



# March Partner Insider Call

## Helane Cohen

Americas Scale Comms Strategy Lead

**Partner Audience:** All

#Event #CrossSolution #GoToMarket



 [Helane Cohen | LinkedIn](#)

Develop. Sell. Grow.

# Agenda

Topic	Speaker
Welcome, Polls & Insider Scoop	<b>Helane Cohen</b> Communications Strategy Lead, Microsoft Americas, GPS
Ultimate Partner guide to navigating change	<b>Vince Menzione</b> CEO, Ultimate Partner™
Closing	<b>Helane Cohen</b> Communications Strategy Lead, Microsoft Americas, GPS



# Insider Scoop

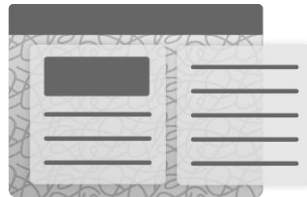


# Join the Microsoft Partner Insider Community



Register for our monthly  
Partner Insider Call!

[Microsoft Events - FY23 | Q3 |  
Americas Insider call | April |  
Registration Page](#)



## **New Listing Page**

[HUB INSIDER CALL \(LPO\)](#)

Mark Your Calendar:  
**April 3, 2024 @ 10:00 AM PT**

**TOPIC:**  
Changing the way we do Security with AI

**If you missed any calls before February 2024!!**  
[Americas Partner Insider Call | LATAM Partner One \(microsoft.com\)](#)

# Microsoft Partner of the Year Awards

**The Microsoft Partner of the Year Awards acknowledge outstanding successes and innovations by partners in the Microsoft ecosystem,** recognizing achievements spanning solution areas and industries, and across edge-to-cloud technologies



## Partner of the Year Award

Remember you have time until **April 3<sup>rd</sup> 6:00 pm PST** to send your nomination. We have the WW Awards and the Americas Awards.

## WW Awards + Regional Awards

54 WW awards.  
45 Americas Awards | 15 per geo



## Webinar for a Successful Nomination!

[Spanish](#) March 12  
[Portuguese](#) March 12  
[English](#) March 14  
+ Latest On Demand

## Stay tuned

[Spa | POTYA](#)  
[BR | POTYA](#)  
[En | POTYA](#)



## Inspire

July tbc

*Want to always see new Americas Partner content on LinkedIn?  
Follow the #MSFTAmericasPartner hashtag on LinkedIn for Americas Partner-curated content*

# Security – Threat Protection Engagement

## Engagement Summary

The Threat Protection Engagement is designed to create customer intent for purchasing and/or deploying advanced Microsoft Security products, including but not limited to Microsoft 365 Defender and Microsoft Sentinel. The engagement is expected to require about a three-day partner effort. The Threat Protection Engagement is delivered in a customer's production environment by discovering real security threats and vulnerabilities. Only for subset of customers, the Threat Protection Engagement can be delivered in trial environment built for the customer, using an Attack Simulation tool to simulate threats (limited availability).

## Engagement Term

**February 1, 2024 through  
June 30, 2024**

### >> Partner Eligibility



Partner Agreement  
Microsoft Cloud Partner Program Agreement



Program Enrollment  
Microsoft Commerce Incentives



Partner Qualification  
Solutions Partner for Security Designation

### >> Customer Qualification

- 300-5000 Paid Available Units (PAU) for Microsoft Entra ID Premium (AADP) PAU, and
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams, and
- Customer may not have previously attended a Sales-Defend Against Threats with SIEM plus XDR engagement between July 1 2022- June 30 2023.

### >> Measure and Reward

Activity Payment: Market A = \$6500, Market B = \$4000, and Market C = \$1500

### >> Activity Requirements

For the Threat Protection Engagement to be considered complete, a partner is required to deliver the following activities:

- Identify customer's key security objectives & priorities.
- Conduct discovery of threats and vulnerabilities in customer's production environment.
- Use customer's existing licenses or product trials of Microsoft Sentinel, Microsoft 365 Defender, Microsoft Defender for Endpoint, Microsoft Defender Vulnerability Management, Microsoft Defender for Cloud Apps, Microsoft Defender for Office 365 and Azure AD Identity Protection, to perform discovery and exploration of threats and vulnerabilities.
- Provide recommendations and next steps.

When using Attack Simulation, a partner is required to deliver the following activities:

- Identify customer's key security objectives & priorities.
- Build a trial environment for the customer using a Microsoft 365 E5 trial.
- Deploy Microsoft Sentinel, Microsoft 365 Defender, Microsoft Defender for Endpoint, Microsoft Defender for Cloud Apps, Microsoft Defender for Office 365, Azure AD Identity Protection and Microsoft Defender for Identity in the trial environment.
- Conduct Attack Simulation against the trial environment.
- Demonstrate the ability of Microsoft 365 E5 Security to detect and respond to security threats simulated in the trial environment.
- Provide recommendations and next steps.
- Handover the trial environment to the customer for further exploration.

