



Microsoft Switzerland Partner Townhall

28th October 2021





Welcome note

Natasa Vuruna

Partner Development Manager - Manager



Western Europe Partner Pledge



Western Europe Partner Pledge



Digital Skills

Helping Switzerland to prepare for the challenges of the Fourth Industrial Revolution through Microsoft's Digital Skills program.

Digital skills
Microsoft Learn
Skills for Jobs and
Livelihood



Apprenticeships

Joining our efforts to create more apprenticeships in Switzerland.



Diversity

It is important that our industry reflects and supports society, and that we keep working to improve the diversity of our technology workforce.

Power an Inclusive
Economy
Building a more diverse
and inclusive workforce
Earn the Accessibility
Fundamental Badge



Responsible and Ethical AI

Ensuring Artificial Intelligence is developed and implemented in responsible and ethical ways, as we set out in AI for good and Future Computed.

AI for good
Future computed



Sustainability

Our commitment to sustainability and reducing your carbon footprint.

Sustainability
AI for Earth

Agenda

Topic	Speaker
09:30 Welcome note	Natasa Vuruna 
09:35 Robotic Process Automation (RPA) – how you as a Microsoft partner can benefit of this huge business potential	Adriano Perolini 
09:55 How to use dedicated Azure programs to speed up projects and secure investment funds	Tine Petric 
10: 15 The idea of IAMCP	Cello Spring 
10:25 PR & Comms update	Tobias Steger Marsel Szopinski  
10:30 Closing	Natasa Vuruna 



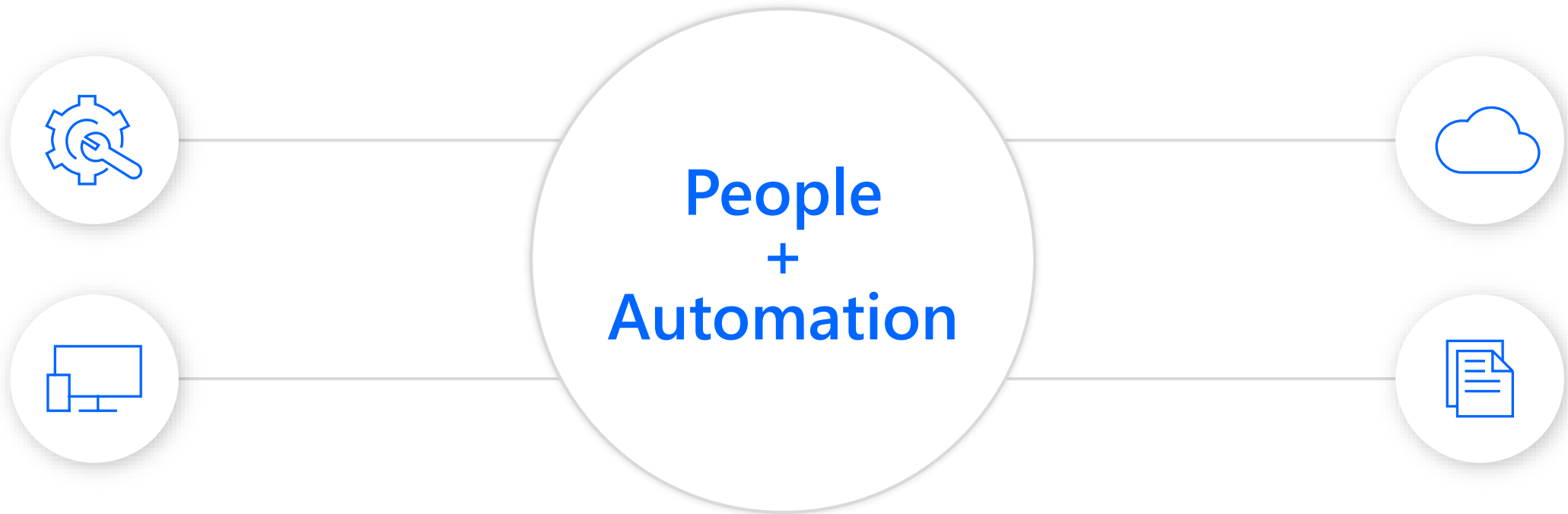
Robotic Process Automation (RPA)

- how you as a Microsoft partner can benefit of this huge business potential

Adriano Perolini

CLOUD SOLUTION ARCHITECT





People should only have to focus on tasks where they can bring unique human value

Their potential is limitless. But their time is not.

Microsoft Power Platform

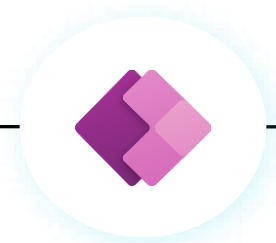
The low-code platform that spans Office 365, Azure, Dynamics 365, and standalone applications

Innovation anywhere. Unlocks value everywhere.



Power BI

Business analytics



Power Apps

Application development



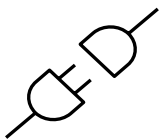
Power Automate

Process automation



Power Virtual Agents

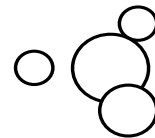
Intelligent chat bots



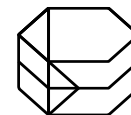
Data
connectors



Portals



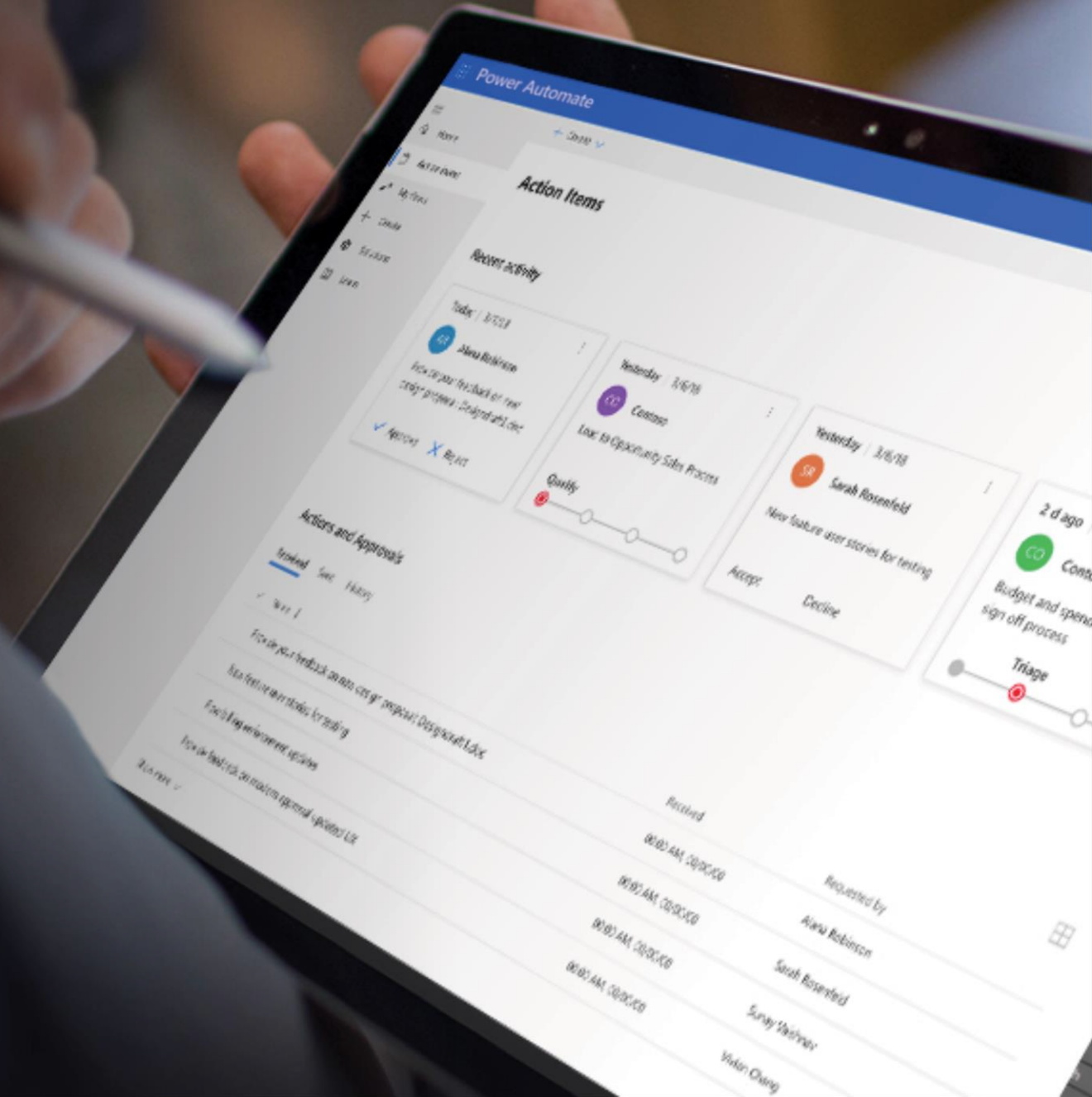
AI Builder



Dataverse (former CDS)



Demo – part 1



What is RPA (Robotic Process Automation)?



RPA imitates a human employee – starting with login, required work and the logout



RPA consists out of algorithms and configurations that automate high volumes of manual or repeatable tasks



RPA can easily be designed, tested and implemented



RPA takes care of tedious work, e.g., data entry, data reconciliation, executing same steps



RPA makes processes more robust, it can't do more or less than their configuration includes



RPA allows workforce to focus on challenges that really need human intervention

Example: Invoice processing for periodic cost invoices

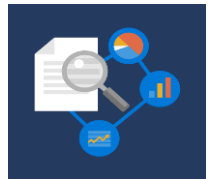


Certain vendors (e.g., telecommunication, public transport, insurances, energy suppliers) charge on a frequent base.



Vendor sends an invoice by mail (PDF attachment). Power Automate monitors the inbox and brings the invoice to OneDrive.

Vendor provides invoice on a specific portal. Power Automate Desktop flow executes UI operations, logs into the portal and downloads the invoice to OneDrive.



