

PLAYBOOK

SolarWinds and Microsoft Azure

solarwinds 

 Microsoft



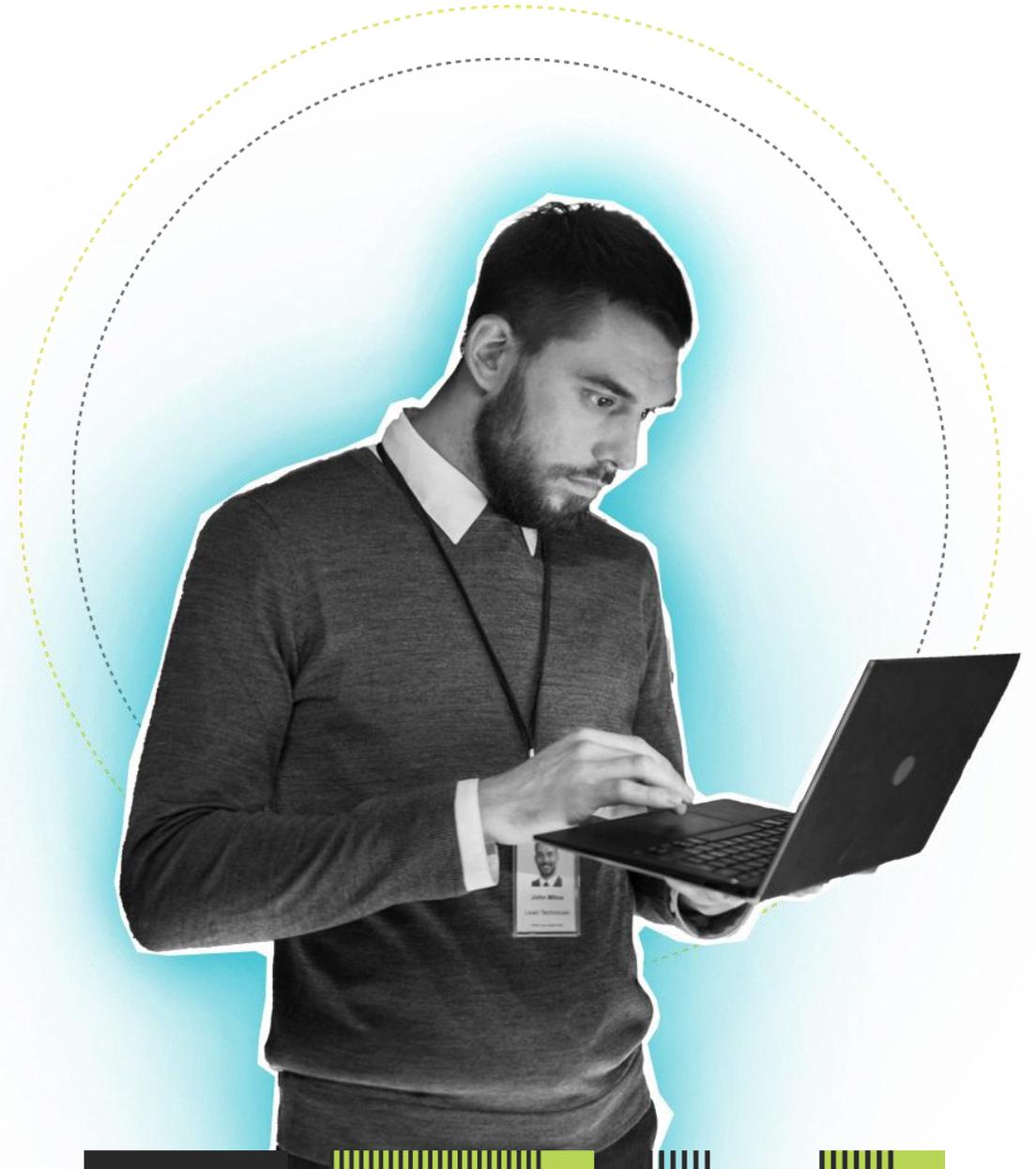
Outcomes

MAXIMIZE the performance of your Microsoft SQL database through seamless ongoing performance monitoring.

REDUCE operational, security, and compliance risk with end-to-end visibility and fast root cause analysis.

ENABLE a faster, smoother migration to Azure and get the most from your investment more quickly.

EMPOWER technical teams to focus on business-critical issues and support your business objectives.



Sales playbook context

This playbook is intended to help the SolarWinds sales team sell to Azure customers and to identify the key elements to communicate as to why they should consider SolarWinds over other database performance management solution providers.

