



# Azure Arc Opportunity

Meeting Customers Where They Are





# Agenda

## **1. Unlock new revenue from on-prem servers with Azure Arc**

- Arc-Enabled SQL
- Extended Support Opportunity

## **2. Help Available: DCO & AMM**

## **3. Resources**

## **4. Q&A**

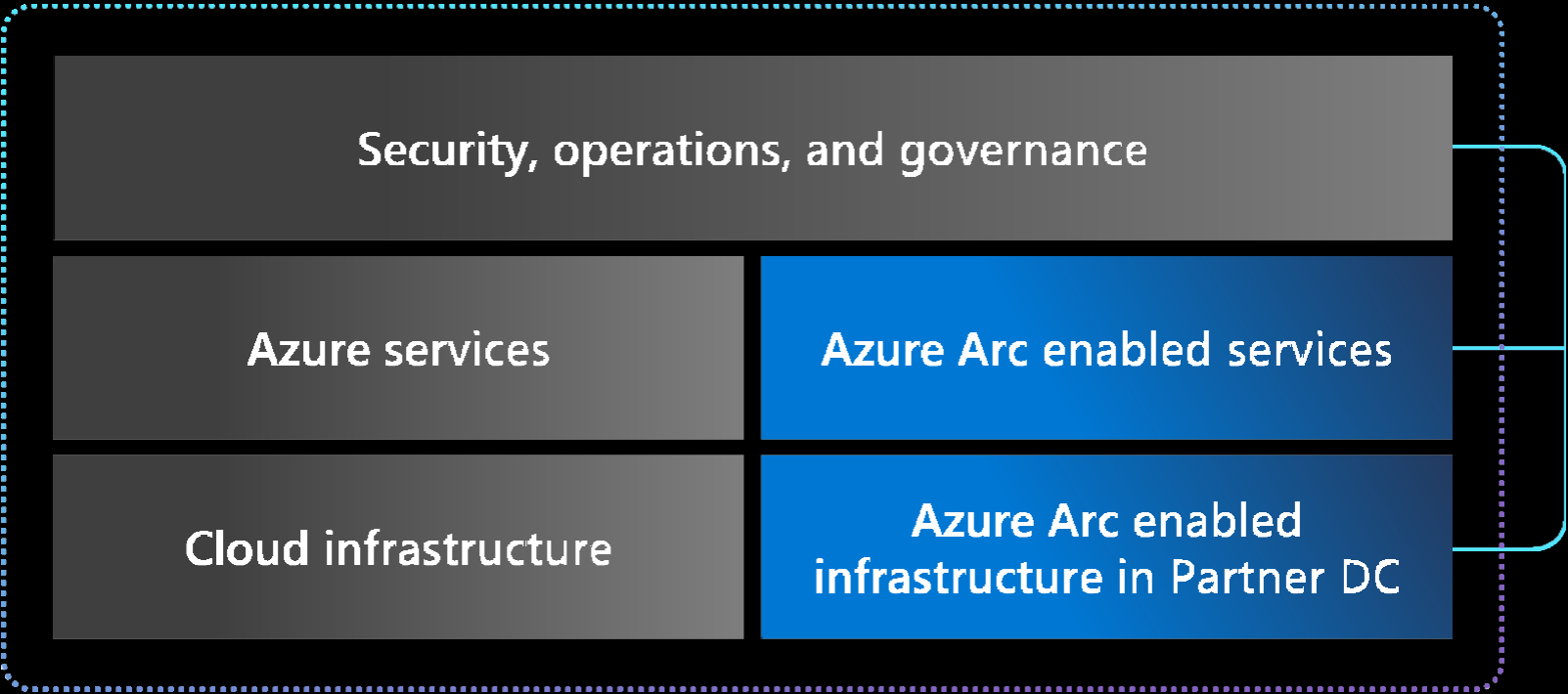
# What is Azure Arc?



