



PARTNER OPPORTUNITY PLAYBOOK

# Cloud Migration and Modernization

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# The market for migration

If you're looking for ways to expand your cloud practice, this is your opportunity: the SMB total addressable market for Microsoft Azure is estimated to be worth \$142 billion.<sup>1</sup> And as cloud computing becomes more central to your customers' modernization strategies, they'll look to you for help unlocking its limitless possibilities. Whether it's the intelligent cloud, scalable infrastructure, edge computing, or IoT—SYNNEX is here to help you get ready.



On average, only  
**20%**  
of workloads  
currently run on the  
public cloud<sup>2</sup>



The SMB total  
addressable market for  
Azure is estimated at  
**\$142**  
billion<sup>1</sup>



Cloud migration  
services account for  
**30%**  
of the overall  
implementation  
services market<sup>3</sup>

<sup>1</sup> Microsoft. *US Azure Upsell Campaign Partner Pitch Deck*. April 2019. <sup>2</sup> Gartner. *Market Insight: Cloud Migration Part 1—Where Are the Opportunities for Service Providers?* May 2018.

<sup>3</sup> Bernstein. *2019 IT Hardware: June 2019 CIO Survey – Is Spending Slowing?* May 2018.

# Become a migration partner for your customers

Did you know that Microsoft Azure is the only consistent hybrid cloud option on the market? That's right. You'll be selling the only cloud service that allows customers to move just a portion of their data to the cloud while the rest remains on an on-premises server.

Whatever your customers' drivers for cloud adoption—competition, innovation, process improvements, or scaling up—SYNNEX can help you deliver the right solutions to them, wherever they are in their cloud journey.



