



Microsoft Switzerland Partner Townhall

29th of October 2020









Teams Live Event Logistics



Chat and Q&A

Agenda

Microsoft Switzerland Partner Townhall	
09:30 – 09:40 Opening	Thomas Winter 
09:40 – 10:10 Partner & Customer Support	Manuel Michaud Guilhem Lenoire Uwe Lüthy   
10:10 – 10:25 Insights into SMC Switzerland	Martin Haas 
10:25 – 10:30 Closing	Thomas Winter 
IAMCP After-Townhall event (in German)	
10:30 Partner Support Deep Dive	Marco Rast (IAMCP) Partner Support (Manuel Michaud)

IAMCP After-Townhall event



Topic	Speaker(s)
10:30 Partner Support Deep Dive (in German)	Marco Rast (IAMCP) Partner Support (Manuel Michaud)

We invite you to deepen current aspects of the **Partner Support** with TBD 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

Opening

OCP Lead Microsoft Switzerland, Thomas Winter

Partner & Customer Support

Partner Tech Manager Microsoft Switzerland, Manuel Michaud

Territory Development Manager Microsoft Switzerland, Guilhem Lenoire

Partner Technologist Strategist Microsoft Switzerland, Uwe Lüthy

Purpose & Agenda

Purpose:

- Provide clarity on how to deal with incidents when running business critical applications in Microsoft Cloud.

Agenda:

- Overview of the different support plans
- Know what to do in case of an incident

Part 1: Overview of support plans

Partner Support Comparison

		Cloud Incidents	On-Premise Incidents	Delivery Method	Proactive benefits to build your business	Problem resolution
MPN Signature Support Benefits	Action Pack*		10 incidents	-	-	Fast Response & High Ticket Priority (2/4/8 hour SLA) ³
	Silver Competency*	Unlimited Standard business hours	15 incidents	-	-	
	Gold Competency*	Unlimited Standard business hours	20 incidents	-	-	
Partner Support Offers**	Advanced Support for Partners	Unlimited Standard business hours	-	Remote, Pooled account management	Cloud Consult, Optimization reports Training	Faster response & Higher Ticket Priority (1/2/4 hour SLA) ³
	Premier Support for Partners	Unlimited Critical Situation: follows the sun	Decrementd against hours in agreement	Remote / On-site to partner/customer	Extensive Catalogue	Fastest response & Highest Ticket Priority (1/2/4 hour SLA, CritSit) ³

*Microsoft Partner Network signature cloud support

**Advanced Support and some Premier Support for Partner offers qualify to meet Direct CSP requirements

Managed Support for partners

	Advanced Support for Partners	Premier Support for Partners
Best for	Partners who need elevated, cloud-focused support for growing their business	Partners who need complete, end-to-end managed support across the full Microsoft platform for growing their business and generating new business opportunities
Microsoft products & services supported	Cloud, reactive support options for hybrid, and on-premises ¹	Cloud, hybrid, and on-premises
Support delivery	Remote to partner	Remote and on-site to partner or customers
Support coverage	To partner on behalf of your customers	To partner on behalf of your customers or with Microsoft directly to your customers ²
Case severity/initial response times	Minimal business impact (Sev C): <4 business hours ³ Moderate business impact (Sev B): <2 hours Critical business impact (Sev A): <1 hour	Minimal business impact (Sev C): <4 business hours ³ Moderate business impact (Sev B): <2 hours Critical business impact (Sev A): <1 hour +Critical situation support
Cloud enablement services	Cloud consults Cloud optimization reports	Extensive Premier catalog ² of proactive services focused on cloud, hybrid scenarios (Office 365, Azure, and Dynamics 365 workshops and webinars)
Proactive and advisory services	Cloud consults based on best practices	Premier advisory services: personalized time with Premier field engineer ² for deployment and migration Extensive Premier catalog ² of proactive services for you and your customers, focused on education, planning, implementation, optimization, and maintenance for cloud, hybrid, and on-premises
Training	Partner University	Workshop Library on-demand and wide variety of remote and on-site training services available for you and your customers ²
Account management	Pooled	Designated
Enhanced services ¹	Support Practice Accelerator, cloud consults	Designated support engineer, third-tier support, Azure Rapid Response, Premier Support for Developers, IT service management, Premier Mission Critical Support, Office 365 Engineering Direct
Pricing (USD)	Standard pricing at USD 15,000/year ⁴	Configurable based on options; Local prices may vary