Tools and  
experiences



GitHub



Azure Arc

Innovate anywhere

Azure Arc (i.e., Control Plane) is free to customers

# New Azure-Arc Functionality



Increase profitability and create new revenue streams by providing incremental value to customers not ready to migrate for Windows Server and SQL Server

## SQL Server Licensing On-Demand

SQL Server Enterprise Edition  
SQL Server Standard Edition



### Key Benefits:

- Manage all your SQL estate
- Control and govern your entire data estate
- Secure all your data using Azure security

## Extended Security Updates

Windows Server 2012	EOS Oct 2023
SQL Server 2012	EOS July 2022
SQL Server 2014	EOS July 2024



### Key Benefits:

- Enable flexible billing and cost savings
- Ensure visibility and reliability
- Extend security and compliance

# Sales motions and key scenarios to target

## Azure Arc-Enabled SQL



## Azure Arc Extended Security Updates





# Azure Arc-enabled data services

## Existing apps

### Azure Arc-enabled SQL Server

Organize, inventory  
Enhanced security with  
Microsoft Defender for Cloud  
Free SQL Assessment service



GENERALLY  
AVAILABLE

## App modernization

### Azure Arc-enabled SQL Managed Instance

Azure SQL Managed Instance  
on any infrastructure  
Fully automated, evergreen SQL  
Cloud billing model for on-premises



GENERALLY  
AVAILABLE

### Azure Arc-enabled PostgreSQL

Azure Database for PostgreSQL  
on any infrastructure  
Fully automated, single server  
Scale up/down/out/in



PUBLIC PREVIEW



# New cloud billing model for SQL Server (Pay As You Go\*)

Better cost efficiency when paying only for what you use



SQL Server pay-as-you-go  
licensing enabled by Azure Arc  
(per core per month/hour)

Pricing	Monthly rate	Hourly rate
Standard Edition	\$73	\$0.100
Enterprise Edition	\$274	\$0.375

✔ **Optimize asset capitalization**

- Organizations that focus on EBITDA and capitalized expenses prefer to purchase their licenses. Customers that bill on a cost-plus or other expense-based chargeback model will prefer the Pay-As-You-Go model.

✔ **Optimize upfront costs**

- Pay-As-You-Go doesn't have any upfront costs and is billed monthly but in the long term it may have a higher TCO

✔ **Optimize for periodic consumption**

- Reduced IP cost of periodic workloads such as of ERP, payroll, giving campaigns and others
- Scale down the entire VM or stop SQL Server instance

Available on SQL Server 2014, 2016, 2017, 2019, and 2022  
\* Traditional Licensing Options are still available. More [here](#).



# How to select license type for SQL Server

## Customer control over cost optimization

### Pay-As-You-Go

- Triggers Pay-As-You-Go hourly billing after SQL Server is connected

### Software assurance or SQL Subscription

- Provides license usage visibility in Cost management + Billing via distinct \$0 meters

Home > Azure Arc | SQL Servers > Add existing SQL Server instances >

### Connect Azure Arc-enabled SQL Server

Microsoft

Prerequisites **Server details** Tags Run script

Azure Arc-enabled SQL Server allows you to centrally apply policies and run assessments against existing SQL Server instances running on either connected machines or via indirect connections on-premises.  
[Terms of use](#) | [Privacy policy](#)

**Project details**

Select the subscription to manage deployed resources and costs. Use resource groups like folders to organize and manage all your resources.

Subscription \*

Resource group \*

**Server details**

Designate an Azure region where machine metadata will be stored.

Region \*

Operating system \*

**Proxy server**

If your environment requires a proxy server to connect to the internet, please specify the proxy server information below.

Proxy server URL

**SQL Server management details**

Specify the SQL Server edition and license type you are using on this machine. [Learn more](#)

License type \* ☐ **PAYG** - Standard or Enterprise edition with pay-as-you-go billing through Microsoft Azure  
☐ **Paid** - Standard or Enterprise edition license with Software Assurance or SQL Subscription  
☐ **LicenseOnly** - Developer, Evaluation, Express, Web, Standard or Enterprise edition license only without Software Assurance

By default, all SQL Server instances on the server will be registered. To exclude SQL Server instances from registration, enter the instance names separated by space.

