



# Microsoft with HBS

HBS Introduction & Services Overview with Cloud & AI Solutions Focus



# HBS At-a-Glance

## Business Snapshot

The HBS is a leading Microsoft focused Systems Integrator (SI) that works in partnership with our Microsoft Licensing and Alliance team that provides direct cloud and on-premises licensing through Microsoft's strategic Cloud Solution Provider (CSP) licensing model.

As an elite managed Microsoft partner, our Microsoft team specializes in Azure, Security, AI Business Applications, Power Platform, Data / AI and Modern Work / Collaboration engaging with customers to secure, modernize and digitize their business processes and systems and maximize their technology investments.

## Comprehensive Services Aligned with HBS Customer Needs

Hybrid Cloud Services

Application Modernization

M365 Productivity / Security

Data Platform Services

Low-Code / No-Code

Business Applications

AI & Automation



SLED

Healthcare

Manufacturing

Professional Services

Banking / Finance

Distribution

Logistics

## HBS Leadership Team



**Crystal Herald**  
General Manager



**Amy Aschenbrenner**  
Alliance Manager



**Drew Poggemann**  
VP of Microsoft Services

## Microsoft Leadership Team



**Chris Danelz**  
Microsoft General  
Manager



**Heather Ehlenbach**  
PDM

# Extensive Microsoft Partnership

## Highlights



### Microsoft Capabilities

- 16 Specializations
- 7 Solution Designations
- Licensing, Deployment, Adoption
- Fostering Co-Selling



### Microsoft Capacity with HBS

- 70 Outside Sellers
- 10 Marketing
- 155 Services



### Partner Authorizations

- CSP Direct Bill
- QTM Voucher Ready
- ECIF Ready



### Key Investments

- SPF Plan
- Frontier Accelerate Engagements
- DCO Program
- MISA



### Top Executive Mapping

- Managed Partner
- Premier Support for Partners
- Exec Sponsor, Chris Danelz, GM



### Global Coverage

- United States
- 1000+ Customers



### Security

**Specialist**  
Cloud Security  
Identity and Access  
Management  
Threat Protection



### Infrastructure Azure

**Specialist**  
Infra and Database Migration  
Azure Virtual Desktop



### Data & AI Azure

**Specialist**  
AI Platform on Microsoft Azure  
Infra and Database Migration  
Migrate Enterprise Applications  
to Microsoft Azure



### Digital & App Innovation Azure

**Specialist**  
Migrate Enterprise Applications  
to Microsoft Azure



### Modern Work

**Specialist**  
Custom Solutions for Microsoft  
Teams  
Adoption and Change  
Management  
Teamwork Deployment  
Modernize Endpoints



