

ModernBiz Digital Transformation in a Hybrid World

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We're all on a journey



Own



On Premises



Rent/Hire



Hosted

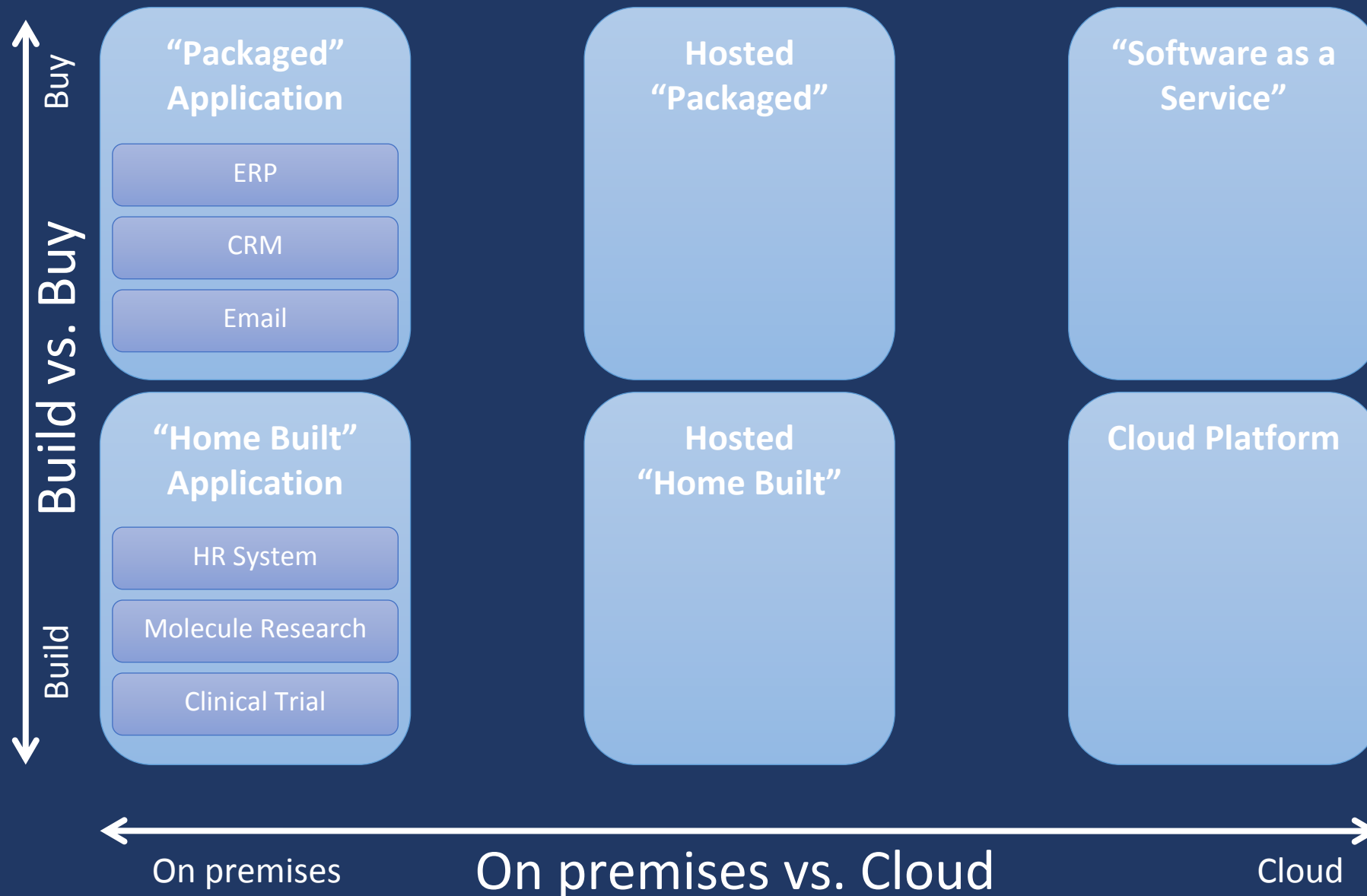


Public Transport

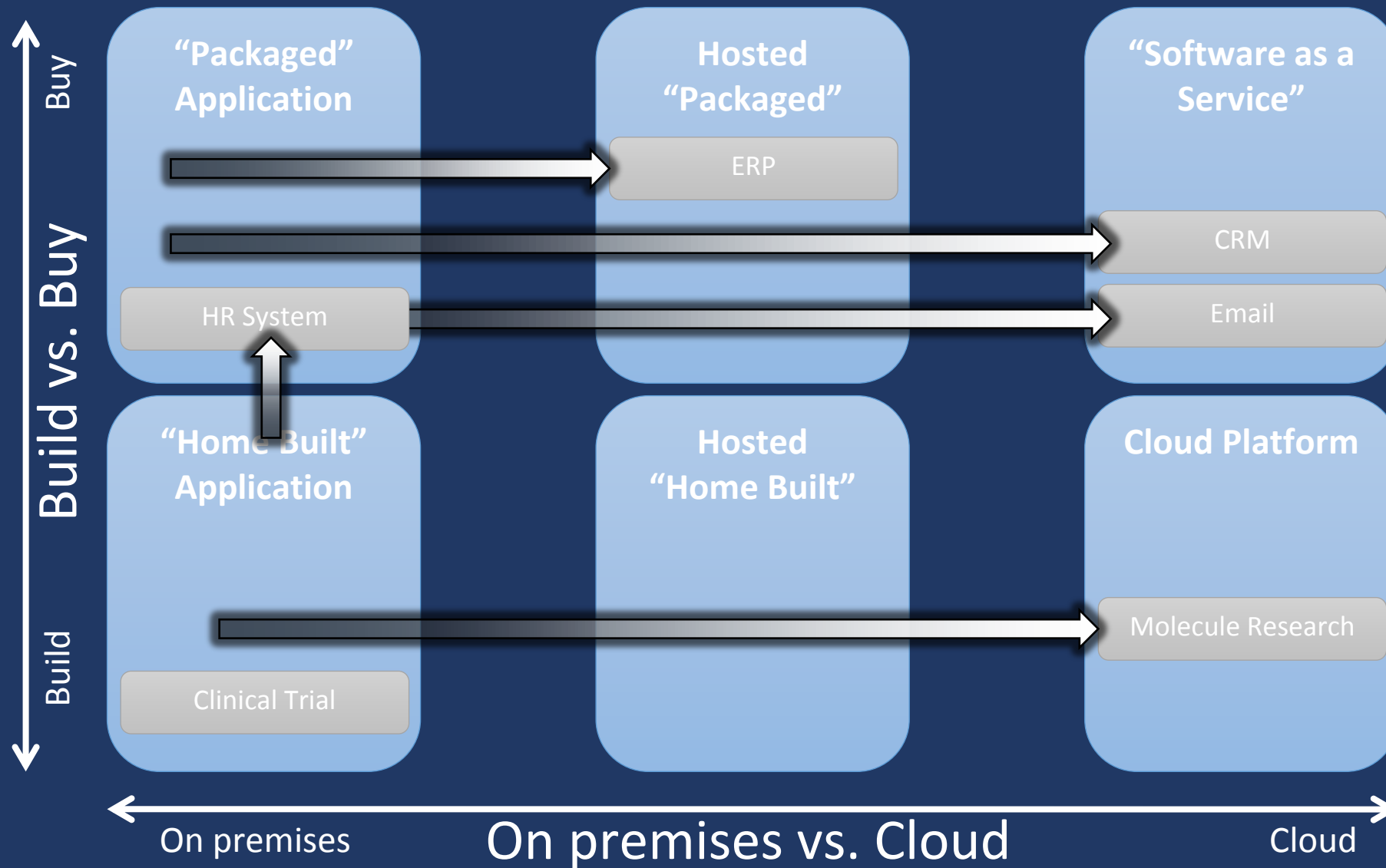


Cloud

"Pharmaceutical" Example



"Pharmaceutical" Example



Hybrid Cloud Drives Market Growth

“Nearly **50%** of businesses will likely have hybrid cloud deployments by the end of 2017.”¹

