



SDC Partner Growth Sprint | Time-to-value (Customer Success Track)

Nishant Nishant



We are customer success.



From post sales through to delivery...



From delivery to uptime and continuity...



We are customer success.

Introduction to the Microsoft Cloud Accelerate Factory

Zero cost program to accelerate ISV end-customer migrations to Azure.



James Applegate
Director, Customer Success



Sadeesh Poovalur
Director, Customer Success

Great Deals Don't Deliver Value. Execution Does

Lessons from Teradata on governance, capacity and accelerating deployment



Tamra Daniels
Microsoft Alliance Lead, Teradata



Marina Bavaresco
Director, Partner Dev



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Azure Accelerate

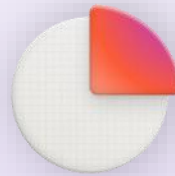
Cloud Accelerate Factory

Jumpstart Azure projects with zero-cost deployment from Microsoft experts



Get zero cost deployment assistance

Get Microsoft assistance to deploy 30+ Azure services via joint delivery with an Azure partner no matter the project size



Accelerate with industry best practices

Leverage proven strategies developed over thousands of customer engagements to complete deployments quickly



Unlock and scale your resources

Prioritize your funding and skilled resources for the more advanced components or projects to boost business impact

Cloud Accelerate Factory scope

Microsoft investment to accelerate customer journeys on Azure at-scale through joint delivery



Migrate Infrastructure and Databases

Migrate Windows/Linux/SQL Servers
Migrate On-Prem VMWare /AVS to Azure Native



Modernize SQL, OSS & NoSQL Database to PaaS

Modernize SQL, OSS & NoSQL DB to PaaS |
Heterogeneous DB Migration – Oracle / Sybase to SQL & Oracle to PostgreSQL

No rearchitecture or business logic code modifications



App Modernization

Replatform, Refactor .NET/Java Apps to PaaS (App Service / AKS / ACA) with AI Agents

Standard code remediations using GitHub-Copilot | No custom code remediations



Migrate to Azure VMware Solution

Migrate On-prem VMWare to AVS



Oracle Databases@Azure

Migrate of on-prem Oracle Exadata system to Exadata service



SAP – RISE

Well Architected assessment and Platform health checks

SAP RISE Architecture Validation / GO – LIVE support



Deploy Analytics

Migrate DW to Lakehouse
Migrate SSRS/SSAS to Power BI
Real time intelligence



Agent Factory

Microsoft Foundry (pro code)
Copilot Studio (low code)



GitHub Migrations



Enable Security

Cloud Defender
Cloud Workload Protection
Sentinel



Deploy Arc

Deploy Windows/SQL Arc



Resiliency

Enable zone redundancy for selected workloads



Implementation of Azure Virtual Desktop

Migrate RDS/Citrix VDI to AVD
Migrate Windows to W365

Cloud Accelerate Factory

Prerequisites to partner with our
Factory experts

Prerequisites for a Factory engagement:

To ensure a successful engagement, here's what your organization should have in place before we kick off:

- **Defined Project Scope:** A clear scope (your initial migration or modernization sprint) must be established. While the broader project can be planned in parallel, we require a committed starting point to begin work.
- **Project Commitment:** Your team must be ready to begin execution on Phase 1. If you're still in early planning or evaluation, we recommend partnering with your Microsoft account team or Azure partner to determine the right time to engage with us.
- **Environment Access:** Ensure the necessary access to systems and technical resources is available to enable Microsoft's Factory experts to complete the work.
- **Support Readiness:** If you choose a hands-on support model and do not have Unified Support, a simple agreement will need to be put in place to authorize Microsoft's involvement. Our team can help facilitate this process as needed.

Factory – ISV Execution Approach

- **Joint Execution:** Partner with ISVs to accelerate end-customer migrations through a standardized, repeatable jointly created playbook.
- **Governance:** Define a tailored RACI across ISV, local teams, Factory, and customers for clarity of roles and responsibilities.
- **Customer commitment / Sales Alignment:** ISV leads own sales cycle, customer commitment, and positioning of the Factory (offered at no cost) with customer and secure commitment
- **Delivery Engine:** Factory executes migrations at speed and quality using proven methodologies, with flexibility to design custom approaches (if needed) for repeat use cases.
- **Scale at Speed:** Deploy dedicated, ring-fenced teams to “rinse and repeat” migrations across multiple customers and accelerate value delivery to end customers

Planning

- **Sales Alignment:** ISV + Local STU/CSU complete sales process and secure customer commitment
- **Migration Forecast:** ISV + Local team estimate number of customers to be migrated
- **Execution Playbook:** Factory + ISV + Local CSA co-develop standardized migration playbook
- **Role Clarity:** Factory + ISV + Local CSA define a customized RACI for delivery accountability

Nominations

- **ISV Role:** Submit end-customer nominations post sales closure
- **Factory Role:** Validate commitment, volume, and scope; approve qualified nominations
- **Outcome:** Only verified, high-quality migrations enter Factory execution pipeline

Execution

- **Engagement:** Dedicated Factory team engages with ISV and customer POCs once nomination is approved
- **Execution:** Conduct assessments, build migration plan, secure approvals, and deliver migration
- **Outcome:** Fast, high-quality migrations aligned with customer needs

