



UK Partner Go-To-Market Resource Guide for Azure

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About this guide

This guide is designed to mobilise UK Partner Marketing teams to build a Go-to-Market strategy, messaging and campaigns centred around Microsoft Azure.

Microsoft has invested in a variety of channels, assets, teams and tools for Partners. Designed to help optimise their Go-To-Market activities. Descriptions and links for each are detailed within this guide.



Resource areas



Resource areas

Resource areas, signposting you to top digital sites and Microsoft teams, offering resources and structured guidance to support and accelerate your Go-To-Market campaigns.

Microsoft Azure website

View the [website](#) to accelerate your customers' digital transformation with intelligent business applications for greater efficiency and outcomes.

Azure for Partners website

Microsoft Azure provides you with the platform, tools, and resources to help your customers get maximum benefit from the cloud, while creating new and recurring revenue streams for your business. To find out more visit the Azure for Partners [website](#).

Azure Marketplace

Digital Marketplace where Microsoft partners can advertise their business solutions. You can manage your commercial marketplace offers in your [Partner Center](#).

Azure - AppSource

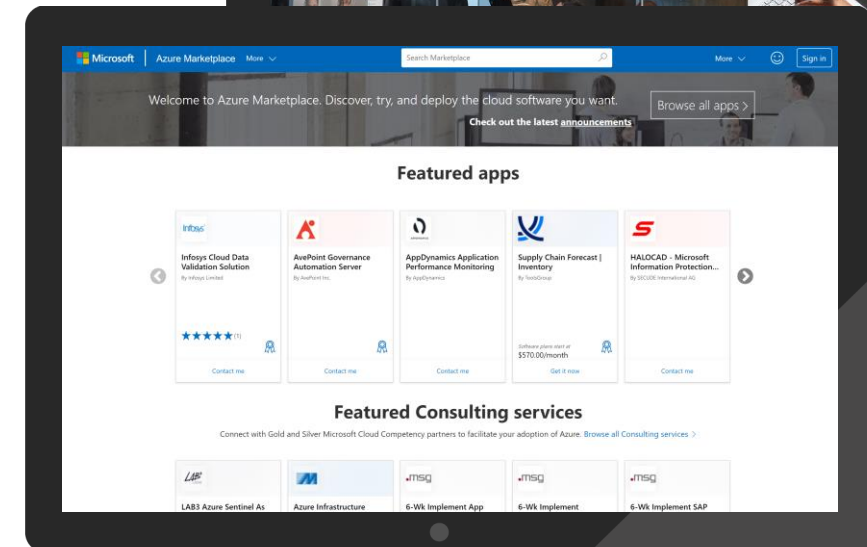
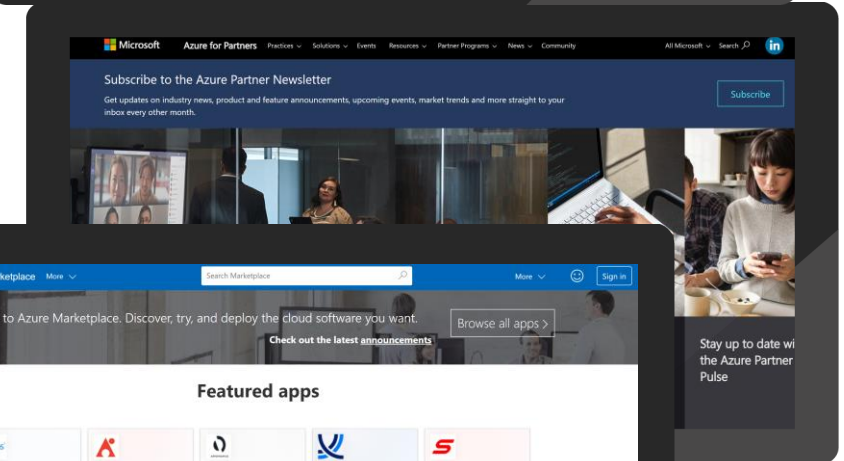
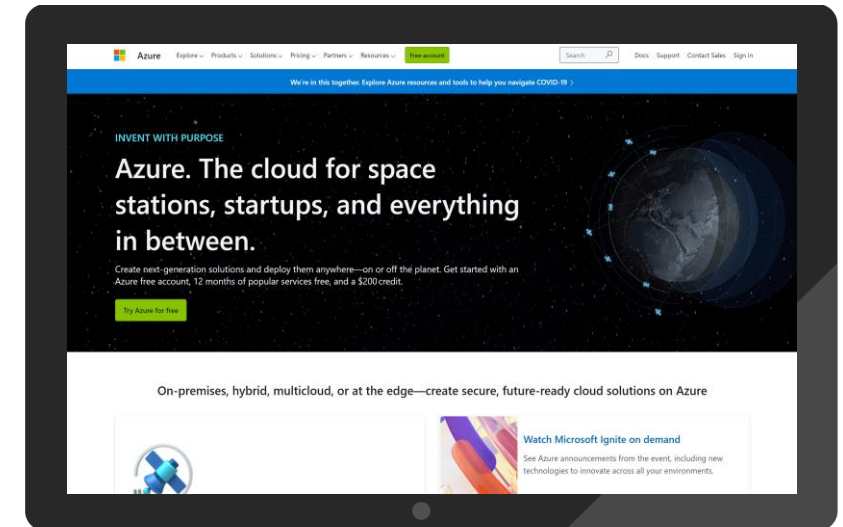
Digital Marketplace specifically created for partners to advertise their packaged IT solutions. You can manage your Appsource offers in [Partner Center](#).

