

# SALES MANUAL

## Azure on BlueSky

# Promote new business in the cloud.

## Introduction

The cloud is the future of IT and is already driving the industry to mobilise to meet the huge demand for cloud in the market.

It is estimated that 80% of companies are already deploying, or adopting cloud, which translates into fantastic business opportunities for cloud solution providers as well as the ability for them to generate greater profits while at the same time lowering costs for the customer.

According to a report prepared by 451 Research, managed cloud services will represent a total market of \$43 billion by 2018. The growth

rate for cloud services is therefore 60 percent faster than services focused on infrastructure alone.

This sales handbook is for any Westcon-Comstor partner who wants to take advantage of this window of opportunity and ensure recurring revenue into the future.

In this playbook we will aim to provide you additional information on:

- Microsoft Azure – The Microsoft Cloud – What are modern partners?
- Sales scenarios
- Westcon-Comstor Services

**Happy reading!**

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 Cloud



 Microsoft

 Microsoft Azure

**Westcon**  **Comstor**  
Delivering Results Together



# What is Microsoft Azure?

Azure is Microsoft's Cloud Computing platform for developers who want to create, develop, and store applications faster, more efficiently, and more economically.

It is also designed for IT infrastructure specialists who are interested in provisioning virtual machines, network, storage and backup capacity, as well as websites and applications within minutes. It also offers SQL and NoSQL database management services, as well as integrated support capable of extracting information and analysis of data available in a company.

In addition, Azure is a fully hosted and Microsoft-controlled service running on its Data Centres, spread across 19 regions of the world. It even unites all the issues that an IT specialist needs to develop in a single environment in a virtual system.

## What Azure offers:

- Memory Processing
- Memory Storage
- Storage Facility
- Network Storage
- Cloud Virtualization

## Help customers save with Azure

With Azure your customers can save money on:

- Investment in physical servers
- Maintenance of hardware
- Software updates
- Electricity
- Specialised personnel and IT skills





Azure's integrated tools, pre-assembled models, and managed services make it easier to compile and manage enterprise, mobile, web, and IoT applications faster, by leveraging the skills that developers and IT professionals already have and technologies they already know.

Any registered developer can submit their applications to Azure and run them directly through the service, which provides scalability and licensing savings. In addition to the computing, storage and administration capabilities offered, the platform also provides a number of services for building distributed applications. It offers interconnected services such as analysis, computing, database, mobile services, networks and storage.

While an application "runs in the cloud" it behaves as if it were on the programmer's own desktop, without the need for additional processes and hardware installations, which are done directly in the virtual environment that is Azure. In addition, Azure enables you to create applications faster, since it offers an accessible inter-

face that is capable of unifying and virtualizing, via the cloud, operations, network systems, interactions and data storage all of which is highly scalable and provides access to different people in different parts of the world.

### **Compatible with various operating systems**

Azure supports the widest selection of operating systems, programming languages, frameworks, tools, databases, and devices that millions of developers and IT professionals already rely on. This includes Linux, Oracle, PHP, My SQL, iOS and Android to name a few. It enables and speeds up the facilitation of programme development.

### **Scalable service**

Transactionally, users only pay for what they are using based on their business requirements. Making use of analytics, it is possible to measure this demand and control the investment made in Azure.

### **Take advantage of all the features of Hybrid and Public Cloud**

One of its main differentiators, is

that Azure was born as a Hybrid Cloud, able to take advantage of local resources and the Public Cloud simply, getting the best from each platform. Another differentiator is the various possibilities of IaaS (Infrastructure as a Service) and PaaS (Platform as a Service) offered by the system. Microsoft was also the first major cloud provider to embrace the new international cloud privacy standard, ISO 27018, ensuring more privacy and security for the user. It has achieved this by constantly undergoing operational audits that help ensure access to customer data is performed only by authorised users.

### **Support 24x7**

Azure is supported 24 hours a day, 7 days a week and 365 days of the year. It is present in 141 countries, serving more than 20 million companies and 1 billion users. With continual investment into the system, Microsoft is able to constantly expand the physical footprint of Azure as well as further ensure ongoing operational improvement.