Escalation path via Advanced Support for Partner

 Account Management

Your SAM and the Escalation Team

Insert
Photo
Here

Services Account Manager (SAM)

Your trusted advisor to access right resources in Microsoft.

(SAM Name) _____@microsoft.com

1+ (111-222-3333)

Available during business hours
(defined per region)



Point of technical escalation

A team of pooled SAM resources are available to support you during technical support incident escalations *24x7.

*ASfP does not include continuous 24x7 support, for any severity incident. Partners may submit a case 24x7 for case assignment and initial troubleshooting work, but work will not continue around the clock.

Please contact:

asfpsam@microsoft.com

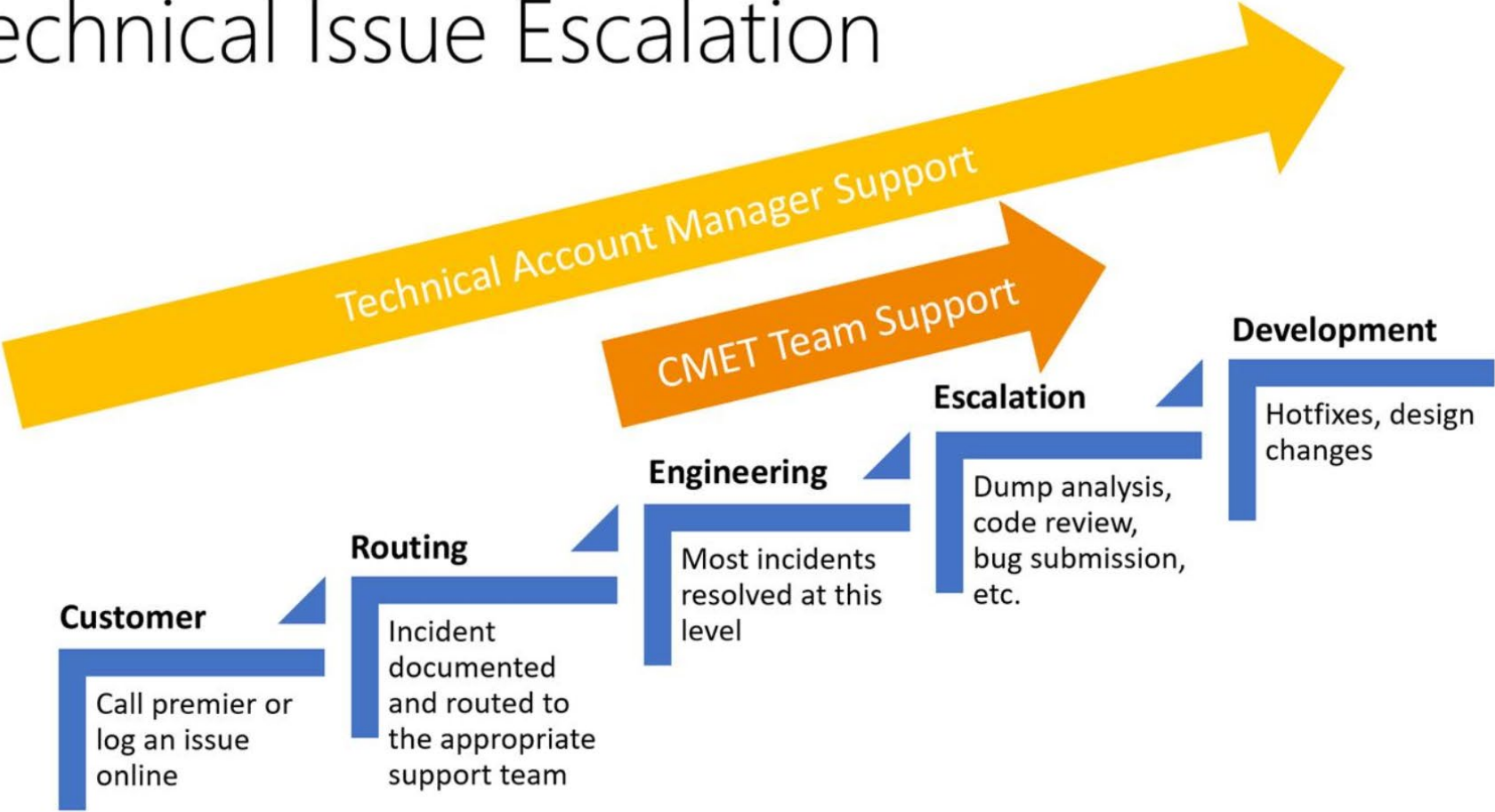


Stay in the know

To find the latest ASfP announcements, details on upcoming trainings, and to interact with other partners, visit our [ASfP Yammer site](#).

Escalation path via Premier Support for Partner

Technical Issue Escalation



Summary / Resources

- If you run business critical applications, consider Advanced or Premier Support
- Dedicated account management and critical support are 2 key differentiators in the Premier support plan
- In major incidents, open a severity A ticket and escalate through your case manager
- Compare Plans:
<https://partner.microsoft.com/support/partnersupport>

Part 2: How to deal with incidents?

Summary / Resources

- Check health status at
<https://status.azure.com> (Azure)
<https://admin.microsoft.com> (M365)
- Is Azure up? Outages, resilience, and Azure Service Health alerts:
<https://www.youtube.com/watch?v=7bDR7xjrN2w>

Insights into SMC Switzerland

SMC Lead Microsoft Switzerland, Martin Haas

Martin Haas

SMC Lead

- Joined Microsoft in 1998 in Switzerland
- Experience:
 - Partner/Channel Marketing and Development
 - Small Business and Medium Business
 - Enterprise Business
- Geo: Switzerland and Western Europe
- Last role:
 - Head of Sales Manufacturing and Resources in Enterprise