Excluded SQL Server instance names



# Best practices assessment for Arc-enabled SQL Server

## Proactively address any risks across on-premises and multi-cloud environments

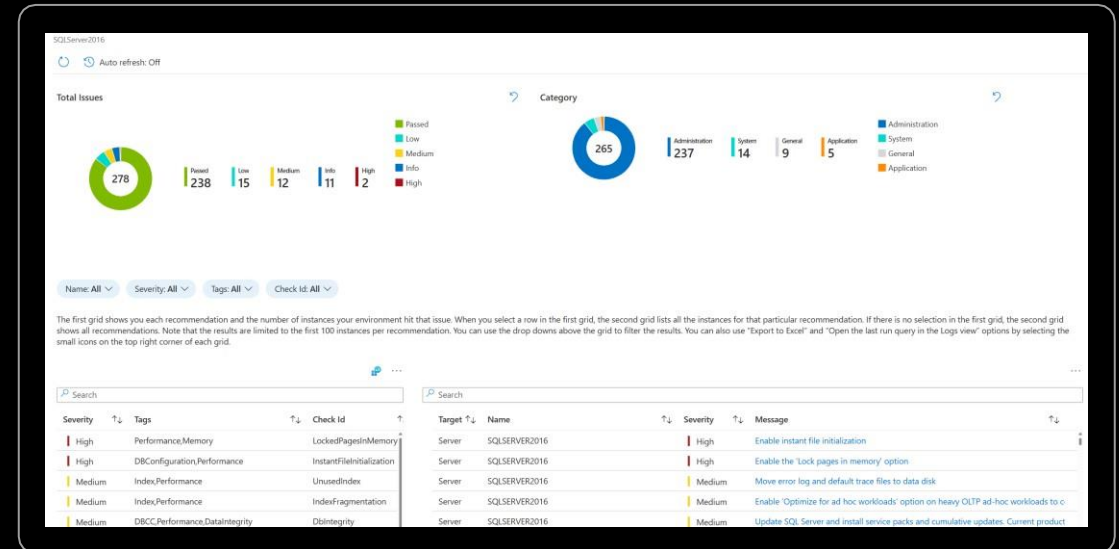
Evaluate your configuration of SQL Server:

- ✓ Security and compliance
- ✓ Availability and business continuity
- ✓ Performance and scalability
- ✓ Operations
- ✓ Change and configuration management
- ✓ Enable at scale using Azure policy

Extended diagnosis  
from Azure to any  
SQL Server anywhere

Scanned in intervals  
for most up to  
date results

Increases operational  
stability while  
reducing routine  
workloads from  
DBAs



# Reduce SQL Costs & Add Value on New + Existing Servers



## Enhance your customers SQL Servers with Azure Arc

- Convert from SPLA to Arc-Enabled SQL – secure 30%+ incentives
- Lead with Arc-Enabled SQL on new customer sales.
- Position Arc instead of SPLA or existing CSP subscription options
- Transition to Arc-Enabled SQL on existing SQL Servers for additional value-added benefits

**⚠ Purchase SQL Server through Arc:** Purchasing SQL via Arc allows the customer to pay for SQL licenses in a true cloud consumption model regardless of where SQL Server is installed and deployed

# Sales motions and key scenarios to target

Azure Arc-Enabled SQL



Azure Arc Extended Security Updates



# Customers have options when reaching End-of-Support



## Modernize on Azure

Modernize on Azure to avoid end of support and always stay up-to-date

Upgrade your OS version while migrating with Azure Migrate

Offload cloud management to focus on delivering innovative apps and customer experiences



## Migrate for free ESUs<sup>1</sup>

Get 3 additional years of Extended Security Updates at no cost

Save even more when combined with Azure Hybrid Benefit

Cost efficient consumption models with Reserved Instances and Azure Savings Plan



## *New:* Deploy ESUs enabled by Azure Arc

Flexible, monthly billing model centralized in Azure

Purchase Extended Security Updates enabled by Azure Arc for seamless and automated patching

Extend Azure operations and management to hybrid and multicloud environments

Enhance protection with cloud-native security solutions with Microsoft Defender for Cloud

<sup>1</sup>Includes Azure VMs, Dedicated Host, Azure VMware Solution, Nutanix Cloud Clusters on Azure, and Azure Stack (HCI/Hub/Edge)

# Extended Security Updates enabled by Azure Arc

## Flexible billing and savings

Monthly billing model centralized in Azure to run end-of-support operating systems

## Visibility and reliability

Ensure consistent Windows Server 2012/R2 and SQL Server 2012 performance with high availability and visibility over your entire data and server estate

## Security and compliance

Seamlessly extend Azure security and governance to your environment and stay compliant with supported software



