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Azure Within Reach

December 2019



# Azure SMB Partner Opportunity

- ✓ Partner Opportunity
- ✓ Why Migrate to Azure
- ✓ Next steps



Cloud migration services account for up to 30% of the overall implementation service market, representing \$72.4 billion<sup>1</sup> in market revenue opportunities worldwide.

<sup>1</sup>in constant dollars

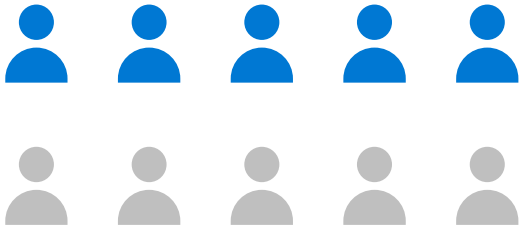
Source: Market Insight: Cloud Migration Part 1—Where Are the Opportunities for Service Providers?

By Gartner Research, published 17 May 2018

# SMB migration partner opportunity

50%

Of large SMBs are moving to the cloud in the next 12 months



Source: Microsoft Internal Research on US Quantitative survey of SMB ITDMs and BDMs currently using or considering cloud services (org size 75-249 employees)

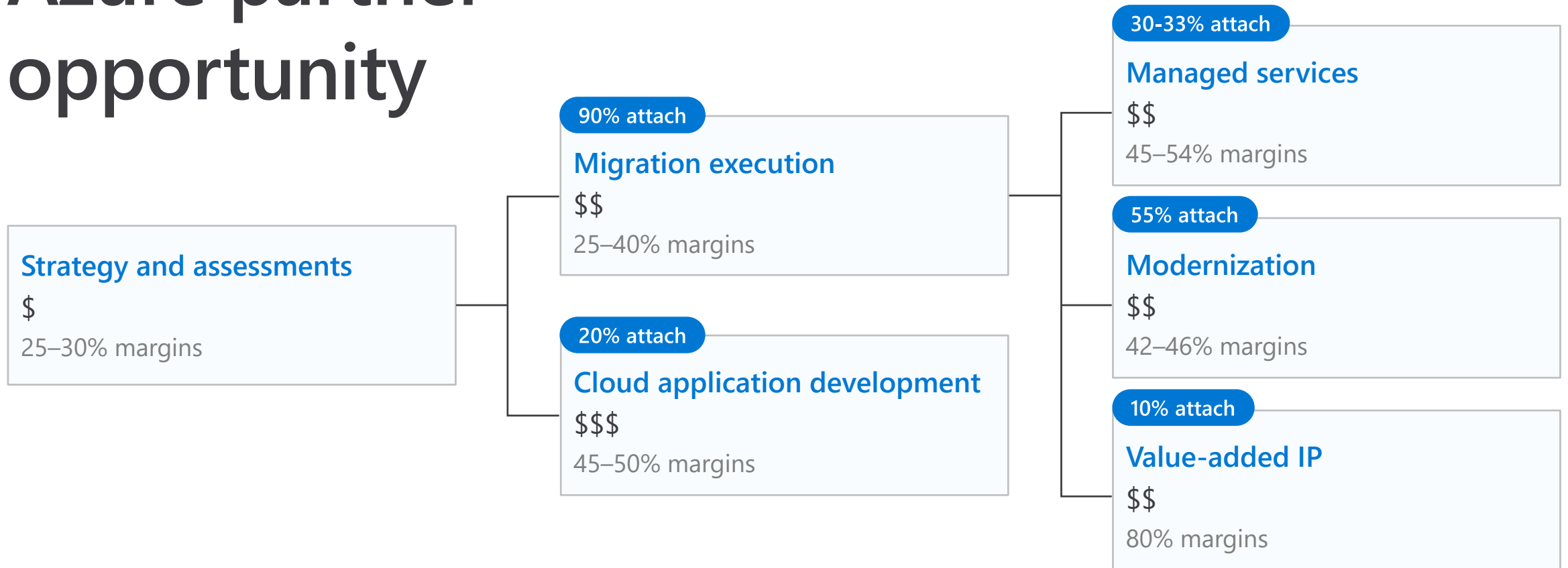
70%

The small and midsize markets account for ~70% of the worldwide cloud migration service market spending



Source: Gartner, Market Insight: Cloud Migration Part 1 — Where Are the Opportunities for Service Providers? Figure 4., May 2018