Power Automate monitors the specific OneDrive folder(s) inbox and uses AI builder to abstract information from the attachment



Power Automate sends approval request to cost center owner in Microsoft Teams



Power Automate Desktop flows opens & logs into D365 Finance and fills in the invoice details

Contoso Telecommunications

August 2021 0041 79 000 00 00

Bill amount
60.10
direct debit on 29.09.2021

Download documents
Bill
Itemised statement

Contoso Telecommunications

XYZ & More
AI place 100
12345 Middle of nowhere

INVOICE **12345**

Invoice Date: 31st of August 2021
Due Date: 29th of September 2021

TotalAmount
60.10

Finance and Operations

00630 : APINVOICE

Vendor invoice journal

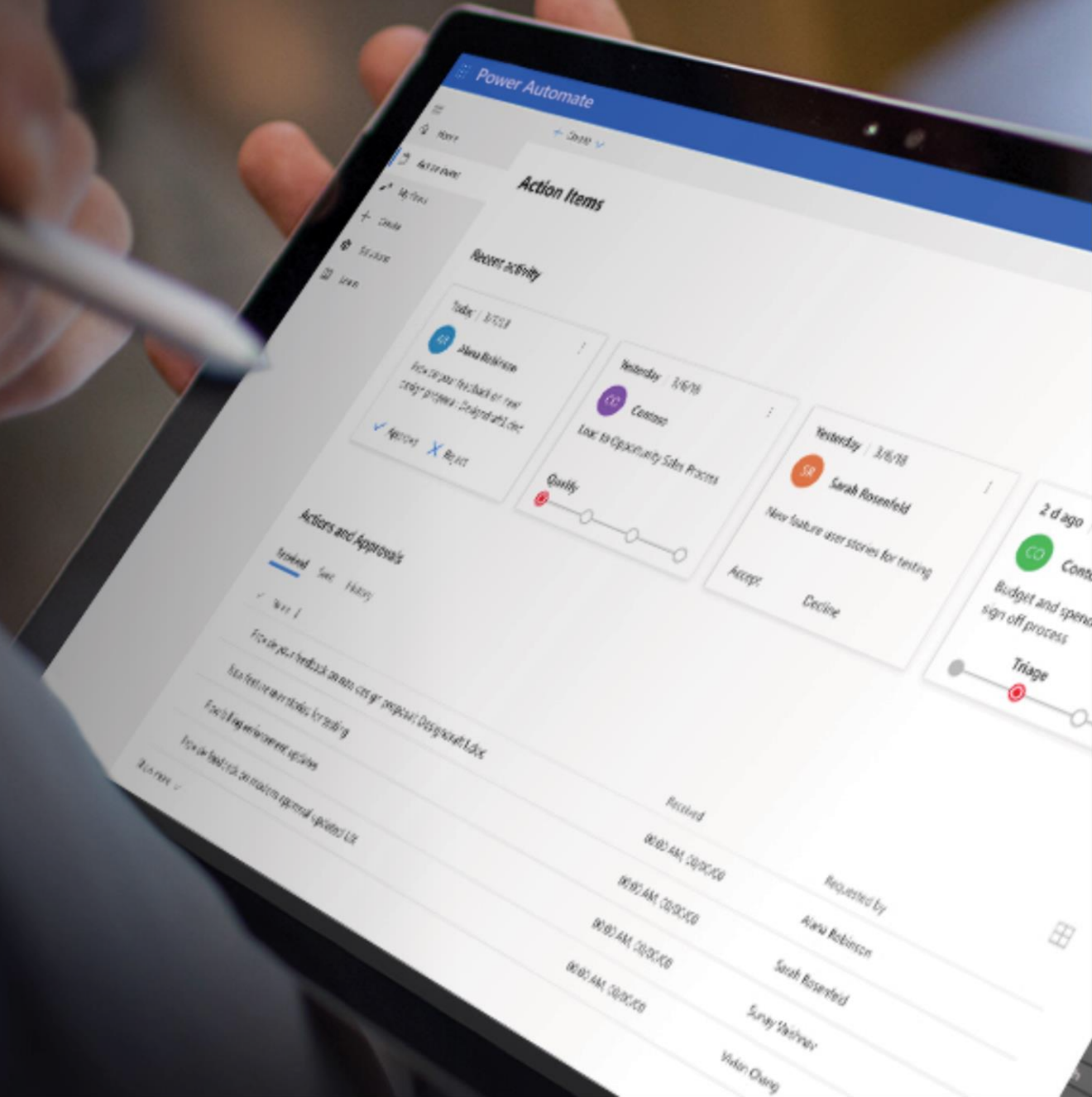
List General Invoice Cash discount Fixed assets Remittance History 1099 Foreign trade

+ New Delete Settle transactions Financial dimensions Sales tax Functions Voucher View marked transactions

✓	Date	Voucher	Account type	Account	Account name	Invoice date	Invoice	Descript...	Debit	Credit
✓	8/31/2021	APIN000051	Vendor	1001	Contoso Telecommu...	8/31/2021	12345			60.10



Demo – part 2





Why are customers using RPA?

RPA produces better, more accurate and cheaper results

RPA reduces human errors

RPA works at any given time and work will be done at any given time

RPA technology can be scaled easily

RPA only needs to be configured

RPA fits easily in every company without disturbing the technical infrastructure

RPA grants a short payback period

RPA is mostly used in back-office operations – the according quality influences customer experience

RPA is here to stay + RPA can never be a substitute to humans

RPA market landscape

#3 search term on Gartner.com

RPA services market will top **\$12B in 2023**

Top 5 reasons customers tell us why they chose **Power Automate**.

1. Single, cloud-based automation platform: Power Automate offers a single intelligent automation platform that makes automating everything from UI to API-based automation accessible in one single platform.

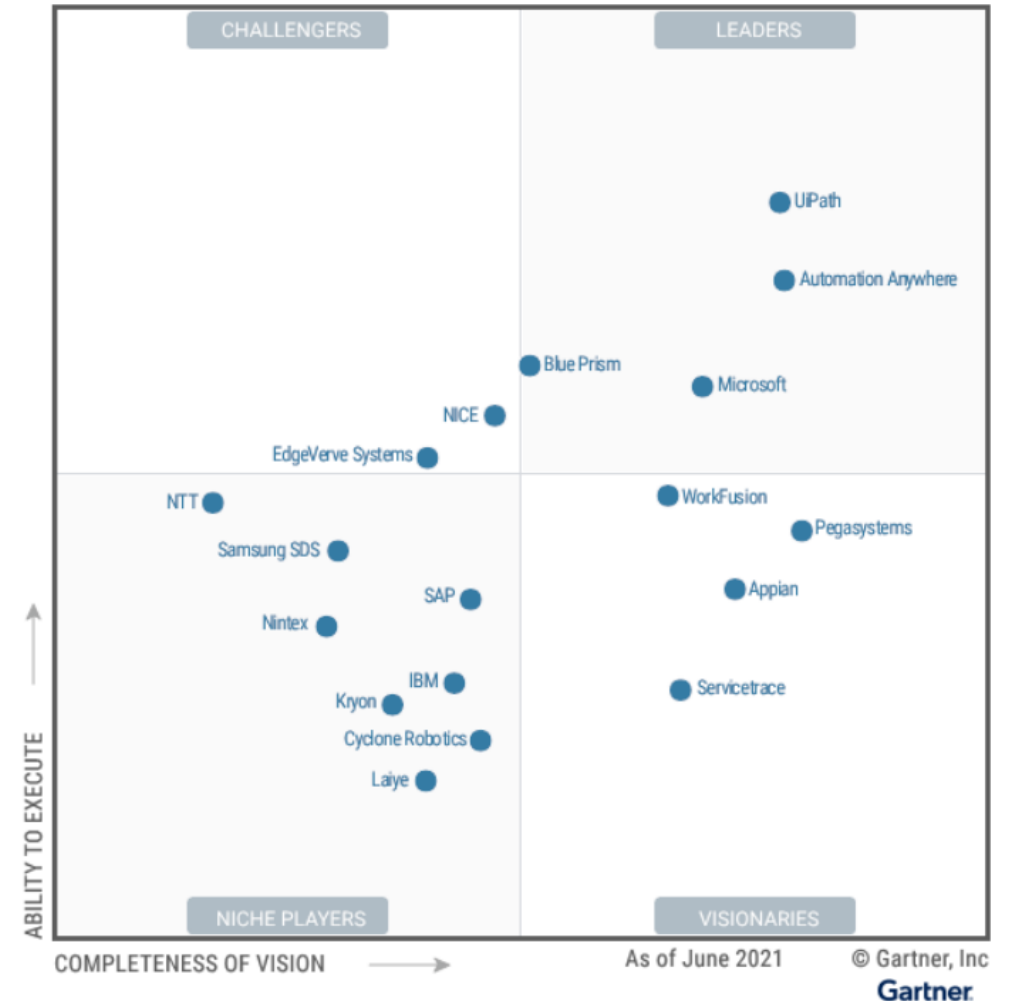
2. Easy to start automating with RPA: Low-code RPA makes it easy for anyone to get started and build their first automation, regardless of their technical experience.

3. Seamless integration with cloud flows: Access more than 500 built-in [connectors](#) through [cloud flows](#) to connect to first- and third-party apps and services along with more than 1,000 templates.

4. Robust Artificial Intelligence: Build out robust AI solutions with the easy, intelligent automation configuration and training with [AI Builder](#).

5. Boost productivity with process mining: Process mining with [process advisor](#) quickly reveal bottle necks and repetitive, time-consuming tasks.

Figure 1: Magic Quadrant for Robotic Process Automation



Source: Gartner (July 2021)

[Gartner® Magic Quadrant™ Report | Microsoft](#)

Power Automate Process advisor



Understand and improve your processes



Run simple process recorders

Quickly capture the detailed steps for each process – working on your own or collaborating with colleagues



