Parallels APAC Summit

Profit from the Cloud™

Verticalization of Cloud Computing

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Topics

- The Evolving Environments
  - Horizontal
  - Vertical
  - Geographic
- Microsoft Strategy
- Programs and Resources

Increasingly Demanding Environment

CONSUMERIZATION OF IT

11%

of information workers visit social networking sites for work

INFRASTRUCTURE COST AND COMPLEXITY

70%

of IT budgets is spent maintaining inflexible & siloed data center equipment

RISE OF THE CLOUD

80%

of large enterprise IT managers are at least in trial stage for cloud computing initiatives

MULTIGENERATIONAL WORKFORCE

4 million

millennial enter the workforce each year

MOBILE AND DISTRIBUTED WORK

84%

of organizations have a remote workforce

Cloud Computing: Horizontal Evolution

	ON PREMISES	HOSTED	PUBLIC
DaaS	Client Applications Client Operating System	Client Applications Client Operating System	
SaaS	Messaging, Collaboration, ERP, CRM, LOB Server Applications / IM, Presence, Voice	Messaging, Collaboration, ERP, CRM, LOB Server Applications / IM, Presence, Voice	Messaging, Collaboration, ERP, CRM, LOB Services / IM, Presence, Voice
PaaS	Database, Message Bus, Developer Server Applications	Database, Message Bus, Developer Server Applications	Database, Message Bus, Developer Services
IaaS	Virtualization, Management, Security, Automation, Orchestration and Server OS	Virtualization, Management, Security, Automation, Orchestration and Server OS	VM Role, Management, Security and Automation Services

DaaS Benefits for Hosting Service Providers

- High-value and high-margin service
- Service stickiness (security, management, and data)
- Provides a foundation to offer additional services such as
  - Backup
  - Antivirus
  - Disaster recovery
- Leverage tools to automate deployment and reduce operational costs

Let's play guess that OS

Microsoft

Recycle Bin

Internet Explorer ▶

Windows Command Processor

Notepad ▶

Windows Media Player ▶

Jeff Johnson (CATM)

Documents

Pictures

Music

Computer

Control Panel

Devices and Printers

Default Programs

Help and Support

Run...

All Programs

[search box] 🔍

Sleep ▶

10:22 AM
11/3/2009

Operating System Quiz

Session Virtualization (e.g. RDS)   Virtual Desktop Infrastructure (VDI)

Session Virtualization has up to 5x the scalability over VDI

Microsoft

Verticals

Among cloud services, many executives expect to increase their use of SaaS, then infrastructure as a service (IaaS).
*Government IT Sourcing: Survey Highlights, Gartner, May 2011*

Smaller jurisdictions, niche agencies or traditional application areas are more applicable to SaaS implementation.
Market Insight: The Impact of Cloud Computing on US State and Local Governments, Gartner, November 2010
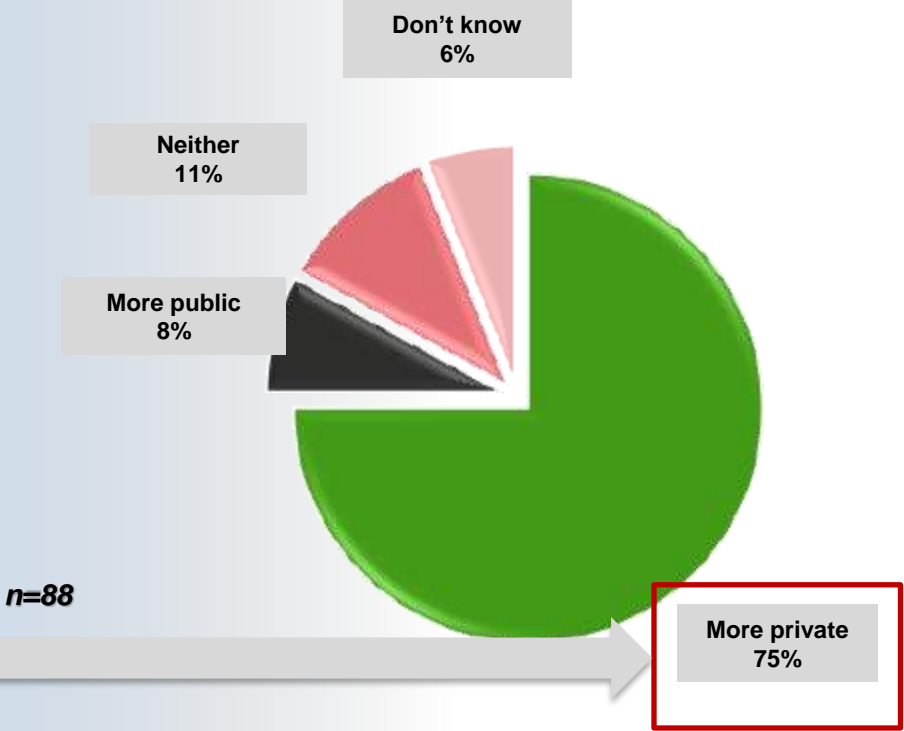
Please indicate when your company plans to purchase a Cloud Business Solution in each of the following business application categories:

Category	Already in use 2010	2011	2012	After 2012
Customer Relationship Management	24%	20%	8%	11%
Collaboration	22%	20%	9%	11%
Business Intelligence	23%	18%	9%	12%
Customer Service and Support	26%	17%	8%	11%
Financial Analysis & Reporting	23%	18%	9%	11%
E-Commerce	25%	17%	7%	11%
Planning & Budgeting	24%	17%	8%	10%
Salesforce Automation	20%	20%	10%	9%
Human Resources Administration	21%	18%	10%	11%
Time and Labor Management	22%	18%	7%	11%
Procurement	16%	20%	10%	11%
Sourcing	16%	19%	9%	12%
Benefits Administration	20%	18%	8%	11%
Supply Chain Management	19%	17%	9%	11%
Payroll	24%	18%	6%	9%
Talent & Performance Management	16%	19%	9%	12%
Supplier Relationship Management	17%	20%	8%	10%
Core Financials (GL, AP, AR)	19%	16%	10%	10%
Corporate Performance Management	17%	16%	12%	9%
Governance, Risk & Compliance Management	15%	19%	10%	10%
Treasury and Cash Management	18%	15%	10%	10%
Product Lifecycle Management	16%	19%	7%	10%
ERP-Manufacturing	15%	16%	6%	9%

Source: Saugatuck Technology Inc. global Web survey March 2010; n = 790; multiple responses allowed.

Enterprises Migrating to Cloud

Will your enterprise be pursuing a cloud computing strategy by 2012?

No
4%

Maybe
20%

Yes
76%

n=106
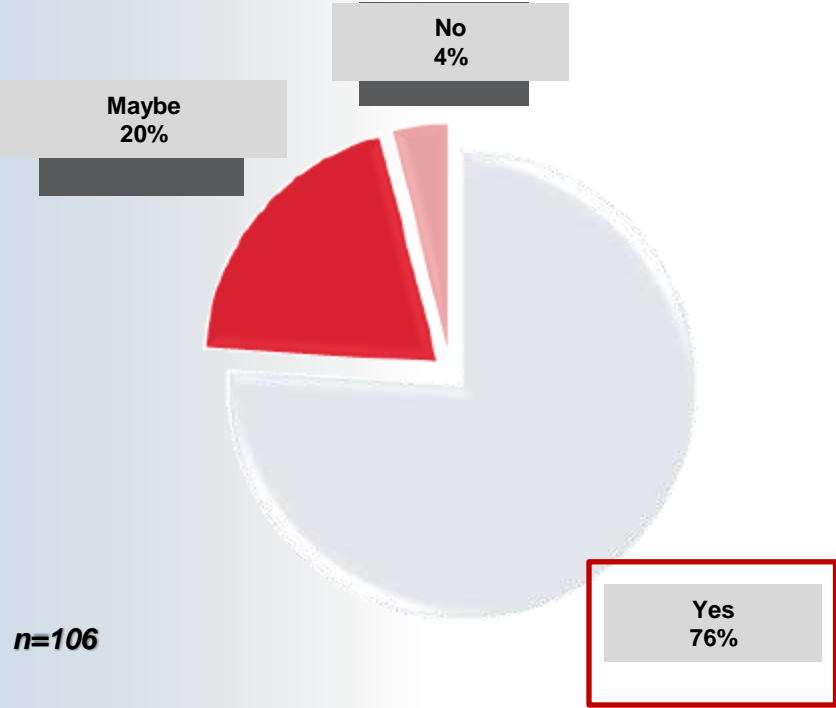
Through 2012, how will your IT organization invest in cloud computing?