# Azure partner opportunity

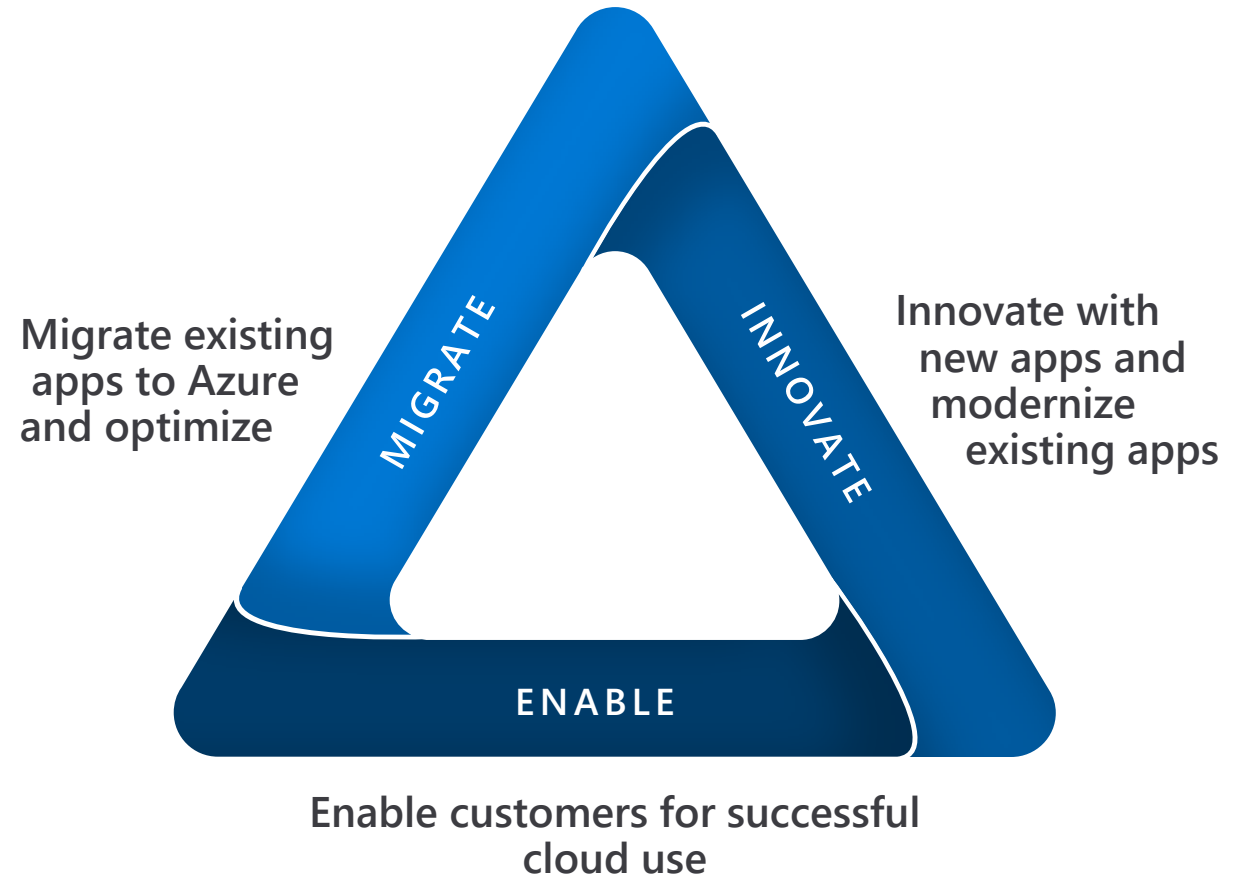


Note: all margins used in the chart above represent gross margins

Source: "The Partner Opportunity Assessment for Azure Service Providers," a commissioned Total Economic Impact™ study conducted by Forrester Consulting., July 2019

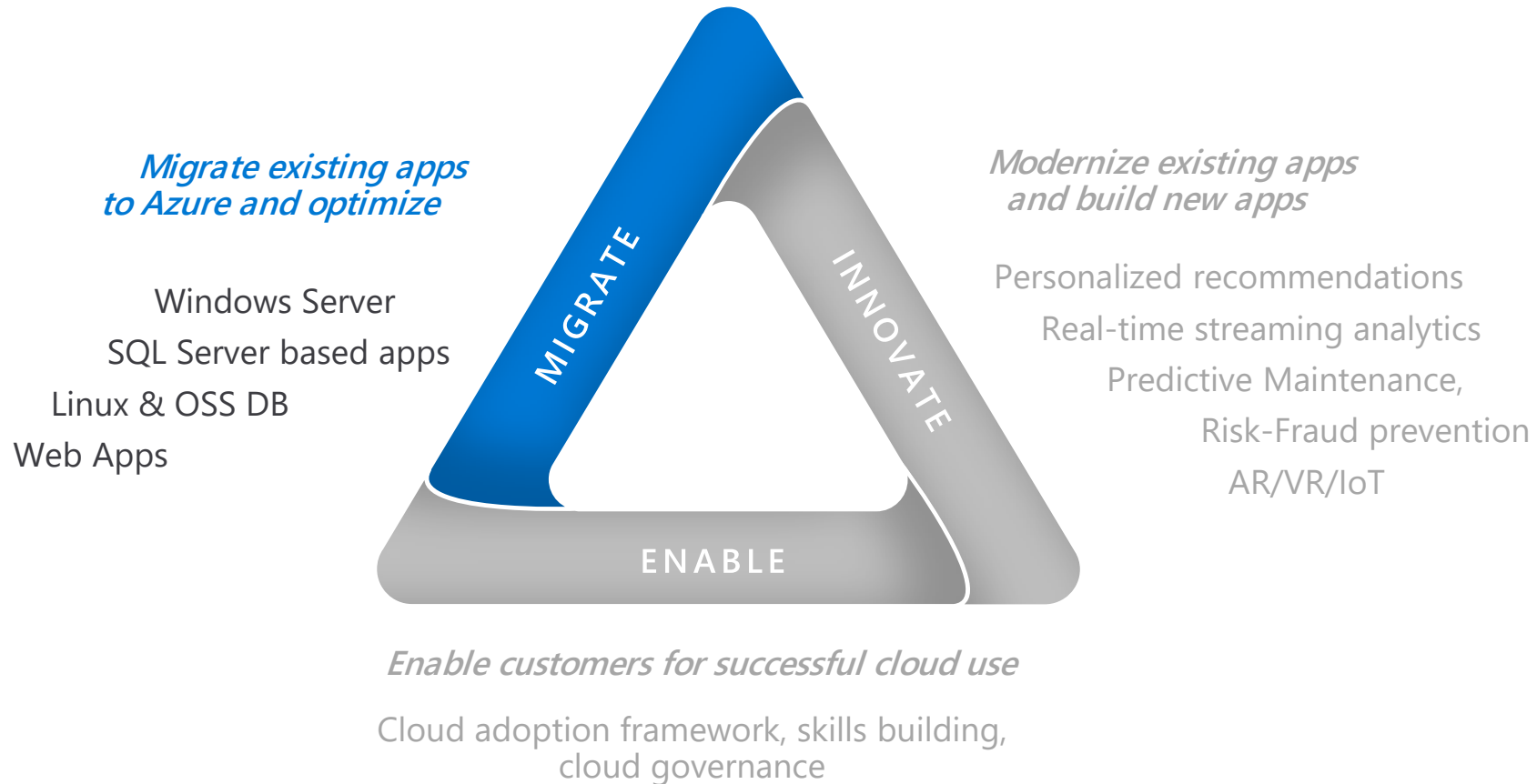
# FY20 Azure sales and partner priorities