Partner Center Incentives website

From advisory services to market expansion tools, find additional purchase offers designed with every step of your Go-To-Market journey in mind - [Partner Incentives website](#).

Marketing Resource Hub

[Marketing resources](#) to enable a more consistent, integrated go to market plan. Assets and co-marketing campaign content and the guidance you need to amplify your solution and unlock more opportunities as your business grows and your needs evolve.



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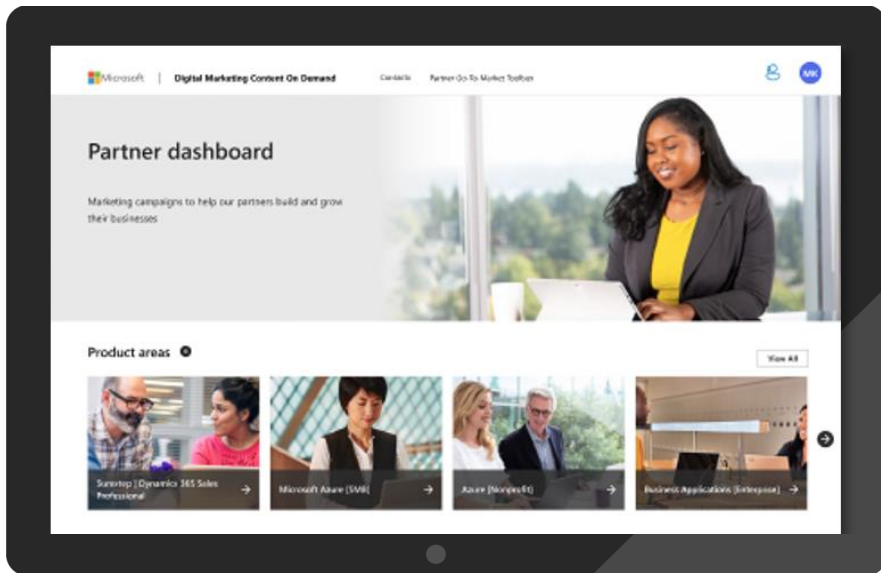
Tools and assets



Tools and assets

Microsoft campaign tools and assets that can be used for sales and marketing activities throughout the various points of the sales funnel.

Digital Marketing Content (DMC) campaign platform



[Access DMC now](#)

Digital Marketing Content (DMC) campaign platform

A free [platform](#) with fresh weekly campaigns of Microsoft Go-To-Market content. Automated, pre-packaged campaigns to help you drive customer engagement and elevate your business.

