Microsoft

Azure: Istanze Riservate e Sottoscrizioni Server in CSP

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Agenda

Azure Reserved Virtual Machine Instances

- Azure VMs: caratteristiche e opzioni di acquisto
- I vantaggi delle RI in un esempio concreto
- Reserved Instances in CSP

Software Subscriptions

- Che cosa sono e a cosa servono
- I vantaggi di acquisto

Incentivi Partner

Microsoft

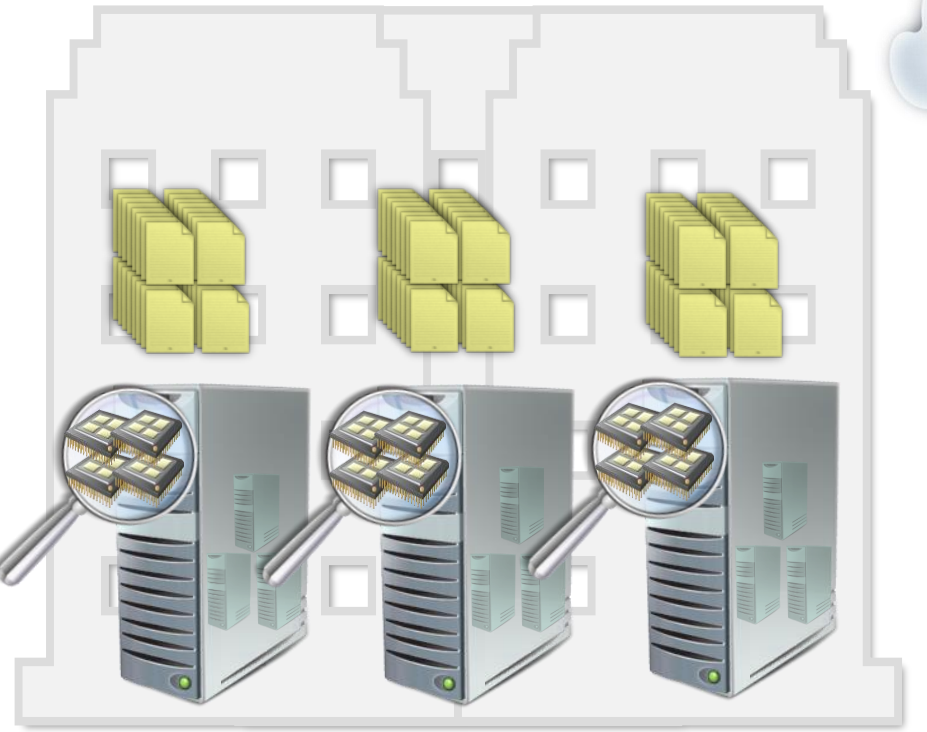
Windows Server Azure Virtual Machines

A Customer …

Microsoft

Licensing Windows Server VMs in Azure

$ Windows Server
$ Compute



Virtual Machine charges are typically given as hourly or monthly rates, but billing is always on a per-minute basis

Microsoft

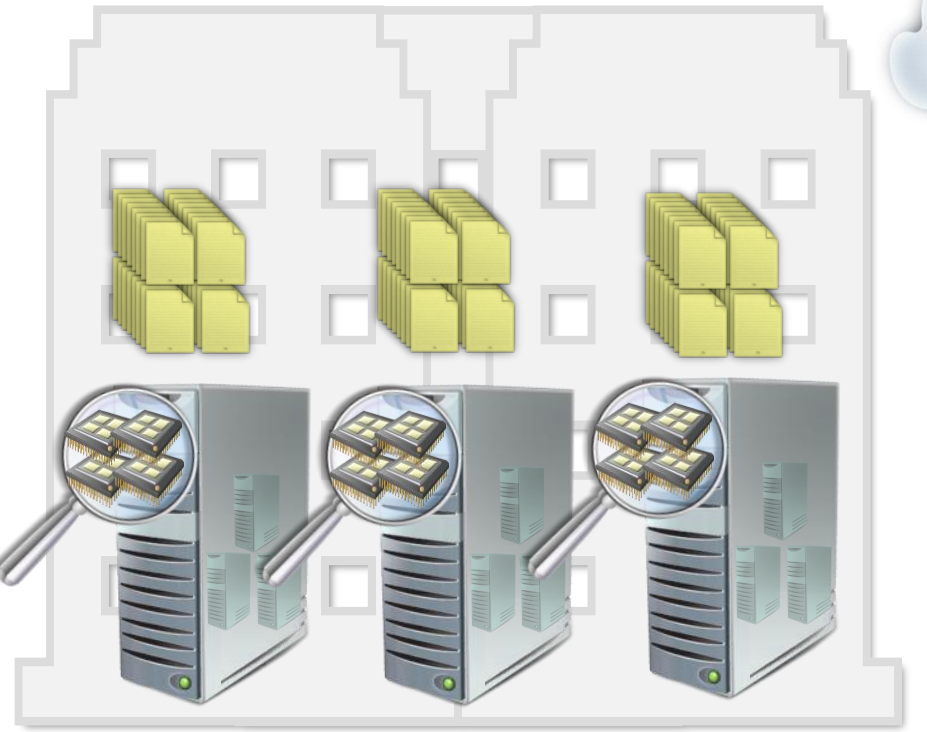
A Customer …

But … I'm moving existing workloads – I don't want to have to pay for Windows Server again when I already have licenses …

