

Four Tips to Migrate Your On Premise Applications to Microsoft Azure with Confidence

Start moving your applications, data, and
infrastructure today

We believe that Microsoft Azure is the only hybrid cloud to help you migrate your apps, data, and infrastructure with cost-effective and flexible paths.

In this eBook, you'll learn why thousands of customers have migrated to Azure, at their own pace and with high confidence by using a reliable methodology, flexible and powerful tools, and proven partner expertise. In short Azure can help you save—before, during, and after migration, and it offers unmatched value during every stage of your cloud migration journey.

Brought to you by Technology Management Concepts and Microsoft

Technology Management Concepts
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There has never been a better time to migrate to Azure

We believe that the success made possible by the cloud should be accessible to every business and every organization—small and large, old and new. But not all businesses are created equal. Some of you are just beginning your cloud journey.

✓ TIP 1

Understand the value of migrating to the cloud

✓ TIP 2

Learn why Microsoft Azure delivers the best value

✓ TIP 3

Understand the uses and benefits of the Cloud

✓ TIP 4

Learn how TMC can help you to migrate your apps, data to Azure

Every company—regardless of industry, legacy, or technology pedigree—can thrive in the cloud. This presentation paints a picture of the cloud landscape, and explains in clear and basic terms how Microsoft Azure can solve complex business problems while also making new business models possible.

TIP 1 | Understand the value of migrating to the cloud

2018 will be a big year for cloud migration. This is a secular trend.

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



According to Gartner's latest worldwide public cloud services revenue forecast Infrastructure-as-a-Service (IaaS) will outpace the overall market and grow at over 30% CAGR for the next 5 years.

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

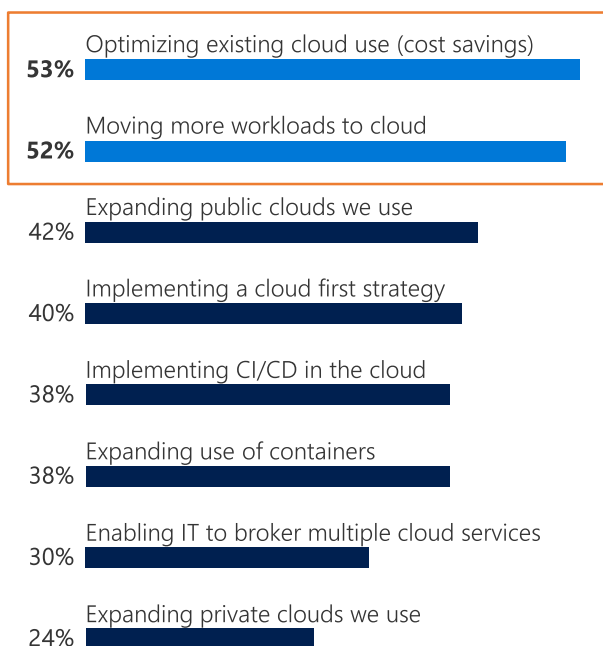
Clearly organizations are increasingly turning to infrastructure as a service (IaaS). This includes anything from migrating existing applications to moving entire data centers to cloud IaaS. Gartner estimates through 2017, more than 80% of CIOs will be pressured by business management to evaluate migrating their data centers to cloud IaaS. IaaS is most frequently used for new workloads for agile IT, but an increasing number of organizations are also using cloud IaaS for reliable IT workloads due to its ability to reduce costs and increase efficiency.



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

Microsoft commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study to examine the potential return on investment (ROI) enterprises may realize by shifting their application development and deployment to Azure platform-as-a-service (PaaS). The survey found that 80% less IT administration time was required for applications on PaaS, allowing the organization to focus on application innovation, not administrative tasks. The organization used to spend significant time on server patching, networking setup, firewall configuration, and many other server-related tasks now included with Azure PaaS. Organizations also improved application delivery time-to-market by 50% with Azure PaaS, meaning revenue could be earned more quickly.

