

CHANNEL PARTNER RESOURCE KIT



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Microsoft Team Organizational Chart

Microsoft Sales Team Org Chart				
Cortney Steiner, Vice President, 703.871.8510				
Jenna Hafey, Sales Director, 703.871.8561				
Sales Team				
Brian Withers (DOD) Lead Account Rep 703.889.9879	Luke Belt (DOD) Account Representative 571.662.3078	Maryann Schamel (NSG) Account Representative 571.662.3069	Kaylan Davis (CIV) Account Representative 571.662.30698	Savannah Newton (CIV) Account Representative 571.662.3077
Sebastian Vargas (SLG) Account Representative 703.581.6657	Vincent Anninos (SLG) Account Representative 571.662.3076	Hannah Koontz (GCC/ISVs) Account Representative 571.662.3079	Thomas Terwillger Account Representative 571.662.3085	Kevin Guerrero Account Representative 571.662.3086
Omer Kambal Account Representative 571.662.3083	To Be Hired	To Be Hired	To Be Hired	To Be Hired
Program Management and Partner Team				
Sean Hiebert, Partner Alliances Manager, 703.871.8641				
Sarah Kim, Microsoft Program Manager, 571.662.3019				
Alejandra Gomez, Microsoft Program Manager, 571.662.3057				
Partner Technical Support Team				
Sam Alpher, Certified Azure Developer Associate, 703.581.6743				
Brandon LeVine, Certified Azure Administrator Associate, 703.673.3619				
Jhonathan Merida Gutierrez, Microsoft Solution Specialist, 571.662.3082				
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Carahsoft - Microsoft Marketplace - ISV				
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Terry Drinkwine 703.871.8512	Jacki Riedel 703.889.9706	Jon Prictoe 703.889.9798	Ryon Williams 703.230.7472	Seamus Bergen 703.230.7425
Intel	Atlassian	ServiceNow	Dell/EMC	
David Niedfelt 703.889.9868	Sean O'Sullivan 703.230.7423	Nathan Mueller 703.871.8521	Erica Raymond 703.230.7420	Mark DeMerse 703.871.8629
Cyber Security & Storage			Open Source DevSecOps	
Brian Snell 703.871.8690	Richard Mague 703.871.8578	Bryan Jenkins 703.871.8576	John ReShore 703.889.9844	Rich Savage 703.871.8629
Marketing, Public Relations, & Graphic Design				
Julie Denworth Vice President, Marketing	Mary Lange Vice President, Digital Media, Social Media, & PR	Samm Hermes Marketing Manager	To Be Hired Marketing Coordinator	To Be Hired Marketing Coordinator
All email addresses are FirstName.LastName@Carahsoft.com Team Inbox: microsoft2@carahsoft.com				

Microsoft Indirect Provider Capabilities

The Microsoft team at Carahsoft is committed to enhancing the footprint of our channel partners to drive and develop new opportunities within federal, state and local, higher education, and enterprise healthcare government customers. We deliver superior value to our channel partners through our dedicated Microsoft team, which possess multiple technical and business certifications, innovative sales and marketing capabilities, as well as access to a wide range of competitive contract vehicles.

Together with our industry partners, Carahsoft delivers comprehensive offerings across all service (Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS)) and deployment models (Private, Community, Public, and Hybrid). The top solutions we support are Server and Data Migrations, AI and Analytics, IoT, and Security / Compliance.

As an indirect provider, Carahsoft will provide advisory services to Microsoft partners and assist with onboarding partners into the Microsoft Partner Network. Carahsoft's greatest incentive and measure of success is the growth of its vendor and reseller partners. Dedicated Microsoft sales, marketing, partner, and/or operations teams will work with the appropriate Microsoft team to set and prioritize goals. Through this joint process, we will assist Microsoft and Partners sellers to generate leads as well as develop solutions and pipeline.

