

# From support to outcomes: Microsoft Unified Success Programs

Maximize and accelerate your  
cloud and AI journey

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# From support to outcomes: Microsoft Unified Success Programs

AI is changing how work gets done, and support teams are expected to keep environments stable while everything evolves. If you can't predict what's next, how do you prepare for it? Even if your business isn't technology-centric, your business runs on technology, so your IT estate has to be resilient by design.

From security and compliance to day-to-day operations, you need systems that stay dependable as requirements change. Resolving incidents quickly matters but it can't be your sole strategy.

Are you getting full value from the tools you already own: analytics that deepen customer relationships, Copilot and agents that improve productivity, and licenses that match how people actually work? As you modernize, don't overlook the basics; employees need reliable apps, clear workflows, and secure access to the information they depend on.



These programs align with our own culture and proactive approach to partnership! For us, it is clearly the next step in strengthening the relationship and delivering lasting value with Microsoft!

Commercial Customer

A Microsoft Unified Success Program is a scheduled, Microsoft-led engagement that takes place over the course of your Unified agreement. Microsoft runs a focused assessment with you and delivers prioritized findings and next best actions. Success Programs focus on assessment, prioritization, and guided planning and do not include hands-on solution implementation or solution build activities. Unified Enterprise pairs proactive guidance with access to specialists across security, cloud, and AI. Success Programs turn that guidance into a repeatable engagement with clear deliverables so you can manage platform risk, accelerate adoption, and get more from your Microsoft investments. To keep moving forward, you need a partner who helps you set priorities now while planning for what's next—going beyond reacting to critical issues to reduce risk early, make informed tradeoffs, and take the next best step toward secure, responsible AI.

Success Programs shift the relationship from reactive support to proactive engagement. They help you move beyond stability toward measurable impact across security, cloud, and AI.

# A proactive approach delivers strong returns

Traditional support models can keep you running, but they rarely help you get ahead. Microsoft Unified Enterprise is designed to be proactive, connecting you with specialists who help you plan, adopt, and optimize Microsoft technologies so you can reduce risk and realize value faster.

Fragmented operational models often hinder progress. When you rely on ad hoc initiatives, reactive support, or multiple vendors, inefficiencies can emerge that dilute strategic focus and reduce the value you realize from technology investments.

Success Programs are built into Unified Enterprise, giving you a scalable, outcomes-driven way to assess, prioritize, and execute across your Microsoft estate. Instead of engaging only when problems arise, you get a structured rhythm of planning, guidance, and access to technical capabilities focused on customer health, cloud success, and AI readiness.



Unified delivers  
a 3-year  
225% ROI <sup>1</sup>



Unified customers  
implement new  
solutions 60% faster <sup>1</sup>



Frontier Firms  
realize 3x higher  
AI returns <sup>2</sup>

This approach aligns with broader industry findings. In the November [2025 IDC InfoBrief](#) <sup>2</sup>, IDC observed that top-performing organizations integrate human expertise, data, technology, and governance to drive AI-powered innovation, productivity, and long-term business leadership. Many leading AI adopters are moving beyond ROI alone. They're prioritizing time savings, accuracy, and sustained business outcomes through proactive investment models.

You can see these benefits in practice. In the [Unified Total Economic Impact™ Study](#) <sup>1</sup>, Forrester found that customers realized up to 225% ROI over three years, alongside measurable operational improvements (including 50% less downtime and 70% faster resolution times). This enables your teams to focus more on innovation and digital transformation.

# A proven path with Unified

Unified Success Programs put Microsoft's proactive model into practice. They establish a clear baseline and prioritized plan. Included in Unified Enterprise, they help you offer a structured, outcomes-driven path to accelerate adoption, unblock stalled initiatives, and turn Microsoft investments into real usage and impact across customer health, cloud success, and AI readiness.

In each Success Program, you can expect:

## Consistent guidance

Your Customer Success Account Manager (CSAM) provides continuity, coordination, and follow-through from planning through execution.

## Tangible outputs

You receive artifacts such as health reports, roadmaps, and risk assessments with timelines and owners.