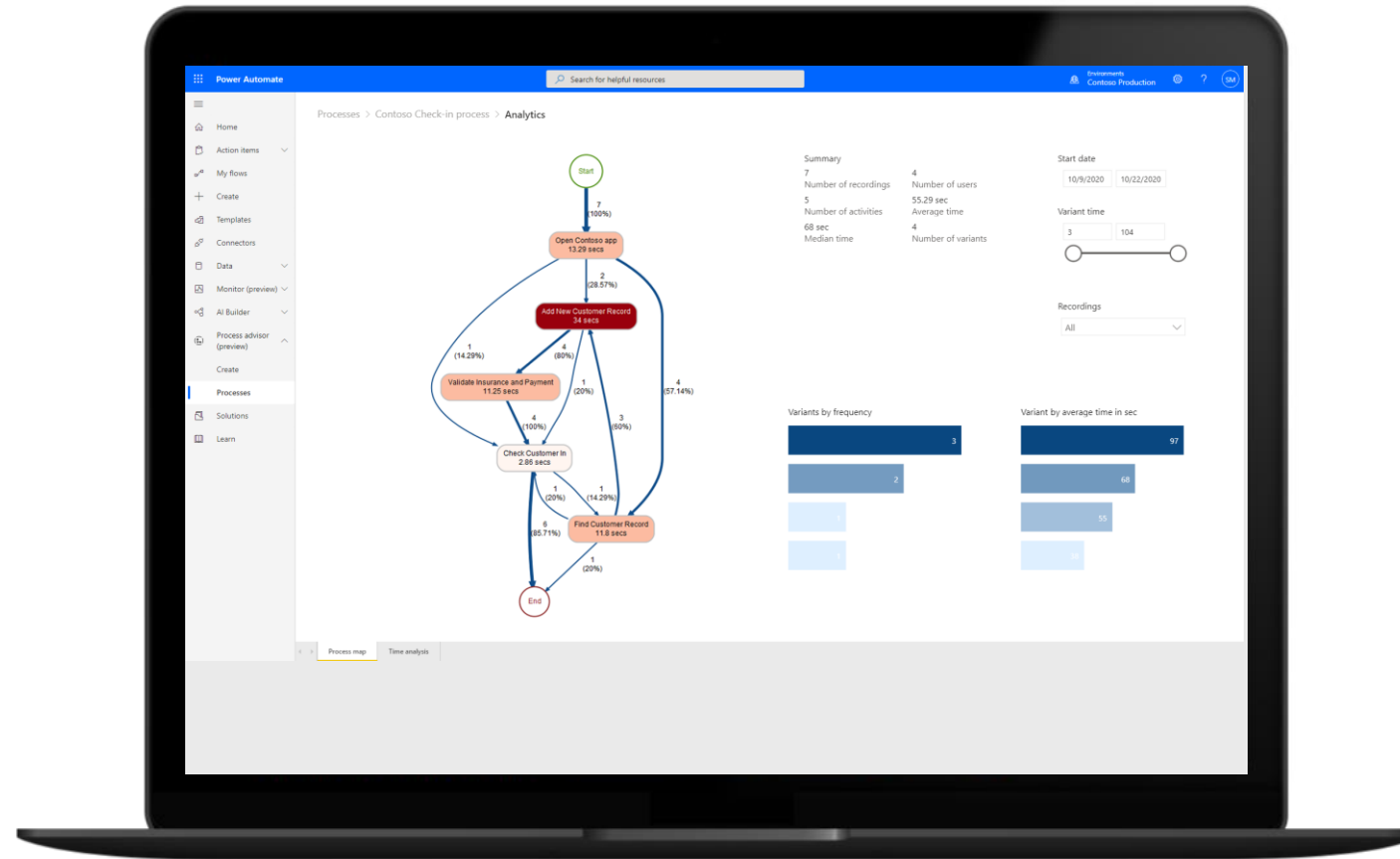
Create rich process maps

Find opportunities to automate your processes by seeing end-to-end visualizations of each process you record



Get in-depth analytics

Help improve processes by viewing the variations and learning from the insights provided



How RPA impacts your operations, your future offerings and furthermore your strategy



RPA for internal usage

RPA as a next tool in customer projects



RPA as your next business practice

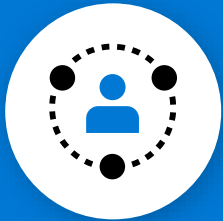
RPA as a managed service offering



RPA as your next enablement topic

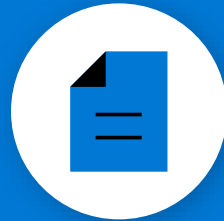
Share your experiences, your thoughts, your ideas and use-cases

Power Automate community & expert guidance



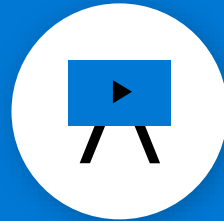
Power Automate
Community

@aka.ms/PAU-Comm



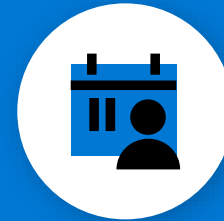
Follow all the latest
news on the blog

@aka.ms/PAU-blog



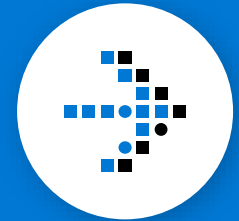
Watch the latest
Power Automate
tutorials

@aka.ms/PAU-videos



Monday and
Tuesday Video
Series

@aka.ms/PAU-watch



See what is
coming

@aka.ms/PAU-roadmap

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Microsoft.com/Certification



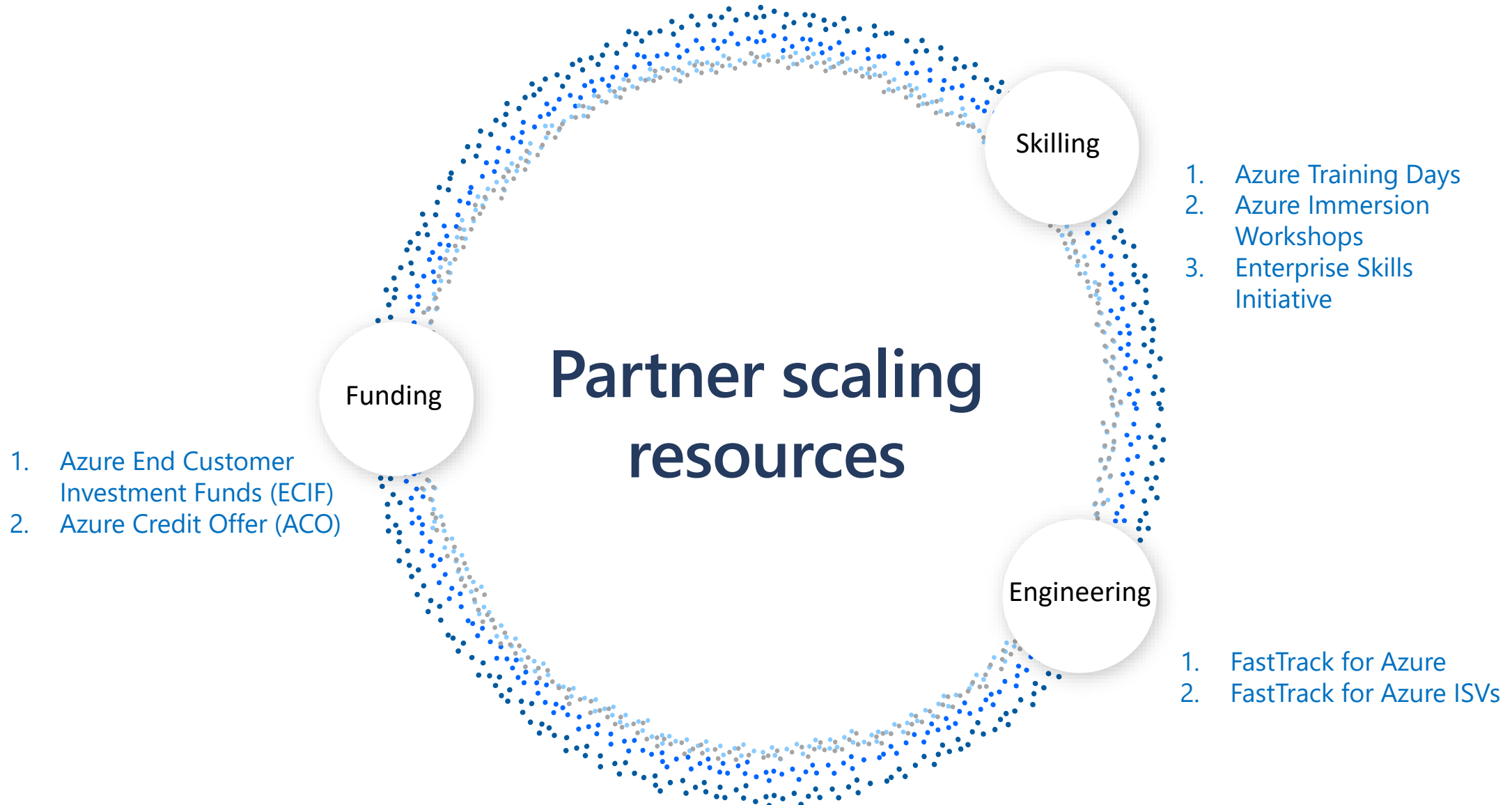
How to use **dedicated Azure programs** to speed up projects and secure investment funds