Applications, Infrastructure, Data, AI



# Migrate scenarios

Meet the growing digital transformation needs of our customers

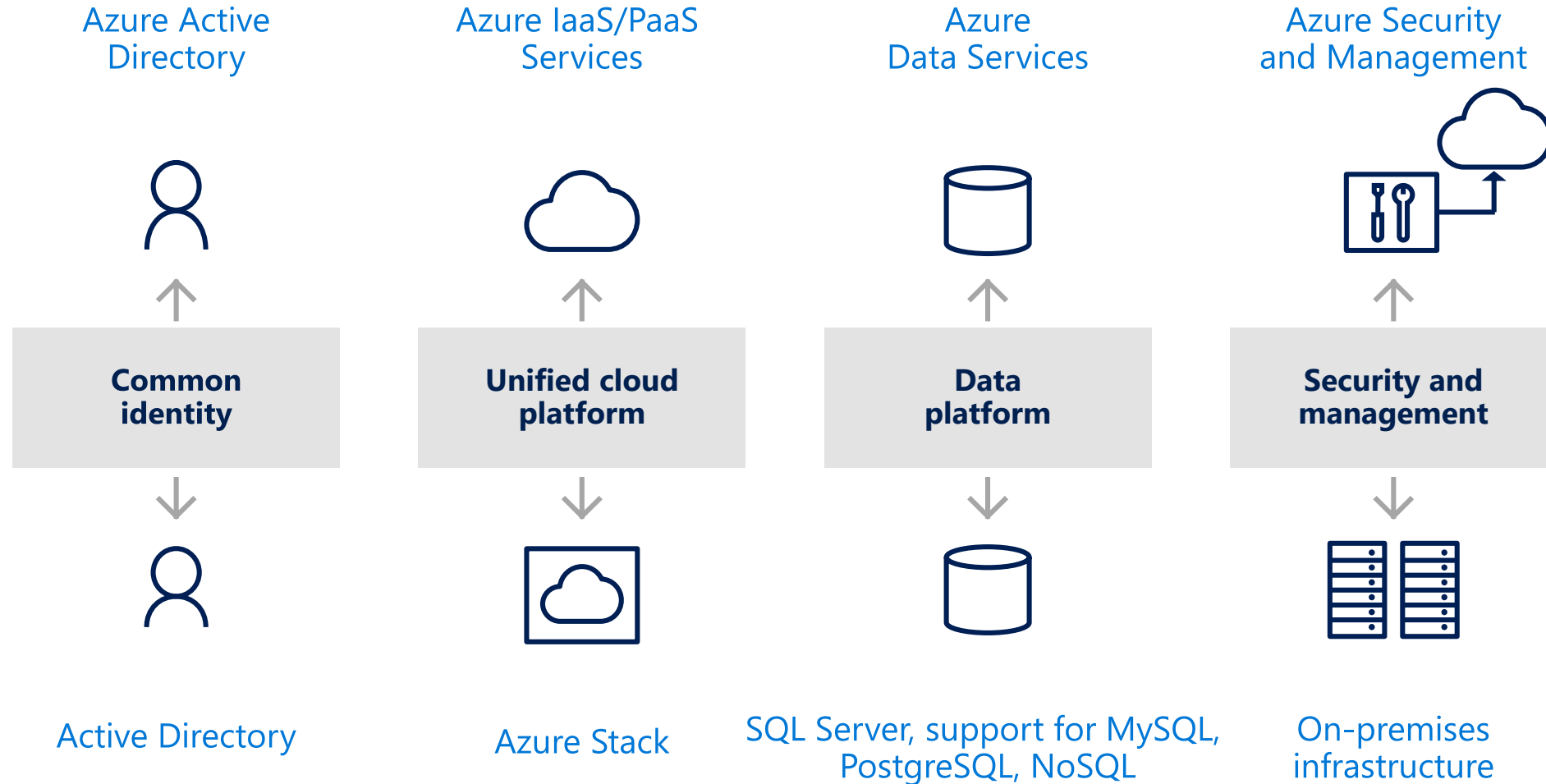


# Azure SMB Partner Opportunity

- ✓ Partner Opportunity
- ✓ **Why Migrate to Azure**
- ✓ Next steps



# Azure is the only consistent hybrid cloud



# Cloud migration will continue to grow



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