Top cloud initiatives



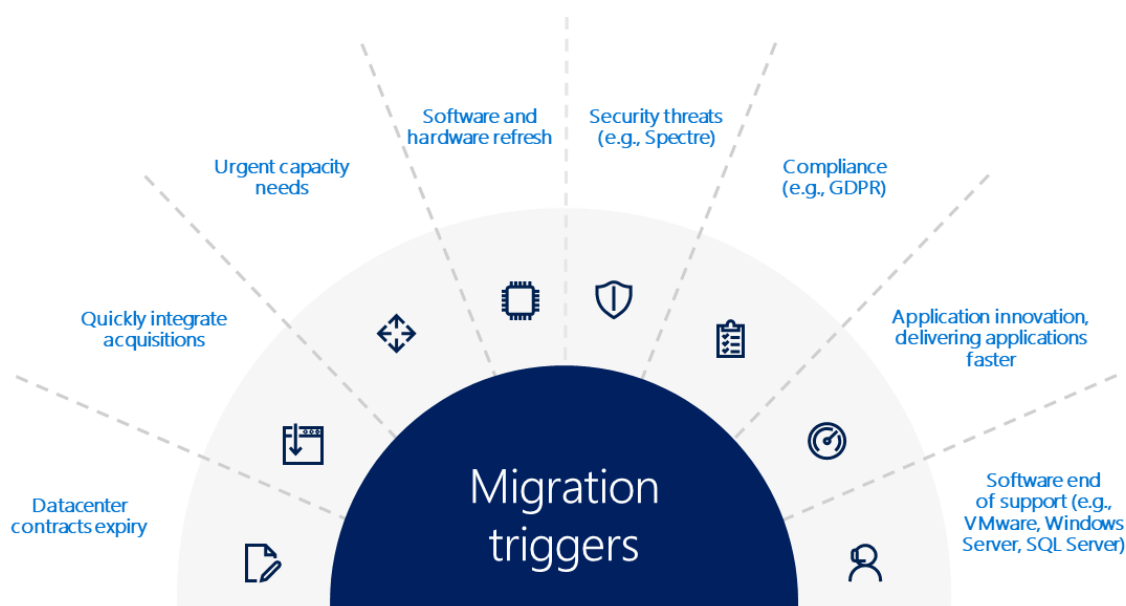
Source: RightScale 2017 State of the Cloud Report

Interact with your audience and use these migration triggers to tease out their needs

We are living in an age of breathtaking transformation, where cloud technology is at the core of how the world will do business. The cloud is unlocking the power and freedom to achieve success, however you define it. As lifelong allies in business transformation, we know that one thing remains true: The Change Agents, who pursue this opportunity, will be challenged at every turn by complexity, resistance and uncertainty.

Here are some examples:

- We hear a lot that there is amazing technology but there is so much pressure as a IT person in a commercial organization.
- I'm supposed to know all this new stuff and I can't keep up. As a developer, my team thinks I'm going to hit it out of the park every time.
- There's very little room for failure now.
- And then around security there's a lot of new things to take advantage of but am I doing it in a way that is correct and secure?



These are the real human concerns beneath the hyper of the technology and that is where Azure is the cloud that can make it possible for all organizations. For us, it is about guiding you through the journey to the cloud, not just providing the technology.

In short there is a confluence of migration triggers/catalysts [including outsourced datacenter contract expirations, integrating acquisitions, urgent capacity needs, software and hardware refresh, end of support, security threats (e.g., Spectre), compliance (e.g., GDPR), and a need to deliver applications faster.

TIP 2 | Learn why Microsoft Azure delivers the best value

Azure — cloud for all

These 4 pillars represent the main value proposition for what differentiates Azure from the competition.