Cloud practice playbook

[Download](#) this playbook which delves into how companies are growing a Microsoft Azure business.

Solutions Workspace

Build, optimise and promote your Microsoft solutions and IP that leverages Microsoft technology through [Solutions Workspace](#).

Smart Partner Marketing

Get pointers on creating social media and blog content that strikes a chord with your customers. And [learn how](#) to build and maintain an effective company LinkedIn page.

GTM sales play campaigns

With these [sales play campaigns](#) available for Azure solutions, partners choose the campaign(s) that fit their marketing initiatives to enable customers to gain agility and efficiency, drive innovation through new data-driven insights, and capture new advantages through cloud-based advances.

Customer stories

See how organisations all over the world are optimising their costs and gaining new capabilities on the Azure case studies and customer stories [website](#).

On-demand webinars

Discover how to migrate, modernise, and build effective solutions to make the most of Microsoft Azure and drive innovation with these [Azure on-demand webinars](#).

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Sales readiness and sales plays



Sales readiness

Enhance your ability to connect, sell, and add value with enablement assets designed specifically for Microsoft Azure partners.

Virtual training days

These 1- and 2-day [virtual events](#) will give you the opportunity to expand your skillset and connect with Microsoft experts.

Microsoft Learn

Grow your skills to build and manage applications in the cloud, on-premises, and at the edge. [Browse](#) all Azure learning paths.

Key Microsoft programs

FastTrack for Azure

[FastTrack for Azure](#) is a technical enablement program for organisations with cloud projects that enables the rapid, effective design, and deployment of Azure solutions in the cloud. It includes tailored guidance from Azure engineers that leverages proven practices and architectural guides.

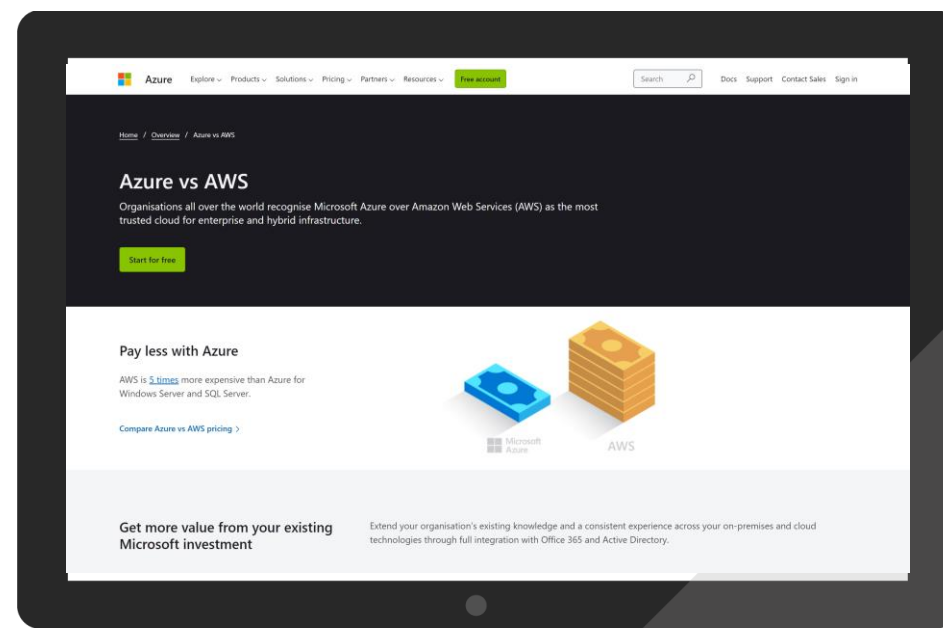
Competencies

Aligned to the needs of customers, [Microsoft competencies](#) let you demonstrate your areas of technical capability.

Advanced Specialisation

Microsoft [advanced specialisations](#) build on related gold competencies to validate and differentiate your organisation's capability to deliver tailored customer solutions and technical support in specific solution areas with high customer demand.