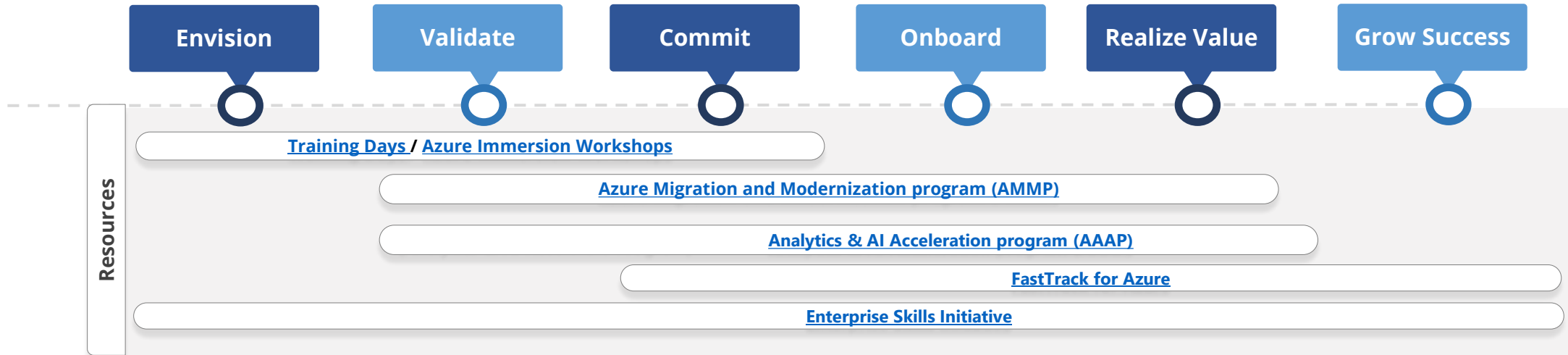
Tine Petric

Product Marketing Manager - Azure



Scaling is the name of the game





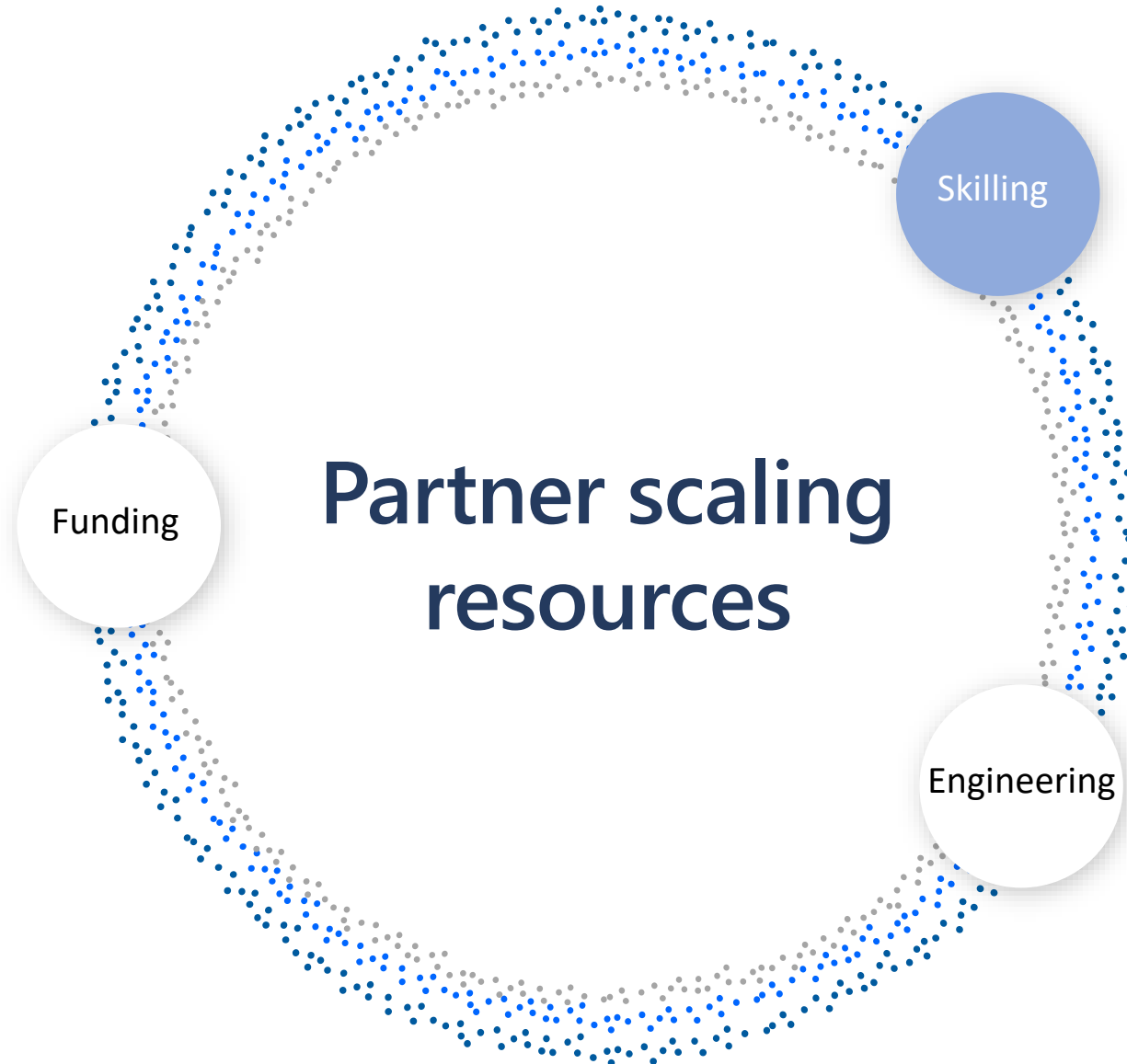
TRAINING DAYS

1. Azure Fundamentals
2. AI Fundamentals
3. Data Fundamentals
4. Modernize .Net apps
5. DevOps with Github
6. Analytics with Synapse
7. Migrating on-premise infrastructure and data
8. Implementing Hybrid infra
9. Linux OSS Databases

IMMERSION WORKSHOPS

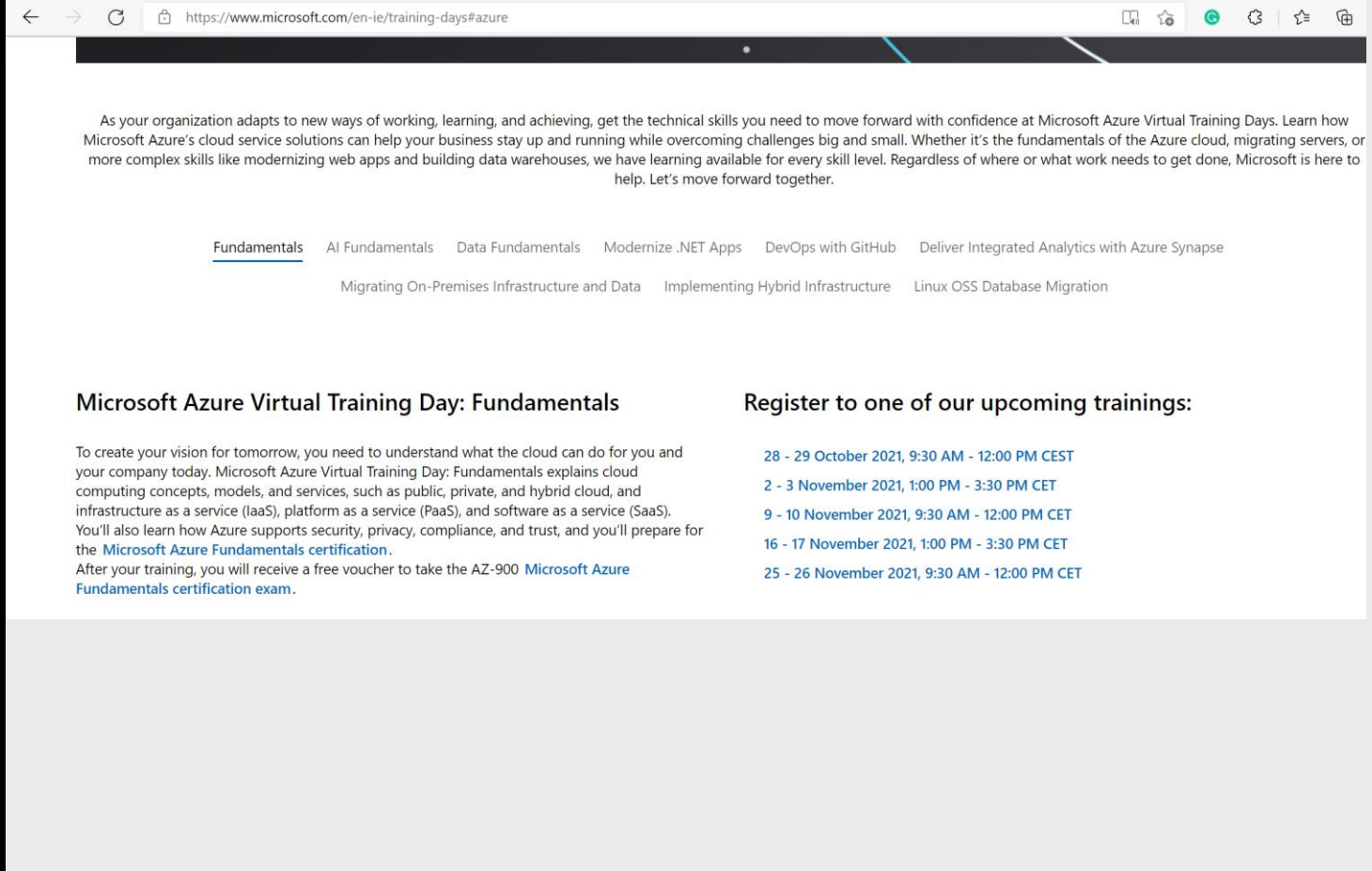
1. Analytics
2. Data Modernization
3. AI
4. Infrastructure Migration
5. .NET App Modernization
6. Cloud Native Apps
7. Azure Virtual Desktop
8. Cloud Adoption Framework
9. IoT

Scaling is the name of the game



Azure Training Days

Skilling



As your organization adapts to new ways of working, learning, and achieving, get the technical skills you need to move forward with confidence at Microsoft Azure Virtual Training Days. Learn how Microsoft Azure's cloud service solutions can help your business stay up and running while overcoming challenges big and small. Whether it's the fundamentals of the Azure cloud, migrating servers, or more complex skills like modernizing web apps and building data warehouses, we have learning available for every skill level. Regardless of where or what work needs to get done, Microsoft is here to help. Let's move forward together.

[Fundamentals](#) [AI Fundamentals](#) [Data Fundamentals](#) [Modernize .NET Apps](#) [DevOps with GitHub](#) [Deliver Integrated Analytics with Azure Synapse](#)
[Migrating On-Premises Infrastructure and Data](#) [Implementing Hybrid Infrastructure](#) [Linux OSS Database Migration](#)

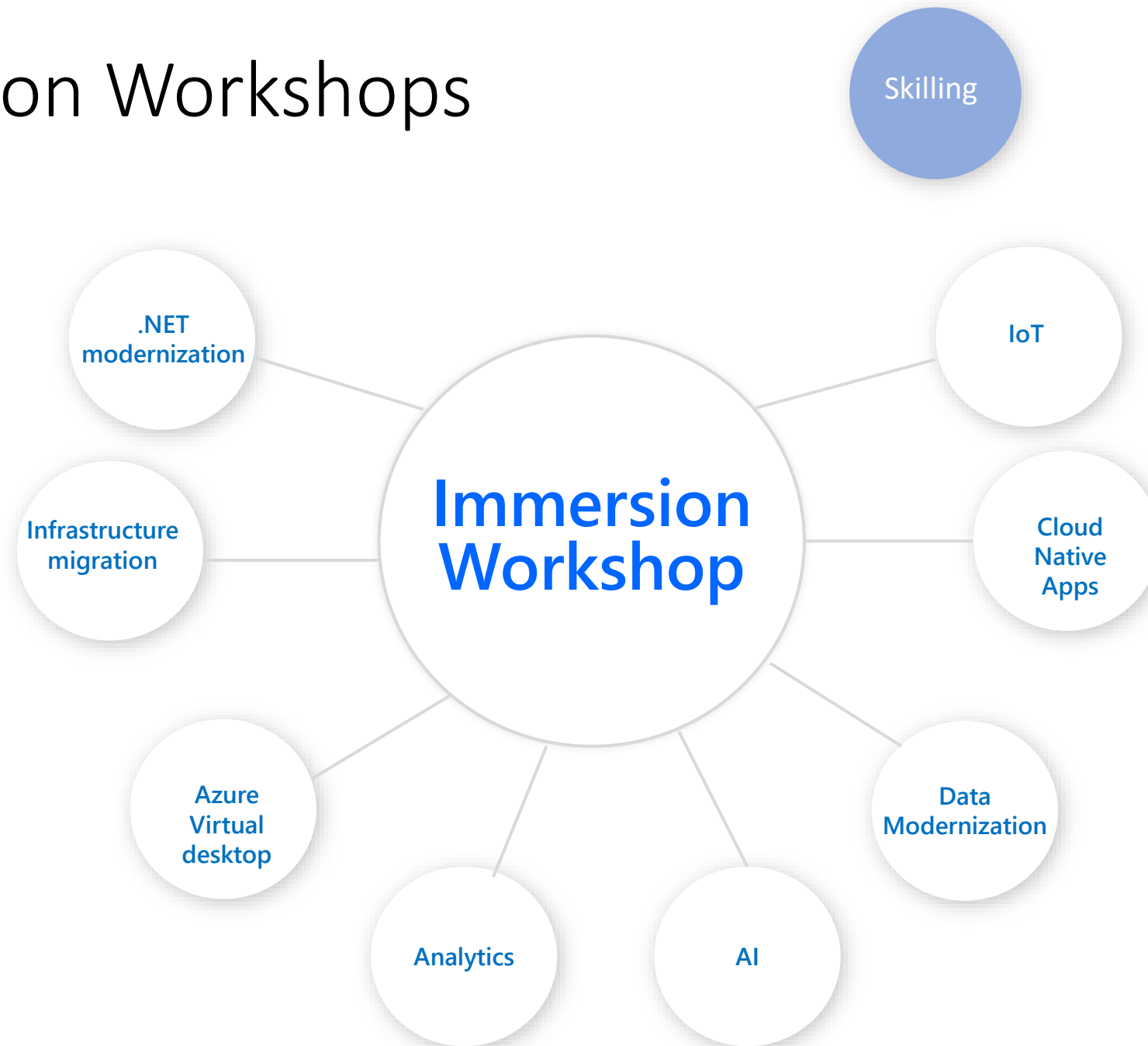
Microsoft Azure Virtual Training Day: Fundamentals