Productive

Hybrid

Intelligent

Trusted

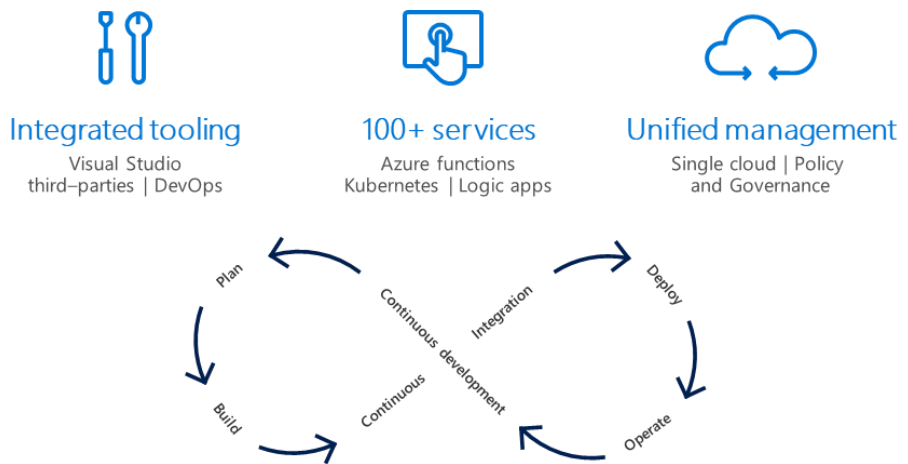
Those are the reason why customers choose Microsoft, because of the unique value that we provide in a productive, hybrid, intelligent, and trusted cloud.

Productive

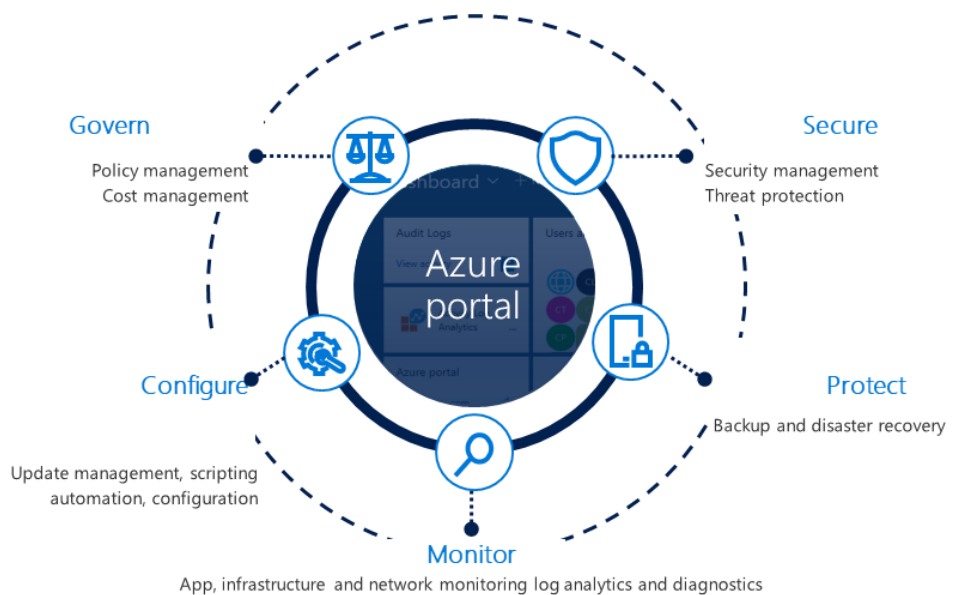
Get unparalleled developer productivity with integrated tools from mobile DevOps to serverless computing.

- Productive
- Hybrid
- Intelligent
- Trusted

Unparalleled developer productivity



Secure and well—managed for IT



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Hybrid

Develop and deploy where you want, with the only consistent hybrid cloud on the market. Extend Azure on-premises with Azure Stack.

The only consistent, hybrid cloud

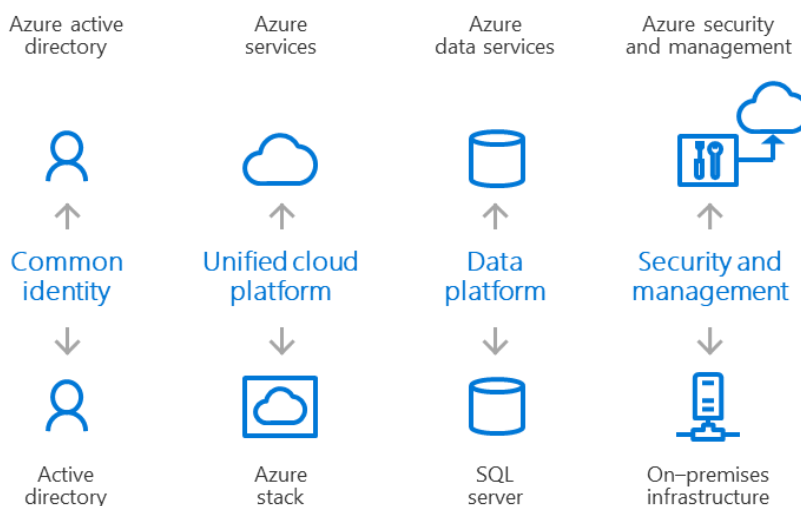
- The strength of the hybrid strategy is about the continuum of capabilities across the offerings, it's not just about the platform.
- Hybrid is more than just being able to move an application into the cloud.
- There are critical elements from identity, data, and security and management that have to be addressed.
- You don't have to be stuck in an all-or nothing choice – hybrid gives you the flexibility to move to the cloud when and how you want to.

