



**THE ULTIMATE
WOMEN IN CLOUD**

ENTERPRISE CLOUD SOLUTION PLANNING TOOLKIT

WWW.WOMENINCLOUD.COM

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Table of Contents

02

Cloud Solution
Credo

03

Cloud Business
Modeler

04

Enterprise
Ready Checklist

05

Cloud Solution
Automation
Planner

06

Cloud Vendor
Marketplace
Listing Checklist

07

Cloud Deal
Planner

08

Microsoft
Strategic
Partnership
Framework

09

Cloud
Software
Discounts

About Women in Cloud **CLOUD ACCELERATOR**

Women In Cloud's Microsoft Cloud Accelerator is an immersive 6 month program to assist women-led tech companies to co-build, co-market and co-sell with Microsoft and their distribution channels. This program is designed to help you win enterprise opportunities, get access to Azure credits, an advisor community, and a global stage to showcase your business.

www.womenincloud.com



CONTENTS

CLOUD BUSINESS MODEL CANVAS

Helps you develop your cloud business model for your solution to achieve MRR

ENTERPRISE-READY CHECKLIST

Helps you focus your solution to serve one market, one customer, one problem, one solution, one workload

CLOUD SOLUTION AUTOMATION PLANNER

Helps you identify the list of activities that needs to be automated by your solution

CLOUD VENDOR MARKETPLACE LISTING CHECKLIST

Helps you easily publish your solution on the marketplace

CLOUD DEAL PLANNER

Helps you put together a cloud deal for your customer

CLOUD SOLUTION CREDO

HELPING YOU FOCUS YOUR SOLUTION TO SERVE:

- ONE MARKET,
- ONE CUSTOMER,
- ONE PROBLEM,
- ONE SOLUTION,
- ONE CLOUD WORKLOAD



CLOUD BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
1. <input type="text"/>	1. <input type="text"/> 2. <input type="text"/>	What value do we deliver to the customer today?	1. <input type="text"/> 2. <input type="text"/>	1. <input type="text"/>
2. <input type="text"/>	3. <input type="text"/> 4. <input type="text"/>	Which on of our customer's problems are helping to solve?	3. <input type="text"/> 4. <input type="text"/>	2. <input type="text"/>
3. <input type="text"/>	Key Resources	What bundles of products and services are we offering to each customer segment?	Distributions Channels	3. <input type="text"/>
4. <input type="text"/>	1. <input type="text"/> 2. <input type="text"/>	Which customer needs are we satisfying?	1. <input type="text"/> 2. <input type="text"/>	4. <input type="text"/>
5. <input type="text"/>	3. <input type="text"/> 4. <input type="text"/>	Which solutions can help them achieve the same vision?	3. <input type="text"/> 4. <input type="text"/>	5. <input type="text"/>

Cost Structures

Revenue Streams

1.

1.

2.

2.

ENTERPRISE-READY CHECKLIST

STRATEGIC

- ☐ SOLUTION OFFERING
- ☐ STRATEGIC NARRATIVE
- ☐ TRIAL & PILOT OFFERS
- ☐ AGREEMENTS

GO TO MARKET

- ☐ PRESENTATION & FLYER
- ☐ DEMO VIDEO
- ☐ CUSTOMER EVIDENCE
- ☐ TECHNICAL REFERENCE DOC

BUSINESS NETWORK

- ☐ ADVISOR
- ☐ INFLUENCER
- ☐ COMMUNITY
- ☐ CONNECTOR

TEAM MEMBERS

- ☐ EXECUTIVE
- ☐ TECHNICAL LEAD
- ☐ SUCCESS MGR
- ☐ ACCOUNT MGR

CLOUD PARTNERSHIPS

- ☐ VENDOR
- ☐ MARKETPLACE LISTING
- ☐ CO-SELL OFFER

TEAM MEMBERS

- ☐ INDUSTRY EVENT
- ☐ SHOWCASE ROADSHOW
- ☐ THOUGHT LEADERSHIP

MISCELLANEOUS

--

CLOUD CUSTOMER ACTIVITIES AUTOMATION PLANNER

ACTIVITIES YOU CONDUCT WITH YOUR CUSTOMERS

ACTIVITIES YOUR CUSTOMERS PERFORM REPEATEDLY

COMMON "AUTOMATION" OPPORTUNITIES

TECHNOLOGY REQUIREMENTS

- ☐ SECURITY
- ☐ COMPLIANCE
- ☐ BI & DASHBOARDS
- ☐ PUBLIC/PRIVATE CLOUD
- ☐ BACKUP & RECOVERY, ETC.

STRATEGIC OUTCOMES

- ☐ REVENUE/MARKET SHARE
- ☐ COST SAVINGS/EFFICIENCY
- ☐ CUSTOMER LOYALTY
- ☐ TALENT MANAGEMENT

ONGOING ASSISTANCE NEEDED

NOTES

CLOUD VENDOR MARKETPLACE LISTING

CHECKLIST

BUSINESS INFO

- ☐ NAME
- ☐ ADDRESS
- ☐ CERTIFICATION
- ☐ WEBSITE

SOLUTION INFO

- ☐ NAME
- ☐ DESCRIPTION
- ☐ BENEFITS
- ☐ BUSINESS VALUE

OFFER INFO

- ☐ OFFER NAME
- ☐ DESCRIPTION
- ☐ ADD ONS
- ☐ HOW TO REDEEM

CLOUD WORKLOAD

- ☐ CLOUD VENDOR
- ☐ WORKLOAD
- ☐ LICENSING MODEL
- ☐ CONSUMED VIA

PRICING

- ☐ TYPE
- ☐ MONTHLY/ANNUAL
- ☐ DISCOUNTS

GTM CONTENT

- ☐ FLYER
- ☐ CUSTOMER DECK & CASE STUDY
- ☐ SOCIAL MEDIA COPY

MISCELLANEOUS



CLOUD DEAL PLANNER

	Proof of Concept - Evidence Based	Plot Implementation (contract in place)	Managed Contract (ongoing)
Average deal size			
Time to implement (# of hours)			
Cost to serve customer (\$)			
Example			

MICRSOFT STRATEGIC PARTNERSHIP FRAMEWORK

STEP 1

FUNDAMENTALS

- | | | | |
|------------------|-------|---------------------|-------|
| 1. MPN ID | _____ | 3. Cloud Competency | _____ |
| 2. Certification | _____ | 4. Solution Name | _____ |

STEP 2

EVIDENCE

- | | |
|--------------|-------|
| Case Study 1 | _____ |
| Case Study 2 | _____ |
| Case Study 3 | _____ |

STEP 3

CONSUMPTION

- | | |
|-----------------------------------|-------|
| 1. MSFT Cloud Workload | _____ |
| 2. Cloud Consumption
Per Month | _____ |

STEP 4

PARTNERSHIP

- | | |
|-----------------------------|--------------------------|
| 1. GTM Materials Ready | <input type="checkbox"/> |
| 2. Co-Sell Ready | <input type="checkbox"/> |
| 3. Published In Marketplace | <input type="checkbox"/> |

SOFTWARE BENEFITS

CREDITS AND OFFERS

- Beautiful.AI - 3 months free team subscription
- Canva - 60 Day Free trial to Canva Pro Access
- Smartsheet - 30 Day Free Trial
- Postal.io - 2 week free trial with \$20 Postal credit
- Speaker Engage - 100 Day Free Trial + 10% discount for first year subscription
- Innovation Women - \$50 off first year membership

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