#### Purchasing motion

Breadth, Enterprise and self-service purchasing motions

#### Earning Type

Fee



# Microsoft Partners & a Culture of Trust

Tuesday, April 2nd, 10 AM PST | Online

[Register Here](#)

## Welcome & Kickoff

*Speaker: Nina Harding, CVP Americas GPS*

## Trust in Tech:

Our commitment to Trust and Navigating the Era of Responsible AI

*Speaker: Dennis Garcia, Assistant General Counsel*

## Trust Meets Action | Market & Customer Insights: Fireside Chat

### Moderator

*Heather Deggans, Vice President, Americas GPS GTM*

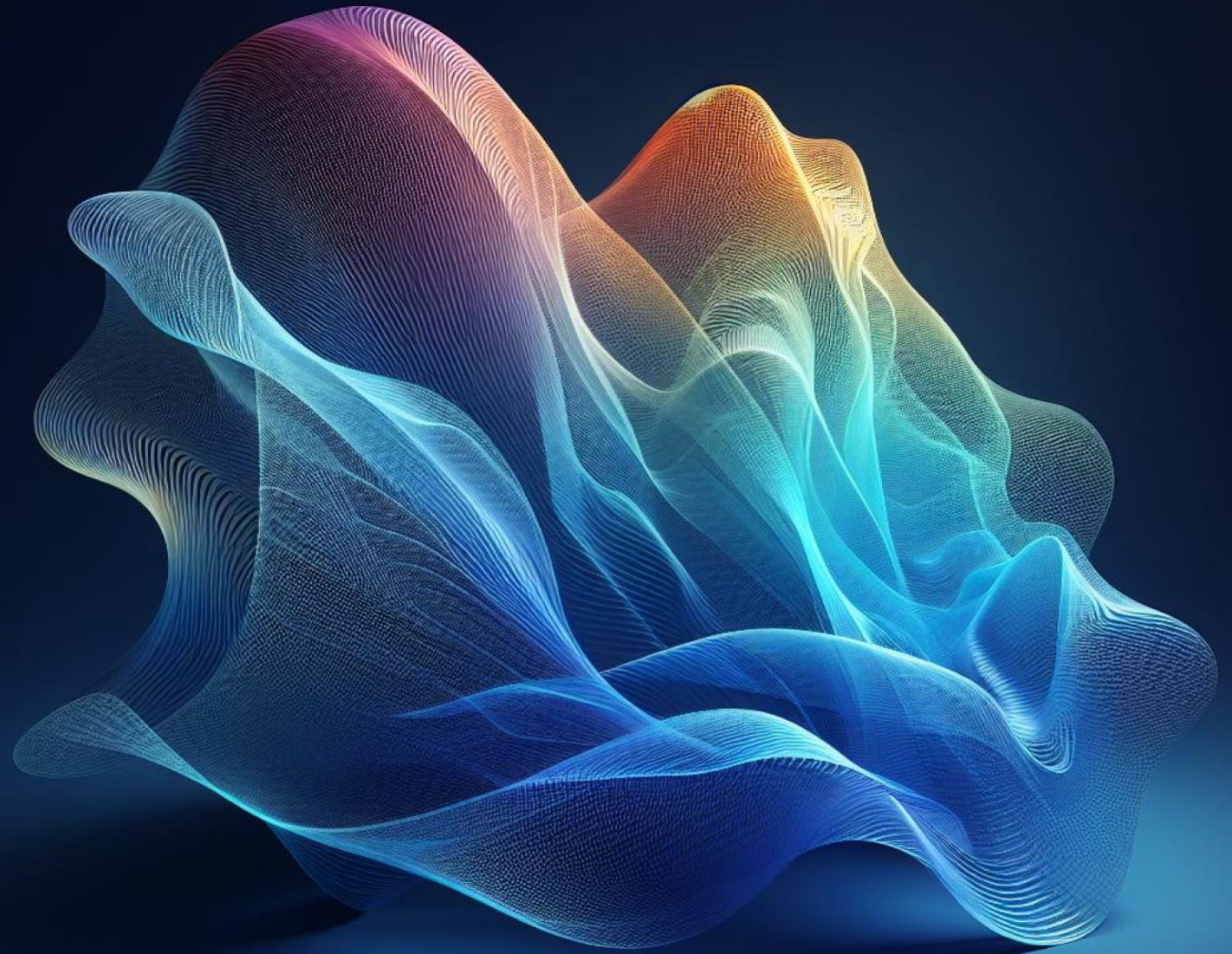
### Panelists

*Kathleen Brown, CVP Enterprise Commercial*

*Partner: CDW executive*

## Together in Trust: Our partnership – Looking forward

*Speaker: Diana Ishak, Sr. Director, Americas GPS GTM*



# Americas Partner Blogs

Date	Published Blog Link
2/12	<a href="#">Increase your profitability with Arc-enabled SQL Server   Microsoft</a> UPDATED
2/15	<a href="#">Americas Partner Enablement News: February 2024 Issue   Microsoft</a>
2/15	<a href="#">February 2024 Hot Sheet – Partner Training Schedule   Microsoft</a>
2/26	<a href="#">Maximize your cloud hosting strategy in 2024: Success stories from our partners   Microsoft</a>
2/27	<a href="#">Top Stories: February 27, 2024   Microsoft</a>
2/28	<a href="#">Securely migrate your customers to Azure with Microsoft and Datto   Microsoft</a>
2/29	<a href="#">Seize the AI opportunity with Copilot for Microsoft 365 in CSP   Microsoft</a>

Bringing the full power of Copilot to more people and businesses

[Official Microsoft Blog post](#) by Yusuf Mehdi, Microsoft Executive Vice President, Consumer Chief Marketing Officer

[Microsoft 365 Blog post](#) by Jared Spataro, Microsoft Corporate Vice President, Modern Work & Business Applications

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# Stay Connected



**Subscribe!**

[Monthly Microsoft AI Cloud Partner Program Newsletter](#)

Microsoft



**Revisit Microsoft Inspire news and sessions**

Watch the encore keynotes, announcements, sessions and more

[Read the blog](#)



**Join!**

[Microsoft Americas Partner Community](#)  
