

# Digital Transformation @work

Empowering Together



# Digital Transformation work

Empowering Together

Workload and Application migration to Azure  
- Your Path to Recurring Revenue!

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Microsoft

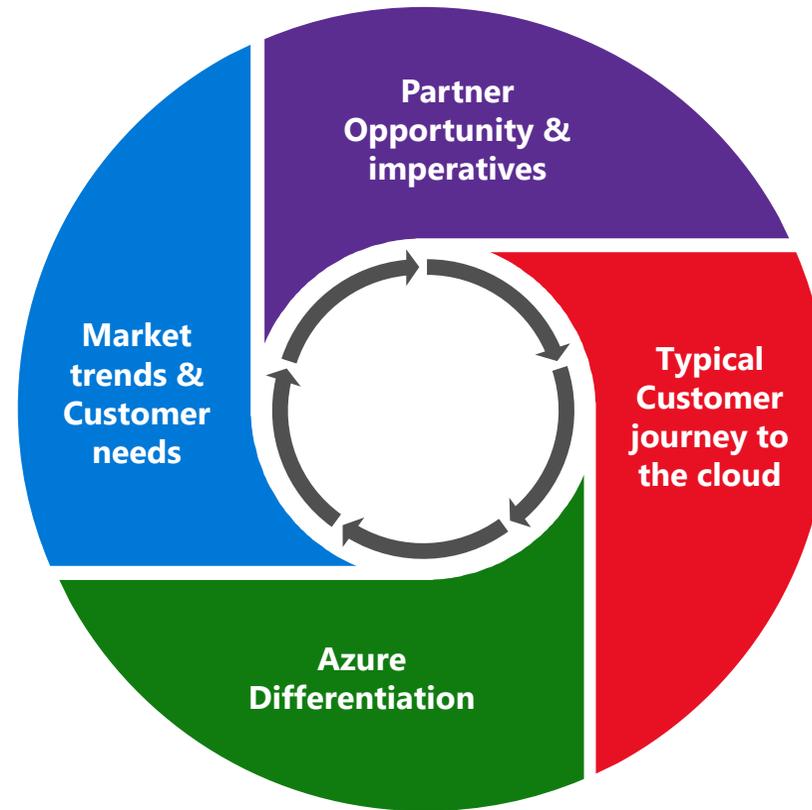
# Agenda

- Customer workload migrations – The Why?
- Understanding migration opportunities
- Migration Framework and methodologies
- What your peers are doing – panel discussion
- Helping you succeed - MSP Azure Migration Program – Special Offer

# Building a Migration Practice – The Why

- Public cloud is exploding - \$500B by 2020<sup>1</sup>
- Most apps are on premise, but 42% will move to public cloud in 2 years<sup>2</sup>
- Modernization is the key driver - CTO/IT, EOL technologies, LOB users/Shadow IT
- Cost reduction, On-demand capacity and IT as a strategic asset - motivators<sup>2</sup>
- Private/Hybrid cloud will be relevant

- 46% of customers prefer Azure over any other public cloud (AWS 42%)<sup>2</sup>
- Azure is Secure, Hybrid, Scalable
- Application footprint is heterogeneous – Azure has native support for Windows and Linux
- Great ecosystem of ISVs for tooling
- Managed services with CSP



- Migration – entry point for Cloud MSPs
- 50% of customers will look to 3<sup>rd</sup> parties for help<sup>3</sup>
- \$2.4B Migration Services Market growing at 24% CAGR<sup>4</sup>
- Plan, Design, Build, Manage - immediate opportunities<sup>2</sup>
- Security and roadmap are critical
- Automation is key

- Monitoring, security and compliance are top of mind
- Most start with IaaS 'Lift & Shift', IaaS optimization
- IaaS to PaaS, App modernization through architecting/re-platforming
- Customer size does not equal to migration complexity

<sup>1</sup> IDC CloudView 2016 Survey, 2016, n=11083  
<sup>2</sup> PULSE Gatepoint Research, March 2016

<sup>3</sup> 451 Research April 2016  
<sup>4</sup> Markets and Markets 2016

# Migration Opportunity for Services Providers

# Top triggers for Customer Workload Migrations

## Cost Model Transformation



- CAPEX to OPEX.
- DC modernization
- Increasing DC operational costs

## Security & Compliance



- Modern security for modern threats
- Regulatory compliance requirements
- Business continuity

