Service Provider Consulting
From Microsoft Services

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Industry Overview

More and more businesses are looking to outsource IT, decrease management requirements and ultimately save money. With worldwide public cloud spending expected to reach $127 Billion in 2018, various lucrative opportunities exist for service providers to offer new services and onboard new customers. Customers are outsourcing IT operations to providers at a rapid rate, including advanced, complex and often critical workloads. Being among the first to release robust service offerings for small, medium and large enterprises and governments is key to capitalizing on these opportunities. To remain competitive and grow their business organizations must:

1. Efficiently operate offers for multiple tenants with different demands.
2. Offer standard, supportable yet customizable offers.
3. Provide enterprise-scale at commodity cost.
4. Build a road-map for follow-on offers.
5. Create Hybrid Cloud services to benefit from on premises, hosted and public cloud market opportunities.

$127B

Public Cloud Delivered IT
"Public IT cloud services spending will reach $56.6 billion in 2014 and over $127 billion in 2018"[1]

68%

Organizations Adopting Hybrid
Organizations looking to implement hybrid cloud in the next 2 years[2]

50%

Enterprises on the road to cloud[3]

$24B

Hosted Private Cloud
Estimated spending by 2016 [4]

1 Source: IDC, Worldwide and Regional Public IT Cloud Services 2014-2018, doc # 251730, October, 2014.
2 "The New Era of Hosted Services" 451 Research, 2013
3 Microsoft Internal Analysis, 2012
4 IDC, "Worldwide Hosted Private Cloud Services 2012-2016 Forecast: New Models for Delivering Infrastructure Services" doc #238689, December 2012

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Microsoft's approach to cloud

A True Hybrid Model

flexible development
unified management
common identity
integrated virtualization
complete data platform

Diagram labels: Customer, Microsoft, Service Provider, ONE Consistent Platform

With the rapid migration to the cloud, your customers are looking for hosted solutions to power their services and applications. Microsoft's Cloud Platform delivers a consistent experience, whether in an onsite or hosted datacenter. With more than 20 years of experience running some of the world's largest datacenters, we've created a set of products that allow you to deliver new services while operating at higher scale and lower cost.

Microsoft can bring innovation to your datacenter, based on learnings from operating some of the planet's most massive datacenters. Standardization, automation, and resilience are all critical characteristics of the software-defined datacenter, the foundation for your IT operations. Learn more from Microsoft's experts about how you can benefit from new approaches to infrastructure, across the datacenter and the cloud.

Microsoft System Center   Windows Server 2012   Microsoft Azure

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Service Provider Consulting
For Existing Service Providers
Expand and Enhance Existing You Existing Portfolio To Activate New Business

Expand your offering portfolio with private cloud solutions

Hosted Private Cloud Spending Estimated to reach $24B by 2016[1]

Our recommended practices and structured approach are based on our experience running hosted services and deploying similar services in service provider environments.

1 "Worldwide Hosted Private Cloud Services 2012-2016Forecast: New Models for Delivering Infrastructure Services", IDC, 2012

The SaaS CRM market is forecast to reach a total revenue of $19.7 billion in 2018…[2]

Augment your portfolio with CRM solutions that can serve as standalone or value add service offerings

2 IDC, "Worldwide SaaS Enterprise Applications 2014–2018 Forecast and 2013 Vendor Shares" Doc #252569, Dec 2014

Hosted Database Spending expected to hit $39.9B[3]

Offer high performance database-as-a service, BI and Big-Data, up-scale high availability and disaster recovery, and comprehensive services for hybrid cloud.

3 Microsoft Internal Analysis, 2012

IDC predicts the Work-space as a Service market will reach $1.7B in 2018[4]

Offer end users a superior user experience with support for low bandwidth, high-latency wide area networks, and new support for USB and multi-touch devices.

4 IDC, "Worldwide Workspace-as-a-Service 2014–2018 Forecast", doc #250048, July 2014

Collaboration application revenues expected to reach $7.9B by 2018[5]

Develop easily marketable Productivity as a Service transactional offerings that combine Collaboration, Voice and Email technologies

5 IDC, "Worldwide Unified Communications and Collaboration 2014–2018 Forecast", doc #252341, November 2014

Hosted Unified Communications and Collaboration market expected to reach $13.5B by 2018[6]

Offer prepackaged services bundles that reduce the sales cycle and increase customer exposure to your services portfolio.