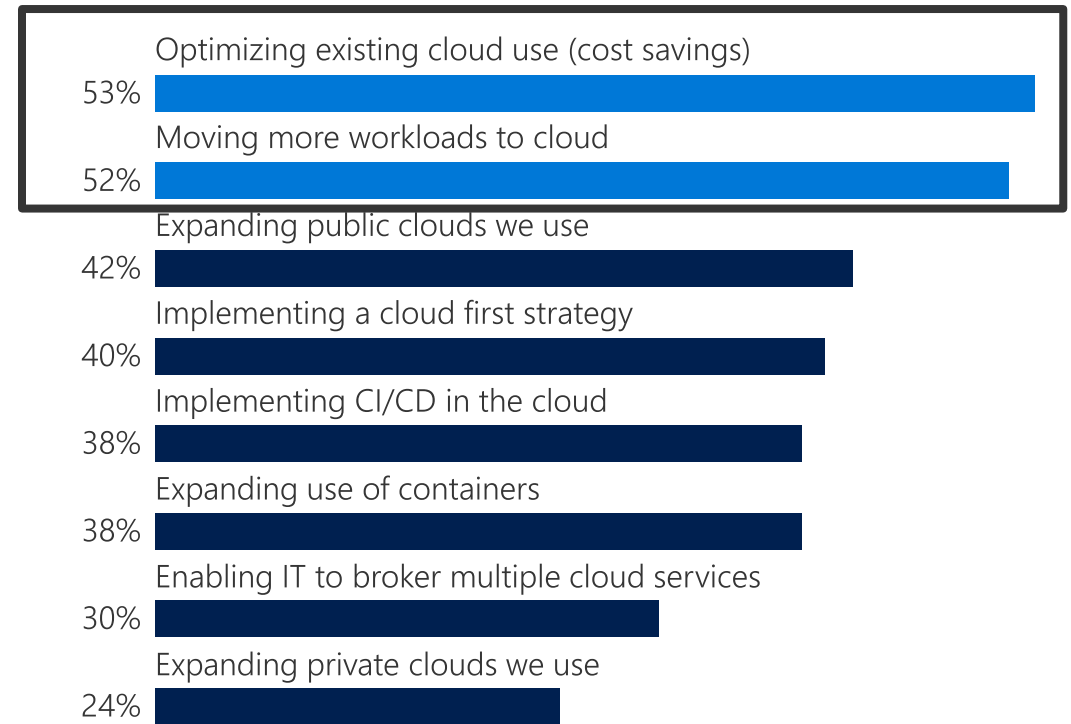
–Gartner



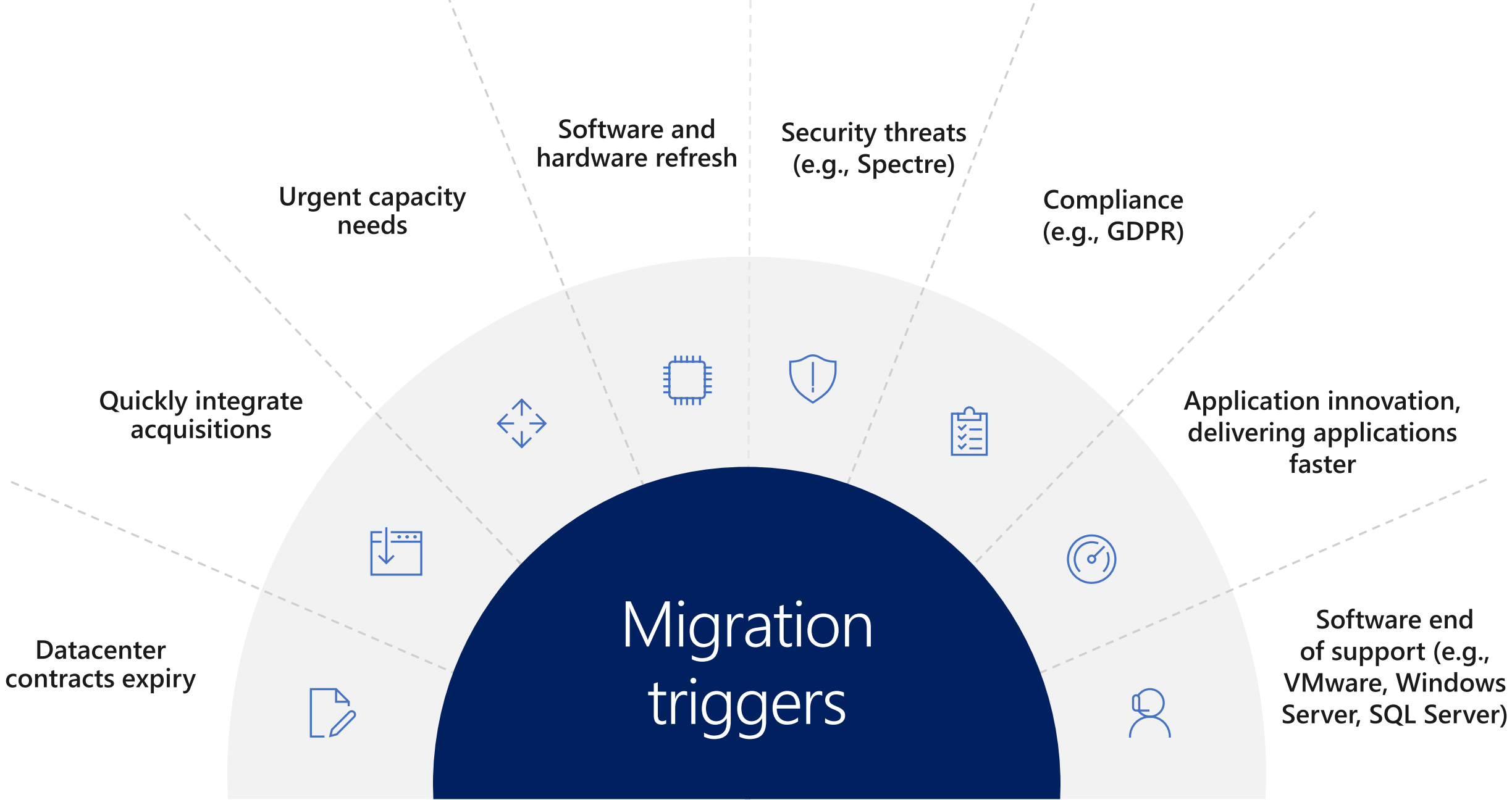
Azure PaaS reduces **time required to manage apps by 80%** and **time to deploy a new app by 50%**

–Forrester

## Top cloud initiatives



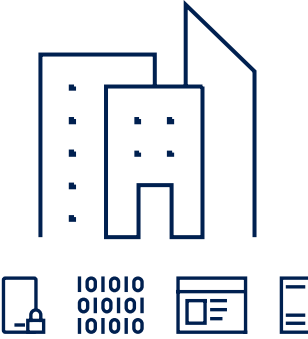
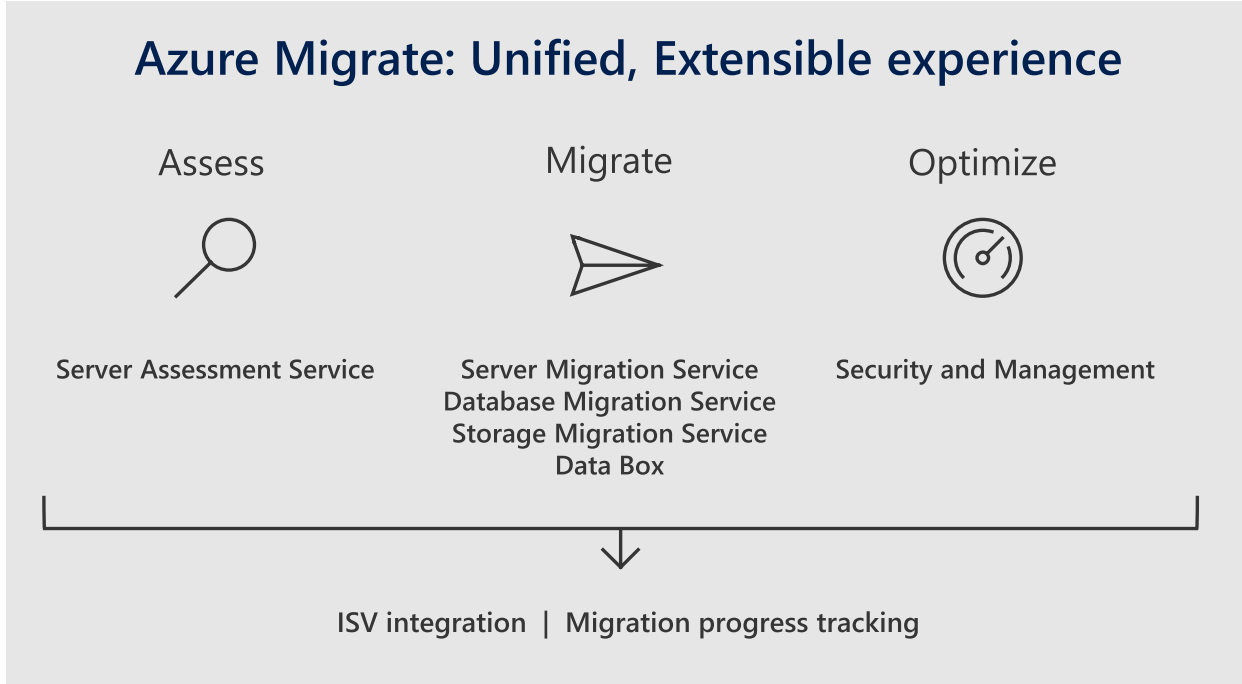
Top 2 initiatives