For more details on the Azure Partner Programs <<<[click here](#)>>>

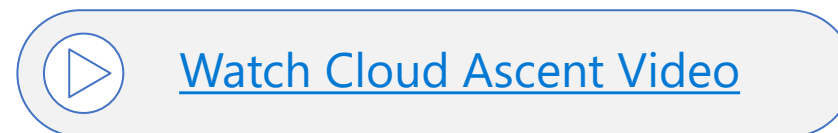


Azure vs AWS Compete

Comparisons between Azure cloud and Amazon Web Services that can be leveraged by your marketing, sales and technical teams. Visit the web page [now](#).

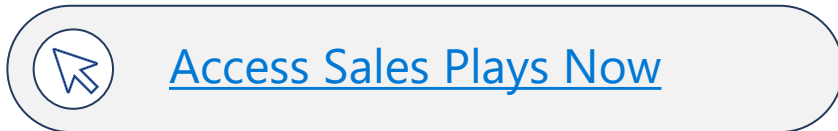
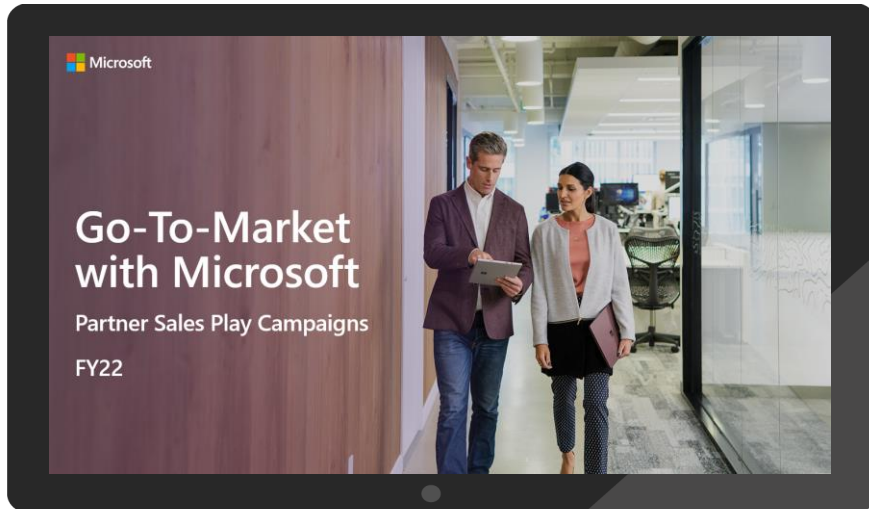
Cloud Ascent Data

[Downloadable](#) propensity data from the Cloud Ascent program. Detailing which companies we see Azure upsell opportunities in.



Sales plays

Customers buy solutions, not products. By grouping Microsoft Azure into customer-centric sales plays, you can focus conversations on key personas and business outcomes.



Innovate with AI

Start new conversations and acquire new customers for Azure with AI - win ML platform decisions and target key AI-powered scenarios across your accounts with Azure AI services.

IoT

Things - Insights - Actions: Azure IoT is a collection of managed and platform services across edge and cloud that connect, monitor, and control billions of IoT assets.

Migrate Windows & SQL Server

Targeting on-premises Windows Server/SQL server customers to drive Azure customer adds.

Modernise VDI to Azure Virtual Desktop

Accelerate your Azure pipeline with our hero migration motion to enable virtual desktops and apps with Azure Virtual Desktop.

Well-architected

Design, build and optimise all workloads to be secured, resilient, performing as expected, operated with excellence, and cost efficient.

Win with analytics

Migrate all data warehouse workloads to Azure Synapse and Hadoop workloads to Azure Databricks + drive new analytics opportunities to Azure Synapse with Power BI Attach.

.....and many more Azure sales plays >>[click here](#)<<



Community, news and events



Community, news and events

Stay up to date with Microsoft and Partner led events and browse the communities and news to learn more about the partner ecosystem.

Partner newsletter

[Subscribe](#) to receive regular news from the UK Commercial Partner team and notifications of partner focused events, community calls and training sessions.

Partner blog

Stay ahead of [what's going on](#) in the Partner Network.

