

Microsoft Azure Migration Professional Services - Sales Battlecard

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Elevator pitch

Fly organisations to the cloud in 3 simple steps with Comms-care, the UK's Leading Channel-First Microsoft AMMP partner.

Customers who are considering transitioning workloads into Azure, should consider kickstarting their journey with Comms-care's free¹ Azure migration services) Our deep expertise will supercharge their Azure journey, complemented by funding options through Azure Migrate and Modernisation Program (AMMP), subject to acceptance. Having met rigorous standards, we're among the top tier of UK Microsoft partners trusted to lead organisations through the cloud modernisation program with confidence and excellence.

Marketing positioning

The partner opportunity with migration and modernisation:
Gartner estimates that cloud migration services represents a \$72.4 billion in market revenue opportunities worldwide. Customers across the globe only have 20 percent of workloads running in public clouds on average, indicating a huge opportunity for cloud market growth.¹

To help you seize this opportunity and accelerate your customers' digital transformation, leverage the Microsoft AMMP programme through Comms-care. We can help to simplify and accelerate the customer's migration journey and unlock recurring revenue opportunities.

Flying organisations to the cloud in 3 simple steps



ASSESS

We'll ensure your customers' businesses are ready for the move to the Microsoft Azure cloud.



PREPARE

We'll plan the Microsoft Azure cloud transition strategy and lay the technical foundation for migration.



MIGRATE

We'll move their businesses services into the Microsoft Azure cloud, turning their cloud journey into a reality.

Typical 'Azure Adoption' customer challenges

- Limited experience in transitioning to the cloud
- Concerns around running costs
- Limited internal resources to drive migration activities
- Need to future proof cloud environment
- No strategic direction
- Limited Azure capabilities for ongoing management

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Key Features and Benefits

Partner Benefits:

1. **Expertise and Guidance:** Direct access to AMMP services for your customers, led by specialised experts in Azure adoption, migration, and modernisation, delivering proven methodology and best practices.
2. **Opportunity Winning:** By accessing the funded programme to drive Azure service adoption, you can help to ring-fence your end-customers and create a barrier against competitors.
3. **Recurring Revenue:** Drive upsell opportunities, including annuity services.

End Customer Benefits:

- Move confidently with Expert help: Access to experts to support customers through their Microsoft Azure journey. Count on a proven methodology and best practices.
- Optimise costs: Offset associated professional services costs – access funded Azure assessment, architectural design, deployment, migration, and modernisation services.
- Technical Upskilling – Build cloud skills and long-term organisational readiness with the right mix of learning options.

Why Comms-care

Comms-care exists to **support channel partners**. We're here to be on your team, providing the necessary expertise you need to help you **win more opportunities** and deliver **true service excellence**. We are a multi award-winning services provider, with more than 20 years' experience providing services to the channel.

- Microsoft AMMP certified partner (UK's exclusive channel-only provider)
- We're renowned experts in end-to-end Azure adoption, migration, and modernisation.
- Proven delivery experience up to enterprise-level projects, including multinational projects.
- Underwritten by Microsoft's Azure FastTrack architectural engineering team.
- Specialists in Azure Landing Zones (framework, governance, integration, policy)
- Specialists in Azure Infrastructure (IaaS) and Azure Virtual Desktop (AVD)

How does the customer contact us ?

Via their Account Manager or Enquiries@comms-care.com

