Migrate to Azure with confidence

Start moving your applications, data, and infrastructure today

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Microsoft

Agenda

- Why migrate to the cloud?
- Why Azure?
- What is the lowest risk path to the cloud?
- How can Microsoft and <insert partner> help you?
- What are others saying?
- How do you participate?

There has never been a better time
to migrate to Azure

Cloud migration will continue to grow

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IaaS is fastest growing subsegment, projected to grow 36.6% in 2017, 30.1% CAGR for next 5 years

Gartner and IDC

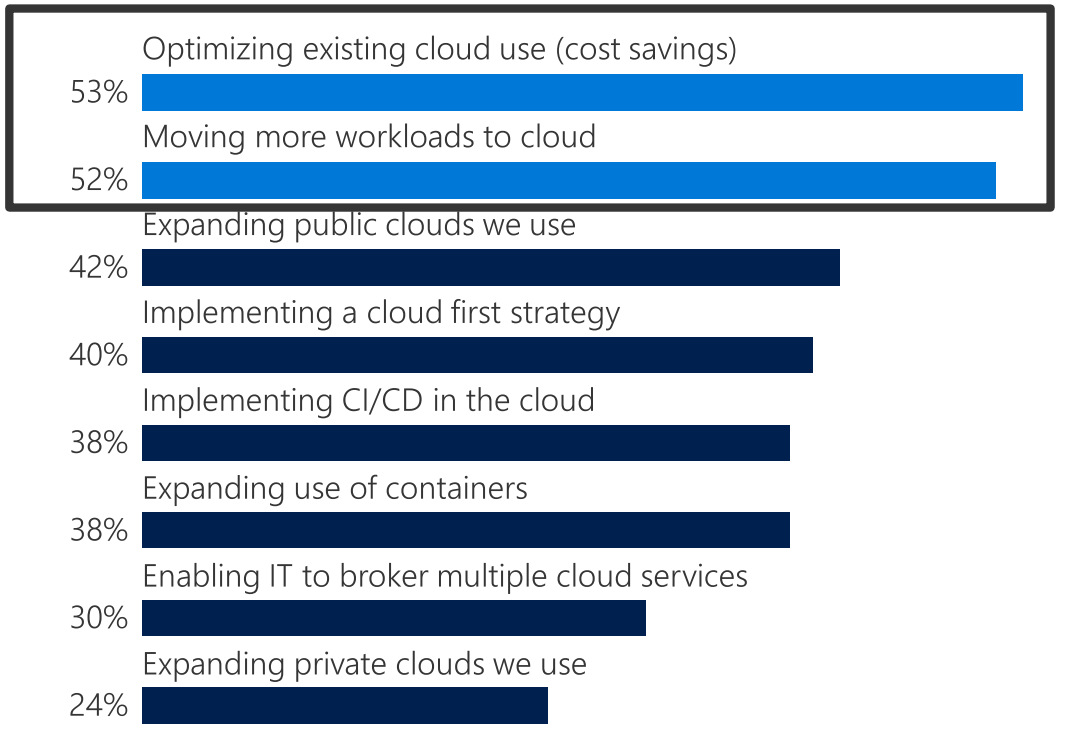
80% of CIOs will be pressured by their business leaders to evaluate migrating their datacenters to IaaS

Gartner

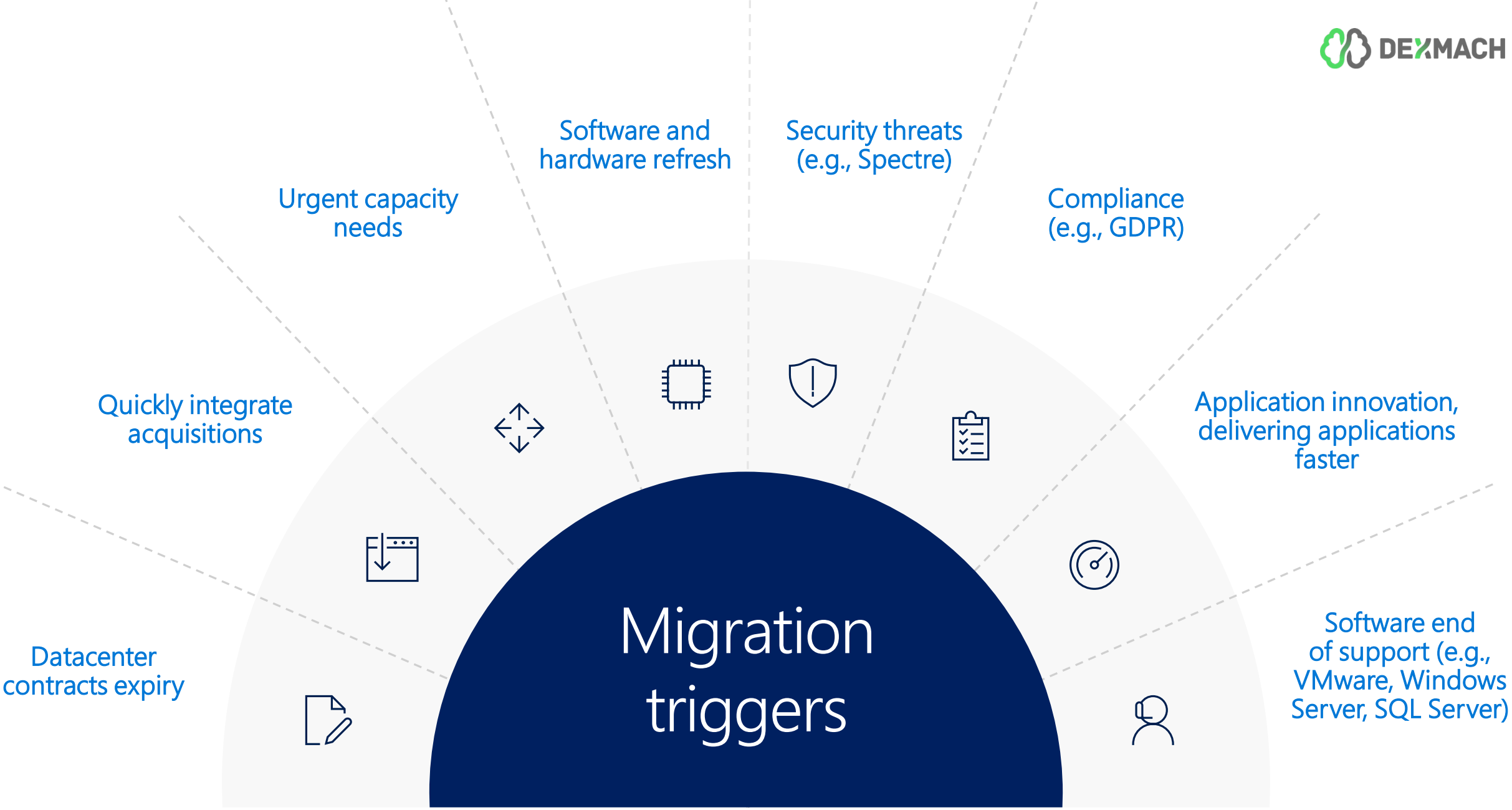
Azure PaaS reduces time required to manage apps by 80% and time to deploy a new app by 50%

Forrester

Top cloud initiatives



Source: RightScale 2017 State of the Cloud Report


Urgent capacity needs
Software and hardware refresh
Security threats (e.g., Spectre)
Compliance (e.g., GDPR)
Quickly integrate acquisitions
Application innovation, delivering applications faster
Datacenter contracts expiry
Software end of support (e.g., VMware, Windows Server, SQL Server)
Migration triggers

Azure video

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Azure—cloud for all

Productive Hybrid Intelligent Trusted

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Unparalleled developer productivity