Productive

Hybrid

Intelligent

Trusted



Azure Stack—an extension of Azure

At the edge and disconnected	Meet every regulatory requirement	Cloud application model on-premises

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Intelligent

Create intelligent apps that delight with data-driven experiences. Go quickly from concept to release with Azure data services and artificial intelligence, from image recognition to bot services.

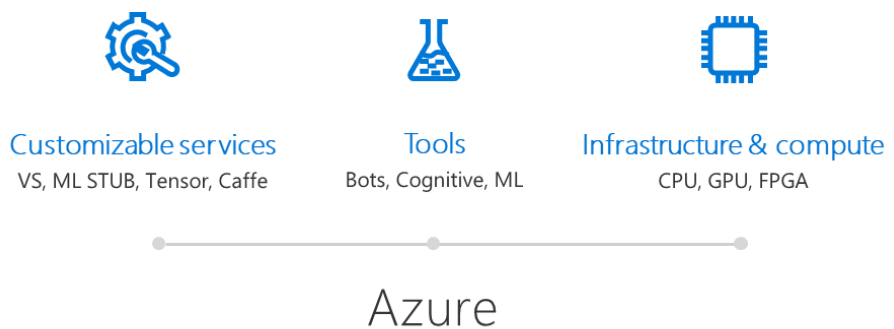
Microsoft Azure: the cloud for intelligent solutions

- In addition to having the traditional on-premises enterprise data tools—such as SQL Server—Azure provides SQL services that connects data to AI services
- This enables quick adoption of technologies, such as deploying a global mobile application that integrates with facial recognition services
- The ease of integration enables anyone to build solutions like that
- From bot frameworks to cognitive services, you can fundamentally change the way your business goes to market with Microsoft’s power AI platform

- Productive
- Hybrid
- Intelligent
- Trusted



Comprehensive deep learning, machine learning as a service



Brought to you by Technology Management Concepts and Microsoft

Trusted

Join startups, governments, and 90 percent of Fortune 500s that trust the Microsoft Cloud for security, privacy, transparency, and the most compliance coverage of any cloud provider.

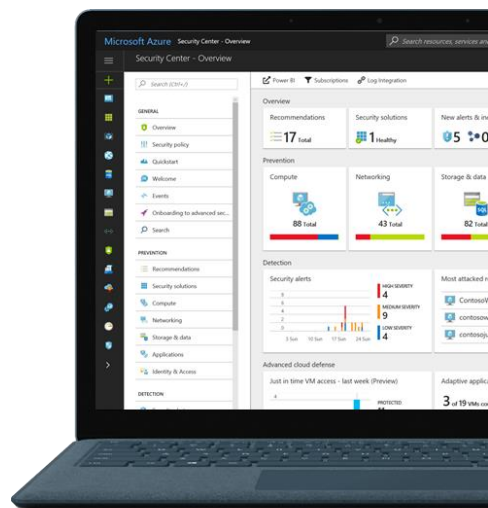
More certifications than any cloud provider

