SERVER MIGRATION
Windows Server Migration with Quest Foglight Evolve Cloud

Quest

Quest has the experience to help you manage and protect your data, take control of your hybrid environments, keep track of all network-connected devices, stay compliant and govern every identity across the enterprise. Our purpose is to solve complex problems with simple solutions.

Customers:

- 30,000 companies across 100 countries, including 95% of the Fortune 500 and 90% of the Global 1000

Awards

- 2019 DBTA Reader's Choice Award winner three years running

Retire Microsoft cloud quota and scorecard metrics: ACR, ACA

Foglight® Evolve solutions provide a holistic and proactive approach to hybrid cloud management that simplifies the complexity associated in managing data centers.

Foglight Evolve Cloud helps organizations make migration to the cloud both easy and predictable, helping to migrate workloads with confidence, understanding predicted costs and
cost-savings, while gaining improvements to performance for targeted enterprise and LOB work processes.

$3,000 in Free Azure* in collaboration with Microsoft through the Azure Sponsorship program

*T&Cs Apply

TARGETING INFO

Target Customer

- Companies looking to migrate to Azure
- Companies focused on optimizing cloud performance and rightsizing existing resources already in the cloud
- Organizations looking to monitor actual costs and predict future cloud expenditures

Target Audiences

Buyer Job Roles
- IT Manager
- CTO
- Cloud Engineer
- Enterprise Architect
- Infrastructure Manager
- Cloud Solutions Manager

Company Profile
- Enterprise– greater than 1000 employees
- Mid-market– 500-1000 employee

Industry Verticals
- All verticals

CONTACT INFO

Microsoft PDM: Marti Stephens-Hartka

Microsoft US PMA: Ya Guo

Microsoft TDM: Dale Kirby

Quest Partner Contact: Mylene Legresley

Quest PSC/Deal Tracking Contact: Karla Thorpe

Quest Sales First Point of Contact: Leigh Ann Campbell

Quest Channel Contact: Brett Ferancy

DEAL DATA

Avg. Sales Cycle: 60-180 days
Avg. Deal Size: $100K
Avg. 12 Mo. Azure Consumption: $8K

Bill of Materials

S/W:
- Windows Server, SQL Server
- Foglight Evolve Cloud (primary), Monitor, Operate

Professional Services:
- DB Development, Management, Protection
- Microsoft Platform Management

Other requirements
- 4 vCPUs
- 10 GB memory
- 120 GB of disk storage
** Requirements for 2,500 VMs or less

Conversation Starter

Elevator Pitch

Meeting a cloud-first or cloud-only mandate isn't always easy. Some IT pros think the answer is conducting extensive research. But many find themselves bogged down due to having too many resources to fully grasp which workloads to migrate. But what if you could make cloud migration and management easy and predictable?

- Know your exact cloud costs before you migrate
- Optimize workloads before migration
- Enhance cloud performance

Solution Overview

Quest Foglight Evolve Cloud delivers realtime and historical analytics, giving you the monitoring metrics needed to make optimal decisions when it comes to migrating to and managing workloads in Microsoft Azure. Invest your time and budget wisely, migrate easily, reduce risk, and get the best performance out of your environment.

Benefits Statement

Foglight Evolve Cloud lets you migrate workloads to the cloud with confidence, with full knowledge of how much it's going to cost, the cost-savings you can expect to see, and the anticipated impact to performance.

OFFER

Up to $3,000 in Free Azure* in collaboration with Microsoft through the Azure Sponsorship program. The credit can be used to do a POC or deployment on Azure or offset deployment costs for up to 60 days.

* Subject to Program Availability, Terms and Conditions

OPPORTUNITY WIN FORMULA

Lead 0-10%	Qualify 10-20%	Develop 20-60%		Prove Value 60-80%	Negotiate Terms 80-100%
Proposal	**Qualification Meeting**	**Assessment**	**Co-selling Alignment**	**Demo or POC**	**Co-selling**
Unsolicited "offer" proposal and email used to help kick-off the customer conversation offering a free assessment.	*Qualification session for Q&A on the current usage of the solution, business challenges and requirements and review proposal.*	*Assessment delivering data-driven insights into a customers existing use and investment of their solution and identifies opportunities to add value in Azure*	*Share Results of Assessment and bill of materials for Cohesity and Azure Sizing. Pitch POC if needed.*	*Proof of concept delivered by Cohesity to accelerate opportunity or prove value. $3k in free Azure Sponsorship available.*	*Co-selling with Microsoft to drive combined value into and resources.*
• Sales Training • Intro Email	• Common Q&A • Pitch Deck • Customer Evidence	• Assessment SOW	• On Azure BOM • Reference Architecture • CSP Reference Architecture	• POC Email with Offer • Azure Sponsorship Email	• Deployment SOW • Azure Sponsorship Email

