PARTNER GUIDE

Overcoming Azure Concerns

Your guide to answering customers' toughest questions about the cloud

SYNNEX CORPORATION | ▦ Microsoft

TABLE OF CONTENTS

For customers, moving to the cloud may feel daunting—and their path to modernization might be hindered by concerns about security, performance, cost, or compliance. But once you learn to alleviate those worries and help your customers embrace the cloud, profitable opportunity awaits.

In fact, there's no better time to drive customers' modernization with Azure—the SMB total addressable market for Azure is estimated to be worth $142 billion.[1] And with only 20% of workloads running in the public cloud,[2] you have ample opportunity to step in for your customers to help them drive digital transformation.

By adding Azure to your portfolio with SYNNEX, you'll do more than tap into a growing market full of opportunity. You'll also gain access to our always-on personalized support, a wide array of to-customer marketing materials, training opportunities, and a diverse network of ISV solutions—everything you need to uncover new opportunities and earn bigger margins for your business.

1   Microsoft. US Azure Upsell Campaign Partner Pitch Deck. April 2019.
2   Bernstein - 2019 IT Hardware: June 2019 CIO Survey - Is Spending Slowing? Perspectives on IT priorities, cloud and vendors report.

Azure is a win-win for businesses

Why should your customers care about Azure? Because they'll outpace the competition with **cost-effective innovation, flexible modernization, and industry-leading security and compliance tools.**

The key to unlocking these benefits for your customers is first understanding their concerns and knowing how to answer them. Rest assured SYNNEX is here to equip you with all the information and insights you need to tackle difficult conversations with ease. Your customers will be ready to confidently take their first steps into the cloud, so they can take advantage of benefits like:

2x
Nearly double operating margin

$40K
More revenue per employee

50%
Higher average net income on revenue

Source: Keystone Strategy. Data & Analytics Maturity Model & Business Impact, The Digital Business Divide. 2016.

Can I get the benefits of cloud computing without giving up my servers?

If your customers want to take advantage of the cloud's flexibility and tools for innovation—without giving up their on-premises technology—then you'll want to talk to them about a hybrid solution.

Azure is the only consistent hybrid cloud option on the market. It gives customers a flexible foundation that allows them to move just a portion of their data to the cloud, leaving the rest on-premises. They can even control data, inside and outside of the cloud, from a single pane within Azure. And it's affordable: SYNNEX will help you ensure your customers take full advantage of generous Microsoft incentives, like the Azure Hybrid Benefit.

Here are a few ways you can help customers get the most out of a hybrid strategy:

Leverage built-in Windows Server 2019 and SQL Server 2019 hybrid services

Migrate apps to Azure to gain greater efficiency and achieve significant cost savings

Enable edge and disconnected scenarios for remote locations or intermittent connectivity

Use the Azure Stack to extend Azure services and capabilities to any environment

Isn't Azure expensive?

As a flexible platform, Azure adapts as customers' requirements change, so **they only pay for what they use.** And because Azure costs 5 times less than Amazon Web Services (AWS), it's affordable for customers who want to modernize.[3] What's more, customers trade heavy capital expenditures for more affordable operational ones, so they pay a predictable amount each month—and don't have to pay for things like hardware refreshes. As a result, Azure can lower customers' total cost of ownership.

You can also help your customers set up Cost Management governance with Azure Monitor to keep tabs on cloud spend and optimize resources.

SYNNEX makes it easy for you to help your customers control cloud costs with available discounts and promotions like these:

- Get extended Security Updates for Windows Server 2008 and 2008 R2 at no additional cost

- Use existing Windows Server licenses to save up to 40% on virtual machines with Azure Hybrid Benefit

- Achieve 72% cost savings on virtual machines versus pay-as-you-go prices by using Azure Reserved Instances

Ready for numbers? Get cost estimates for your customers with the Azure Pricing Calculator and the Azure Total Cost of Ownership Calculator.

