Microsoft

Microsoft Inspire

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Microsoft

Get Recognized for Driving Azure Consumption

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Cloud & AI | Startup + Partner Experience

Partners

1. Deliver business value
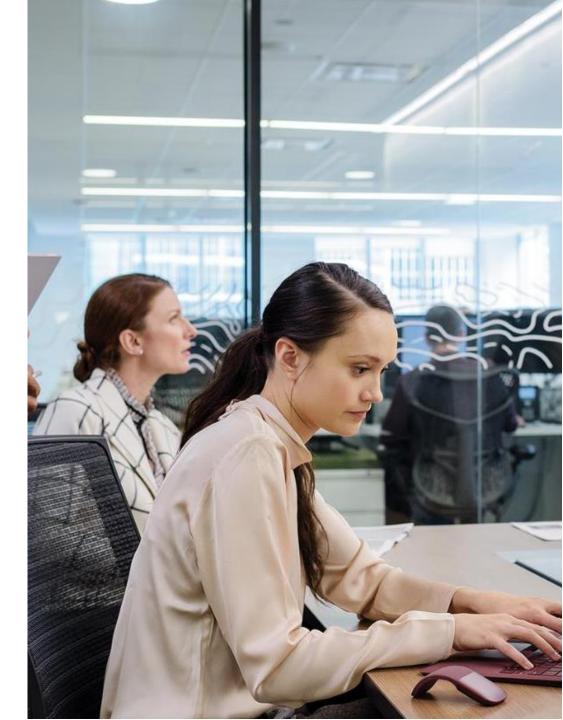2. Earn and deserve trust
3. Innovate for industry

Microsoft

1. Global reach and marketplace
2. Co-sell partner solutions
3. Powerful technology

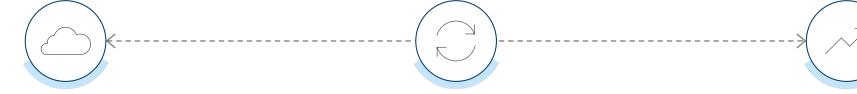# Digital Partner of Record

- Association of MPN ID with customer subscription

- One partner per subscription

- Customer enters information

https://aka.ms/dpor
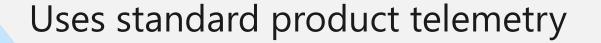
Tracking Influence

Product Based

Standard platform telemetry

Uses existing management & deployment paradigms

Simple

No impact to customers

No blockers for partners

Seamless integration

Impactful

Tracks customer consumption

Aligned to Microsoft account teams

Improves optics in partner impact

Maintaining Customer Privacy

Transparency

Uses standard product telemetry

Microsoft privacy and security policies

Flexibility for customer choice

Managed Services

Approach

1. Customer and partner enter an agreement

2. Customer provides partner with admin access

3. Partner links MPN ID to the user account

4. Customer and partner receive reporting

Scope of Tracking

Managed Services	Spans All Channels	Multiple Partners

Information Linked	Scope of access • Admin permissions (RBAC) • Resources under management Consumption of resources Customer and partner organizational information

