

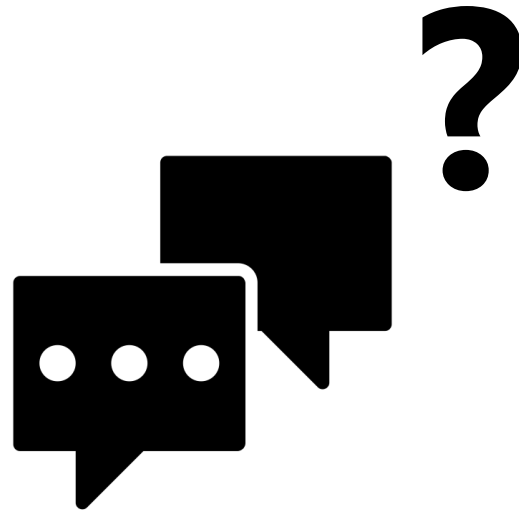


Microsoft Switzerland Partner Townhall

25th of March 2021



Teams Live Event Logistics



Chat and Q&A

Agenda

Microsoft Switzerland Partner Townhall

09:30 – 09:50 Opening	Thomas Winter
09:50 – 10:05 Swiss Partner Community	Raphael Urbanetz & Anine Rygg
10:05 – 10:15 Partner Readiness	Samira Suter
10:15 – 10:25 Who are we and what we do for you?	Thomas Loher from Tech Data
10:25 – 10:30 Closing	Thomas Winter

IAMCP After-Townhall event



Topic	Speaker(s)
15:30 Partner Readiness (in German)	Samira Suter (Microsoft) & Patrick Püntener (IAMCP)

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

Interview time!

Natasa Vuruna
Manager Partner Development

&

Thomas Winter
OCP Lead





Critical Exchange Server Vulnerabilities

All info [HERE](#)

Partner of the Year Awards 2021!

- What are we looking for?
- Innovation, differentiation

- Possible categories:
 - Azure awards
 - Business Applications awards
 - Industry awards
 - Modern Work & Security awards
 - Social Impact awards
 - Business Excellence awards
 - Country/Region partner of the year awards

- Find all categories [here!](#)

[Nominate yourselves here!](#)

Application deadline for global and local submissions is **11:59 p.m. Pacific Time (PT), on April 21, 2021!**

Find everything you need to know [here](#).



Inspire 2021

- Virtual event again
- Free of cost
- July 14-15 2021 PST
- Registration will open in **June 2021**
- There will be Swiss specific sessions again
- More info [here](#)

Swiss Partner Community

Partner Communications Coordinator Microsoft, Raphael Urbanetz &
Project Manager Communications & Change Management Microsoft
Switzerland, Anine Rygg

Swiss To-Partner-Communication

WE ARE MOVING!

From Yammer to the Swiss Partner Community!

- [Introduction post on the Community](#)
- [Information post on Yammer](#)

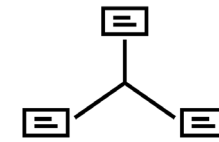
Plan is to retire the Swiss Partner Network on Yammer at the end of FY21.