To create your vision for tomorrow, you need to understand what the cloud can do for you and your company today. Microsoft Azure Virtual Training Day: Fundamentals explains cloud computing concepts, models, and services, such as public, private, and hybrid cloud, and infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS). You'll also learn how Azure supports security, privacy, compliance, and trust, and you'll prepare for the [Microsoft Azure Fundamentals certification](#). After your training, you will receive a free voucher to take the AZ-900 [Microsoft Azure Fundamentals certification exam](#).

Register to one of our upcoming trainings:

- 28 - 29 October 2021, 9:30 AM - 12:00 PM CEST
- 2 - 3 November 2021, 1:00 PM - 3:30 PM CET
- 9 - 10 November 2021, 9:30 AM - 12:00 PM CET
- 16 - 17 November 2021, 1:00 PM - 3:30 PM CET
- 25 - 26 November 2021, 9:30 AM - 12:00 PM CET

Immersion Workshops



Enterprise Skills Initiative



Program description

The Enterprise Skills Initiative (ESI) is a program designed to build the technical skills for businesses with customized Skilling Plans that include free and discounted training and certification offerings. As we work with customers to digitally transform their businesses, a top request we hear is that they want a clear path to improve the technical skills of their teams to make the most of their technology investments. By facilitating our customer's Azure skilling, ESI is helping customers reach their business goals – both for their success and ours. Azure skills drive consumption and accelerate adoption of new workloads.

Eligibility Criteria

There are two Tiers of offers available.

- **Tier 1 Offer:** High ACR Commit (Average range: \$2M- \$4M trailing twelve months), access to MS Learn, Virtual Trainings, Gamified Experience, Exam Prep, 500 Cert Exam Vouchers and 500 Practice Tests
- **Tier 2 Offer:** High ACR Potential (Average range: >\$25K trailing twelve months), access to MS Learn, Virtual Trainings, Gamified Experience, Exam Prep, 50 Cert Exam Vouchers and 50 Practice tests
- **All other customers:** no Azure commitment required, access to digital skilling on MS Learn and Virtual Training Days only

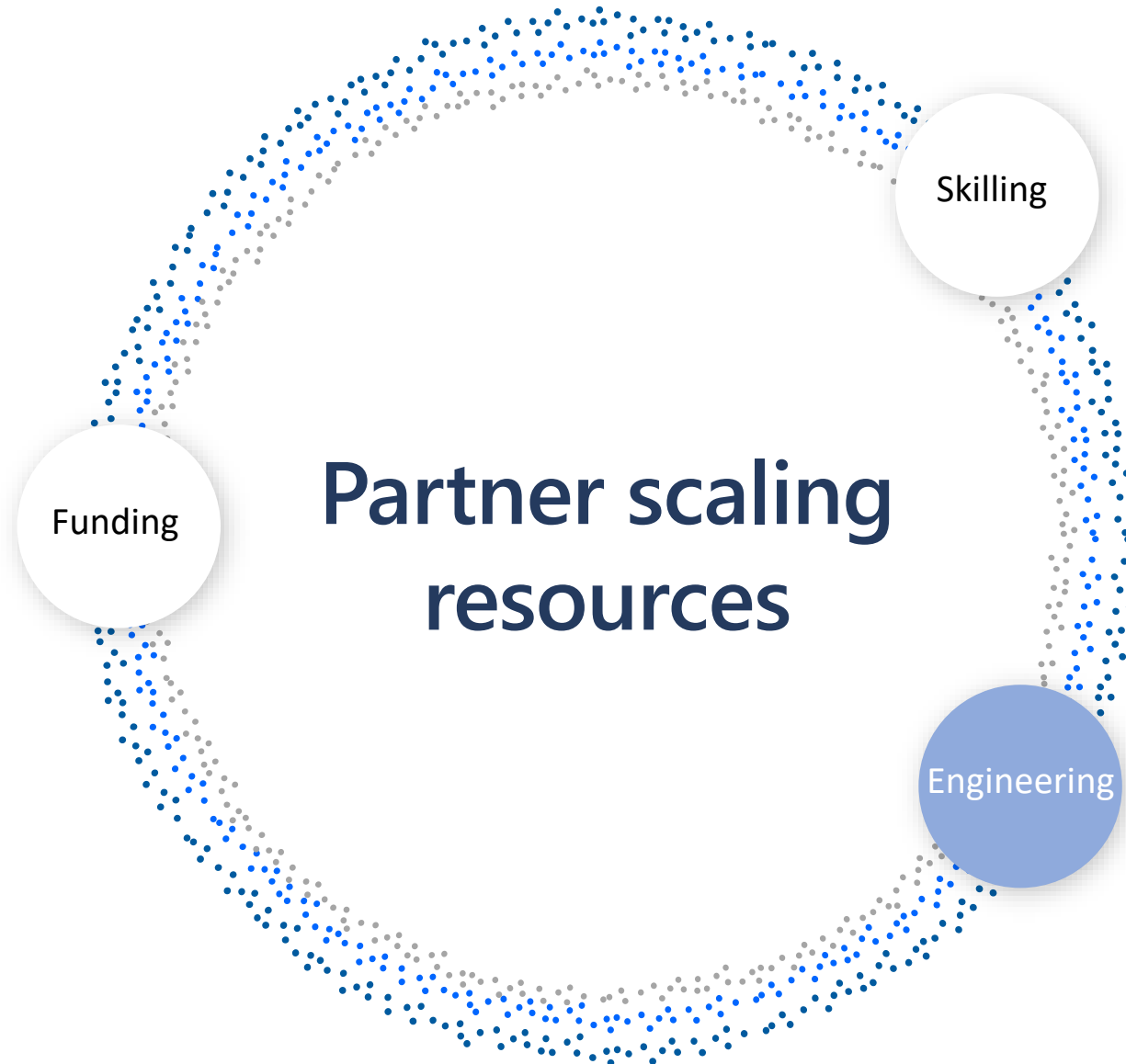
Process

Partner nominates customer through local Microsoft Channel Sales Partner Development Manager ([Robert Egli](#) or [Marta Saracino](#))
Local Channel Sales SMB initiates request on [OneAsk \(microsoft.com\)](#)

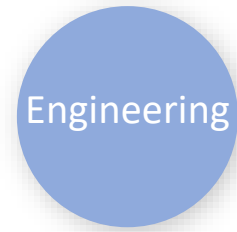
Resources

[Enterprise Skills Initiative: Welcome \(microsoft.com\)](#)

