Get the speed you need with cloud.

Utilize the New Economics of IT to quickly become a digital business

Storm Clouds

IT leaders are currently experiencing a once in a career perfect storm. This is being created by the convergence of two storm systems: unprecedented levels of technology disruption and increasing expectation from digitally savvy stakeholders.

A few years ago, the disruption came from cloud, big data, mobile and then social. Today, they continue, but have morphed to generate new disruptive technologies like smart devices, Internet of Things, cognitive agents & bots, plus many more. The pace at which these technologies are evolving, and the frequency at which these storms hit, continues to accelerate. And each time a new storm hits IT is expected to make the newest technology work smoothly and securely with everything that's come before.

At the same time, expectations from digitally savvy stakeholders is only growing. The C-suite is losing confidence in the IT team to handle these challenges, with 79%[1] of C-Level execs believing they can make better & faster decisions than IT.

Two Distinct Approaches to IT

There is a way for IT to increase its value to the business and become more efficient, agile and innovative in today's digital world. Avanade refers to these approaches as Predictable and Exploratory IT.

The predictable approach optimizes the core IT systems and emphasizes reliability, cost efficiency and IT-centric culture.

The exploratory approach innovates the business and emphasizes agility, revenue, brand, customer and a business centric culture.

Central to both approaches is cloud. The cloud enables predictable IT through more efficient & dynamic use of core IT systems as well as exploratory IT through faster innovation and time to market.

Cloud accelerates the two distinct approaches to IT

Predictability
"Optimize the Core"

Exploratory
"Innovate the Business"

avanade

1   Source: Avanade Research

Cloud: The foundation for the Digital World

How does the enterprise implement a cloud strategy to achieve all this? Many enterprises are looking to move applications and workloads to the cloud by adopting Microsoft Azure and Office 365. Some enterprises try to make this move via a "forklift" approach to the cloud. But without a holistic perspective, this approach can fail.

The cloud is a robust environment that, when utilized in the right way, can enable the digital workplace. Many applications and workloads are interrelated and dependent on one another, but their integration isn't automatic when moved to the cloud, especially not with an enterprise's existing backend systems. Companies that address the integration challenge incorrectly or incompletely risk business disruptions. A cloud transformation strategy should take legacy applications into account. And it should continue with a strategy for continuing maintenance and management.

This is a lot for most IT departments to manage, especially as they face their first cloud projects and juggle all of their other responsibilities at the same time. And they know it. That's why enterprises are increasingly turning to partners with cloud experience to help them.

Companies that engage partners for their cloud transformations and managed services are doing so to gain the benefits of the cloud more quickly, mitigate risk and support critical operations. Forward-thinking companies are relying on partners to help them deliver enablers like liquid applications, intelligent platforms & connected ecosystems. They are reshaping the value of IT by evolving to an IT services broker model. With this approach, they shift from being the provider of IT services to being a services broker or enabler of cloud and managed services. That is, they're engaging partners to implement the two distinct approaches to IT.

Avanade helps you put it all together

For a large and still-growing number of companies transforming their businesses in the cloud, the partner they're choosing is Avanade, and they have helped to make Avanade the most experienced Microsoft cloud services partner in the world.

That's a big claim, and we can back it up.
- **Most seats.** We've implemented more than **4 million** seats of Office 365, across Exchange, Skype for Business/Lync and SharePoint—more than any other Microsoft partner.
- **Most certified professionals.** We have the largest number of certified professionals for Office 365 and for Microsoft Azure.
- **Most Azure use.** We have driven the most use of Microsoft Azure of any systems integrator.

As a result, Microsoft has named us as an Azure Preferred Partner, High Touch Partner for Office 365, and member of the Microsoft Partner Advisory Council for Infrastructure and Cloud Services. We use our resources in cloud services not merely to move customers to the cloud, but to help them use the cloud to:
- Maximize Efficiency
- Increase Agility
- Innovate the Business

Avanade helps you put together the right pieces to grow your business at cloud speed.

Maximizing Efficiency

Maximizing efficiency means creating predicable IT services that manage, maintain and secure core IT systems in ways that reduce the cost of IT to the business. Cloud computing can enable this by providing new ways to communicate, collaborate and analyze data that are only possible with the scale of the cloud. The result boosts productivity and data-driven decision making.

> *Maximizing Efficiency*
> A consumer packaged goods company used Avanade and Office 365 to give its employees access to business services from anywhere, at any time.

IT providers need to support these goals. Avanade's deep expertise, broad range of services, and close relationship with Microsoft mean that we are always aware of the newest features and capabilities being added to Office 365 and Microsoft Azure, and how best to put them to work for you.

AVANADE has deployed **MORE OFFICE 365 SEATS** across **EXCHANGE, SKYPE FOR BUSINESS AND SHAREPOINT ONLINE** THAN ANY OTHER **MICROSOFT** PARTNER

#1 MICROSOFT CERTIFIED PROFESSIONALS FOR **DEVELOPING MICROSOFT AZURE & WEB SERVICES**

MICROSOFT AZURE PREFERRED PARTNER

We can help you use Microsoft cloud services to deliver IT as a service. For example, you can benefit from connected ecosystems, extending collaboration to offsite employees and even to partners, suppliers and customers—all without the complex, cumbersome and expensive VPNs, firewalls and other technologies that used to be necessary to help ensure security in pre-cloud environments.

