

APP MODERNISATION



Get ready to launch to the cloud! Partner Sales Enablement Drive



Azure helps modernize applications faster with containers, serverless application function, and helps you keep your production codebase 'clean.'

TARGETING GUIDANCE

- SMBs with challenging legacy applications or infrastructure (on prem, out of service/behind patches, under powered).
- SMBs with large amounts of digital assets.
- SMBs who plan to or currently develop, test or run applications in the cloud.
- SMBs who started App Service Trials .
- SMBs who are looking to modernize an existing Website or Application (on prem, web or mobile).
- SMBs who are looking for more security and increased developer productivity .

CUSTOMER CHALLENGES

Lack of efficiency

- Difficult to make incremental changes/updates with legacy applications. Have to take down services when add new features or functionality.
- Most of IT budgets are spend on administrative tasks.
- No consistent service level/uptime. No scaling if unexpected traffic.
- Reduced agility/lack of flexibility. Monolithic applications, legacy code.

Limited technical support

- Pro-dev talent is scarce and expensive.
- Lack of resources for new initiative.
- Dependency on constrained IT / expert resources for technology and development needs.
- Worrying about data security.

APP MODERNIZATION – SOLUTION OVERVIEW

Engage customers

Increase sales, customer acquisition, retention & satisfaction.
New digital cross channel experiences & personalization (mobile/web).
Customer Intelligence (Behavior, sentiment & risk analysis, forecasting, propensity to buy etc.).

Optimize Operations

Reduce your operational cost through the use of secure, scalable, on-demand platform.
Test new products & services faster and reduce delivery time frame.
Improve business processes (forecasting, recommendations, supply chain etc).

Empower Employees

Use digitization to improve productivity and focus on value add.
Better insights though data driven intelligence.
Securely exposing data and process across devices.
Faster decisions and agility by integrating systems and offering self service options.

Optimize Operations

Reduce your operational cost through the use of secure, scalable, on-demand platform.
Test new products & services faster and reduce delivery time frame.
Improve business processes (forecasting, recommendations, supply chain etc).

CONVERSATION STARTERS

BDM

ITDM

Architects/
Dev Mgrs/IT Pros

- What is your omnichannel strategy? What elements (web/mobile/bot/etc) does it include?
- What do you think consumers think of your brand after interacting with your digital platforms?
- Do you have a consistent user experience across all of your customer touchpoints (kiosk, mobile, wearable, web, etc)?
- How much of your time is spent on maintaining existing applications vs innovating?
- How frequently are you able to update your applications?
- What percentage of your portfolio runs on prem vs cloud?
- What do you see as productivity blockers for your team today?
- Is it easy for your team to stand-up environments to prove-out ideas and concepts?

RESOURCES

Build: App Modernization with Microsoft Azure

Azure Immersion Workshops

Azure for SMB

Cloud Migration and Modernization Playbook

.NET App Modernization

DevOps learning path

Web apps learning path

Serverless learning path

App Service learning path