Microsoft

Azure First Conversation Guide

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What is this guide for?

If you are a new seller to Azure, this brief guide has been created to assist you in communicating the opportunities that come with Azure to customers that do not currently own the product. When you have identified an opportunity connect with our cloud team who can help you offer the best solution for your customer.

Audience

Information Technology decision makers (ITDMs) and Business decision makers (BDMs) who are experiencing a variety of new pressures like increased customer expectations, security threats, and business demands.

I. Cloud benefits: why Azure is good for business

You would not normally approach customers with a general conversation about the cloud—you would begin with a customized assessment. However, in situations where leaders are still unfamiliar with the "why" of a cloud strategy, there are three main benefits that resonate among both BDMs and ITDMs, which can be weaved into the overall Azure conversation and value prop.

Cost savings

Cloud can provide significant cost reduction based on how you run your IT environment. Many organizations have seen up to sixty percent in savings when going cloud storage versus local storage.

Scalability and seasonality

With cloud, you don't need to purchase hardware or resources you will only need for a short period or spend time and money maintaining them. Scale up or down quickly based on activity and usage peaks in dev/test environments.

Security and maintenance

Your VMs, databases, or apps are maintained with the highest level of security in the cloud. And when it comes to maintaining them, you save time and energy by removing routine tasks and focusing on higher business impact tasks instead.

II. Cloud outlook: from the "why" to the "how"

With all the buzz about digital transformation, most ITDMs and BDMs are no longer asking *if* they need cloud solutions—it's become a question of *how* to implement a strategy. In some cases, leaders have not decided on a cloud partner. Others have chosen a Microsoft competitor like AWS, but have not fully explored how cloud can transform their organizations. In either situation, many decision makers are still intimidated by the perceived complexity of cloud, and are unsure of how to transition out of the traditional datacenter.

To identify the "how," it is important to start small—we need to first assess the appropriate type of Azure project for the customer. This initial conversation should be broad enough to ensure we identify at least one concrete workload that can easily be improved by an Azure solution.

Dispelling the myths

Many ITDMs cling to misconceptions regarding the cloud. One major mental hurdle to overcome is the notion that a migration to cloud is a wholesale, large-scale operation—all or nothing. The reality is that with Microsoft, the shift need not be all at once and the up-front effort can be less complex than imagined. It's best to start with a project that is straightforward to implement and integrate into an existing infrastructure.

Another enduring myth is that the move to the cloud is prohibitively expensive. The reality is that commitments of large, front-loaded budgets aren't required. In fact, most initial cloud projects on Azure start as low as $1k/month with an affordable pay-as-you-go model.

III. The first Azure workload: five easy paths to the cloud

In the spirit of starting small with new clients, these five entry points should prove compelling. Use them to introduce value and benefit statements for specific Azure scenarios. Work through the scenarios and related questions below, taking time to allow the customer to respond. If the customer engages, proceed with a conversation focused on that specific scenario.

1

Azure lift and shift
Key questions: *How do you drive innovation when you have budget constraints? How are you meeting business demands as quickly and efficiently as possible?*

One of the easiest ways to get more out of your budget is to run the virtual machines that support your infrastructure and applications in the cloud. Azure VMs give you on-demand, scalable computing resources with more control, higher availability, better security, and improved management. You can create Azure VMs when you need them, for as long as you need them, and then shut them down when you don't. Get more choice, enhance security and compliance, scale to what you need, and pay only for what you use.

2

Cloud databases
Key questions: *What is your current data warehouse approach? Can it scale on demand and pause when not in use? How do you handle exponential data growth across all types of data? Do you feel confident that you're protecting access to your data? What about predictive analytics—do you have a solution for that?*

Use the cloud as your data warehouse and database solution as a service, and do it all while paying only for what you need. Have the freedom to scale while keeping budgets under control. Provision databases in a matter of three to five minutes. Gain multiple layers of data protection, starting with data encryption and auditing—Azure threat detection functions like an alarm system over your data. Finally, leverage advanced analytics with familiar Microsoft interfaces like Machine Learning, Cortana Analytics, and Stream Analytics, as well as third-party BI tools. As a result, make smarter decisions, improve customer service, and uncover new business possibilities.

3

Hybrid storage and disaster recovery
Key questions: *Do you have any constraints that dictate where you store your data? How do you go about archiving your data? Do you feel as though you're overspending on storage? How safe and secure is all that data, especially in the event of an incident?*

You don't have to choose between on-premises or cloud storage—hybrid gives you the best of both, and it can bring significant cost savings. Extend your existing storage to the cloud with Azure—there are a number of useful hybrid storage applications: cold storage, better backup and recovery. Even better, you can scale to accommodate peaks and dips so you're never spending more than you're using. It's a security win, too. Azure's enterprise-grade protection will keep your data safe in the cloud with redundant storage and automatic copies. Outages—planned or unplanned—don't have to be a killer with reduced downtime and data loss. Protect your servers and get back online quickly with site deployment in minutes.

4

Websites

Key questions: How are you managing internal and external websites? Are you using different platforms? Do your customers use and love your sites? Are the sites secure from threats?

Make it easier to create new digital experiences. Azure is an affordable way to host your corporate or marketing websites. Quickly build, deploy, and manage websites on an open and flexible cloud platform. Deliver your best possible customer experience with fast, responsive performance from massive bandwidth. Rely on the latest security, including firewalls, encryption, and always up-to-date malware protection. Pay-as-you-go pricing means you can have premium resources at budget prices.

5

ISV apps

Key questions: What's your current app strategy? Are you building new apps? How about the modernization of existing ones? Are you empowering developers?

Azure offers you and your team speedy and cost-effective options for dev/test, including everything you need to manage a complete dev/test environment. Save your team weeks and your company big bucks by provisioning Azure VMs for dev/test. Leverage existing apps, skills, and expertise in Azure, which has broad support for both Microsoft and open-source apps and operating systems. You can hit budget targets by eliminating waste and making quick changes to set limits and control costs; you'll never pay for more than you use.

Microsoft Azure — versus — amazon web services™

While a competitive analysis should not define or set the tone for your conversation with prospective clients, it's possible that the subject of AWS could be raised, especially if they already use Amazon's service. In this case, we can confidently say that Azure and AWS coexist well, but Azure also has certain advantages.

Build stuff faster

Azure's integrated tools, unified services, and proven solutions help you build enterprise, mobile, web, and Internet of Things (IoT) apps faster than with AWS, for virtually any platform or device.

Seamlessly connect your datacenter to the cloud

Unlike AWS, Azure lets you easily build hybrid applications that leverage resources in your datacenter, at service providers, and within Azure itself—all without the need for complex workarounds and tradeoffs.

Use what you already know

There's no steep learning curve with Azure like there is with AWS— you'll be productive your first day in our cloud.

Minimize your risk

Microsoft leads the industry in its commitment to the protection and privacy of your data and services.

IV.   Resources

Case studies – **here**

White Papers & Analysts Reports – **here**

Microsoft Azure Website – **here**

3 minute tour of Azure – **here**

UK Marketing Concierge Desk

1.   **Email the team: ukmc@microsoft.com**

2.   **Telephone: 0330 587 8007**

3.   **Visit the website:** aka.ms/ukconcierge

Choose the right training for you:

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Aka.ms/upskill