We can show you when and how to use Office 365 and Microsoft Azure—and when and how to use them together, for example in federating directory services for presence and instant messaging--for application services that create unprecedented levels of productivity and collaboration within your enterprise.

Of course, information workers aren't the only ones who need to be more productive in the digital business. IT pros do, too. For them, Avanade's Management Platform (AMP) is a cost-effective way to offload management of cloud services to an innovative intelligent platform, enabling IT to focus on delivering the greatest added value to the enterprise.

For example, a consumer packaged goods company wanted to move its global workforce from an aging Lotus Notes platform to one that would support the latest collaboration technologies. And it wanted a change-enablement plan to ease the employees' transition. Avanade helped with both, with a UCC environment delivered on Office 365 supported by Avanade's UCC extended managed services. The result increases end-user productivity, decreases time to deliver core infrastructure services, and delivers multi-device access to those services from anywhere, at any time.

Increasing Agility

To benefit the most from the cloud's economics, while also lowering risk and maximizing results, enterprises need to increase speed and optimize their application and infrastructure transformations. For many larger, multinational enterprises, achieving this goal requires IT partners with proven and innovative tools and methodologies, combined with a global delivery network of experts.

> ### Increasing Agility
> Avanade helped a disaster relief agency migrate to Azure to more quickly scale and deliver critical solutions.

Avanade has these assets. It's not enough to think about the cloud migration. A successful approach must extend to continuing cloud operations. We build your cloud solutions and provide ongoing managed services in order to help or assist with increasing operational agility, while reducing your initial CAPEX costs and your ongoing OPEX costs.

A supplier of technology for international relief operations sought a faster, more scalable and cost-effective solution to deliver its supply-chain technology, which is used by humanitarian organizations worldwide when disasters strike. It was a classic line-of-business case for the cloud. During a crisis, demand for the solution could spike by a factor of 1,000, so the enterprise had to maintain underused assets at three datacenters to be ready. And when it had no infrastructure within reach of a disaster, it could spend precious weeks to build it.

Avanade, together with its parent company Accenture, migrated key customer applications to Microsoft Azure. The close relationships among Avanade, Accenture and Microsoft cut development time and cost because, for example, Avanade knew when forthcoming enhancements to Microsoft Azure would eliminate the need for the developers to build functionality on their own. And use of the Azure global content delivery network eliminated the need to maintain those underused assets in regional datacenters. The customer saves between 20% and 90% of previous datacenter costs (depending on datacenter location), and reinvests that money in solutions to help save more lives. And it's far more agile, deploying solutions in hours—as it did during the Japanese tsunami—that previously took days or weeks.

Innovate the Business

Companies today want to innovative the business, improve the speed to market and encourage "fail-fast" cultures. They can do this with liquid applications, designed with a modular architecture to fully exploit the speed, scale and efficiency of the cloud. Avanade helps them do this in several ways.

> ### Innovate the Business
> A global mining company is achieving their vision of the "IT of the Future" on Azure with the help of Avanade
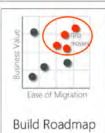
For example, we know that not all workloads are equally appropriate for the cloud, and we help you identify and prioritize the most promising candidates. We know that not all cloud services are equally appropriate for your workloads, and we help you identify the best choices for you, taking into account factors such as backend security and compliance, and the characteristics of public versus private clouds. We know that a hybrid on-premises/cloud approach is often the optimal solution, and we show you how to adopt it when appropriate.
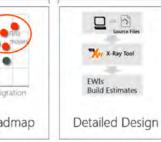
Avanade Application Roadmap to Cloud

IT leaders are looking for a partner with the expertise to build cloud-first apps that truly maximize the potential of the cloud. For example, we understand the differences between scaling capacity in the datacenter versus the cloud, and we build native cloud apps designed to scale fully, quickly and reliably. We also understand how you can use the cloud to run your legacy apps, without wholesale rewrites, to gain greater efficiencies and savings than you can in your own datacenter.

IT leaders turn to Avanade because we understand when to propose hybrid applications that span the datacenter and the cloud, and how to build them for maximum benefit. And we have honed a managed services model that enables

your cloud-first apps to take advantage of continual enhancements to the cloud platform itself.

For example, for a global communications software provider, we used our comprehensive services for Microsoft Azure and Office 365, along with the innovative business intelligence capabilities of Power BI for Office 365. By combining cloud, big data and analytics, the company unlocked new insight and innovation.

We also helped a global mining company achieve their vision of an "IT of the Future" platform, with which they can innovate faster, increase mine production, and drive revenue. Avanade responded with a combination of application optimization, modernization,

and migration offerings, and brought to bear our expertise in Internet of Things (IoT), cognitive computing, cloud strategy, DevOps and Agile to help meet the objective to innovate faster.

What to do now
Whether you're starting to think about the cloud or struggling to implement a cloud strategy, Avanade has the expertise and experience to help put together the right pieces for your cloud faster and with less risk. Take the first step towards having cloud deliver the speed you need to become a digital business: Learn more about how Avanade can help by visiting https://www.avanade.com/en/solutions/cloud

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