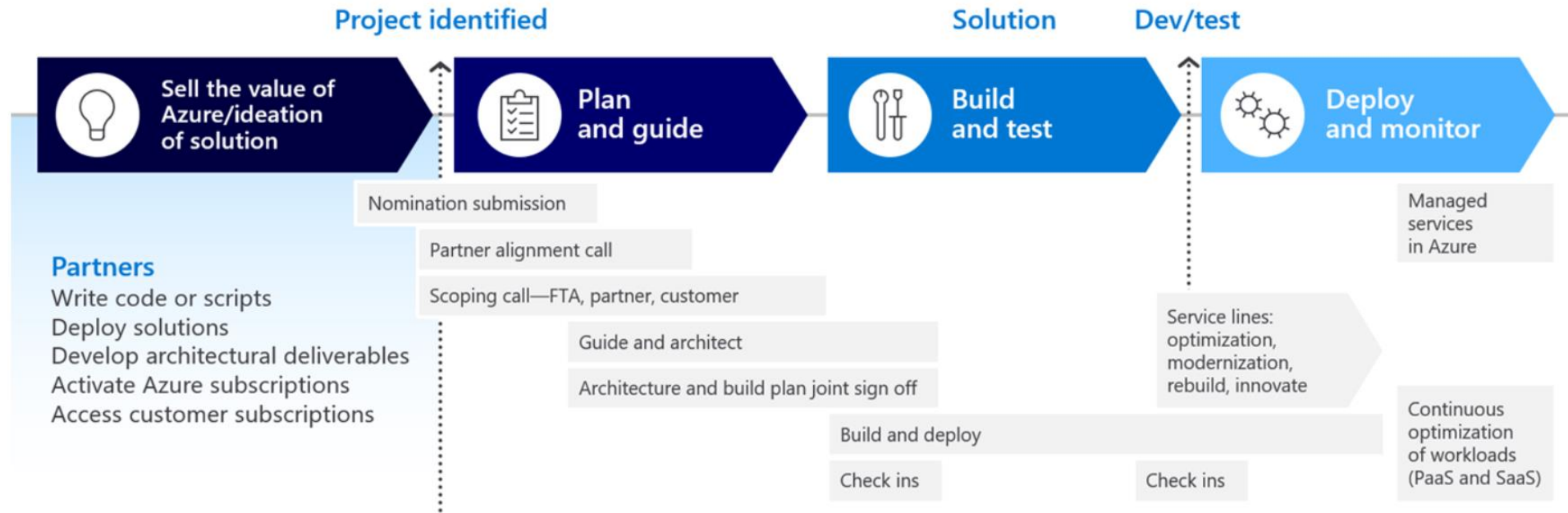
Scaling is the name of the game



FastTrack for Azure



Azure FastTrack & Azure FastTrack for ISVs



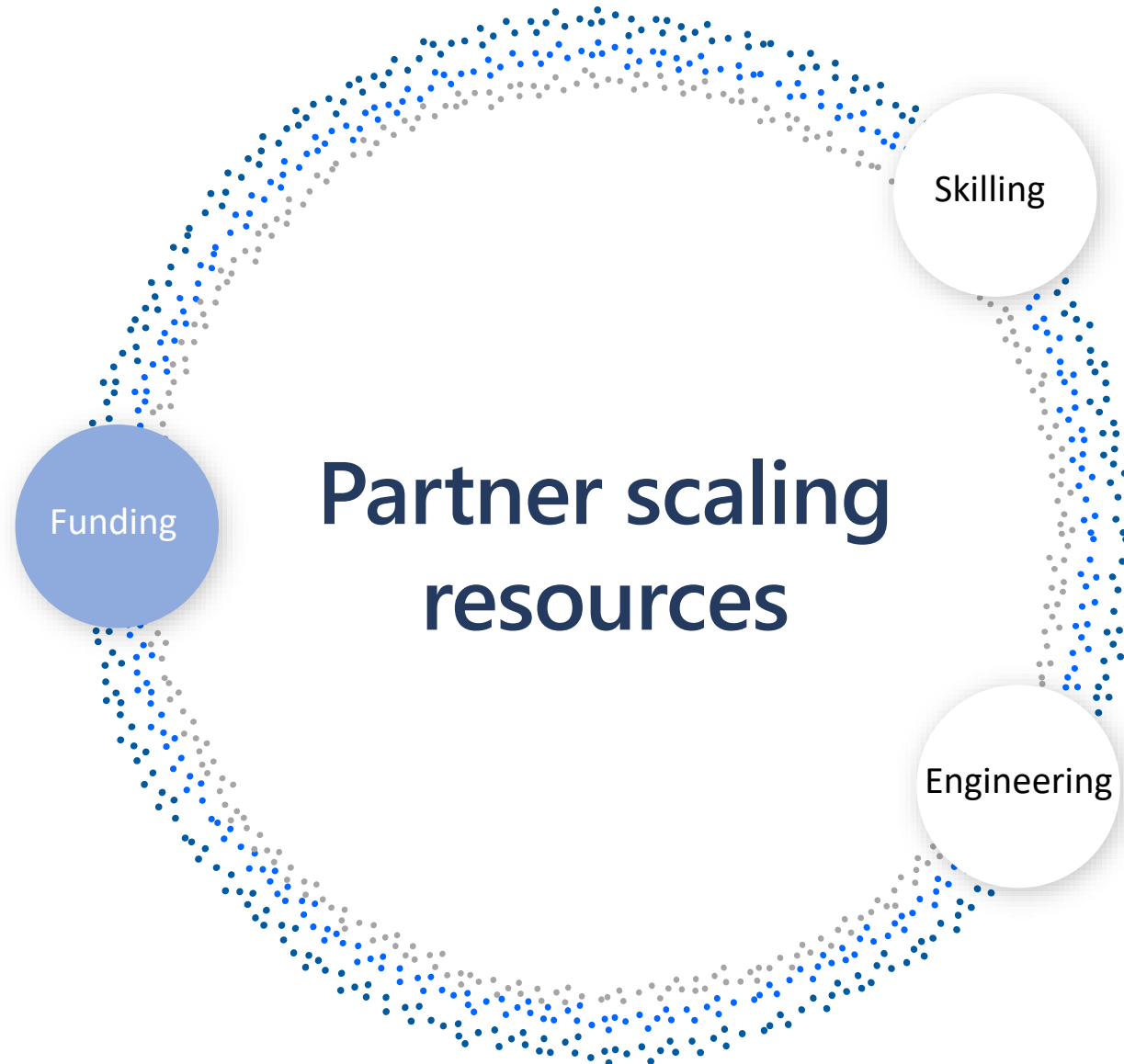
Nomination

Partner nominates customer through local Microsoft Channel Sales Partner Development Manager ([Robert Egli](#) or [Marta Saracino](#))
Local Channel Sales SMB initiates request on [OneAsk \(microsoft.com\)](https://oneask.microsoft.com)

Eligibility Criteria

- Have an identified project with a defined workload and intent to deploy – that’s expected to reach at least an incremental USD 5’000 of service usage per month within 12 months of FastTrack for Azure engagement
- Project consists of one or more Azure solutions or SAP
- Have an active paid Azure subscription

Scaling is the name of the game



Scaling is the name of the game



Funding

ECIF

Do you have a customer opportunity that needs unblocking? ECIF funding can support our approved partners (suppliers) with pre-sales and post-sales activities. ECIF must be used to co-fund services delivered to customers in order to realize a Microsoft cloud project. The funds are directly paid to the supplier, who will reduce the invoiced amount to the customer accordingly.

Eligibility Criteria

Customer:

- Project is in pre-sales or deployment sales stage
- Min Azure Consumed Revenue (ACR) of 75K/year
- 1:10 ROI depending on the size of the project ROI

Partner:

Partner is in the list of ECIF approved suppliers.

Nomination

- a) Microsoft managed customers - Partner nominates through a MS seller
- b) SMB – partner nominates through Distributor
- c) SMB - Partner nominates customer through local Microsoft Channel Sales SMB ([Robert Egli](#) or [Marta Saracino](#))

ACO

The Azure Credit Offer (ACO) is an initiative to allow more flexible use of Azure credits to win and accelerate Azure consumption. ACO should exclusively be used in the following pre-sales scenarios:

- To accelerate Azure consumption.
- To help with migration from an on-premises solution where dual-costs might otherwise be incurred.
- To help with migration from a competitor or in other highly competitive situations.

Eligibility Criteria

Customer:

- Project is in pre-sales or deployment sales stage
- Min Azure Consumed Revenue (ACR) of 75K/year
- 1:10 ROI depending on the size of the project ROI

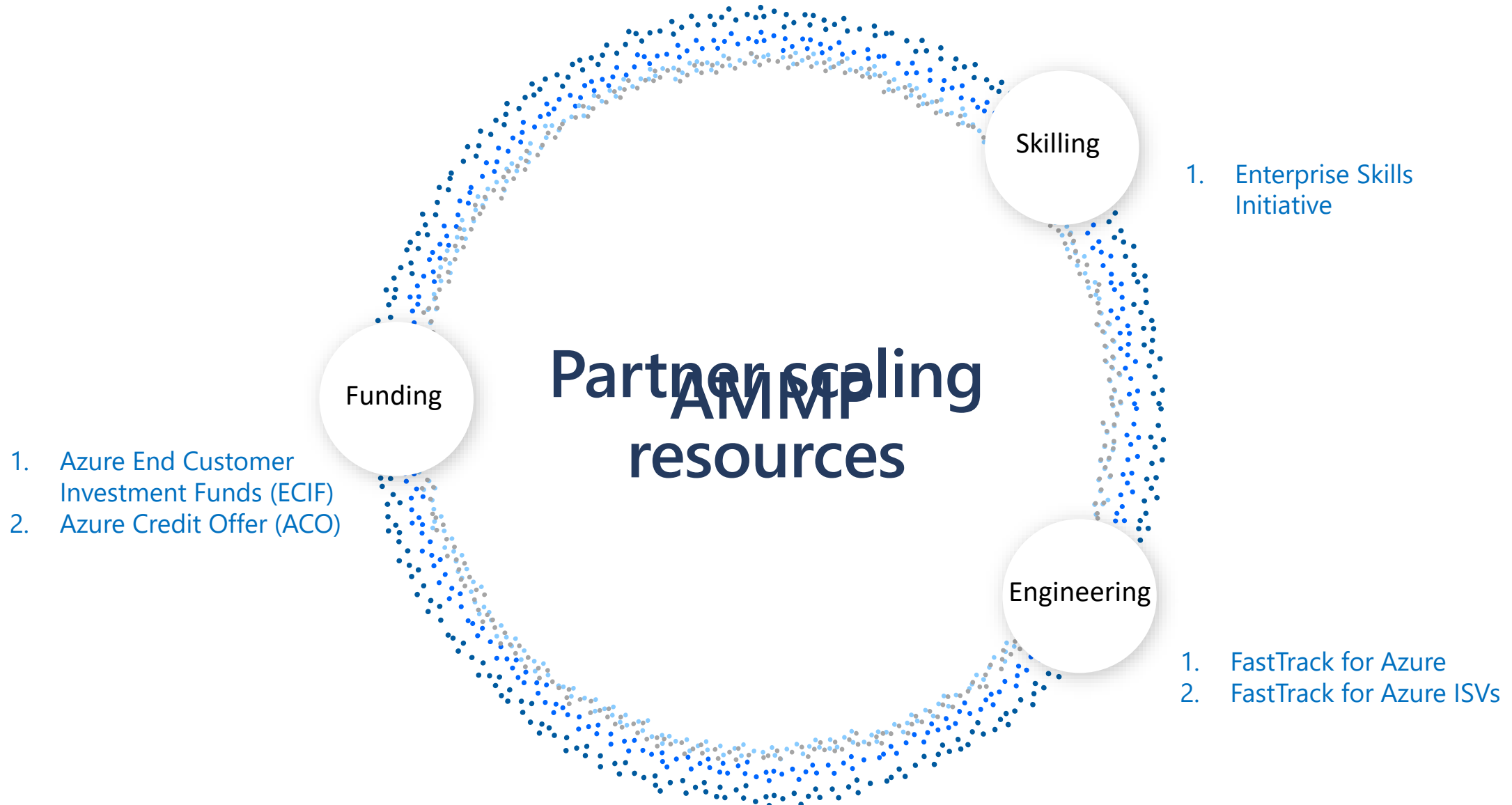
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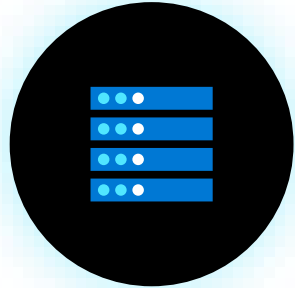
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Scaling is the name of the game



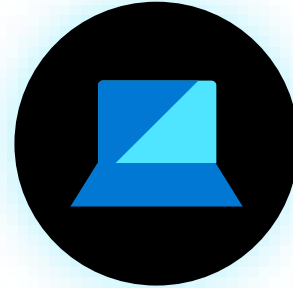
Azure Migration and Modernization Program (AMMP)



Infrastructure and database migration

Move your workloads to Azure to enhance IT resiliency, operational efficiency, and optimize costs.

[for Windows Server, SQL Server, VMware, SAP, Linux, OSS-databases, DevTest]



Virtual desktop infrastructure

Quickly migrate Windows desktops and apps to Azure with Azure Virtual Desktop and access your desktop and applications from virtually anywhere.