Productive

Hybrid

Intelligent

Trusted

Integrated tooling

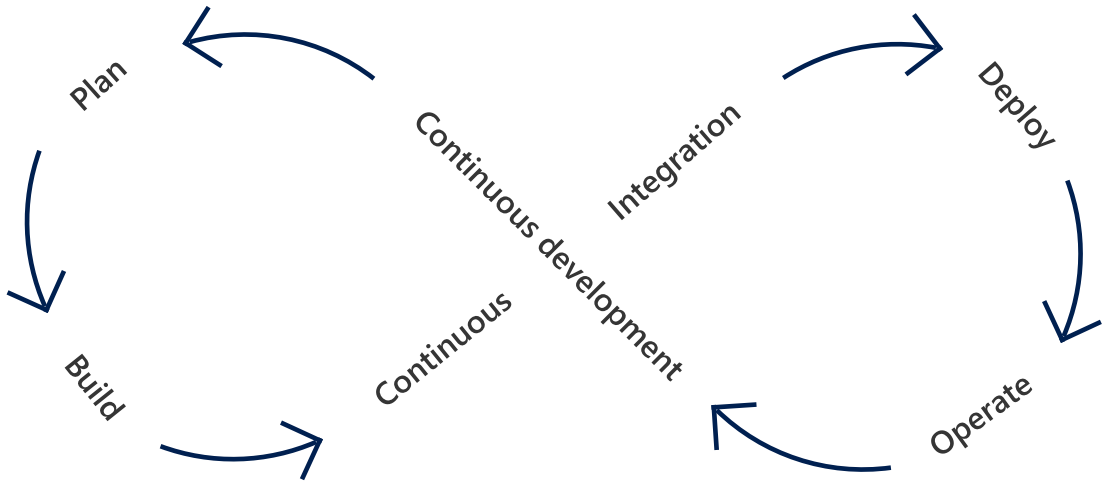
Visual Studio
third–parties | DevOps

100+ services

Azure functions
Kubernetes | Logic apps

Unified management

Single cloud | Policy
and Governance



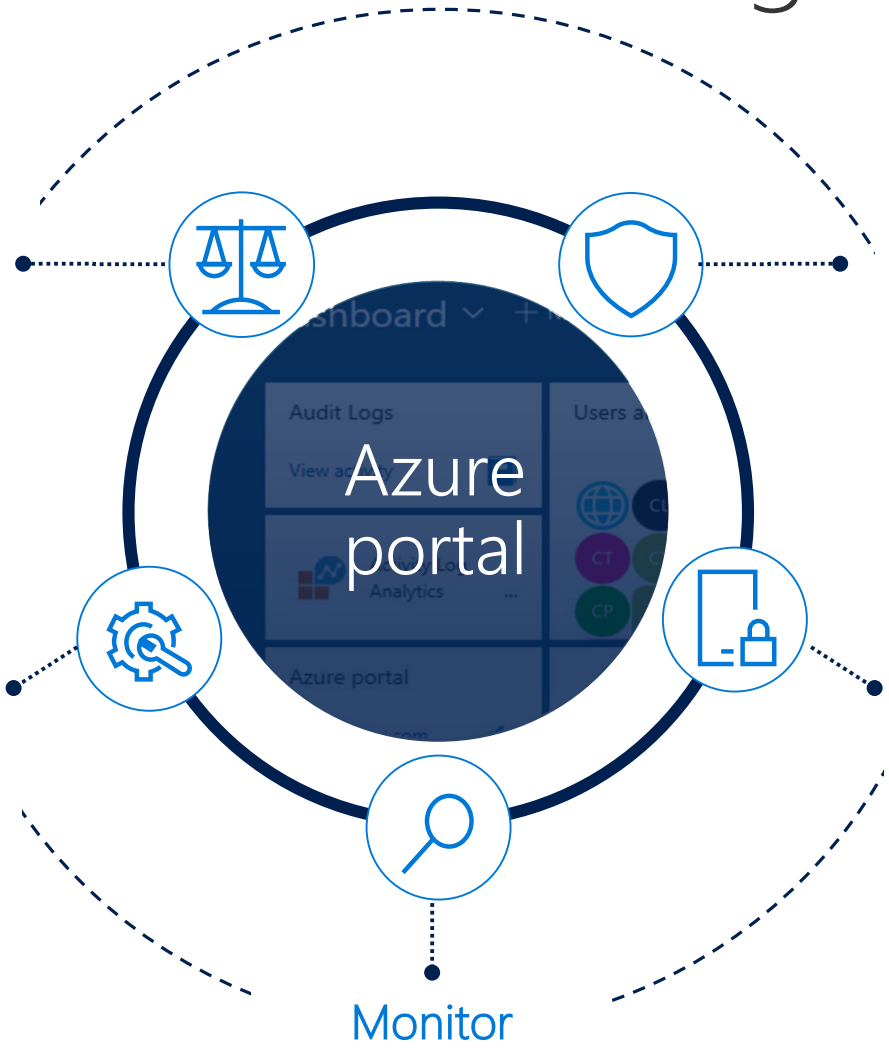
Secure and well—managed for IT

Productive

Hybrid

Intelligent

Trusted



Govern
Policy management
Cost management

Secure
Security management
Threat protection

Configure
Update management, scripting automation, configuration

Protect
Backup and disaster recovery

Monitor
App, infrastructure and network monitoring log analytics and diagnostics

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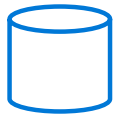
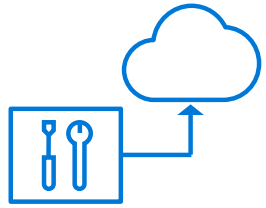
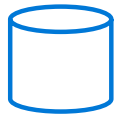
The only consistent, hybrid cloud

Productive

Hybrid

Intelligent

Trusted

Azure active directory	Azure services	Azure data services	Azure security and management
			
Common identity	Unified cloud platform	Data platform	Security and management
			
Active directory	Azure stack	SQL server	On–premises infrastructure

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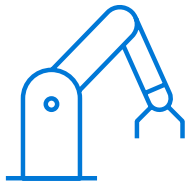
Productive

Hybrid

Intelligent

Trusted

Azure Stack—an extension of Azure



At the edge
and disconnected

Meet every regulatory
requirement

Cloud application
model on–premises

Productive

Hybrid

Intelligent

Trusted

AI for every developer and every scenario

Machine learning workbench

Language APIs

Azure SQL DB

Azure machine learning

Vison API

Azure Bot service

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Productive

Hybrid

Intelligent

Trusted

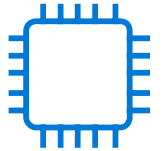
Comprehensive deep learning, machine learning as a service

Customizable services

VS, ML STUB, Tensor, Caffe

Tools

Bots, Cognitive, ML



Infrastructure & compute

CPU, GPU, FPGA

Azure

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More certifications than any cloud provider

Productive

Hybrid

Intelligent

Trusted

Global

- ISO 27001
- ISO 27018
- ISO 27017
- ISO 22301
- SOC 1 Type 2
- SOC 2 Type 2
- SOC 3
- CSA STAR self-assessment
- CSA STAR certification
- CSA STAR attestation

Industry

- PCI DSS level 1
- CDSA
- MPAA
- FACT UK
- Shared assessments
- FISC Japan
- HIPAA / HITECH Act
- HITRUST
- GxP 21 CFR Part 11
- MARS-E
- IG Toolkit UK
- FERPA
- GLBA
- FFIEC

Regional

- Argentina PDPA
- EU model clauses
- UK G-Cloud
- China DJCP
- China GB 18030
- China TRUCS
- Singapore MTCS
- Australia IRAP/CCSL
- New Zealand GCIO
- Japan my number act
- ENISA IAF
- Japan CS mark gold
- Spain ENS
- Spain DPA
- India MeitY
- Canada privacy laws
- Privacy shield
- Germany IT Grundschutz workbook