The playbook includes:

- The value alignment between Microsoft and SolarWinds at a brand level
- The external facing value proposition/narrative
- Key personas to target and role descriptions
- Challenges and pain points for each persona and how SolarWinds can help them overcome these obstacles and meet their goals
- Examples of door openers or messages for use in email or on LinkedIn
- CTAs for key buying personas



Stronger together: SolarWinds and Microsoft Azure

SolarWinds and Microsoft together deliver benefits to customers that they otherwise won't realize. SolarWinds' database performance management solutions are valuable for organizations that use Microsoft SQL Server and want to migrate their data to the cloud and for organizations already in Azure.

SolarWinds amplifies the benefits of Microsoft SQL Server and maximizes your return on investment through increased efficiencies.

The joint value proposition for SolarWinds' database performance solutions and Microsoft Azure communicates to business and technical decision makers how in partnership we maximize their value by helping to:

- Accelerate cloud migration and ensure scalability.
- Reduce operational, security, and compliance risk through effective monitoring.
- Maximize the performance of your Microsoft SQL database by identifying and resolving glitches more quickly.
- Give technical teams the tools they need to perform optimally.
- Be future-ready faster and confidently meet the ever-changing needs of IT and your business.

The joint SolarWinds and Azure value proposition enables partner's sellers to move engagement upstream, from solution benefits to partnership business outcomes.

It also enables Microsoft sellers to promote SolarWinds solutions as part of their clients' existing Microsoft Azure consumption agreement.



Azure and SolarWinds: aligned values



SolarWinds **solves real database performance problems.**

With a cloud ally like Azure, customers can **turn ideas into outcomes.**

SolarWinds makes IT simple and focuses on **making the lives of IT professionals better.**

Azure contributes to the Microsoft brand mission of **empowering every organization and every individual to achieve more.**

SolarWinds aims to **earn trust like crazy.**

With Azure, you can **trust your cloud.**

SolarWinds **products evolve** to meet the ever-changing needs of IT.

Be future-ready with Azure.

SolarWinds **covers hybrid IT** better than anybody else out there.

Azure enables companies to operate **hybrid clouds** seamlessly.



Joint value proposition

Optimal data management is mission-critical and at the core of business transformation. To grow your business, you need to be able to gather, access, and analyze increasingly large, complex, and disparate sets of data.

Organizations looking to get the most value from data are integrating and moving Microsoft SQL databases to the cloud, but this often requires hefty financial, operational, and human resources. As they transition to operating in the cloud, they also need to ensure business continuity.

Microsoft and SolarWinds can help.

We have come together to enable enterprises to accelerate and amplify the benefits of their Microsoft SQL databases.

Our partnership streamlines migration to Microsoft Azure, maximizes database performance, reduces costs, and gives technical teams the tools they need to excel faster.

Together, SolarWinds and Microsoft provide a highly performant, agile, and secure data environment that supports your business growth, now and in the future.



Target personas

To successfully engage potential customers of SolarWinds' database performance solutions and Microsoft Azure, we will address the concerns and needs of both business and technical decision makers.

Business decision makers:

- Chief Executive Officer
- Chief Operations Officer
- Chief Financial Officer

Technical decision makers:

- Chief Information Officer
- Chief Technology Officer
- Chief Digital Officer



Business decision makers

Business decision makers need to accelerate business transformation, maximize productivity, realize cost efficiencies, improve the customer experience, and boost customer satisfaction. They are also keeping a close eye on getting the most value from their IT budget.

As they explore moving their Microsoft SQL databases to Microsoft Azure to meet these goals, they're focused on making sure that migration won't disrupt business continuity, ensuring organization continues to meet data protection regulations and maintain compliance, and that it won't put the organization at risk in any way.

Chief Executive Officers (CEOs) are responsible for growing and scaling the business in a cost-efficient manner. They must position the organization for the future, but also face tremendous pressure to optimize ROI in the near term.

To help CEOs deliver on these demands, **Chief Operations Officers (COOs)** need a database infrastructure that enables the organization to securely tap into insights from across the organization, while maintaining compliance and ensuring business continuity. Secure, futureproofed cloud solutions that maximize performance now and tomorrow will get their attention, especially if they also improve team productivity and job satisfaction and, ultimately, the customer experience.

Chief Financial Officers (CFOs) want to fully understand the impact of migrating SQL databases to the cloud, so they can ensure resources are being used optimally. They want to make sure they can determine and anticipate the current and future costs of operating SQL databases in the cloud and are eager to benefit from cost efficiencies as soon as possible. They will appreciate that migrating SQL databases to the cloud can contribute to the organization's Microsoft Azure Consumption Commitment, which helps maximize the value of their investment.