Creating a Link

1. PowerShell
2. Command Line Interface (CLI)
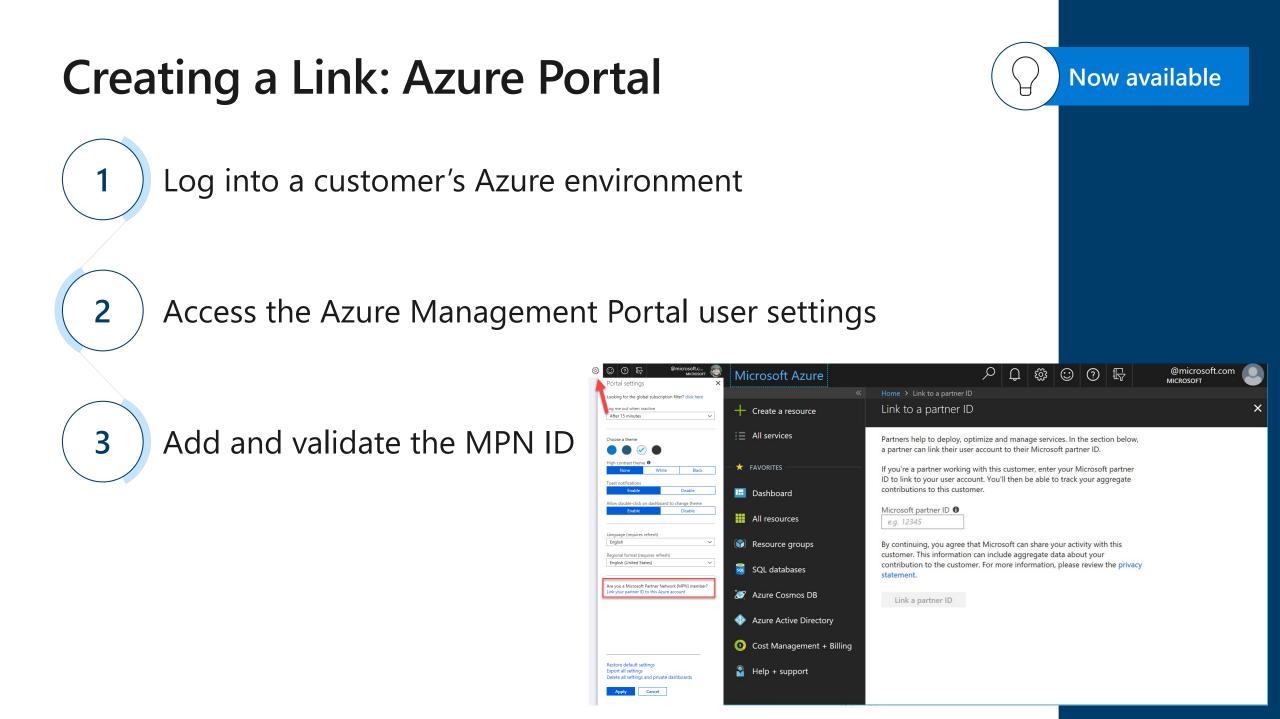3. Azure Management Portal UI

A valid MPN ID is required

Per user credential, per tenant
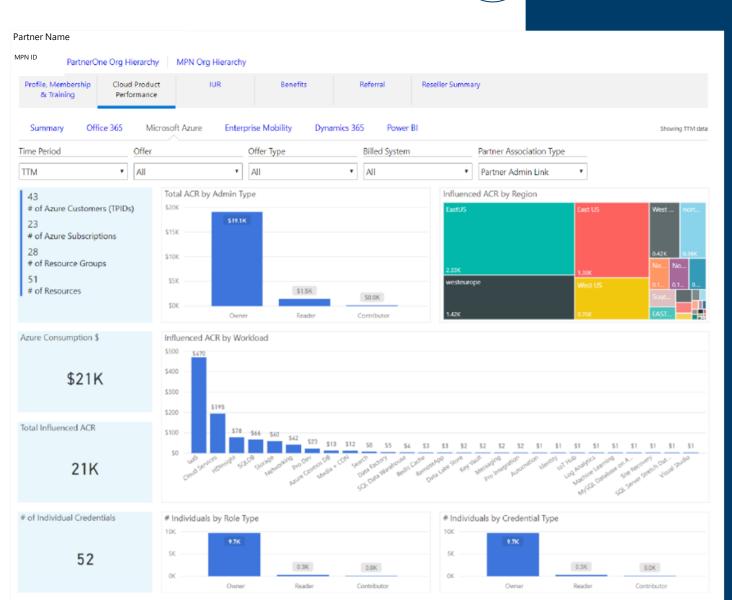
Update MPN ID at any time

