



Support in the era of cloud services

*IT Weapons leverages the Advanced Support for
Partners program to accelerate business growth*

Microsoft
Partner
Network



Match market changes with new services

The market for private and public cloud infrastructure is expected to continue to grow exponentially for the next few years. IDC predicts that "Greater Cloud Spending" (virtually all IT spend related to cloud services) will exceed \$500B by 2020¹.

With significant investment in datacenters globally, customer demand is growing fast. Local restrictions around data residency are no longer barriers to using cloud services, and partners can provide more to their customers.

IT Weapons, an award-winning Toronto-based cloud and managed services provider, is rapidly taking advantage of this opportunity to add more value to their customers. "For nearly 20 years, Microsoft has had a central role in every solution we build," explains Jeremy MacBean, IT Weapons' Director of Business Development.

"We made a big investment in cloud infrastructure and plan to double our cloud practice. We couldn't do that without the Advanced Support for Partners program."

Jeremy MacBean

*IT Weapons
Director of Business Development*

Advanced Support for Partners was designed for growth stage and mid-market Microsoft Cloud Partners who are building practices on Microsoft Cloud Services.

It provides a new level of support that sits between Microsoft Partner Network Technical Services and Premier Support.

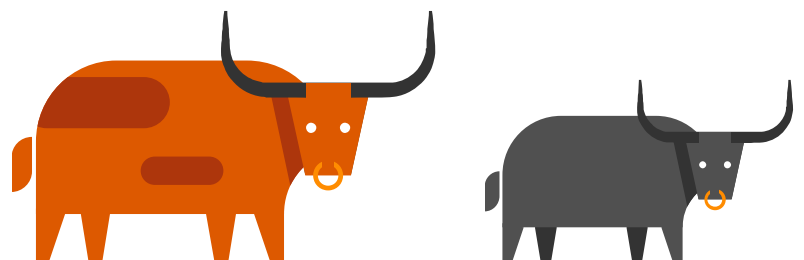
"As Microsoft's cloud solution evolved, so has our go-to-market strategy," says MacBean. As a result, the company has made internal investments to develop their infrastructure to meet market demand.

When IT Weapons decided to increase their cloud services to the next level by developing cloud infrastructure solutions on a larger scale, the ASfP program was a prerequisite.

Get faster responses for your customers

The complexity of systems, combined with the high expectations of their clients, means they need a higher level of services around troubleshooting, remediation, and ensuring service level objectives are met.

Given their reputation as a top IT provider, providing customer service is key.





*"Our service account manager is really **proactive** around education and **release notifications**.*

*For Azure and Office 365, she lets us know what features are coming out and **upcoming training webinars** so our experts can learn early."*

Jeremy MacBean

They know how critical it is to have expertise and support while developing new solutions for customers. "For us, Advanced Support for Partners (ASfP) was a no-brainer."

As a broker of public cloud services, IT Weapons provides its customers a white glove approach to support.

In order to continue to offer that level of immediate response and troubleshooting speed, the team needed their own inside track to get help from the experts at Microsoft.



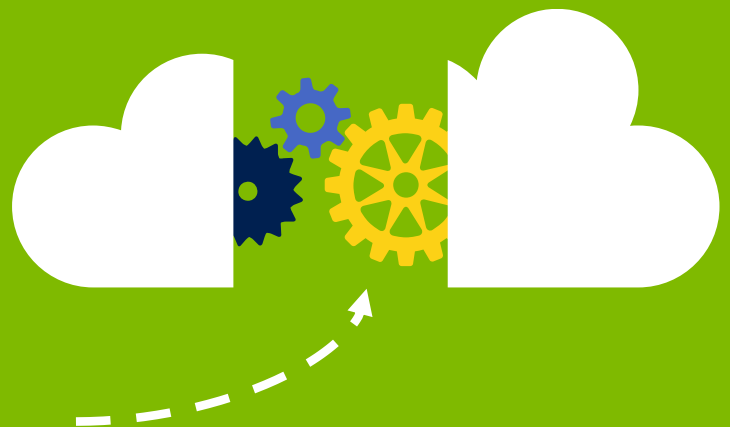
Learn directly from the experts

In order to deliver solutions for customers using Azure as cloud infrastructure backup, the IT Weapons team invested in getting a better understanding of the technical details.