SMC is a strategic focus

Our roles

Small, Medium and Corporate

Empowering digital capabilities for all

FY21 Actions



Growth and
customer success

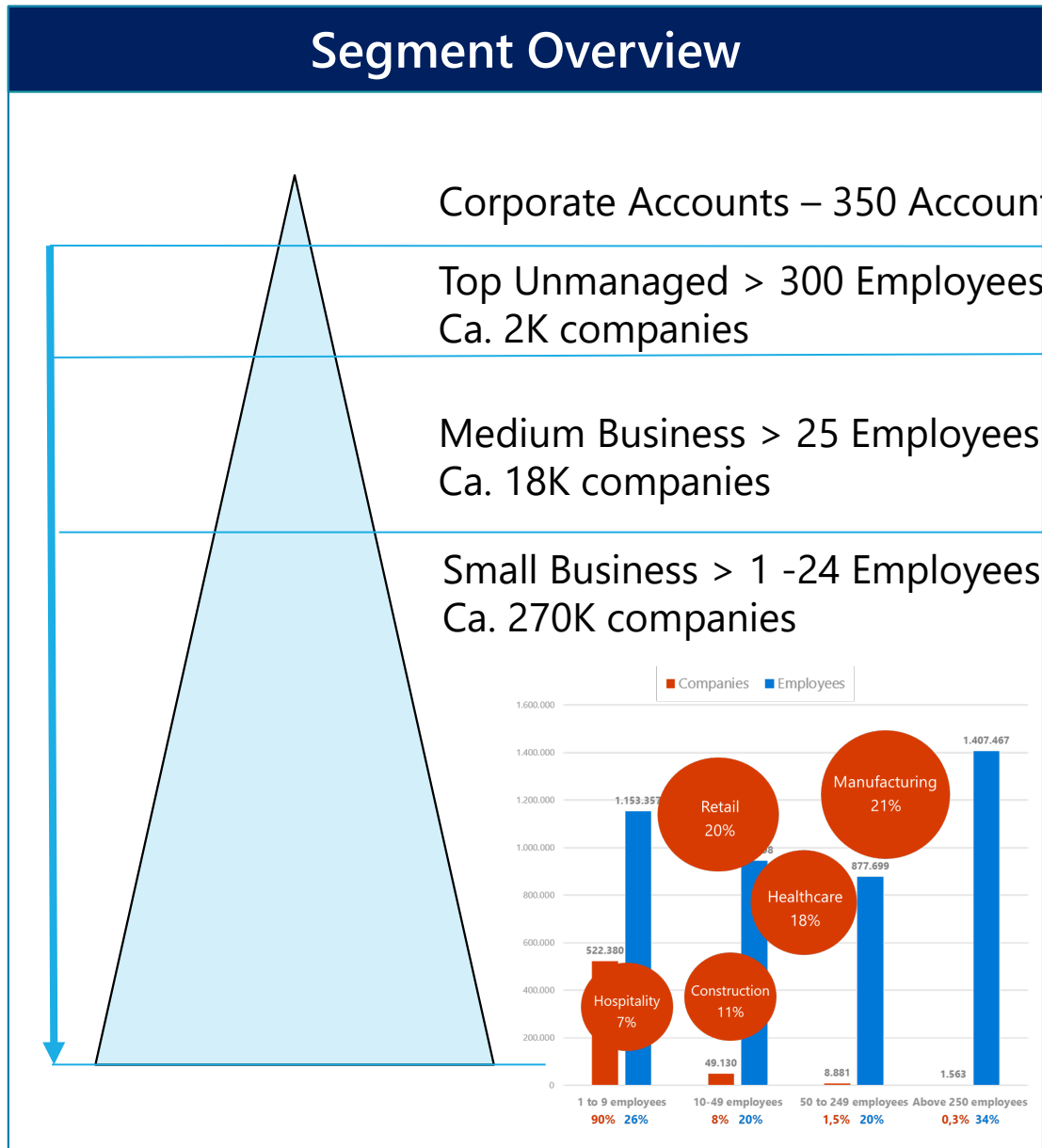


Commit to partnering
at our core

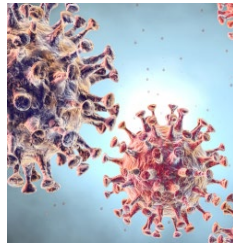


Invest in our
people

SMC Segment



Opportunities & Challenges



Challenges

- SECO expects GDP to fall by 7%
- SMBs highly affected: >100'000 loan agreements worth over CHF 16bn
- 18% of all the self-employed had to shut down their business

Opportunities:

- Digitization is still the main driver of innovation in the Swiss economy and society
- The pandemic has determined an even stronger call for innovation, triggering initiatives such as the one from "Swiss Innovation"
- Top ICT trends which were increased through Covid-19:

43%

Business

Mobile workplace

41%

Business

Digital Transformation / IoT

39%

Business

Data protection GDPR

34%

Business

ERP

33%

Business

ECM/DCM

70%

ICT

ICT Security

66%

ICT

IT outsourcing

44%

ICT

Infrastructure modernization

26%

ICT

Business Continuity Services

23%

ICT

Virtualization

Microsoft Dynamics 365 Microsoft 365

HoloLens 2 Microsoft Bing

LinkedIn

Microsoft Dynamics 365

Microsoft Power Platform

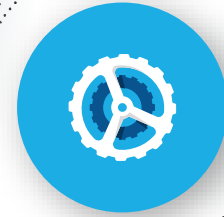
Customers



Deeper relationships

Customer signal

Operations



More efficient ops

Operational data

Employees



More effective employees

Employee input

Products



Better products

Product telemetry

Data + intelligence



SQL Data Warehouse



Machine Learning



Artificial Intelligence



Microsoft Azure

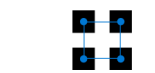
Microsoft Power Platform

Microsoft 365

LinkedIn



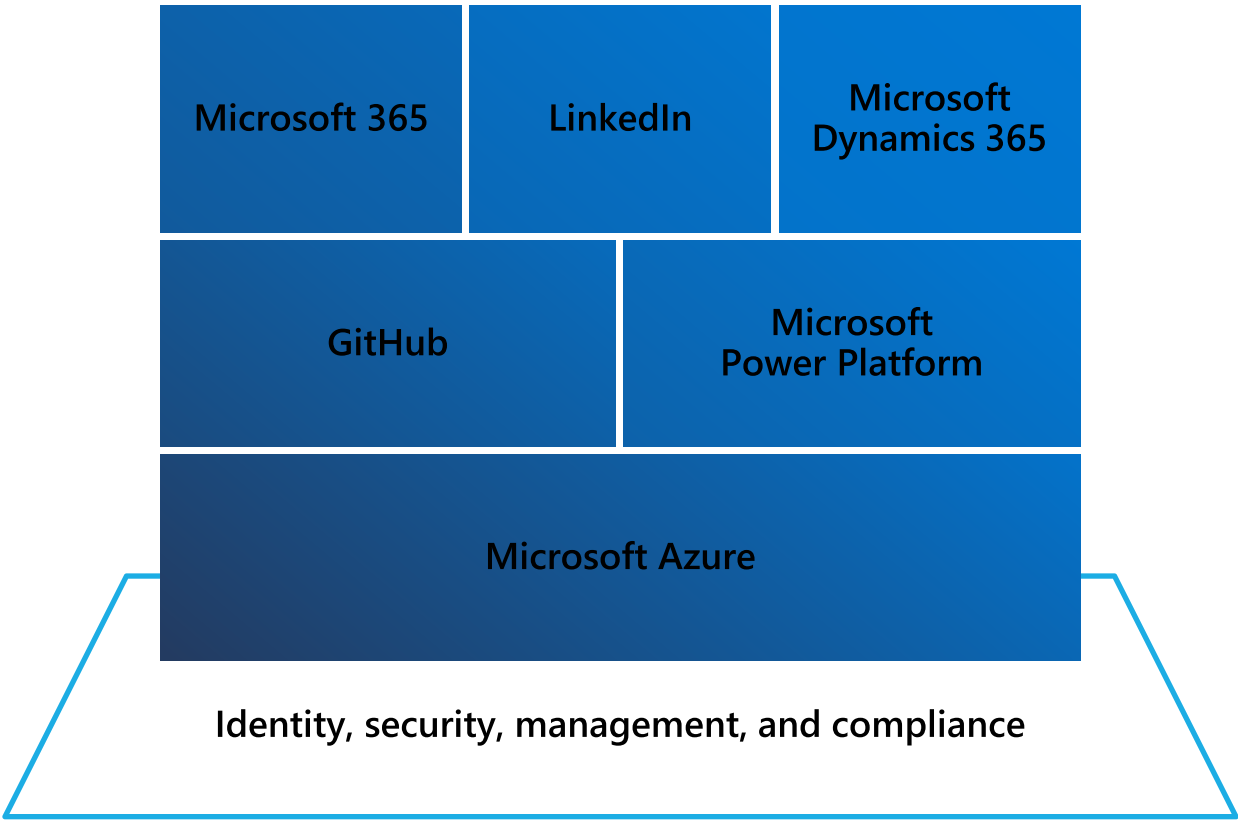
Microsoft Azure



Internet of Things

HoloLens 2

Empowering digital capabilities for all - together