Microsoft Defender  
for Cloud



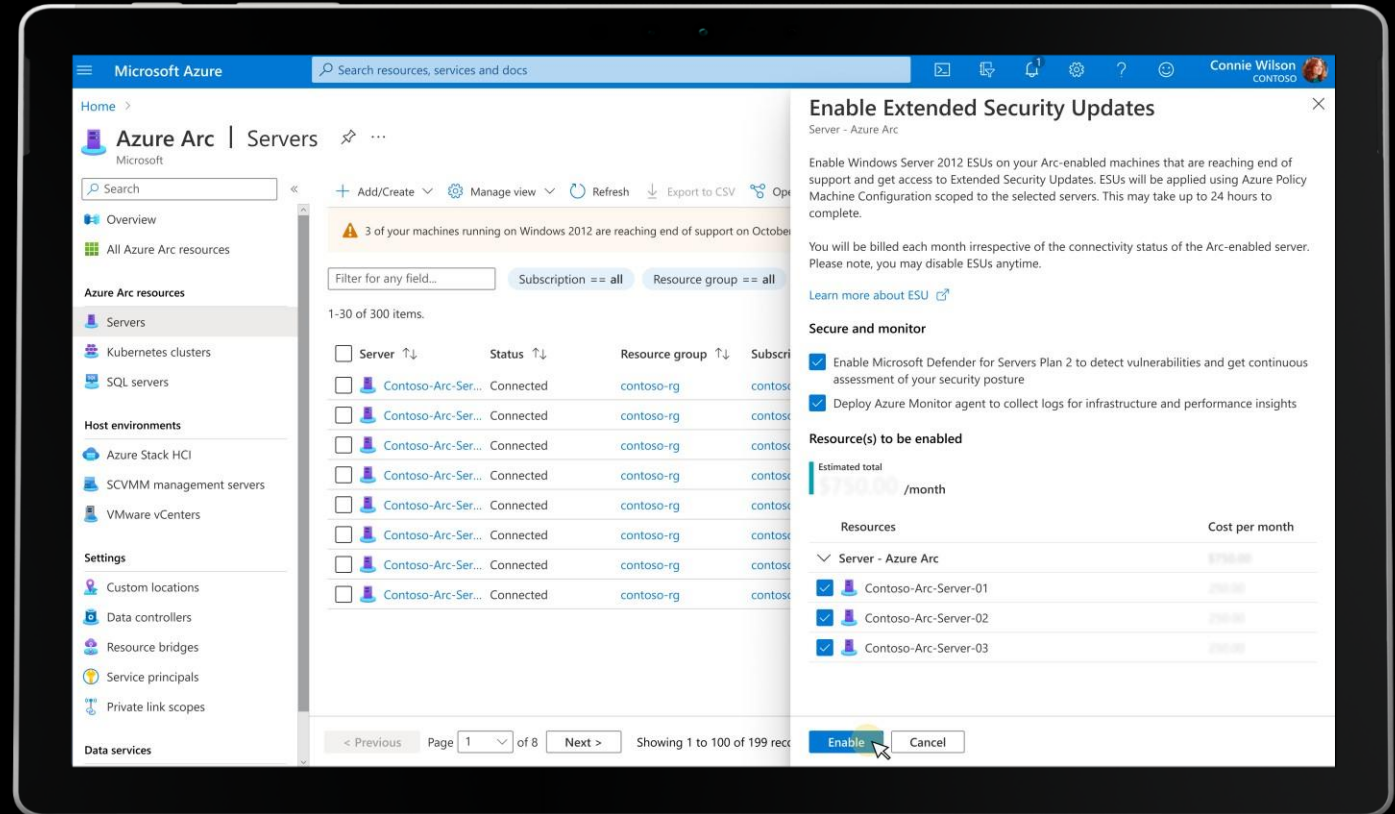
Microsoft  
Sentinel



Azure  
Policy



Azure  
Monitor



*Enroll and purchase ESUs **directly** in the Azure Portal*



# Enable Customers with PayG Option for ESU using Arc

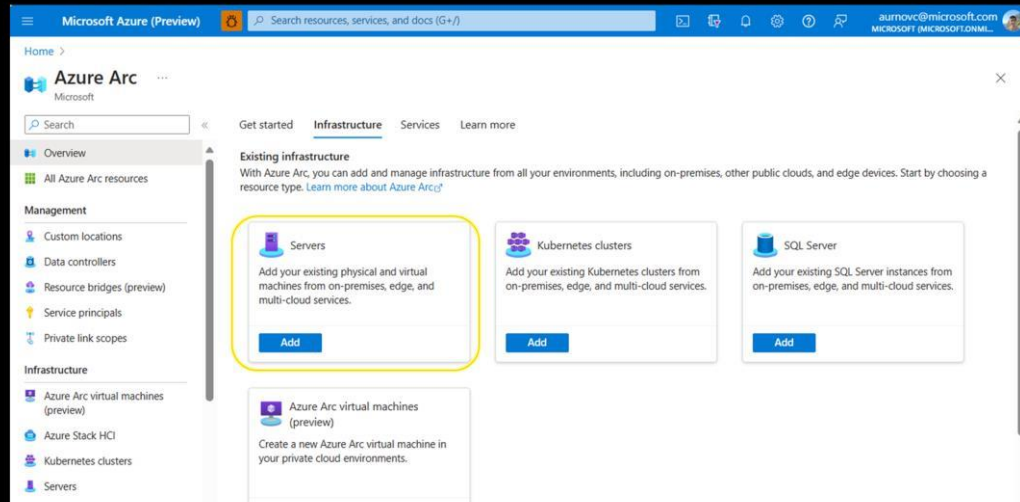
## Windows Server 2012 and SQL Server 2012 ESU Pricing

For Windows Server 2012/R2		
Extended Security Updates	Datacenter Monthly Rate	Standard Monthly Rate
Windows Server 2012 16 Core	\$437	\$76