Controlled by account owner

Creating a Link: PowerShell

1 Log into the customer's environment

2 Ensure standard Azure modules are installed

3 Run the command:

"new-AzureRMManagementPartner –PartnerID XXXXXXX"

```
PS C:\WINDOWS\system32> new-AzureRmManagementPartner -PartnerId 5127255

PartnerId TenantId                              ObjectId                               State
--------- --------                              --------                               -----
5127255   72f988bf-86f1-41af-91ab-2d7cd011db47  67a9be6b-3998-4c2e-9ebf-2c1438dc9bff   Active
```

Creating a Link: Azure Portal

Now available

1 Log into a customer's Azure environment

2 Access the Azure Management Portal user settings

3 Add and validate the MPN ID

PAL Report *Concept Design*

Coming soon

Gain insights to customer engagements and influenced revenue

Software Solution

Measuring an ISV's Azure Impact

	Bundled	Unbundled
WHO PAYS FOR AZURE?	ISV Partner	Customer
EXAMPLES	SaaS or PaaS models	Running on VM(s) or containers
MEASURE OF ISV	ISV partner's Azure consumed revenue	Marketplace deployments Deal registration
LINK TO CUSTOMER	Marketplace transactions Deal registration	Customer's Azure consumption

Scope of Tracking

All Azure services deployed by Azure Resource Manager (ARM)	All licensing programs (i.e. EA, web direct, CSP)

Information Linked	Service deployed
	Region
	Service Type
	Amount of usage/consumption

Method 1: ARM Templates

Scope

- All partners who deploy their solution via ARM solution templates
- All deployments in and outside of Azure Marketplace (Github, Quickstarts etc.)
- All resources deployed and metered by ARM

Process

- Partners update their ARM template
- Include a new resource (example screenshot)
- Create a GUID and add the GUID to the resource

Insert your GUID after the "pid-"

Register the GUID

- Submit the GUID to Microsoft

Learn more about creating ARM templates

```
"resources": [
    {
        "apiVersion": "2017-05-10",
        "name": "pid-a545f60e-2c03-4c0a-a9d0-7b727830b617",    // use the GUID here - and remove this comment when done
        "type": "Microsoft.Resources/deployments",
        "properties": {
            "mode": "Incremental",
            "template": {
                "$schema": "https://schema.management.azure.com/schemas/2015-01-01/deploymentTemplate.json#",
                "contentVersion": "1.0.0.0",
                "resources": []
            }
        }
    },
```
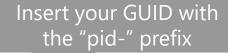
Method 2: ARM APIs

Scope

- All partners who deploy their solution via ARM REST APIs or on of the Azure SDKs
- All deployments
- All resources deployed and metered by ARM

Process

- When designing your API calls you will include a GUID in the user agent header in the request
- The GUID should be added for each Offer or SKU
- The string will need to be formatted with the prefix pid- and then include the user generated GUID

Register the GUID

- Submit the GUID to Microsoft

Insert your GUID with the "pid-" prefix

GUID format for insertion into the user agent:

pid-eb7927c8-dd66-43e1-b0cf-c346a422063//enter your GUID after the "pid-"

EXAMPLE: For Python, you need to use the "config" attribute. You can only add to a UserAgent This would be:

```
client = azure.mgmt.servicebus.ServiceBusManagementClient(**parameters)

  client.config.add_user_agent("pid-eb7927c8-dd66-43e1-b0cf-c346a422063")
```

This has to be done for each client, there is no global static configuration (You may choose to do a client factory to be sure every client is doing it.