Productive

Hybrid

Intelligent

Trusted

50+ Azure regions

Productive

Hybrid

Intelligent

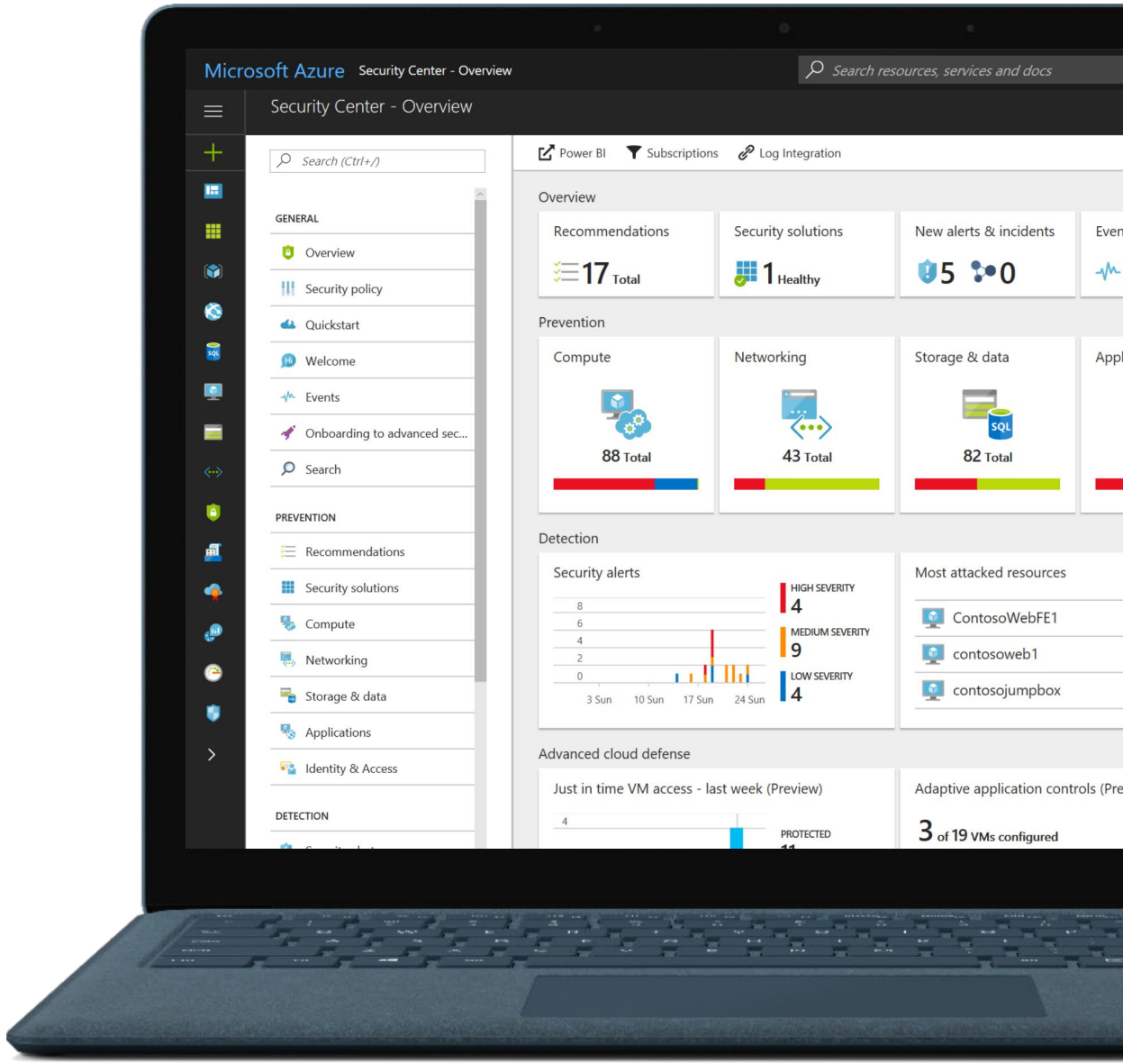
Trusted

Azure security center

Protection through best practices

Detect threats and attacks

Remediate issues



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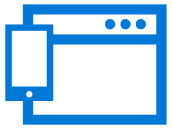
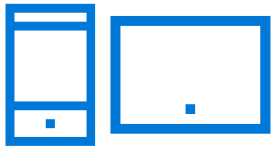
Uses of the cloud

Keep your business secure and compliant

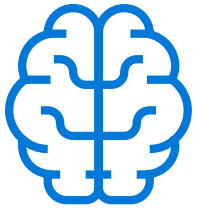


Create new applications and digital services

Store, back up, and recover data



Unlock the potential of connecting devices



Take the next leap in artificial intelligence

Analyze data to make predictions

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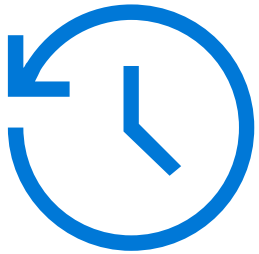
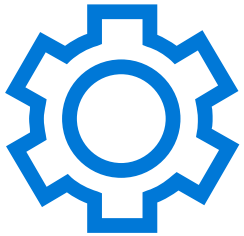
Benefits of the cloud



Time

Confidence



Performance

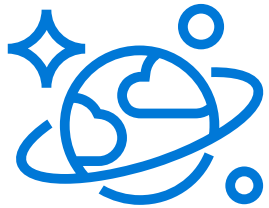
Benefits of the cloud

Time

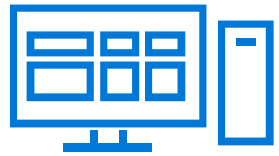
Confidence

Performance

New server availability from months to minutes with Azure virtual machines



Global, reliable scale with Cosmos DB



Reduce time-consuming IT chores with Azure monitoring and management tools

Benefits of the cloud

Time

Confidence

Performance

Ensure business continuity with Azure Site and Disaster Recovery

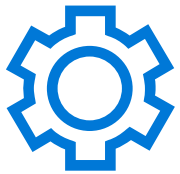
Mitigate risks with Azure security center and compliance certifications

Choose from 450 global regions

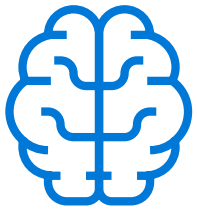
Benefits of the cloud

Time

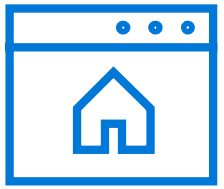
Confidence



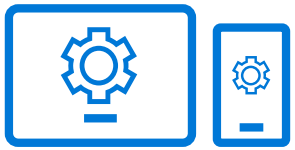
Performance



Engage your customers with a more human touch using Azure Cognitive Services



Stay current with the latest, up-to-date Azure portal



Simplify your devices with pre-configured Azure IoT solutions

Tons of Azure platform innovation

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Azure Migrate GA

Deeper Java/ Tomcat support in Azure App Service

Azure Database for PostgreSQL/MySQL GA

Azure Security Center updates

Kubernetes on Azure

Azure SQL Database Managed Instance Preview

M series VMs (largest in Azure)

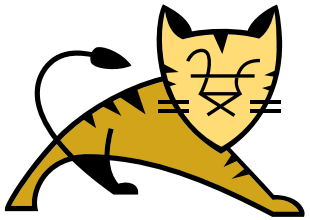
Cassandra/ Mongo DB support in Azure Cosmos DB

Azure Database Migration Service GA

And lots more innovation coming over the next 12 months!

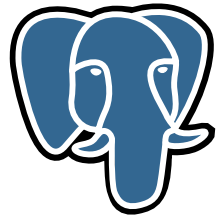
Migrate open source assets

All major Linux distributions supported



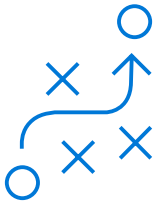
OpenJDK

Built-in support for Apache Tomcat and OpenJDK 8 in Azure App Service, making it easy for Java developers to deploy web applications to market-leading Azure PaaS



Azure database services for MySQL and PostgreSQL and Azure CosmosDB are generally available

Confidently migrate your applications, data, and infrastructure to Azure

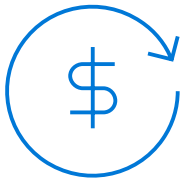


Flexible migration options with hybrid support

Hybrid infrastructure
(Windows Admin Center, Azure Security Center, Azure AD)

Hybrid apps and data
(Azure + Azure Stack, common data platform)

On-premises server innovation



Cost-effective throughout the entire migration experience

Azure Hybrid Benefit

Reserved VM Instances

Free tools to get started

Free cost management solution

High confidence, lower risk migration

Decades of enterprise experience

Azure migration center

Rich partner ecosystem

Azure is the most cost-effective for Windows Server and SQL Server

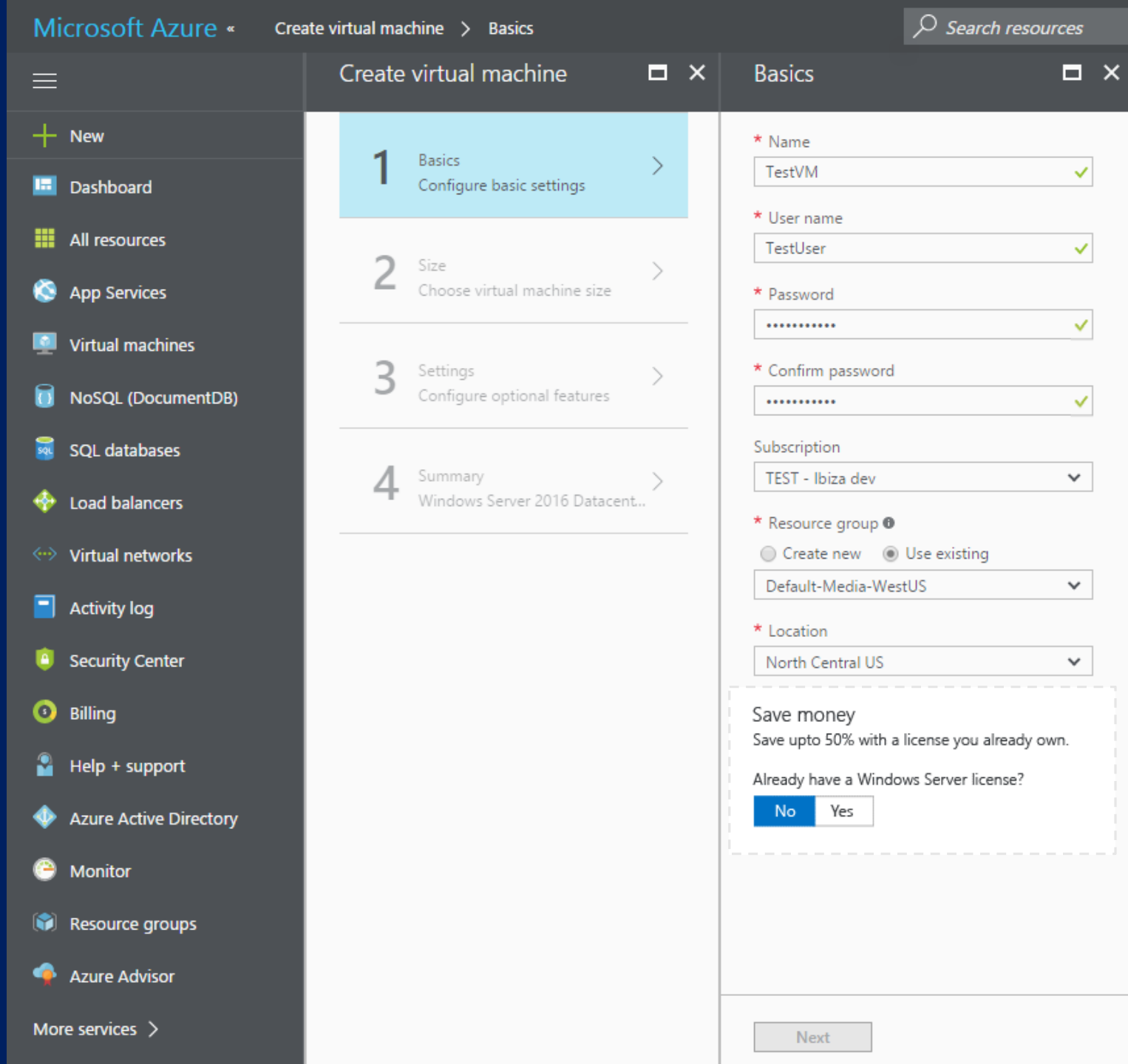
Azure Hybrid Benefit can help customers save 55%* for SQL Server and up to 49%** for Windows Server by bring their on-premises licenses (vs. pay-as-you-use)