Questions? Reach out a-anrygg@microsoft.com



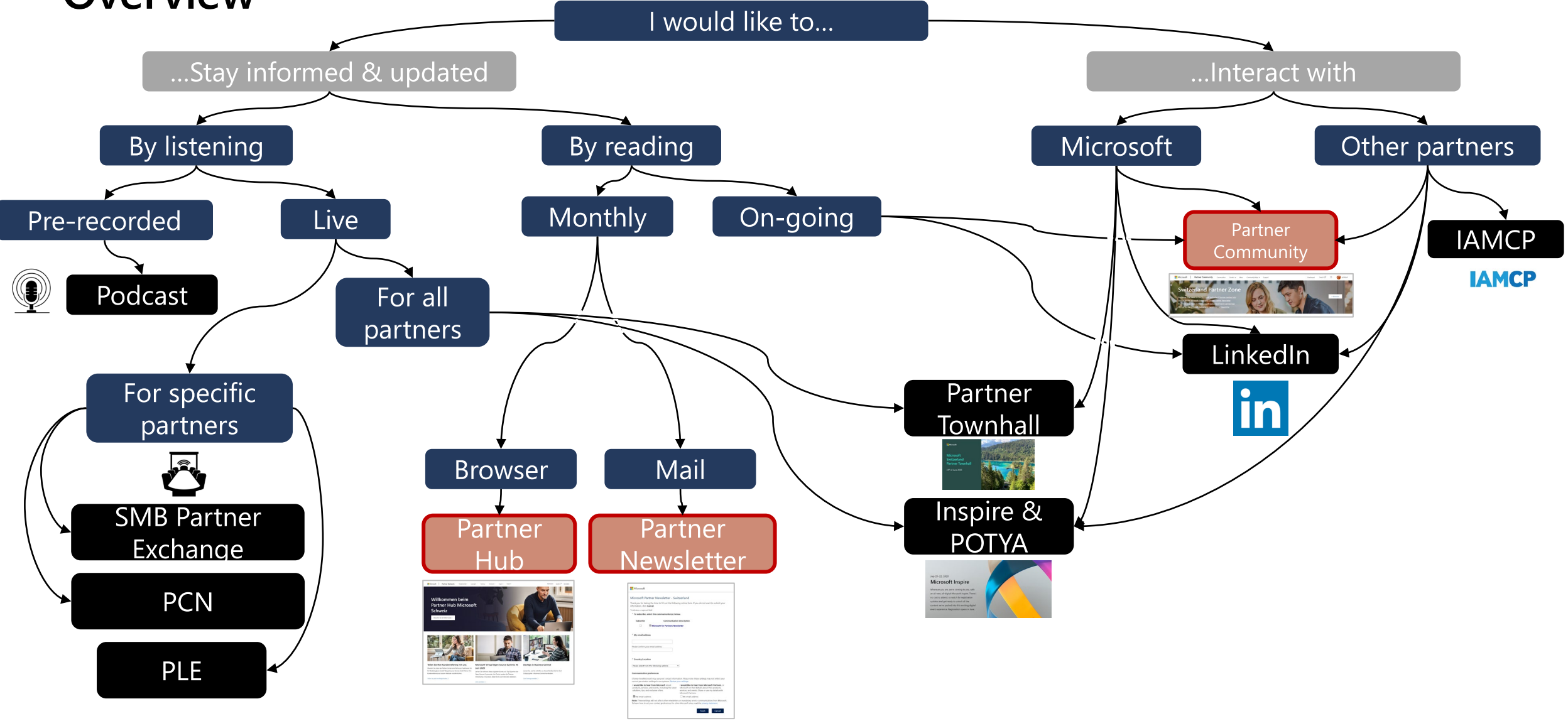
Swiss To-Partner-Communication Goal



Bring more **structure** to the way Microsoft Switzerland communicates with the partners and improve our **proximity** to the partners

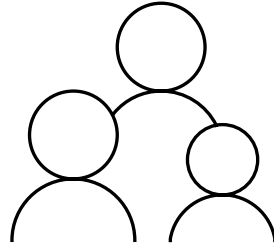
Swiss To-Partner-Communication Overview

Overview



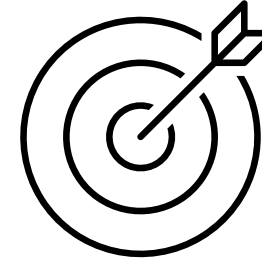
Swiss Partner Community

What is it?



What is Microsoft Partner Community (MPC)?

Microsoft Partner Community (MPC) is an **online discussion platform** that is integrated with the Microsoft Partner Network. It is designed to drive partner and Microsoft business conversations, both on a global and local scale.



What is the overall goal?

To increase MPC's visibility on all to-partner engines and create an integrated, streamlined experience. MPC should become the **central communication tool** and provide Partners with direct access to all information in open forums and groups.

Swiss Partner Community

Key benefits

1

Central communication tool which enhances the communication **to and with unmanaged Partners**.

2

Extensive data analytics available to track user and content performance.

3

A **local area** to spread information, interact and exchange between Partners and Microsoft (reduce email flood).

4

Partners can not only find **local** but also **global** information thanks to the access to the Partner communities on a global scale.

5

Promotion of **P2P opportunities** – would you be interested in having a P2P Forum?

Swiss Partner Community Integration within the Partner Center

The screenshot displays the Microsoft Partner Center interface. At the top, there is a search bar and navigation icons. The left sidebar contains a menu with items: Home, MPN, Referrals, Incentives, Commercial Marketplace, Internal tools, Proposals, and Support. The main content area is titled "Home" and includes a "Take home page tour" link. Below the title, a message states: "You have access to the programs shown below. Select a link to start working in that program, or go back to where you left off: /en-us/dashboard/account/v3/profile#details".

The "Partnering with Microsoft" section features four expandable menu items: "Get started", "Build solutions", "Publish and manage your solutions", and "Market and sell your solutions".