Onboarding Support

Leverage the Carahsoft Azure CSP for Public Sector Program for the fastest route to the Government market for your Microsoft solution offerings. Carahsoft will work with you to understand your requirements and connect you with industry leading technology and support to ensure success.

CARAHSOFT VENDORS IN THE MICROSOFT ECOSYSTEM



Microsoft CSP Enrollment	Business Processes & Contracts	Joint Business/Action Plans
<ul style="list-style-type: none"> Join Microsoft Partner Network [MPN] Enroll in CSP Program Sign up with Carahsoft as your Indirect Provider Complete all onboarding paperwork [teaming agreements, NDAs, etc.] Microsoft Incentives & Rebates Overview Microsoft Solution Overview and Training Sessions 	<ul style="list-style-type: none"> Establish Financing & Credit Terms Review Quoting, Forecasting, Billing/Invoicing, Order Processes CSP Custom Reporting Needs Cloud Capability Overview Usage Reports, Account Provisioning, Visibility, Billing, Cost Management Contract Acquisition/Leverage Solution Configurations 	<ul style="list-style-type: none"> Microsoft Certification Support Program (training, guidance, etc.) Training and Enablement Technical Support Capabilities / Solution Overview Azure Calculator Initial Sales & Marketing Campaign Proposal and Capture Support/Assistance Lead Generation and Marketing Campaign Alignment

TACTICAL DELIVERABLES FOR MICROSOFT CHANNEL PARTNERS

Delivering Proactive Sales and Marketing Activities to Grow our Channel Partners & Microsoft Business:

- MDF or Marketing Investment Grant Programs
- Lead Generation through dedicated phone blitzing
- Partner web portal/marketing lead tracker
- Product training and program update webinars
- Onsite certification course support
- Access to all government marketing events
- Customized sales programs (100 leads in 100 days)
- Cross Team/Vendor Sales Campaigns
- Competitive displacement sales campaigns
- Onsite Technology Days/Industry Shows
- Microsoft ECIF Funding Support
- Free Trial Download/Whitepaper Campaign(s)
- Lead Nurturing Program
- Networking activities/events
- Pre and post event support
- Demo unit program / onsite
- Customer / Partner Newsletters
- Unsolicited Proposal Campaigns
- Microsites (campaigns, products, & events)
- Co-Branded Collateral and Giveaways

CHANNEL SUPPORT PROGRAMS

Taking a long term, strategic, and channel partner enablement approach we provide our partners with:

- Pre/Post-Sales Support Team
- 1-800 Number
- Online Ticketing System
- Informational Website
- Chat Support
- Complimentary Support Escalation Services
- *Leveraging Microsoft Advanced Support*
- 24x7 Support
- Solution Sales Demo Specialist
- Discounted Training Credits for Certs
- License and/or Cloud Subscription Management
- Executive or Administrator Training
- Certified Solutions Architect to assist with opportunity scoping
- Rebate and incentive optimization programs
- Quarterly Partner Newsletters

Our support programs extend to working with our channel partners to nurture existing end users to ensure they are getting full use of the solutions as well as hardware/software subscriptions they purchased; and looking for upsell opportunities to continue expanding the vendor footprint and usage within a given account.

Order Processing & Billing

BILLING

Purchasing through Carahsoft allows for many additional financial benefits. For example, by aggregating the usage to generate a Carahsoft level account, customers will be able to take part in reserve instance sharing. Once an order form and/or order is received, Carahsoft will create a custom Microsoft account for the customer.

BILL CONSOLIDATION

No matter the project, Carahsoft is able to consolidate billing between multiple vendors.

BILLING CYCLES

Microsoft bills on a monthly basis. All charges to the account are typically finalized by the 15th the following month. Once charges are finalized, Carahsoft will provide a detailed billing report and invoice for all utilized services.

