

# Active Directory → Entra ID. 5-Day Readiness Assessment.

A short, fixed-fee front door to the Entra Suite attach motion and the E5 to E7 upgrade conversation.

## THE CUSTOMER PAIN YOU CAN LEAD WITH

Your customer is still running on-premises Active Directory because nobody has scoped the migration. The fear is application breakage, service-account chaos, and a help desk that can't authenticate users for days. That fear is what's blocking the Entra Suite attach. This 5-day, fixed-fee assessment turns the unknowns into a defensible roadmap and gives your customer permission to commit to the migration.

## WHAT THE ENGAGEMENT LOOKS LIKE

<p><b>5 days</b></p> <p>ENGAGEMENT LENGTH</p>	<p><b>\$12k-\$35k+</b></p> <p>DEAL SIZE (PRIVATE OFFER)</p>	<p><b>21 days</b></p> <p>AVERAGE SALES CYCLE</p>	<p><b>100%</b></p> <p>MARKETPLACE BILLED</p>
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## ACR + SKU PULL-THROUGH IMPACT

### Protected today

- Existing Microsoft 365 tenant. Assessment validates the path off legacy AD without disrupting the M365 footprint.
- Entra Connect ACR. Hybrid identity stays running through the assessment.

### Unlocked downstream

- Entra Suite attach** (E5 customers): Entra Suite is the natural follow-on; bundled into M365 E7.
- E5 to E7 upgrade**: the assessment is the proof point for the Entra Suite + Agent 365 + Security Copilot story.
- Entra ID P2 attach** (E3 customers): unlocks Conditional Access risk-based policies and Privileged Identity Management.
- Defender for Identity attach**: signal depth improves as AD gets cleaned up during migration.
- ADFS retirement**: removes a deprecated dependency the customer is paying to maintain.

**E7 attach economics:** E5 with Teams is \$57/user/month. E7 with Teams is \$99/user/month. Delta = \$42/user/month, or **\$504/user/year in new M365 SKU revenue**. A 1,000-seat customer running on-prem AD is sitting on a \$504,000/year E7 upgrade. The 5-day assessment is the proof point that makes the Entra Suite + Security Copilot conversation real.

## IDEAL CUSTOMER PROFILE

Attribute	Fit
Industry	Financial services, healthcare, professional services, regulated mid-market, public sector.
Size	200 to 5,000 users. Below 200 the engagement economics don't work; above 5,000 use the Enterprise tier with custom scoping.

Attribute	Fit
Current state	Active on-prem AD plus Microsoft 365 (E3, E5, or E7). Hybrid identity already in some form.
Trigger	M365 renewal coming up, DC modernization decision, security audit finding (privileged-access gap, ADFS deprecation), Entra Suite consideration, or a ransomware / IR engagement that exposed AD weakness.
Disqualifier	Already cloud-only on Entra ID (no AD to assess), or actively migrating to a non-Microsoft identity provider.

## SOLUTION-PLAY ALIGNMENT

- **Security: Identity and access management.** Primary play.
- **Modern Work: M365 E5 to E7 expansion.** The clearest attach motion; Entra Suite is E7-exclusive.
- **Modern Work: M365 E3 to E5.** For earlier-stage customers; unlocks Entra ID P2 and the Defender for Identity floor.

## WHY SIMPLICITY IT DELIVERS THIS WELL

- **Microsoft Solutions Partner** with active Security designation work in flight.
- **Identity-specialist delivery practice.** Active Directory, Entra ID, Entra Connect, Defender for Identity, Entra ID Protection. Not a generic "we'll figure it out" engagement.
- **Read-only methodology.** Customer's AD is not modified during the assessment. Risk-free.
- **Defensible roadmap.** The deliverable is a plan the customer's security architect can defend in front of the audit team.
- **Microsoft-native.** No third-party identity bridges in the recommendation. No "we should really move you to Okta" pivots.
- **Public toolkit, MIT-licensed, contributed back to the Microsoft community.** [github.com/SIMPLICITY-IT-INC/simplicity-ad-readiness-toolkit](https://github.com/SIMPLICITY-IT-INC/simplicity-ad-readiness-toolkit) wraps Microsoft IdFix, AzureADAssessment, AADInternals, and BloodHound. A verifiable artifact your customer's identity team can review before scoping.

## HOW CO-SELL WORKS ON THIS OFFER

Services co-sell. Microsoft sellers receive co-sell credit for sourced deals per the partner program rules in effect at deal close. Deal registration through the partner co-sell solution database; Simplicity IT acknowledges within one business day and the engagement is delivered against the Private Offer issued through Azure Marketplace.

**Why bring this to your customer:** Their on-prem AD is the bottleneck blocking everything you want to attach. This 5-day assessment removes the fear by turning the unknowns into a roadmap. Worst case: the customer gets a defensible plan and stays on E5. Best case: 30 days later they buy E7 because Entra Suite suddenly has a path to landing.

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