# Easy to use, quick response

Management and Security	Computing	Web and mobile	Developers Services	Hybrid operations
Portal	Cloud Services Service Fabric	Remote App PI's App API's Management Mobile App Logic App's Notification Hubs	Visual Studio Azure SDK Team Project Application Insider	Azure AD Connect Heath AD Privileged Identity Management AD Privileged Identity Management BACK UP Operational Insights Import/Export Site Recovery StorSimple
Active Directory	LoT [Lab of Things] Remote App			
Multifactor Authentication	Integration	LoT and Analyses	Data	
Automation	Storage queues Biz talk Services	HD Insight Learning Machines Event Hub Data Factory Mobile engage- ment Flow Analysis	SQL Data Base SQL Data Warehouse Cache Research Document DB Tables	
INFRASTRUCTURE SERVICES				
Key lock	Hybrid Service Bus connections	Computing Virtual Machines Containers	STORAGE BLOB Storage Premium Azure Files	NETWORK Load Balance Express Route Traffic Manager DNS
Store	Media and CDN Storage Queues Content Distribution Network (CDN)			VPN Gateway Application Gateway
VM Image Gallery And VM Depot				







01

**CONFIDENCE**

Count on industry-leading security and privacy policies that form the basis for a trusted cloud.

02

**GLOBALISATION**

Choose a tailored cloud deployment option for your client's business that is in line with the global needs of their organisation.

03

**INNOVATION**

Leverage the benefits of Microsoft's investment and research and development into cloud in order to generate new strategic partnerships and unique approaches to sell a differentiated infrastructure.

04

**SUSTAINABILITY**

Using Azure, adopt a sustainable attitude to the environment that you can further package for your customers also concerned with global environmental issues.

05

**WHAT ARE TODAY'S CLOUD PARTNERS?**

Today's partner is one who helps their client make the transition to the cloud, guiding him in every aspect of the journey. From migration consulting and operations management, today's partners are cloud partners, and are able to show the customer all the benefits they can derive from adopting the cloud.

These partners act as a complete solutions provider, giving the customer an experience that includes support, provisioning and billing. This is all through a flexible payment model in which the customer only pays for what they use: the "pay as you go".

06

**PROVIDING SOFTWARE AS A SERVICE (SAAS)**

The Software as a Service (SaaS) model supported by Azure, provides partners with a new operational model from which to sell cloud resources. Example: O365, Google

A key differentiator of IaaS is that it provides the scalability that the cloud provides, combined with increased profitability through flexible billing models. Today's cloud partner is able to leverage the resources of Azure and use them to their benefit, knowing how to develop the best solutions suited to the customer's environment, be it a IaaS, PaaS or SaaS offering.



## Deepen customer relationships

- Drive better customer involvement, meet client needs and strengthen relationships
- Closer relationships trigger more revenue opportunities – especially migration to the cloud and development of new applications

## Recurring revenue

- Month-to-month billing for managed / cloud services packages
- Ensures a steady stream of recurring revenue as opposed to project based revenue
- Revenue increases as cloud investment increases

## Larger margins

- The gross margin for managed / cloud services is usually higher (50-60%) than that of professional services (40-50%) and resale (10-20%)
- Margins increase according to scale and automation



**Cloud deployment = business benefits:**

## More opportunities in the portfolio

- Diversify your portfolio of managed / cloud services with Azure
- Add new business offerings such as cloud development / testing, data backup and recovery, native cloud application

## Sales offers and integrated services

- Be the owner and control the change in the environ

- design, etc.
- Open up global customer opportunities as a result of Azure's geographic reach

## Build the best sales scenario for your customer

For today's cloud partner, managed services provides extensive possibilities that include hosting, system integration and cloud

- Provisioning, management and support

resale, all of which can be included in a unified offering:

### Transformation

- Turn opportunities into packaged deals
- Validate with internal tests
- Choose which Azure technologies to work with

## Through you the Partner and Through Westcon-Comstor your Distributor

- Differentiating and market positioning
- Pricing your solutions with Westcon-Comstor
- Management and services differentiator
- Implementation and project differentiator

## Target Audience

- Existing customers
- New and potential customers

## Value

- Why this solution makes sense to a new or existing customers
- What would make a customer adopt the offering

## Implementation

- We have the technical skills and knowledge to install and configure solutions
- The technical skills we have to deliver the initial configuration, your own or those of Westcon-Comstor

## Management

- Do we have the skills and the knowledge to manage the customer environment
- We are able to provide the customer day-to-day management skills

## Initial Scenarios for Partners

### Understand your client's Data Centre needs:

- Support a customer in a new region
- Disaster recovery of existing client applications
- Disaster recovery of SQL databases
- Back up workloads onsite

## USE AZURE TO CREATE NEW EXCLUSIVE OFFERINGS FOR THE CLOUD

- SQL Server management
- LOB applications with high availability
- Development / Testing
- Workspace as a Service
- N-tier applications (Windows or Linux); Web Applications
- Backup





**Azure with Westcon-Comstor Professional Services.**

**1. Second Active Directory (AD) in the cloud.**

Ensure high availability of the authentication services of your Microsoft environment by hosting a redundant Domain Controller in the Microsoft Cloud.