Additional reference information

learn more about Azure SDKs @ github.com/Azure

Registering GUIDs

Pilot Process

Register all GUIDs via the linked form:
[Pilot Template Registration Form (aka.ms/ISVGUIDregistration)](aka.ms/ISVGUIDregistration)

- Required fields
  - Partner Name
  - MPN ID
  - Partner Contact
  - GUID
  - Offer name
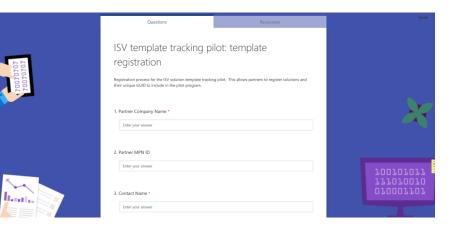 - Template location (Azure Marketplace, GitHub, QuickStart other)

Automated GUID registration *(coming soon)*

All registrations for template GUIDS will be done via the Azure Marketplace Cloud Publishing Portal (CPP)

ISVs will be required to have a profile in CPP and encouraged to list the offer in AMP

Partners will be able to register multiple GUIDS for any given offer

You will be able to register a GUID for the non Marketplace template/offer

Apply to Azure Marketplace Today!

- Get access to the Cloud Publisher portal and for the reporting and the automated GUID registration process

Guidance on Creating GUIDS

A GUID (globally unique identifier) is a 32 hexadecimal digit unique reference number. To create a GUID a partner should use a GUID generator to create their GUIDs for tracking. There are [multiple online GUID generators](#) you can use

Partners are encouraged to create a unique GUID for every Offer/SKU and deployment location
Example: A partner who has two SKUs and both are deployed via an ARM template and are available in both the Azure Marketplace and on GitHub. The partner should create 4 GUIDS

Offer A	Offer A	Offer B	Offer B
• Azure Marketplace • GUID 1	• GitHub • GUID 2	• Azure Marketplace • GUID 3	• GitHub • GUID 4

Reporting will be done by partner (Microsoft Partner ID MPN ID) and GUID

Summary and Resources

Influence Tracking Tools

Digital Partner of Record

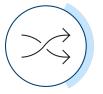*Current benefits program*

https://aka.ms/DPOR

Partner Admin Link

New method of measuring management services
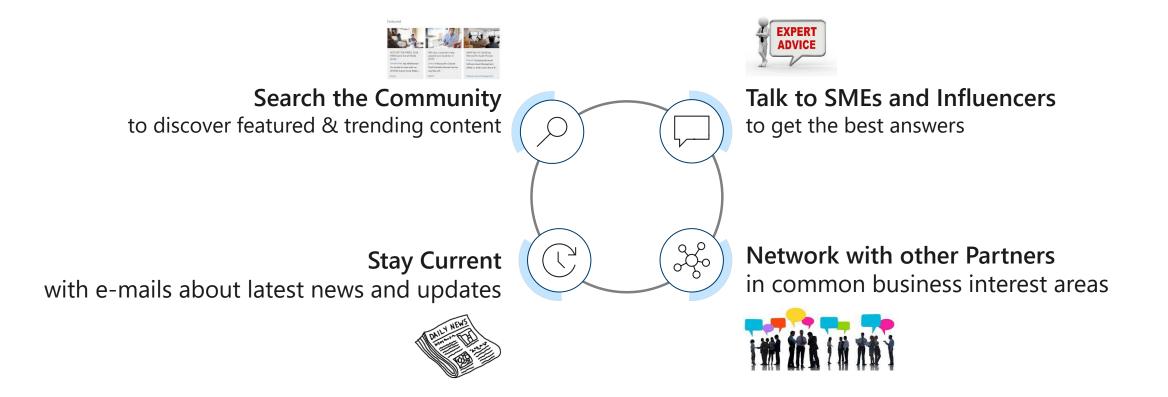
https://aka.ms/PartnerAdminLink

Customer Usage Attribution

New method of measuring ISV deployments

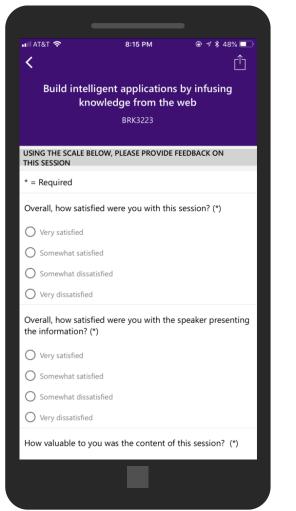*https://aka.ms/CustomerUsageAttribution*

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