The "Resources" section is divided into two sub-sections: "Partner training and learning" and "Network and connect". The "Network and connect" sub-section contains a list of links, with "Microsoft Partner community" highlighted by a red box and a red number "1" next to it. Other links include "Commercial marketplace partner community", "Microsoft customer engineering engagement program", and "Find Microsoft-verified Azure freelancers".

The "Enrolled" section shows four program cards: "MPN", "Referrals", "Incentives", and "Commercial Marketplace". Each card includes a "Quick links" dropdown and a "Help and support" link. A fifth card with a plus sign is labeled "Add program".

The "Recommended opportunities" section begins with the text "Because you expressed an interest in creating solutions:" and shows a partial card for "Office Store".

Swiss Partner Community Integration within the Partner Hub

Microsoft | Partner Network | Mitgliedschaft | Lösungen | Training | Vernetzen | Inspire | Support | Partner Center | Suchen | Anine Lisa 5206095



Willkommen beim Partner Hub Microsoft Schweiz

1 Jetzt Partner Community entdecken >

FY21 Microsoft Partner Guide

Entdecken Sie unsere speziell zusammengestellte Übersicht der wichtigsten Informationen für unmanaged Microsoft Partner, die Schweizer KMUs zu mehr Erfolg verhelfen.

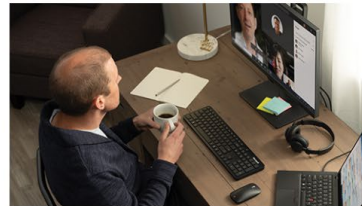
Partner Guide entdecken >



Neue Folge von "The Digitizer"!

Im Podcast "The Digitizer" laden Thomas Winter und Philippe Maurasse in jeder Folge Microsoft Partner ein und bieten Einblicke in die Partnerschaften und wie diese den Kunden zugute kommen.

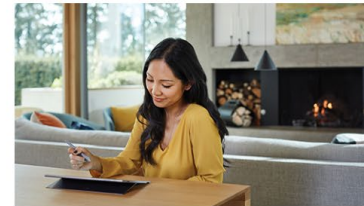
["The Digitizer" anhören >](#)



Partner Licensing Academy beitreten

Erweitern Sie Ihr Know-how in der Microsoft-Lizenzierung mit diesem kostenlosen Programm, das zeigt, wie Kunden Software, Online-Dienste und Microsoft Azure-Lösungen erwerben können.

[Sitzungen ansehen >](#)



Microsoft Action Pack entdecken

Das Microsoft Action Pack ist ein kuratiertes Portfolio an Software, Support und Services, mit dem Sie innovative Cloud-Lösungen erstellen, Ihre Teams stärken und Ihre Cloud-Praxis aufbauen können.

[Erste Schritte >](#)

Swiss Partner Community Structure

Switzerland Partner Zone

Find more local news on the [Microsoft Switzerland German partner hub](#)
Sign up for the [Microsoft Switzerland German Partner Newsletter](#)
Find more local news on the [Microsoft Switzerland French partner hub](#)
Sign up for the [Microsoft Switzerland French Partner Newsletter](#)

Member

Microsoft Partner Community / Communities / Switzerland Partner Zone

Forums

Azure Platform & GitHub Azure-related updates, news and resources, such as GitHub. View > 7 posts .Most recent 2 weeks ago	Business Applications & Power Platform News and resources regarding BizApps & Power Platform. View > 10 posts .Most recent 2 weeks ago
Hot Topics Get the latest Microsoft news and top of mind topics. View > 10 posts .Most recent Monday	Modern Work & Security News and resources regarding Modern Work & Security. View > 6 posts .Most recent a week ago
Partner Readiness Stay up-to-date with training and certifications.	Swiss Partner Marketing & Events Swiss partner marketing initiatives and partner

Options

Top Kudoed Posts

SUBJECT	KUDOS COUNT
Welcome to the Partner Readiness & Training Group!	7
Free vouchers for your Microsoft exam - ALL VOUCHE...	6
All you need to know as a Microsoft Partner (FY21 ...	5
D365 & Power Platform Launch in Swiss data centers...	5
18.03.2021 16:00 - Modernize your solution with Az...	4

[View All >](#)

What can I find in the Swiss Partner Community?