Azure Hybrid Benefit and Azure Reserved Instances can help customers save up to 67%*** for Windows Server VMs (compared to AWS)

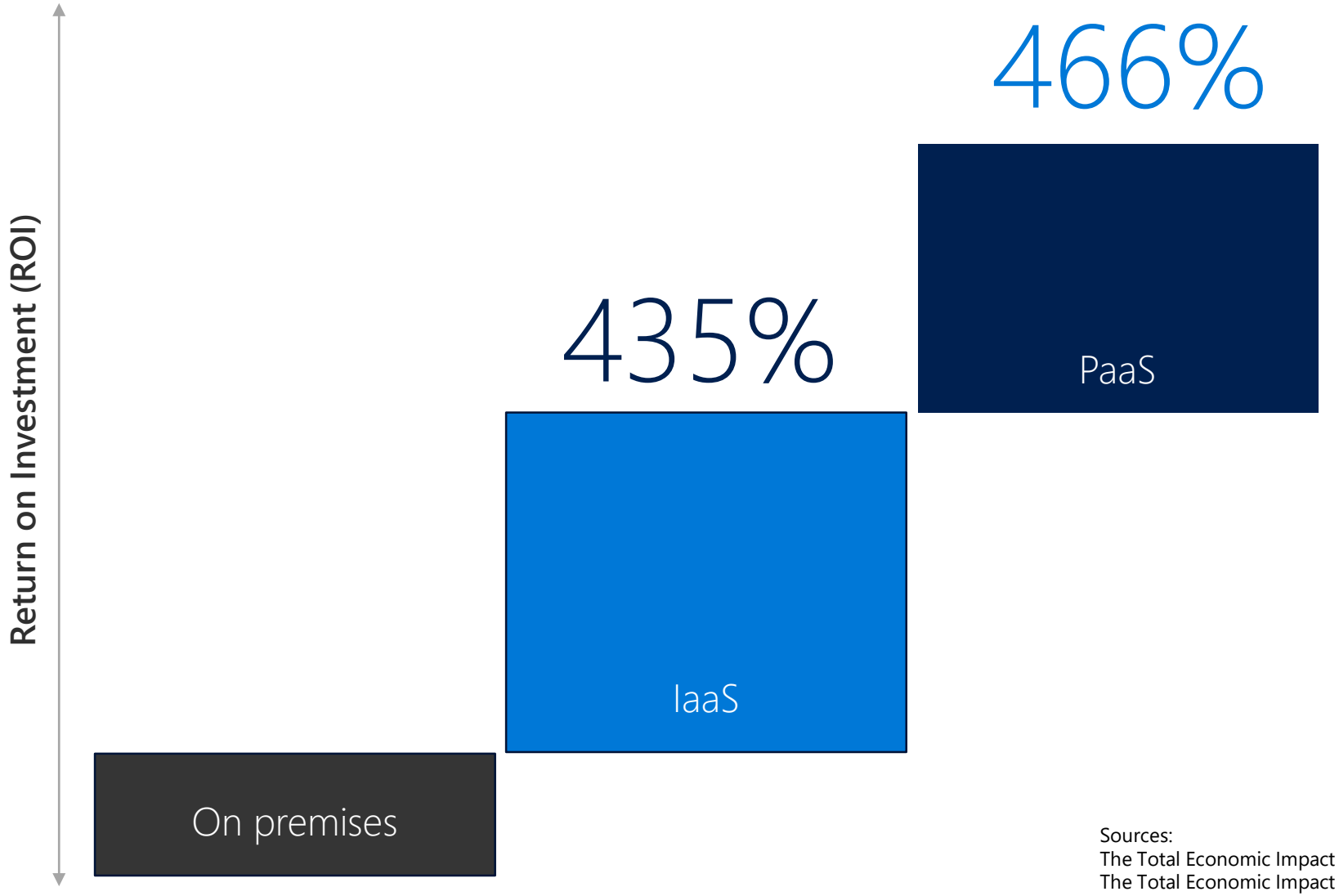
*Pay a reduced rate on vCore-based options and save in highly-virtualized scenarios

**Pay a basic compute rate for your Windows Server VMs in Azure

***AWS r4.xlarge, Windows, US West (Oregon) convertible 3-year Term, all upfront vs. Azure E4 v3, Windows, West US 2, 3 Year Reserved with Azure Hybrid Benefit



Customers are seeing significant ROI by moving to Azure



Sources:
The Total Economic Impact Of Microsoft Azure IaaS, June 2017
The Total Economic Impact of Microsoft Azure Platform-as-a-Service, June 2016

Customers are betting on Azure

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Allscripts®

capstone MINING CORP

J.B. HUNT

Chevron

accenture

wipro

Swiss Re

GEICO®

MAERSK

Smithfield®

CORONA "THE CIRCLE CITY" Established May 4, 1886 To Cherish Our Past - To Plan Our Future

asos discover fashion online

Azure migration journey

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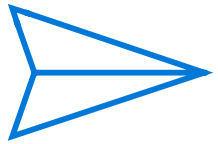
Top-down buy in: Business case | Executive sponsorship | Business and IT alignment