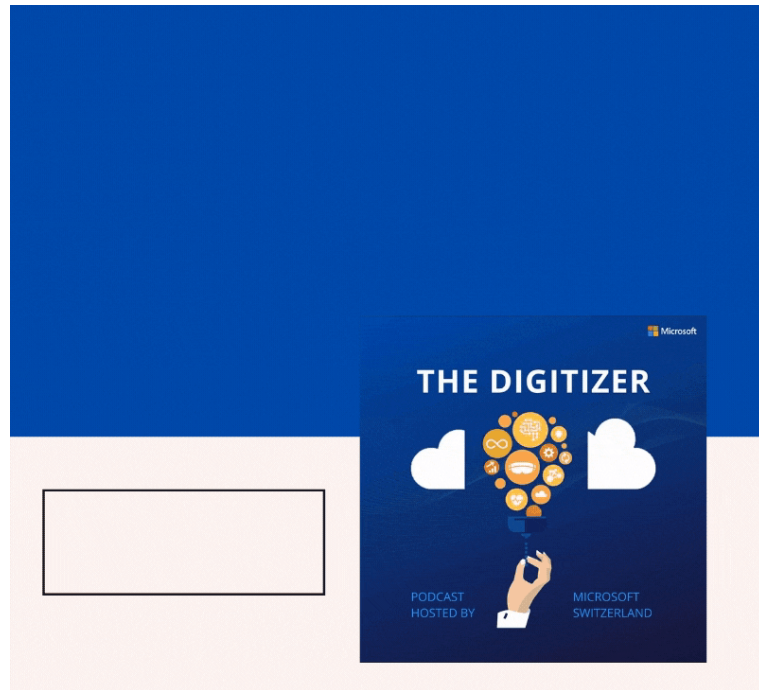
The power of partnership

Thank you !

Closing

OCP Lead Microsoft Switzerland, Thomas Winter

The Digitizer



The Digitizer

Thomas Winter, Philippe Maurrasse

Thomas Winter, Microsoft Switzerland Partner Lead, and Philippe Maurrasse, Microsoft Switzerland Channel Sales Lead, invite one Microsoft Partner in every episode to deep dive into their offering and how the joint value proposition benefits the customers.



More

The Hosts



Thomas Winter,
Microsoft Switzerland
OCP Lead



Philippe Maurrasse
Microsoft Switzerland
Sell-With Lead

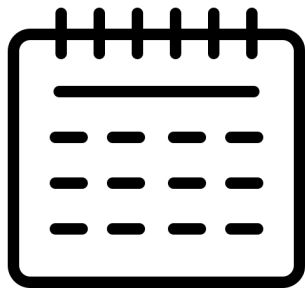
Want to be part of The Digitizer?
Reach out to our producer Dilan (a-dikara@microsoft.com)

Partner Townhalls

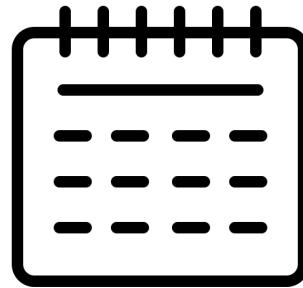
Next dates

All info here: aka.ms/chpartnertownhall

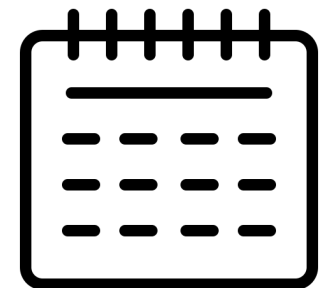
November



December



January



26th of November

09h30-10h30

17th of December

09h30-10h30

28th of January

09h30-10h30

Topic: Partner Model & Schrems II
and Privacy Shield

Topic: Compliance