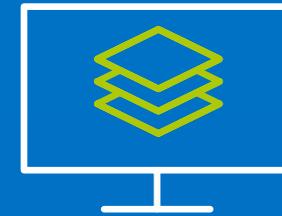
**50%**

**of large SMBs**  
will move to the cloud in  
the next 12 months<sup>4</sup>



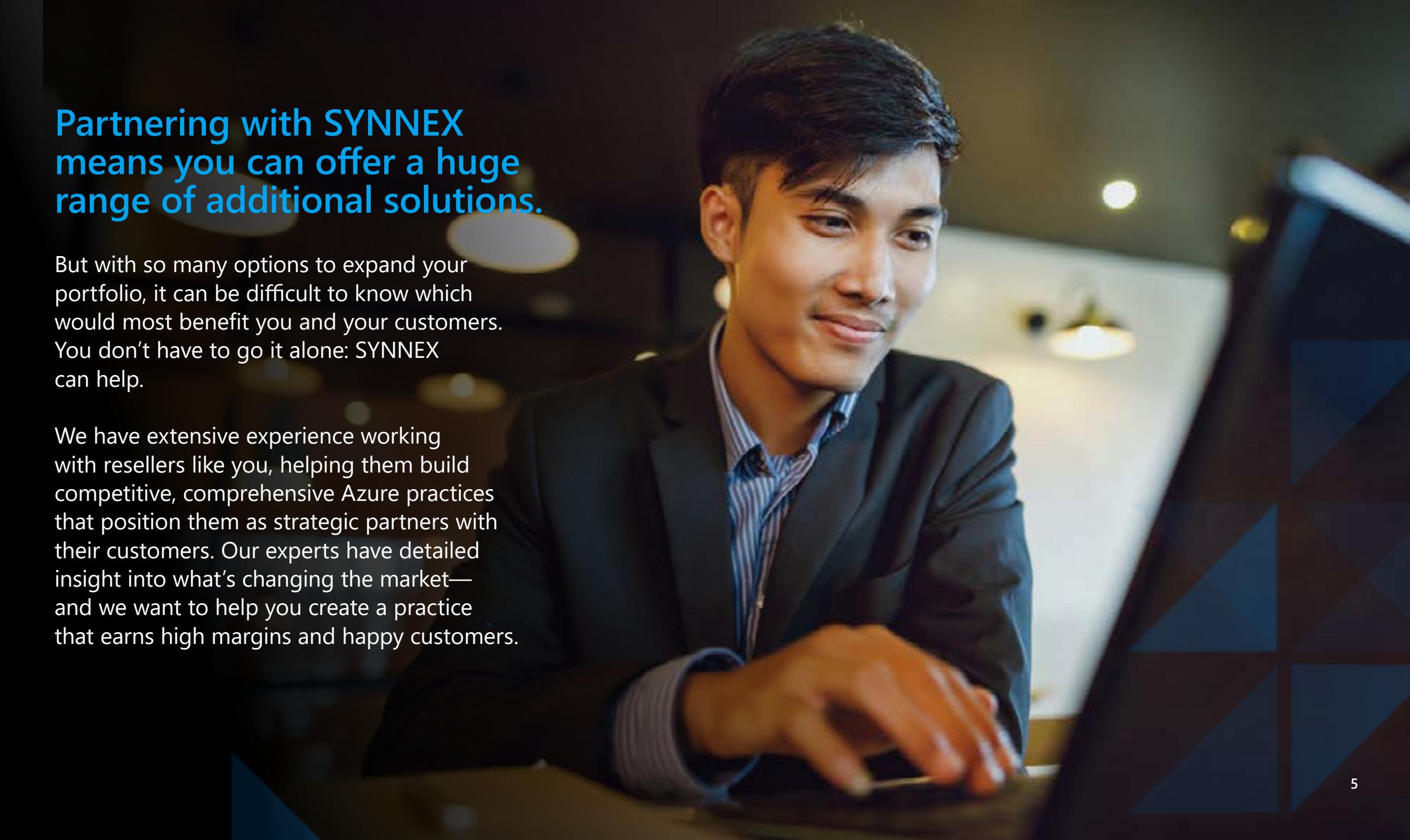
**80%**

**of CIOs**  
will be pressured by their business  
leaders to evaluate migrating their  
datacenters to IaaS<sup>5</sup>



Save **40%**

on virtual machines from your  
customers' existing license  
investments with Azure Hybrid Benefit

A man with dark hair, wearing a dark suit jacket over a light-colored striped shirt, is sitting at a desk in a dimly lit office. He is looking towards the right side of the frame, where a computer monitor is visible. The background is blurred, showing some office lights and a white wall. The overall mood is professional and focused.

## Partnering with SYNEX means you can offer a huge range of additional solutions.

But with so many options to expand your portfolio, it can be difficult to know which would most benefit you and your customers. You don't have to go it alone: SYNEX can help.

We have extensive experience working with resellers like you, helping them build competitive, comprehensive Azure practices that position them as strategic partners with their customers. Our experts have detailed insight into what's changing the market—and we want to help you create a practice that earns high margins and happy customers.

# Why modernization matters now

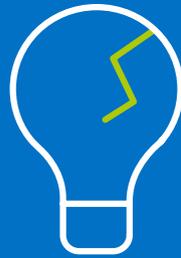
It's not just the changing business landscape that's driving innovation. We've reached end of support (EOS) for several key Microsoft business products, including the 2008 editions of Windows Server and SQL Server. With more than **3 million current Windows Server 2008 licenses in need of upgrades**, migration of on-premises workloads to Azure is one of the largest modernization opportunities waiting for you.

Customers who move to Azure benefit from:



## Comprehensive compliance

Help customers stay compliant with the diverse Azure compliance portfolio—which offers more certifications than any other cloud provider.



## Cost-effective innovation

Unlock new possibilities that drive business without breaking the bank. With Azure, you'll offer a foundation that allows customers to run any part of their infrastructure in the cloud, on their terms.



## Enhanced security

Help customers get always up-to-date security updates that protect their business-critical data and applications across the cloud and on-premises.





## Big benefits for resellers

Resellers who help their customers migrate to Azure benefit—in a big way. Azure costs 5 times less than Amazon Web Services (AWS),<sup>6</sup> making it easier for you to offer cost-effective cloud solutions for customers who want to modernize. What's more, you'll cash in on a lucrative market. See the numbers for yourself.