What makes a GOOD engagement fit



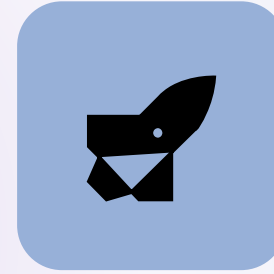
Joint
Commitment for
pipeline



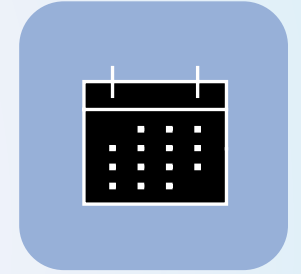
Clear
Scope



Repeatable
Execution



Scale



Defined
Timelines

Customer Case Study 1 – Banking ISV

The Challenge

- **Challenges:** ISV faced significant hurdles in modernizing infrastructure and applications while ensuring compliance and security. Their on-premises environment lacked scalability and resilience, causing operational bottlenecks and high costs.
- **Primary Goals:** Establish a secure, scalable, and cost-optimized Azure environment by migrating critical workloads with minimal downtime, implementing a robust landing zone for governance and compliance, enabling high availability and disaster recovery, and laying the foundation for advanced analytics and AI-driven innovation.

The Solution

- **Engagement Model:** The Cloud Accelerate Factory is leading SDC's migration to Microsoft Azure using a structured, no-cost migration model that combines repeatable processes, technical expertise, and close coordination with Microsoft account teams, partners, and customer stakeholders.
- **Architecture & Connectivity:** Dedicated Azure landing zones are being deployed for each client to enforce governance and compliance, with secure connectivity established through ExpressRoute or site-to-site VPN.
- **Workload Migration:** Core workloads, transaction and LMS, are being rehosted and selectively modernized on Azure services, delivered in phased waves to minimize risk and downtime.
- **Automation & Data Migration:** Infrastructure-as-Code (Bicep/Terraform) is used for consistent, automated deployments, while Azure Data Factory and Spark-based tools support large-scale data migration and synchronization.

Business Impact / Key Highlights

- **Accelerated Modernization:** Enabled ISV to move from legacy infrastructure to Azure, improving scalability, security, and operational efficiency while reducing infrastructure complexity.
- **Standardized Governance:** Delivered dedicated landing zones and secure connectivity patterns, ensuring compliance and risk mitigation across multiple financial institutions.
- **Foundation for Innovation:** Positioned ISV for future-ready capabilities by establishing a platform that supports advanced analytics, AI-driven services, and faster onboarding for customers.

Win Insights

The customer values the Cloud Accelerate Factory's ability to deliver a structured, no-cost migration approach with repeatable Infrastructure-as-Code patterns and strong governance. Early progress on landing zones and phased workload migrations has reinforced trust, while clear alignment to ISV's goals of scalability, compliance, and future-ready innovation continues to drive engagement.

Customer Case Study 2 – Document Management ISV

The Challenge

- **Primary business/technical challenge:** ISV faced frequent postponements in transitioning customers to their SaaS endpoint due to delayed UAT, inadequate configuration testing, and low engagement despite having documentation. These delays impacted their goal of transitioning hundreds of customers in the year.
- **Why Factory was engaged:** to provide structured, proactive outreach and technical support during the transition phase. The goal was to reduce postponements by reinforcing testing urgency, surfacing blockers early, and ensuring customers adhered to their migration timelines
- **Primary outcome customer was looking for:** ISV aimed for a smooth, on-time migration of customers to the cloud platform, minimizing delays and ensuring readiness through improved engagement and technical alignment.

The Solution

- **Standardized Outreach Playbook & Runbook:** Developed and executed a detailed SOP and runbook for customer communication, ensuring consistent messaging and structured follow-ups. This included creating Smartsheet-based tracking for visibility and accountability across all customer buckets.
- **Automated Email Orchestration & Monitoring:** Launched a phased outreach campaign using Microsoft email addresses for credibility, with progress monitored weekly to adjust strategy based on customer responses and blockers.
- **Collaborative Governance & Access Enablement:** Resolved access issues, established secure collaboration channels, and aligned governance between ISV SMEs and the Cloud Accelerate Factory team to streamline approvals and accelerate execution.

Win Insights

Customers valued the Cloud Accelerate Factory's structured, no-cost delivery model, which enabled predictable, on-time migrations through standardized runbooks, automated outreach, and clear governance. Repeatable patterns, strong alignment, and phased execution reinforced trust, reduced delays, and positioned Microsoft as a scalable, long-term strategic partner rather than a one-time migration provider.

Business Impact / Key Highlights

- **Accelerated Customer Transitions:** Reduced postponements and improved adherence to migration timelines through structured outreach and proactive engagement, helping ISV move closer to its goal of hundreds cloud-to-cloud transitions for the year.
- **Improved Customer Experience & Readiness:** Delivered a standardized runbook and outreach playbook, enabling smoother UAT and configuration processes, which minimized last-minute issues and enhanced overall customer satisfaction
- **Strengthened Microsoft-ISV Partnership:** Established a collaborative governance model between Cloud Accelerate Factory, account teams, and ISV SMEs, creating a repeatable framework for future migrations and reinforcing Microsoft's role as a trusted advisor.

What now? Your call to action!

1. **Reach out to your Microsoft Partner team (PDM)**

- Explore how Cloud Accelerate Factory can be incorporated in cosell deal motion
- Discuss opportunities to leverage Cloud Accelerate Factory Program
- Identify and size end-customer migration opportunities

2. **Engage with Cloud Accelerate Factory team**

- Define and forecast the migration or any other scope of work
- Pipeline with estimated customer volume
- Plan out migration timeline
- Co-develop a standardized playbook for repeatable execution for your scenario

3. **Win more**

- Accelerate time to value
- Reduce risk
- Without incurring additional cost

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ISV Partner Growth Sprint | Time-to-value with Customer Success

Thanks