Don't know
6%

Neither
11%

More public
8%

More private
75%

n=88

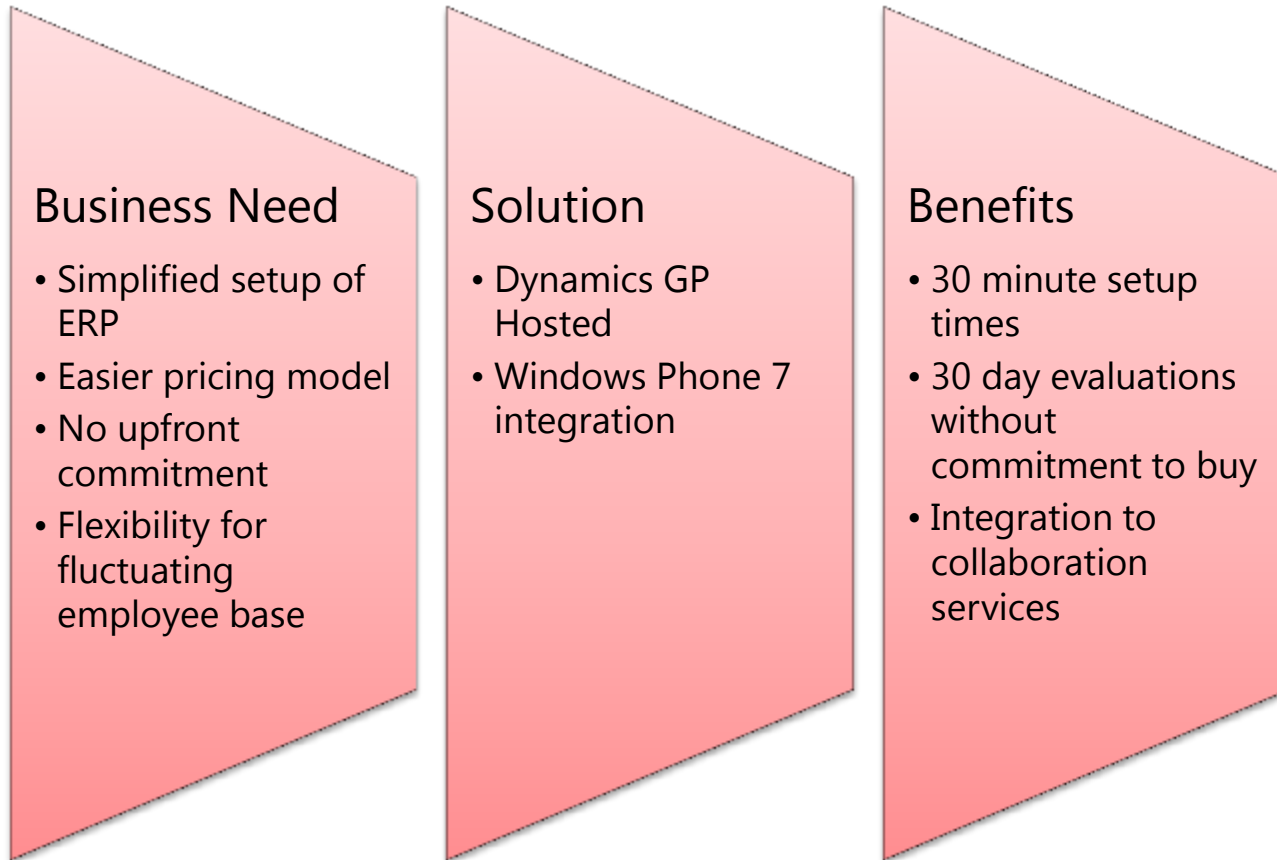Gartner, Private Cloud Computing Plans From Conference Polls, Thomas Bittman, 4/30/2010