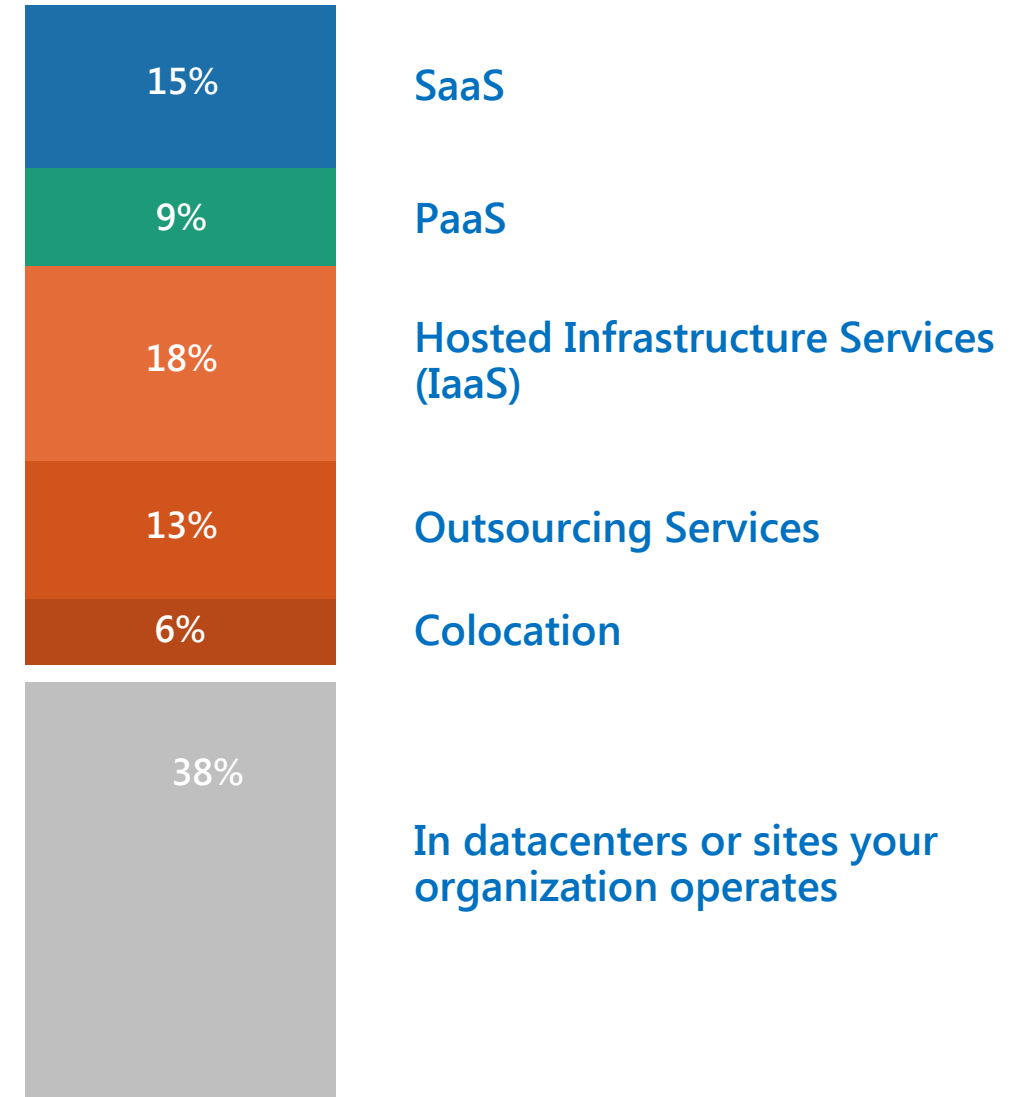
45%
of total IT services
spent on cloud services
by 2020²

40%
Partners expect
of revenue to come from cloud-related
products & services in 2-years time³

Customer IT Budget Allocations in 2015⁴

62%
Hybrid &
public cloud
services

38%
On-premises



¹Gartner, Inc. 2013. Press Release: <http://www.gartner.com/newsroom/id/2599315>

²2020: Transform Your IT Infrastructure And Operations Practice, Forrester Research, Inc., October, 2012

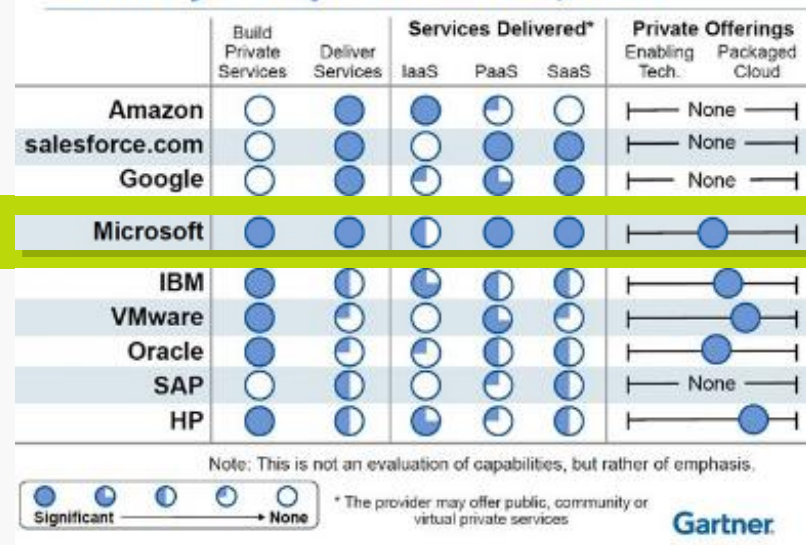
³Sources: IDC, 2014, Successful Cloud Partners 2.0: What IT Solution Providers Need To Know To Build Profitable Cloud Practices

⁴Source: 451 Research, 2014. Hosting and Cloud Study 2014 Hosting and Cloud Go Mainstream

Industry validation



Summary of Major Vendor Emphasis

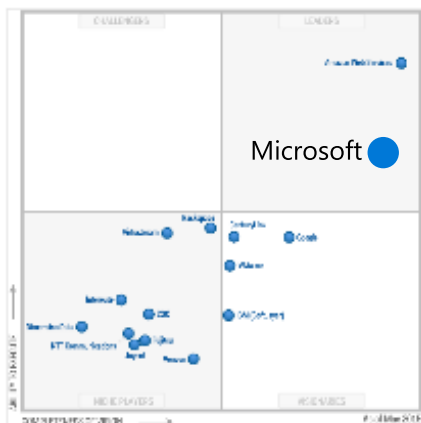


"Microsoft's comprehensive hybrid story, which spans applications and platforms as well as infrastructure, is highly attractive to many companies, drawing them towards the cloud in general."