Microsoft

Licensing non-Windows Server VMs in Azure

$ Compute

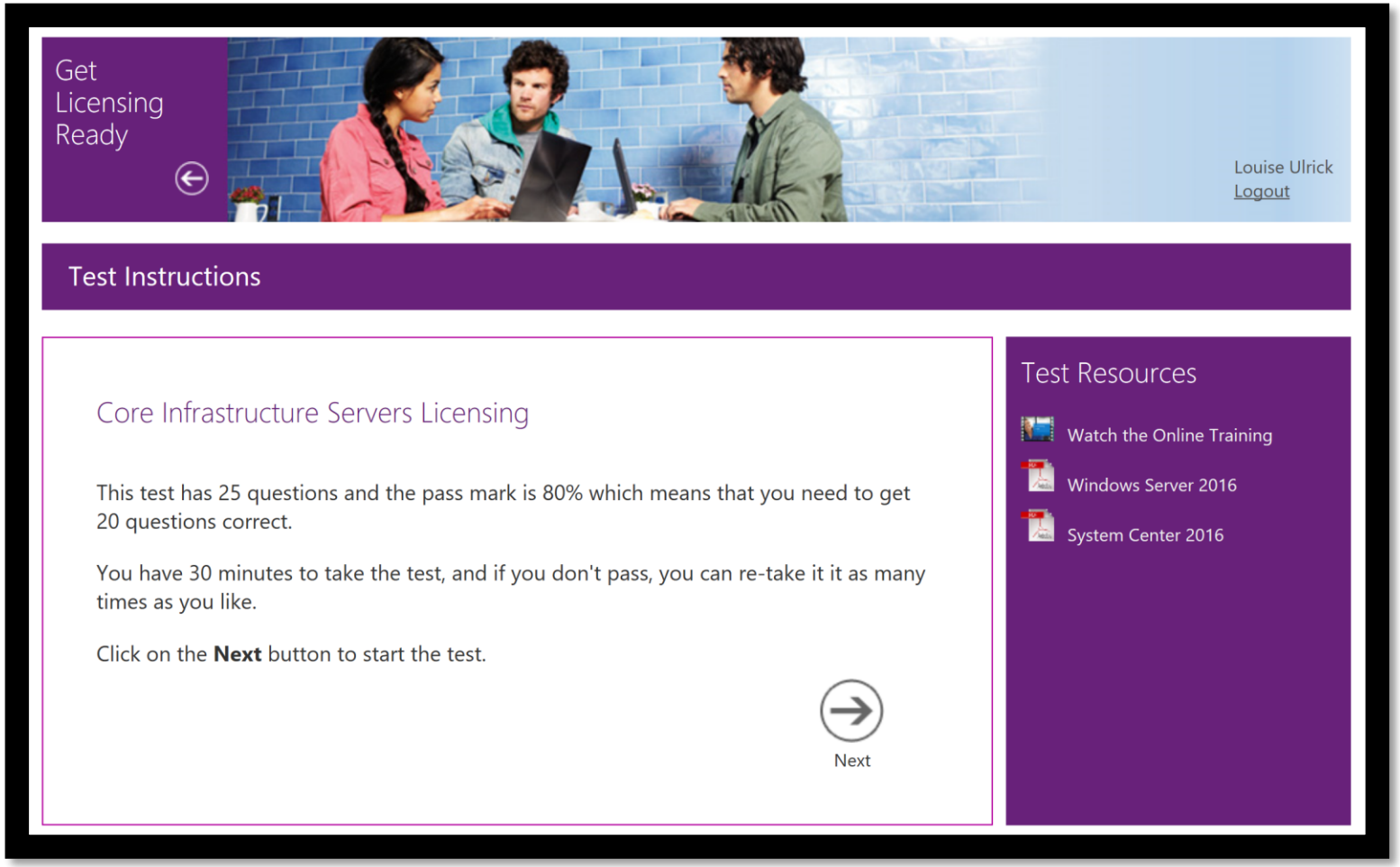


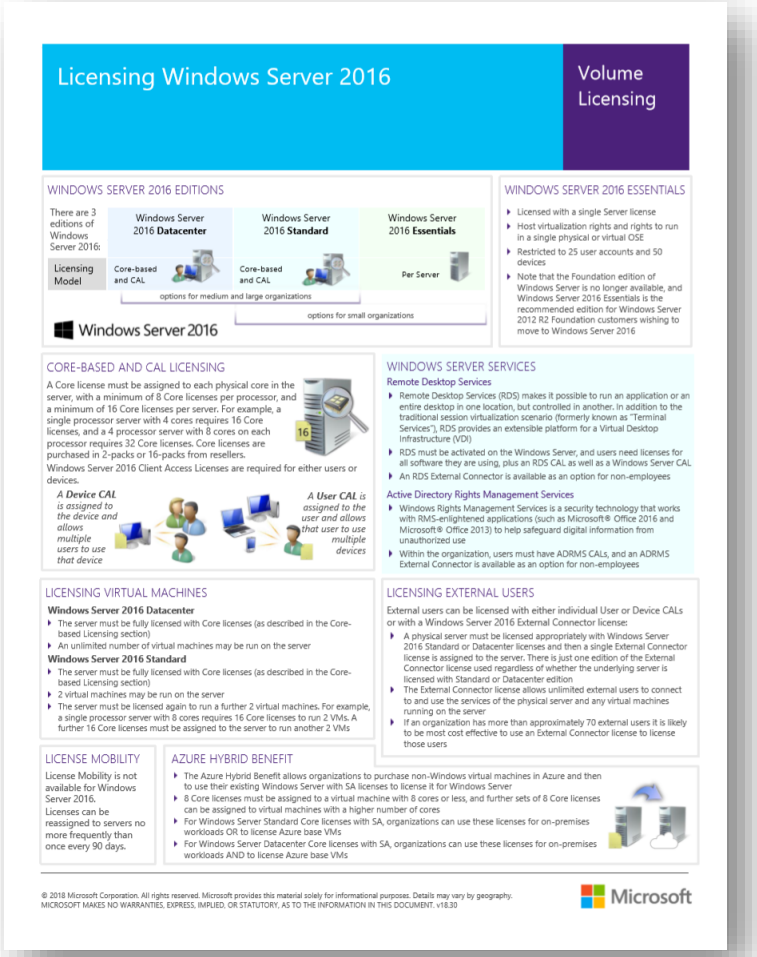
Customers with existing Windows Server licenses with active Software Assurance can use those licenses with non-Windows Server VMs

Microsoft

Azure Hybrid Benefit

Learn more at GetLicensingReady.com





Microsoft

A Customer …

We've got full-time workloads in the cloud and would consider ourselves a committed customer but we're paying Pay-As-You-Go prices for our base compute …

Microsoft

Azure Reserved Instances

What are they?

A way of purchasing Azure base compute with a great price and flexibility, in return for upfront payment and making some choices at time of purchase

Choices

Term:
1 or 3 years

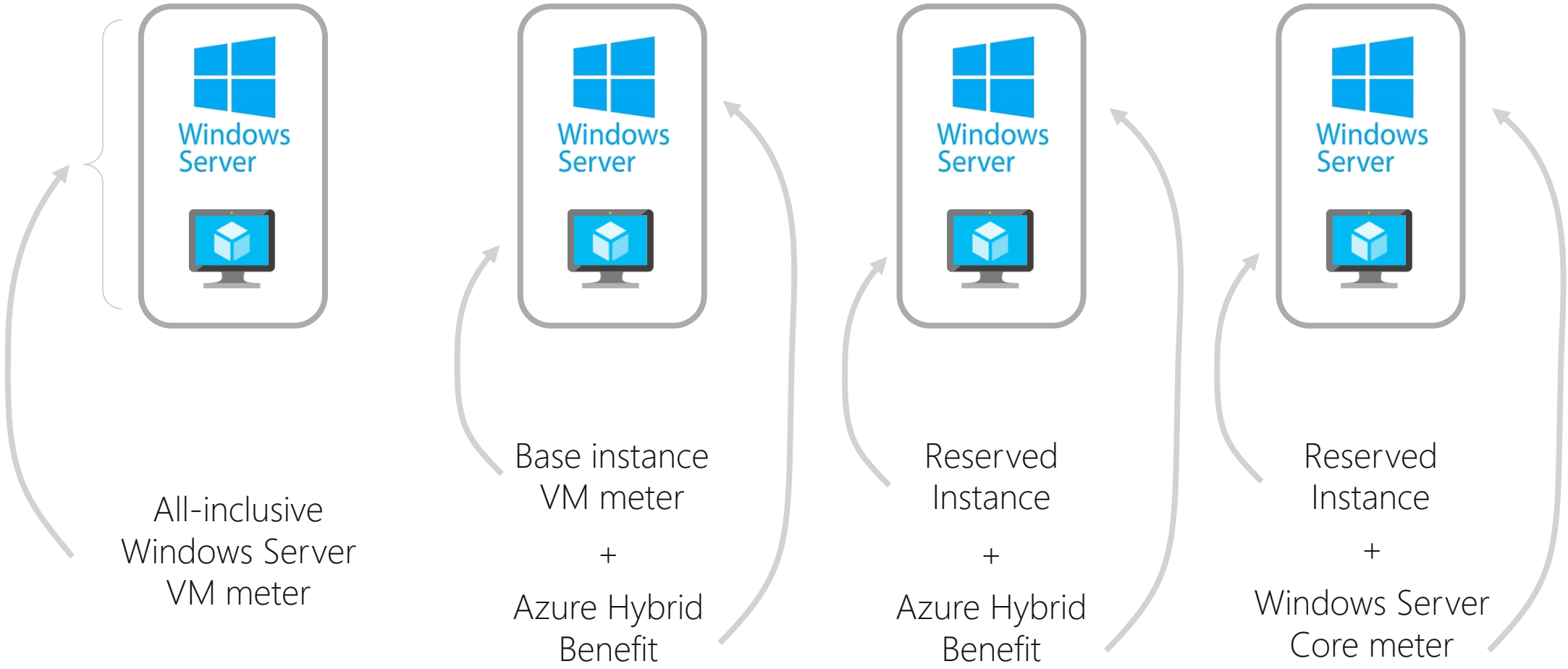
Type of virtual machine:
For example, D4v3

Azure data center:
For example, US East (USE)

Assignment level:
Company or department

Microsoft

Azure Windows Server VM Options



Microsoft

Customer Scenarios

We want the best price for full-time, predictable Windows Server virtual machines in Azure

We want to run 25 Windows Server virtual machines in Azure for a short-term proof of concept project

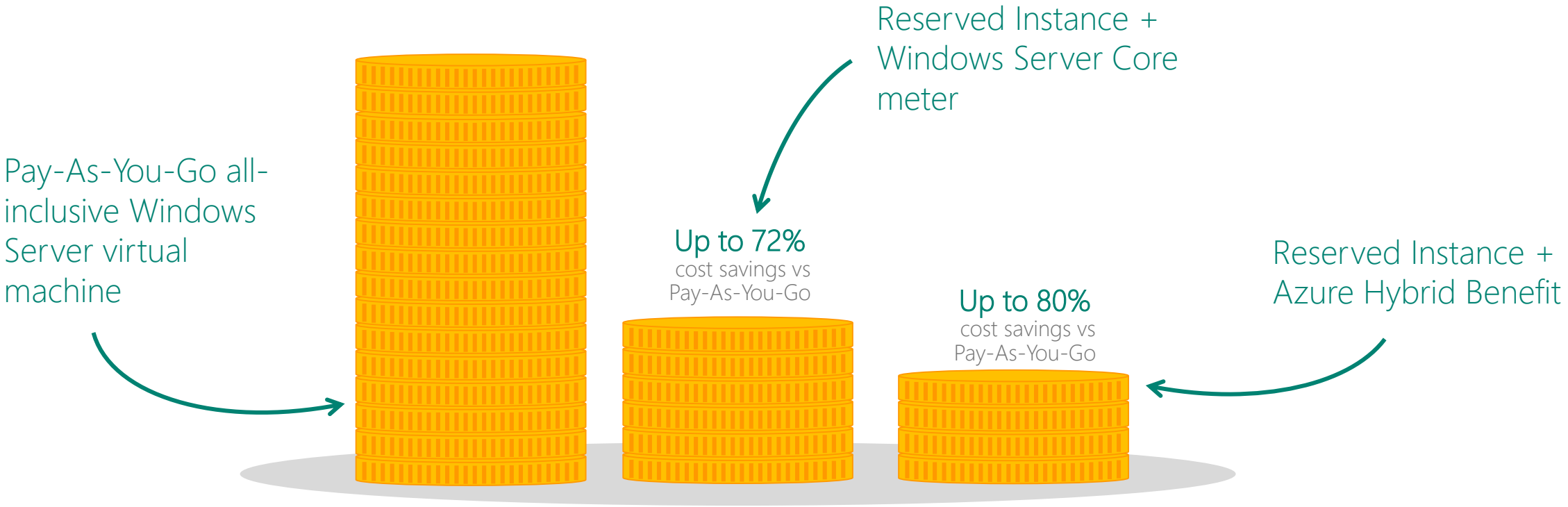
We have Windows Server virtual machines running on-premises licensed with Windows Server licenses with SA. I understand we can use those licenses in Azure, but what if it doesn't work out?

