

SMB Sales Scenarios – FY22

Small SMB (n=45)

Large SMB (n=250+)

PAIN POINTS

Secure Identity & Access	Secure Storage & Backup	Desktop as a Service	Digital Commerce	Infrastructure Cost Optimization	Data Driven Business with Power BI	Build Simple, Low Code Apps	App Modernization	Advanced Security	Intelligent Apps with AI
3+ SaaS applications with unique passwords Need to allow for 3 rd party access to info	Limited storage available in OneDrive No MFA security with OneDrive Cannot restore critical data within 1 day	Limited legacy apps available remotely Unfamiliar with security best practices	Inability to analyze traffic and conversion rates Inability to deliver a personalized experience Poor performance as business grows	Continual patching Fixed fee - not scalable, can't pay for only what you use	Lack of dashboarding and analytics support for critical business areas	Backlog of business app support requests High volume of manual, email-based processes	Legacy apps on high cost infrastructure Dev effort on maintenance vs updates or innovation	Compliance obligations (e.g., HIPPA) Certification maintenance (e.g., ISO)	Apps with limited cognitive capabilities (vision, speech, language). Audits take long and manual Lots of speech & text needing translation & transcription

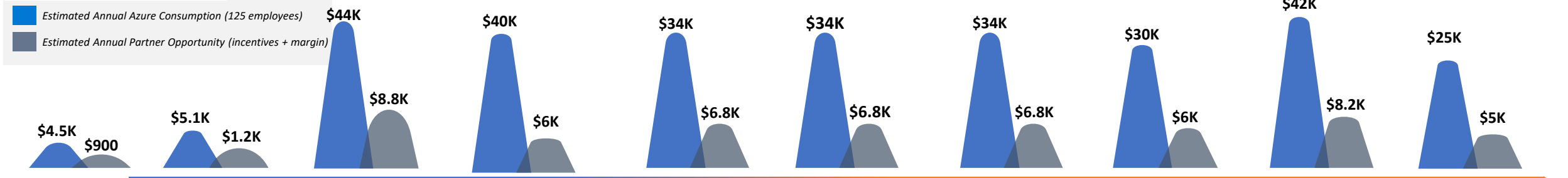
SOLUTION

Simplify access to your apps from anywhere with a single identity platform. Engage with internal and external users more securely no matter where work happens. Enforce the core principle of Zero Trust—never trust, always verify. Read More	Store all structured & unstructured data with a scalable, cost-effective cloud solution. Easily control what you share and who you share it with.. Extend on-premises backup storage and archiving solutions to the cloud—reducing cost and complexity Read More	Flexible cloud virtual desktop infrastructure for nearly any use case, anywhere. Keep your applications and data secure and compliant with security capabilities that can proactively detect threats and take remedial action Read More	Secure and scale e-commerce that meets the demands of your customers and business. Engage customers through customized products & offers, process transactions quickly and leverage hundreds of ready made plugs ins from Azure marketplace . Read More...	Move server infrastructure to Azure.. Use familiar tools—like Windows Server Active Directory, Windows Admin Center, and PowerShell. Migrating to Azure allows you to pay for what you use Read More	Visualize real-time business performance by unifying data from many sources to create interactive, immersive dashboards and reports - provide actionable insights and drive results Read More	Build custom apps, automate workflows and integrate AI capabilities with a low code interface for any user to quickly create custom apps and simultaneously provide devs robust tools Read More	Azure helps modernize applications faster with containers, serverless application function, and helps you keep your production codebase 'clean'. Read More	Azure Sentinel delivers intelligent security analytics and threat intelligence across the enterprise - a single solution for alert detection, threat visibility, proactive hunting, and response Read More	Designed for businesses, developers & data scientists to create apps easily with cognitive abilities (vision, speech, translation and search). Leverage Microsoft's breakthrough research and responsible AI practices to build your own AI powered apps. Read More...
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WORKLOADS

Azure Active Directory (AD)	Azure Storage Blob Azure Files Azure StorSimple Azure Information Protection Azure Backup	Azure Virtual Desktop M365 Azure VPN Gateway Azure Security Center Azure Monitor Azure Firewall	Azure Stream Analytics Azure SQL Database Azure Functions Azure Cache for Redis	Windows Server on Azure Azure Virtual Machines Azure Networking Azure Stack HCI	Power BI on Azure Azure SQL , Azure HDInsight Event Hub Stream Analytics Power BI Azure Synapse	Power Apps Power Automate Virtual Agent Azure SQL Azure Cosmos DB Azure Functions Azure API Management	Azure App Services Azure Service Fabric Azure Functions Azure DevOps Azure Arc	Azure Sentinel Azure DDoS Protection , Azure Defender	Azure Applied AI Services Azure Cognitive Services Azure Cognitive Search Azure Machine Learning AI @ Scale
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CONSUMPTION & INCENTIVE \$



SERVICE ATTACH

Assessment	Azure Storage Strategy	Virtual Desktop Assessment	eCommerce Assessment	Migration Assessment	Dashboarding Assessment & Roadmap	Power App Workshop & Roadmap	Modernization Strategy & Approach	SIEM Strategy	AI Briefings & AI roadmap
Remediation Planning	Security Assessment & Planning	Virtual Desktop Architecture	Online Store Build	Azure Cloud Architecture	PowerBI Design & Implementation	Power App Design	Modernization Roadmap	SIEM Service Design & Deployment	Predictive AI Models for Vertical/Horizontal Use Cases
AD Enablement	Backup & Recovery Architecture	Virtual Desktop Implementation & Maintenance	Site Performance Optimization	Migration & Configuration	Data Mgmt. Services	Power App Rapid POC	Re-platform & engineering services	SIEM Managed Services	Chatbot Builds
			Secure Transactions	Infrastructure Mgmt.					Audio Insights