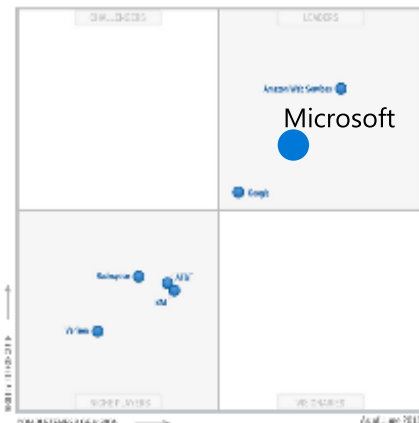
LYDIA LEONG,
GARTNER

Microsoft Leads Everywhere...

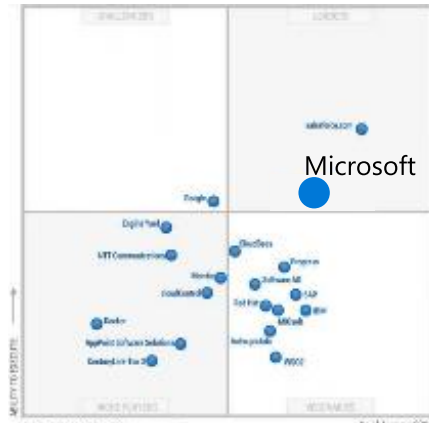
Public Cloud IaaS (May 2015)



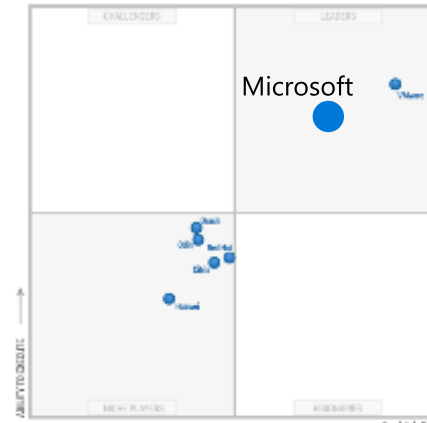
Cloud Storage (June 2015)



Enterprise App PaaS (Jan 2014)



X86 Server Virt (July 2015)



Operational DBMS Systems (Oct 2015)



Partner - Hybrid Practice Areas and Offerings

	Hybrid Infrastructure	Application Innovation	Data Services & IoT	Mobility/EMS
Offering	<ul style="list-style-type: none"> Hybrid IaaS & Management Business Continuity & DR Cloud Transformation & management 	<ul style="list-style-type: none"> Dev/Test: Basic Dev/Test: Medium Dev/Test Advanced (Workloads, DevOps) 	<ul style="list-style-type: none"> SQLonIaaS Advanced Analytics as a Service (BIaaS, Big Data) 	<ul style="list-style-type: none"> Hybrid Identity and Access Management Mobile Device management
Revenue ¹	Customer segments: MM - Enterprise Average Revenue: \$25-\$75K Margin: 45%	Customer segments: MM - Enterprise Average Revenue: \$25-\$75K Margin: 45%	Customer segments: MM - Enterprise Average Revenue: \$15-\$50K Margin: 45%	Customer segments: MM - Enterprise Average Revenue: \$25-\$75K Margin: 45%

Service Provider
Datacenter only

Hosted

IaaS Productivity
Data Services
Web Sites
Remote Desktop

¹ Microsoft Cloud Partner Profitability
MDC Research 2015

Enabling
Components

Hybrid Service Provider Foundation

Identity

Networking

Security

Onboarding

Provisioning

Billing

Support

Building a Transformation Practice

- Public cloud is exploding - \$236B by 2020¹
- Most apps are on premise, but 42% will move to public cloud in 2 years²
- Modernization is the key driver - CTO/IT, EOL technologies, LOB users/Shadow IT
- Cost reduction, On-demand capacity and IT as a strategic asset - motivators²
- Private/Hybrid cloud will be relevant

Market trends & Customer needs

- Migration – entry point to Cloud MSP
- 50% of customers will look to 3rd parties for help³
- Plan, Design, Build, Manage - immediate opportunities²
- Security and roadmap are also opportunities
- Automation is key

Partner Opportunity & imperatives

- 46% of customers prefer Azure over any other public cloud (AWS 42%)²
- Azure is Secure, Hybrid, Scalable
- Application footprint will be heterogeneous – Azure has native support for Windows and Linux
- Great ecosystem of ISVs for tooling
- Managed services with CSP

Azure Differentiation

Typical Customer journey to the cloud

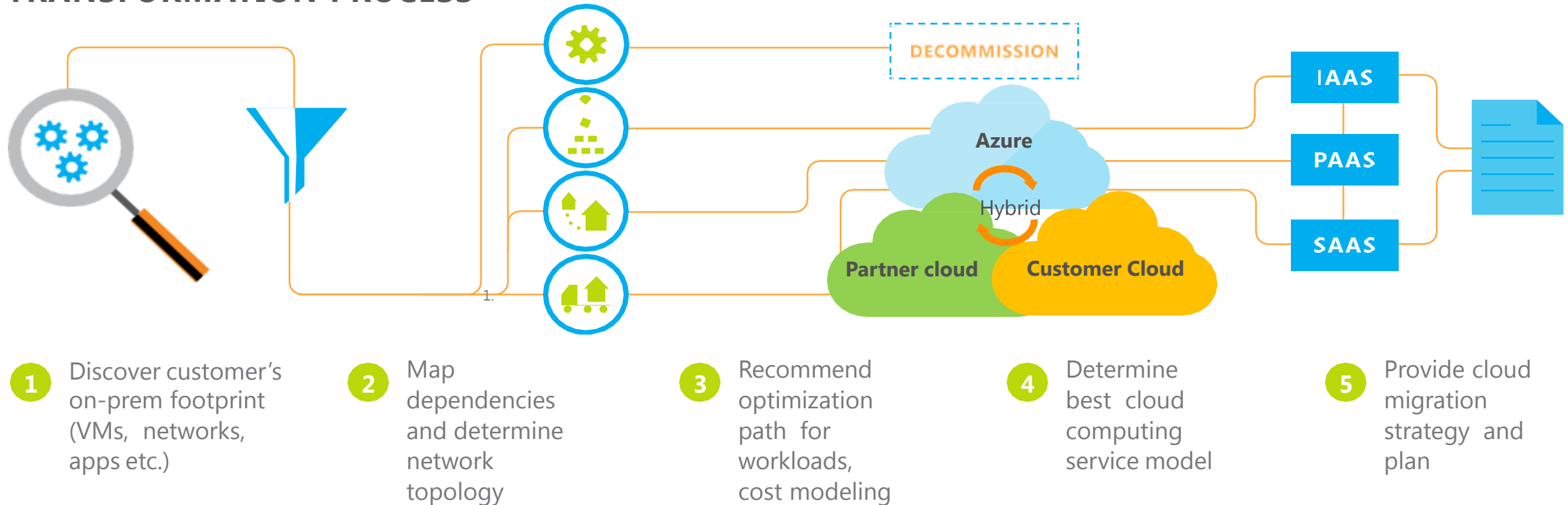
- Most start with IaaS 'Lift&Shift', IaaS optimization
- Next they will look to move IaaS to PaaS
- Many will look to modernize their applications by architecting / re-platforming (Transformation)
- Customer size does not equal to transformation complexity