- Forums where you can find & share information
- Updates from the respective workloads
- Info on local & global trainings & events
- A place for your questions

Swiss Partner Community

Links & information

- Link to:
 - [The Swiss Partner Hub](#)
 - [The Swiss Partner Community](#)
 - [Introduction Post with „how-to“ guide](#)
 - [All you need to know as a Microsoft Partner](#)
 - [Video](#)
- More information regarding the MPC
 - [aka.ms/MPC](#)
 - [Community FAQs](#)

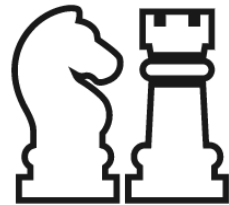
Partner Readiness

Partner Enablement Lead Microsoft Switzerland, Samira Suter

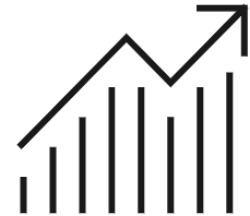
Digital transformation requires new skills



Innovate
more

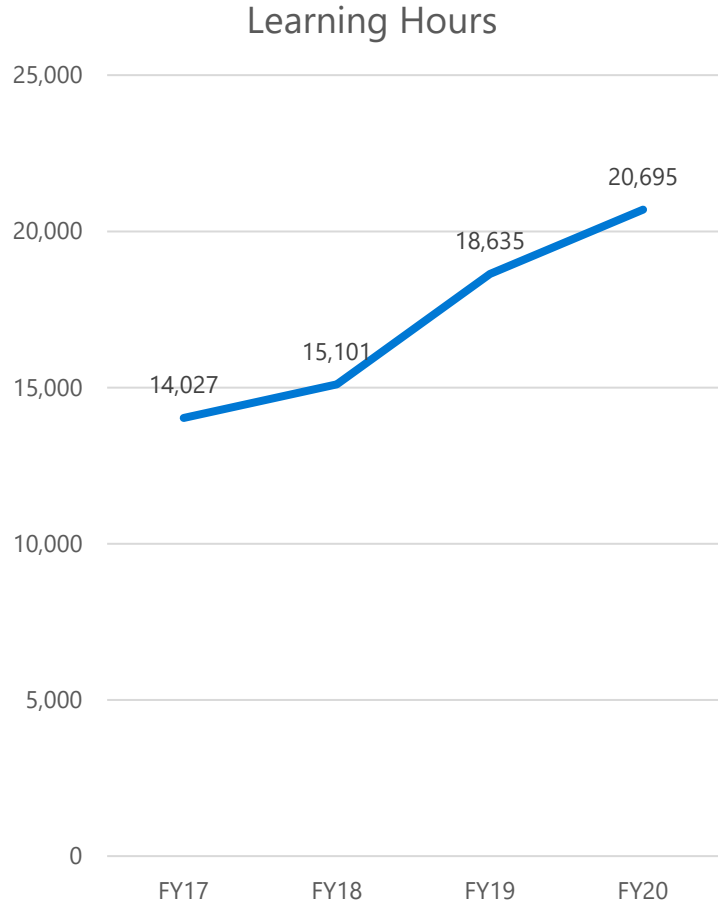
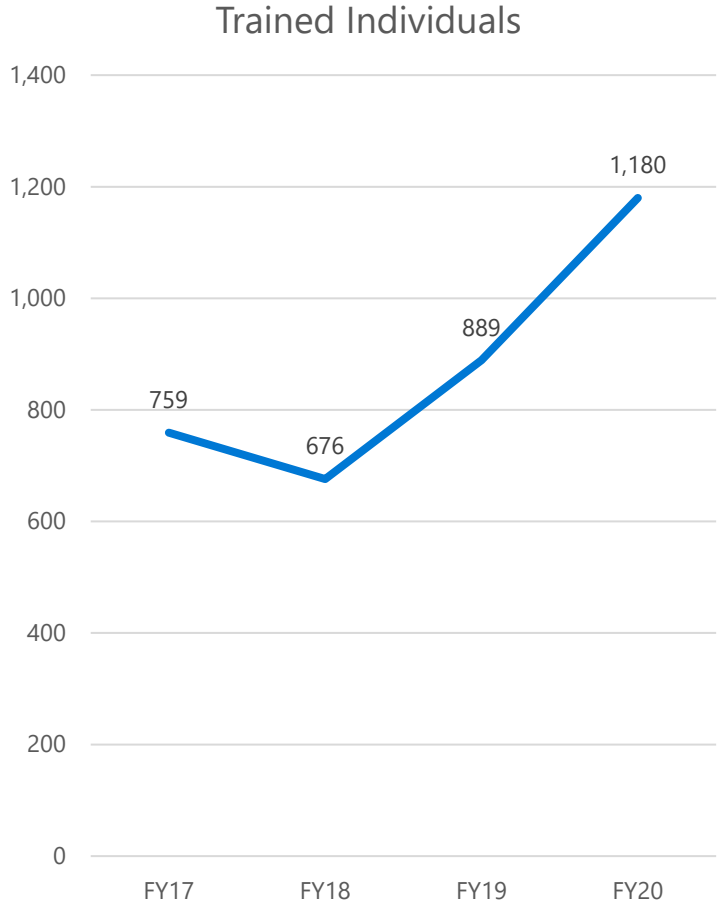
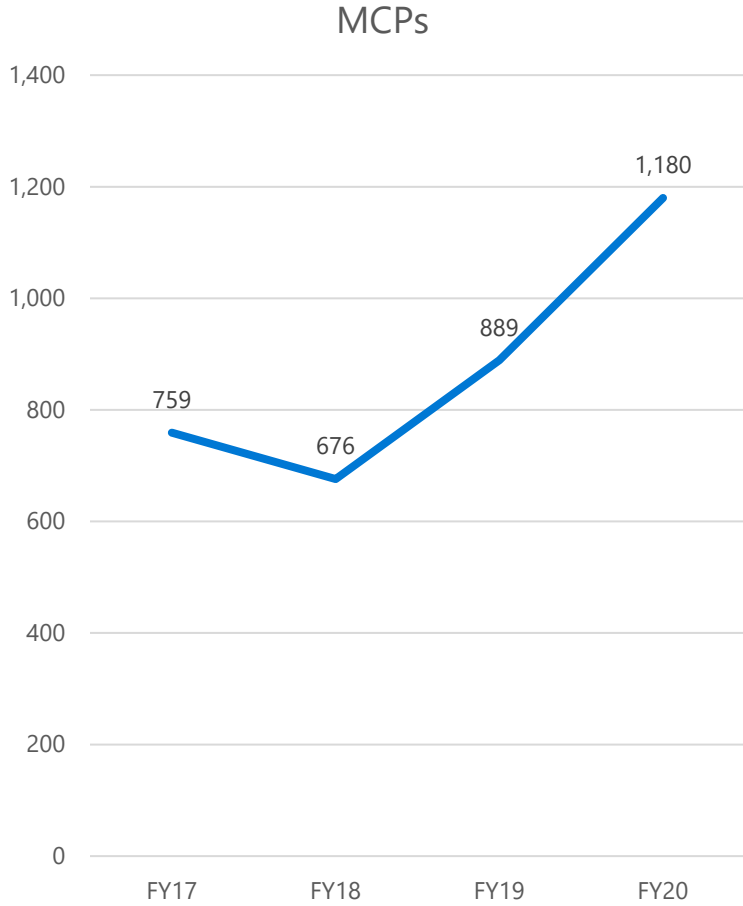