[for Windows 10 based virtual desktops, incl. VMware and Citrix solutions]

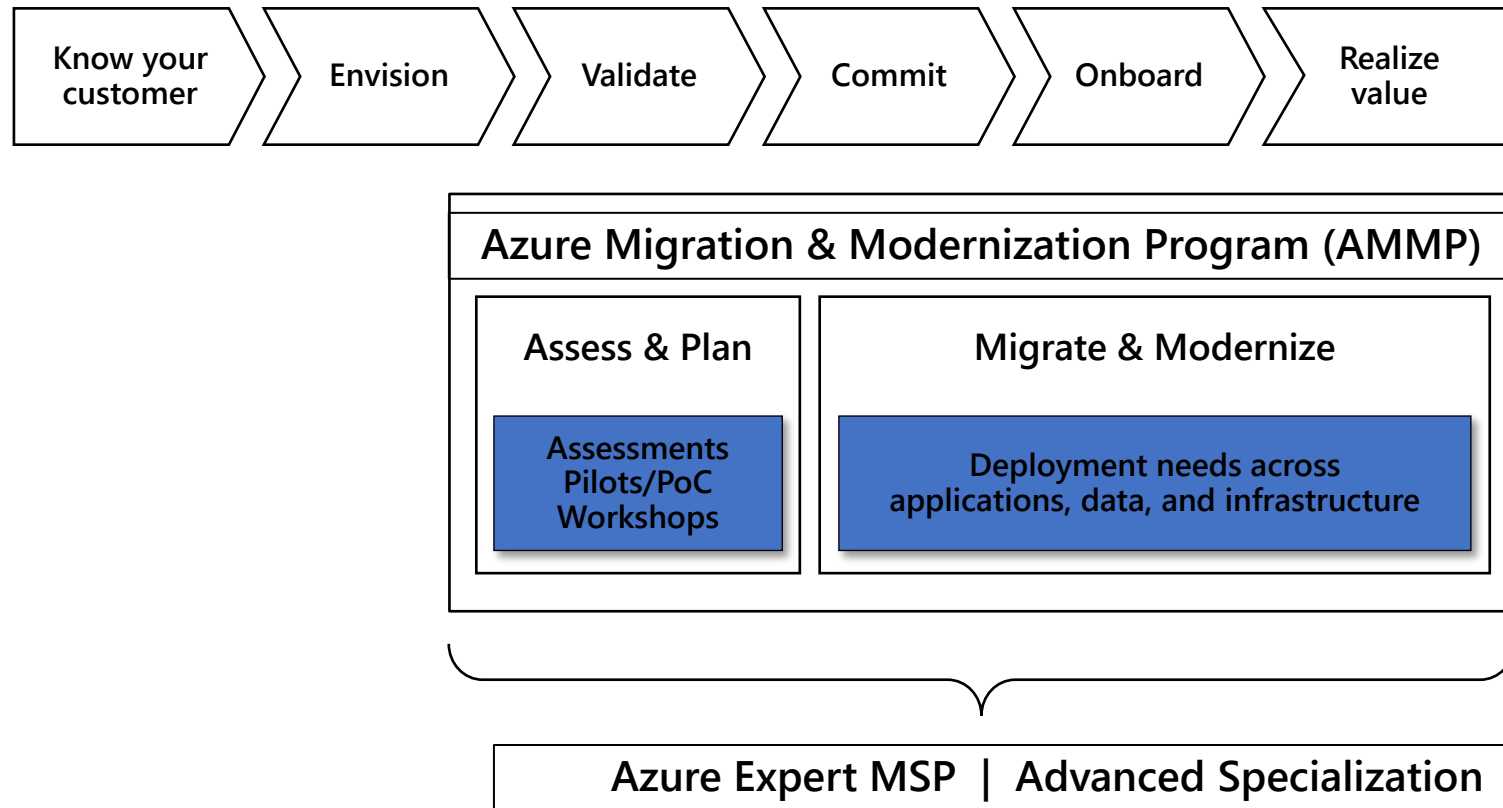


App and data modernization

Modernize your web apps on a highly productive platform with fully managed services.

[for all application languages and frameworks (.NET, Java, PHP, etc.) and supporting database backends]

How does AMMP look like and at what stage is it applicable?



Assess & Plan offers

AMMP has expanded scope to help customers get ready to migrate and modernize



Solution Assessment

- **Infrastructure and database migrations**
- **Application and database Modernization** Identify and prioritize applications for cloud modernization.
- **Holistic business case**
- **Cloud security Analysis** of an organization's security posture, evaluating vulnerabilities, identity, and compliance risks with remediation recommendations



Pilot/Proof of Concept

- Resources to enable customers to explore Azure capabilities, kickstart new projects and plan their deployment
- Subsidized partner services for implementing a pilot, proof of concept or MVP
- Cost-free Azure sandbox for a non-production testing environment



Cloud Adoption Framework Workshops

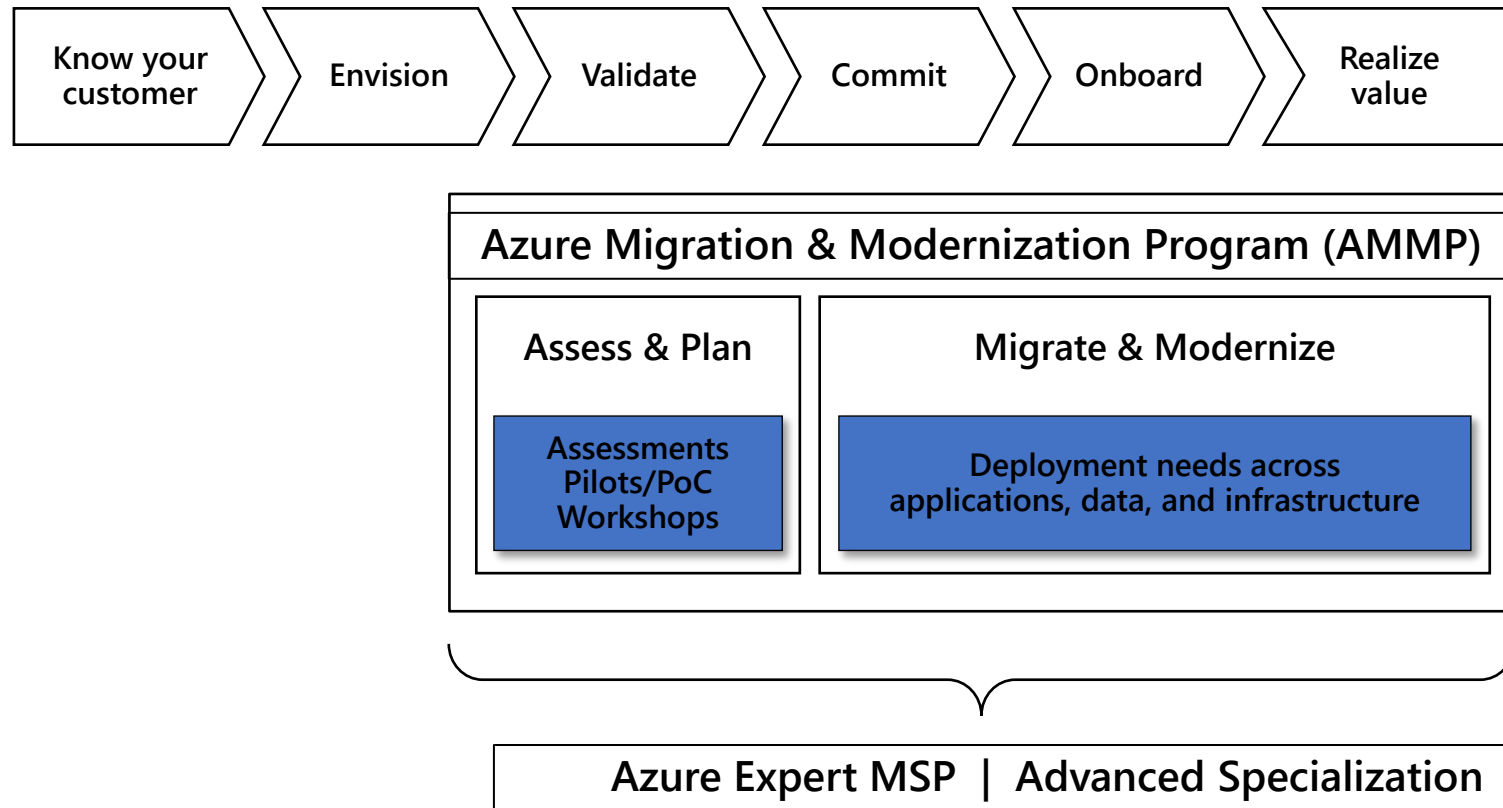
- Strategy & Plan Workshop* helps customers define their cloud strategy and adoption plan. Identify the workloads that will get migrated and modernized.
- Ready & Govern Workshop helps customers with their landing zone design and a governance plan.

AMMP Assess & Plan offerings

AMMP scenario	Solution Assessment	Pilot/Proof of Concept	Cloud Adoption Framework Workshops
Any AMMP scenario (Infra/database migration; VDI; App/data modernization)	Funded by Microsoft	Up to \$10K partner funding Up to \$4K Azure credits	Up to \$5K partner funding

Any of the above offers may be used standalone or in combination

How does AMMP look like and at what stage is it applicable?



NEW! Migrate & Modernize ACR-based offers

Steps for partners nominating



Standard offer

Projects \$25K - \$99K/year Azure consumption

Funding \$20k

(20% of 1st year Azure consumption estimates)

1

Estimate the project size in scope for the Migrate & Modernize engagement

- ✓ Use [AMMP Offer Calculator](#) to model estimated ACR given a proposed scope
Password to Offer Calculator – ammpfy22

2

Work with your Microsoft contacts to nominate the project on your behalf



Advanced offer

Projects \$100K - \$1.1M/year Azure consumption

Funding: up to \$2k Joint scoping, Compatibility check up to \$5k, Landing zones up to \$63k, deployment/modernization up to \$152k

1

Estimate the project size in scope for the Migrate & Modernize engagement

- ✓ Use [AMMP Offer Calculator](#) to determine funding estimate available for the proposed scope
Password to Offer Calculator – ammpfy22