¹ Forrester Research - 2020 Sizing Forecast September 2016 ² PULSE Gatepoint Research, March 2016

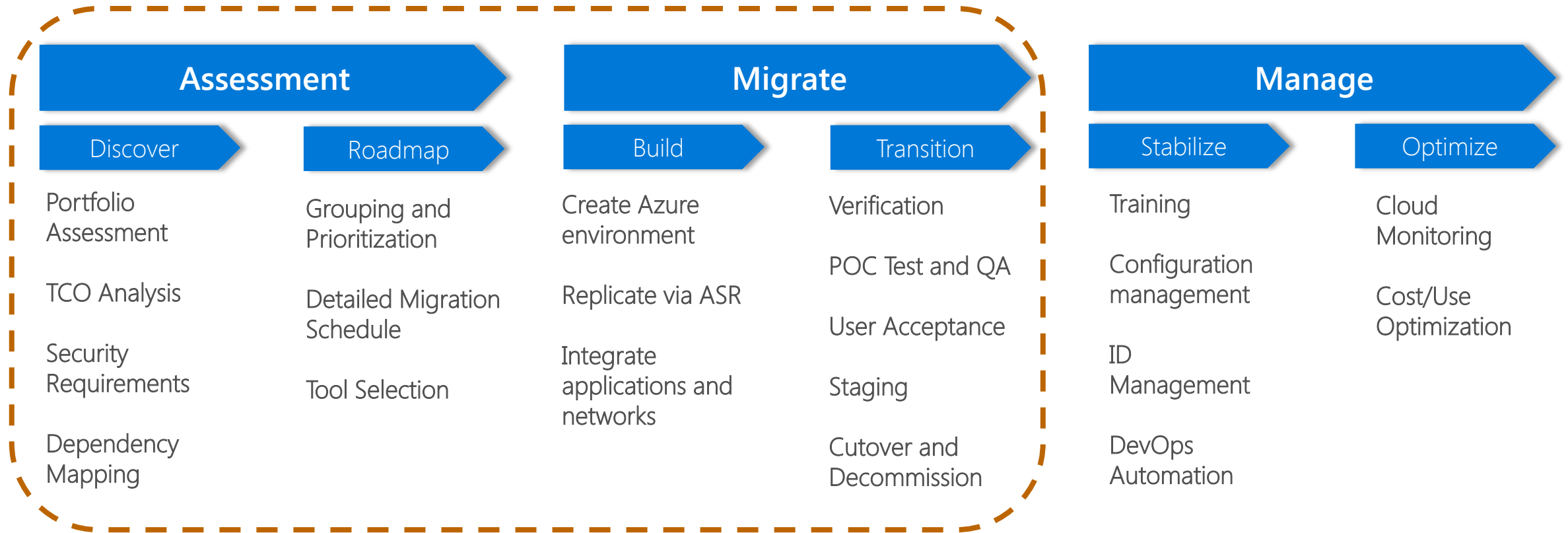
³ 451 Research April 2016

Understanding a typical on premise Transformation

TRANSFORMATION PROCESS



Transformation Framework



3rd Party: Cloudamize/RISC Networks/CORENT

Azure Site Recovery

Monitoring, Management, Optimization, ITSM & Automation tools

1st Party: MAP/Bluestripe

Migration Factory IP - MigAz

Services Provider Billing and Operations Management & Automation, CSP integration

Transformation – tooling and business model

Assessment

Discover

Portfolio Assessment
TCO Analysis
Security Requirements
Dependency Mapping

Roadmap

Grouping and Prioritization
Detailed Migration Schedule
Tool Selection

Migrate

Build

Create Azure environment
Replicate via ASR
Integrate applications and networks

Transition

Verification
POC Test and QA
User Acceptance
Staging
Cutover and Decommission

Manage

Stabilize

Training
Configuration management
ID Management
DevOps Automation

Optimize

Cloud Monitoring
Cost/Use Optimization
Dev Ops

1st Party / 3rd Party Tools



1st Party / 3rd Party Tools & MSPs



1st Party / 3rd Party Tools



Business model & Rev/customer

- Free cloud workshop as a hook
- Assessment (manual+tool driven):
 - Small - \$10-15K (3-5 days)
 - Medium – \$15-50K (2-4 weeks)
 - Large/ERP/LOB - \$75 – 300K (3-6 months)

Business model

- ☐ **A-LA-CARTE** - Each function: support, backup, monitoring, etc., has a separate SKU and consumption meter
- ☐ **PER VM/NODE** - Managed Service tiers charged per VM/Node/ Instance - most common pricing model, especially for infrastructure services
- ☐ **% OF CLOUD SPEND** - Managed Service tiers charged as percentage of underlying cloud spend - faster growing price model; typically used by born-in- the-cloud MSPs
- ☐ **PER USER/DEVICE** - Typically used for Managed Apps/Mobility offerings or when building per user, finished services in Azure - most common pricing model used for applications such as Magento, Sitecore, SharePoint and Power BI on Azure