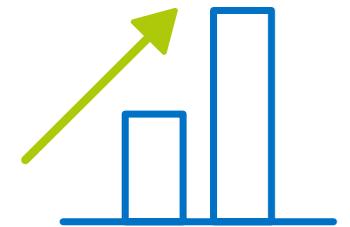
**\$72.4B**

in migration  
market revenue  
opportunities  
worldwide<sup>2</sup>



**141%**

ROI from  
building an  
Azure practice<sup>7</sup>



**49%**

Average gross  
margin in the  
third year of your  
Azure practice<sup>7</sup>

<sup>6</sup> <https://azure.microsoft.com/en-us/overview/azure-vs-aws/cost-savings>

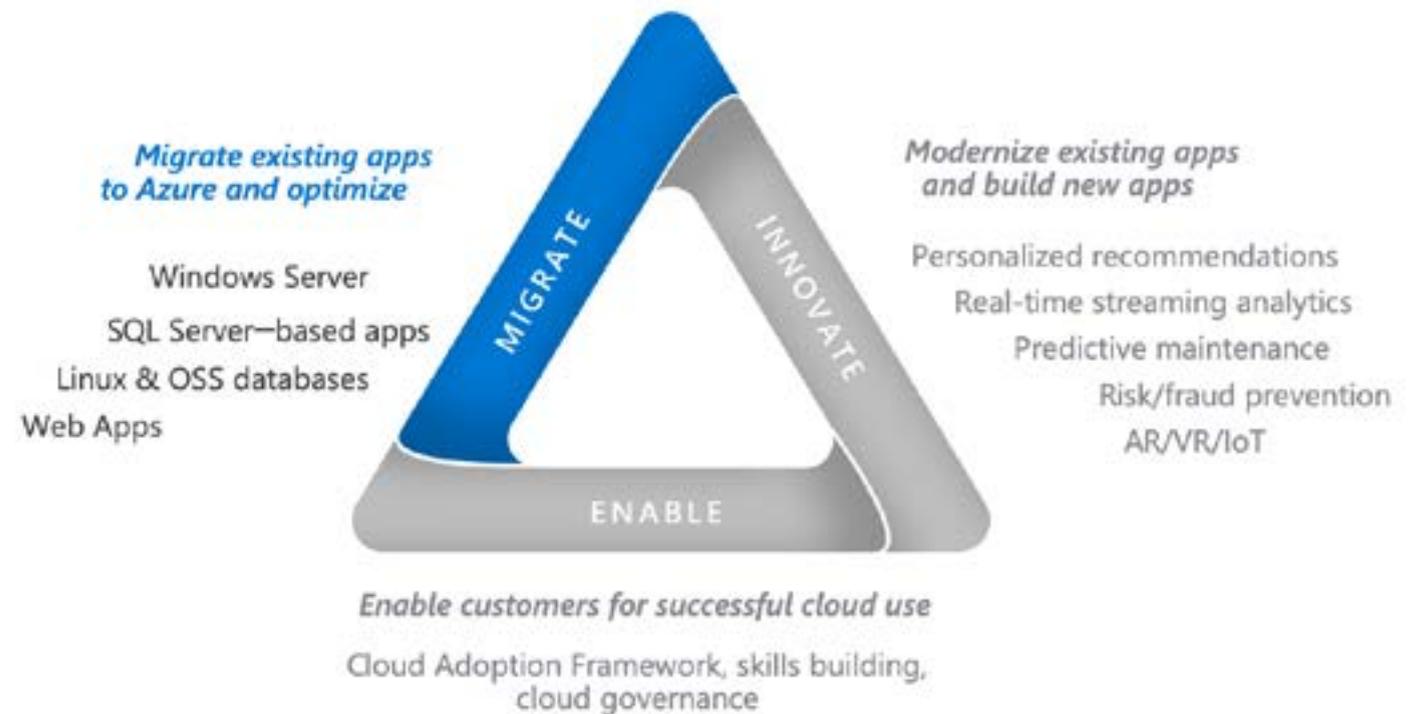
<sup>7</sup> Forrester. *The Partner Opportunity Assessment for Azure Service Partners: A Total Economic Impact Partner Opportunity Analysis*. 2019.