View our bi-weekly informative posts about resources, tools and upcoming activities.



Microsoft Americas Partner Community

Listed group

[Earn an Active Group badge](#)

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# FY24 Americas Partner Communications Taxonomy

Our goal is to include a “Taxonomy Thread” in every communication we share including email, social post, presentations, etc. to help you, the Partner understand what the communication is about easily.

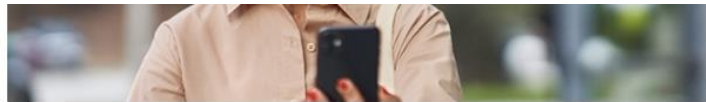
**Example:** #MSFTAmericasPartner #Services #Sales #Mktg #ProgramOfferUpdate #GrowSkills

Category	Description	Taxonomy								
<b>Partner Type (Always)</b>	Services & solutions the partner commercializes	AllPartners	ISV	CSP	Services	Telco	GSS	MSP		
<b>Partner Role (1)</b>	Partner role	AllRoles	Exec	Tech	SalesAndMktg	SupportAndOperations	ProfServices	Developer	AllianceMgr	
<b>Message Type (2)</b>	Message type	PartnerProgram	Event	News	Deadline	ProgramOfferUpdate	WinFormula	BestPractice	DoingBizwM SFT	SuccessStory
<b>Solution Area (3a)</b>	Microsoft’s solution area	CrossSolution	ModernWork	BizApps	Azure	Security	Surface			
<b>Partner Stage (3b)</b>	Stage of journey		NewtoMSFT	UnderstandBenefits	LearnSolutionAreas	GrowSkills	GoToMarket	GeneratePipeline	AccelerateDeals	GrowYourBiz
<b>Microsoft Brand (4)</b>	Regional taxonomy	MSFTAmericasPartner	LATAM	Canada						
<b>Customer Segment</b>	Customer segment		Enterprise	SMC	SMB					
<b>Industry</b>	Industry focus	AllIndustry	StateAndLocal Gov	Retail	EDU	MFG	HealthcareAndLifeScience	FinancialSvcs	Energy	
<b>Additional</b>	Additional taxonomy	QuestionforGroup								

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# Communications Taxonomy

## Americas Email



April 12, 2023

**Partner Audience:** All Partners  
#AllRoles #ProgramOfferUpdate #UnderstandingBenefits

Dear Helane,

### What does the Microsoft Cloud Partner Program mean for you?

The Microsoft Cloud Partner Program is focused on simplifying partner programs, delivering greater customer value, investing in your growth in new ways, and recognizing how you deliver customer value.