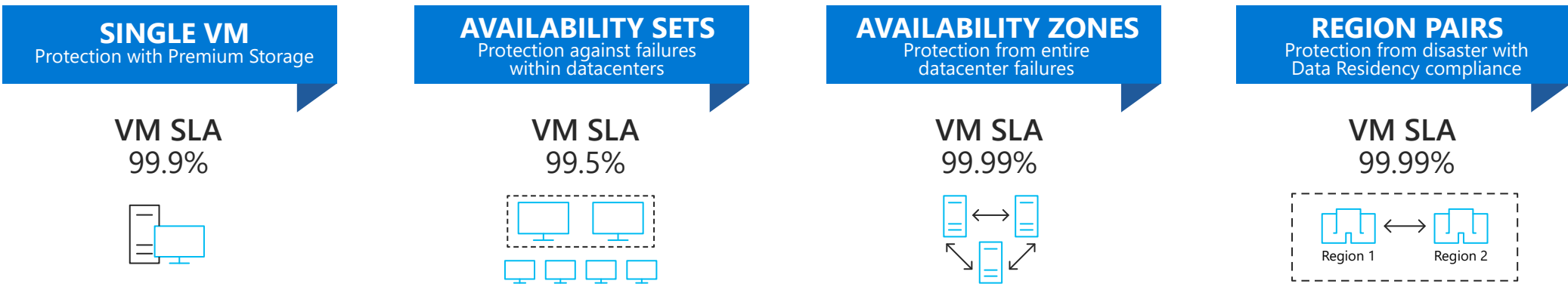3   https://azure.microsoft.com/en-us/overview/azure-vs-aws/cost-savings
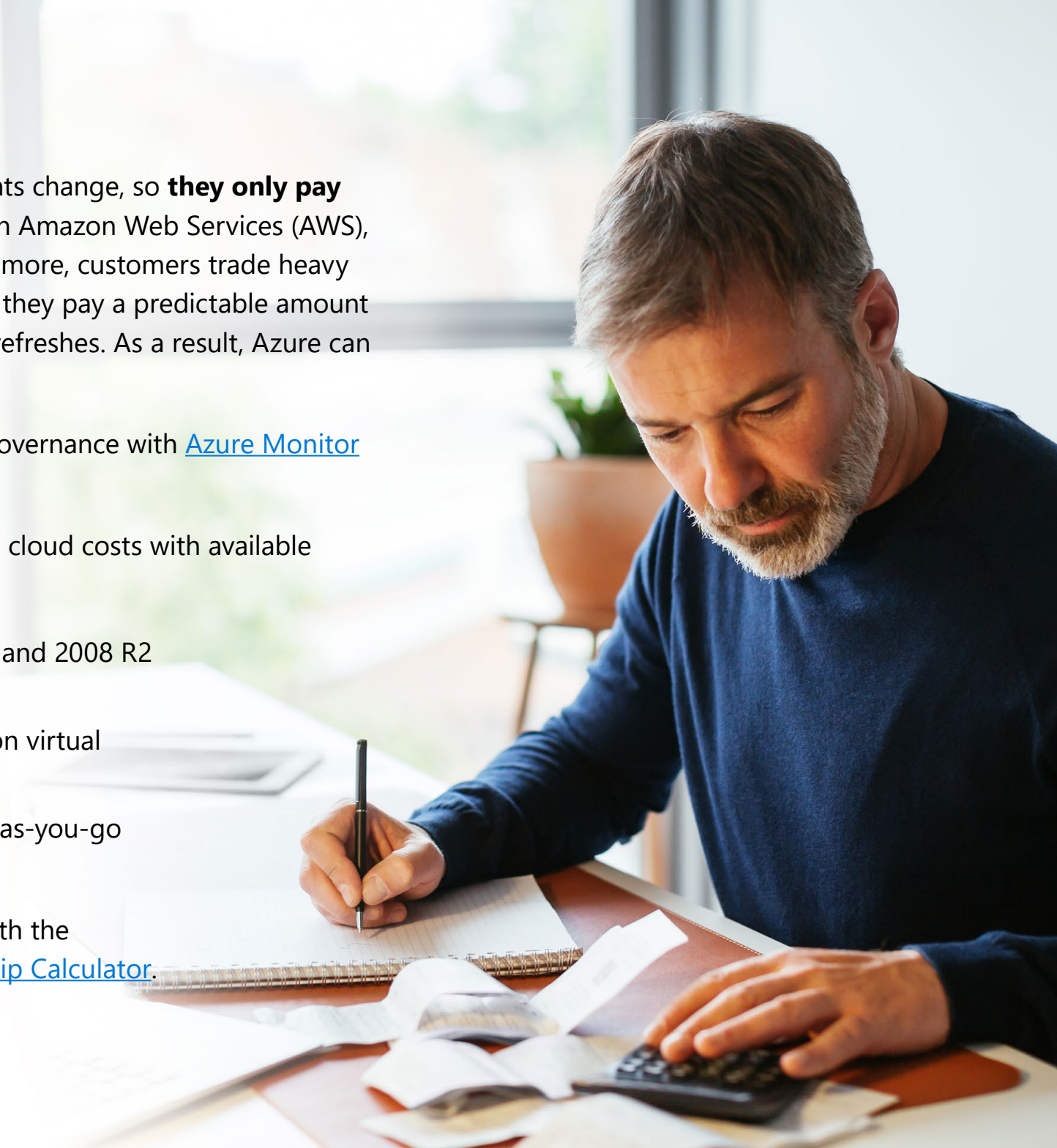
How do I know that Azure will be there when I most need it?