## Faster progress

Programs focus on your most critical workloads so you can move forward sooner and build momentum.

### What you gain from Success Programs:

- Faster realization of value from Microsoft investments
- Reduced risk of under-adoption and stalled initiatives
- Clear prioritization aligned to goals
- Sustained momentum beyond deployment
- A consistent, Microsoft managed approach to success

Unified Enterprise brings together Microsoft expertise, coordinated delivery, and shared responsibility to help you make progress across security, cloud, and AI.

## How does it work?

A Success Program is more like a relay race than a sprint. With each program, you'll cross the finish line with your CSAM, who applies lessons learned from prior Microsoft engagements and your organization's context to guide planning and execution. These scaled, repeatable technical programs are delivered through digital engines, Microsoft-trained delivery partners, and Microsoft experts—with your CSAM ensuring cohesive orchestration and overseeing delivery.

Your CSAM will orchestrate each Success Program by contacting you for sponsorship. You'll work with your CSAM to identify the right stakeholders within your organization, and you'll be guided through the following activities:

- **Initial report:** digital snapshot of your current Microsoft estate
- **Scoping event:** discussions with key stakeholders to identify workloads or areas of focus
- **Success program event:** expert-led guidance sessions to address key issues and help move forward with clarity and confidence
- **Report out:** technical or operational findings and recommendations for future actions

When customers choose to pursue deeper acceleration or hands-on implementation, Value Acceleration Services (VAS) are available as separate offerings.

# Strengthen security and resiliency

To start, you'll complete the **Customer Health Success Program** prescriptive technical engagements, designed to minimize downtime and increase security and business continuity. Using the Microsoft Well-Architected Framework, you'll work with Microsoft to develop a rigorous strategy to proactively ensure the health, optimization, and availability of your most critical solutions.

Here's what's included in a Customer Health Success Program engagement:

- **Health Report:** determines Azure resiliency, cloud security, service incident readiness, and reactive health

- **Scoping Call:** identifies critical workloads and functions, prioritizes findings from the Health Report, gauges reactive health

- **Enterprise Security Assessment (Azure only):** reviews the overall security posture against Microsoft and industry best practices, identifies areas for improvement, provides remediation recommendations

- **Solution Health:** CSAM leads remediation planning exercises, reviews business continuity and disaster recovery plans, summarizes remediation decisions

*Available for Azure, Dynamics 365, and Microsoft 365*

The Customer Health Success Program significantly reduces your exposure to major security issues and downtime in business-critical solutions. You play a pivotal role in launching the program:

- **Spread the word:** inform teams about the Unified Enterprise opportunity to set expectations and timelines

- **Confirm stakeholders:** identify participants for Prioritization and Environmental Review to align on goals

- **Security focus:** share names for the Enterprise Security Assessment to tailor recommendations

- **Health report:** review and highlight areas for focus: resiliency, security, or key workloads



Success Programs are great, we feel a real shift from us reaching out to you, to you proactively guiding us. It's no longer a pull; it's a push, and that's exactly the kind of partnership we've been hoping for.

Public Sector Customer

# Empower cloud success

The **Cloud Deployment Success Program** connects you with Microsoft architects to unleash the full potential of your investment, at every step of your cloud journey. These programs will help you deploy and manage solutions that are reliable, compliant, and aligned with your strategic goals.



## MACC Business Alignment

A Microsoft Azure Consumption Commitment (MACC) helps you optimize cloud spend through discounted rates and predictable terms for large-scale adoption or migration. The MACC sets the foundation—real value comes from what follows. Unified will guide you with the proper alignment, governance, and execution to avoid consumption shortfalls and missed milestones to achieve your ROI. This Success Program establishes a shared understanding of MACC fundamentals and strategic value and will identify and review initiatives leveraging MACC to accelerate while achieving your goals. You'll discover the challenges, risks, and blockers that could impede MACC consumption in the areas of technical enablement, project management, governance, operations, and ownership.