Assess

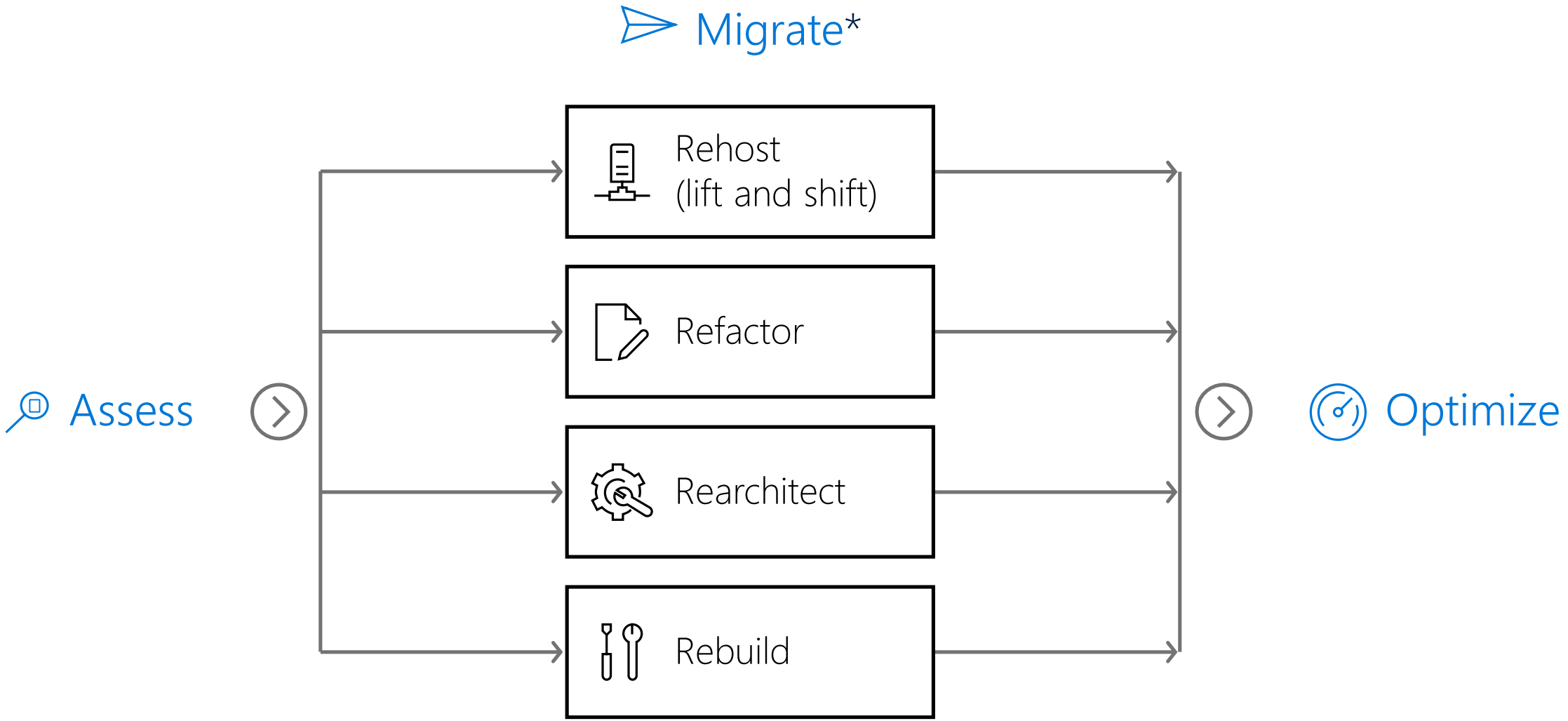


Migrate

Optimize

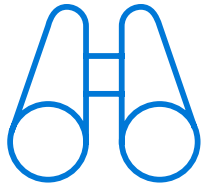
Foundational investments: Technical | Process | People

Breaking down the Azure migration journey

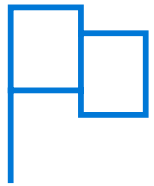


*These migration strategies are adopted from Gartner research. Gartner also calls out a 5th strategy called "Replace" which is about SaaS. We won't focus on that here..

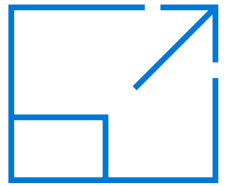
Assess your applications, data, and infrastructure



Discover



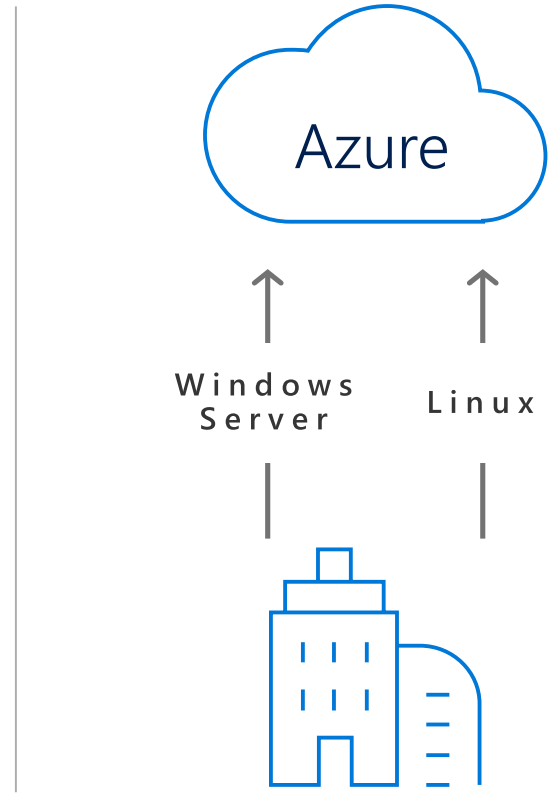
Map



Evaluate

Azure Migrate

- Easily **discover** VMware **VMs and applications**, including rich service dependency maps
- Insightful workload **assessments**:
  - Right-sized Azure resources based on utilization history
  - Estimated monthly run costs in Azure
  - Migration risks and recommended tools
- Hyper-V and physical environment assessment coming soon



Get started at no cost today: https://aka.ms/azuremigrate

Assessment guidance

Using Azure tools with third party tools

	Use Azure Migrate when…	Use 3rd party tools when…
1 Environment	Your on-premises environment is VMware only	Your on-premises environment includes Hyper-V, physical, or other non-VMware hosts
2 Cost & experience	You are looking to get started at no additional cost You prefer a Microsoft solution that's built into the Azure portal	You are already using and comfortable with an ISV tool Customer wants an integrated experience across assessment and migration activities

Migration strategies: Rehost app (lift & shift)

- **Rehost (lift and shift)**
- Refactor
- Rearchitect
- Rebuild

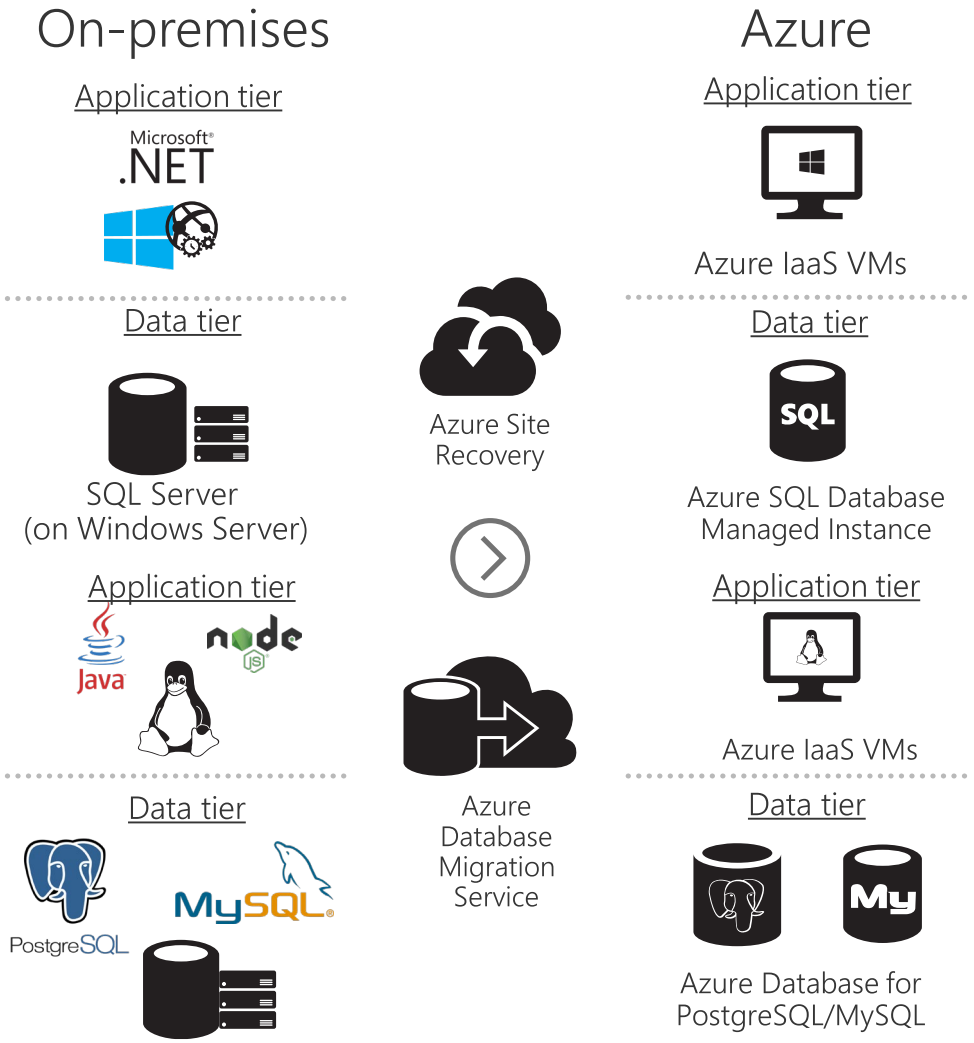
What is it?