Microsoft ensures top Azure availability via service support, advanced monitoring and incident response, and backup failover capability. The Azure network is also the world's largest: distributed across 56 regions—more than any other cloud solution—its operations run continuously. It improves data durability by keeping it in 2 locations, and customers can choose the location of the backup site. In each location, Azure maintains 3 healthy replicas of data.

Azure can achieve up to a 99.9999% availability, but the number of .9s your customers realize **depends on how you architect the cloud solution.** SYNNEX can help you determine the right architecture options for your customers' needs, including Azure Availability Sets, Availability Zones, and Region Pairs.

Availability is crucial for on-premises, too. Get our Partner Opportunity Playbook: Azure Business Continuity and Disaster Recovery so you're always prepared, wherever your customers keep their data.

Choose the best architecture for your customers' needs

SINGLE VM
Protection with Premium Storage

VM SLA
99.9%

AVAILABILITY SETS
Protection against failures within datacenters

VM SLA
99.5%

AVAILABILITY ZONES
Protection from entire datacenter failures

VM SLA
99.99%

REGION PAIRS
Protection from disaster with Data Residency compliance

VM SLA
99.99%

Region 1   Region 2

Is my data at risk in the cloud?

Security is likely your customers' biggest concern about the cloud. But by helping them understand the breadth of security features in Azure, you'll help them put their worries to rest. Azure offers more security certifications than any other cloud provider and its built-in security features include tools for:

Identity management

Manage and control user identity and access with Active Directory, single sign-on, and multi-factor authentication across cloud, mobile, and on-premises apps.

Data defense

With support for various encryption models, data is encrypted in transit, while additional tools support encryption at rest.
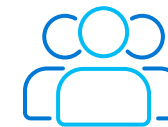
Threat protection

Get unified security management and AI-enabled threat protection with Azure Security Center, Azure Sentinel, and Azure Active Directory.

Azure is also backed by the robust Microsoft commitment to intelligent security. Here's what that looks like in action.

More than $1B
spent annually in cybersecurity

3,500+
cybersecurity professionals working to secure datacenters

Over 5B
distinct malware threats blocked monthly

6.5T
threat alerts analyzed daily

How can I achieve optimal performance in Azure without overprovisioning?