## Azure Investment Review

Work with Microsoft Azure experts to understand how the solution aligns to your business priorities. The program identifies business opportunities and connects savings to projects and initiatives that are stalled or backlogged due to budget constraints. The goal is to address gaps and inefficiencies and to enable your company to move forward by reinvesting the savings without requiring significant new budget. The review will also use your existing customer success plans and CSAM insights, to identify and reframe cost conversations tied to business outcomes, and guide your team to take the recommended next steps. These can include other follow-up engagements led by the CSAM.



## Cloud Modernization

Are you still working with on-premises solutions? This Success Program provides a complete assessment of your digital estate to determine migration readiness. Blockers to migration will be identified and your CSAM will guide you through the planned next steps before work begins.

# Drive AI innovation

The **AI Innovation Success Program** is designed to maximize your advantage by co-creating transformative solutions with Microsoft to unleash the power of AI and emerging technologies. Unified will modernize your business by extending AI's reach to improve and optimize your workforce productivity. You will also expand access to your knowledge base across the organization, preemptively monitoring critical platform components for potential issues. The AI Innovation Success Program will help you identify and prioritize practical, high-impact AI opportunities and build a clear plan for responsible adoption. From an AI readiness assessment to aligning stakeholders, Unified Success Programs will help define next best actions to improve productivity—and to establish the governance and operational guardrails required to scale securely.

Examples of custom engagements include:



## Document intelligence

Greatly reduce onboarding processes by applying advanced machine learning to document ingestion processes to accurately extract essential data. Ensure computational resources are in place as work scales rapidly using new solutions. Reduce manual interventions and free up more time for high-value work.



## Knowledge base optimization

Ingest existing document libraries to provide enhanced information access, governance, and intelligent search capabilities across your organization. Evaluate deployment options and assess readiness for secure, scalable AI assistants to implement secure, reliable, sustainable AI practices. Powered by Azure AI and Azure OpenAI Service, Microsoft's AI assistants support natural language queries while incorporating user sources and feedback to continuously improve the experience.

Develop your team's skills and learn to ensure they can continue to maintain and update resources independently.



## App development

Unified Success Programs help define Proof of Concept (POC) scope and success criteria and identify appropriate architecture patterns to guide future AI app development. Cloud Solution Architects provide essential guidance about standardization, documentation, decision-making, and new ways to address issues.

# Turn strategy into sustained results

With Unified Enterprise, Microsoft stays engaged beyond deployment so you can keep realizing value as your business and technology needs evolve. That ongoing engagement gives you clear structure, shared accountability, and direct guidance from your CSAM and Microsoft specialists—helping you stay focused on the next best actions, not just the next urgent issue.

Transformation is inevitable. The difference is whether you approach it deliberately. Unified Success Programs help you reduce risk, prioritize what matters, and build lasting readiness across security, cloud, and AI so you can make steady progress from today's priorities to what comes next.

If you're a Unified customer, reach out to your CSAM to discuss Microsoft Unified Success Programs and align on what matters most so you can map the right Success Programs to your organization's priorities. If you're not yet a Unified customer, connect with your Microsoft account representative to explore Unified Enterprise and how its built-in Success Programs can help you move beyond reactive support and make progress across security, cloud, and AI.

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Microsoft's Enterprise Security Assessments, available through Success Programs with our Unified Enterprise agreement, enabled us to validate hybrid identity synchronization security and helped to strengthen the governance around BreakGlass MFA. The recommendations called for an immediate action for the business units, and appropriate controls were put in place. The assessment definitely opened up a few avenues to explore around Defender for Cloud to improve our security posture. Overall, a great initiative for organizations to kick start their journey towards improving the security posture and chalk a roadmap to achieve their goals.

Cybersecurity Manager, Public Sector Human Services

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## Citations

1. Forrester Research. [The Total Economic Impact™ of Microsoft Unified](#). March 2025.
2. IDC InfoBrief. [What Every Company Can Learn from Frontier Firms Leading the AI Revolution](#). November 2025.



To learn more about  
Microsoft Unified, visit  
[aka.ms/Microsoft-Unified](https://aka.ms/Microsoft-Unified).