Redeploy an existing application to a cloud platform without modifying its code

The application is migrated “as is”, which provides baseline cloud benefits without the risk or costs of making code changes

Example

Move a line of business application to Azure VMs



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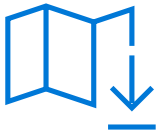
Confidently lift & shift Windows Server to Azure

Hybrid flexibility with Windows Admin Center and Azure Security Center

Rich development experience for existing and new applications

Most cost-effective with Azure Hybrid Benefit + Azure RI, (up to 67%* lower than AWS)



Comprehensive support from a single source

* AWS r4 xLarge vs. Azure E4v3, US West comparison over 3 years

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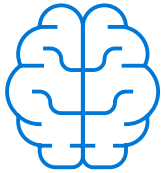
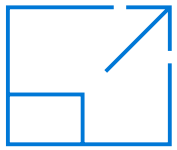
Confidently lift & shift SQL Server apps to Azure

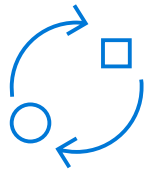
Azure SQL Database Managed Instance



Built-in intelligence
to optimize performance and security



Breakthrough productivity and performance
with in-memory technologies and dynamic scalability



Seamless and compatible migration without changing your applications

Competitive TCO
from fully-managed service and hybrid benefit

Use Azure Hybrid Benefit for SQL Server to save up to 55%*

*For on-premises SQL Servers with active Software Assurance

Azure Database Services for MySQL & PostgreSQL

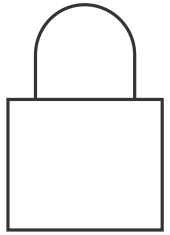
More choices and full integration into Azure ecosystem and services

Managed community MySQL, PostgreSQL

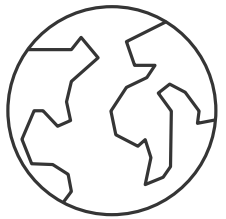
Languages & frameworks of your choice

Scale in seconds with built-in high availability

Secure & compliant



Industry-leading global reach



Lift and shift ⟷ Enterprise ready

Confidently lift & shift your databases
with Azure Database Migration Service

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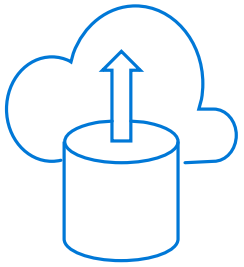


Seamless, end-to-end solution for moving relational databases to the cloud

Near-zero downtime as you migrate your business critical apps

Migrate at scale from multiple sources to your target database

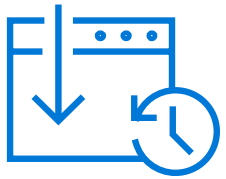
Scenarios

Source	Target	Status
SQL Server	Azure SQL Database (single/elastic)	Generally Available
SQL Server	Azure SQL Database Managed Instance	In preview
SQL Server	SQL Server in Azure VMs	In preview
MySQL	Azure Database for MySQL	In preview
PostgreSQL	Azure Database for PostgreSQL	In preview
MongoDB, Cassandra	Cosmos DB	In preview
Oracle	SQL Server in Azure VMs Azure SQL Database	In preview

Database migration guide: https://datamigration.microsoft.com/

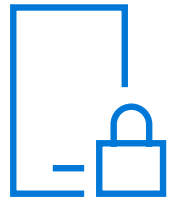
Confidently lift and shift Team Foundation Server to Visual Studio Team Services

Global, highly available, hosted service



Immediate access to latest features
Upgraded every 3 weeks

Scalable for teams of any size
From tens to thousands



Compliant and secured by design

See the migration guide & tool https://aka.ms/vstsmigrationguide

Demo: Rehost application (lift & shift)

Migration strategies
Refactor application (repackaging)

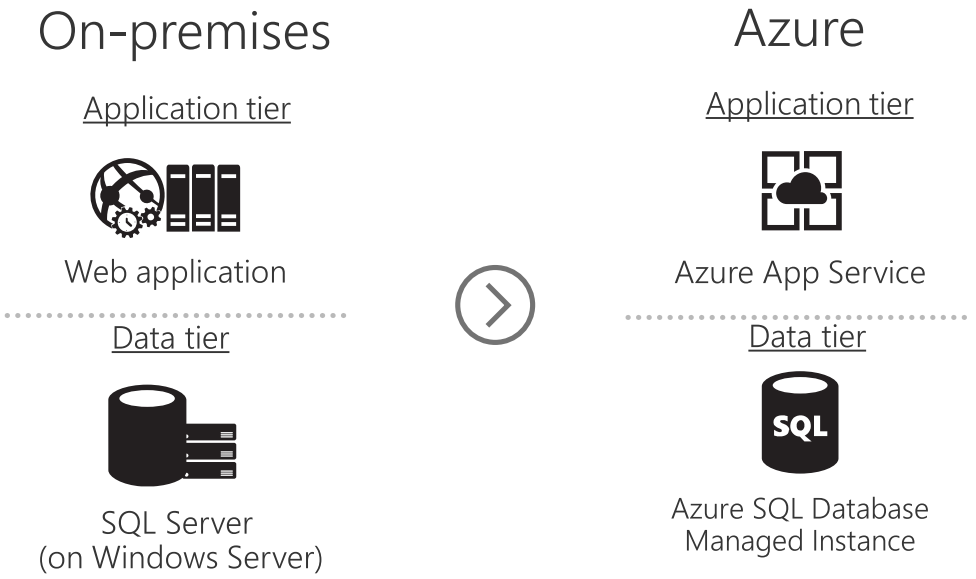
- Rehost (lift and shift)
- **Refactor**
- Rearchitect
- Rebuild

What is it?

Minimally alter application code or configuration changes necessary to optimize the application for Azure PaaS and take better advantage of cloud

Example

Refactor your existing app to Azure App Service or Azure Container Services (AKS), refactor your SQL Server to Azure SQL Database Managed Instance.



Migration strategies: Rearchitect application

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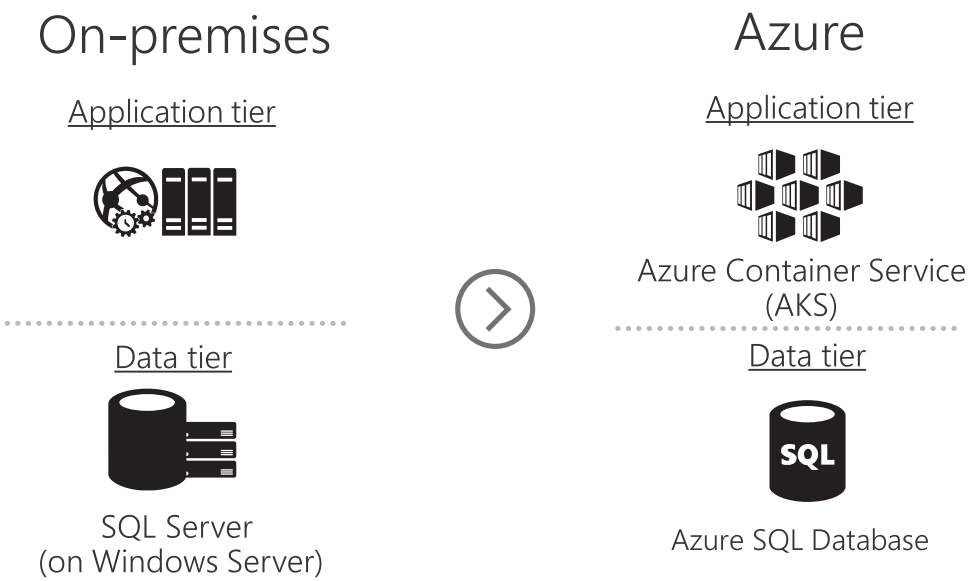
- Rehost (lift and shift)
- Refactor
- **Rearchitect**
- Rebuild

What is it?

Rearchitecting is to modify or extend the existing application's architecture / code base, and optimize it for cloud platform and better scalability

Example

Decompose a monolithic application into microservices that work together and readily scale on Azure; rearchitect SQL Server to a fully managed Azure SQL Database



Azure container technologies

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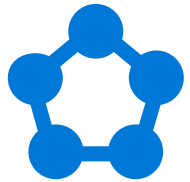
Azure Container Instances

Azure Container Service (AKS)



Azure Service Fabric

Azure App Service

Check out these ebooks

https://aka.ms/azuredevebook https://aka.ms/modernizeappebook https://aka.ms/microservicesebook

Demo: Refactor application

Migration strategies: Rebuild application

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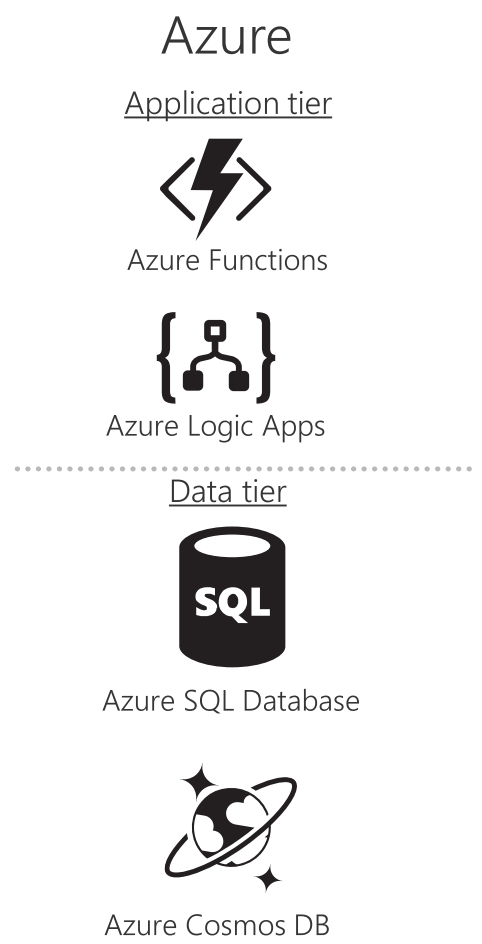
- Rehost (lift and shift)
- Refactor
- Rearchitect
- **Rebuild**

What is it?