CLOUDCHECKR

By purchasing through Carahsoft, partners will have access to the Basic Cloudcheckr tool for the first year. With complimentary Basic Cloudcheckr through Carahsoft, partners will have the ability to do the following at no additional cost:

- Multi-account visibility and recommendations
- Automated billing, invoicing and chargebacks
- Partner owned permission setting and white labeling
- Cross account security and operational insights
- Full visibility of cloud resources
- Comprehensive cost management
- Security and compliance control
- Unified utilization analytics

Orders made to State and Local agencies may require additional documentation in the form of Resale Certificates in order to avoid additional charges for tax. Please work with your Carahsoft sales representative to determine which states have this requirement.

For any questions, please contact us at microsoft2@carahsoft.com or 844.673.8468.

Carahsoft's Contract Vehicles

Carahsoft is a top-ranked contract holder. In order to simplify procurement, we have secured numerous contract vehicles, including agency-specific and government-wide federal, state, and local contracts. We have the solutions you need, on contracts that make acquisition simple and fast, with the government focused service you deserve. Below are a few of the contracts Carahsoft possesses.

Federal Contracts
GSA Schedule 70
NASA SEWP V
State, Local, & Education Contracts
The Interlocal Purchasing System (TIPS)
The Quilt
National IPA
National Cooperative Purchasing Alliance
Virginia VASCUPP
California CMAS
Pennsylvania DGS
City of Seattle
State of New Mexico
County of Orange Contract
Delaware Statewide Pricing Agreement
Texas DIR
Illinois Public Education Consortium
NASPO ValuePoint
Participating addendums: Alabama, Alaska, Arizona, Arkansas, California, Delaware, District of Columbia, Florida, Georgia, Hawaii, Illinois, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, Oklahoma, Oregon, Rhode Island, South Dakota, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming

All listed State, Local, & Education Contracts are Cooperative Purchase Agreements. This allows state and local governments, as well as educational institutions to benefit from pre-vetted / pre-competed contract vehicles. These Federal, State, and Local contracts are available to our partners to access via agent and teaming agreements.

Become a Microsoft CSP

GETTING STARTED

The first step is to enroll in the Microsoft Program as a CSP. Carahsoft specialists are available to help you walk through this process. Please contact microsoft2@carahsoft.com to schedule an onboarding session. For more questions, refer to the Partner Center Onboarding and Microsoft Partner Agreement guide. You will need the following 3 things to get started:

1. An active MPN ID in the country location you're onboarding to Partner Center.
2. Global Admin credentials for a Microsoft account.
3. A registered legal business name, address, and phone number for the country location you're onboarding.

REGISTER FOR A MICROSOFT PARTNER NETWORK (MPN) ID

Enroll on the [Microsoft Partner Network website](#). Your Microsoft Partner Network (MPN) ID is your gateway to unlock all the membership resources and benefits for your partnership with Microsoft. It's free to obtain an MPN ID.

INITIATE THE CSP ENROLLMENT PROCESS

The first step in the process is to enroll as a CSP to Partner Center. Follow the URL below to start the CSP enrollment process.

<https://partner.microsoft.com/pcv/register/joinnow/enrollmentwelcome/valueaddedreseller>.

Click "Next" to go to the first step.

NOTE: MPN and CSP are separate programs. To continue transacting with CSP, you must onboard to CSP in Partner Center and then accept the MPA.

ENROLL as CSP IN PARTNER CENTER

Complete the CSP Indirect Reseller enrollment form. When completing the enrollment form please ensure that you enter the correct registered legal business name, address, and phone number and that each are up-to-date. This will assist you in going through any of the Microsoft verification processes.

A pop-up message will say that an email will be sent to the email address you provided on the form. Click **OK** to complete the enrollment submission. Provide an official company email address associated with the registered legal business name and address provided on the enrollment form. **Email addresses from web-based email services will not be accepted.** For reasons explaining why verification may fail, such as using personal e-mail address, visit [this site](#).

Your primary contact will receive an email asking them to verify email ownership. They will need to complete this step as part of the enrollment verification process.