**Benefits**

- Forego the expenses of the physical maintenance of servers, hardware, power consumption, air-conditioning, etc.
- Increase or decrease the capacity of Virtual Machines according to customer demand
- Pay only for what you use
- Create an extension of your Data Centre on the Microsoft cloud platform

Number of Azure Resources		Estimated consumption in 3 years	
Meter	Meter Category	Monthly Budget	Duration
1 VM	A2 Basic	\$1.594,32	1st Year
60 GB	Storage		
10GB	VPN Site to Site (Output)	\$3.188.64	2nd Year
Estimated consumption	\$ 132.86 / month	\$4782.96	3rd Year

\*The estimated amounts in this example and are subject to change at any time and are therefore not fixed pricing.

**Implementation Services:**

- Add migration and deployment services using Westcon-Comstor Server Migration® for \$ 960.82
- Add VPN configuration services using the Westcon-Comstor Cloud VPN® for \$ 191.14 to configure a VPN between your local environment and Azure.

**Management Services:**

- Add the Westcon-Comstor Control Virtual Machine® management service for 24x7 solution monitoring, error and fault checking for only \$ 64.14 / month per protected instance.

**Comments**

The values of consumption are only an estimate and may be changed without prior notice. The packages above include:

- 744 Hours (1 month) of VM Model A2 Basic On, with 2 processing cores and 3.5GB of RAM





- 60 GB Storage of Page Blob type
- 744 hours (1 month) Active VPN
- 10 GB of bandwidth (output data) on the Azure for 30 days
- Resources will be hosted in the Southern Centre of the United States

## 2. Cloud file service

Migrate or create your file server in the Microsoft cloud. Ensure access to the files anywhere and at any time.

### Benefits

- Have your company files always available, wherever you are
- Forego the expenses of the physical maintenance of servers, hardware, power consumption, air-conditioning, etc.
- Increase or decrease the capacity of Virtual Machines according to customer demand
- Pay only for what you use
- Create an extension of your Data Centre on the Microsoft cloud platform

Resource Quantity		Estimated Consumption in 3 Years	
Quantity	Category	Monthly Budget	Duration
1 VM	A2 Basic	\$1854.72	1st Year
300 GB	Storage	\$3.709.42	2nd Year
100GB	VPN Site to Site (Output)		
Estimated consumption	\$ 154.56 / month	\$5554.16	3rd Year

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### Implementation Services:

- Add migration and deployment services using Westcon-Comstor Server Migration® for \$ 960.82
- Add VPN configuration services using the Westcon-Comstor Cloud VPN® for \$ 191.14 to configure a VPN between your local environment and Azure.

### Management Services:

- Add the Westcon-Comstor Control Virtual Machine® management service for 24x7 solution monitoring, error and fault checking for only \$ 64.14 / month per protected instance.

### Comments



The values of consumption are only an estimate and may be changed without prior notice. The packages above include:

- 744 Hours (1 month) of VM Model A2 Basic On, with 2 processing cores and 3.5GB of RAM;
- 300GB storage of Page Blob type;
- 744 hours (1 month) Active VPN;
- 100GB bandwidth (output data) on the Azure for 30 days;
- The resources will be hosted in the Southern Centre of the United States.

Size of Each Instance	Azure Backup Price Per Month
Instance < or = 50 GB	\$5 + storage consumed
Instance is > 50 but < or = 500 GB	\$10 + storage consumed
Instance > 500 GB	\$10 for each 500 GB increment + storage consumed

### 3. Cloud backup

Use the Azure backup service to protect data on your servers and applications, simply and securely.

#### Benefits

Unified solution to protect local and cloud data		Estimated Consumption in 3 Years	
99.9% guaranteed availability	Option 1	1st Year	\$814.08
Reliable external backup destination		2nd Year	\$1.628.28
Efficient incremental backups		3rd Year	\$2.442.24

\*The estimated amounts in this example and are subject to change at any time and are therefore not fixed pricing.