Windows Server 2012 8 Core	\$219	\$38
Windows Server 2012 2 Core	\$55	\$9.47
For SQL Server 2012		
Extended Security Updates	Enterprise Monthly Rate	Standard Monthly Rate
SQL Server 2012 2 Core	\$979	\$249

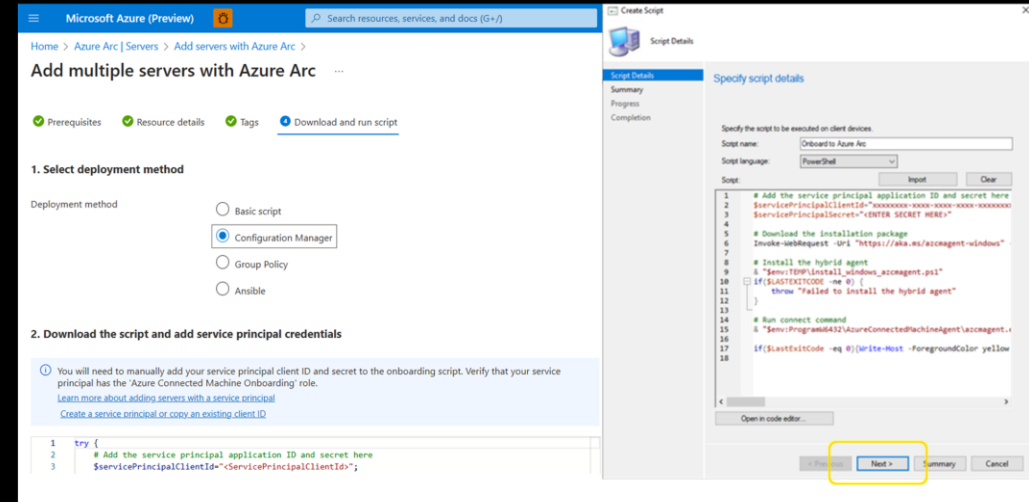
- Billed monthly
- Pay in hourly increments, billed backwards from October 10<sup>th</sup>
- Core minimums apply, same as OSE requirements
- Azure Arc provides additional flexibility, both with license terms and monthly cost.

