

SAM P2P: SAM Partner & System Integrator



Partnership with System Integrators (SI)

In the classic sense, System Integrators are organizations that implement company-wide IT applications within an organization. They typically govern the deployment-to-operation lifecycle of a complex IT solution, which can consist of software, hardware, networks, and hybrid IT installations.

System Integrators need to fully understand a customer's software and hardware infrastructure in order to identify opportunities and propose solutions. This is where forming partnerships with SAM Partners can be advantageous. SAM Partners are experts in software and hardware discovery, as well as license utilization, identification, and reconciliation, and can map out a customer's current software and hardware position.

Example:

A System Integrator has a specialization in performing at-scale Azure migrations. Their focus is on building migration proposals, performing total cost of ownership analysis, scoping services to migrate workloads, and other Azure migration-specific tasks.

In this instance, the System Integrator engages with a SAM Partner in pre-sales activities to obtain an understanding of the customer's hardware and software infrastructure with the SAM Partner performing the following activities:

- Use of discovery expertise to deploy tools and collect data for analysis by the System Integrator which can be leveraged to propose Azure solutions.
- Perform licensing analysis that will build a more holistic understanding of what the customer has today and how that might translate into a future Azure migration.

In this P2P arrangement, the System Integrator can outsource the analysis of the customer's current infrastructure to the SAM Partner and can focus on developing Azure solutions based on that analysis. In this example, each Partner is focusing on their core competencies, resulting in increased efficiencies, less time to market, and greater customer satisfaction.

System Integrator Core Competencies

System Integrators typically have expertise in the following:

- Software and hardware migrations
- Technical and deployment expertise



Customer Benefits:

- Informed data for good decision making
- Efficient analysis by subject matter experts



System Integrator Benefits:

- Informed data for proposal development
- Less time to market
- Outsourcing SAM analysis to experts
- Faster proposal development and project delivery



SAM Partner Benefits:

- Increased reach
- Increased scale
- SAM lead generation



Microsoft Benefits:

- Customer and partner satisfaction
- Balanced partner ecosystem
- Increased Azure migrations