# Azure migration vision

## Do it yourself

Azure TCO calculator | Azure migration center | Azure Essentials



**On-premises**

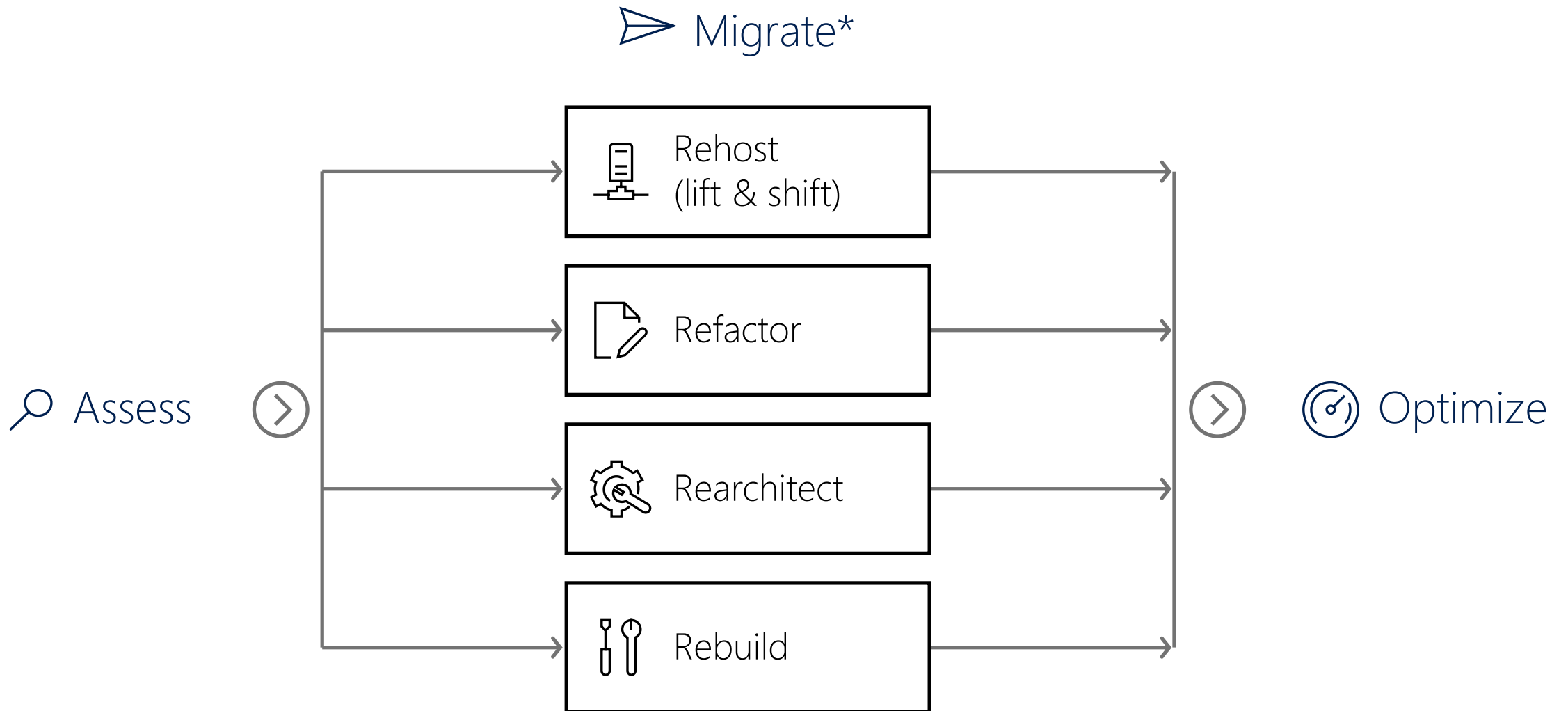


**Azure**

## Assisted

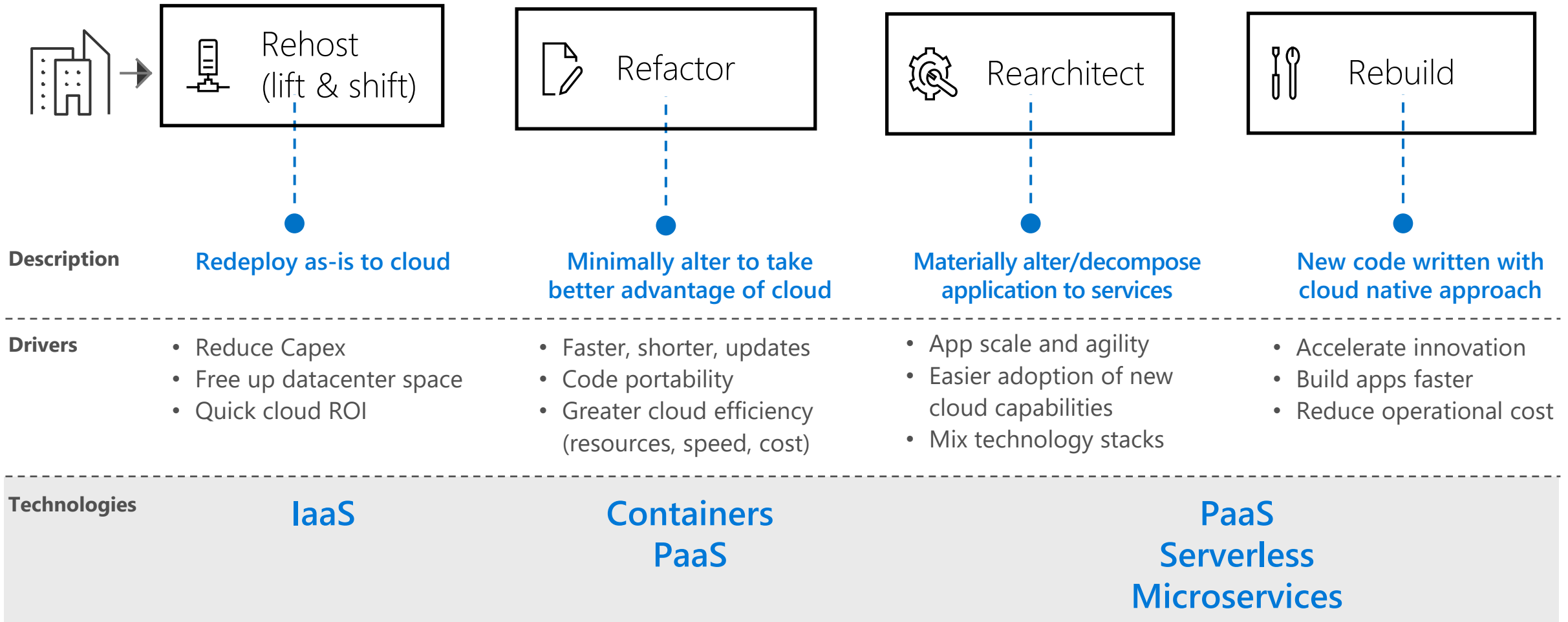
FastTrack for Azure | Managed Service Providers | Systems integrators

# Azure migration journey

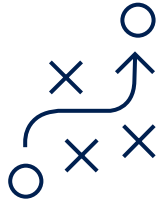


\*These migration strategies are adopted from Gartner research. Gartner also calls out a 5<sup>th</sup> strategy called "Replace" which is about SaaS. We won't focus on that here..

# Migration and Modernization strategies



# Confidently migrate your applications, data, and infrastructure to Azure

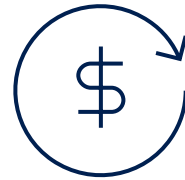


## Flexible migration options with hybrid support

Hybrid infrastructure  
(Windows Admin Center, Azure security and management, Azure Active Directory)

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

On-premises server innovation



## Cost-effective throughout the entire migration experience

Azure Hybrid Benefit

Free security updates for EOS servers  
(for 3 years after EOS timeline)

Free tools to get started

Free cost management solution



## Low risk, high confidence migration

Decades of enterprise experience

Secure/Compliant EOS servers  
(for 3 years after EOS timeline)

Azure migration center

Rich partner ecosystem

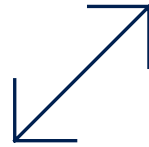
# Lower your TCO significantly by migrating to Azure

