



Worldwide Services Ready Program

Grow your Microsoft services practice

Customers rely on Microsoft Gold Certified Partners to help them adopt, deploy, and maximize the value of their Microsoft technology investments. Services Ready is the powerful systematic engine that helps partners continuously meet customer requirements while generating new profitable service opportunities.

The service offerings are targeted at solution areas such as:

- Systems Management
- Identity and Security
- Virtualization
- Portals and Collaboration
- Unified Communications
- Business Intelligence
- Application Life Cycle Management
- Software Development
- Application Integration

“The Services Ready offering has increased my efficiency by more than 30 percent in conducting the planning phase of a customer engagement; documentation now takes only 25 percent of the effort of what it used to.”

Dawsar Zghoul
Chief Technology Architect
Softact Incorporated

The Services Ready program engages with the top tier of Microsoft® Gold Certified Partners to help accelerate their services business. Partners use Services Ready to help stay competitive by leveraging proven deployment guidance on the latest Microsoft products, thereby helping to provide best-in-class service engagements to their customers. Partners that join Services Ready are supported by the full strength of tools, best practices, and training on solution offerings developed and used by Microsoft Consulting Services.

Customers reap the benefits of greater delivery efficiency and lower risk as partners use proven best practices and reusable assets.

What is Services Ready?

Microsoft Consulting Services (MCS) has invested heavily in extracting the best intellectual capital from worldwide sales and delivery projects and assembling that content into service offerings. These offerings are then leveraged by Microsoft consultants and sales teams worldwide. Through Services Ready, training on these same offerings is available to partners to help them develop new services practices of their own or strengthen existing ones.

Here’s how it works:

Traditional Approach to Building a Services Practice



Building a Services Practice via Services Ready



Compress time to market

- Leverage existing customer-focused and internal materials
- Learn from subject matter experts that have deployed these solutions

Benefits for partner:

- Faster time to market
- Lowered opportunity cost
- Faster deployment of highest-value consultants to customers

The Services Ready program provides proven Microsoft Services intellectual capital and related training directly to partners. Once partners are enrolled, trained, and have completed the quality-assurance requirements of this exclusive program, they are able to present themselves to the market as Microsoft Services Ready and deliver their own offerings for a specific offering area.

“Every time we add a new service offering to our portfolio, it’s like starting a new business: enormous revenue potential, but it requires investment of time and resources to develop the processes, materials, and resources to get it right. Services Ready eliminates a great deal of that risk because Microsoft has essentially blazed the trail and provided resources to guide our implementation and help us provide greater satisfaction for the customer.”

Raman Venkatraman
Global Director
Tata Consultancy Services Ltd.

Source: Microsoft Arms Partners with New Services Readiness Offerings

“What’s special about the program is that it focuses on knowledge transfer as it not only covers training to improve consultants’ skills, but also co-engagements with MCS to accelerate their learning curve on new product versions. This kind of close engagement with Microsoft will take our future customer engagements to the next level.”

“After completing the program, we have a compelling story to tell customers about how Services can help them realize their potential and targets.”

Tarek El-Araby
Products General Manager
Link Development

Case Study

BT Engage IT Accelerates Service Management Optimization Engagements:

www.microsoft.com/casestudies

Benefits of Services Ready

Sales and Delivery Content

Through Services Ready, Microsoft is making available internal MCS intellectual capital and best practices for service offerings. This content comes white labeled through a secure web site and can be customized to the partner’s business.

Training by Microsoft Services

Services Ready partners receive comprehensive delivery training directly from MCS specialists. Delivery training is a highly interactive learning experience between partners and MCS and focuses on merging deployment guidance best practices with technical concepts. Sales training is provided online for on-demand consumption.

Quality Assurance

One of the important steps in completing enrollment in Services Ready is delivering one successful co-engagement with MCS. This real-world knowledge transfer between the partner and MCS helps confirm the partner’s ability to apply the lessons learned in their next customer engagement. After completing this phase, Microsoft considers a partner to be Services Ready.

Microsoft Services Ready Designation

Microsoft has one of the most recognizable brands in the world. In fact, *BusinessWeek* ranked Microsoft as having the second-best global brand in the world in 2007 and the third-best global brand in 2008.* Microsoft’s Services Ready designation helps partners differentiate themselves and helps increase the power of their brand.

Relationship Management with Microsoft Services

Services Ready is structured to promote an ongoing communications cadence with MCS. The Services Partner Lead works in tandem with the partner to support their customer sales and marketing efforts and serve as an important advocate within Microsoft.

Becoming Services Ready

The Services Ready program is for partners who are interested in building their service-delivery businesses in alignment with Microsoft solution offerings. To get started, partners should connect with the Services Partner Lead that serves their geographic area. The Services Partner Lead will then provide details on the Services Ready offerings roadmap and will work with the partner to determine which solution offerings are best suited for their strategic market focus.

* Source: bwnt.businessweek.com/interactive_reports/global_brand_2008/

For more information

about Services Ready contact your Microsoft Services representative or visit www.microsoft.com/servicesready