- Productive
- Hybrid
- Intelligent
- Trusted

Global	Industry	Regional
ISO 27001 SOC 2 Type 2 ISO 27018 SOC 3 ISO 27017 CSA STAR self-assessment ISO 22301 CSA STAR certification SOC 1 Type 2 CSA STAR attestation	PCI DSS level 1 HITRUST CDSA GxP 21 CFR Part 11 FDA MPAA MARS -E FACT UK IG Toolkit UK Shared assessments FERP A FISC Japan GLBA HIPAA / HITEC / HIT Act FFIEC	Argentina PDPA Japan my number act EU model clauses ENISA IAF UK G-Cloud Japan CS mark gold China DICP Spain ENS China GB 18030 Spain DPA China TRUCS India Meit Y Singapore MITS Canada privacy laws Australia IRAP/CCSL Privacy shield New Zealand GCIO Germany IT Grundschutz workbook

Azure security center

- Protection through best practices
- Detect threats and attacks
- Remediate issues
- Understand security state across on-premises and cloud workloads
- Find vulnerabilities and remediate quickly
- Limit your exposure to threats
- Detect and respond swiftly to attacks



50+
Azure
regions



Brought to you by TMC and Microsoft

TIP 3 | Understand the Uses and Benefits of the Cloud

Uses of the cloud

These are just some basic uses of the cloud, you can do so much more.



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



Time

Benefits of the cloud

How does the cloud save time?

You can get a new server in minutes—as opposed to months—with something like Azure Virtual machines. For example, if you're using IBM Global outsource—it can take 1-6 months to get a server. That's 6 months until you can go to market with your new business idea.

Saving time with global, reliable scale with cloud's most DB, allows you to take unstructured data and share it around the world to build resiliency and lower latency in your app. You can also reduce the amount of time IT spends having to manually monitor and manage VMs using tools in Azure.



Reduce time-consuming IT chores with monitoring and management tools



Global, reliable scale with Cosmos DB



New server availability from months to minutes with Azure virtual machines



Confidence

In addition to saving time, you also want confidence.

You want to know that when you put your business in the cloud, it'll always be available. With Azure Site Recovery, you can rest assured knowing we ensure business continuity.

Azure Site Recovery allows you to replicate your business so that, if something happens, you can continue your business without any loss of time or money.

You can mitigate risks with Azure Security Center's huge breadth of security certifications, or you can choose to store your data in any one of our 40 data storage locations to keep it close to you.



Ensure business continuity with Azure Site and Disaster Recovery



Choose from 450 global regions



Mitigate risks with Azure security center and compliance certifications



Performance

Lastly, you want to know you're investing your time and confidence into a platform that's performing better than you can do yourself.

For example, like engaging with your customer with a more human touch using something like Azure Cognitive Services which allows you to connect with a customer from a visual, speech, or touch tool perspective. You can stay up to date with the latest Azure portal, so you never have to update software yourself—all the latest and greatest tools are at your fingertips, all the time.

Lastly, you can simplify your devices with preconfigured solutions we have in our Azure IoT platform which allows you to take our performance and bring your business to another level.



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

TIP 4 | 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

Only Azure gives you a flexible cloud migration path with consistency across your on-premises and cloud assets. Whether your business requires a hybrid state long term or only during the migration period, Azure can support your migration.

For example, Azure Security Center and Azure Active Directory can help you manage your security and identity assets across your on-premises and Azure environments. Similarly, Azure SQL Database Managed Instance enables you to seamlessly lift and shift SQL Server databases to Azure without code changes, providing database-level compatibility with the efficiencies of a fully managed database service.

Azure offers unmatched value during every stage of your cloud migration journey. Use free assessment, migration, and cost management tools as you migrate.

When cloud migration is complete, keep your TCO in check using Azure Reserved VM Instances and Azure Hybrid Benefit to save up to 82% compared to pay-as-you-go pricing. This adds up to a 67% overall savings compared to AWS Reserved Instances for Windows VMs.