The **Microsoft Cloud Partner Program Playbook** was developed to ensure we're providing simplicity and clarity. The Playbook will help you navigate the Microsoft Cloud

## Social

**Helene Cohen** · You  
Director USGPS Scale Communications / StrengthsFinder Facilitator...  
1mo · 🌐

It's time to get inspired 🌟 Microsoft Inspire will be back on July 18-19! As part of #MSInspire, we also recognize the finalists and winners of our annual #MSPartner of the Year Awards—and nominations are now OPEN! 🏆 Get more details: <https://lnkd.in/g/TZ2itF>  
#AllPartners #AllRoles #Event #GrowYourBusiness #MicrosoftEmployee #MSFTAdvocate #events

Announcing Microsoft Inspire 2023 dates and Microsoft Partner of the Year Awards nominations  
[blogs.partner.microsoft.com](https://blogs.partner.microsoft.com) · 2 min read

👍 Manila Teixeira and 12 others · 4 comments

👍 Like    💬 Comment

Pinned by admin    Unpin

**Michelle Mercer Baldwin** (hashtag 🇺🇸) · 1st  
Creative Corporate Communications Strategist | Brand & Voice Expert | Writ...  
2h

**#QuestionForGroup**

What would you like to see more of?  
The author can see how you vote. [Learn more](#)

Trainings

In-person events

Newsletters

32 votes · 1w left

🗨️ 3    💬 2 comments

## Announcement / One Pagers (Top Corner)

**Plan, build and grow your technical capabilities and accelerate sales**

Partner organizations receive technical & business enabler guidance from a Microsoft **Partner Technical Consultant (PTC)** through personalized, one-to-one consultations to plan, build and publish Microsoft cloud services or applications and accelerate the closure of sales opportunities.

#AllPartners #GrowSkills #GrowthFromMicrosoft #Tech #Sales

- Plan your business with Microsoft**  
Get help assessing your organization's technical capabilities to uncover key opportunities that can help you grow your business.
- Build a service or application**  
From envisioning to publishing, our consultants will advise and support you.
- Technical assistance for sellers**  
Help to create demos and proofs of concepts and remove sales blockers to help close more sales opportunities.
- Grow and support your business**  
Consultants are here to support you in growing and enhancing your solution, even after you've built and sold your service or application.

Get started today at <https://aka.ms/tpd>. Available to partner organizations with a Microsoft Cloud Partner Program user account and benefits associated with a Solutions Partner designation, legacy competency or Microsoft Action Pack.

## Featured Content (Opening slide)

Microsoft

**January Partner Insider Call**

**Helene Cohen**  
Americas Scale Comms Strategy Lead

Partner Audience: All  
#Event #CrossSolution #GoToMarket

[in Helene Cohen | LinkedIn](#)

Develop. Sell. Grow.



# Nina Harding

Corporate Vice President, Americas Global  
Partner Solutions

**Partner Audience:** All  
#Co-Sell #CrossSolution #GoToMarket



[Nina \(Parker\) Harding | LinkedIn](#)

Develop. Sell. Grow.



# Welcome Partners



**Nina Harding,**  
CVP, Americas Global Partner Solutions



# Ultimate Partner guide to navigating change

## Vince Menzione

CEO, Ultimate Partner & Host,  
Ultimate Guide to Partnering



**Partner Audience:** All  
#Co-Sell #CrossSolution #GoToMarket

Develop. Sell. Grow.



UltimatePartner™  
SPARK THE ECOSYSTEM



# Sparking the Ecosystem

NOW IS YOUR STARTING POINT TO ECOSYSTEM LED GROWTH

Vince Menzione

# Vince Menzione



## SPARKING THE ECOSYSTEM

- Vince Menzione, CEO
- Four Successful Business Transformations
- Nine (9) years as a Microsoft Partner GM running a \$4.6B Ecosystem representing ~24% of the US Business.
- Ultimate Guide to Partnering - Top Partnership Podcast – Over **211** Episodes
- Pivoted in 2023.

**“To Empower Every Partner, Individual, and Organization to Achieve its Greatest Potential through Successful Partnering.”**