# Get ESU for Windows Server through Azure portal

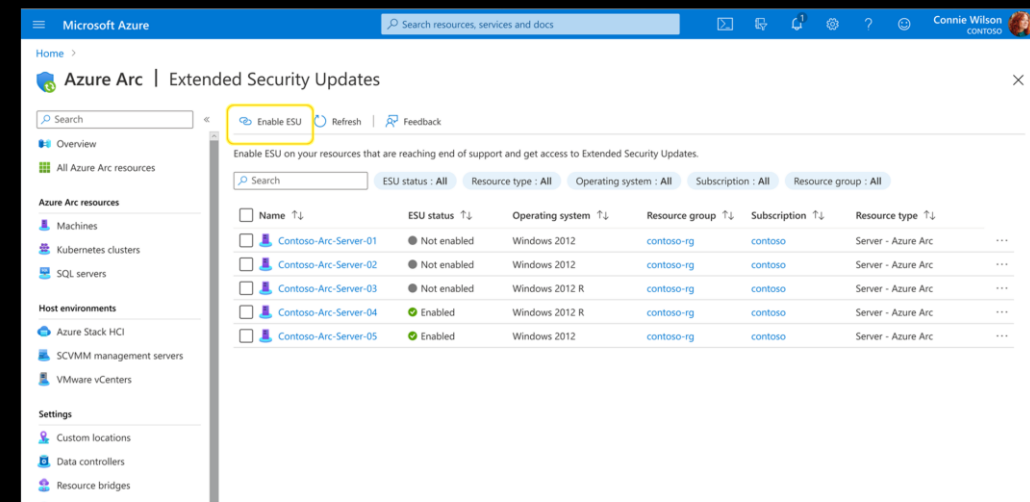
Step 1: Go to the Azure Arc blade in the Azure Portal and begin onboarding servers to Azure Arc by clicking 'Servers'.



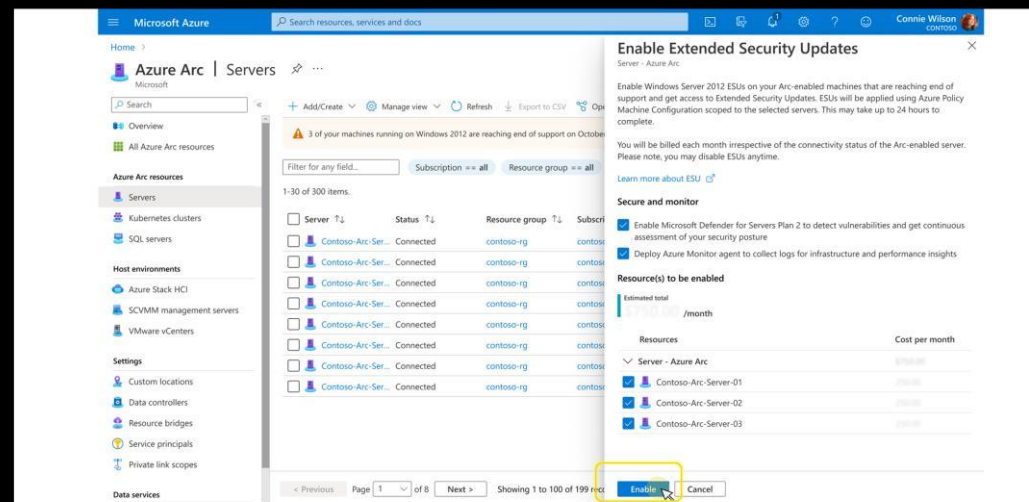
Step 2: Onboard servers Azure Arc by downloading the Azure Connected Machine Agent and install the agent using SCCM, PowerShell or your tool of choice



Step 3: View Windows Server ESU inventory for servers both enabled and not enabled with ESUs via 'ESU Status'.



Step 4: Activate ESUs through the Azure portal through the assignment of an Azure Policy. Additionally, add Microsoft Defender for Cloud and Azure Monitor.





# Get ESU for SQL Server through new Azure portal here .

Step 1: Connect and register customer options.

Dashboard > Azure Arc >

## Add existing SQL Server instances

Microsoft

### Connect SQL Server to Azure Arc

Manage your SQL Server instances hosted outside of Azure with the connected machine agent and the SQL Arc extension.

[Connect Servers](#) [Learn more](#)

### Register disconnected SQL Servers

Create an inventory of SQL Server instances that cannot be directly connected to Azure, but need access to offers via Azure Portal.