Why End Customers are choosing Partner Hosted Private Cloud

- Data Sovereignty Issues
- Want the Business Model of Public Cloud without the feature limitations
- Recent changes to certain software vendors Licensing Use Rights to permit mobility to Partner Hosted Clouds and hence protection of investment in software
- Want vertical applications that aren't in the Public Cloud
- Require tight application integration
  - Horizontal to Vertical, Vertical to Vertical
  - CRM to Collaboration, ERP to Online Presence, …

Microsoft

Vertical Solutions: ERP

Business Need
- Simplified setup of ERP
- Easier pricing model
- No upfront commitment
- Flexibility for fluctuating employee base

Solution
- Dynamics GP Hosted
- Windows Phone 7 integration

Benefits
- 30 minute setup times
- 30 day evaluations without commitment to buy
- Integration to collaboration services

"Traditional ERP implementations require several days at a minimum to configure all the settings," says Rose. "But, myGPcloud streamlines that process so that customers can start using the solution almost immediately."

Vertical Solutions: Tax Compliance, Tax Planning, Practice Management, …

Situation

- Tax compliance, tax planning, practice management, fixed assets
- Increasing costs maintaining software code
- Need for integration with other applications
- Explosion in security regulation
- Social trend where people do not want to be geographically constrained

Solution

- ProSystem FX implemented as SaaS
- Centralized Data
- Integration across Suite to collaboration
- Personalized to needs to specific needs of customer

Benefits

- Increased Productivity
- Removed geographic boundaries
- Minimized Burden on IT Resources
- Predictable Monthly Costs

.CCH
a Wolters Kluwer business

Vertical Solutions: Car Dealership Franchisor

Situation

- Used car dealership with 130 franchisees across 30 states
- Local IT system to each franchisee was burden
- Several weeks lag on decision making
- Long lead time for consolidation of reports

Solution

- Overhaul of Discover Software system to SaaS
- Leveraged Dynamics AX for ERP
- Browser delivery to dealers
- Unified database
- Easier to apply updates and enhancements to all

Benefits

- Lowered IT maintenance and development costs by 30%
- Zero need for IT resources at franchise
- Improved profitability
- Increased consistency across franchise network
- Dramatic improvement in reporting and decision making

Microsoft

Public Policy Issues and the Cloud

Regulatory, political, and risk considerations

- Data sovereignty
- National regulations and audit requirements
- Labor-related issues
- Universal access to government services

Datacenter/cloud computing policy and standards

- Data protection, privacy, and security
- Liability, protections, and expectations of operators/cloud providers

Microsoft

Public Sector Industry Needs and the Cloud

Government

Public Safety/ National Security

Healthcare

Education

Government solution area	Benefits and examples

Workplace modernization Improves information workers' productivity through innovative technologies and optimized process management	Service delivery and engagement
	
	Customer benefits
	○ Information publication and dissemination to constituents
	○ Automated transactions through form-based applications
	○ Robust identity and verification services to support secure transactions
	○ Participation and consultation through social media tools
	
	Example cloud solutions
	○ SharePoint 2010, Microsoft Dynamics CRM Online, or Windows Azure
	  ○ Provide citizen portals
	○ Windows Server 2008 R2 Hyper-V with Microsoft System Center solutions
	  ○ Provide citizen identity infrastructure

Service delivery and engagement Helps government agencies deliver improved service and engagement through the use of online and multiple channels to enable publishing, transactions, and engagement through social media tools	
Insight and accountability Improves the quality of government in order to build and maintain a high level of public trust	

Microsoft

Public Sector Industry Needs and the Cloud

Government

Public Safety/ National Security

Healthcare

Education

Healthcare solution area	Benefits and examples
Health information modernization Supports decisions and helps deliver more efficient and cost-effective health information and services	Health collaboration
Secure and connect the infrastructure Helps connect systems, data, processes, and devices to improve information management and communication	Customer benefits ◦ Processes for effective and efficient clinical communications and collaboration within an organization, teams outside the organization, as well as with patients and citizens ◦ Interoperable and integrated solutions to connect systems, devices, data, and processes to help people collaborate real-time and get the information they need when they need it
Health collaboration Supports delivery of higher-quality care and services to more patients and citizens in less time and at a lower cost	Examples ◦ Office 365/Lync 2010 – Enable secure and cost-effective communication between clinicians and patients regardless of location and time zone differences ◦ Partner-hosted SharePoint 2010 – Enable healthcare providers from multiple organizations to provide greater levels of coordinated patient care