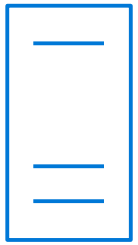
Rebuild the application from scratch using cloud-native technologies on Azure PaaS

Example

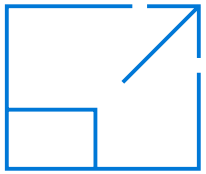
Build greenfield applications with innovative cloud native technologies like Azure Functions, Logic Apps, Cognitive Service, Azure Cosmos DB and more



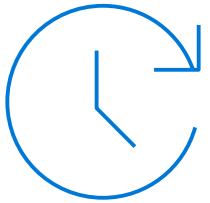
Build new apps using Azure Functions (Serverless)



Server abstraction



Event-driven



Micro-billing

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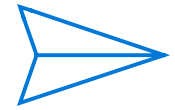
Serverless app platform components in Azure



Development

- IDE support
- Integrated DevOps
- Local development
- Monitoring
- Visual Debug History

Platform

Functions

- Developer productivity
- Triggers and Bindings
- Flexible deployment options

Logic Apps

- Visual designer
- 170+ connectors
- Functions orchestration

Event Grid

- Manage all events in one place
- Near real-time delivery
- Broad coverage

Database | Storage | Security | IoT | Analytics | Intelligence

Azure Cosmos DB transforms how you build new cloud applications

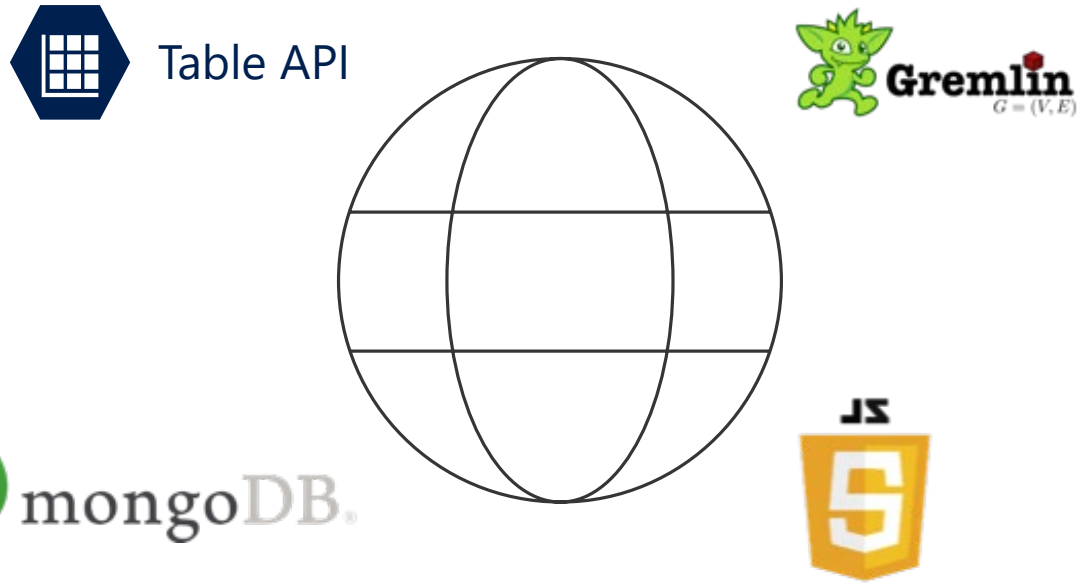
Multi-model data with your favorite API

Elastically scale storage and throughput

Multiple, well-defined consistency levels

<10ms latency guarantees at the 99th percentile

Industry-leading SLAs across performance, latency, availability, and throughput



Globally distributed apps

Highly responsive apps

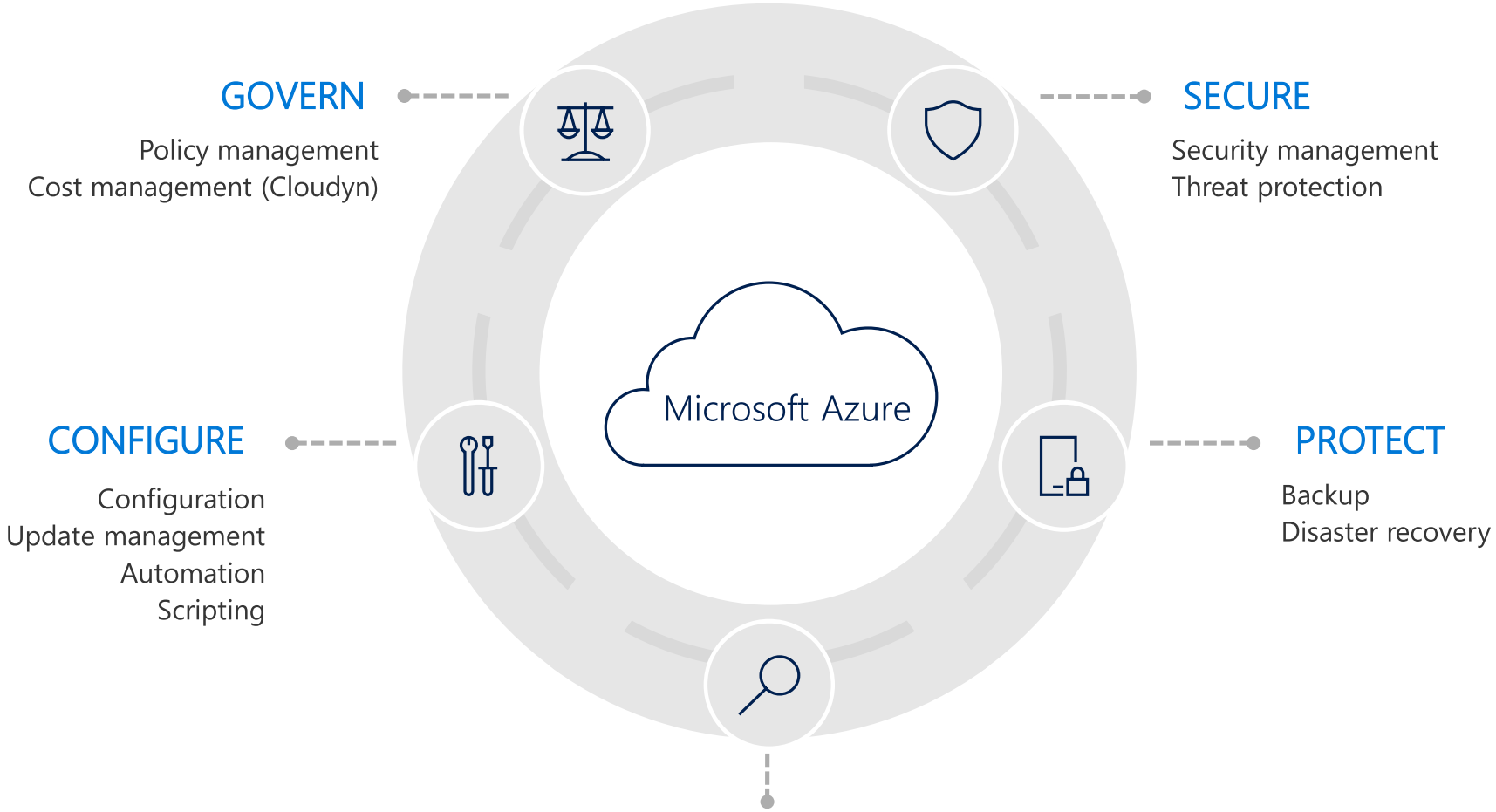
"Always on" apps

IoT and eCommerce apps

Demo: Rebuild application

Optimize

Stay secure, well managed, & cost-efficient after your move



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Steps to start securing and managing your cloud

Secure your cloud resources

Azure Security Center

Protect your data in the cloud

Azure Backup

Monitor your cloud health

Azure Log Analytics

Lower your TCO by migrating to Azure

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Save up to 78%

Datacenter migration TCO vs. on-premises

Save up to 68%

Rehost app to Azure (lift and shift)

Save up to 63%

Rebuild app on Azure

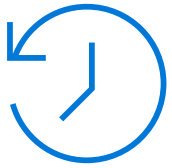
Source: Azure.com/tco

Get started at no cost: Built-in tools at each stage

Pre-migration

Azure Migrate

During migration



Azure Site Recovery

Post-migration

Azure cost management

Azure migration center
Single destination for all things migration

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Provides guidance and tools for migration