We want the best price for full-time Windows Server virtual machines in Azure but we don't have Windows Server licenses with SA

Microsoft

Best Price: Windows Server VMs

Save **up to 80%** with Reserved Instances and the Azure Hybrid Benefit



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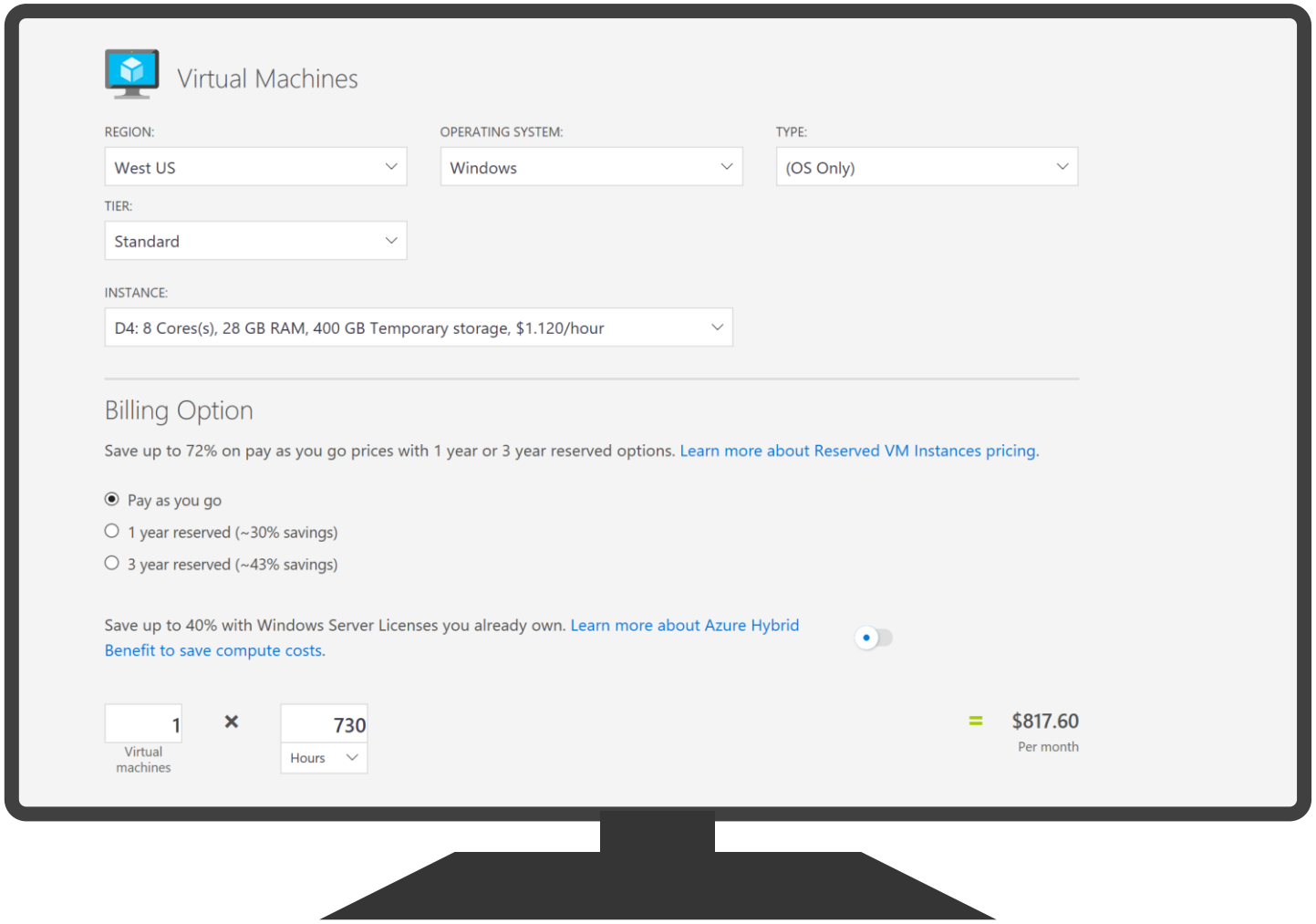
All-Inclusive Windows Server VM



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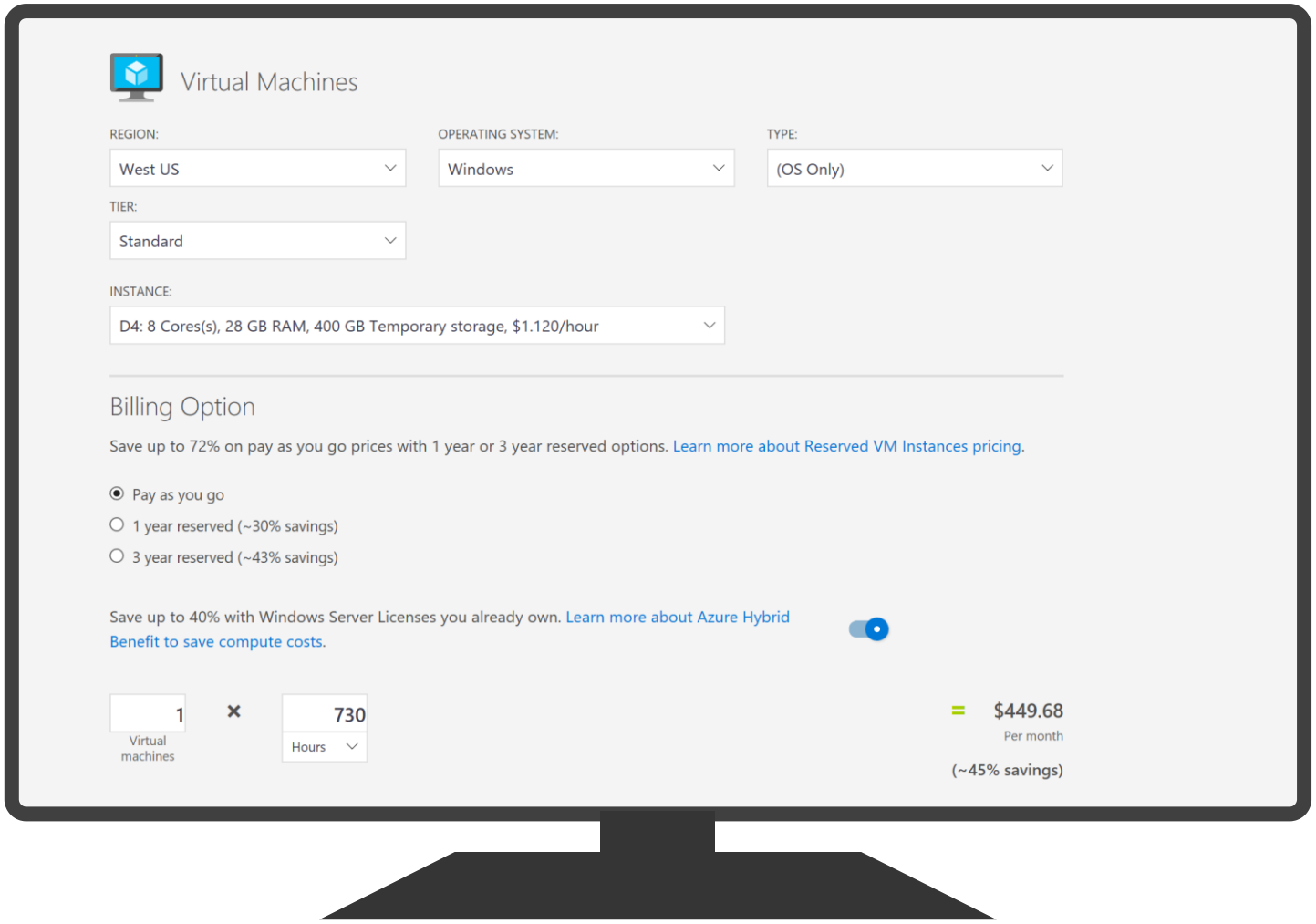
Base Instance Meter + Azure Hybrid Benefit



Monthly estimate for 8 x Software Assurance Core licenses:

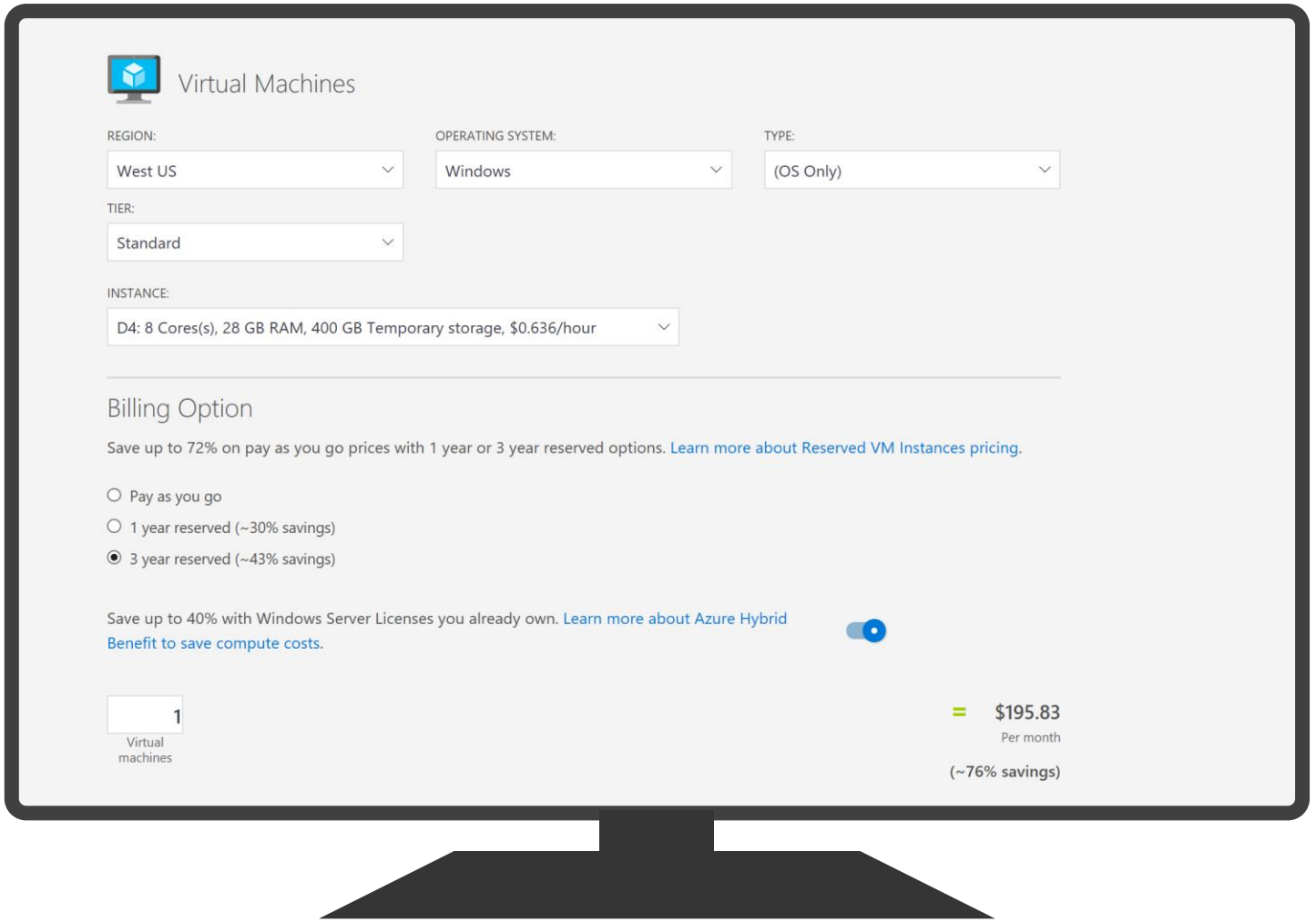
$9.20

Monthly total:

$458.88

Microsoft

Reserved Instance + Azure Hybrid Benefit



Monthly estimate for 8 x Software Assurance Core licenses:

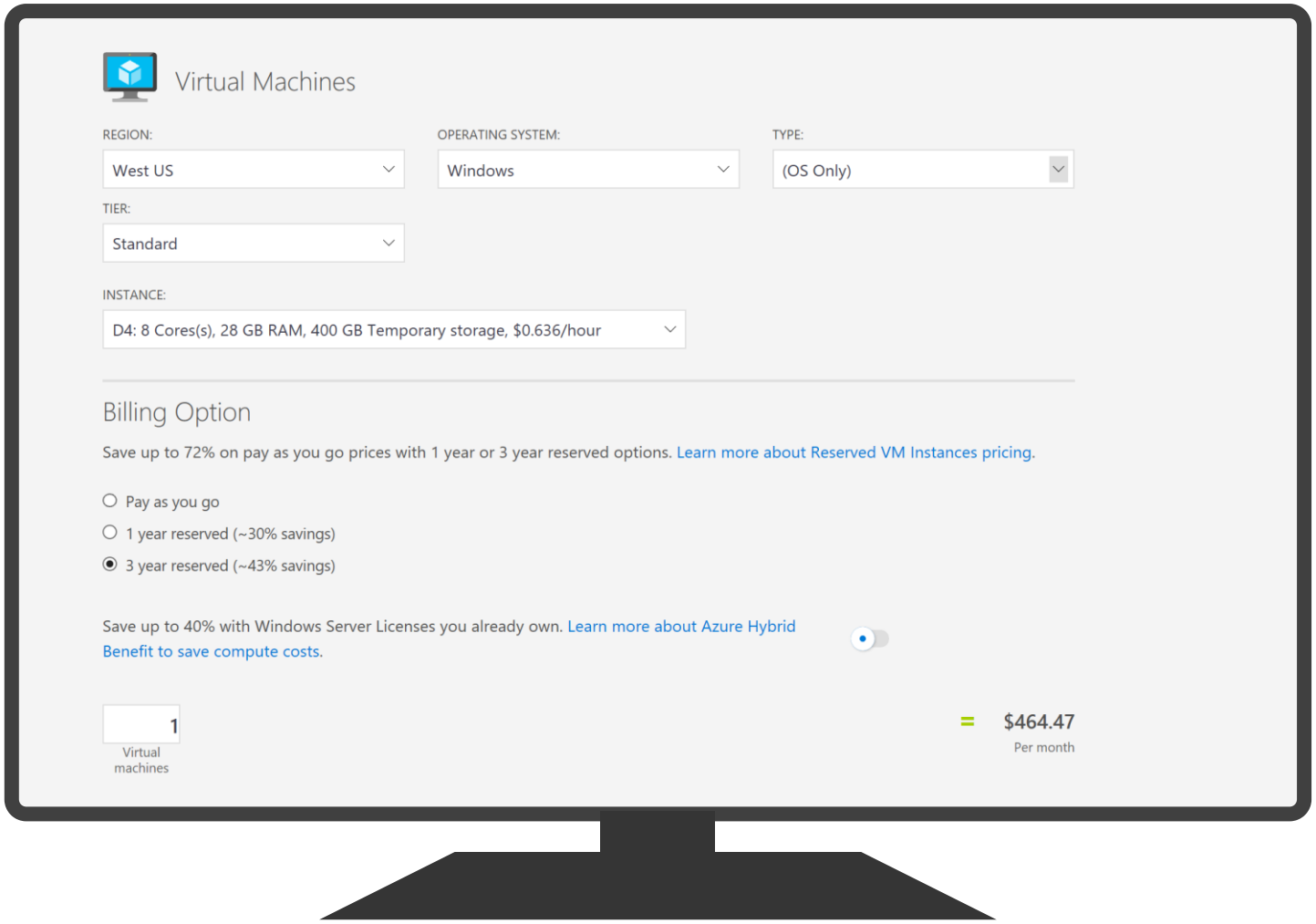
$9.20

Monthly total:

$205.03

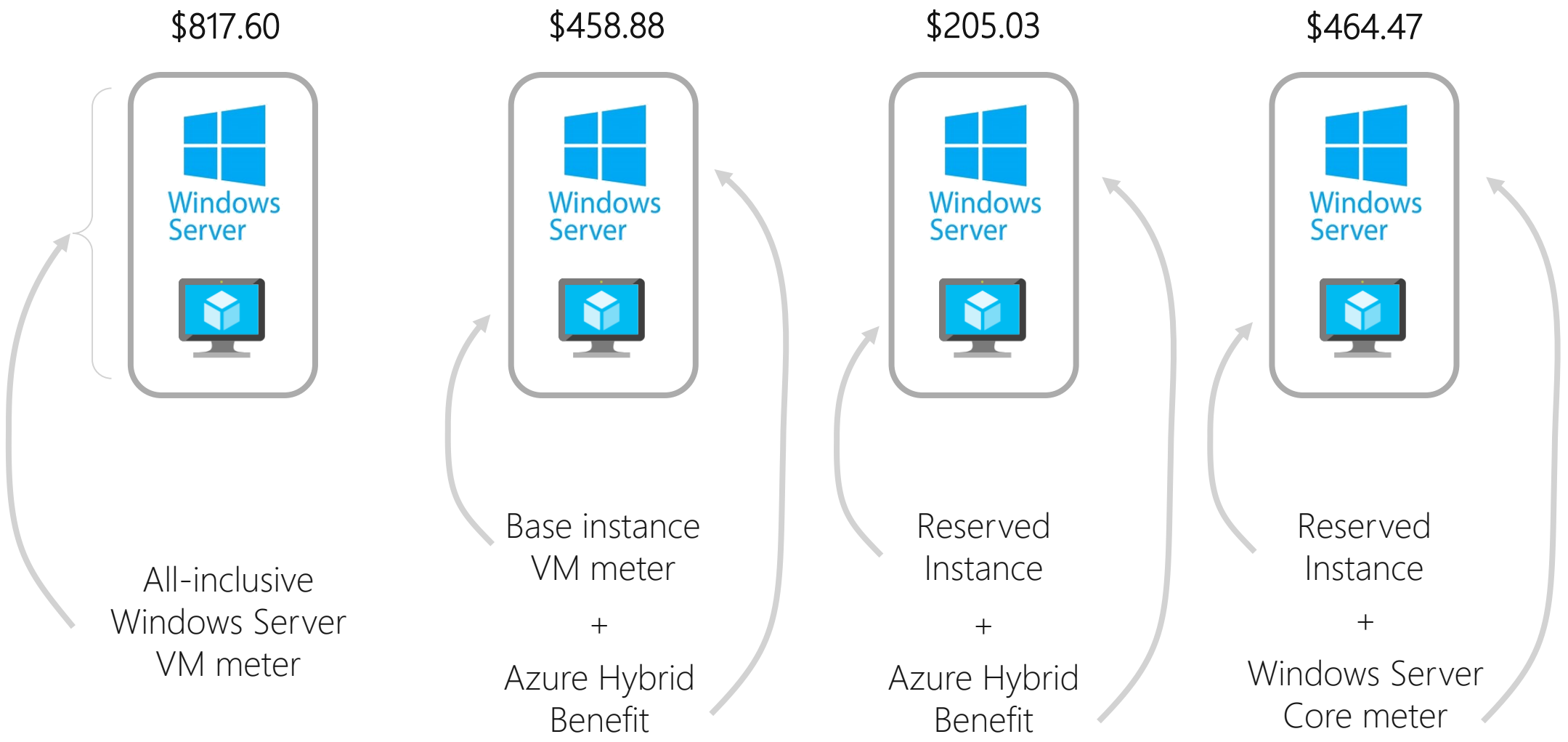
Microsoft

Reserved Instance + WS Core Meter



Microsoft

Azure Windows Server VM Options



Prices based on a D4 VM in the West US data center: May 2018

Microsoft

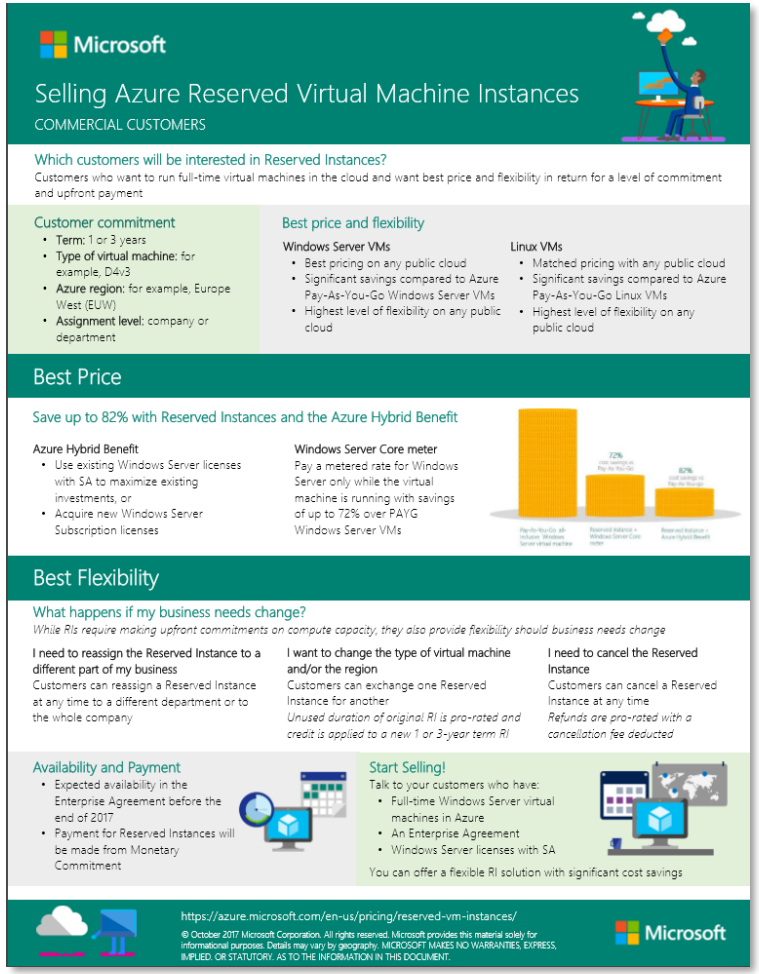
Selling Azure Reserved Instances

Your first customers?