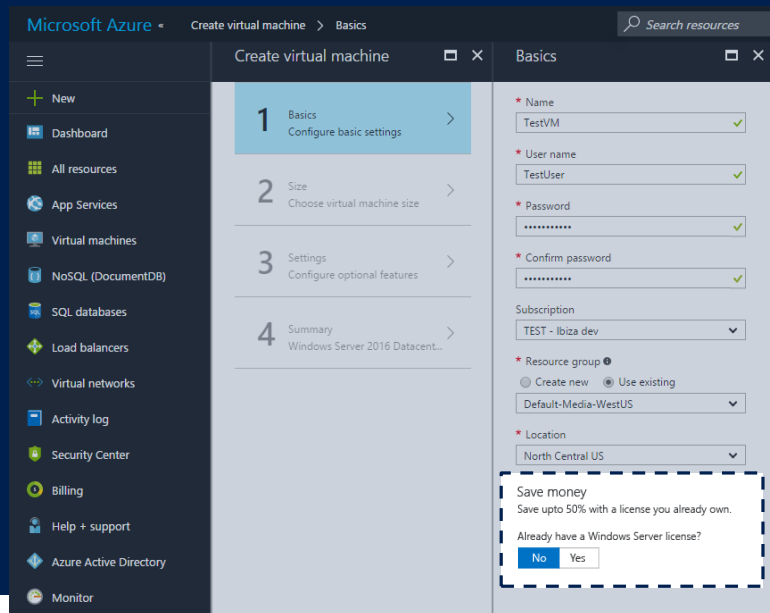
Transitioning your business-critical investments to the cloud doesn't have to be challenging or intimidating. To help you migrate confidently and with lower risk, we've invested in tools to help you plan and migrate, and in resources to keep you informed as you go.

Azure also offers hybrid support to eliminate the risk associated with moving all of your apps, data, and infrastructure in a single motion. You'll have access to a partner ecosystem with advanced cloud migration products and services, and to customer success services such as FastTrack for Azure. Start benefiting from Azure as soon as you've migrated.

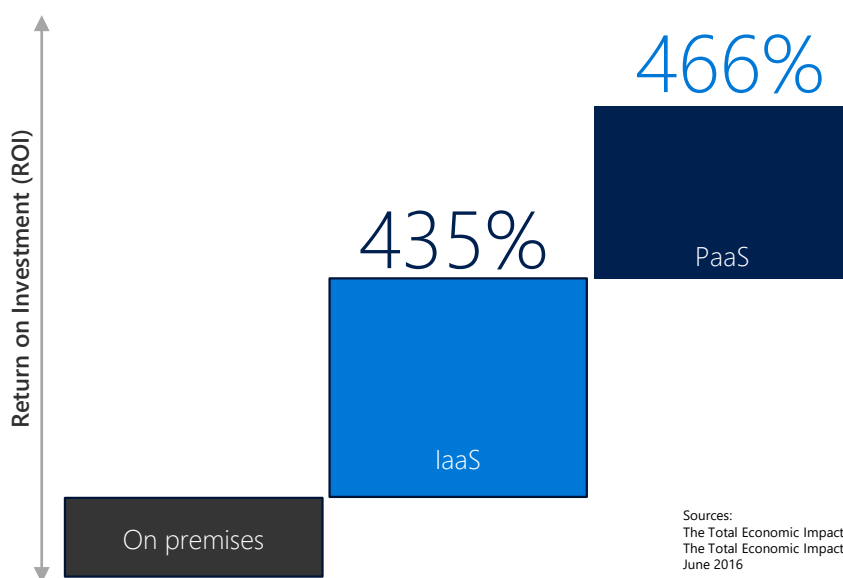
Azure is the most cost-effective for Windows Server and SQL Server

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)



Customers are seeing significant ROI by moving to Azure



Microsoft commissioned **Forrester Consulting** to conduct a **Total Economic Impact™ (TEI) study** to examine the potential return on investment (ROI) enterprises may realize by shifting some or all their management and operations from on-premises, hosted, and outsourced implementations to Azure's infrastructure-as-a-service (IaaS) offering – and the ROI enterprises may realize by shifting their application development and deployment to Azure platform-as-a-service (PaaS).

Benefits gained by interviewed customers that migrated or re-architected some or all workloads from on-premises to IaaS include:

- Greater revenue opportunities from business-to-business (B2B) and customer web channels with a solution that is more mobile and reliable, and meets scale and seasonality needs.
- Increased profits from those revenues.
- Improved production efficiency.
- Reduced datacenter, IT resource, and outsourcing costs.
- Easier and faster software and hardware management (such as patching and support)

Lower your TCO by migrating to Azure

The **Total Cost of Ownership (TCO) Calculator** can be used to estimate the cost savings you can realize by migrating your workloads to Azure. You specify the details of your existing infrastructure, various cost assumptions you want the tool to work with, and then you receive a report that shows on-premises costs compared to Microsoft Azure costs.