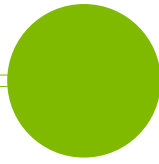
Participating in the ASfP program let the team interact directly with Microsoft's senior engineers and ask the questions they needed to reassure customers about the solution's reliability, and resiliency, plus get critical information about how to use the key features that maximize the solution's value.

*"We love the cloud consults with senior cloud engineers at Microsoft, which gave us **best practices and architecture guidance**."*

Jeremy MacBean



Go to aka.ms/asfp to learn more about Advanced Support for Partners



Stay ahead with proactive news

For IT Weapons, the most important benefit of the program is the proactive communication. IT Weapons now gets regular notifications of new upcoming releases and programs coming online.

Their team loves their relationship with their Services Account Manager, because they know that she will keep them up to date.

IT Weapons consultant and engineer time is directly tied to their revenue and profitability. MacBean explains that participating in the Advanced Support for Partners program has saved them “hundreds of hours on our support time through consultation sessions and webinars. That time adds up very quickly, and translates directly to revenue. We expect our cloud practice to double in the next year or so.”

Now is the right time for them. In the future, MacBean sees his team continuing to use even more of the ASfP resources available.

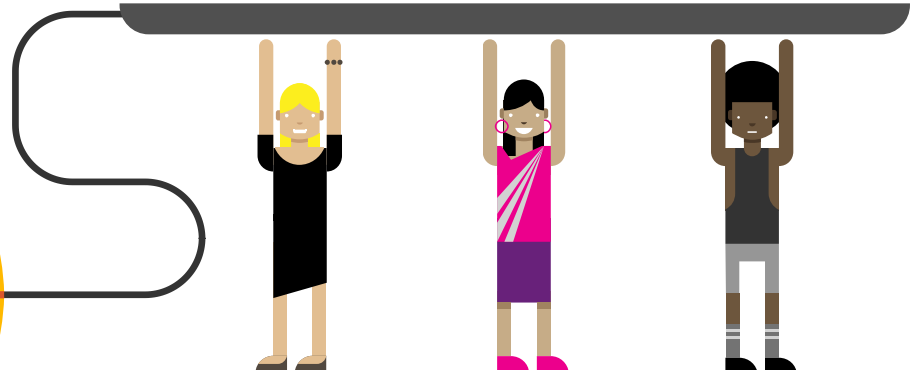
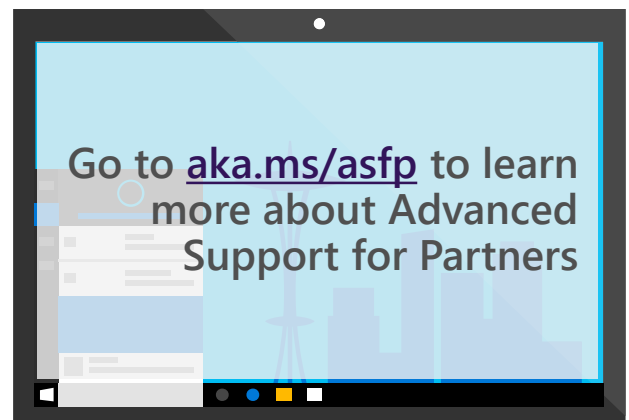
It’s helped them accelerate how quickly they can go to market with hybrid solutions between custom solutions and Microsoft cloud, while also letting them take advantage

of the increased technical resources and architecture support.

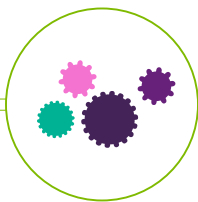
MacBean’s closing statement: “If you want to turbocharge your Microsoft cloud practice, programs like Advanced Support for partners are amazing.”

*“We’ve saved **hundreds of hours** on our support time. Our expert’s time **translates directly to revenue.**”*

Jeremy MacBean



¹ IDC eBook, sponsored by Microsoft, The Modern Microsoft Partner Series, Part 1: The Booming Cloud Opportunity, 2016



Advanced Support for Partners program critical features

In Jeremy MacBean's words

Priority status plus a Services Account Manager

Faster response times and proactive communication:

"Microsoft is really nurturing to their cloud community and giving us this level of support, really the same experience we deliver to our clients."

Every business wants proactive communication, super fast response times in case of outages, and internal guidance and roadmapping for internal changes. It's a real value add."

Cloud consult benefit

Direct connection to Microsoft experts:

"For us, the most important thing is that we get access to the senior engineering teams to see not only a provisioning exercise, but also gain a clear understanding of the actual architecture."