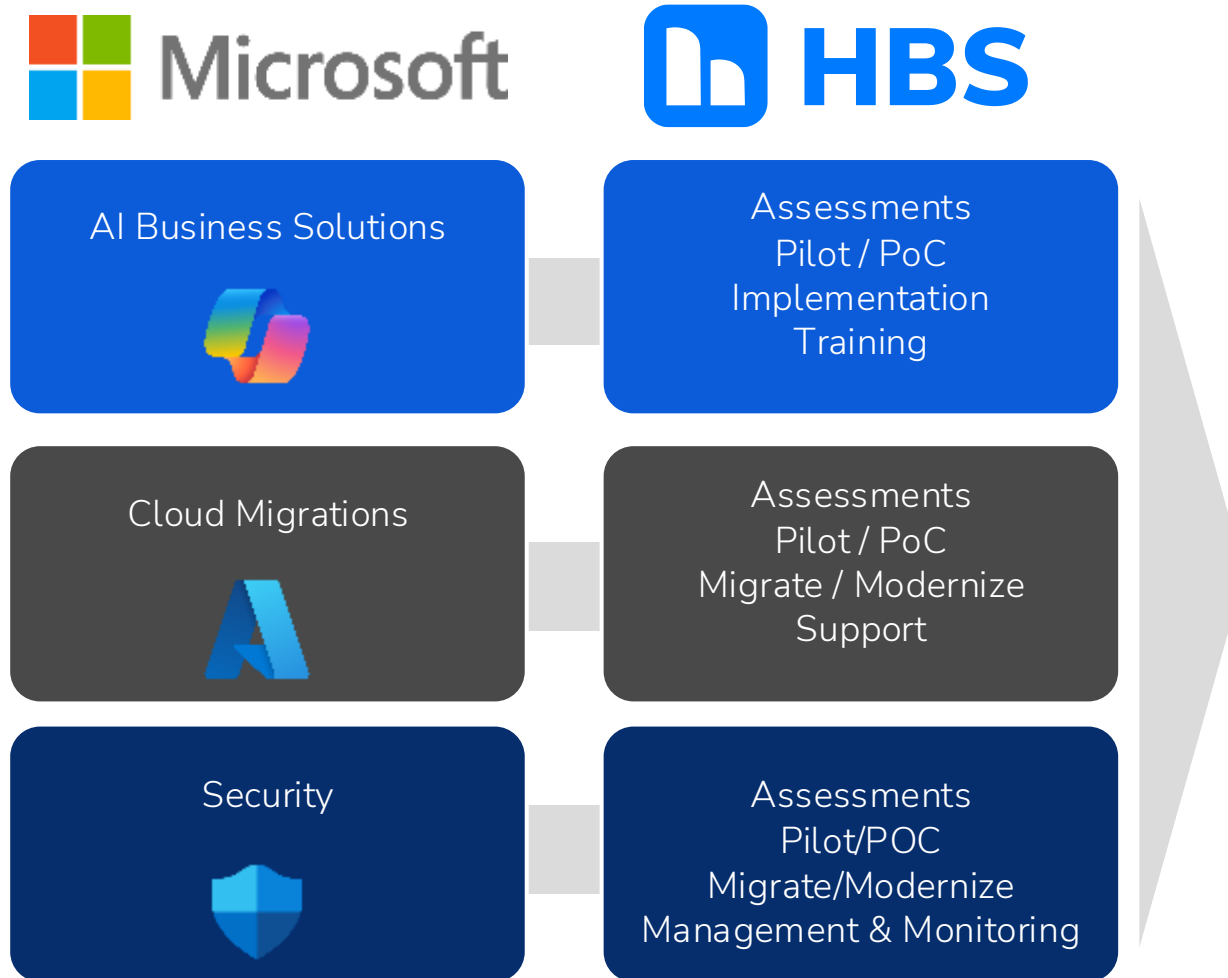
### Business Applications

**Specialist**  
Low Code Application  
Development  
Small and Midsize Business  
Management  
Sales  
Intelligent Automation