[Register Servers](#) [Learn More](#)

Step 2: View SQL inventory for both connected and registered SQL instances

+ Add Manage view Refresh Export to CSV Open query Assign tags Link ESU Invoice Delete

Filter for any field... Subscription == 4 of 79 selected Resource group == all Location == all Add filter

<input type="checkbox"/>	Name ↑↓	Resource group ↑↓	Location ↑↓	Status ↑↓	ESU Expiration ↑↓
<input type="checkbox"/>	Server1SQL2012	peskount-esu-testing	East US	Registered	2023-07-11 (ESU Y1)
<input type="checkbox"/>	Server1SQL2012R2	peskount-esu-testing	East US	Registered	2023-07-11 (ESU Y1)
<input type="checkbox"/>	Server2SQL2012R2	peskount-esu-testing	East US	Registered	2023-07-11 (ESU Y1)
<input type="checkbox"/>	Server3SQL2012R2	peskount-esu-testing	East US	Registered	2023-07-11 (ESU Y1)
<input type="checkbox"/>	Server4SQL2012	peskount-esu-testing	East Asia	Registered	2023-07-11 (ESU Y1)
<input type="checkbox"/>	Server4SQL2012	peskount-esu-testing	East US	Registered	2023-07-11 (ESU Y1)
<input type="checkbox"/>	twright-esu-testing24	twright-esu-testing3	East US	Registered	2023-07-11 (ESU Y1)
<input type="checkbox"/>	twright-test-2351	twright-esu-testing	eastus2euap	Registered	2023-07-11 (ESU Y1)
<input type="checkbox"/>	twright-test23	twright-esu-testing	East US	Registered	2023-07-11 (ESU Y1)

Step 3: Drill into ESU options

Microsoft Azure

Home > SASHAN-Z240\_DALLAS

SQL Server - Azure Arc

Search Refresh Delete Feedback

Overview

Activity log

Access control (IAM)

Diagnose and solve problems

Settings

Azure Active Directory

Extended Security Updates

Best practices assessment

Patching (Preview)

Properties

Security

Microsoft Defender for Cloud

Data management

Databases

Automation

Tasks (preview)

Support + troubleshooting

New Support Request

Essentials

Resource group : SASHAN-ABC-BG

Status : Connected

Location : West US 2

Subscription : ABC-DEMO

Subscription ID : 788939e-85ab-47ac-9169-08b2f0064c

Tags [Add](#) [Click here to add tags](#)

Version : SQL Server 2022

Edition : Enterprise

Computer name : SASHAN-Z240

Operating system : windows

Host license type : EXC-83-106-90

ESU status : Not enabled

Capabilities

Properties

Microsoft Defender for Cloud

Continuously monitor for potential security vulnerabilities and recommendations.

Best practices assessment

The best practices assessment continuously scans all your SQL Server instances and databases on the host machine and evaluates the configurations for SQL Server best practices.

See the ESU spec for supported values

Step 4 Subscribe to Extended Security Updates

Microsoft Azure (Preview)

Home > LAPTOP-GP0G194C > LAPTOP-GP0G194C

LAPTOP-GP0G194C | SQL Server Configuration

SQL Server Instances

SQL Server Instance name	Version	Edition
LAPTOP-GP0G194C	SQL Server 2022	Enterprise

License Type

Specify the SQL Server edition and license type you are using on this machine. [Learn more](#)

☐ Pay-as-you-go

I want to license my production environment on this server with Enterprise or Standard edition using pay-as-you-go ("PAYG")

☒ License with Software Assurance

I have a production environment on this server with Enterprise or Standard edition covered by Software Assurance or SQL subscription ("Paid")

☐ License only

I use other license types on this server with Evaluation, Developer, Express edition or a SQL license without Software Assurance ("LicenseOnly")

Extended Security Updates

Purchase Extended Security Updates for your eligible versions of SQL Server covered by Software Assurance. [Learn more](#)

☒ Subscribe to Extended Security Updates

By selecting this option, you confirm that

- you wish to activate Extended Security Updates for the existing or future SQL Server 2012 instances on this machine;
- you accept the corresponding charges to your Azure account for the existing or future SQL Server 2012 instances on this machine;
- that you have purchased Year 1 SQL Server 2012 Extended Security Updates for these instances.

☐ Unsubscribe from Extended Security Updates

By selecting this option, you confirm that you wish to terminate Extended Security Updates for the SQL Server 2012 instances on this machine, and immediately stop the ongoing charges.

[Save](#) [Discard](#)



# Maximize the End of Support Opportunity



Lead with Arc-Enabled ESU in all End of Support discussions.