Save up to **78%\***



Datacenter migration TCO  
vs. on-premises

Save up to **68%\***



Rehost application  
on Azure

Save up to **63%\***



Rearchitect application  
on Azure

Migrate EOS servers to Azure, get free Extended Security Updates: >\$300K savings over 3 years for 100 VMs\*

\*Source: [Azure.com/tco](https://azure.com/tco)

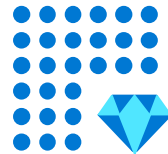


# Why customers migrate to Azure



## Unparalleled Innovation

Azure SQL Database  
Azure IaaS  
Azure Migrate/ Azure Lighthouse



## Unmatched Security

Azure Security Center  
Azure Sentinel  
Confidential Computing



## Unbeatable Offers/Programs

Free Extended Security Updates  
Azure Migration Program  
ISV Certification Hub

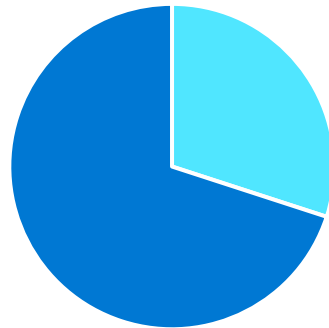
## Hybrid by design

SQL code parity | Windows Admin Center | Azure Hybrid Benefit

# Windows Server migration

## OPPORTUNITY

>70%  
of world's on-  
premises servers run  
Windows Server



## SOLUTION

**Windows Server + Azure better together**  
Comprehensive hybrid protection: Azure Security Center  
Modern management: Windows Admin Center  
Integrated identity, backup, disaster recovery

## GO - DOS

### Migrate

Windows Server to Azure VMs

### Attach

Azure security/ management  
to migrated VMs

### Help customers save money

with Server Subscriptions & Extended  
Security Updates

[\\*Source VMware, 2018](#)

# SQL Server migration

## OPPORTUNITY

1 in 3 on-premises databases is a SQL Server<sup>1</sup>

98 of Fortune 100 run SQL Server

## SOLUTION

**Azure SQL Database Managed Instance**  
Migrate SQL apps without changing code  
Code parity | Evergreen | Built-in HA

## GO - DOS

### Migrate

SQL Server to Azure SQL Database  
Managed Instance

### Migrate

SQL Server to Azure VMs based on  
customer scenario

### Help customers save money

with Server Subscriptions & Extended  
Security Updates

1: <https://db-engines.com/en/system/Microsoft+SQL+Server>

# Linux/OSS DB migration

## OPPORTUNITY

**50%** of Azure compute is Linux  
**70%** of Red Hat, SUSE, Cloudera, Pivotal, Elastic deployments run on-premises  
**80%** of Web Apps run MySQL

## SOLUTION

**Azure IaaS for Linux VMs**  
Azure Marketplace solutions from top Linux ISVs  
Azure Database for MySQL/ PostgreSQL/ Maria DB  
Azure Cosmos DB for MongoDB, Cassandra, Hbase

## GO - DOS

### Identify

Microsoft-friendly customers who run Linux & Open Source Databases

### Migrate

open source SQL and NoSQL databases to fully managed Azure services

### Co-sell

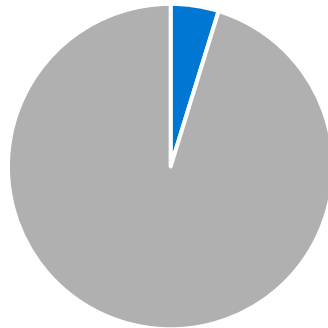
Azure migration with Red Hat, SUSE, Cloudera, Pivotal, Elastic

[\\*Source VMware, 2018](#)

# Web apps migration

## OPPORTUNITY

30M ASP.NET  
public  
websites



Just 1M+  
already in  
Azure

## SOLUTION

Build, deploy, and scale web apps  
on a fully managed platform

Support for most common languages/frameworks  
Built-in DevOps and monitoring  
Automated assessment and migration

## GO - DOS

### Pitch

the benefits of App Service and other  
fully managed services for web  
applications workloads

### Assess

any website and migrate ASP.NET or  
PHP apps using the App Service  
Migration Assistant

### Help

customers optimize and modernize  
web apps faster to differentiate  
through innovation

# Unlocking best pricing for SMB customers



## Variable Workloads

- Application development, testing
- e-Commerce
- Analytics & Data Science
- Reporting

*Customers desire efficiency, performance, scalability*



**Azure Hybrid Benefit**



**Pay-As-You-Go**

For customers *with* Software Assurance

**Pay-As-You-Go**

For customers *without* Software Assurance



## Predictable Workloads

- Line of Business Apps
- CRM
- Content Management
- Procurement, Asset Management

*Customers desire cost savings, prioritized capacity, flexibility*



**Azure Hybrid Benefit**



**Reserved Instances**

For customers *with* Software Assurance

**Server Subscription + Reserved Instances**

For customers *without* Software Assurance

# Azure SMB Partner Opportunity

- ✓ Partner Opportunity
- ✓ Why Migrate to Azure
- ✓ **Next steps**

# Win with Microsoft Azure

Learn more at <http://azure.com/partners>

011010 1010  
001101010 011001

## Build cloud practices and IP on Microsoft Azure

- Explore the [Windows Server](#) and [SQL Migration](#) and [Web App](#) Modernization opportunity
- Build your Azure migration practice with the latest [practice guidance](#)
- Differentiate your practice by earning [Azure advanced specialization](#)
- Unlock the benefits of being an Indirect Reseller of Azure with [CSP](#)

## Capitalize on growing SMB cloud Migration momentum

- Get all the [tools and resources](#) you need to migrate apps, data, and infrastructure with confidence
- Leverage great marketing content to support you with [Digital Marketing Content OnDemand](#)
- Sign up to the [Cloud Enablement Desk](#) to accelerate your business growth
- Deliver differentiated managed services with [Azure Lighthouse](#)
- Access the [Azure Migration Program](#) for Partners
- Get the [resources](#) to accelerate your business



New

# Azure partner zone

Your destination for the latest content, news and guidance

<http://azure.com/partners>

The screenshot shows the Azure Partner Zone website. At the top, there is a navigation bar with the Microsoft logo, 'Azure for Partners', and several dropdown menus: 'Opportunity', 'Migrate', 'Innovate', 'Enable', and 'Specialized'. On the right side of the navigation bar, there is a link for 'All Microsoft' and a LinkedIn icon. The main content area features a large header image of a server room. On the left side of this image, there is a white box with the text 'Your trusted source' and a welcome message. Below this, there is a section titled 'Azure sales and partner priorities' with a list of categories: 'Applications, Infrastructure, Data, AI'. At the bottom of the page, there is a large blue triangle graphic with the words 'MIGRATE', 'INNOVATE', and 'ENABLE' on its sides. Below the triangle, there are three columns of text describing each category: 'Migrate existing apps to Azure and optimize', 'Innovate with new apps, modernize existing apps', and 'Enable customers for'.