# Unlock more growth opportunities with Azure

Migration is key to accelerating your customers' journeys to the cloud and building your Azure practice. But migration is just the first step. SYNEX is here to help you unlock new growth opportunities with Azure, from managed services to application modernization. Take a closer look at the possibilities that Azure can open for your business as it helps you meet customers' evolving needs.

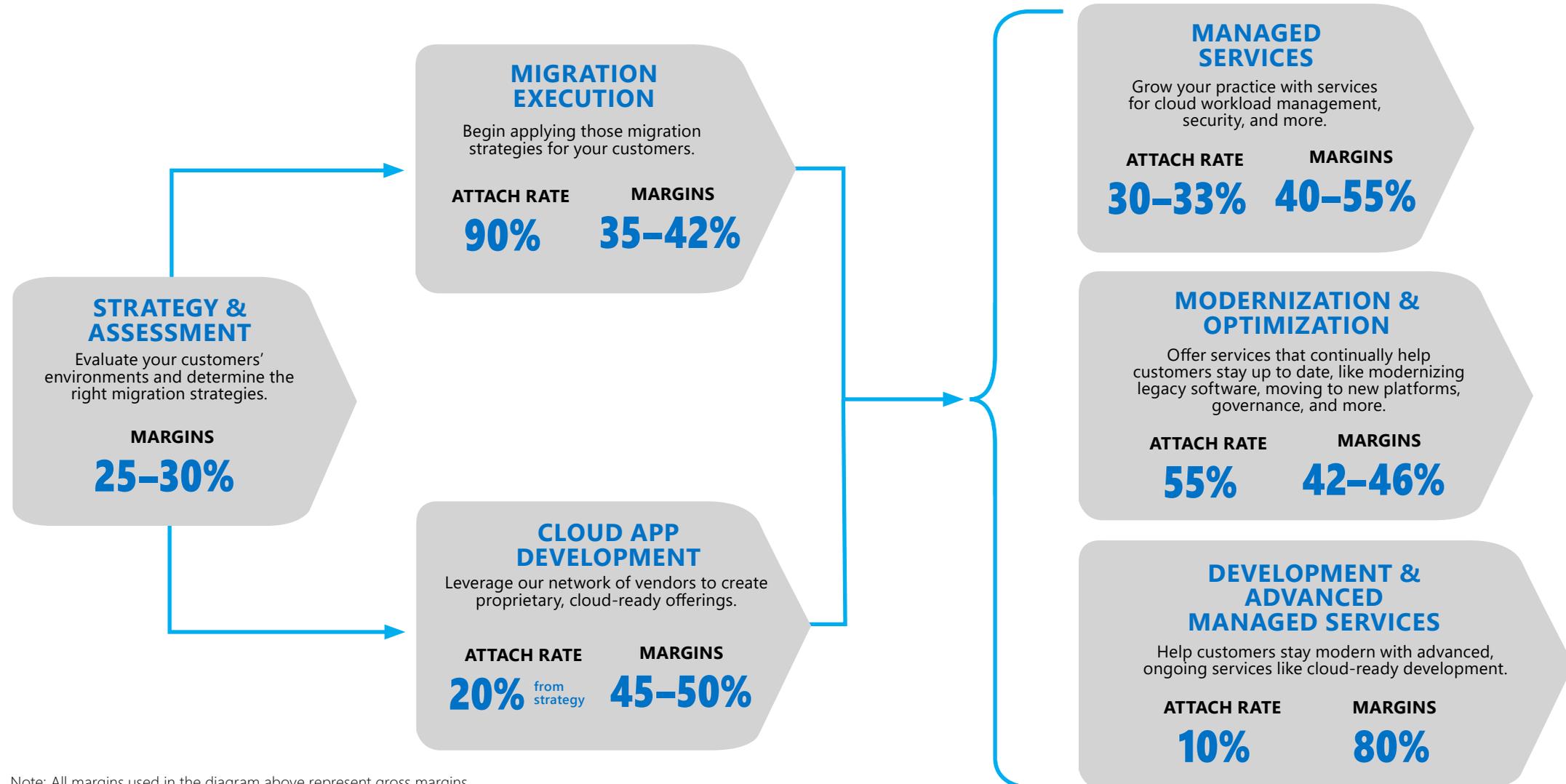
## Azure Practice Scenarios

Meet the growing digital transformation needs of your customers



# How to grow your Azure practice

Here's a closer look at how you'll benefit as you build your Azure practice with SYNEX.