Microsoft events

[Tune in](#) for training sessions, the latest news, updates and technical workshops available for our partners.

Promoted partner events

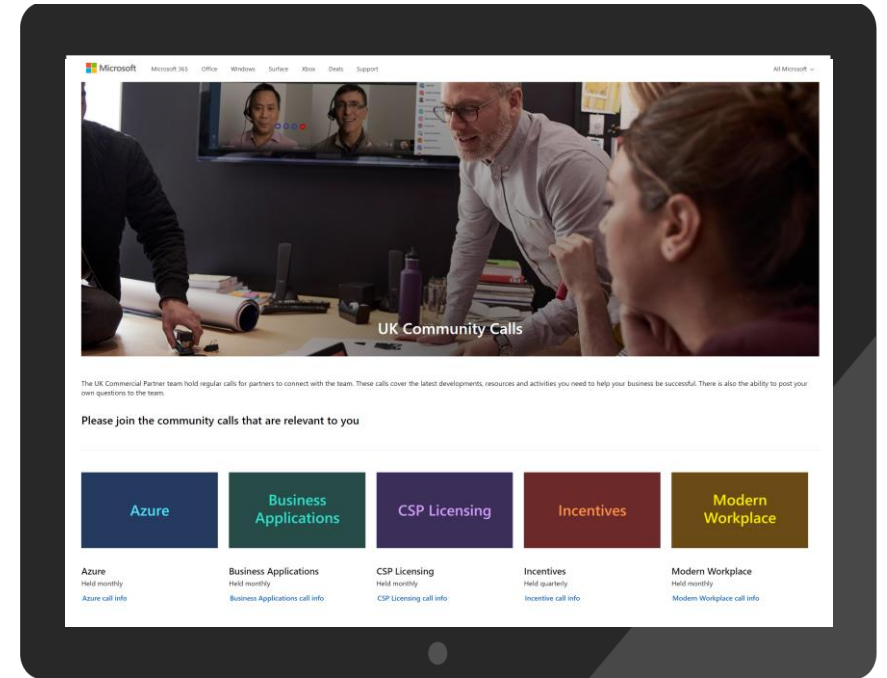
Available to Microsoft gold competency Partners, advertise your Microsoft focused event on our [events calendar](#). To submit your request to promote your event [<<click here>>](#)

Community hub

[Stay updated](#) on the latest news, connect with Microsoft Azure engineers and marketers, and expand your partner-to-partner network.

Community calls

Get the latest partner news, releases, opportunities and updates on our regular [Community Teams Calls](#).



Register for [Azure Community Calls](#)



Support teams



Support teams

Contact the various teams below if you need support on marketing related queries, branding support, co-op and incentives or general assistance.



[The Agency Services Guide](#), offers you access to a handful of UK marketing agencies that can support you to accelerate your Go-To-Market at any stage of the process.



[Contact the UKPMC now](#)

UK Partner Marketing Concierge (UKPMC)

Wherever you are in your partner journey, as a member of the UK Microsoft Partner Network, you have access to the [UKPMC](#), a free and bespoke marketing consultancy.

Modern Marketing Consultancy

The UKPMC connects partners to a full, joined-up marketing consultancy service. This includes expert Go-To-Market planning, access proposition development, branding support and tactical advice.

Working alongside the UK Global Partner Solutions (GPS) teams, we help all partners operating in the UK.

Strategy that delivers

We offer free, ongoing support to help you build and launch a powerful marketing strategy.

At every step, you'll benefit from our UK team's long experience of working with vendors, partners, marketing agencies, and more.

Services personalised to you

We can help you use co-op funds effectively by explaining the most suitable options in the Partner Incentives Co-op Guidebook. At an additional cost, we can also help you to build your proposition and run packaged ready-to-go campaigns with UK-based agencies that specialise in working with Microsoft Partners.

Modern Marketing - branding

Maximise your marketing impact with a range of [Microsoft resources](#) to help build awareness.

Marketing co-op pre-approvals

For support with asset approvals and proof of execution regarding anything being funded through [co-op](#).

Incentives team

For [support](#) with co-op claims and validation.

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