Be more
competitive



Grow your
business

Development of Partners' Enablement Engagement



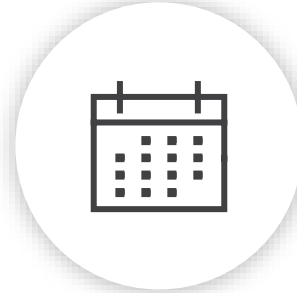
Partner Readiness Offerings

On-Demand Skilling

- For free
- **Over 2'500h of recorded trainings**
- To be consumed at any time



Live Events



- Consist of a mix of corp, WE and local activities
- Since July 2020, **over 700 live trainings** for MS partners, across all workloads

Identify
Plan
Participate



Learning Partners

- **5 locally available MS learning partners**
- Partners can contact them for individual trainings



Certifications

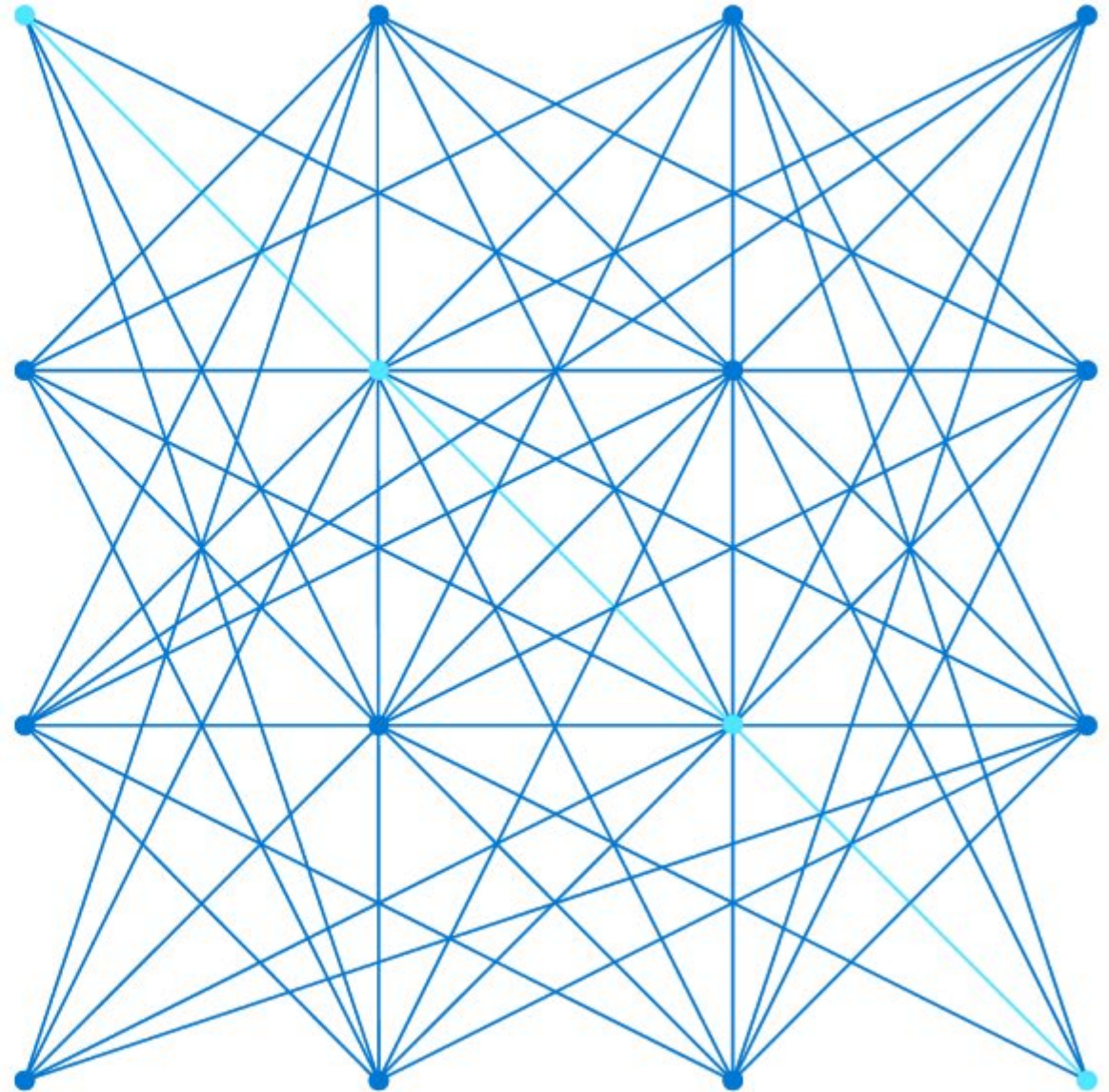
- 51 certifications
- **Quality assurance** & competitive differentiation
- Basis for competencies & **commitment to MS technologies**

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](#)



Swiss Partner Training Calendar → aka.ms/trainingswiss

Kalender für Partner-Trainings Microsoft

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!



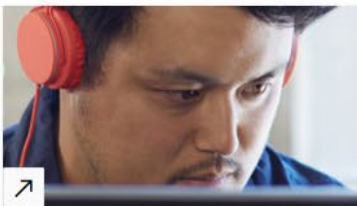
Filters

- Select to see new trainings
- Select to see only on-demand

- Month
- Solution Area
- Sales Plays
- Area of Interests
- Technology
- Audience
- Partner Type

Entdecken Sie das neue Microsoft Partner Skilling Experience Program. Dies ist eine fantastische Gelegenheit, um durch unterschiedliche Lernmethoden neue Skills aufzubauen oder zu vertiefen. Krönen Sie Ihre Lernerfolge mit einer Microsoft Certification! Entdecken Sie unser Programm!