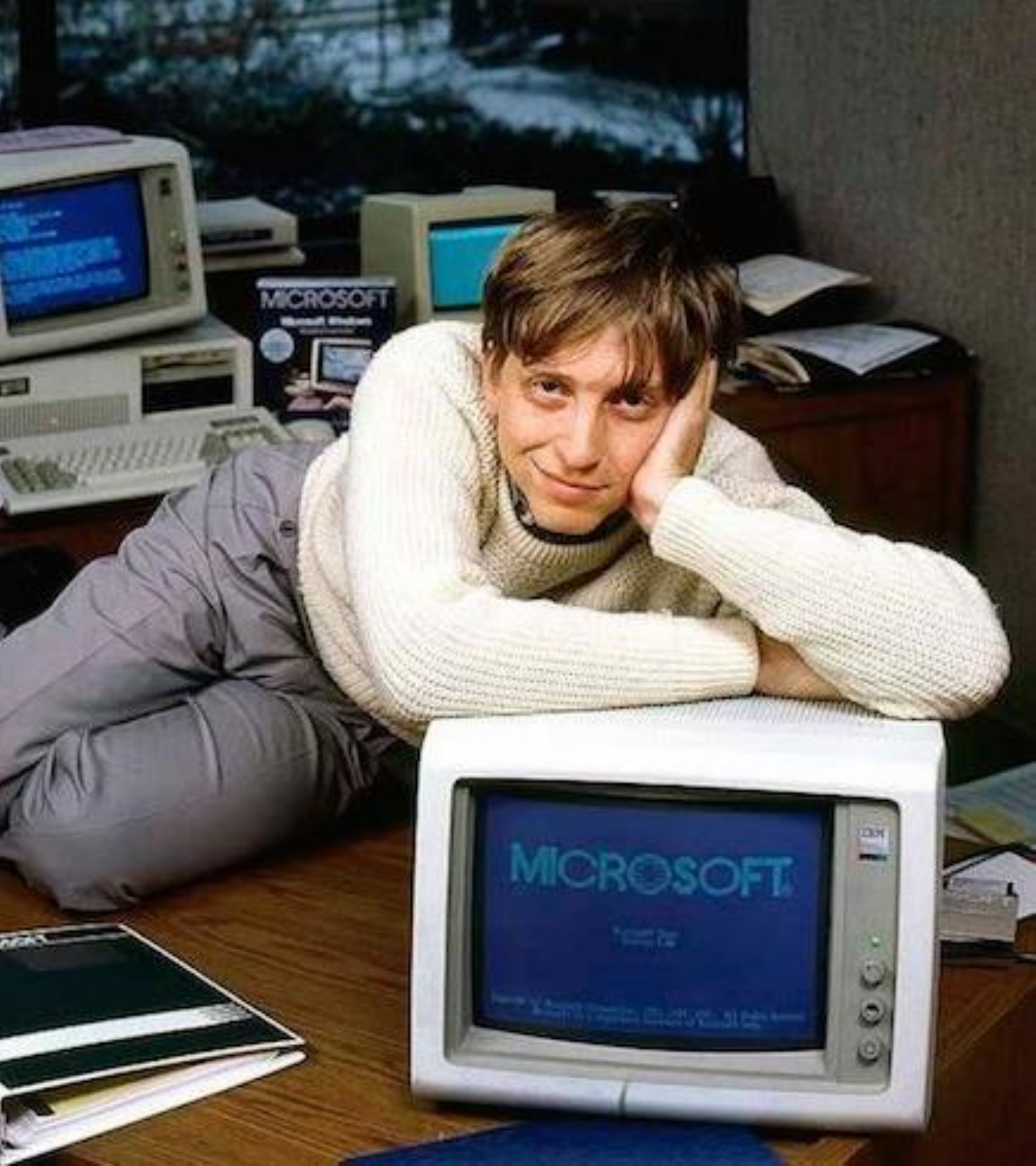




# How We Got Here



- Trusted – A Top Partnership Podcast
- Top Cloud Provider Authority
- Enterprise, Mid Market Partners
- Recognized by Podcast Magazine
- Top Apple Tech Biz Podcast
- Listen Notes Score: 39, Top 2%
- Newsletter Subscriptions ~8,500 with Open Rates in the 40% + Range
- Social Reach 20,000
- Media – Events - Advisory