Talk to your customers who have:

- Full-time Windows Server virtual machines in Azure
- Windows Server licenses with SA

You can offer a flexible RI solution with significant cost savings



Microsoft

Selling Azure Reserved Virtual Machine Instances

COMMERCIAL CUSTOMERS

Which customers will be interested in Reserved Instances?

Customers who want to run full-time virtual machines in the cloud and want best price and flexibility in return for a level of commitment and upfront payment

Customer commitment

- **Term:** 1 or 3 years
- **Type of virtual machine:** for example, D4v3
- **Azure region:** for example, Europe West (EUW)
- **Assignment level:** company or department

Best price and flexibility

Windows Server VMs

- Best pricing on any public cloud
- Significant savings compared to Azure Pay-As-You-Go Windows Server VMs
- Highest level of flexibility on any public cloud

Linux VMs

- Matched pricing with any public cloud
- Significant savings compared to Azure Pay-As-You-Go Linux VMs
- Highest level of flexibility on any public cloud

Best Price

Save up to 82% with Reserved Instances and the Azure Hybrid Benefit

Azure Hybrid Benefit

- Use existing Windows Server licenses with SA to maximize existing investments, or
- Acquire new Windows Server Subscription licenses

Windows Server Core meter

Pay a metered rate for Windows Server only while the virtual machine is running with savings of up to 72% over PAYG Windows Server VMs

Best Flexibility

What happens if my business needs change?

While RIs require making upfront commitments on compute capacity, they also provide flexibility should business needs change

I need to reassign the Reserved Instance to a different part of my business

Customers can reassign a Reserved Instance at any time to a different department or to the whole company

I want to change the type of virtual machine and/or the region

Customers can exchange one Reserved Instance for another

Unused duration of original RI is pro-rated and credit is applied to a new 1 or 3-year term RI

I need to cancel the Reserved Instance

Customers can cancel a Reserved Instance at any time

Refunds are pro-rated with a cancellation fee deducted

Availability and Payment

- Expected availability in the Enterprise Agreement before the end of 2017
- Payment for Reserved Instances will be made from Monetary Commitment

Start Selling!

Talk to your customers who have:

- Full-time Windows Server virtual machines in Azure
- An Enterprise Agreement
- Windows Server licenses with SA

You can offer a flexible RI solution with significant cost savings

https://azure.microsoft.com/en-us/pricing/reserved-vm-instances/

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Microsoft

Microsoft

How Reserved Instances work

Woodgrove Bank

Woodgrove Bank has 3 full-time workloads running in the West US data center and wants to save money by acquiring Reserved Instances

	Currently		With Reserved Instances	
	Compute	Operating System	Compute	Operating System
E2v3 running Windows Server	Base VM/hour	+ Azure Hybrid Benefit		+ Azure Hybrid Benefit
E2v3 running Windows Server	All inclusive Windows Server VM/hour			+ Windows Server Core/hour
E2v3 running Linux	Base VM/hour			

RI inventory
3 x E2v3 for West US

Microsoft

Typical savings with RI

Base VM pay-as-you-go price Azure RI price

Typical savings with RI + Azure Hybrid Benefit

Reserved Instances in CSP

Availability

Virtual Machines Types

All VM series will have Reserved Virtual Machines Instance availability with the exception of the A-series, Av2-series and G-series virtual machines

Regions

All global data centers will have RIs, excluding the sovereign clouds:

- US Government and US DOD
- Germany Central and Germany Northeast
- Greater China

Programs

Volume Licensing Agreements

- Enterprise Agreement (EA)
- Enterprise Agreement Subscription (EAS)
- Server and Cloud Enrollment (SCE)
- Enrollment for Education Solutions (EES)

CSP

Azure.com

Microsoft

At Launch: *partners in these countries cannot purchase RI*

Americas

- Argentina
- Brazil
- Mexico

Eurasia

- Azerbaijan
- Russia
- Turkey

Africa

- South Africa

Asia

- Hong Kong
- India
- Indonesia
- Kazakhstan
- Korea
- Malaysia
- Saudi Arabia
- Taiwan

Europe

- Belarus
- Liechtenstein
- Ukraine

Microsoft

A Customer …

I understand the cost benefits I get for paying for Reserved Instances upfront, but what if my business needs change …

Microsoft

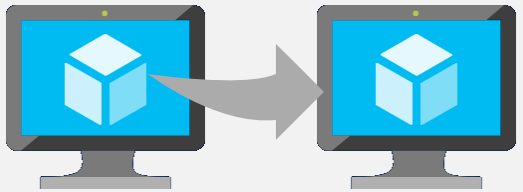
Great Flexibility

Reassign

- Customers can reassign a Reserved Instance at any time to a different department or to the whole company

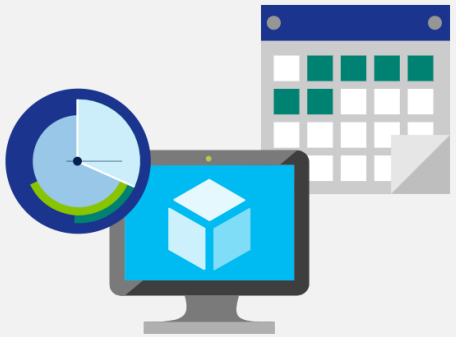
Exchange

- Customers can exchange one Reserved Instance for another
- Unused duration of original RI is pro-rated and credit is applied to a new 1 or 3-year term RI



Cancel

- Customers can cancel a Reserved Instance at any time
- Refunds are pro-rated with a cancellation fee deducted



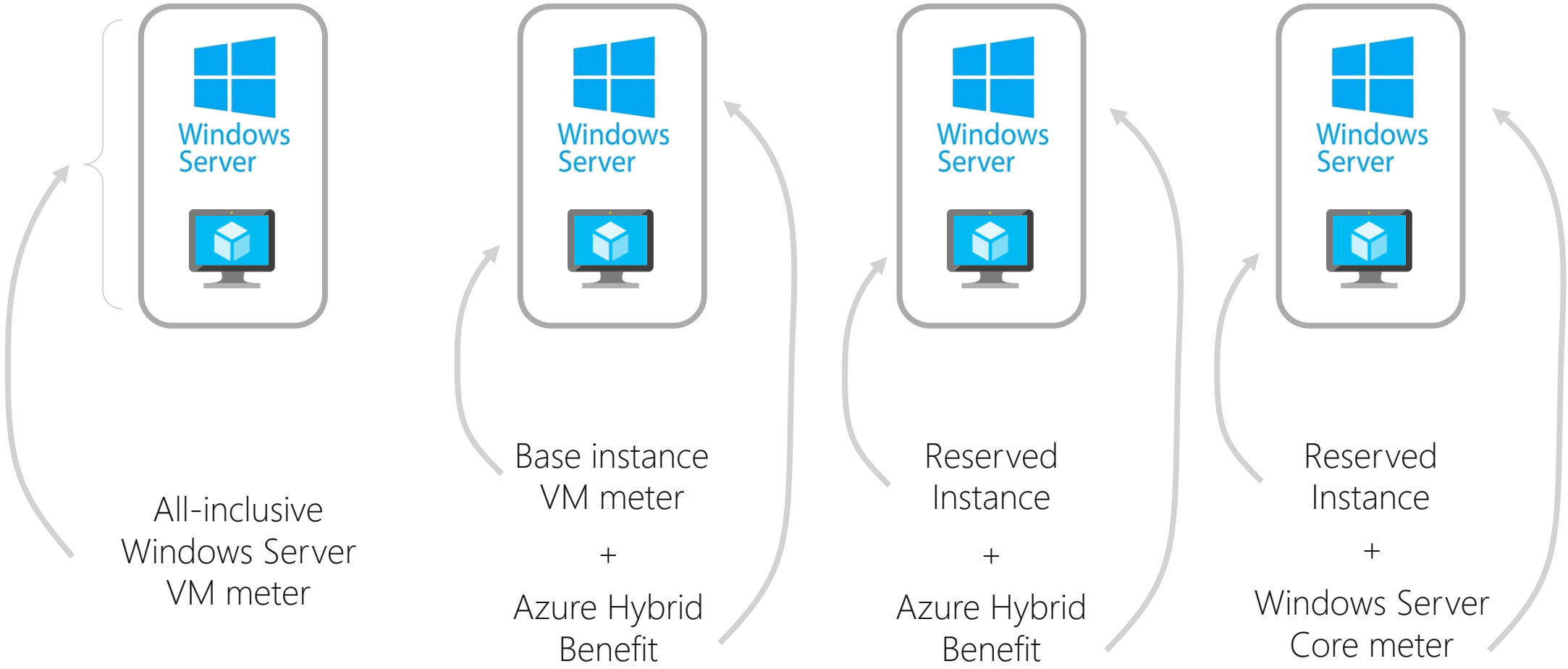
Microsoft

A Customer …

I want the best possible price for Windows Server virtual machines running in Azure but I don't have Windows Server licenses with active Software Assurance …

Microsoft

Azure Windows Server VM Options



Microsoft

Software Subscriptions

Software Subscriptions: Highlights

1 or 3-year subscriptions

- Upfront payment

Windows Server

- Windows Server Standard Core licenses, sold in 8-packs

License usage

- Licenses may be used in virtual machines running in Azure or to license an on-premises deployment: Azure Hybrid Benefit
- CAL subscriptions will also be available for an on-premises deployment

Microsoft

Windows Server : On-premises Usage

Additional on-premises rights

- Self-Hosting, Disaster Recovery, Semi-Annual Channel releases

Downgrade rights

- Available as per "traditional" Windows Server licenses

Upgrade rights

2.1 Version Upgrade Rights

Customers with Server Subscriptions for Azure may use new versions released during the subscription period subject to the Use Rights in effect when those versions are released. Similarly, CAL and External Connector License Subscriptions for Azure permit access to new versions of the corresponding software released during the subscription period.