Parallels Announces Health Community Cloud Automation (HCCA) Partnership with Microsoft – July 11, 2011

- Key Elements
  - Cloud Computing for Health
  - Microsoft Office, Exchange Server, Sharepoint Server, Lync Server, Hyper-V, System Center and Parallels Automation
  - Parallels core member of board

"As the hosting provider for MyHospitals.gov.au, and a number of other high profile public sector customers, Uber has made significant investments in technology developed by both Microsoft and Parallels. By managing the technology and customer experience through Parallels Automation, while completely satisfying the requirements of enterprise deployments through the reliability and performance of Microsoft solutions, UberGlobal is uniquely positioned to benefit from the HCCA partnership announced today," said Brian Sharpe, CEO UberGlobal Enterprise.
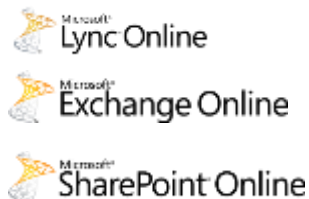
Health Solutions Through Parallels Automation Enabled Channels

Microsoft HCCA Cloud Services	PA Enabled Providers	PA Enabled Channels	HCCA Health Customers

Microsoft HCCA Cloud Services

Hosted Desktop
- Microsoft System Center
- Windows Server 2008 R2 Hyper-V

Collaboration
- Microsoft Lync Online
- Microsoft Exchange Online
- Microsoft SharePoint Online

Hosted Cloud Servers

Productivity
- Microsoft Office Professional Plus
- Microsoft Office 365

PA Enabled Providers

APPTIX
EMAIL · CALL · UNITE

uberglobal
always ahead

PA Enabled Channels

VAR

SI

Vertical Hoster

Small Hoster

HCCA Health Customers

Microsoft

Geographic

A relative lack of sunk costs in traditional solutions gives IT leaders in emerging economies more permission to look at potentially disruptive cloud services.   ….

Few global cloud service providers have established significant presence in emerging economies, increasing challenges associated with Internet latency and introducing risks associated with foreign data domiciling and asset ownership. ….

Cloud Computing and Emerging Economies: A Mixed Opportunity, Gartner, February 2011

Competition in the cloud vendor space is increasing, with newcomers such as telecommunications carriers and ISPs offering public cloud services, along with the "cloud natives" — Amazon, Google, Microsoft and Yahoo. The newcomers have the potential to become major cloud providers locally and throughout the region. ….

Current involvement by the channel community, primarily local system integrators (SIs), helps increase awareness and accelerate cloud adoption in Southeast Asian countries. SIs must prepare for a different business model as cloud service providers. ….

Market Insight: Is Southeast Asia Ready for Cloud Computing?, Gartner, October 2010

Microsoft

Microsoft Cloud Platform Strategy

PUBLIC

Windows Azure Platform · Microsoft Office 365 · Microsoft Dynamics CRM Online · Windows Intune · Third-Party Applications Custom Applications

COMMON

Identity ▪ Virtualization ▪ Management ▪ Development

Microsoft SQL Server · Microsoft Office · Microsoft Dynamics · Third-Party Applications Custom Applications

Windows Server with Hyper-V · Microsoft System Center

PRIVATE
(On Premise or Partner Hosted)

Winning in the Cloud

Differentiate

Optimize for Agile Infrastructure

Adopt New Business Models

Develop Strategic Partnerships

Microsoft's Strategy is
PARTNERSHIPS

Program and Resources

- Technet
- Microsoft Developers Network (MSDN)
- Microsoft Partner Network (MPN)
- Microsoft Platform Ready for Hosters (MPR-H)
- Microsoft Service Provider License Agreement (SPLA)
- License Mobility for Software Assurance
- Monthly APAC Region Service Provider Live Meeting
  - email philme@microsoft.com to receive invitation
- http://www.microsoft.com/hosting

Microsoft