See slide 3 and contact Quest for additional materials

TELESCRIPT

Understand	Questions to Ask / Statement to Make	Look For, Probe On
Understand Current State	Are you still running Windows Server 2008? Are you looking at migrating workloads to the cloud?	Current state and desired state for strategic data management needed to move the business forward, quickly, and accurately – EOL of Windows Server 2008 What workloads are they wanting to migrate? Do they know how much it'll cost? Is there anticipated downtime? Are workloads optimized?
Expose Challenger Questions	What cost-benefit analysis has been done on keeping workloads on-prem vs migrating them to the cloud?	How many workloads will you migrate? What kind of workloads will you migrate? Do you know your current cost of being on prem with these workloads vs migrating said workloads? Are your workloads right sized and ready to migrate today?
Surface Business Value	Are you aligned for future business growth? Do you know the exact OPEX of your business today? How are all of your workloads optimized and ready to migrate? Do you know the dependencies of all workloads in your environment?	Ways to show Foglight Evolve Cloud can solve IT/business problems, especially related to cost – CAPEX/OPEX. Opportunity to create learning/awareness of potential pitfalls to not planning cloud migration.
Peak Interest	Can I share some use cases for workload migrations that use Foglight Evolve Cloud? I have videos/whitepapers that address considerations for planning for efficient and cost-effective migration of data and processes to the cloud. May I send to you?	Opportunity for second contact to educate and secure in-person meeting.
Request Meeting	Easy to get started, can we schedule a meeting to share how Quest can accelerate your move to the cloud?	Schedule a meeting.

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Additional Resources

Marketing	Sales	Technical
Cloud Migration White Paper: Cloud migration is more than lift and shift	Video Demo: cloud modeling capabilities in Foglight for virtualization	Datasheet: Foglight Evolve Cloud
White Paper: There is a right way to go "all-in" on the cloud	Solution Overview / Guide – new guide coming soon, end of December.	Azure tech brief: Leave nothing behind
eBook by MSFT MVP: Conversational workload optimization in the cloud	On demand webcast: Moving Workloads to the Cloud	Fast track journey to cloud
		White Paper: There is a right way to go "all-in" on the cloud
		Cloud Migration White Paper: Cloud migration is more than lift and shift

LANDING THE PLAY

BDM Facilitation Email

✉ ACTION REQUESTED {ISV} on Azure Opportunity.oft

Suggested Roles

BDM	Facilitates the play and driving engagement	Quest/MSFT CAM/PDM
Qualifying	Introduces offer, pre-qualifies and sets up meeting for the Sales Specialist	Quest AE
Sales Specialist	Provides presales support in customers meeting to solution architect	Quest Solution Consultant
Quote	Builds and quotes solution	Quest AE
Azure Activation	Submits Azure Sponsored Account Activation Request to Program Lead	Quest
PIE Request	Submits PIE request to capture funding	Quest
DPOR / PAL	Requests DPOR/PAL in the account	Quest
PSC Entry	Manages deals in PSC	Quest

Suggested Channel Play Landing Steps

Goal	*XX wins for the campaign*
# Targets	*How many targets are needed to achieve goal?*
Partner Plan	*Formal Plans with partners for targets, goals, timeframe, owner, roles*
Customize	Customize sales Play-in-a-Box as needed.
Train BDMs	Train BDMs on the Play and their role in driving the AMs to run the play and set up the meeting with the customers.
Train Sales Specialist	Train Sales Specialists on the Play and their role in scoping, creating SOWs, quotes and requesting PIE and Azure Sponsored Accounts.
Services Enablement	Create Services BOM – SOWs, Deliverables Enable Services Team
Sales Campaign Plan	Build and Execute Sales Driven Campaign Plan with Enablement and Activities
GTM Campaign Plan	Build and Execute GTM Campaign Plan for marketing (Include MTC Events as appropriate)
Launch Plan	Launch Schedule – Jointly agreed to between McAfee and partner