Page 56, July 2018 Product Terms

Microsoft

SQL Server: Overview

1 or 3-year subscriptions

- Upfront payment

SQL Server

- SQL Server Standard and Enterprise Core licenses, sold in 2-packs
- A minimum of 4 licenses must be assigned to an Azure virtual machine
- Further packs of 2 licenses may be assigned to larger virtual machines

Transacting

- As per Windows Server Subscriptions

Microsoft

Server Subscriptions: On-premises Usage

Additional on-premises rights

- Self-Hosting, Disaster Recovery, License Mobility across Server Farms, Fail-over Rights, Unlimited Virtualization*, Power BI Report Server*

Downgrade/upgrade rights

- Available as per "traditional" SQL Server licenses

Bits and keys

- Available to the partner via Partner Center who then makes them available to the customer

Microsoft

*SQL Enterprise edition only

WINDOWS SERVER SUBSCRIPTIONS

Siamo lieti di annunciare l'immediata disponibilità di acquisto di **Windows Server**, **SQL Server & RDS** tramite il programma **CSP (Cloud Solution Provider)**. Cosa ti offrono?

1. **Azure Hybrid Benefit**, incluso con le sottoscrizioni server: ti offre fino al 40% di sconto sulle tue VM Azure con Win.Server (fino al 70% se combinate alle Azure Reserved Instances)
2. **Possibilità di downgrade** fino a 2 versioni precedenti;
3. Possibilità di licenziare il tuo ambiente in **modalità On-premise e/o attivando VM su Azure (puoi utilizzare la Server Subscription per entrambi gli ambienti per i primi 180 gg)**.

Le licenze in sottoscrizione aumenteranno la prevedibilità dei costi e semplificheranno il processo di vendita. Inoltre, il programma CSP consente ai partner di acquisire, fornire e gestire le sottoscrizioni server le istanze riservate Azure per conto dei clienti, attraverso il Microsoft Partner Center e il portale Azure.

Comparazione prezzi

		Volume Licensing			SAVING		
3 YEAR	**CSP**	**OVS**	**OVL**	**OLP+SA (6 Years)**	**CSP vs OVS**	**CSP vs OVL**	**CSP vs OLP+SA (6 Years)**
RDS CAL - 1 User CAL – 3 year	✓				3%	35%	7%
Windows Server CAL - 1 User CAL - 3 year	✓				87%	53%	32%
Windows Server CAL - 1 Device CAL - 3 year	✓				86%	49%	26%
Windows Server 2019 Standard - 8 Core License Pack - 3 year	✓	✓				32%	4%
SQL Server Standard - 2 Core License Pack - 3 year	✓	✓				32%	5%
SQL Server Enterprise - 2 Core License Pack - 3 year	✓	✓				32%	5%

		Volume Licensing			SAVING		
1 YEAR	**CSP**	**OVS**	**OVL**	**OLP+SA (2 Years)**	**CSP vs OVS**	**CSP vs OVL**	**CSP vs OLP+SA (2 Years)**
RDS CAL - 1 User CAL – 1 year	✓	✓				23%	40%
Windows Server CAL - 1 User CAL - 1 year	✓				88%	56%	64%
Windows Server CAL - 1 Device CAL - 1 year	✓				86%	52%	62%
Windows Server 2019 Standard - 8 Core License Pack - 1 year	✓	✓	✓				20%
SQL Standard - 2 Core License Pack - 1 year	✓	✓				25%	42%
SQL Enterprise - 2 Core License Pack - 1 year	✓	✓				25%	42%

**Il contratto OVS richiede almeno un prodotto piattaforma tra: Sistema Operativo, applicazioni Office System, CAL (client Access License).*

***Nell'analisi è stato considerato il licenziamento minimo previsto per un ambiente on premise: 16 Core per Windows Server e 4 Core per SQL Server. Nel caso di un ambiente Azure il numero min di core per Windows Server scende ad 8*

Microsoft

PROCESSO DI ATTIVAZIONE DELLE LICENZE:

Dopo aver acquistato l'abbonamento al software, segui i passaggi seguenti per scaricarlo.

Nota:
Per scaricare il software e ottenere le chiavi di attivazione sarà necessario avere le credenziali da amministratore.

1. Accedi al profilo del cliente e seleziona **Software**.
   Vedrai un elenco di tutto il software che hai acquistato per conto del cliente;
2. Individua il prodotto che desideri scaricare. Nel campo **Seleziona prodotto**,
   selezionare la **versione**, **la lingua ed il tipo di file / SO** che si desidera;
3. Selezionare **Invia**/**Submit** per visualizzare i prodotti;
4. Selezionare **Ottieni chiavi** e **download;**
5. Selezionare **Scarica** per iniziare il download oppure
   selezionare **Copia collegamento** per copiare il collegamento e **inviarlo al cliente.**

Microsoft

Microsoft

Thank you!

Microsoft

Microsoft Azure: Partner Incentives

Incentives

Valido dal
1° luglio 2018 al
30 giugno 2019

1 Scopo

Premiare e supportare i rivenditori indiretti CSP che promuovono e offrono ai clienti Online Services basati su tecnologia Microsoft.

2 Idoneità

- Adesione MPN attiva.
- Conseguimento di una competenza MPN di livello Gold o Silver
- Onboarding allo strumento di incentivi CSP

3 Informazioni essenziali

- Acceleratori locali potenzialmente disponibili (per scelta di paese)
- Acceleratori globali disponibili
- Aggiornamento della cadenza dei pagamenti per rimborso (ora mensile)
- Adeguamento dei tassi di base in funzione del semestre 2
- Licenze software con abbonamento ora disponibili per il CSP su Centro per i partner

La Guida agli incentivi e altre risorse sono disponibili su MPN all'indirizzo aka.ms/partnerincentives

4 Tassi di incentivo

Tassi globali	Pagamenti in base a	AF 2019 S1	AF 2019 S2
Di base - O365	ricavi fatturati	8%	6%
Di base - Tutti gli altri prodotti CSP*	ricavi fatturati	8%	8%
Istanze di macchine virtuali Azure (RI)	utilizzo	10%	10%
Software nel CSP - Abbonamento**	ricavi fatturati	Di base - 1,25% Strategico - 6%	Di base - 1,25% Strategico - 6%

* Ad esempio EMS, Windows Intune, CRM Online, offerte Cloud Dynamics e Azure
** Di base = Windows Server | Strategico = SQL Server

Acceleratori globali (possibilità di guadagno incrementale)	Pagamenti in base a	AF 2019
Clienti CSP aggiunti (novità dell'AF 2019)	ricavi fatturati	2%
Chiamate e Servizi di conferenza PSTN globali	ricavi fatturati	20%
Acceleratore globale per i prodotti strategici	ricavi fatturati	2%

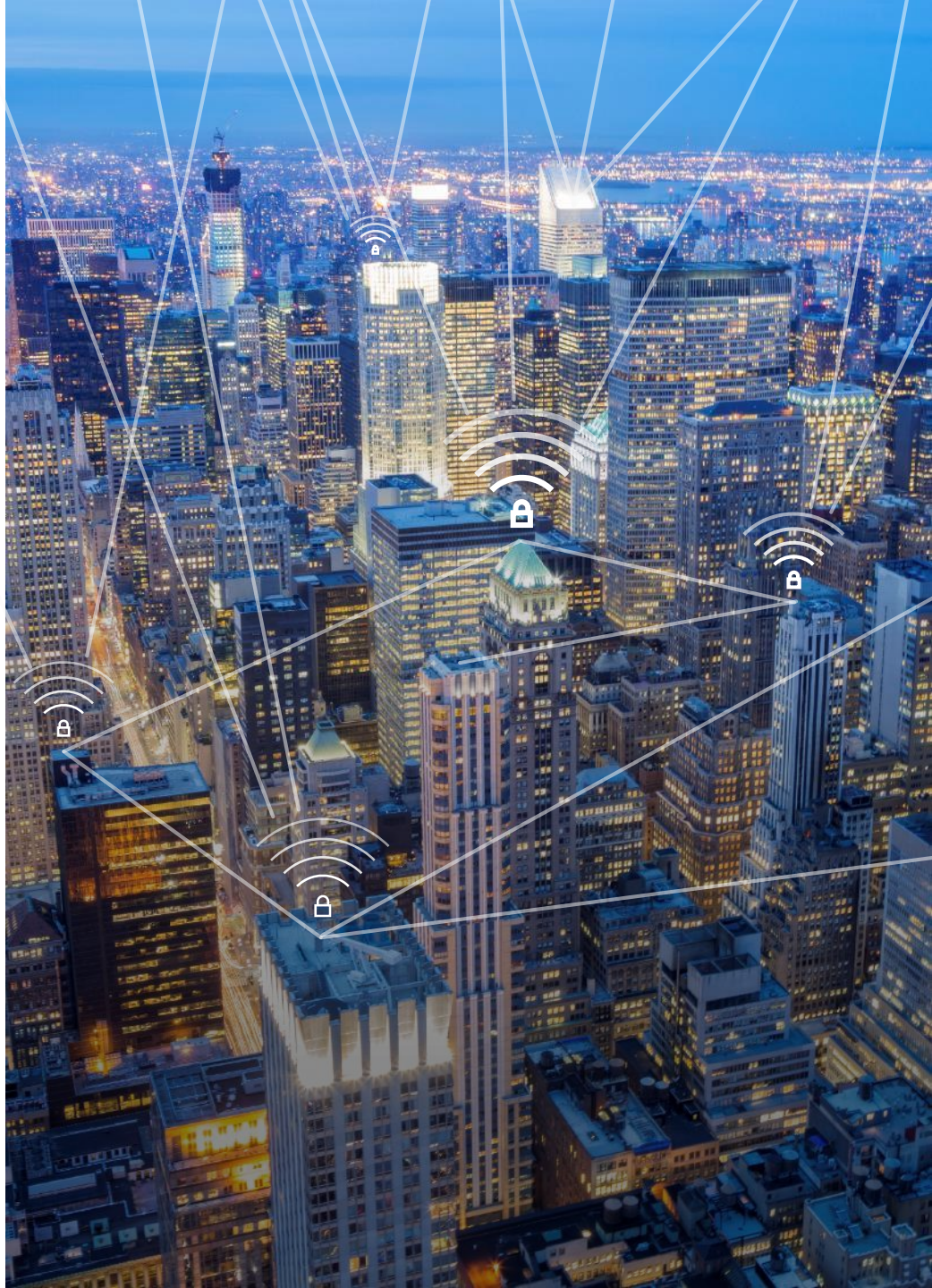
Per le definizioni e i requisiti di idoneità, consultare la Guida agli incentivi e l'addendum per il prodotto

