Microsoft

3 BIG REASONS
to extend your datacenter with the cloud

Your on-premises infrastructure is key to the business, and a major investment — yet the benefits of a cloud approach are becoming too great to ignore. Here are three reasons why you should extend your datacenter using cloud technologies.

Reason 1: Cloud can enhance IT

Extending your datacenter with cloud services can increase reliability and performance, expand your capabilities, and deliver secured mobile apps worldwide — all while saving time and effort. These are four areas in which the cloud can enhance your IT infrastructure and the benefits experienced by customers:

Identity: Efficiently manage user access and identity from virtually anywhere.

- Provide access to cloud apps in the field with single sign-on.
- Save time and reduce helpdesk calls with user-directed account and password resets.
- Benefit from the latest security technologies and updates.

WALSH

The Walsh Group uses cloud-based tools to advance identity and mobility:

- Management of employee access policies allows secure delivery of confidential documents on any device.
- Security alerts triggered by suspicious behavior before damage is done.
- 17 hours per week saved with self-service password reset and other capabilities.

Datacenter extension: Expand your capabilities without huge investment.

- Quickly provision enterprise-grade virtual machines.
- Connect VMs to your on-premises datacenter infrastructure.
- Deliver capacity on demand.

blinkbox

Blinkbox expanded its datacenter with Azure to meet growing demand:

- Hyper-scale on-demand ensures a great customer viewing experience on virtually any device.
- Platform-agnostic solution supports many different operating systems.
- Mundane administrative tasks reduced — engineers focus on adding strategic value.

Database and SQL as a service: Apply hyper-scale tools to large datasets.

- Easily scale without taking days to deploy new hardware.
- Consolidate disparate streams from disparate platforms.
- Easily manage high volumes of data.

MARGINPOINT
Indirect Materials Software

MarginPoint uses a hybrid approach with SQL in the cloud:

- 22.7 million transactions in five days — average response time: 66.3 milliseconds.
- Platform empowers customers to unify data from devices, apps and other sources.
- Development team focuses on new applications instead of maintaining infrastructure.

Disaster recovery and backup: Help protect data and apps to ensure business continuity.

- A good place to start transforming with cloud.
- Help protect applications and data from equipment failure or natural disaster.
- Information can be made available from virtually anywhere.

MAZDA

Mazda North America Operations deployed a hybrid solution for data protection:

- Data copies to the cloud in half the time; files can be recovered in minutes.
- Automated data protection frees up highly skilled engineers to work on more strategic projects.
- Scalable storage capacity to support future projects.

Reason 2: Cloud is the future

The data is clear: Companies see hybrid as a solution in a mobile-first, cloud-first world.

IDC says business is embracing mobile:

4X	Amount of enterprise apps optimized for mobile by 2016.[1]
25%	IT software budget for mobile app development, deployment and management by 2017.[1]
75%	Internal line-of-business apps optimized for mobile by 2017.[1]
100%	of customer-facing line of business apps by 2017.[1]

There is a lot of work to be done, so where do you start? Select the right workloads to get your cloud migration off the ground:

Consider ON-PREMISES ARCHITECTURE for:
- Fast, local access to large files.
- Control over sensitive data.
- Compliance with certain regulations and audit agreements.

Consider the CLOUD for:
- Data backup and storage.
- Hyper-scalability on demand.
- Secured, distributed access to mobile applications.

Today's cloud services work across platforms:

According to Microsoft's customer data,
More than 20%
of Azure workloads currently run Linux.[2]

Reason 3: Cloud expands your career

IT pros are finding that the cloud is a great place to be — by offloading repetitive tasks, you finally have time to become a strategic business partner.

On-premises architecture requires:
- Buying and installing hardware and infrastructure.
- Maintaining systems and services.
- Replacing outdated equipment.
- Repairing infected devices and systems.
- Updating software.

With hybrid IT, professional opportunities expand toward:

To do:
1.
2.
3.
Done ✓

- Assisting business groups with new applications and projects (Say "yes" more often and reduce rogue IT).
- Managing services as business needs evolve.
- Increasing organizational productivity.
- Planning across the organization in a holistic way.
- Charting data flows and identifying potential initiatives.

Learn more about how a hybrid approach can enhance your IT and your professional life at **www.microsoft.com/hybrid-cloud.**

1. Source: IDC FutureScape: Worldwide Mobile Enterprise Applications 2015 Predictions (December 2014) Doc # 253115 [http://www.idc.com/getdoc.jsp?containerId=253115]
2. Source: Microsoft By the Numbers (April 2015) [http://news.microsoft.com/bythenumbers/index.html]