



Help your customers save money, improve efficiency and increase protection by migrating workloads to the cloud powered by Azure.

CUSTOMER CHALLENGES

- Need to reduce spend and increase agility.
- Cyber security and compliance.

TARGETING GUIDANCE

Customers who:

- Customers with on premise servers running WS 2008/R2 or SQL Server 2008/R2 for which support ended in January 2020.
- Customers handling consumer PII worried about security breaches and ransomware attacks. Industries with recent visible attacks: city governments, professional services, manufacturing, retail.
- Customers with Open Source Infra – leading with Red Hat and Suse.
- Customers already in Azure (federated), looking to adopt further.
- Customers paying for a secondary DC for DR/Backup purposes.
- Migration triggers: WS/SQL or VMware EOS; compliance (GDPR), security threats, software/hardware fresh, urgent capacity needs, acquisition/integrations, datacenter contract expiry, desire for app innovation.

MIGRATION TO AZURE – SOLUTION OVERVIEW

Cost-effective; pay less, get more

- Spend less time managing server infrastructure and more time adding business value. Drop the burden and large up-front costs of locally-run server management.
- Respond quickly to changing business requirements with the ability to add capacity during peak seasons and reduce it when you need less.
- Pay only for what you use for short or seasonal cloud needs. Or get unmatched pricing in the industry, paying a predictable rate for always-on critical services.
- Use Azure cost management tools to easily track utilization and follow cost savings recommendations.

CONVERSATION STARTERS

- How are you keeping IT costs under control as you grow your business?
- Have you considered how much of your budget you could save by moving workloads to the cloud?
- What is your strategy for protecting your business from the growth in sophisticated cyber threats we're seeing today?
- How much time do you spend keeping up with increasingly complex compliance requirements?
- Are you running aging hardware and software you need to replace?
- Are you concerned about the security risks of running old technology?
- How much time could you save by moving workloads to a managed cloud environment?

Unmatched security, privacy and business continuity

- Guard your business against external threats and ransomware, using built-in security features across on-premises and cloud deployments.
- Make sure your business stays up and running no matter what, with full backup and recovery to the cloud.
- Make it easy for employees to access all their apps and devices with secure single sign-on – from anywhere.
- [Data privacy](#): Provide customers with products, information, and controls that allow them to choose how data is collected and used.

SUMMARIZING CLOUD MIGRATION STRATEGIES