Microsoft

Additional Resources

GDPR documents

- GDPR on the Microsoft Trust Center https://microsoft.com/gdpr
- Microsoft white paper “How Microsoft Azure can help organizations become compliant with the EU GDPR” https://aka.ms/gdpr-azure-whitepaper
- Azure GDPR Page https://www.microsoft.com/en-us/TrustCenter/CloudServices/Azure/GDPR
- Microsoft white paper “An Overview of the General Data Protection Regulation (GDPR)” https://aka.ms/gdproverview
- Create your free Azure account today https://azure.microsoft.com/free

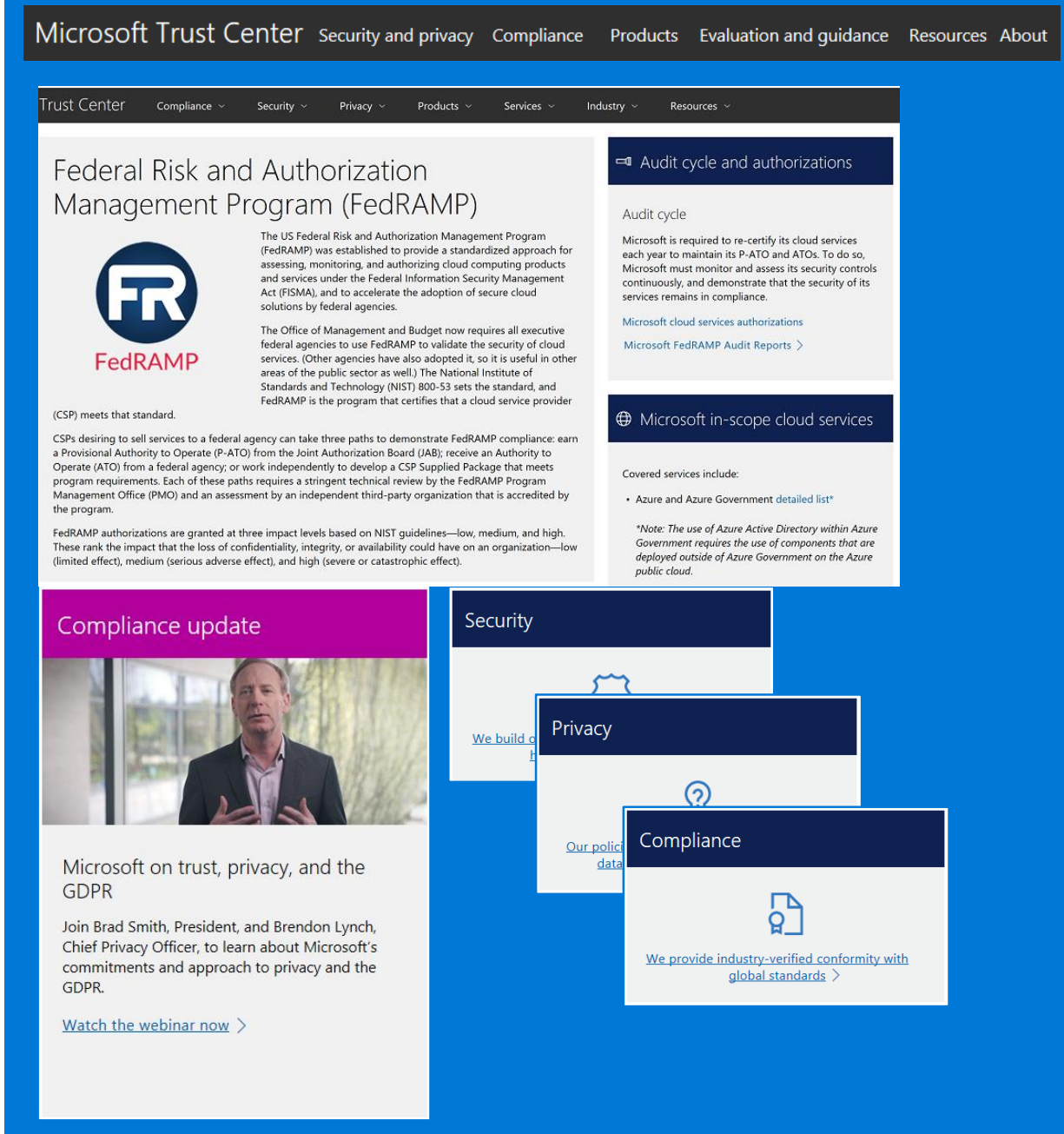


Microsoft Trust Center

All compliance information in one place

- Compliance backgrounders
- GDPR information
- Cloud privacy policies
- Resources

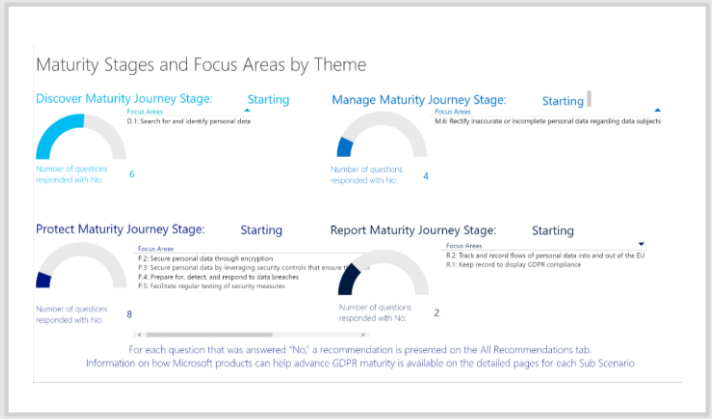
https://www.microsoft.com/trustcenter

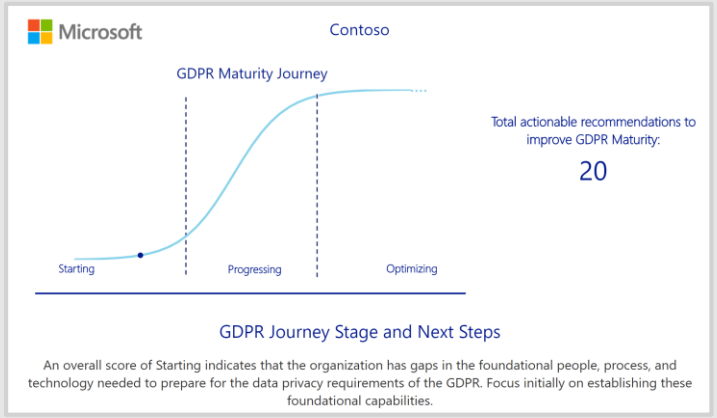


GDPR assessment tools

The **GDPR Assessment** is an online interactive tool that will help you structure your conversations with customers. It's a conversation starter that can be useful for the initial part of your presales efforts.

The **Detailed GDPR Assessment** is an offline tool containing approximately 150 questions to help you assess a customer's readiness and maturity across technology, people, and processes. It will help you structure your paid assessment offerings and scope out subsequent managed services offerings with an appropriate SOW.





Find both at
aka.ms/GDPRPartners

Microsoft

May 2018

V-Valley & Azure

A cura di

Paradiso Francesco

Business Developer Cloud & IoT

Agenda

V-valley

- V-Valley the Value of Esprinet
- Il team Cloud: una squadra per TE!

VM in one click

- Cresci con noi!
- Perché è nato VM in one click
- Cos'è

UVP

- i nostri servizi (gestione, attività e servizi)

V-Valley
the Value of esprinet

V-valley the value of Esprinet

Chi è **V-valley**???

V-valley è parte del Gruppo Esprinet, nata nel 2011 che raggruppa soluzioni a valore e tecnologie complesse che ruotano attorno al data center, server, storage, networking, security, enterprise software, cloud, cabling ed efficienza energetica, unified communication, identificazione automatica e videosorveglianza, il tutto accompagnato da servizi professionali.

Il team Cloud: una squadra per TE!