Once your primary contact clicks to confirm the email address, you'll see a confirmation page in the CSP onboarding portal to let you know that the email address has been verified.

Become a Microsoft CSP Continued

Enter the company name or MPN ID for the business location you're enrolling and click the Search button. Select the location you want to associate with your indirect reseller account.

You must complete this step before your account can be activated.

Associate your MPN ID to your Partner Center account

We need to link your organization's Microsoft Partner Network ID (MPN ID) with your new Partner Center account so that you can manage your membership benefits in Partner Center.

Be sure to choose the MPN location for the organization profile linked to your incentives, membership benefits, and competencies, if eligible, so we can align this important information under your Partner Center account. The MPN location must be associated with an organization profile that is active and located in the same country/region as your Azure AD tenant.

You can complete this step later, but your account won't be fully active until you complete this association. For additional assistance, contact [Microsoft support](#).

Enter your company name or MPN ID

Select the location to associate to this account

Cloud Solution Partner, Redmond, WA, US

☒ Cloud Solution Partner, Redmond, WA, US

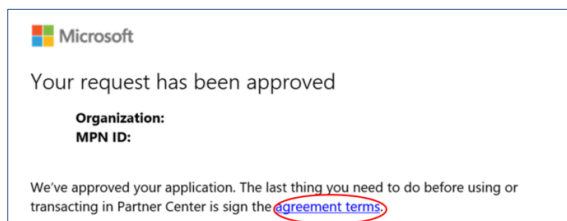
Associate my MPN ID

Skip for now

You will see a confirmation of the submission of your enrollment form on the Dashboard page of the Partner Center. Click on Account Settings to monitor your legal business entity verification progress. In most cases, the authorization process will take a couple of days. In certain cases, it may take longer time to validate and authorize, and Resellers may be notified to provide additional information.

Inaccurate information can significantly delay the validation process.

Once approved you will receive an email stating your application has been approved you will need to click the agreement terms link to review and accept the terms.



MICROSOFT PARTNER AGREEMENT (MPA) ACCEPTANCE

As of January 31, 2020, all partners in the Cloud Solution Provider program should have accepted the Microsoft Partner Agreement, including Indirect Resellers, to ensure no disruption of their ability to create new customers or place new orders for existing customers in the CSP program. Acceptance of the Microsoft Partner Agreement is now required for all partners in the CSP program.

To accept the Microsoft Partner Agreement, you must log in with an account that has Global Admin rights and one that you plan to use to manage your CSP Indirect Reseller account in Partner Center. If you have an account that needs to have Global Admin rights added, please speak with your IT department.

Become a Microsoft CSP Continued

In the event you are already onboarded as a CSP Indirect Reseller to Partner Center, You are still required to log in to Partner Center using Global Admin credentials associated to your Indirect Reseller Partner Center account and accept the new terms of the MPA.

You can also navigate to accept the MPA from the Home Page <https://partner.microsoft.com/dashboard/home>

MICROSOFT GOVERNMENT CSP PROGRAM

Some government licensing will be held on government only tenants and require an additional CSP authorization separate from the Commercial CSP. In order to become authorized, follow the URL to begin the process of verifying your eligibility as a partner that serves U.S. federal, state, local, or tribal entities.

[Join Microsoft Cloud for US Government](#)

Microsoft will contact you via e-mail within 2 business days regarding next steps. This step will provide your organization with an Azure tenant to activate your enrollment in the Cloud Solution Provider Program for the US Government.

Carahsoft may be able to help expedite this process. Should you be interested in the Government Cloud, please contact your Microsoft Partner Team for assistance.

SELECT CARAHSOFT AS YOUR INDIRECT PROVIDER IN PARTNER CENTER

In order to transact business as an Indirect Reseller, you will need to select an Indirect Provider. Use the Global Admin credentials associated Indirect Reseller Partner Center account and follow the link below to select Carahsoft as your Indirect Provider.