**Secure - data is encrypted when in storage or in motion**

**No longer spend money on backup tapes, Azure Backup provides an attractive alternative to tape storage, with significant cost savings, shorter recovery times and up to 99 years of retention**

**Pay As-You-Go: Pay only for what you consume**

**Create an extension of your Data Centre on the Microsoft Cloud platform.**





## Option 1

Option 1		Estimated Consumption in 3 Years	
Meter	Meter Category	Consumption	Duration
500GB	Recovery Backup	\$979.20	1st Year
5	Compute VM	\$1958.40	2nd Year
Estimated consumption \$ 67.84		\$ 2937.60	3rd Year

\*The estimated amounts in this example and are subject to change at any time and are therefore not fixed pricing.

## Suggestion

- The size of the backed-up data determines the pricing for Azure Backup in each protected instance before compression and encryption.
- For virtual machines, the size of the allocated disk determines the data size.
- When backing-up files and folders, the size of the files and folders configured for backup determine the data size.
- When backing-up SQL Server, the size of the databases configured for backup determine the data size.
- You have the flexibility to choose between locally redundant storage (LRS) or geo-redundant storage (GRS).

Both LRS and GRS are Block Blob Storage. You can find the pricing for Block Blob Storage on the [Azure Storage pricing page](#). Charges for storage are separate from the cost of Azure Backup.

Meter	Meter Category	Consumption	Duration
1TB	Recovery Backup		
5	Compute VM		
Estimated consumption \$81.60			

**Option 2**

**Total Backup 1TB**

**Up to 5 instances, VM server or workstation**

**Estimated consumption \$81.60**

**Implementation Services:**

- Full deployment services for \$191.14

**Management Services:**

- Add the Westcon-Comstor Control Backup® management service for 24x7 solution monitoring, file restoration, error checking and backup failures for only \$ 15.39 / month per protected instance.

**Comments**

- The values of consumption are only an estimate and can be changed without prior notice
- The resources will be hosted in the Southern Centre of the United States.

**Further pricing in more detail per service**

**Detailed pricing information**

Compute	Networking	Storage	Web + Mobile
<a href="#">Linux Virtual Machines</a>	<a href="#">Virtual Network</a>	<a href="#">Storage</a>	<a href="#">App Service</a>
<a href="#">Windows Virtual Machines</a>	<a href="#">Load Balancer</a>	<a href="#">Managed Disks</a>	<a href="#">Logic Apps</a>
<a href="#">Virtual Machine Scale Sets</a>	<a href="#">Application Gateway</a>	<a href="#">Data Lake Store</a>	<a href="#">Content Delivery Network</a>
<a href="#">App Service</a>	<a href="#">VPN Gateway</a>	<a href="#">StorSimple</a>	<a href="#">Media Services</a>
<a href="#">Functions</a>	<a href="#">Azure DNS</a>	<a href="#">Backup</a>	<a href="#">Azure Search</a>
<a href="#">Batch</a>	<a href="#">Content Delivery Network</a>	<a href="#">Site Recovery</a>	<a href="#">API Management</a>
<a href="#">Service Fabric</a>	<a href="#">Traffic Manager</a>		<a href="#">Notification Hubs</a>
<a href="#">Cloud Services</a>	<a href="#">ExpressRoute</a>		
	<a href="#">Bandwidth</a>		
	<a href="#">Network Watcher</a>		