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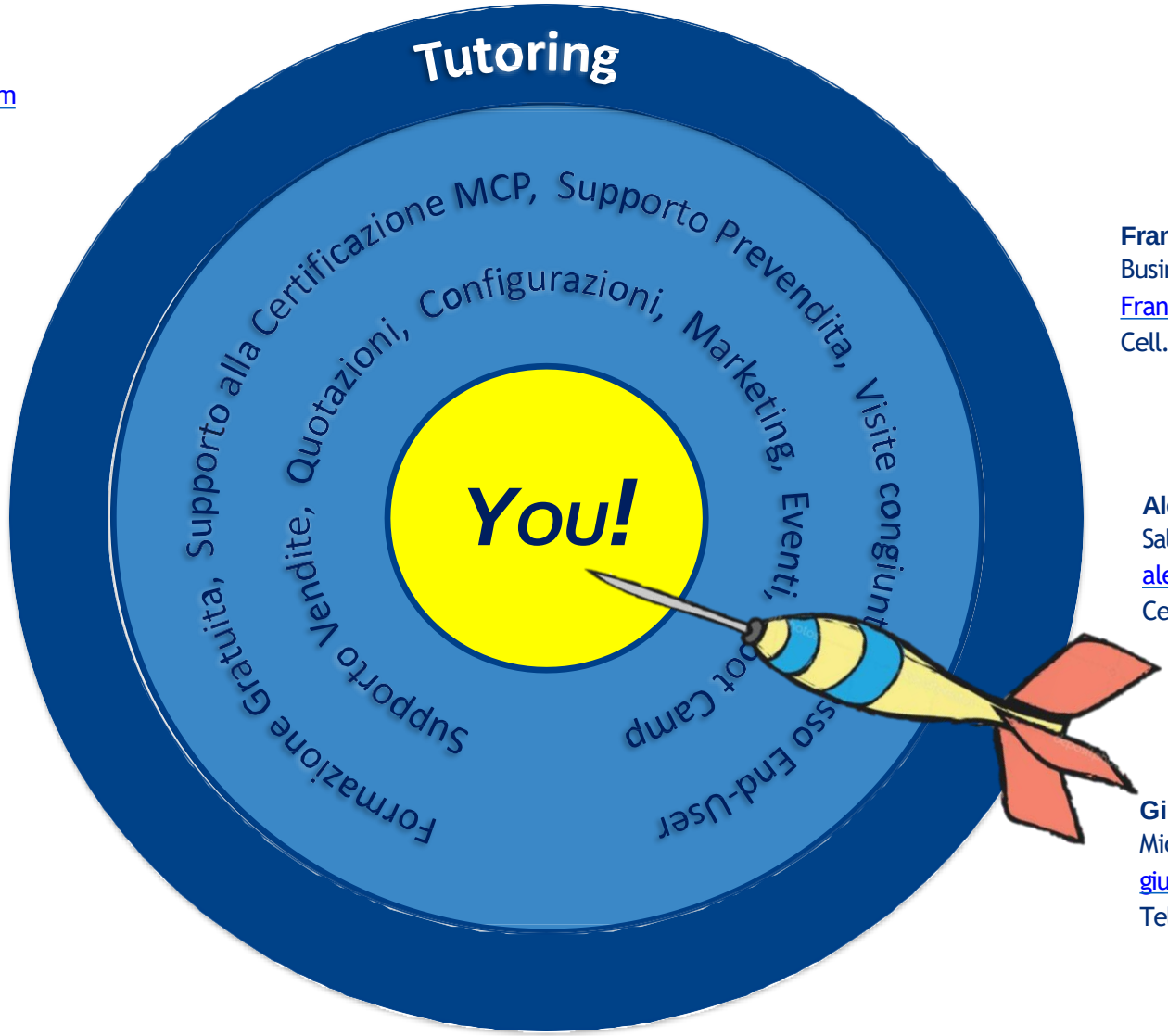

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V-Valley
the Value of esprinet

Cresci con noi!

Starter

- Formazione gratuita WEBINAR & WORKSHOP
- Formazione gratuita ONE TO ONE anche onsite (1-3 visite)
- OFFERTE OTTIMIZZATE da Esprinet
- REPORT Consumi Dinamico MENSILE
- VM in one Click
- Servizi Professionali di AVVIAMENTO

Runner

- Visite CONGIUNTE presso End-User
- Offerte Ottimizzate da Esprinet
- Servizi PROFESSIONALI per Progetti Complessi o su nuove tecnologie

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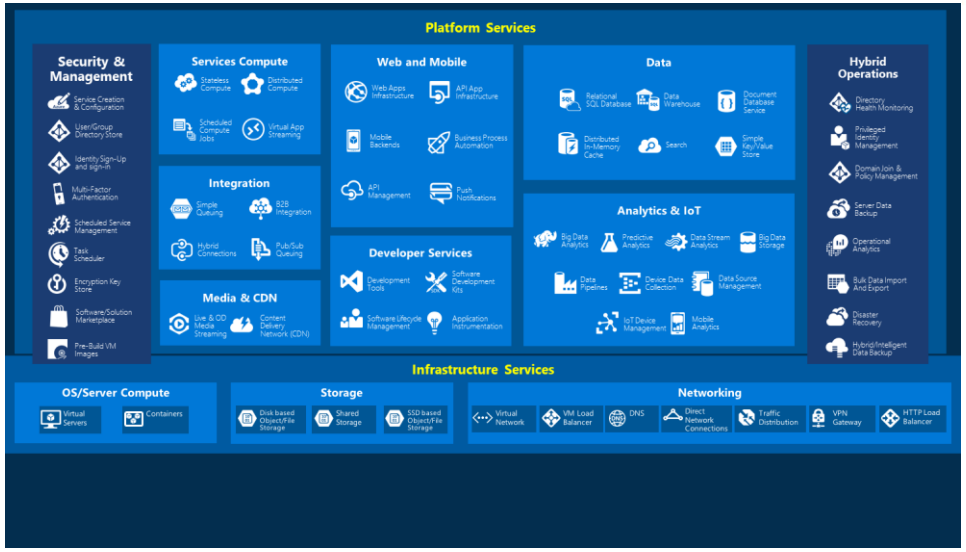
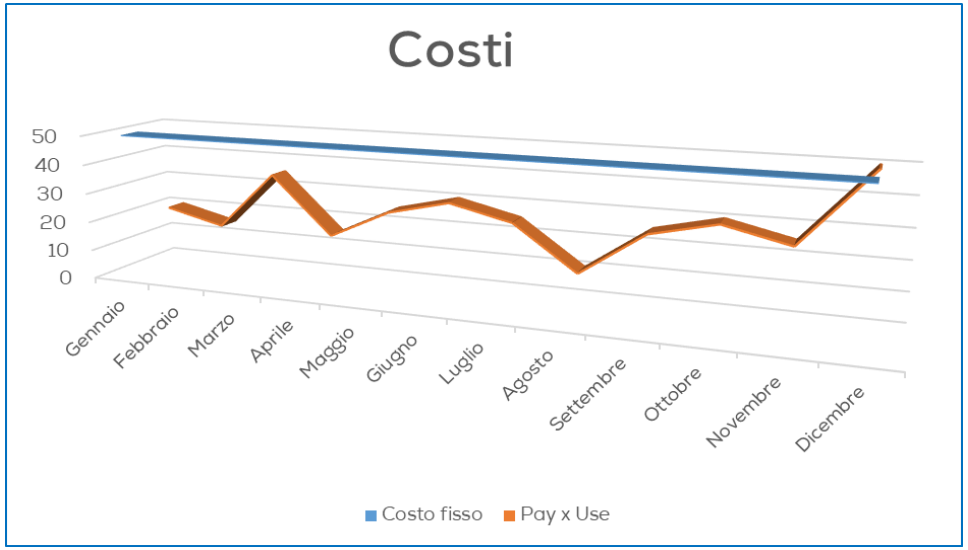
Perché è nato VM in one Click





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VM in one Click

Cos'è?

1. Piattaforma da cui partire per aggiungere le proprie applicazione ed i propri servizi
2. Modo per scalare velocemente nei volumi ed acquisire nuovi clienti
3. si affianca all'attuale vendita di Azure in modalità «pay per use»

A chi si rivolge

1. a tutti i Rivenditori clienti di Esprinet che hanno sottoscritto il Contratto Cloud di Esprinet
2. Rivenditori che vogliono crescere anche seguendo strade diverse
3. Rivenditori che considerano Microsoft un Partner Strategico sul quale investire

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VM in one Click

Shop

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Size 0
€

Size 1
€€

Size 2
€€€

Click

One Click

- **Scegli il size**
- **Fornisci poche informazioni**
  - **Nome VM**
  - **…**
- **Acquista**

Use

End User

- **La VM è pronta all'uso**

Size 1
€€

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I nostri servizi

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I nostri servizi

Attività una tantum Orario Standard

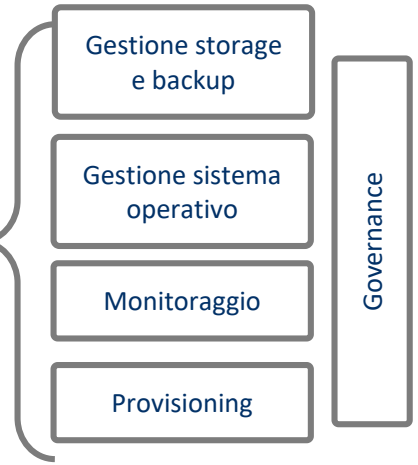
- Provisioning
- Servizi di migrazione
- Consulenza alla progettazione

Attività ricorrenti Orario Standard

- Gestione Network Appliance
- Gestione DB
- Gestione storage e backup
- Gestione sistema operativo

Attività ricorrenti Orario h24

- VM full mgmt
- Gestione Azure Site Recovery
- Monitoraggio



Governance

- Service Manager Blueit
- Stato servizi mensile
- Orario Standard

Gestione Operativa

- Orario h24
- Per Incident bloccanti interventi in reperibilità

I servizi ricorrenti nascono con durata mensile

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Grazie

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