6 IDC, "Worldwide Unified Communications and Collaboration 2014–2018 Forecast", doc #252341, November 2014

Partner with Microsoft to offer hybrid cloud scenarios

DR as a Service

Offer disaster recovery scenarios for critical workloads using the flexibility of Microsoft Azure Site Recovery.

Cloud Based Storage

Enhance your storage as a service capabilities with StorSimple scenarios for service providers.

Cloud Managed Security & Identity

Use architectures and recommended practices for seamless identity management and security for hybrid clouds.

Hybrid Cloud Reseller

Learn about reselling hybrid services with Microsoft

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Service Provider Consulting
For Services Resellers

Introduce Microsoft IP and Services into your solution implementation portfolio

Enhance your offers by reselling cloud professional services

Enterprise Discovery, Rationalization & Modernization

Offer discovery and rationalization services for organizations seeking to gain insight into their server and application landscape. This information can then be used to plan for deployment projects, migration of key platforms and applications, and the overall modernization of their organization.

Hybrid Enterprise Transformation

Help customers transform traditional datacenters to hybrid datacenters that can easily leverage the cloud computing paradigm. This offering focuses on business strategy and aligning the IT initiatives to bring about business value and results in the creation of a prescriptive transformation Roadmap.

Host Your App Services

Resell Microsoft Consulting Services around transforming line of business applications into cloud managed applications and help your customers take advantage of new operating models

Datacenter and Cloud Infrastructure and Management

Give your customers access to the infrastructure, control and flexibility they need to implement private or hybrid cloud, using pre-architected and field-tested product line architecture to develop a cloud infrastructure based on Windows Server 2012, System Center 2012 and Microsoft Azure.

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Become a government service provider

IDC expects U.S. Federal Government spending on public IT cloud services to reach over $3 billion by FY18. Growth is driven by increased levels of trust for some types of public cloud; by low-risk types of solutions, such as hosted Web sites; and by storage of content that is considered public information.[1]

Build a new discipline focused on servicing government agencies with cloud based services. Supply a government or governmental organization with infrastructure or workload services while maintaining compliance with jurisdictional and/or security regulations. Microsoft Consulting Services can support both the service provider and government agency to ensure compatibility and supportability of the service.

Internet of things (IOT) presents an opportunity for platform and application vendors as many devices (street lights, public utilities, bridges, etc.) will rely on hosted applications. Considering the sensitive nature of these devices, this also presents further opportunity for providers to provide advanced security options specifically catering to government agencies..

1 Source: Perspective: Looking Up — U.S. Federal Cloud Forecast Shows Sustained Growth Through 2018; Shawn Mccarthy; doc #: GI250735; September, 2014

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Service provider transformation

Provide hosted services to external customers using existing investments

Microsoft Services can help enterprise organizations enter the service provider market by providing end to end planning and implementation assistance. Drawing on our experience and patterns from some of the largest service offerings in the world, Microsoft Services professionals will work with your teams to create business plans and technical implementation guidance consistent with your IT Service Management strategy. Microsoft Services can help you uncover lucrative service offerings for inclusion in your portfolio and can help bring them to market by transforming your operations, streamlining your security & identity processes, and standardizing your infrastructure and management.

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Service provider offering portfolio

Microsoft Services offers a comprehensive portfolio of offerings spanning business and technical services that create the foundation you need to develop the solutions that meet the unique needs of your customers.

Service Provider Business Strategy Development

In an accelerated workshop or in-depth analysis, Microsoft Consulting Services partners with you to:

• Define the customer segments that achieve the greatest value to your organization

• Develop the TCO model for the workload service(s) and potential benefits for future offerings

• Use industry tools and benchmarks to build an ROI for monetizing the service

• Establish key performance criteria for success of the service roll-out

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Service provider offering portfolio (cont.)

Service Foundation

- Assess the security needs of your customers and suggest solutions

- Design and implement the fabric and fabric management infrastructure to support your service

- Design and integrate an identity framework that manages multiple instances of your service

- Optionally assist your key customers in adopting matching frameworks

Service Provisioning

- Assess the infrastructure and management tools to on-board Cloud Pack solutions

- Design the architecture for the workload

- Install and configure the workload service Cloud Pack to provision and scale-out isolated instances of the workload

- Provide a self-service portal framework to request, configure and optionally scale-out the workload service

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Service provider offering portfolio (cont.)