Common pain points

Business decision makers need to:

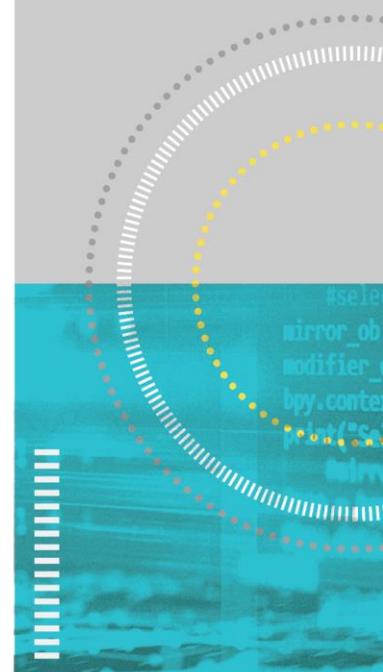
- Ensure continuity and minimize disruption to business as usual.
- Accelerate digital transformation and maintain compliance.
- Understand the impact of change.
- Optimize resource use and increase efficiencies.
- Support growth and empower teams to deliver business objectives faster.
- Improve CX and increase customer satisfaction.

They find it challenging to:

- Make data-driven decisions.
- Optimize performance and resource use.
- Determine and project the cost of cloud deployments, today and tomorrow.
- Operate hybrid clouds seamlessly.

With SolarWinds, available from the Microsoft Azure Marketplace, business decision makers can:

- **Determine a cloud migration path** based on their required pace of play and operate hybrid clouds in alignment with business priorities.
- **Accelerate digital transformation** by migrating Microsoft SQL databases to the cloud.
- **Ensure business continuity (minimizing disruption to business as usual) and maintain compliance**, keeping data safe and secure.
- **Optimize resource use and bring efficiencies forward** to reduce cost more quickly. Get the visibility to anticipate current and future cloud deployments costs.
- **Maximize performance with data-driven decision-making**, using insights from across the organization.
- **Reduce operational, security, and compliance risk**, and improve the experience of technical teams and customers.



Conversation starters

Help business decision makers think through their strategic challenges by asking questions such as:

“Is there anything holding back digital transformation within the organization and migrating your SQL databases to the cloud?”

“Do you have all the insights you need to make data-driven business decisions? Are your teams empowered to focus on business-critical issues and improving the customer experience?”

“Are you able to fully predict the cost of current and future cloud deployments? What uncertainties make budgeting a challenge?”

“Are you able to move to the cloud fast enough to deliver on strategic objectives?”

Technical decision makers

Technical decision makers are responsible for ensuring that database migration to the cloud happens smoothly, so the organization can maximize performance, maintain compliance with data regulations (using compliant technology solutions), and have visibility across the database environment so they can stay ahead of issues or concerns.

Chief Information Officers (CIOs) guide other executives and the Board of Directors on what IT projects should be pursued. To do so, they must have deep understanding of the benefits and risks of new technologies and keep a close eye on IT trends. Some of the topics they focus on are AI, data, cloud, and efficient operating models. Beyond traditional technology decisions, CIOs are involved in helping set the direction for corporate strategy, business model transformation, and sustainability.

Chief Technology Officers (CTOs) have wide-ranging responsibilities, from developing a new-technology strategy approach to managing IT operations and overseeing everything from phone systems to enterprise software platforms. They're also tasked with ensuring the effective use of resources, deploying emerging technologies such as analytics and artificial intelligence (AI), and leading digital transformation efforts.

Chief Digital Officers (CDOs) are responsible for driving external and internal change and overseeing digital transformation. They are results-driven and look for fact-based metrics that help them determine the ROI of their digital efforts. Some CDOs manage technology, others small creative teams. CDOs also oversee growing brand loyalty on social networks and online communities and are driven by a need to develop new digital revenue streams.



Common pain points

Technical decision makers need to:

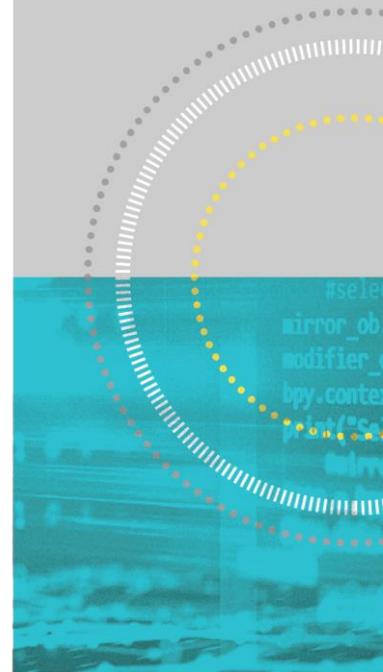
- Maximize performance of SQL database environments.
- Facilitate a smooth migration to the cloud while maintaining compliance.
- Accelerate digital transformation.
- Boost team productivity.
- Optimize use of resources and increase efficiencies.

They find it challenging to:

- Have full visibility into the database environment.
- Stay ahead of resolving issues resulting from glitches.
- Budget cloud deployment costs.
- Operate hybrid clouds seamlessly.