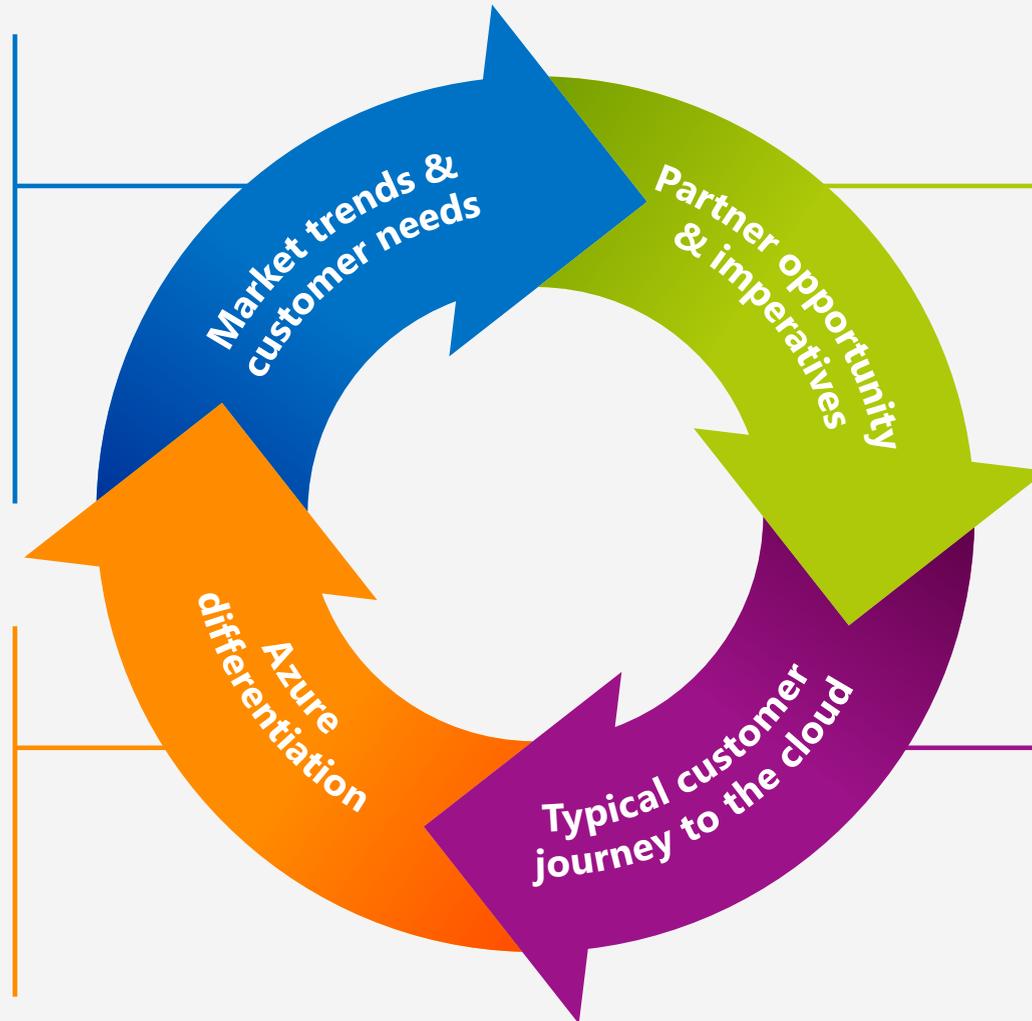


Note: All margins used in the diagram above represent gross margins.

Source: Forrester. *The Partner Opportunity Assessment for Azure Service Partners: A Total Economic Impact Partner Opportunity Analysis*. 2019.