Basic

Essential

Premium

Microsoft as a Case Study



Recall

ER-0000009479164 - SQL Server Workshop Week



Show by: Category ▾

Car Parking Fees

\$18²²

Sydney Train

28/09/2016

\$18²²

Sydney Trains

29/09/2016

\$19⁰⁰

Skybus

28/09/2016

\$19⁰⁰

Skybus

29/09/2016

Domestic Travel - Meals

\$19⁵⁰

La Camera

28/09/2016

\$22⁰⁰

Crown Promenade

29/09/2016

\$15⁰⁰

Sushi Bar

29/09/2016

Events (In Person) - Marketing

\$24⁹⁰

Microsoft Cafe

27/09/2016

\$97⁶⁴

WP CITY PTY LTD TA PEL

29/09/2016

\$435⁰⁰

COMPASS GROUP MICROSOFT

30/09/2016

Hotel - Domestic

\$258⁸³

CROWN PROMENADE HOTEL

28/09/2016

Taxi - Domestic

\$14³⁰

Black Cabs

29/09/2016

Receipts

PDF

30/09/2016

PDF

30/09/2016

PDF

30/09/2016

Total amount
\$961.61

Expense report amount paid by Worker
\$170.14

Expense report amount paid by company
\$791.47

Personal
\$0.00



Recall



History



Header



View



Feedback

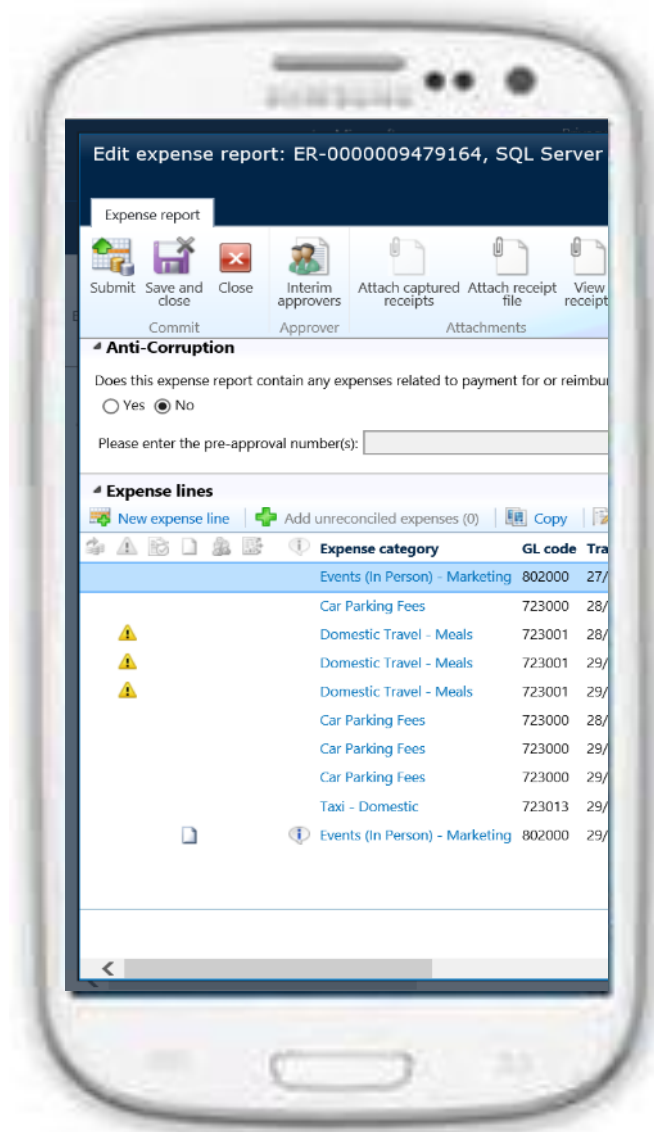


Help

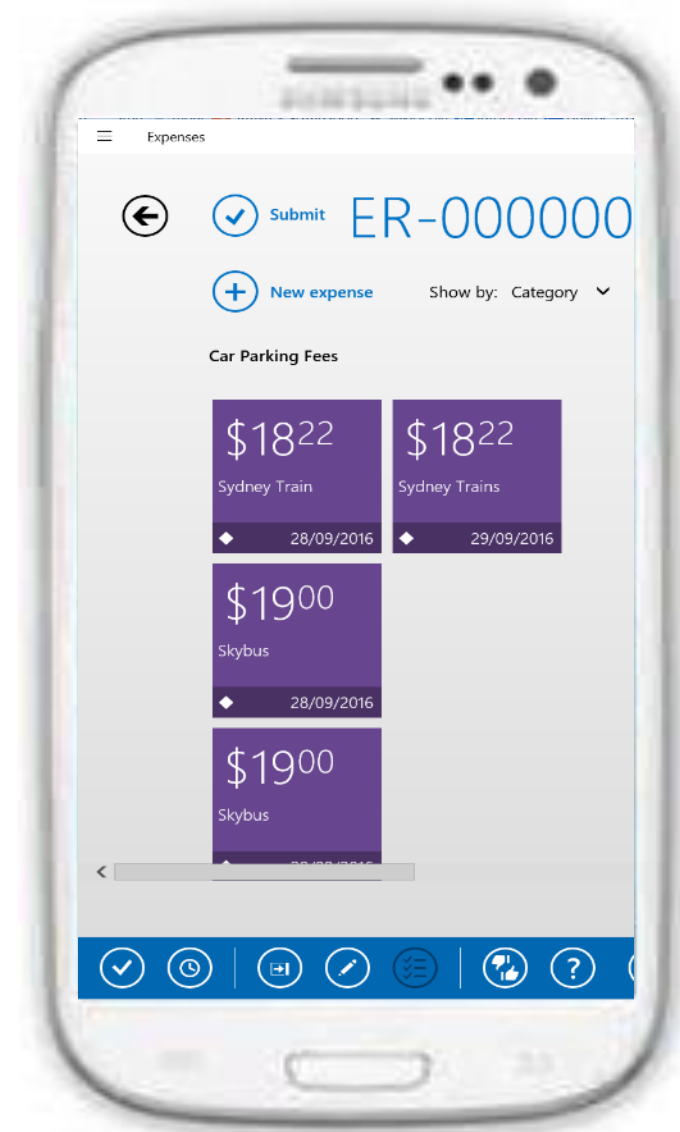


Email Report





Perform



Transform

Another Scenario

The Current Reality



On-premises



Managed devices



Active Directory



Is it possible to keep up?

Is it possible to stay secure?