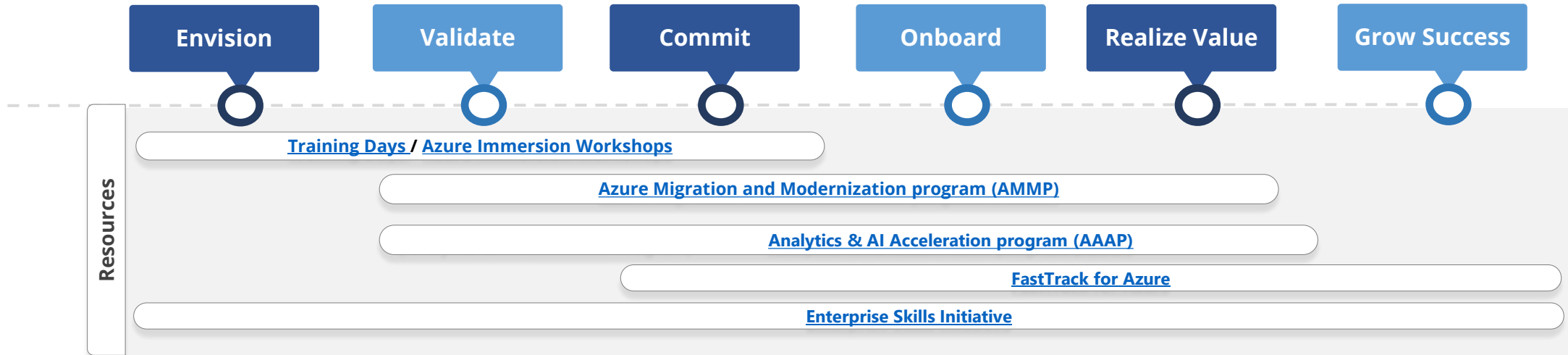
2

Nominate your project through azure.com/ammp

- ✓ Provide the project units (e.g. # VMs/databases, etc)
- ✓ Prepare draft of ECIF Work Scope ready to be shared with AMMP Team after nomination

3

AMMP PM will schedule a discovery call to discuss your customer's project and construct an offer



TRAINING DAYS

1. Azure Fundamentals
2. AI Fundamentals
3. Data Fundamentals
4. Modernize .Net apps
5. DevOps with Github
6. Analytics with Synapse
7. Migrating on-premise infrastructure and data
8. Implementing Hybrid infra
9. Linux OSS Databases

IMMERSION WORKSHOPS

1. Analytics
2. Data Modernization
3. AI
4. Infrastructure Migration
5. .NET App Modernization
6. Cloud Native Apps
7. Azure Virtual Desktop
8. Cloud Adoption Framework
9. IoT



The idea of IAMCP

Cello Spring

Boss Info AG

Member of the board IAMCP Switzerland





**International Association of
Microsoft Channel Partners**

IAMCP??

Background and history

- Founded 1994 in USA
- Helping partners and individuals in the “Microsoft Ecosystem”

IAMCP

- Swiss German Chapter
- IAMCP Switzerland was founded in 2005
- Most of the founding partners still actively represented

Mission

The IAMCP mission is to maximize the business potential of members through **peer-to-peer interaction**, member advocacy, community outreach, growth and education—while enhancing **members' ties to Microsoft**. Business development and higher bottom line profit are our goals.

Who's behind

The board members



Josua Regez
iSolutions



Lars Zängerle
UMB



Daniel Jäggli
Leuchter IT



Marco Iten
Competec Group



Patrick Püntener
LiveTiles



Cello Spring
Boss Info



Marco Rast
Vision Inside



Peter Herger
Proffix



WIT (Women and Friends in Tech)

Mission

- **Connect** the creative and **innovative women** in the Microsoft ecosystem
- Mutual support in achieving professional and personal goals
- To **attract and retain women for careers** in information technology
- Promoting the goals of the IAMCP, building a global community of like-minded women
- Intensification of the exchange of the IAMCP DACH

Events

What we do here

- General Assembly (Spring event)
 - Summer event (Education)
 - Inspire live stream Event
 - Autumn event (Economy outlook)
-
- Several online events during the year
 - After Townhall Meetings (link for today in Chat)



Call to action

Join us today...
<https://iamcp.ch>

IAMCP - International Association of
Microsoft Channel Partners

Erfolg durch Netzwerke und Kooperation

Über IAMCP

Alle Events





PR & Comms Update

Tobias Steger

PR Lead Microsoft Switzerland

Marsel Szopinski

Communication Manager Microsoft Switzerland



Begibt sich die Schweiz in eine gefährliche Abhängigkeit von ausländischen Cloud-Anbietern?

Die Bundesverwaltung will künftig Daten auf den Rechnern von ausländischen Cloud-Anbietern speichern. Dagegen regt sich in der Romandie politischer Widerstand.


[Read here](#)


Stefan Häberli, Bern

25.10.2021, 05.30 Uhr

 Hören

 Merken

 Drucken

 Teilen



Microsoft Digital Defense Report 2021

Microsoft-Studie: Risiko durch russische Cyberangriffe nimmt zu

Okt 7, 2021 | [Microsoft Switzerland](#)



Unsere Anwendungen, Systeme und Lösungen verarbeiten täglich mehr als 24 Billionen Sicherheitssignale. Das hilft uns, ein umfassendes Bild von der aktuellen Lage im Bereich Cybersicherheit zu erhalten. In der aktuellen Ausgabe des [Microsoft Digital Defense Reports](#) stellen wir die zentralen Erkenntnisse zu Entwicklungen und Trends in der IT-Sicherheit bereit.

Swiss Security Week

aka.ms/securityweek21

Zero Trust

16 November 2021, 14:00 – 18:00



- **Keynote**
Securing our world – the critical Role of Zero Trust in the modern hybrid work environment | *Catrin Hinkel & Roger Halbheer*
- **Breakout Sessions**
 - The modern identity journey
 - Managing Devices in Zero Trust
 - OT Networks in Zero Trust

Modern SOC

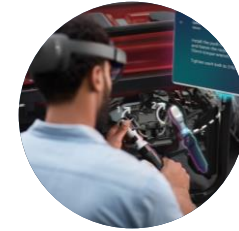
17 November 2021, 14:00 – 18:00



- **Keynote**
Modern Security Operations – how the Swiss National Cyber Security Center is leading edge | *Florian Schütz, NCSC & Roger Halbheer*
- **Breakout Sessions**
 - The evolution of SOC & Digital Defense Report
 - Cloud-Native SIEM through MSSP
 - Red Team Security Testing

SecDevOps

18 November 2021, 14:00 – 18:00



- **Keynote**
SecDevOps - more than just technology
Olivier Schraner, UBS & Roger Halbheer
- **Breakout Sessions**
 - Modern Development with data Privacy
 - Azure Native Security
 - Microsoft's DevOps Transformation



Diversity & Inclusion Report

Our 2021 Diversity & Inclusion Report tracks progress on our commitments to increase diversity and foster inclusion at Microsoft and in our communities.

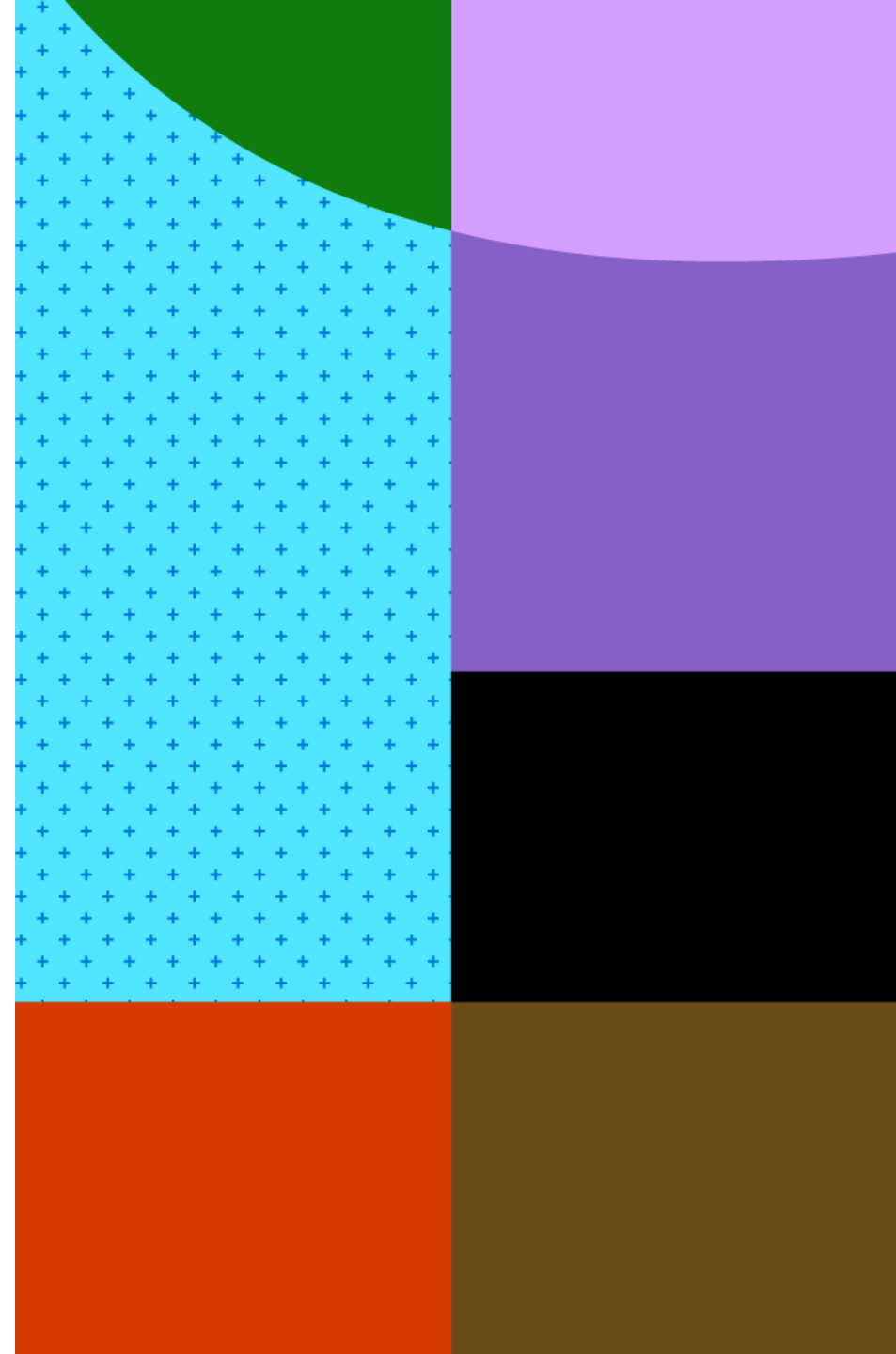
[Read more here.](#)

D&I in industries event

18 November 2021, 4:00 - 6:00 PM

Diversity & Inclusion is an important part of the culture both at Bühler and Microsoft. This is why the Women at Microsoft ERG in Switzerland and the Women in STEM initiative at Bühler have come together to share insights on how D&I is being driven in the organizations and the impact it can have to inspire others and drive awareness for the topic.

[Sign up here](#)





Q&A and closing

Natasa Vuruna

Partner Development Manager - Manager



Q&A





Next Partner Townhall

Until then...

November



25th November
09h30-10h30

Your feedback matters!



Scan the QR code to fill out the survey
or click [here](#)

Don't forget to join our Swiss Partner Community:
[Switzerland Partner Zone - Microsoft Partner Community](#)



THANK YOU