Microsoft | Azure for Partners Opportunity ▾ Migrate ▾ Innovate ▾ Enable ▾ Specialized ▾ All Microsoft ▾ in

## Your trusted source

Welcome, Azure partner. Azure partner zone is your destination for the latest content, news, and guidance. Here you'll find the latest and greatest resources to help you identify new opportunities, shorten sales cycles, and accelerate your business growth!

## Azure sales and partner priorities

Applications, Infrastructure, Data, AI

Migrate existing apps to Azure and optimize

INNOVATE

Innovate with new apps, modernize existing apps

ENABLE

Enable customers for

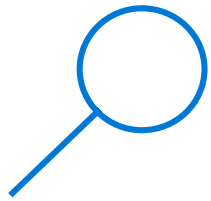
# Thank you

# Appendix

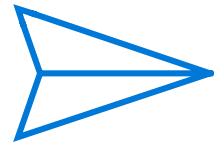
**Additional Content from other decks**

# Azure migration journey

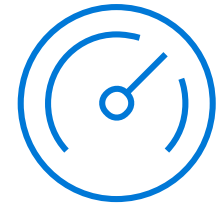
**Top-down buy in:** Business case | Executive sponsorship | Business and IT alignment



Assess



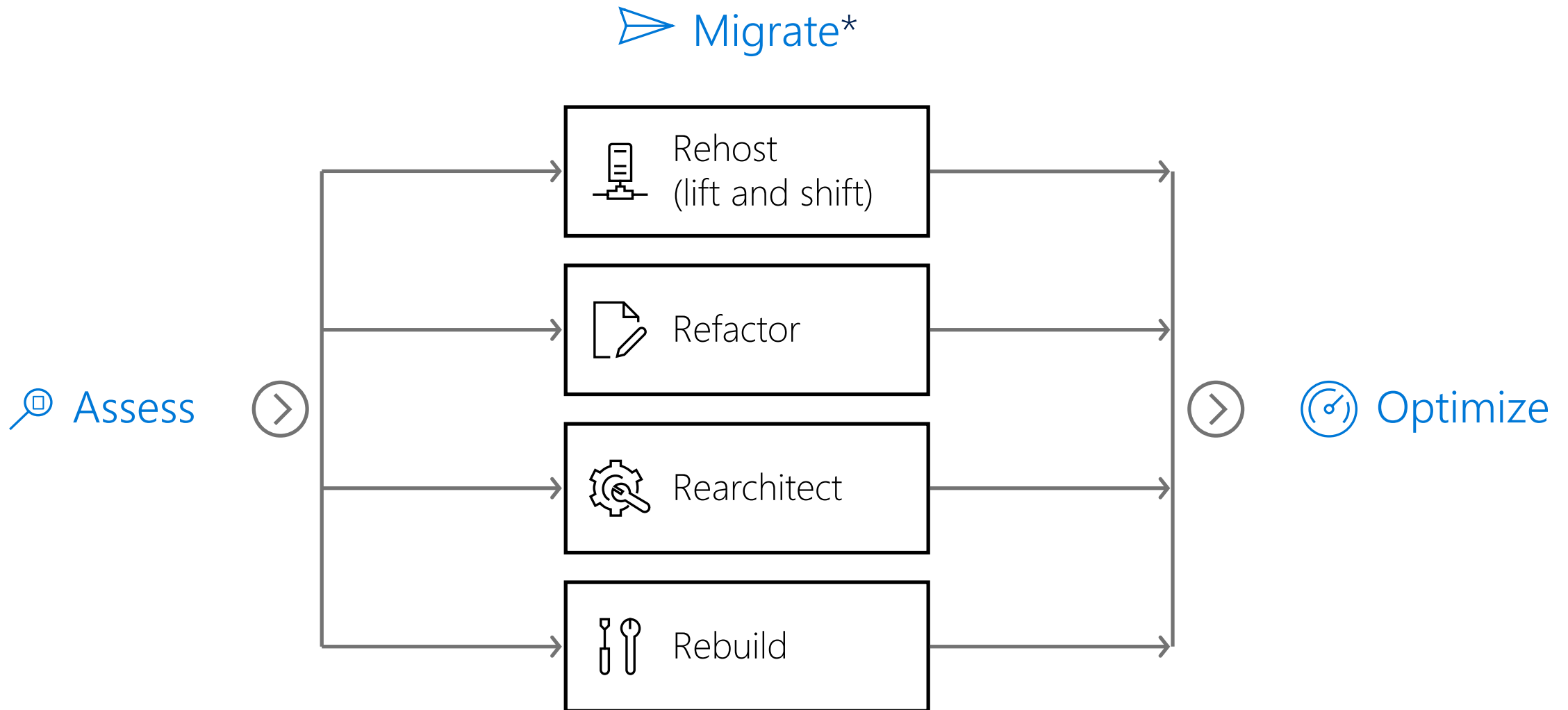
Migrate



Optimize

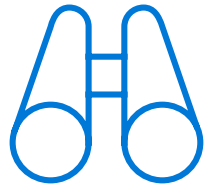
**Foundational investments:** Technical | Process | People

# Breaking down the Azure migration journey



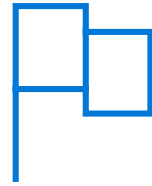
\*These migration strategies are adopted from Gartner research. Gartner also calls out a 5<sup>th</sup> strategy called "Replace" which is about SaaS. We won't focus on that here..

# Assess your applications, data, and infrastructure



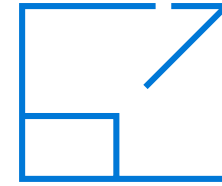
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Discover



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Map



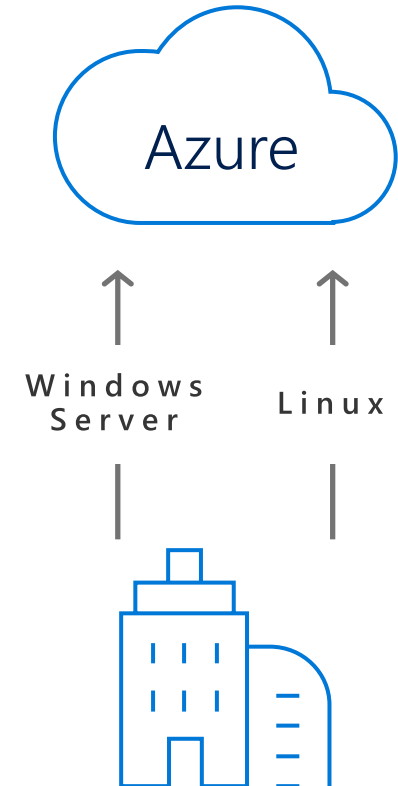
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Evaluate

# 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 3<sup>rd</sup> 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

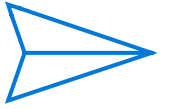
You are looking to get started at no additional cost


