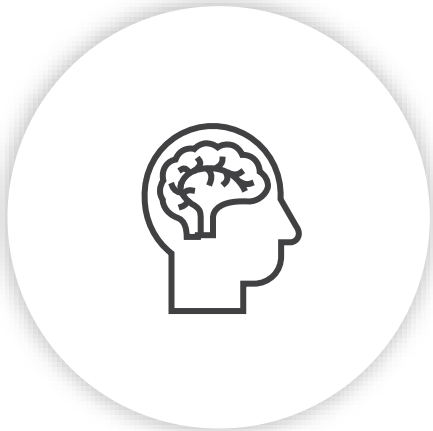
Build practical job skills with easily accessible, free, self-paced courses

Microsoft Learn
Virtual Training Series (VTS)

Events
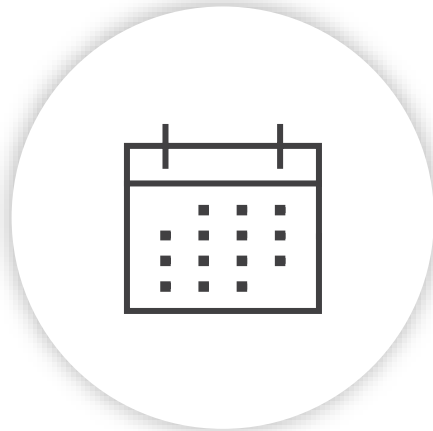
Choose from workshops, conferences, and other events

Live Training Events

Classroom
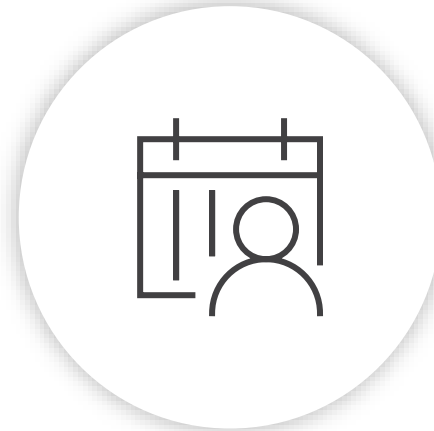
Attend in-depth training taught by Microsoft Certified Trainers

Microsoft Official Courses:
Find your local learning partner or Recorded Trainings

Certifications

Validate skills with Microsoft Fundamentals and Role-based certifications

Microsoft Certified

[Swiss Partner Training Calendar](#) → aka.ms/trainingswiss

Kalender für Partner-Trainings Microsoft Schweiz

Finden Sie Trainings und registrieren Sie sich

Untenstehend finden Sie die nächsten Trainings für die Schweiz. Sie können nach Lösungsbereichen, Technologien und Zielgruppen filtern, um das passende Format zu finden, welches Ihre Microsoft-Kenntnisse verbessert. Registrieren Sie sich noch heute!

Entdecken Sie das neue Microsoft Partner Skilling Experience Program. Dies ist eine fantastische Gelegenheit, sich durch eine Reihe von Virtual Instructor-Led Trainings (VILTs) und On-Demand-Ressourcen weiterzubilden, zu entwickeln und mehr über die Produkte, Angebote und Lösungen von Microsoft zu erfahren. Lernen und erhalten Sie Ihre Microsoft Zertifizierung.

Entdecken Sie unser Programm! >

Filters

☐ Select to see new trainings

| Month ▾ |
| Solution Area ▾ |
| Technology ▾ |
| Audience ▾ |
| Partner Type ▾ |

Training overview

18.08.2020 ~ 21.08.2020

Audience: Technical

Competency: Cloud Business Applications

Level: Advanced | Intermediate

■■ Microsoft

Power Automate Partner Airlift - Afternoon Group

This Airlift event offers an opportunity to learn to use Microsoft Power Automate and integrate it with other solutions in your organization.
During the training we will cover the following topics:

August 18th - Introduction to Power Automate
August 19th - Working with Power Automate Flows
August 20th - Building Automated Flows with Common Data Service
August 21st - Administering Power Automate and managing integration

18-21 Aug-2020 | 12:30 - 14:30 GMT +2

Swiss Partner Readiness

Subscribe now: write e-mail to a-sasute@microsoft.com

Swiss Partner Readiness Newsletter

Dear partners,
We are happy to share with you the latest selection of upcoming Microsoft partner trainings.