### Private Cloud

# MCEM Win Formulas and Co-Sell



## Partner with aligned priorities for growth

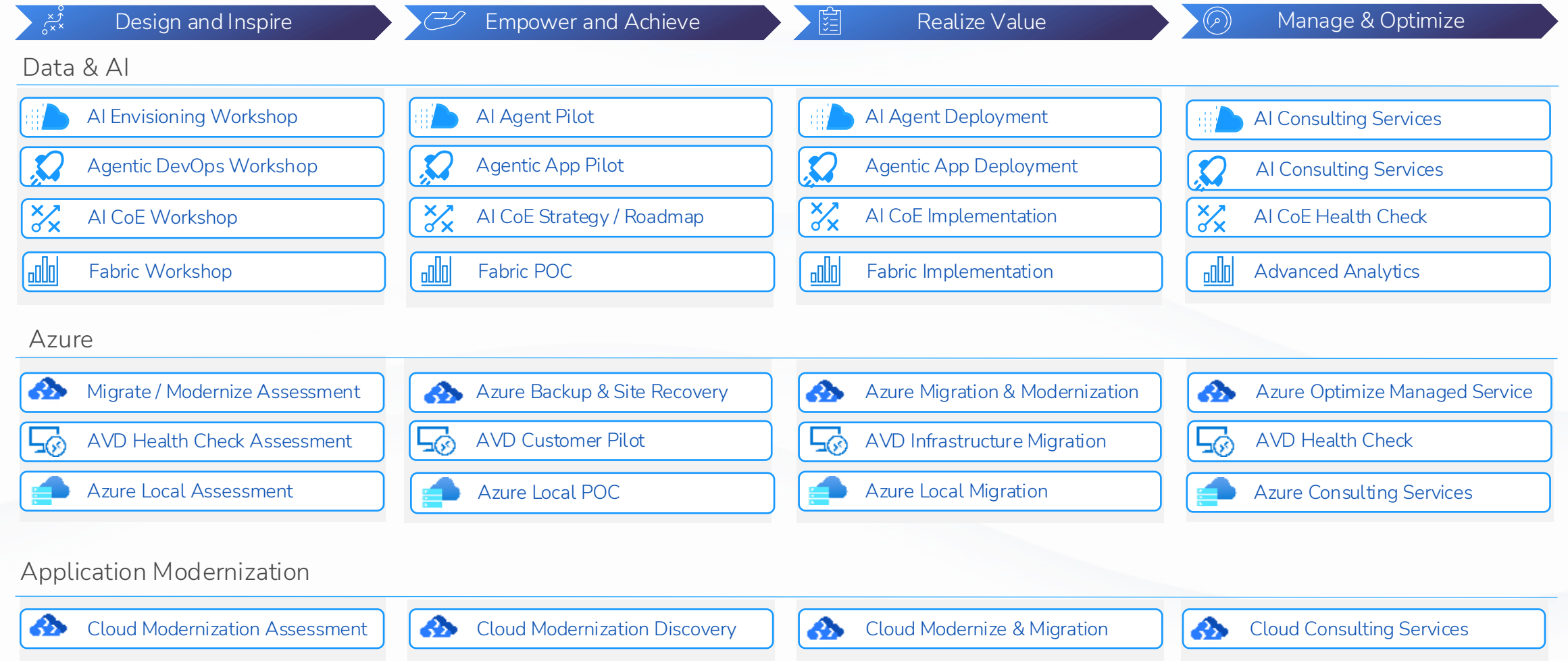
- Targeted and focused partnering with Microsoft sellers to be one of their go to partners.
- Provide solutions within the three key MCAPS pillars to develop interest, see the value and vision, show proof of value with pilots, implement and support and optimize.
- Ensure appropriate specializations and programs are attained that will align to Microsoft Commerce Incentive (MCI) funding for customers.
- Work closely with PDM to organize events / workshops, publish win wires, and create offerings to drive growth.
- Create appropriate Microsoft Marketplace solutions visible and valuable to Microsoft.
- Grow and develop into providing industry specific solutions crossing the Microsoft ecosystem.

# Cloud & AI Solutions

Overview



# Cloud & AI Platform Superpowers



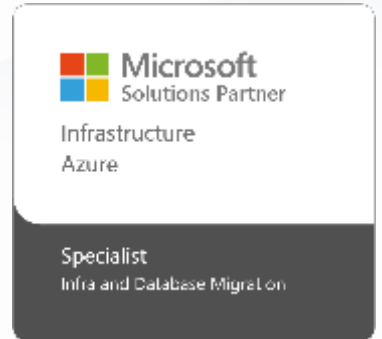
# Breadth of Azure Services

## Azure Consumption Solutions

- Azure Stack HCI
- Hybrid Environments
- Azure Stack Edge
- Azure Arc
- Microsoft Fabric
- Defender for Server
- Microsoft Sentinel
- IaaS, PaaS, SaaS
- Migrations from On-Premises
- Cloud Readiness Assessments
- High Availability / Disaster Recovery
- Azure Virtual Desktop

## Application Development

- .NET, .NET Core
- Mobile Applications
- IoT Development
- Web Applications, Portals
- Kentico CMS
- Azure Cloud First Applications
- Cloud Application Migrations
- Azure DevOps, GIT, CI / CD
- Azure API Management, Functions, ESB, App Service, Azure SQL, CDN



# Azure Superpower:

## Secure and Migrate Enterprise Apps, Windows Server and SQL Server



### What:

Optimize hybrid cloud footprint to secure, scale, and modernize capabilities



### Why:

Drive ACR through Defender for Cloud and migration of apps, infrastructure, servers, and databases to Azure



### Who:

IT / Infrastructure as application owners



### How:

- Hybrid solutions (IaaS, PaaS, SaaS, Azure Stack HCI)
- Managed XDR built on Microsoft Sentinel / Defender