# Create the right migration practice for your customers' needs

- The SMB total addressable market for Azure is estimated to be worth \$142 billion<sup>1</sup>
  - 50% of large SMBs will move to the cloud in the next 12 months<sup>4</sup>
  - Cost reduction, on-demand capacity, and IT as a strategic asset are key motivators<sup>8</sup>
  - Customers are looking for a combination of hybrid, private, and public cloud solutions
- 
- Azure has native support for Windows, Linux, containers, and hybrid cloud
  - Broad ecosystem of ISVs for tooling
  - Ongoing managed services and development opportunities



- Migration is a key entry point for partners
  - More than 50% of customers will look to third parties for help<sup>9</sup>
  - Start with planning, designing, building, and management<sup>10</sup>
  - Security and roadmap offerings are critical
- 
- Start with IaaS "Lift and Shift," IaaS optimization
  - Managed services include monitoring, security, and compliance
  - Expand with IaaS to PaaS, app modernization through architecting/re-platforming

# Top triggers for customer workload migrations

## Cost model transformation

- Reduced costs by transitioning from CAPEX to OPEX
- Datacenter modernization
- Improved datacenter operational costs

## Need for business agility

- New capabilities like advanced analytics
- Better time to value—easily build, deploy, and manage
- Expanded skills availability
- More relevant internal IT that drives higher business value

## Security and compliance

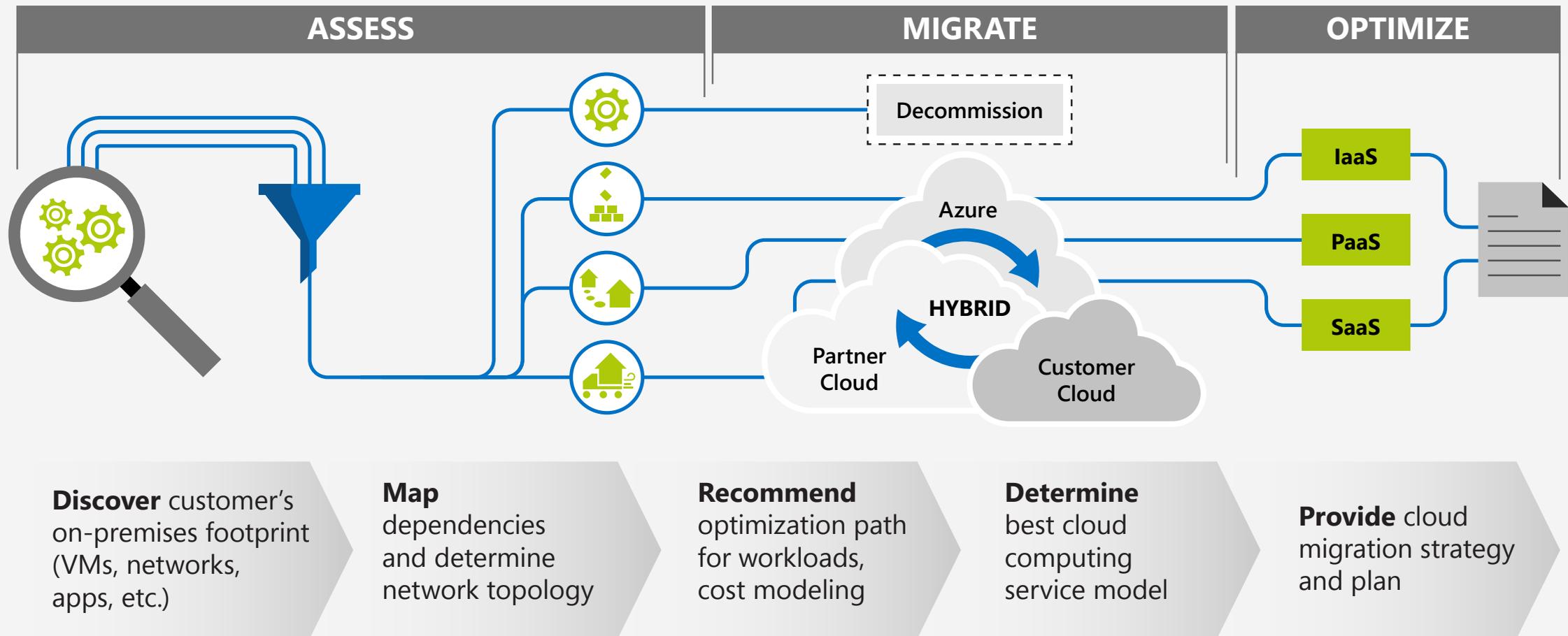
- Modern security for modern threats
- More tools for meeting regulatory compliance requirements
- Ensured business continuity