The whole overview of trainings can be found on the Swiss Training Calendar.

You missed a webinar? **Recordings are available on the registration page 48h after the live webinar.** (therefore: keep the registration links! 😉).

Wish you a pleasant read
Samira
Partner Channel Marketing Manager Switzerland

Go directly to:
Swiss Events
Business Applications
Azure - Apps & Infra
Azure - Data & AI
Modern Work
Digital Transformation

Readiness links:

• Swiss Partner Training Calendar

• Certification Path Roadmap

• Virtual Instructor Lead Trainings (VILTs)

Subscribe | Unsubscribe

Swiss Events

03.09.2020   **SMB Partner Exchange - Kick-off FY21**

Small and Medium-sized Businesses in Switzerland are the mainstay of the Swiss economy, making up for 99% of all registered companies in Switzerland and accounting for two-thirds of the jobs in the country. This segment is of vital importance for us at Microsoft, as we see a great growth potential to build together with our partners. We would like to invite you to our recurring virtual roundtables, in which we would like to share with you updates about the current market trends and the developments about our joint strategy for winning more cloud SMB customers.

FRENCH Version: 13:00 – 14:00 – **REGISTER HERE**

GERMAN Version: 11:00 – 12:00 – **REGISTER HERE**

Business Applications

02.09.2020   **WEWC822 Microsoft Dynamics 365 Customer Service**

Technology: Dynamics 365 Customer Engagement / Power platform

Location: Online

Level: Intermediate

Competencies: Cloud Business Applications

This session will provide a quick insight into the technical topics like Performing configuration, managing cases, knowledge base, queues, entitlements, SLAs, and Microsoft Form Pro, in Dynamics 365 for Customer Service.

This course will also help you in your preparation towards Exam MB-230: Microsoft Dynamics 365 Customer Service.

Recommended Audience: functional consultants

Certification Roadmap

Why we're focused on role-based learning

A cloud-based and continuously connected world:

- Demands that you focus on growing your skills and capabilities

- Positions IT Professionals as a change agent

- Creates new requirements from our customers and partners

- Skills build confidence; confidence drives productivity, innovation and growth.

Technical intensity requires an investment in technical skills

Microsoft certifications

Fundamentals

Foundational skills

- Helps build skills towards industry job roles
- Caters to a broad audience across market segments
- Entry level (no experience required in the area)
- Mix of concepts and applied learning for Microsoft technologies

Role-based

Technical skills for a job

- Industry job-role based
- For people interested in, transitioning to or already in the specific job role
- Multiple levels of expertise: Associate and expert
- Technical knowledge to design, implement and manage Microsoft solutions
- Emphasis on applied learning/hands-on for Microsoft technologies

Microsoft

Link your MCP ID to an MPN ID

Explanatory Video: HERE

Further information:
→ *Create a Partner Center Account to manage network benefits & competencies*