Training overview

Nouveautés Cybersécurité

Audience: Technical
Level: Intermediate



Nouveautés Cybersécurité

Audience: Technical
Competency: Security
Level: Beginner | Intermediate



WEWC1652 Accelerate WVD Solutions with Nerdio

Audiences: Pre-Sales Technical | Technical
Competency: Cloud Platform
Level: Intermediate



WEWC1582 AZ-500 LABS: Microsoft Azure Security Technologies

Audience: Pre-Sales Technical
Competency: Security
Level: Intermediate

Certification Roadmap

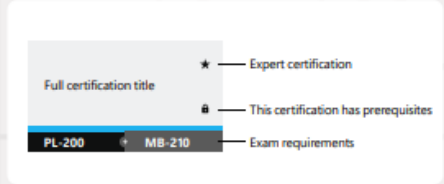


Become Microsoft Certified

LAST UPDATED MARCH 2021

No matter your experience level, you can advance your career and demonstrate your achievements through industry-recognized Microsoft Certifications.

Learn more at:
microsoft.com/certifications



Azure

Microsoft 365

Dynamics 365

Power Platform

Role-based
Expand your technical skill set

Azure Administrator Associate AZ-104	Azure Developer Associate AZ-204
Azure Security Engineer Associate AZ-500	Azure Stack Hub Operator Associate AZ-600
Azure AI Engineer Associate AI-102	Azure Data Engineer Associate DP-203
Azure Database Administrator Associate DP-300	Azure Data Scientist Associate DP-100
Data Analyst Associate DA-100	DevOps Engineer Expert AZ-400
Azure Solutions Architect Expert AZ-303 + AZ-304	

Developer Associate MS-600	Messaging Administrator Associate MS-203
Modern Desktop Administrator Associate MD-100 + MD-101	Security Administrator Associate MS-500
Teams Administrator Associate MS-700	Enterprise Administrator Expert MS-100 + MS-101

Dynamics 365 Sales Functional Consultant Associate PL-200 + MB-210	Dynamics 365 Marketing Functional Consultant Associate PL-200 + MB-220
Dynamics 365 Customer Service Functional Consultant Associate PL-200 + MB-230	Dynamics 365 Field Service Functional Consultant Associate PL-200 + MB-240
Dynamics 365 Supply Chain Management, Manufacturing Functional Consultant Associate MB-300 + MB-320	Dynamics 365 Finance Functional Consultant Associate MB-300 + MB-310
Dynamics 365 Finance and Operations Apps Developer Associate MB-300 + MB-500	Dynamics 365 Supply Chain Management Functional Consultant Associate MB-300 + MB-330
Dynamics 365 + Power Platform Solution Architect Expert MB-600	Dynamics 365 Business Central Functional Consultant Associate MB-800
Dynamics 365 Finance and Operations Apps Solution Architect Expert MB-700	

Power Platform App Maker Associate PL-100	Power Platform Developer Associate PL-400
Power Platform Functional Consultant Associate PL-200	Data Analyst Associate DA-100
Dynamics 365 + Power Platform Solution Architect Expert MB-600	Power Platform Solution Architect Expert PL-600

Specialty
Technical skills and manage industry solutions

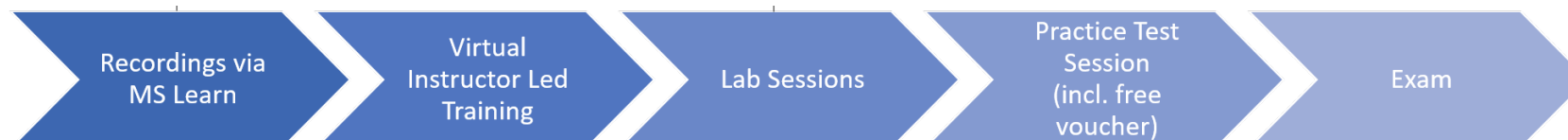
Azure for SAP Workloads Specialty AZ-120	Windows Virtual Desktop Specialty AZ-140
Azure IoT Developer Specialty AZ-220	

Exam Preparations

Complete Exam Prep (MOC):

AZ-104	Azure Administrator	19-23/04/2021
AZ-140	Configuring and Operating Windows Virtual Desktop on Microsoft Azure	03-06/05/2021
AZ-303	Microsoft Azure Architect Technologies	03-07/05/2021
AZ-304	Microsoft Azure Architect Design	26-29/04/2021
MB-310	Microsoft Dynamics 365 Finance	03-06/05/2021
MB-300	Microsoft Dynamics 365 Unified Operations Core	21-22/04/2021
MB-230	Microsoft Dynamics 365 Customer Service Functional Consultant	26-28/04/2021
PL-200	Microsoft Power Platform Functional Consultant	26-30/04/2021

Tech Overview | Hands-on Labs | Practice Test :



Cloud Skills Challenge Switzerland

6 competing teams:

Alltron, Also, Ingram, Insight, Tech Data and all the Other (i.e. students or end customers).