## Contracts, licenses up for renewal

- Simplified management of expiring co-location contracts, end of support for software, and end of support contracts

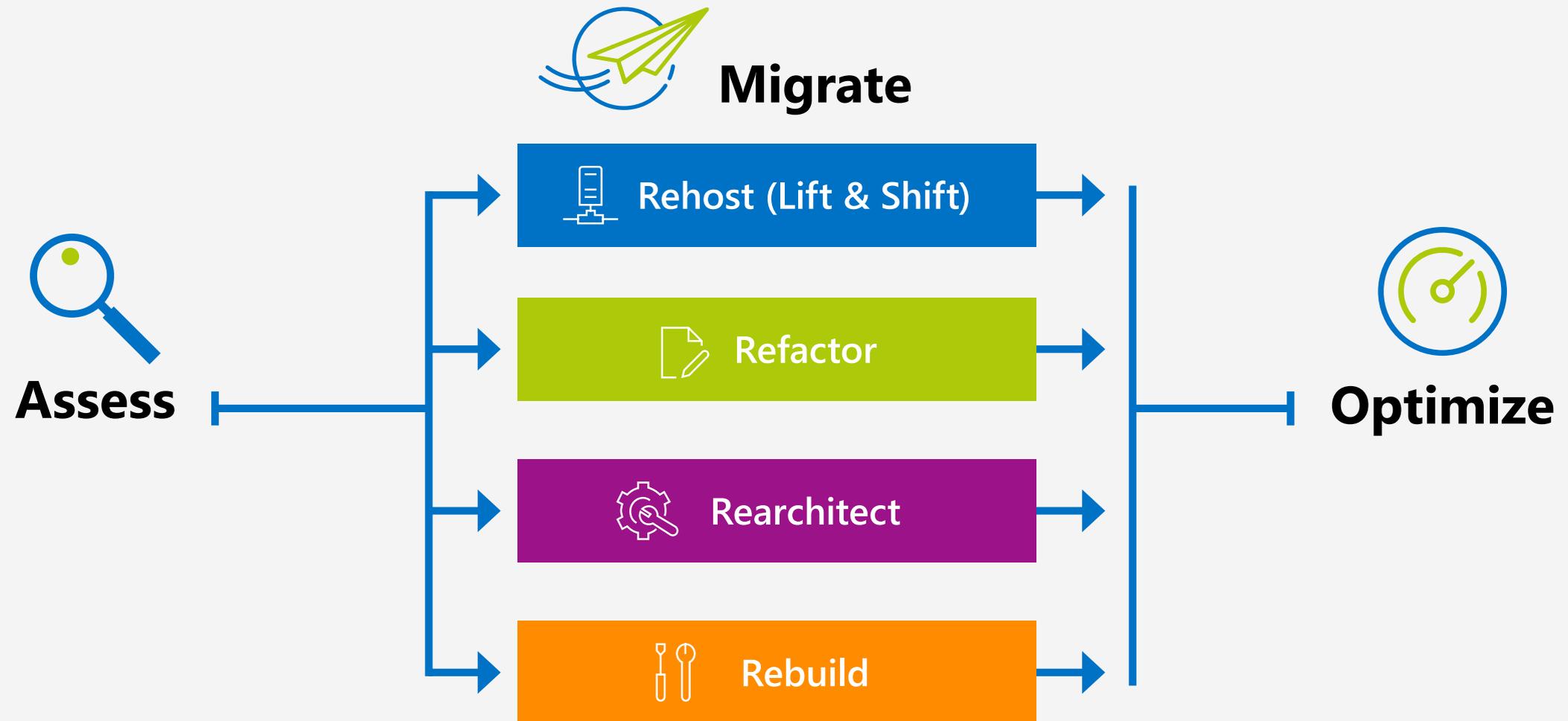
# Understanding a typical on-premises to cloud migration

Cloud migrations can be complicated, but we're here to help simplify them. Here's an end-to-end look at what's involved to migrate a customer's on-premises environment to the cloud.