→ *Create user accounts and assign roles and permissions*

Microsoft
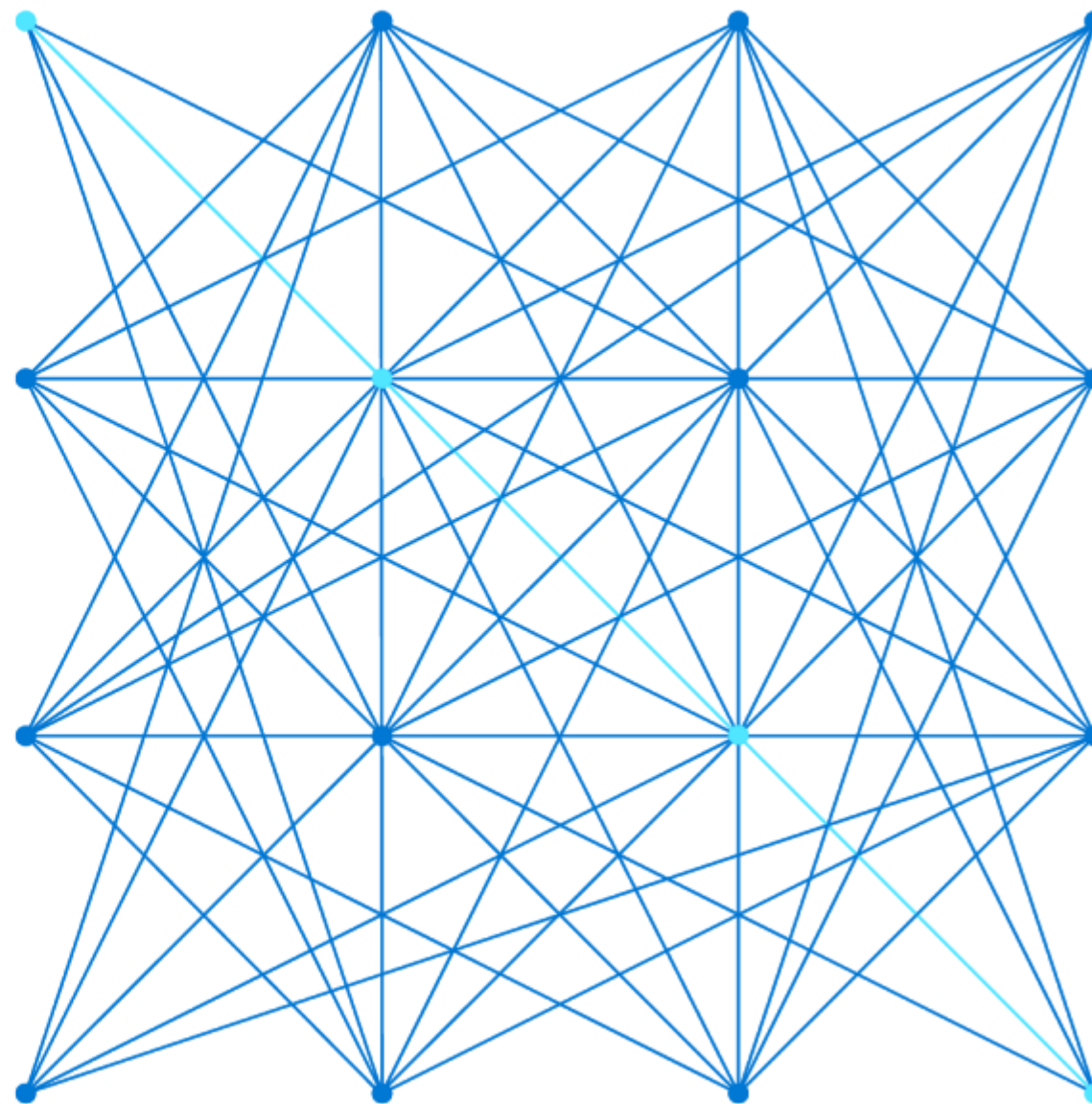
Check the MCP status in the Partner Center