Users



Data leaks



Lost device



Data

Business partners



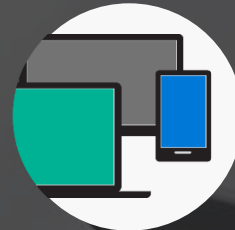
Apps

Customers



Compromised identity

Employees



Devices



Stolen credentials

Customer Challenge

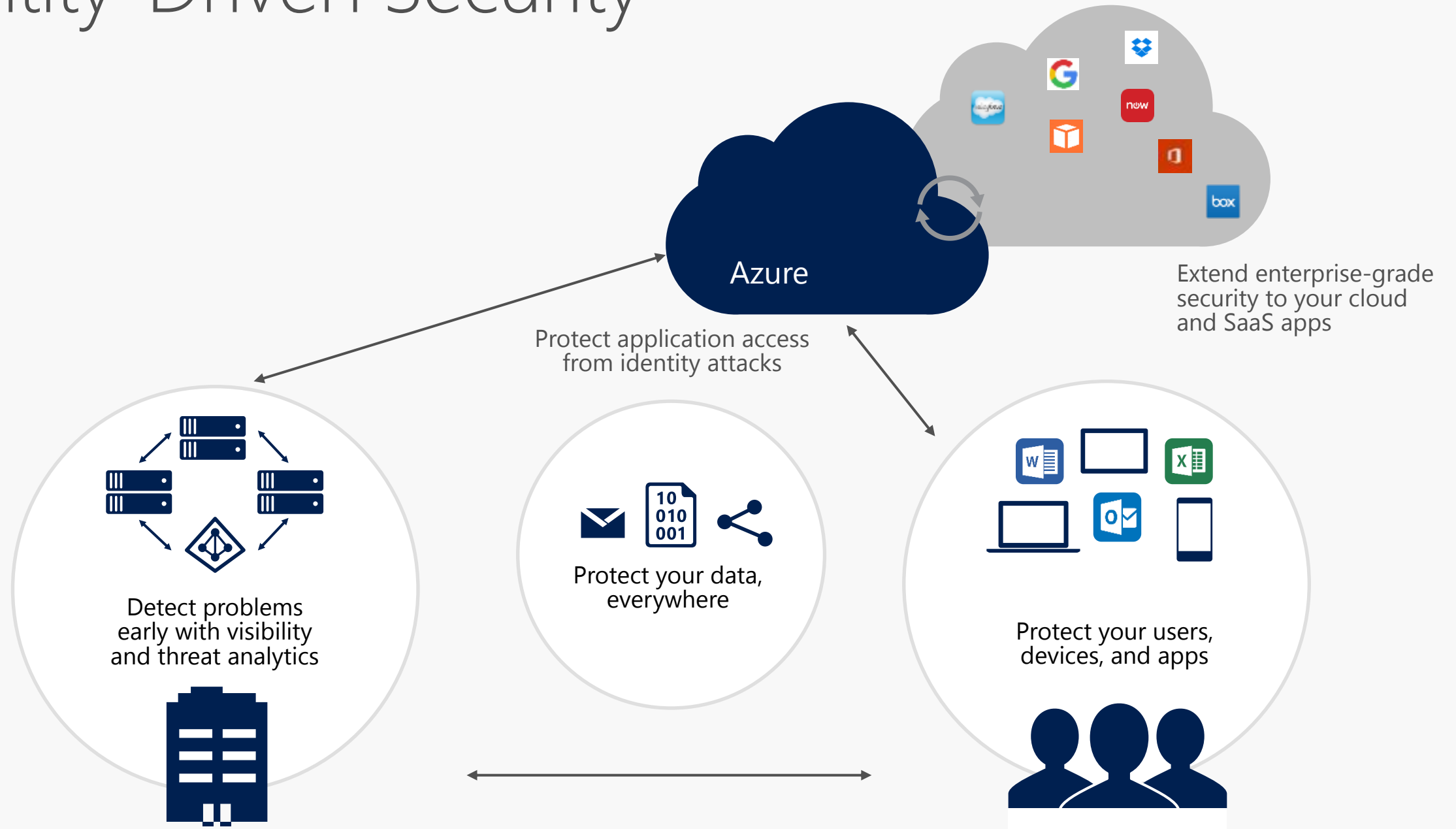


"We need to augment our small fleet of 80 iPhones and a similar number of iPads so employees can use the mobility-enhancing features of Office 365 to replace manual workflows," "But buying more mobile devices won't do anyone any good if we can't secure and manage those devices and the information on them."

We're at risk because of the large number of different user names and passwords necessary to access all the different cloud services

We have limited ability to detect a breach of our data and systems.
And need a simple way to ensure only the right people are accessing the right systems

Identity-Driven Security



Results



Implemented Azure Active Directory as part of Enterprise Mobility + Security to establish Single Sign On across on-premise and cloud services. Advanced Threat Protection (ATP) to detect anomalies behaviours and MultiFactor Authentication (MFA).

"Being able to provide seamless connections to a variety of cloud services will increase productivity and reduce the friction caused by having to remember links and passwords,"

"Multifactor authentication and advanced logging reports improved our confidence that staff can work without risking exposure of our data and systems."

Business events trigger opportunities to modernize

Software end of support



With no software updates, your business becomes vulnerable to cybersecurity threats, might not meet regulatory requirements, and may be out of compliance.

Contracts, licenses up for renewal



Rather than just renewing current outsourcing contracts or on-premises licenses, consider how you can leap forward through modernization.

Datacenter consolidation



Reduce or eliminate expensive datacenters, lower costs, and explore new possibilities with modernization.

Protect critical business assets



With the rise of modern threats, it is critical today to apply the right level of security on your critical assets and on the underlying infrastructure they are using.

Business need for new capabilities



Out of capacity or contending with Shadow IT? Remain relevant to business units by delivering new cloud capabilities and value with speed and agility.

ModernBiz Framework



Business anywhere

- ✓ Everything you need to do your best work, anywhere
- ✓ A familiar experience across PCs and mobile devices
- ✓ Connect with your team and work together anywhere
- ✓ Protect your data wherever it goes

Office 365
Surface and OEM devices
Enterprise Mobility + Security



Safeguard your business

- ✓ Get advanced data protection built-in, at every level of your IT
- ✓ Automatically backup your files and data
- ✓ Be back online in minutes when the unexpected happens
- ✓ Stay ahead of changing industry and compliance needs

Azure Site Recovery
Azure Back Up
Surface and OEM devices



Grow efficiently

- ✓ Adapt quickly to changing business needs
- ✓ Easily manage the data explosion
- ✓ Get more from your technology investments
- ✓ Reduce the cost and complexity of IT management

Office 365
Azure VMs
SQL Server
Windows Server



Connect with customers

- ✓ Get a complete, consistent view of your customer
- ✓ Find and capitalize on the best opportunities
- ✓ Boost your sales and service teams' productivity
- ✓ Engage customers, win sales, and build loyalty

Dynamics CRM Online
Microsoft Power BI

Next Pillar

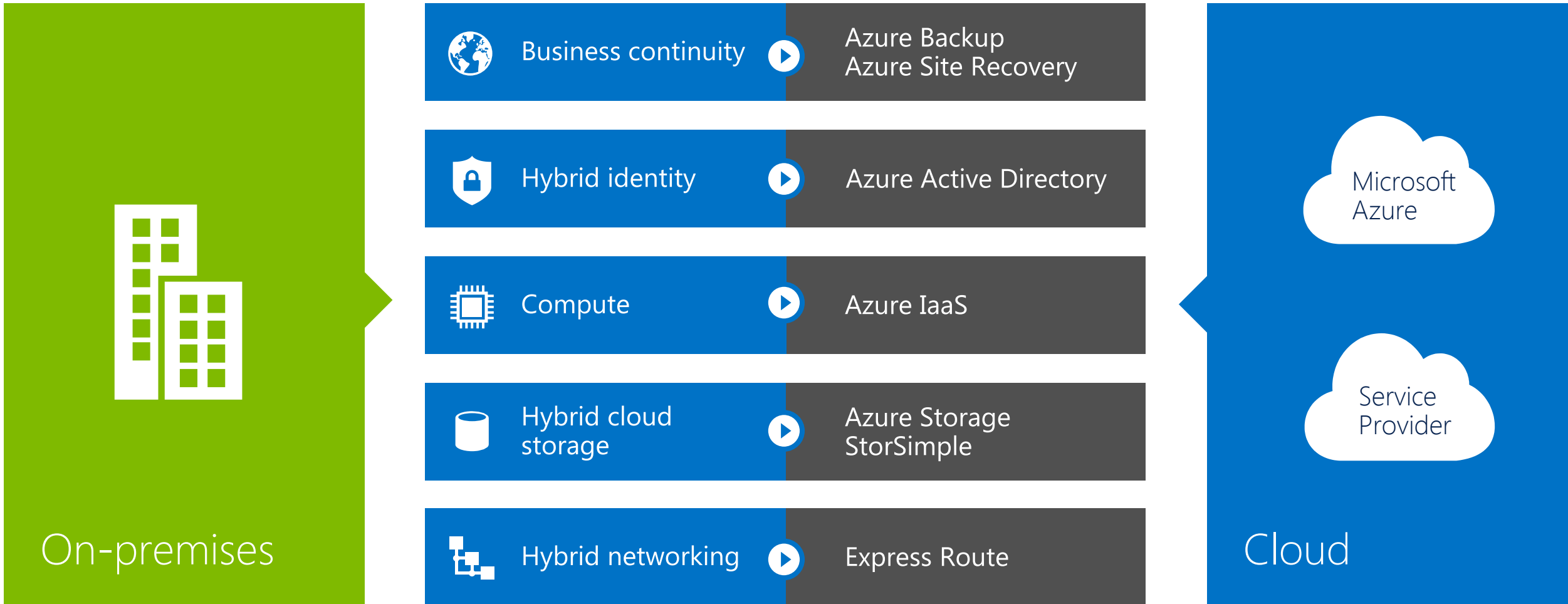
Connect with Customers pillar and
Azure Hosted Apps