- DC migration tends to be a higher number since economies of scale kick in when you start moving thousands of VMs vs. a few applications at a time. Best example of this is you're moving entire racks out of your colo which is why the numbers improve.
- Rehost is a higher number than refactor because Azure 3-year Reserved VMs are so competitively priced.
- Rebuild (using App Service) provides similar savings numbers but has a better scalability story (ability to dial down/up based on demand).

The Azure TCO calculator can understand the specific of your environment and then you can further refine your business case. How does it do that?

- 1) Enable Azure migrate to go back and update TCO with accurate inventory scan
- 2) Azure migrate also does the right sizing to figure out what type of VM you should be running on.
- 3) Application dependencies captured by Azure Migrate will get passed to TCO as well
- 4) TCO calculator displaying Migration options

Save up to **78%**



Datcenter migration TCO
vs. on-premises



"When you experience periods of sudden growth through **acquisitions**, like Allscripts has, you need a flexible cloud partner like Azure.

Tools like **Azure Site Recovery** have helped us migrate several hundred business critical workloads—including **Linux, MySQL, Windows, SQL Server**, in a weekend - more **quickly, reliably, and securely** than we could ever before."

Save up to **68%**



Rehost app to Azure
(lift and shift)



"Moving to Azure has helped us keep pace with our **business growth and increasing customer expectations**.

We were able to **migrate and modernize several critical Linux, Windows and Java applications** to Azure while continuing to run on-premises operations, thanks to Azure hybrid capabilities.

Microsoft **met us where we were** at and helped us achieve significant business transformation in months, instead of years."

Save up to **63%**



Rebuild app
on Azure



"Chevron has always seen technology as a differentiator, but the cloud enables us to deliver value to the **business so much faster**.

As we **migrate thousands of applications to Azure**, we are taking the opportunity to modernize. **Re-writing applications and taking advantage of Azure platform services while using an automated code pipeline** is what will give us the **speed to enable digital in the future.**"

"At TMC, we are a 100% Microsoft shop supporting Microsoft Dynamics ERP products only."

Accelerate your Azure migration initiatives with skilled migration expertise







Technology Management Concepts can help you drive migration initiatives and also manage your resources once they're in Azure



Technology Management Concepts can help you drive migration initiatives (incl. project management, technical consulting and execution, industry skills)

How can TMC help?

	Azure Workshop 	Migration Plan + Business Case 	Proof of Concept 	Migration 
What we do	<ul style="list-style-type: none"> Identify business and IT requirements, priorities and constraints 	<ul style="list-style-type: none"> Assess your current IT environment architecture, and portfolio of applications Identify apps to migrate and those requiring refactoring 	<ul style="list-style-type: none"> Participate in a Proof of Concept 	<ul style="list-style-type: none"> Participate in a seamless cloud migration
What you receive	<ul style="list-style-type: none"> Business recommendations Azure Total Cost of Ownership (TCO) and value to your business 	<ul style="list-style-type: none"> Quantify ROI of migration for business case Receive recommendations, ROI, and detailed migration plan for your business case 	<ul style="list-style-type: none"> Proof workloads can be migrated without disruption 	<ul style="list-style-type: none"> Migrated workloads Optimized environment Cost savings Increased productivity
Commitment	Duration: 2 hours	Duration: Variable, based on project size	Duration: Variable, based on project size	Duration: Variable, based on project size

About TMC

TMC (Technology Management Concepts) was founded in 1984 and has over 300 current Microsoft Dynamics ERP clients. We have completed over [1500 ERP implementations](#) and our team has well over 500 years of combined consulting expertise.

TMC has been a Gold Certified Microsoft partner for over 17 years and in 2017, we were nominated for the 2nd time to the famed [INC 5000 Fastest Growing Businesses](#). In addition, TMC has been a Microsoft President's Club member and has been included in Bob Scott's & [Accounting Today's Top 100 VAR Awards](#) for over 10 years running.