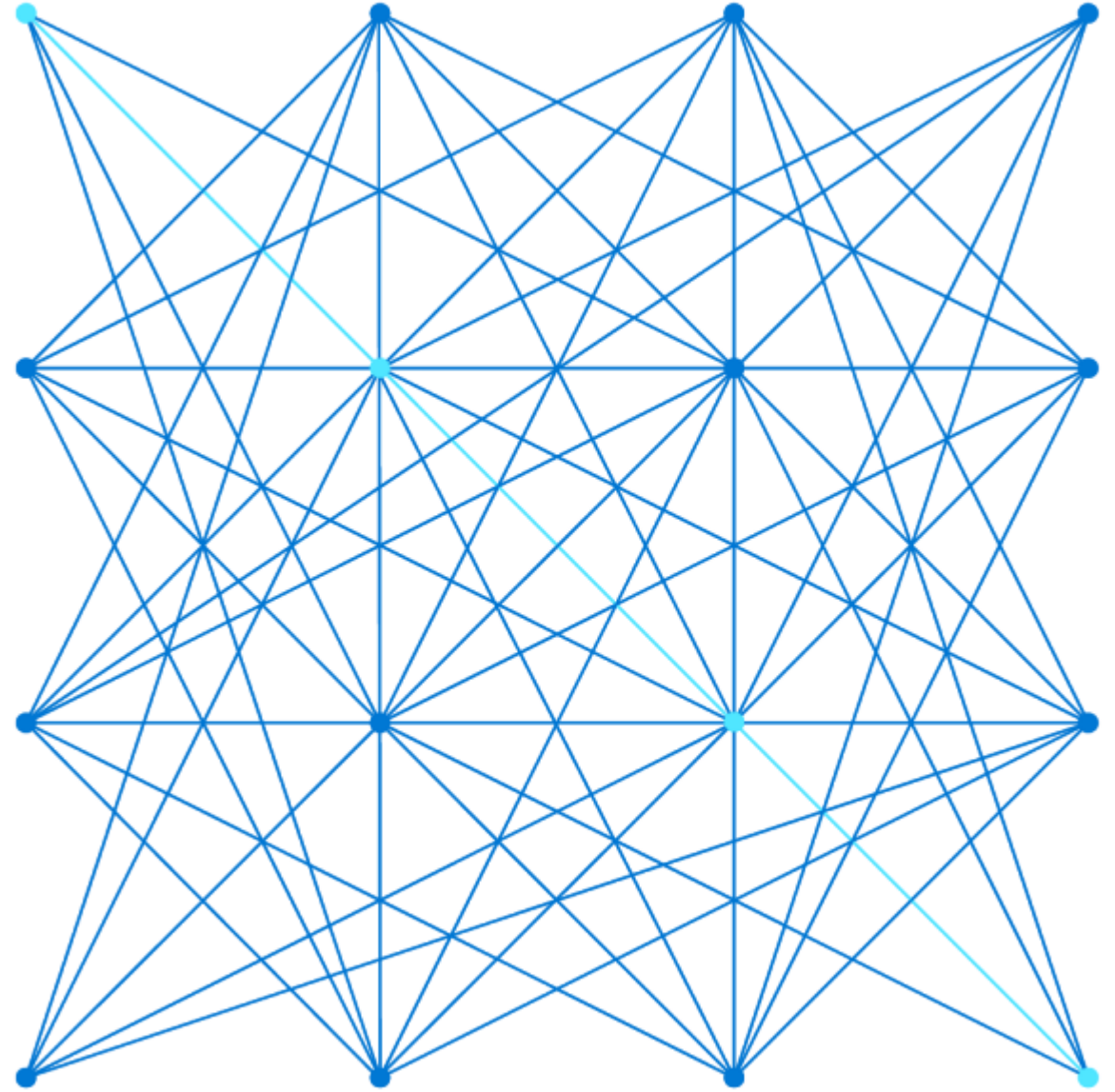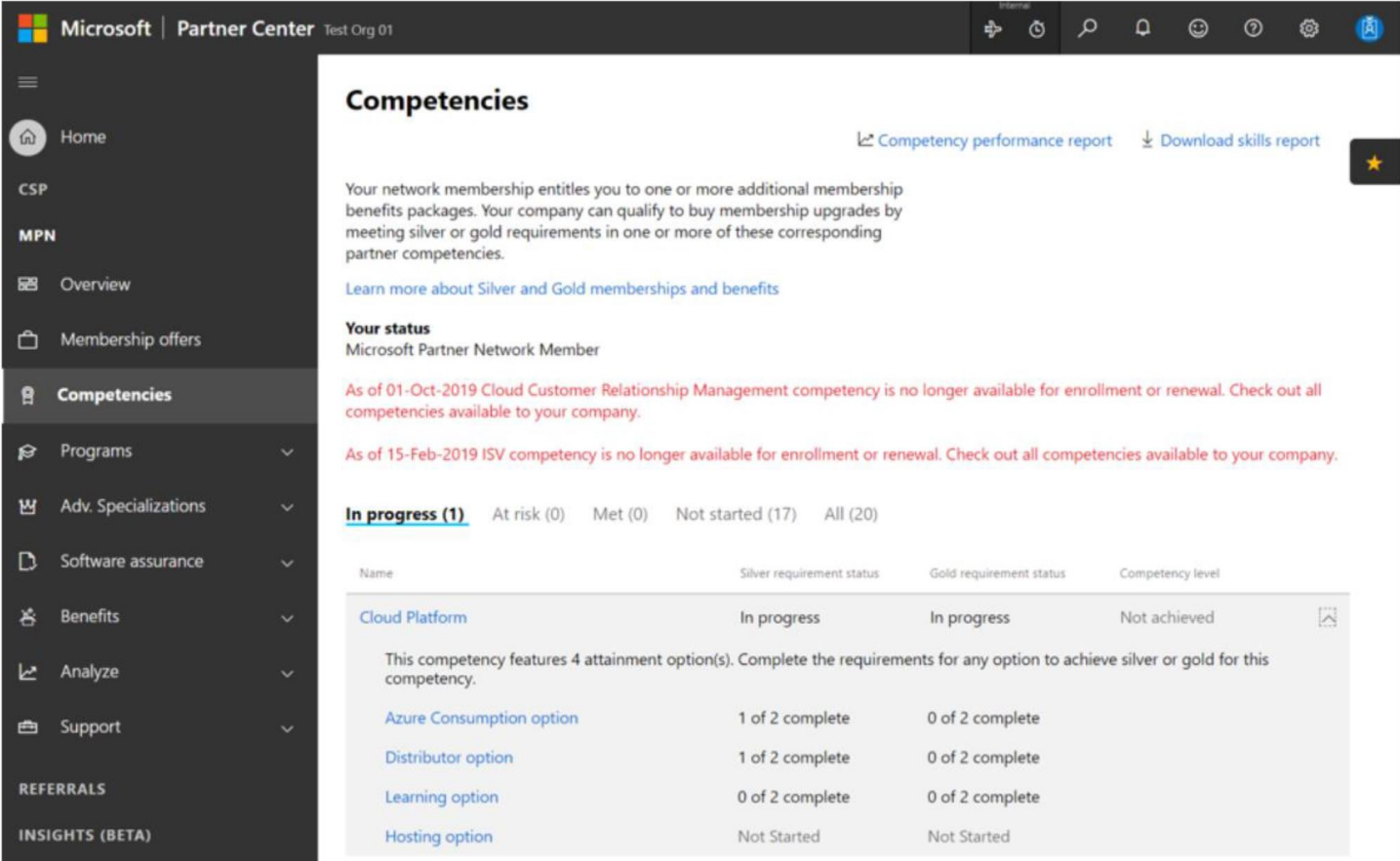
Requirements - Checking MCP status