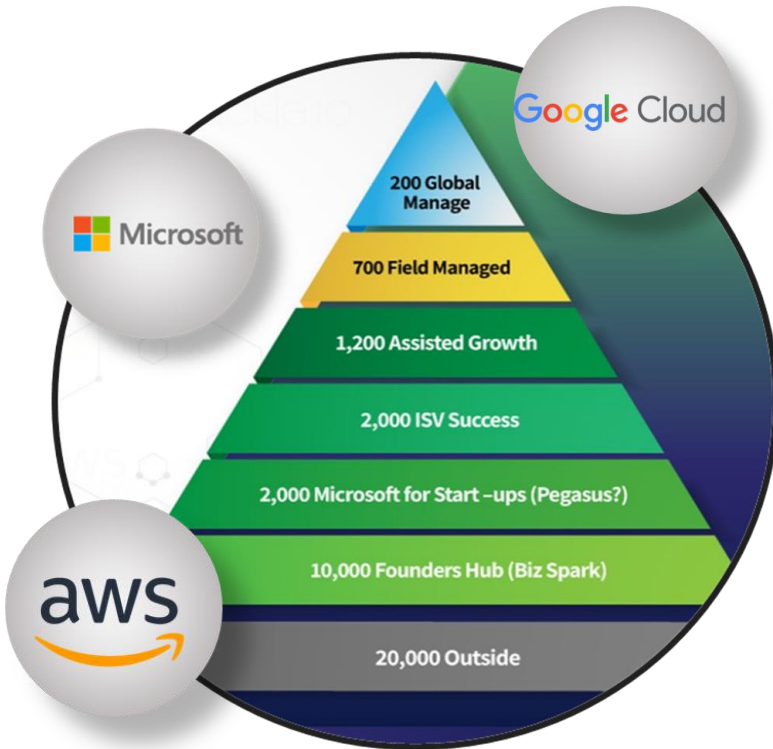
August 12<sup>th</sup>, 1981

### **Boca Raton Changed Everything**

- The Birth of the Developer Channel
- The Rise of Resellers and OEMs
- The Proliferation of Independent Software Vendors (ISVs)
- The Evolution of Microsoft, AWS and Google
- The Ecosystem and Tectonic Shifts

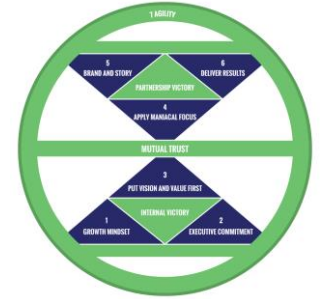
# Point of View on Transformation

Where does the Ecosystem of ISV, Solution & SI Technology Partners surrounding Microsoft, AWS and Google go to truly accelerate success applying principles, frameworks, best practices, learnings and experience sharing?



And the 10s of Thousands of Partners Surrounding

- 1. Tectonic Shifts** – Societal, Economic Headwinds, Digital, “Do More with Less, Generative AI – each impacting behaviors, GTM, Skilling, Resources – *where do the 400,000 go?*
- 2. Hyper Scaler Co Sell** – Dominance, *Acre of Diamonds*, trusted C Suite **\$340B** Durable Cloud Budgets, across lines of business results can Increase At Bats, Accelerate Deal Velocity, Improve Win Ratios
- 3. Marketplaces Movement - \$100B by 2026.** (Tackle.io), Disrupt Channel and Cosell models. SaaS & GSI’s looking to tap into **\$340B** durable cloud budgets. Clarity, prescriptive guidance and partner-to-partner needed.
- 4. Decade of the Ecosystem Movement** – “Partner-to-partner relationships become even more essential to meeting the demands of modern businesses”.- Jay McBain
- 5. Where Do I Go?** - Will you resist the change, pivot your business, or become extinct?



# Seven Principles to Unlock Success



# Ultimate Partner Point of View



## The Opportunity

1. **\$340B Durable Cloud Budgets** - ISV's, GSI's, All Partners looking to unlock.
2. **Hyper Scaler Co Selling** - now seen as growth opportunity during economic headwinds.
3. **Marketplaces** - expected to exceed \$100B by 2026, 80% will go thru hyperscalers.
4. **The Acre of Diamonds** – we will help you follow the path of investments toward “Marketplace first” and elsewhere co selling MSFT & others.
5. **Spark the Ecosystem** : Igniting dynamic partner-to-partner engagement to energize the entire ecosystem.
6. **Tech Stack Vendors** - technology vendors are looking for their ICP and effective watering holes.
7. **Where Do the 400,000 Go?** Ecosystem leaders and the 17 million crave an expert experience.

## Current Gaps

1. **Skills Gap** - ISV's, SI's, and other partners lack the capabilities, skills, best practices, experience and connections to effectively unlock the \$300B cloud co-sell opportunity.
2. **Vendor Guidance** - reduced costs, turnover, layoffs, “do more with less” and “deeper with fewer” creates ambiguity for partners looking to advance.
3. **Communities Gap** – a targeted, effective and credible watering hole for the ecosystem to innovate and build together.
4. **Authority** - Splintered watering holes, noisy channels, charlatans with limited experience, independent and unbiased voices - Where does the C-suite turn for results?
5. **Grand Events** – grand-scale live events like Microsoft Inspire seen as costly, ineffective and not attributable to top line or valuation.

## How We Solve It?

1. **Ultimate Partner Experience:** Engage with this Category of One platform—featuring podcasts, live and virtual events, membership, workshops, and courses—to gain actionable insights and best practices for ISVs, GSIs, SIs, and partners.
2. **Expert Destination:** Ultimate Partner (UP) is your nexus for connecting with industry experts, distinguished partners, and those aspiring to excel in the partnership ecosystem.
3. **Executive Engagement:** Our frameworks and educational initiatives reinforce C-suite confidence by ensuring measurable outcomes.
4. **Opportunity Cultivation:** We enable robust partner-to-partner networking, fostering career growth and business development.
5. **Cloud Provider Authority:** We're committed to nurturing a balanced ecosystem, supported by an alliance of vendors, communities, and partners.