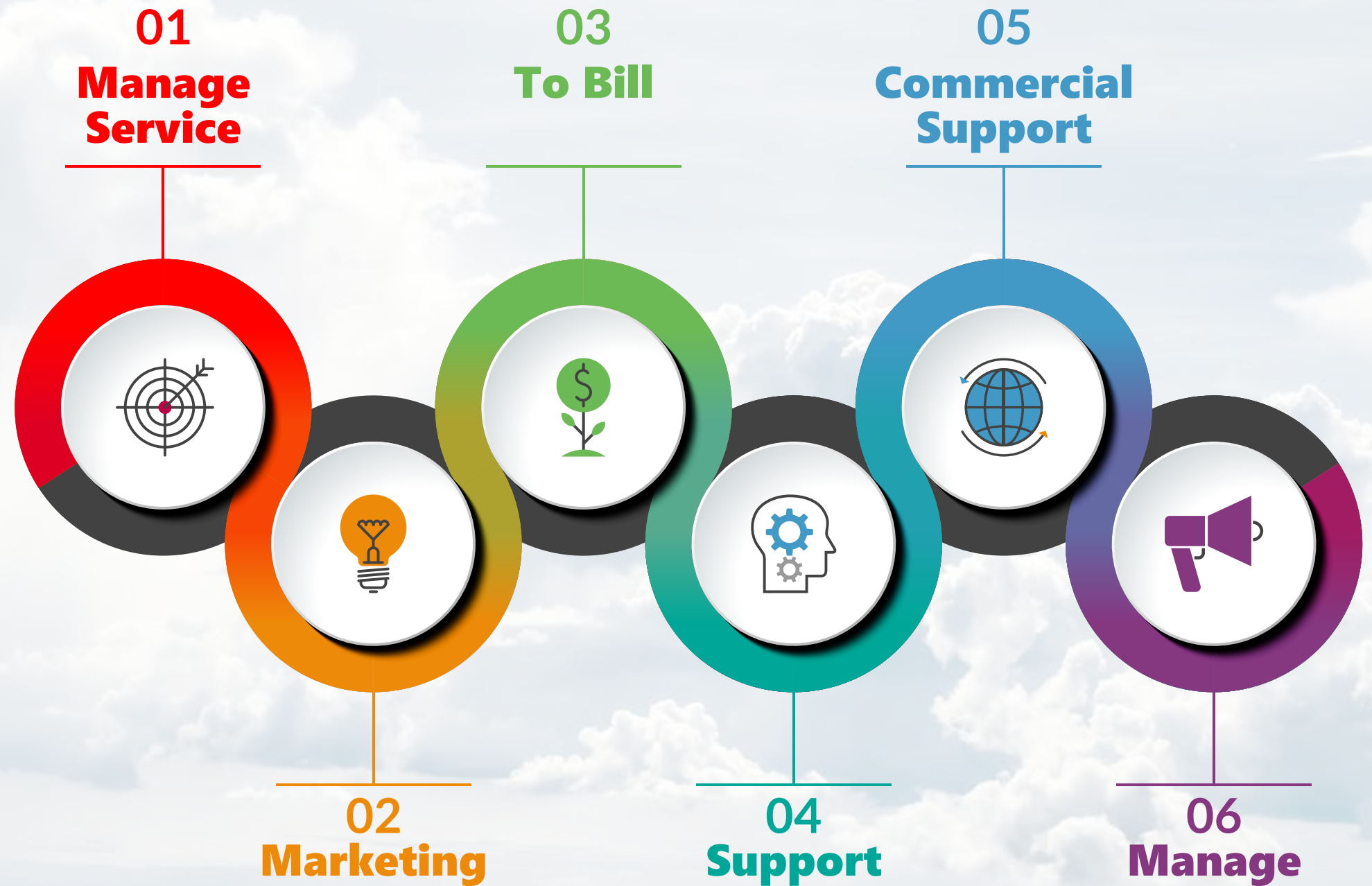
## Benefits to you as a Westcon-Comstor Partner

### We are ready to support you!

Get your business ready to sell cloud solutions! With BlueSky, our digital logistics platform for resellers we can help you manage the entire business cycle of online Azure services for your customers, better identify new opportunities as well as get a handle on customer's demands.

In addition to the training programmes Westcon-Comstor offers for cloud services, BlueSky provides a number of benefits such as Azure service consumption management, Cloud business management, and more.

**\*\*Azure Order Consumption Orders per Product and Westcon Services been acquired in a quote.\*\***



## Professional Services

Leverage our professional services to assist with remote configuration and migration for the cloud. These are pre-packaged solutions you can white label and on sell to your customer, adding value to Cloud sales.

## Managed Services

Take advantage of our managed services in order to deliver the most comprehensive proactive management and monitoring service to meet your customer's environment and ensure it is always working properly.

## Technical Support

Westcon-Comstor offers different support plans to meet the needs of the market. In addition to delivering free technical support for Microsoft CSP products, we have a host of technical service models to enable you to add value to your business.

See our complete list of services

## Around the Cloud in 80 Ways Inspire Program for your business

"Around the Cloud in 80 Ways Inspire Program" is a Westcon-Comstor reseller programme designed to support, develop, scale and leverage a greater share of your customer's business. With it, you as a reseller have the necessary support you need to offer customers the best Microsoft solutions for their business.

### The programme has:

- Support for pre-sales, including visits to end customers
- Architects in the cloud: topology and comparatives
- Advisory sales
- Creation of Cloud solution based offerings
- Increase in portfolio mix
- Development framework for Education, Infrastructure and ISV partners

## Be a Westcon-Comstor business partner

Interested in taking advantage of the opportunities the cloud can bring to your business? Westcon-Comstor is here, ready to partner with you and answer your questions about how **Azure can transform your company today.**

**Contact our pre-sales**  
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**Cloud/ Global Deployment/Services  
Security/UCC 111Networking/Data Centre**