Achieving top-tier performance in Azure isn't as tough as it may seem, or as pricey. As a flexible solution, Azure provides optimal performance even if customer needs and usage vary. Azure is backed by a broad and always-expanding portfolio of compute offerings, ranging from small to the industry's largest virtual machines (VMs).

SYNNEX can show you how to optimize performance for your customers without driving up costs by using key Azure tools, such as:
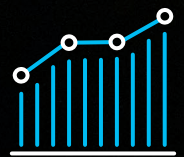
Virtual Machine Scale Sets and Azure Autoscale

Deploy and manage a set of identical, auto-scaling virtual machines. As application demand fluctuates, businesses can use Azure Autoscale to automatically increase or decrease the number of VM instances.

Azure Advisor

Leverage Azure Advisor to analyze workloads, configurations, and usage to make recommendations that help optimize resources for high availability, security, performance, and cost.

Azure Monitor

Collect, analyze, and act on telemetry data from Azure and On-premises environments. Azure Monitor helps customers maximize app performance and availability, so they can act on issues fast.

How can I ensure my business stays compliant in the cloud?

Azure offers built-in tools for comprehensive, thorough governance, helping your customers rest easy in the cloud. Backed by the largest portfolio of compliance offerings in the industry, Azure offers more than **90 compliance certifications**—including more than **50 specific to global regions**, and **35 industry-unique certifications** for key verticals like health, government, finance, education, manufacturing, and media.

SYNNEX can help you build a smart compliance strategy for your customers in the cloud, leveraging Azure technologies like:

Azure Security and Compliance Blueprints

Define a repeatable set of Azure resources that implements and follows an organization's standards and requirements. Customers will be able to quickly build and deploy new environments—and trust that they're working within the right compliance parameters.

Azure Policy

Easily create, assign, and manage policies within Azure. These policies enforce different rules, helping resources adhere to organizational standards and regulations. This service can also evaluate resources for non-compliance with assigned policies.

Compliance Manager

Use this workflow-based risk assessment tool to track, assign, and verify regulatory compliance activities related to Microsoft Professional Services and Microsoft cloud services. Customers can manage compliance activities from implementation to reporting.

Want to dig even deeper into Azure?

SYNNEX has you covered

SYNNEX has all the resources you need to put together a profitable cloud practice that provides your customers with flexible solutions that help them modernize. Get started with these resources:

Overcoming Azure Concerns

In this series of on-demand webinars, Microsoft and SYNNEX experts take an in-depth look at common Azure concerns and provide even more tips and insights for how you can help alleviate customer fears.

Azure Simple Start On-Demand Workshop Series

Whether you're new to Azure or just looking for a refresh on best practices, our experts will give you a step-by-step walkthrough of the Azure migration process—from initial strategy to optimization.

Azure Resource Hub

Get all the essential materials you need to deepen your Azure expertise and build an effective cloud practice, with materials to help you pitch better, start marketing, and grow your practice.

Why SYNNEX for Azure

Your customers need modern, flexible solutions that help them keep pace with ever-evolving business changes. Learn how SYNNEX supports your Azure journey, so you can meet their needs—and earn big margins.

Partner Opportunity Playbook: Cloud Migration and Modernization

Get everything you need to know about migrating workloads to Azure, from defining the right migration strategy to the nitty-gritty details of key workloads. Plus, take a closer look at how you can expand your practice beyond migration.

Partner Opportunity Playbook: Azure Business Continuity and Disaster Recovery

No cloud solution is complete without the right security protections in place. Learn how you can help customers safeguard their businesses with Azure Business Continuity and Disaster Recovery services.

Let's start boosting your business

Take the next step to build your Azure practice

Ready to start the cloud conversation with your customers—so you can start building a profitable Azure practice? Then it's time to team up with SYNNEX.

To get started, get in touch with our team at
MSFTCSP@SYNNEX.COM.

SYNNEX 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 400 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, SYNNEX 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, SYNNEX provides a wide range of financial options to ensure that our partners always have the means to close deals.

SYNNEX
CORPORATION