- No term, provide the customer with the ability to modernize in the next 12 months and remove ESU cost
- Benefit from increased license flexibility when ESU's are purchased through Azure-Arc

**⚠ Purchase ESUs through Arc:** Purchasing ESU's via Arc allows the customer to no longer pay for an ESU upon an upgrade or migration to Azure



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# Make a successful and profitable Azure Arc deployment with:

Incentives

DCO Eligible

AMM Eligible



# Partners: Earn 30%+ CSP Incentives with Azure Arc

You can add incentive earning opportunities in CSP by combining:

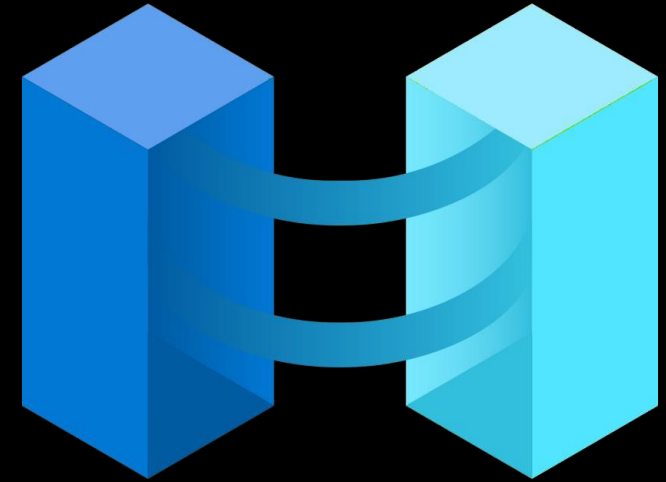
**15%** Partner Earned Credit (Indirect CSP Providers)

**4%** Modern Commerce Incentive

**15%** New Customer Add Incentive

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**34% Potential Incentives**



Eligibility rules apply. See [partnerincentives.microsoft.com](https://partnerincentives.microsoft.com) for more information on available incentives.



# Become an Azure Arc success story

- Early success: over 1,200+ new customers and \$10.5M in Azure revenue through the Arc Motion over the past 60 days.
- Multiple partners have built \$1M+ incremental pipeline through the Arc-ESU motion.
- Partners are reducing the transition cost of Azure Arc adoption by leverage Partner-Led AMM.





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# Next Steps



When you can't migrate workloads to Azure talk with your customers about Azure Arc for ESU's and Arc-Enabled SQL.



Understand transition opportunities from SPLA to Arc-Enabled SQL - [aka.ms/dco](https://aka.ms/dco)



Leverage all available Microsoft Programs to accelerate opportunities



Reach out to your Microsoft team if you need support or have additional questions



# Upskill in Azure Arc with Microsoft LevelUp: [Microsoft Level Up](#)

**Microsoft Level-Up** is a holistic Partner Enablement Offering that will enable your learners to better position Microsoft solutions and products across sales, pre-sales, and technical delivery.

**1**

**Enroll**  
using access  
code  
**MJHD-JRBB**

**2**

**For Deployment, select**  
Technical Depth – Migrate  
and Secure Windows and  
SQL workloads on Azure

**3**

**For Sales, select:**  
Sales - Migrate and Secure  
Windows and SQL Server to  
Azure

Enrollment for the Level-Up Pilot is on a first-come, first-served basis. Users have 30 days to complete a course once the code is activated.



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# More Resources

- 
- Microsoft Learn: [Azure Arc-enabled SQL Server](#)
  - Video: [Transcend Boundaries with Arc: End of Support](#)
  - Partner Incentives: [aka.ms/partnerincentives](https://aka.ms/partnerincentives)
  - Azure Arc Roadmap: [aka.ms/ArcRoadmap](https://aka.ms/ArcRoadmap)
  - Azure Arc Jumpstart: [aka.ms/AzureArcJumpstart](https://aka.ms/AzureArcJumpstart)
  - Azure Arc Learn modules: [aka.ms/LearnHybridArc](https://aka.ms/LearnHybridArc)
  - Technical docs: [aka.ms/ArcDocs](https://aka.ms/ArcDocs)
  - Azure Arc webpage: [aka.ms/Arc](https://aka.ms/Arc)

# Thank You!

## Q&A