Business Anywhere pillar

Any other pillars and Dynamics ERP /
365

Safeguard Your Business or Grow
Efficiently pillar

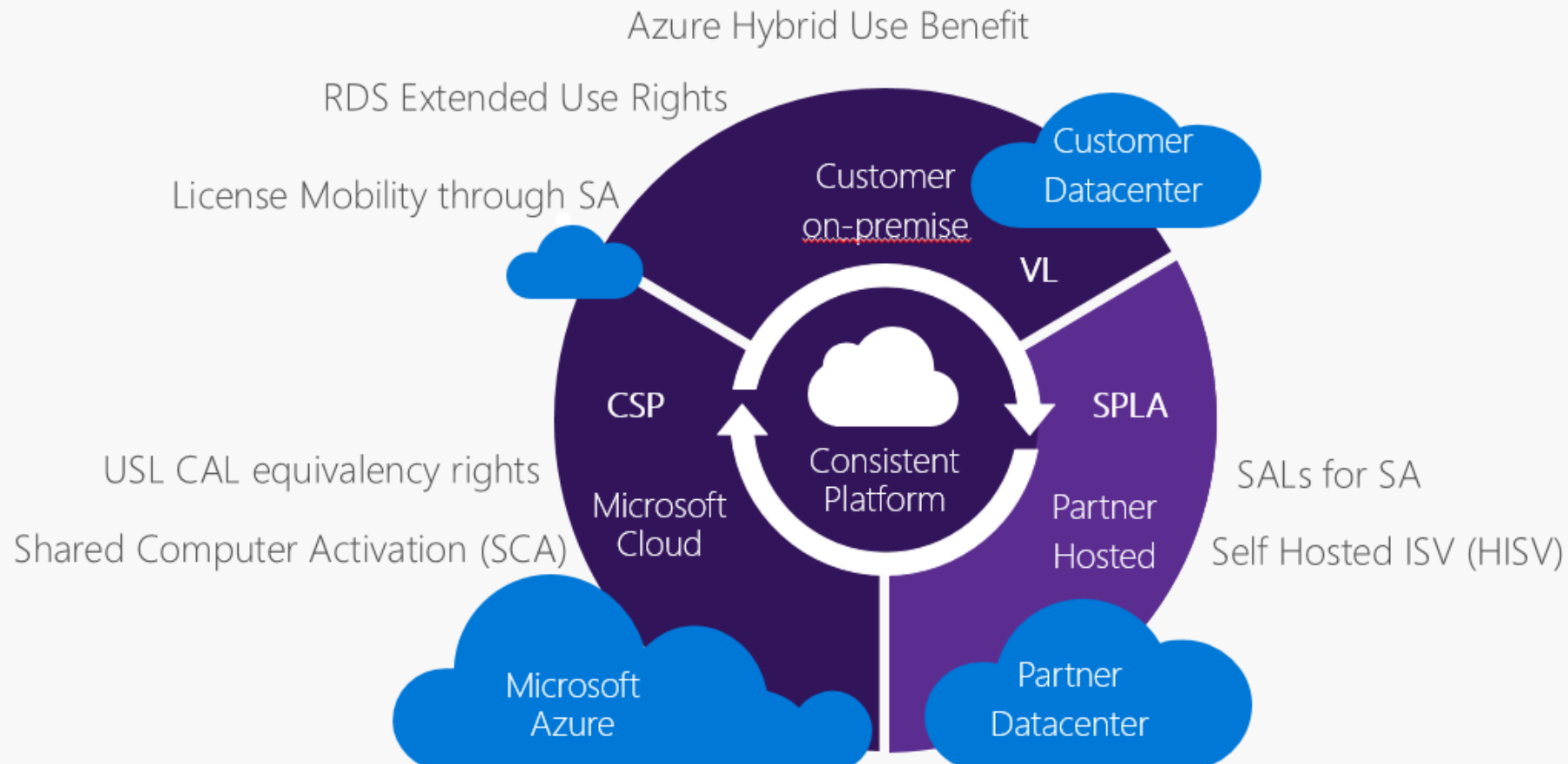
Hybrid capabilities at every layer



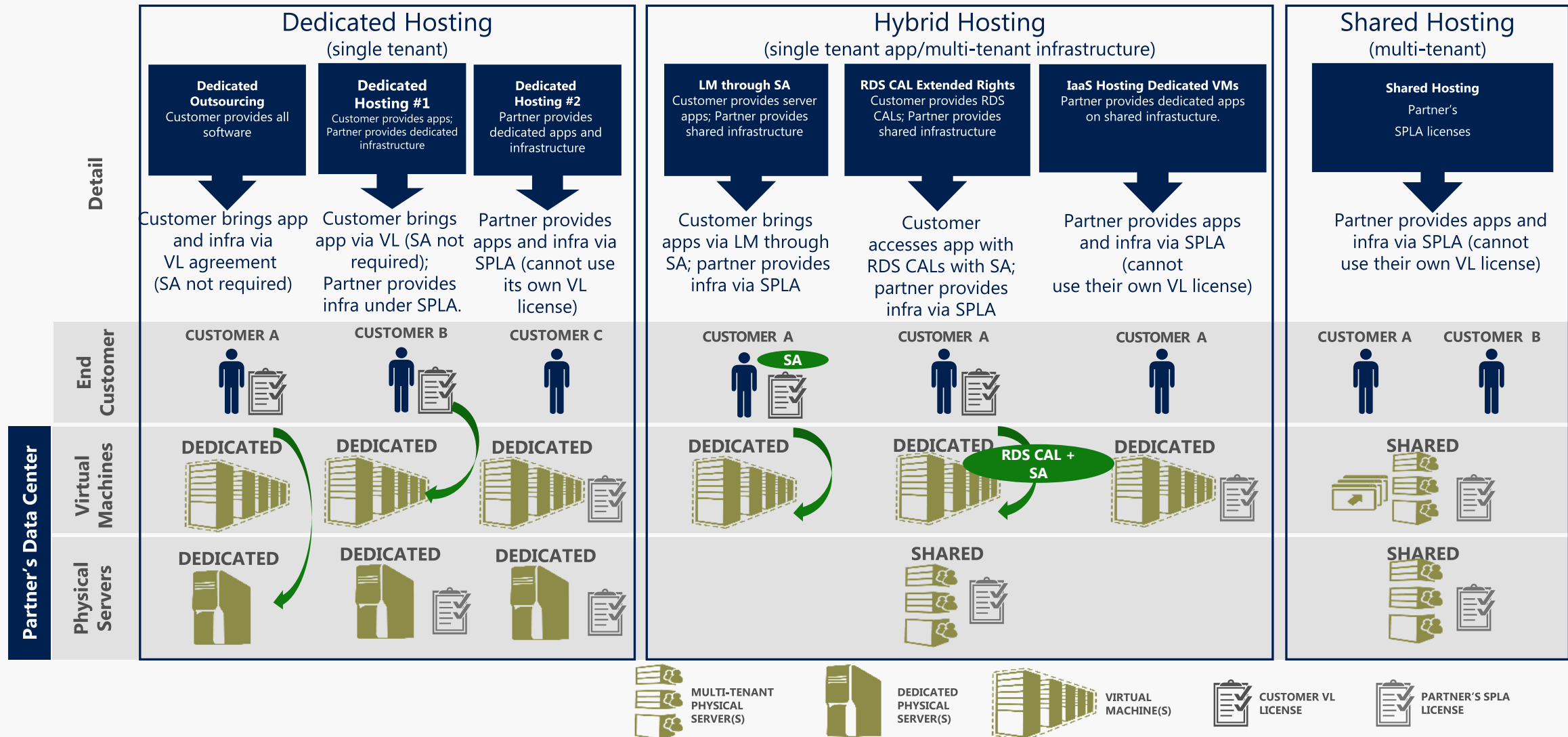
Licensing

Hybrid licensing

Hybrid licensing means utilizing various Microsoft Volume License Programs and benefits, both first party (end-user is licensee) as well as third party (partner/service provider is licensee), to license Microsoft technology for **partner hosted** or **partner managed** software services.