# Azure Superpower Quickstart

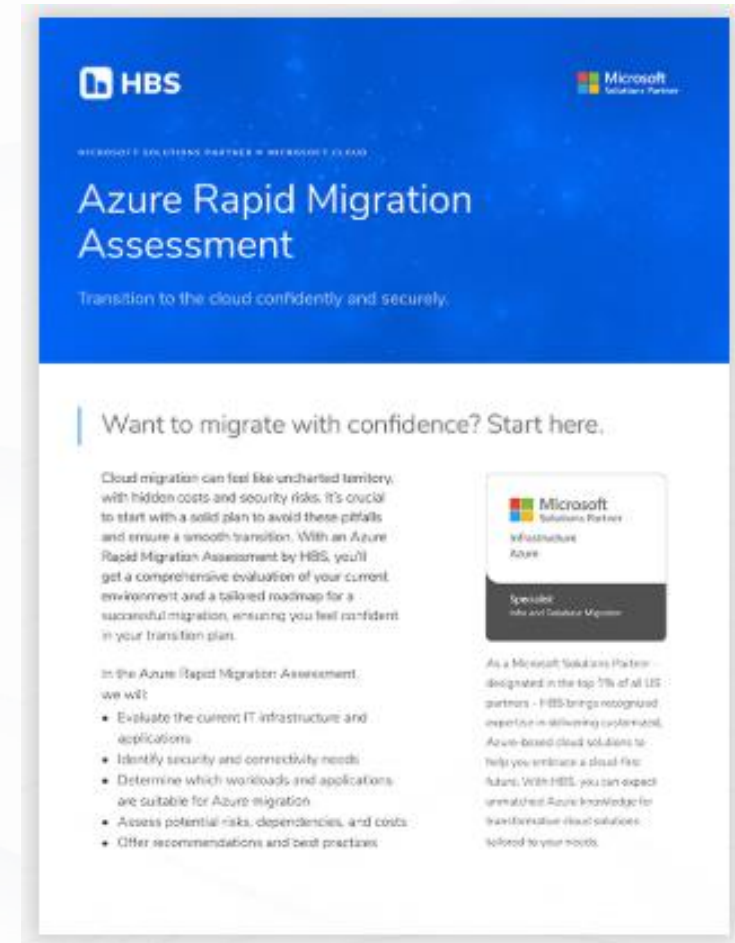
## Azure Rapid Migration Assessment

**What:** Comprehensive evaluation of your current environment and tailored roadmap for migration

\$5,000 Fixed Fee | 4-week effort

**Who:** IT Leaders

**Why:** Drive ACR through Defender for Cloud and migration of apps, infrastructure, servers and databases to Azure



[Download Sell Sheet](#)

# Breadth of Data & AI Services

## Reporting & AI

- Azure AI Services
- Azure OpenAI
- Machine Learning
- Microsoft Fabric
- Data Strategy Modernization
- Data Warehousing
- Power BI Reporting & Training
- Azure Data Factory
- Reporting Environment Review
- Reporting Review

## Data Platform

- Monitoring, Health Check, Remediation & Performance
- Data Platform Modernization
- SQL Administration
- Data Architecture Design
- Database Infrastructure Development
- Structured SQL Training
- Backup & Storage Deployment
- Disaster Recovery Deployment
- Azure SQL Environments



Specialist  
Infra and Database Migration  
Migrate Enterprise Applications  
to Microsoft Azure

# Data and AI Superpower:

## Insights from Your Customer Data



### What:

Utilize Microsoft OpenAI to build generative AI custom assistant against your organization's data



### Why:

Integrate several Azure, including OpenAI, with customer data to drive Azure consumption