- You need **MPN-Partner Administrator** or **Global Administrator rights**, to check the MCP status in the Partner Center.

- A partner organization is measured based on the MCP IDs linked to their MPN ID. This is especially important when it comes to the fulfillment of competencies.

- An MCP ID can only be linked to **one MPN ID.**

Check linked MCP IDs and competencies

Check linked MCP IDs and competencies

Check linked MCP IDs and competencies

How to read the skills report: here
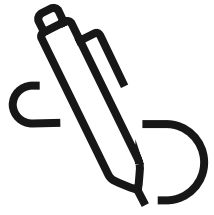
Get started

1 Subscribe to Swiss Partner Readiness Newsletter

Send email to: Samira Suter

2 Identify roles, skills and learning paths

aka.ms/Certification

3 Go to Microsoft Learn

Microsoft.com/Learn

4 Check our Swiss Training Calendar for live trainings

aka.ms/trainingswiss

5 Link Learning Profile to your organization in Partner Center

How to link/unlink MCP ID to/from MPN ID

6 Work with Learning Partners

aka.ms/LearningPartner

Closing Statements
OCP Lead Microsoft Switzerland, Thomas Winter

Partner Townhalls
Next dates

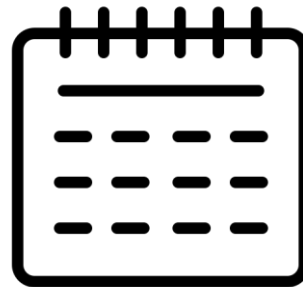All info here: aka.ms/chpartnertownhall

September

24th of September

09h30-10h30

Topics:
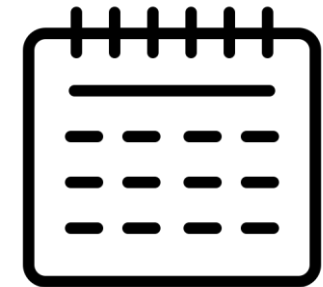Incentives, Advanced specialisation,
FastTrack

October

29th of October

09h30-10h30

Topic: Partner Model

November

26th of November

09h30-10h30

Topic: Support

xx