[Indirect Provider Selection Page - Commercial CSP](#)

[Indirect Provider Selection Page - Government CSP](#)

Should you have any questions about this process, please reach out to the Microsoft Partner team at Carahsoft.

Microsoft Azure: Quick Reference Guide

Microsoft Azure Government is the mission-critical cloud, delivering breakthrough innovation and security to U.S. Government customers and their partners. With world-class security, protection, and compliance, agencies can accelerate cloud adoption with confidence, in a consistent hybrid environment designed for flexibility and scale. Azure Government enables innovation with deeply integrated cloud services, data and advanced analytics and an open application platform, that provides the building blocks to rapidly develop, deploy and manage intelligent solutions. Government customers can leverage the vast network of Microsoft's technology partners and diverse marketplace offerings, to advance their mission and serve their citizens.

To view all 200+ Azure Products please visit: <https://azure.microsoft.com/en-us/services/>

For a full listing of Azure Solutions: <https://azure.microsoft.com/en-us/solutions/>

Networking <ul style="list-style-type: none"> Virtual Network Load Balancer Application Gateway VPN Gateway Azure DNS Traffic Manager ExpressRoute Network Watcher 	Web & Mobile <ul style="list-style-type: none"> Web Apps Mobile Apps Logic Apps API Apps Content Delivery Network Media Services Search 	Internet of Things & Enterprise Integration <ul style="list-style-type: none"> Azure IoT Hub Event Hubs Stream Analytics Notification Hubs BizTalk Services Service Bus Data Catalog
Compute <ul style="list-style-type: none"> Virtual Machines Virtual Machine Scale Sets Azure Container Service Azure Container Registry Functions Batch Service Fabric Cloud Services 	Intelligence & Analytics <ul style="list-style-type: none"> HDInsight Machine Learning Cognitive Services Azure Bot Service* Data Lake Analytics Power BI Embedded Azure Analysis Services 	Developer Services <ul style="list-style-type: none"> Visual Studio Team Services Azure DevTest Labs VS Application Insights API Management HockeyApp Developer Tools Service Profiler*
Storage <ul style="list-style-type: none"> Storage: Blobs, Tables, Queues, Files, Disks Data Lake Store StorSimple Azure Backup Site Recovery 	Databases <ul style="list-style-type: none"> SQL Database SQL Data Warehouse SQL Server Stretch Database DocumentDB Redis Cache Data Factory 	Security + Identity <ul style="list-style-type: none"> Security Center Key Vault Azure Active Directory B2C Domain Services Multi-Factor Authentication
Monitoring & Management <ul style="list-style-type: none"> Azure Portal Azure Resource Manager Azure Advisor Azure Monitor Log Analytics Automation Scheduler 		

Explore [Azure federal government solutions](#), a trusted cloud offering with world-class security and compliance for FedRAMP and Govcloud services.

Additional Resources

Please see below for additional resources you can utilize during your on boarding process:

Carahsoft Resources:

- [Overview of Carahsoft's Microsoft](#)
- [Carahsoft Contract Vehicles](#)
- [Carahsoft's Vendors](#)
- [Information on Partnering with Carahsoft](#)

Microsoft Resources:

- [Partner Center Guides and Documentation](#)
- [Microsoft Certifications Guide](#)
- [CSP Enrollment Guide](#)
- [Microsoft Self-Paced Learning](#)
- [Microsoft Partner Network](#)
- [Azure Pricing Calculator](#)
- [Microsoft Partner Agreement Resources for CSP](#)

Training and Certifications:

- [Microsoft Certifications](#)
- Join the [Microsoft Learn Community](#)
- [Microsoft Training and Certification Updates Due to COVID](#)

In order to access some of the resources listed above you will need to be logged in with your Microsoft Credentials.

For our pool line, please call 1 (844)-673-8468
For all Microsoft inquiries please email microsoft2@Carahsoft.com