### Who:

Leaders of lines of business



### How:

Custom AI Assistant

# Data and AI Superpower Quickstart

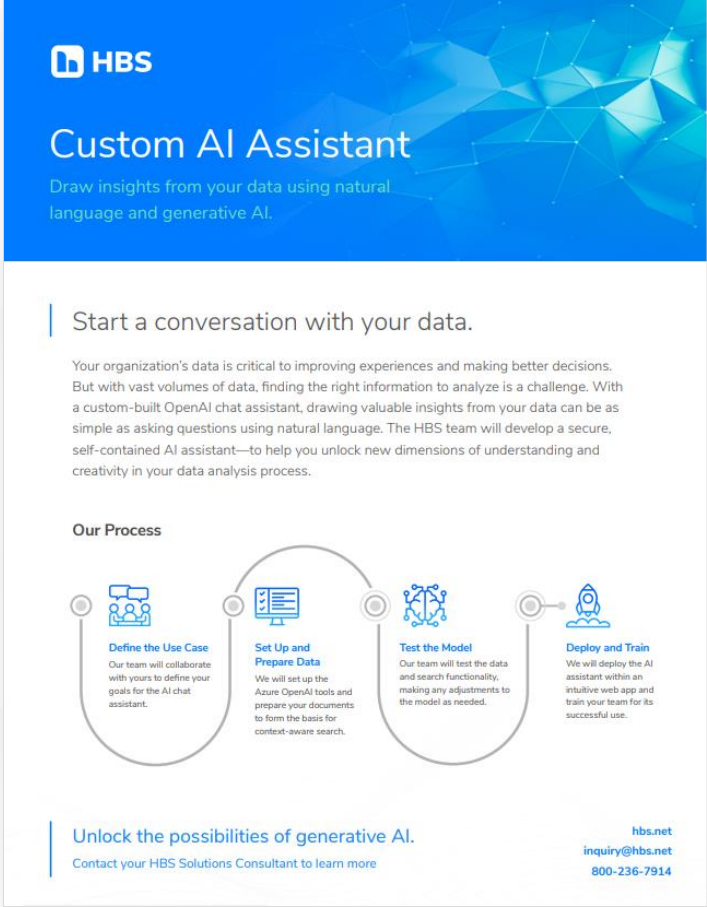
## Custom AI Assistant

**What:** Help customers to start utilizing OpenAI against custom data sources in their environment.

\$7,500 fixed fee | 2-3 weeks effort

**Who:** Leaders of lines of business

**Why:** Integrate Azure service, including OpenAI with customer data to drive consumption



The brochure features a blue header with the HBS logo and the title 'Custom AI Assistant'. Below the title is a subtitle: 'Draw insights from your data using natural language and generative AI.' The main body of the brochure is white with a blue border. It starts with a section titled 'Start a conversation with your data.' followed by a paragraph explaining the value of data and the role of the custom AI assistant. Below this is a section titled 'Our Process' which contains a four-step flowchart. The steps are: 1. Define the Use Case (with an icon of two people), 2. Set Up and Prepare Data (with an icon of a document), 3. Test the Model (with an icon of a brain), and 4. Deploy and Train (with an icon of a rocket). Each step has a brief description of the work involved. At the bottom of the brochure, there is a call to action: 'Unlock the possibilities of generative AI. Contact your HBS Solutions Consultant to learn more.' and contact information: 'hbs.net', 'inquiry@hbs.net', and '800-236-7914'.

**HBS**

### Custom AI Assistant

Draw insights from your data using natural language and generative AI.

**Start a conversation with your data.**

Your organization's data is critical to improving experiences and making better decisions. But with vast volumes of data, finding the right information to analyze is a challenge. With a custom-built OpenAI chat assistant, drawing valuable insights from your data can be as simple as asking questions using natural language. The HBS team will develop a secure, self-contained AI assistant—to help you unlock new dimensions of understanding and creativity in your data analysis process.

**Our Process**

- Define the Use Case**  
Our team will collaborate with yours to define your goals for the AI chat assistant.
- Set Up and Prepare Data**  
We will set up the Azure OpenAI tools and prepare your documents to form the basis for context-aware search.
- Test the Model**  
Our team will test the data and search functionality, making any adjustments to the model as needed.
- Deploy and Train**  
We will deploy the AI assistant within an intuitive web app and train your team for its successful use.

**Unlock the possibilities of generative AI.**  
Contact your HBS Solutions Consultant to learn more

[hbs.net](https://hbs.net)  
[inquiry@hbs.net](mailto:inquiry@hbs.net)  
800-236-7914

[Download Sell Sheet](#)