# Azure migration journey

Once a customer's on-premises environment has been assessed to determine inventory and needs, it's time to help them select a migration strategy.



# Summarizing cloud migration strategies

|             |  <b>Rehost (Lift &amp; Shift)</b>              |  <b>Refactor</b>  |  <b>Rearchitect</b>  |  <b>Rebuild</b>  |
|-------------|---|--|---|---|
| Description | Redeploy as-is to cloud   | Minimally alter to take better advantage of cloud  | Materially alter/decompose application to services  | New code written with cloud-native approach   |
| Driver      | <ul style="list-style-type: none"> <li>• Reduce CAPEX</li> <li>• Free up datacenter space</li> <li>• Quick cloud ROI</li> </ul> | <ul style="list-style-type: none"> <li>• Faster, shorter updates</li> <li>• Code portability</li> <li>• Greater cloud efficiency (resources, speed, cost)</li> </ul> | <ul style="list-style-type: none"> <li>• App scale and agility</li> <li>• Easier adoption of new cloud capabilities</li> <li>• Mix technology stacks</li> </ul> | <ul style="list-style-type: none"> <li>• Accelerate innovation</li> <li>• Build apps faster</li> <li>• Reduce operational cost</li> </ul> |
| Technology  | <b>IaaS</b>   | <b>Containers</b><br><b>PaaS</b>   | <b>PaaS</b><br><b>Serverless</b><br><b>Microservices</b>  | <b>PaaS</b><br><b>Serverless</b><br><b>Microservices</b>  |



**The breadth of Azure offerings and migration strategies can be daunting, but we're here to help.**

SYNNEX has in-house Azure experts who can guide you and solve most technical issues on the spot. We also have direct connections to Microsoft for anything more complex—rest assured that you and your customers will be fully supported.

You can also count on our expansive vendor ecosystem, which gives us the network, experience, and deep technical expertise to help you take on new challenges and deliver the best possible services and offerings to your customers.

Ready to take the next steps to building a successful cloud practice?

# Next steps

We have all the essential resources you need to start building your Azure practice. From marketing kits to how-to guidance for your first migration, we've got you covered.

## [Azure Resource Hub](#)

Get everything you need to grow or launch your Azure practice.

## [Windows Server 2008 and SQL Server 2008 EOS Resource Hub](#)

Get resources to educate customers about end of support, so you can close more deals.

## [Azure Simple Start Online Workshops](#)

In this series of 3 on-demand workshops, Microsoft and SYNnex experts walk you through your first Azure migration, from defining a strategy to migrating and optimizing.

## [Why SYNnex for Azure](#)

Learn how SYNnex helps support your Azure journey.

## [Microsoft Azure Partner Zone](#)

Stay up to date on the latest content, news, and guidance from Microsoft for Azure partners.

# Let's start boosting your business

To learn more about partnering with SYNEX to help your customers modernize their businesses, connect with our team at [MSFTCSP@SYNEX.COM](mailto:MSFTCSP@SYNEX.COM).

SYNEX brings the most relevant technology solutions to the IT and consumer electronics markets to help our partners sustainably grow their business. We distribute more than 30,000 technology products from more than 300 of the world's leading and emerging manufacturers, and provide complete solutions to more than 20,000 resellers and retail customers in the U.S., Canada, and Japan. As part of our value-added services, SYNEX provides a variety of professional and marketing services, including demand generation; education and training; pre- and post-sales support; end-user enablement; server assessment; design and integration; product lifecycle support; contract design and assembly; and IT resource planning. In addition, SYNEX provides a wide range of financial options to ensure that our partners always have the means to close deals.