# What We Did First?

- **Birth of the Partner Dream Team**
- First of its Kind Partner Mastermind
- Microsoft Leaders
- Pinnacle Partners
- Partnership Experts

A Critical Success



# Winning the Ecosystem July 2023

## **A Critically Successful Companion Event to Microsoft Inspire**

- Four Fireside Chats with Worldwide and Americas Leaders
- Ecosystems Keynote Panel
- Marketplace Keynote Panel
- Two Incredible Microsoft GTM Workshop Sessions
- Pinnacle Partner Spotlight





- 2 Days, 16 Sessions, 14 Hrs.
- 30 Leaders, 300 Partners, SMC
- SOLD OUT HOUSE
- CSP, ISV,
- 96% Sat Scores
- 100% Plan to return

### Agenda

**LIVE Executive Summit | Americas**  
Dallas TX November 13-15<sup>th</sup>

NOVEMBER 14 FINAL		NOVEMBER 15 FINAL	
<b>OBJECTIVES:</b> • The "HOW" to Engage with SMC, Marketplace, GPS • FY24 Microsoft Priorities: AI, Co-sell, Marketplace, SMC • Partner Potential engaging with Microsoft	<b>NOVEMBER 14 FINAL</b> <b>MAINSTAGE SESSION</b> Sparking the Ecosystem Kickoff America's Partner Keynote Global ISV Execution Keynote ISV Industry & AI Spotlight Inclusive Ecosystems Spotlight Microsoft FY24 Priorities How Do We Make it Real? Spotlight Azure AI & Co - Pilot - Partner Spotlight Digital Transformation in the Era of AI Capstone & Fireside Chat (TS)	<b>NOVEMBER 15 FINAL</b> <b>MAINSTAGE SESSION</b> Ultimate Guide to Partnering Fireside Chat Sparking the Marketplace Ecosystem Spotlight Doubling Down with SMC, A Deep Dive The Role of the Chief Partner Officer Keynote MCEM with Partners Workshop Winning at Co Sell with Microsoft Workshop Modern Marketplace Marketing Workshop Communities & Closing	<b>NOVEMBER 15 FINAL</b> <b>OBJECTIVES:</b> • The "HOW" to Engage with SMC, Marketplace, GPS • Sparking the Microsoft Partner Ecosystem • Decoding the Best Practices, Learnings and Experience of Industry Leaders
<b>SPEAKER</b> Vince Mentione Heather Diggins, COO & CMO Alvaro Celis, VP ISV - Aaron Harris Global CTO, Sage Felix Montpeller, GM Microsoft, Dux Sy, CEO of AvePoint Alvaro Felix, Raamel Mitchell and Laura Polly Dan Rippey - Microsoft Partner Program Leader, Chip Rodgers, CPO of WorkSpan, Sri Ganapathy & Dusty Cotton Kevin Peesker, President SMC & Digital Sales	<b>SPEAKER</b> Anthony Joseph, VP Microsoft Marketplace and ISV Journey Jason Rook, Greg Colclough with Partner GMs, Digra Abanija and Sarah Steiger Alex Babakoff Greg Sarafin, CPO of EY & Amit Sinha, President, WorkSpan Elliotte Dunlap, Microsoft Global Partner Leader Rena Barak, Carsten Heady, Leigh Ann Campbell, Rob Fegan Annie Martin, Neel Gupta VMware, Ashleigh Vogstad Vince & Guests		



# July 17<sup>th</sup>, 1955

- **Disney's Vision as a Leader**
  - Have a BOLD Vision
  - Create A Place Like No Other
  - Leave a Legacy - A Category of One