Partner Hybrid Scenarios



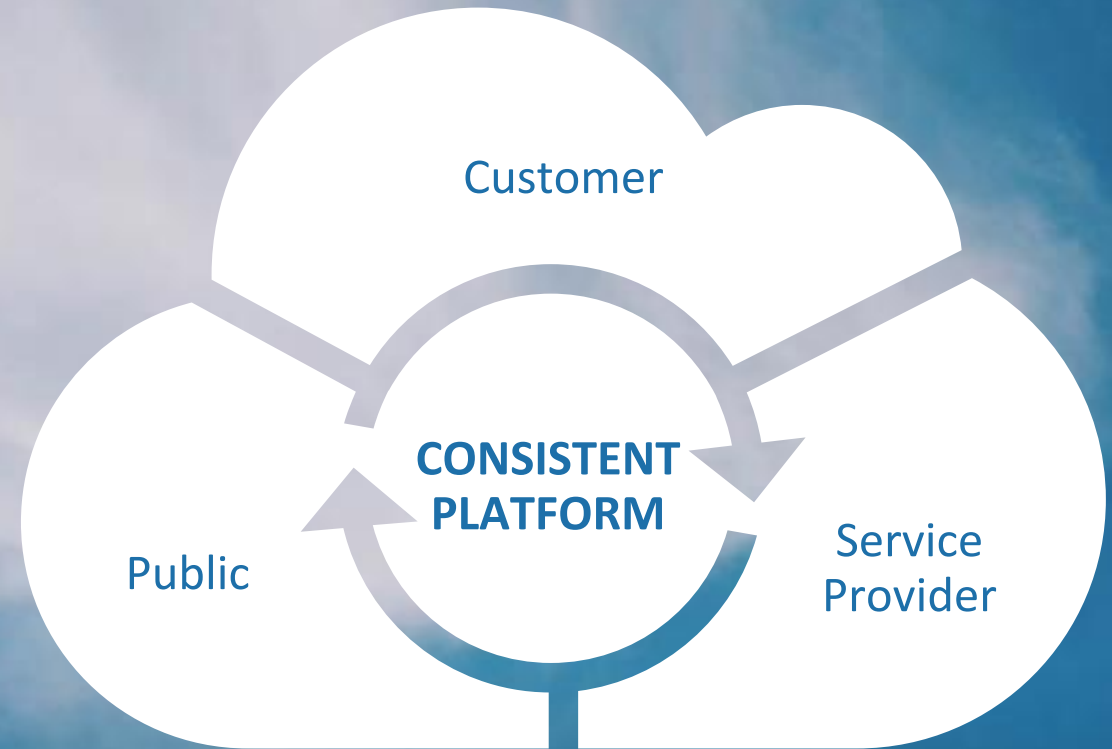


The Journey Continues

Cloud Vision

Vision of the unified platform for modern business

- transform the datacenter
- unlock insights on any data
- empower enterprise mobility
- enable applications



Development

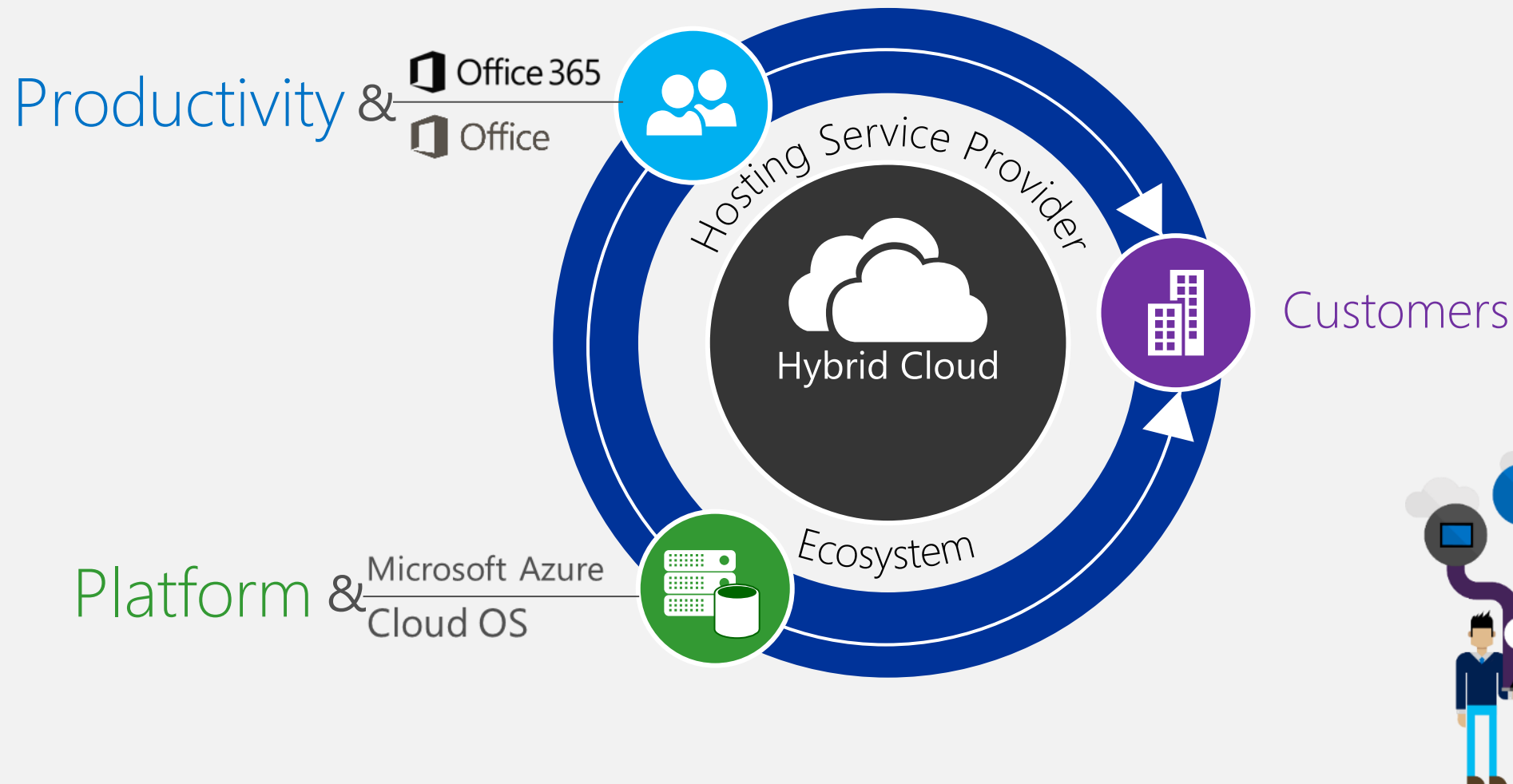
Management

Identity

Data

Virtualization

Partners are Core to Microsoft



The Journey

Adapt to new Business Models

Embrace move from One Cloud to Hybrid Cloud

Consider benefits of “Best of Stack”

Migration invites Transformation



Thank you