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

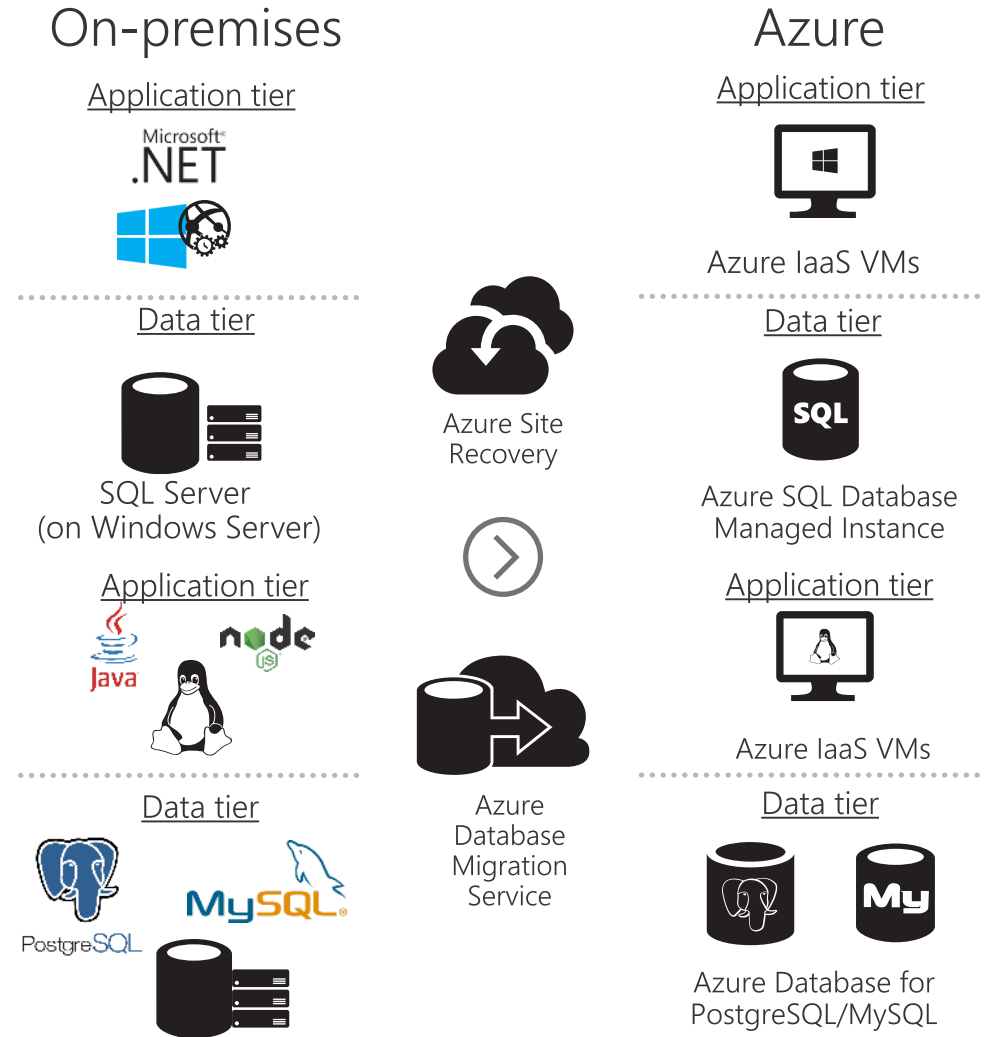
## What is it?

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



# Confidently lift & shift Windows Server to Azure



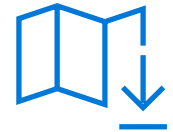
Hybrid flexibility  
with Windows Admin  
Center and Azure  
Security Center



Rich development  
experience for  
existing and  
new applications



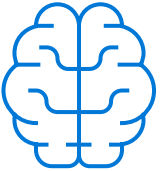
Most **cost-effective** with  
Azure Hybrid Benefit +  
Azure RI, (up to 67%\*  
lower than AWS)



Comprehensive  
**support** from a  
single source

# Confidently lift & shift SQL Server apps to Azure

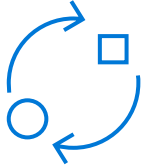
## Azure SQL Database Managed Instance



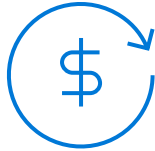
**Built-in intelligence**  
to optimize performance  
and security



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



**Seamless and compatible  
migration** without  
changing your  
applications

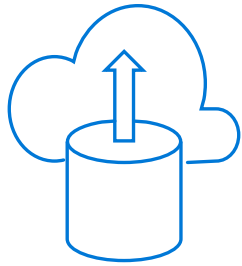
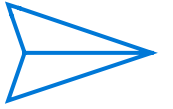


**Competitive TCO**  
from fully-managed  
service and  
hybrid benefit

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

\*For on-premises SQL Servers with active Software Assurance

# Confidently lift & shift your databases with Azure Database Migration Service



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

**Near-zero downtime** as you migrate your business critical apps

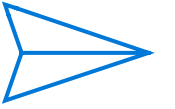
**Migrate at scale** from multiple sources to your target database

## Scenarios

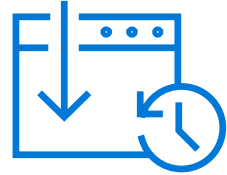
Source	Target	Status
SQL Server	Azure SQL Database (single/elastic)	Generally Available
SQL Server	Azure SQL Database Managed Instance	In preview
SQL Server	SQL Server in Azure VMs	In preview
MySQL	Azure Database for MySQL	In preview
PostgreSQL	Azure Database for PostgreSQL	In preview
MongoDB, Cassandra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



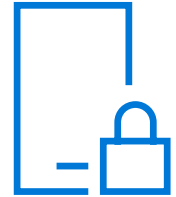
Global, highly available,  
hosted service



Immediate access to  
latest features  
Upgraded every 3 weeks



Scalable for teams  
of any size  
From tens to thousands

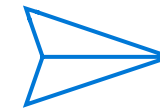


Compliant and  
secured by design

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

# 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.

### On-premises

Application tier



Web application

Data tier



SQL Server  
(on Windows Server)



### Azure

Application tier



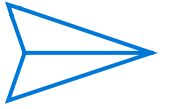
Azure App Service

Data tier



Azure SQL Database  
Managed Instance

# Migration strategies: Rearchitect application



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

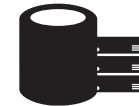
Decompose a monolithic application into microservices that work together and readily scale on Azure; rearchitect SQL Server to a fully managed Azure SQL Database

## On-premises

Application tier



Data tier



SQL Server  
(on Windows Server)



## Azure

Application tier



Azure Container Service  
(AKS)

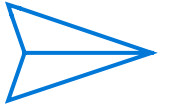
Data tier



Azure SQL Database



# Migration strategies: Rebuild application



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

Azure

Application tier



Azure Functions



Azure Logic Apps

.....  
Data tier



Azure SQL Database



Azure Cosmos DB