# The Ultimate Partner Mission

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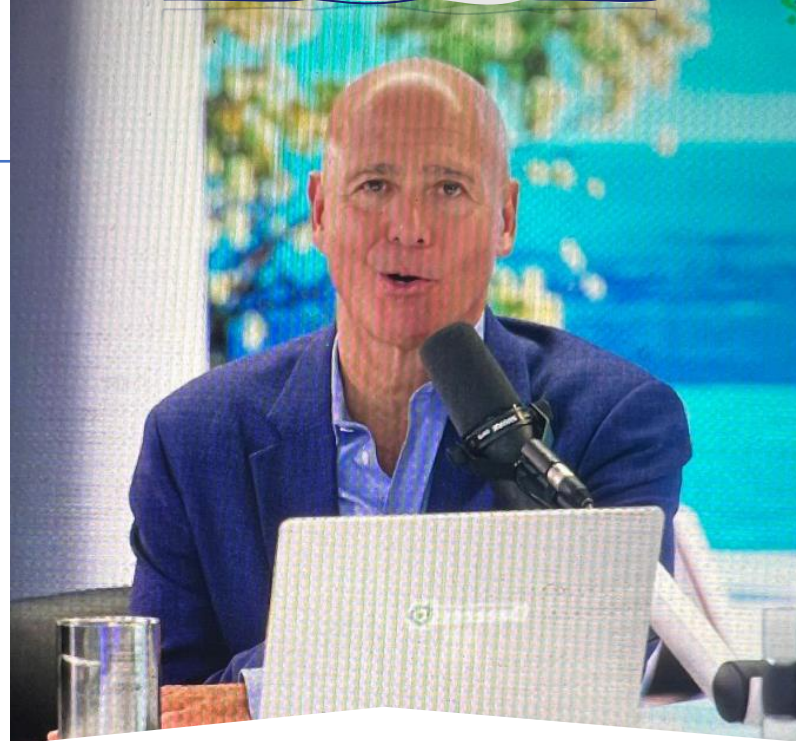
OUR BIG BOLD VISION AND 10 YEAR COMMITMENT TO YOU

***“To Empower Every Individual, Organization and Partner, to Achieve its Greatest Potential through Successful Partnering.”***

## Live & Virtual Events



## Podcast and Media



## Community & Advisory

### Join our community for the Ultimate Experience

Get early bird access to events, network with experts across many industries and experience the true meaning of partnership

[JOIN NOW](#)

Thank You to Our Trusted Sponsors!



# What's Next?





UltimatePartner™

SPARK THE ECOSYSTEM





# The Ultimate Partner Vision & Value Proposition

“To Empower Every Individual, Organization and Partner to Achieve More Through Successful Partnering” – Ultimate Partner will be the premier destination and experience touching the 400,000 Partners and 17 Million People in the Ecosystem – \$100 Million by 2029

## Key Pillars

### 1 Premier Media & Podcast Production

The premium property showcasing the technology leaders, industry trends and learnings to help partners optimize results, scaled weekly, always on approach.

### 2 Ultimate Caliber Live & Virtual Events

High demand, live and virtual events designed to bring together leaders to inform and equip challenged with keeping up with the changes and opportunities that the ecosystem presents

### 3 Ultimate Experience & Advisory Service

Membership for Meetups, Workshop, Courses, Experience Sharing, Structured, Repeatable, monthly meetups and advisory - industry leaders, proven practitioners and the community.

## Objectives, Key Results

#### The Top Technology Partnership Podcast

- High Production Value, Top Apple Ranking
- LinkedIn Exceeding 20,000
- Grow YouTube Past 10,000
- Recognized by Podcast Magazine
- Listen Notes Score: 39, Top 2%

#### Ultimate Guide to Partnering Newsletter

- Newsletter Exceeding 20,000 EOY
- Sponsorship Opportunities

#### Media Zone Production Capabilities

- Highest Caliber Partnership Podcast
- Media Production - Masterclass

#### UGTP Masterclass Podcasts

- Opportunity for Premier Brands

#### Wining with Ecosystems – Live Digital Event

- Top Leaders, Curated, “Better than MS Inspire”
- Over 1000 Eyeballs Day One with Limited Promo

#### Ultimate Partner LIVE

- Sold-out, Profitable, Critical Acclaim
- 4.85 of 5 or 96% Scores.
- 100% Plan to Return in Future

#### Ultimate Partner Masterclasses

- Reputation for Excellence
- New Production Capabilities

#### Ultimate Partner Experience

- Number of Subscribers
- Number of Executive Members / Collective

#### Ultimate Partner Collective

- Dream Team Experts
- Collaborative Advisory Services

#### Ultimate Partner Platinum Group

- Group Call Monthly, Individual 1:1’s Biweekly based on SOW
- All access to the portal included for you and up to 5 people
- 3 In-Person Experience Events - 2 Boca & One at LIVE.
- Podcast Feature

## Revenue Opportunity / KPIs

- Podcast Sponsorships \$
- Newsletter Sponsorships
- Cross – Mastermind Brand
- Masterclass Spotlight Partnerships

- Event fees
- Sponsorship Fees
- Affiliate fees.

- Membership Fees
- Affiliate Fees
- Advisory Fees Retainer & Project Based
- Speaking Fees





**Thank You**  
**¡Muchas gracias!**  
**Merci**