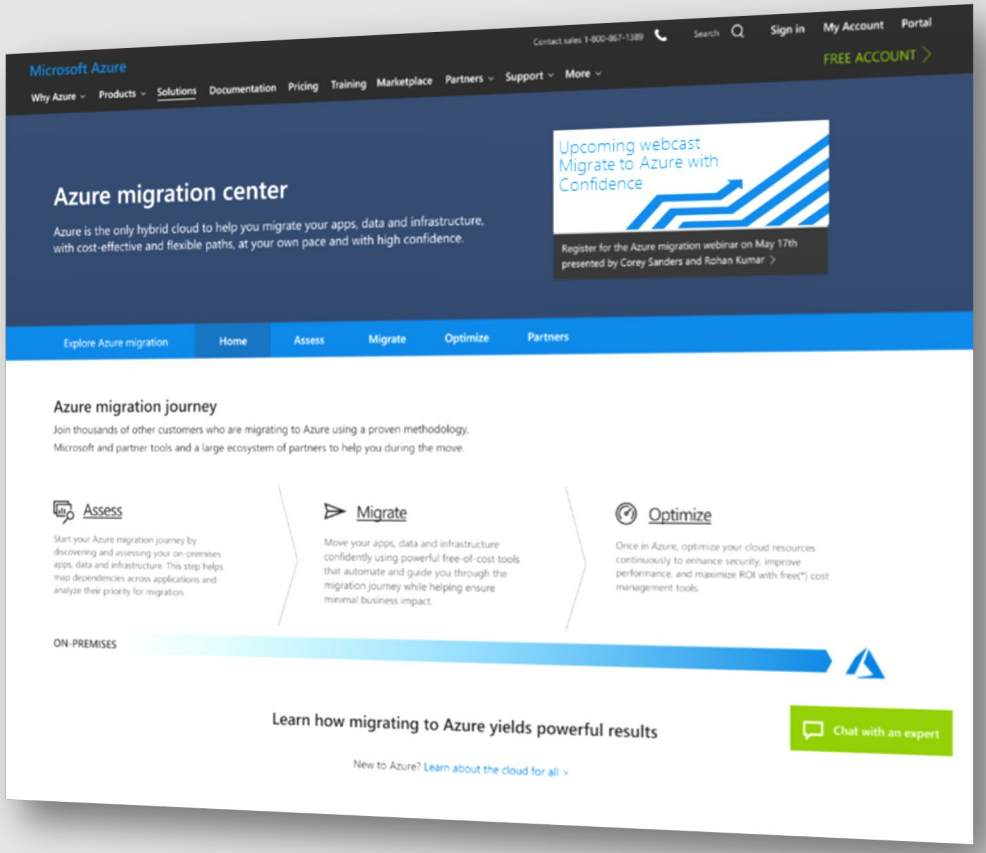
Enables you to:

- Build your case, find others like you
- Assess your environment
- Identify the right migration strategies
- Optimize your cloud resources

Connects you to a migration expert

- Chat enabled, backed by engineering resources
- Guides you to FastTrack, partner, seller, or DIY outcomes

Azure.com/Migration



Choice of tools for every stage & every requirement

Microsoft

Assess

Azure Migrate

Database Migration Assistant

SQL Server Migration Assistant

Migrate

Azure Site Recovery

Azure Database Migration Service

Azure Data Box

Optimize

Azure security and management

Partners

MOVERE · Cloudamize · VELOSTRATA · CloudAtlas® · BitTitan

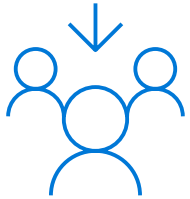
STRATOZONE® · turbonomic · CloudEndure® · Ispirer · Corent · intigua

stiim · ATTUNITY · DATOMETRY · MORPHIS · Informatica · QuerySurge

Use the mix of tool(s) that best meet your requirements, our goal is to help you adopt Azure successfully

Accelerate your Azure migration initiatives with skilled migration expertise

<Insert partner name>
can help you drive migration initiatives and also manage your resources once they're in Azure



<Insert partner name>
can help you drive migration initiatives (incl. project management, technical consulting and execution, industry skills)

What is the lowest risk path to the cloud?

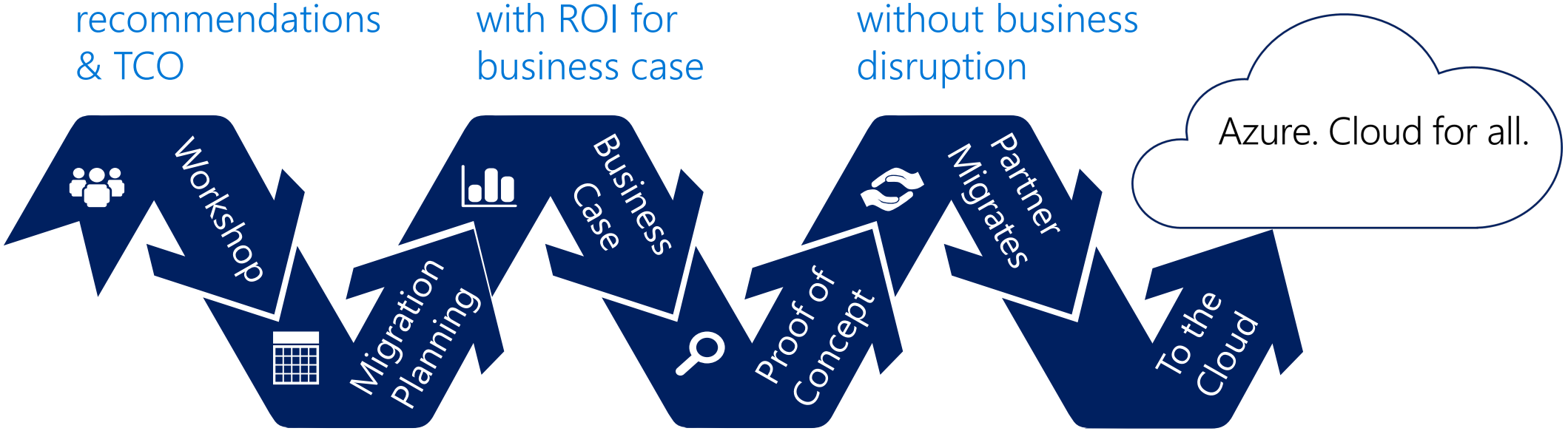
Outcomes

Business recommendations & TCO

Migration plan with ROI for business case

Workloads migrated without business disruption

Path



Technical migration assessment

Initial workloads migrated

Optimizing cloud services for cost savings

How can <Partner name> help?

	Azure Workshop	Migration Plan + Business Case	Proof of Concept	Migration
What we do	• Identify business and IT requirements, priorities and constraints	• Assess your current IT environment architecture, and portfolio of applications • Identify apps to migrate and those requiring refactoring • Quantify ROI of migration for business case	• Participate in a Proof of Concept	• Participate in a seamless cloud migration
What you receive	• Business recommendations • Azure Total Cost of Ownership (TCO) and value to your business	• Receive recommendations, ROI, and detailed migration plan for your business case	• Proof workloads can be migrated without disruption	• Migrated workloads • Optimized environment • Cost savings • Increased productivity
Commitment	**Duration**: 2 hours	**Duration**: Variable, based on project size	**Duration**: 5 days – 2 Months	**Duration**: Variable, based on project size

Accelerate migration with Partner offers

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Envision	Evaluate	Onboard
Free Azure Get started with 12 months of free services **Customer Immersion Experience** Interactive hands-on user experience for real-world, everyday business situations	**Assessments** Cloud Assessment & ADS POC & Pilot **Hands-on Workshops** Cloud Workshop Cloud Hackfest	**Deployment Support** Partner assistance to deploy custom solutions quickly and confidently **FastTrack for Azure** Microsoft engineers and partner onboarding assistance

Learning Objectives

- Understand the value of migrating to the cloud
- See why Azure delivers the best cloud value
- Learn how <Partner name> can help you to migrate your apps, data and infrastructure to Azure
- Discover what tools, guidance and offers are available to help you migrate with confidence

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Azure—cloud for all

Productive Hybrid Intelligent Trusted

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Get started today

1

Assess cost savings by moving to Azure

Azure.com/tco

2

Check out the Azure Migration Center for tools, guidance, & experts

Azure.com/migration

3

Start your migration project, leverage our expertise

Azure.com/essentials

How do you participate?

Contact Information

<Partner Contact Name>
<Partner Company Name>

<Partner Address>
<Partner Phone>
<Partner Email>

Please feel free to update this slide with your information before presenting to customers.

Accelerate your move to the cloud

Save and reduce risk as you move to the cloud

Contact me if you would like to participate in our special Azure Migration offers.

Q&A

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