Service Integration

- Develop a plan for integrating the service into your existing B/OSS, billing and settlement systems

- Integrate Microsoft Windows Server and System Center technology into your current environment

- Interface into Windows Azure Pack APIs to provide optimal user experiences

- Interface into your portal interface strategy

Service Delivery Optimization

- Assess your delivery model and inject a set of better practices that optimize performance

- Map the dependencies of your services and identify process improvements

- Enhance your existing Microsoft data center technology to accelerate your ROI

- Introduce industry best practices for delivering cloud services

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Why Microsoft Services?

Agility through operational excellence

- Redundancy failovers across multiple geographies
- Multi-dimensional approach to help safeguard services and increased data privacy
- ISO 27001, SSAE16, FERPA, HIPAA, FISMA, and EU Model clauses compliant
- Carbon footprint reduction
- 99.9% uptime financially backed SLAs

## Millions of users, millions of servers

- 20 years in consumer and business services
- 280M users on Skype each month worldwide
- 1 petabyte+ per month of updates via Windows Update
- Microsoft Azure: available in 89 countries
- Office Web Apps: 50M users

Cloud investments for better economics

- $3B+ in cloud infrastructure
- 200+ services, delivered 24x7
- Geo-distributed datacenters
- Rapid modular model
- 30,000+ software engineers involved in cloud-based activities
- 2,000+ people in cloud infrastructure engineering and operations

Microsoft Dynamics CRM Online | bing | Outlook.com | Office 365 | XBOX LIVE | msn

Frameworks and Tools Based on Industry Experience
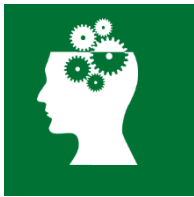
Business Value Realization Framework designed to help you take value-added services to market in a lucrative and profitable way.

Service Provider Reference Architectures designed to reduce availability issues in multi-tenant fabric, management and workload requirements.

Cloud Packs to automate the provisioning and scale-out of complex workloads to accelerate your time to market

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Why Microsoft Services?

We are the strategy, consulting, and support division of Microsoft. We help businesses and partners around the world achieve a greater return on their investment on Microsoft products and technologies by helping plan, deploy, and run the IT initiatives that deliver the most business value.

DEEP EXPERTISE: We offer the deepest expertise in designing, implementing, and supporting Microsoft solutions. Our cross-industry experience, backed by our global network of tools and resources, strengthens both the depth and breadth of the expertise that we offer. Our deep knowledge of Microsoft products and firsthand experience with thousands of businesses in all industry verticals around the world allow us to deliver proactive and world-class services.

COLLABORATION: We provide an effective, collaborative approach, beginning with architecture planning and road maps for implementation of company-wide technology. We work directly with partners and IT staff to provide seamless integration and deployment. Our hands-on training and knowledge transfer on the latest technologies from Microsoft's product groups help increase IT staff expertise and improve alignment between business goals and IT investments.

FULL LIFECYCLE: We help provide stability and continual optimization through every stage of the IT lifecycle by engaging at every level to understand business needs. Our end-to-end approach validates that our solutions fulfill customers' needs, increase performance, and reduce risk. We help optimize current IT investments, and we advise on technologies and services that support our customers' current and future IT needs.

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Resources

Case Studies- Please visit Microsoft.com/casestudies to find out how other service providers are benefiting from working with Microsoft.

- **OVH**
  Hosting Provider Uses Self-Service Portal to Grow Market Share with New Offering

- **Telkom**
  South African Telecom provider reduces storage needs and network latency by upgrading to Windows Server 2012.

Microsoft Cloud
http://www.Microsoft.com/cloud

Microsoft Datacenter Operations
http://www.globalfoundationservices.com

For information about consulting and support solutions from Microsoft Visit: http://www.Microsoft.com/services

Opportunities exist to re-sell Microsoft Professional Services around Enterprise Modernization and Hybrid Cloud to your customers, contact your Microsoft Services representative for more details

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