With SolarWinds, available from the Microsoft Azure Marketplace, technical decision makers can:

- **Determine a cloud migration path** based on their required pace of play and operate hybrid clouds in alignment with business priorities.
- **Accelerate digital transformation by enabling a faster, smoother cloud migration through streamlined deployment**, while keeping data safe and secure to maintain compliance.
- **Maximize database performance** and enable scalability.
- **Stay a step ahead through monitoring and visibility** across the database environment, enabling faster root cause analysis.
- **Provide database administrators with the tools to maximize productivity** and free up time to work on high-value projects.
- **Drive resource optimization and anticipate cost** of current and future cloud deployments.



Conversation starters

Help technical decision makers think through their strategic challenges by asking questions such as:

“Is there anything holding back digital transformation within the organization and migrating your SQL databases to Microsoft Azure?”

“How are you monitoring the performance of your database environments to maximize performance and realize efficiencies? What is your visibility into the root causes of database glitches?”

“Are you able to fully predict the cost of current and future cloud deployments? What uncertainties hamper the cloud budgeting process?”

“Are you able to move to the cloud fast enough to deliver on strategic objectives?”

Powered by SolarWinds and Microsoft Azure

Microsoft Azure and SolarWinds together create greater value for customers, facilitating migration, maximizing database performance, empowering teams, and amplifying the return on their Microsoft SQL database investment.

SolarWinds' database performance monitoring solutions enable customers to start benefiting from cost and time efficiencies sooner while continuing to maximize their SQL database performance throughout its lifetime.

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Fortune® 500 companies
use SolarWinds solutions

SolarWinds' Data Performance Analyzer was rated as the top database performance monitoring, database management, and SQL Server performance monitoring solution on [TrustRadius](#) in 2022.



Powered by SolarWinds and Microsoft Azure



- Reduce risk and the time it takes to move SQL databases to the cloud through a faster, seamless migration, maximizing your investment from the outset. Azure SQL is up to 93% less expensive and up to 5x faster than AWS.
- Provide technical teams with the tools to maximize their productivity and focus on high value projects. Highly available and scalable Azure database solutions can help accelerate time to market by more than 40%.
- Take full advantage of your Microsoft SQL database and new releases through seamless end-to-end performance monitoring. Resolve issues sooner with fast root cause analysis. SolarWinds was recognized as a Hybrid Cloud Observability Leader and Outperformer in the [2022 GigaOm Radar Network Observability Report](#).
- Maximize cost efficiencies and streamline deployment—migrating your SQL databases to the cloud can contribute to your Microsoft Azure Consumption Commitment.



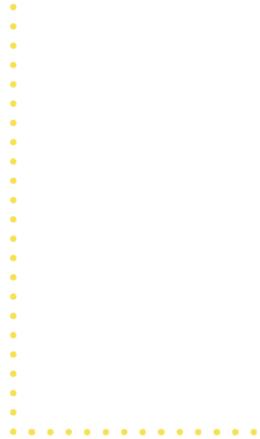
“We’ve seen a 49 percent cost reduction and 25 to 30 percent performance gains [with Azure SQL Managed Instance].”

— Nipun Sharma: Analytics Architect, Business Technology and Systems, Komatsu Australia

Door openers



Door openers



CEO introductory paragraph

Subject line: Unlock the value of your SQL databases 5x faster

Email copy:

[CONTACT NAME],

Making data-driven decisions is business critical in today's economic environment. Moving your Microsoft SQL databases to the cloud can help ensure you have all that critical data always at your fingertips.

That's why SolarWinds has partnered with Microsoft Azure. Not just because Azure is a highly performant, agile, and secure data environment. Migrating SQL databases to the cloud is up to 5x speedier than with AWS, which means you can realize efficiencies faster. Azure SQL is also up to 93% less expensive than AWS. And SolarWinds, the top rated database performance monitoring solution on TrustRadius, will help you maximize SQL database performance at all times. Together, we help you unlock the full value from your SQL databases.

Let's connect today today, so you can start delivering on strategic business objectives at the speed you need.

[SELLER NAME]

[CONTACT INFO]

CEO introductory paragraph

Subject line: Reduce SQL Server migration cost up to 93%

Email copy:

[CONTACT NAME],

Making data-driven decisions is business critical in today's economic environment. Moving your Microsoft SQL databases to the cloud can help ensure you have all that critical data always at your fingertips.

That's why SolarWinds has partnered with Microsoft Azure. Migrating SQL databases to Microsoft Azure SQL is up to 93% less expensive than with AWS. Migrating to Azure is also up to 5x speedier, which means you can realize efficiencies faster. And SolarWinds, the top rated database performance monitoring solution on TrustRadius, will help you maximize your SQL database performance at all times. Together, we help you unlock the full value from your SQL databases.

Let's connect today today, so you can start unlocking the full value from your SQL databases investments.

[SELLER NAME]

[CONTACT INFO]



Door openers (cont'd)

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