5 challenges, with the following time frames:

- AZ-900: 1. April – 30. April / 1. May – 31. May / 1. June – 30. June
- AZ-104: 1. April – 30. June
- AZ-303 & AZ-304: 1. April – 30. June

MICROSOFT CLOUD SKILLS CHALLENGE

Microsoft
Cloud Skills Challenge

Official Rules

Most important Partner Readiness links:

[Learning Paths](#): overview of suggested trainings to be taken, per topic

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

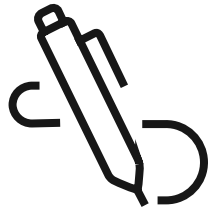
[Certification Roadmap](#): overview of all certifications (aka.ms/traincertposter)

[Certification Renewals](#): changes by 1st of April

[Swiss Readiness Update](#): bi-weekly local update about training & certification offers

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

[MSLearn](#): online technical training documents



Get started

1 Join the Swiss Partner
Readiness Community

[Partner Community](#)

2 Link Learning Profile to your
organization in Partner Center

[How to link/unlink MCP ID
to/from MPN ID](#)

3 Identify roles, skills and
learning paths

[aka.ms/Certification
Learning Paths](#)

4 Go to Microsoft Learn

[Microsoft.com/Learn](#)

5 Check our Swiss Training
Calendar for live trainings

[aka.ms/trainingswiss](#)

6 Work with Learning Partners

[aka.ms/LearningPartner](#)

Who are we and what do we do for you?
Business Unit Manager Software – Tech Data, Thomas Loher

Rotkreuz



Thomas Loher
Business Unit Manager Software
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Marketing

Business Development

Technical Consultant

Licensing



Dominic Benndorf



Damjan Nedovic



Philipp Merk



Remo Glanzmann



Okan Topcu



Remo Carminati

Business Development

Technical Consultant

Licensing



Marie-Caroline Dachau



Jean-Loup Orgitello



Cristina Michaud

Our unique approach delivers on our promise: to support our vendors, our partners and their customers to grow and evolve with their cloud transformation.



SKILLS

- Certified experts
- Sales and technical enablement trainings and workshops
- Microsoft Learning partner
- Pearson Vue Test Center



SUPPORT

- Support plans up to premier support
- Up to 1h Initial response time
- 24/7 technical cloud support



SERVICES

- Local Consultancy
- Professional Services
- Managed Services
- Application Modernisation



SOLUTIONS

- Digital easy to use solutions
- Reduces deployment cost
- Faster deployment
- Standardized outcomes

Local Consultancy	Assess / Migrate	Manage / Optimize	App Modernization
<ul style="list-style-type: none">✓ Licensing✓ Agreement administration✓ Pre-Sales Support✓ Assessments✓ Proof of Concepts✓ Migrations✓ Solution Architecting	<ul style="list-style-type: none">✓ Lift & Shift✓ Re-Platforming✓ VDI to WVD✓ SAP on Azure✓ Dynamics NAV to Azure / on BC	<ul style="list-style-type: none">✓ Azure Managed Services<ul style="list-style-type: none">• VM OS monitoring & patching• backup• Cost optimization advisory	<ul style="list-style-type: none">✓ SaaS model strategy✓ Financial remodelling✓ Technical migration

✓ White Labeled

Closing

OCP Lead Microsoft Switzerland, Thomas Winter

The Digitizer



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)

ALPAKA

Highscore 000224



TAP THE SCREEN TO JUMP

PLAY



alpakagame.ch

Partner Townhalls

Next dates

All info here: aka.ms/chpartnertownhall

April

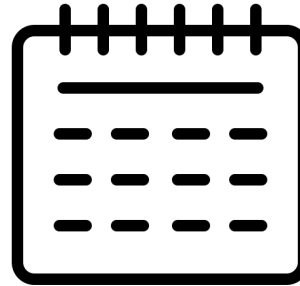


29th of April

09h30-10h30

Topic: Compliance & How to
include security in your offering

May

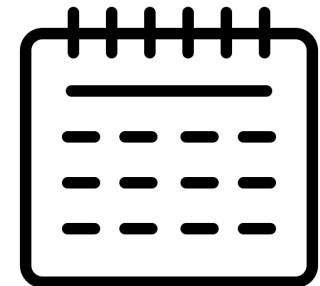


27th of May

09h30-10h30

Topic: Capacity gap

June



24th of June

09h30-10h30

Topic: Swiss Data Centers & New GM of
Switzerland