## Need for Business Agility



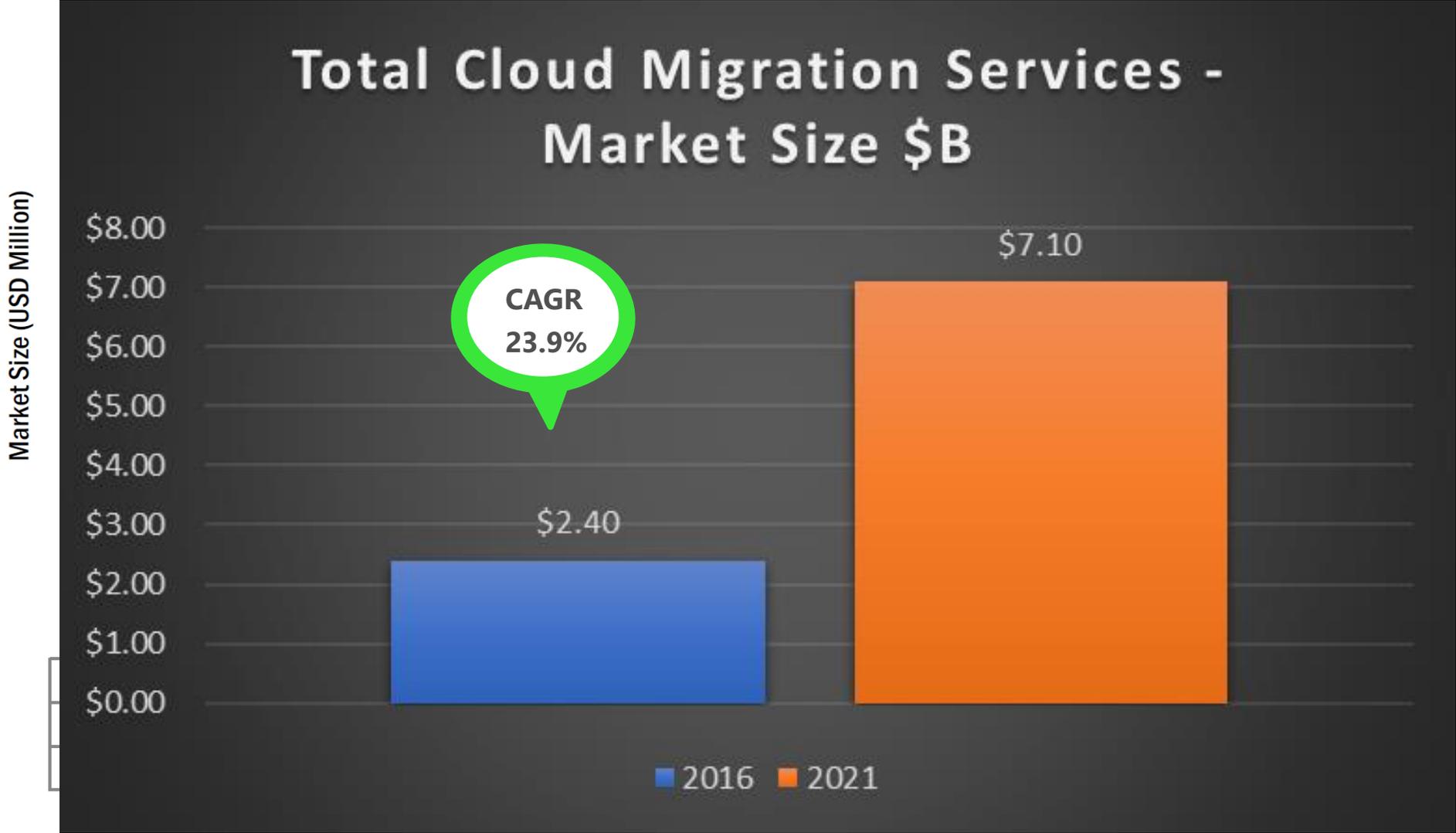
- New capabilities – e.g. adv. analytics
- Time to value –build, deploy, manage
- Availability of skills
- Retain relevance of internal IT through higher value to business

## Contracts, Licenses up for renewal



- Expiring co-location contracts
- End of support of Software
- End of support contracts

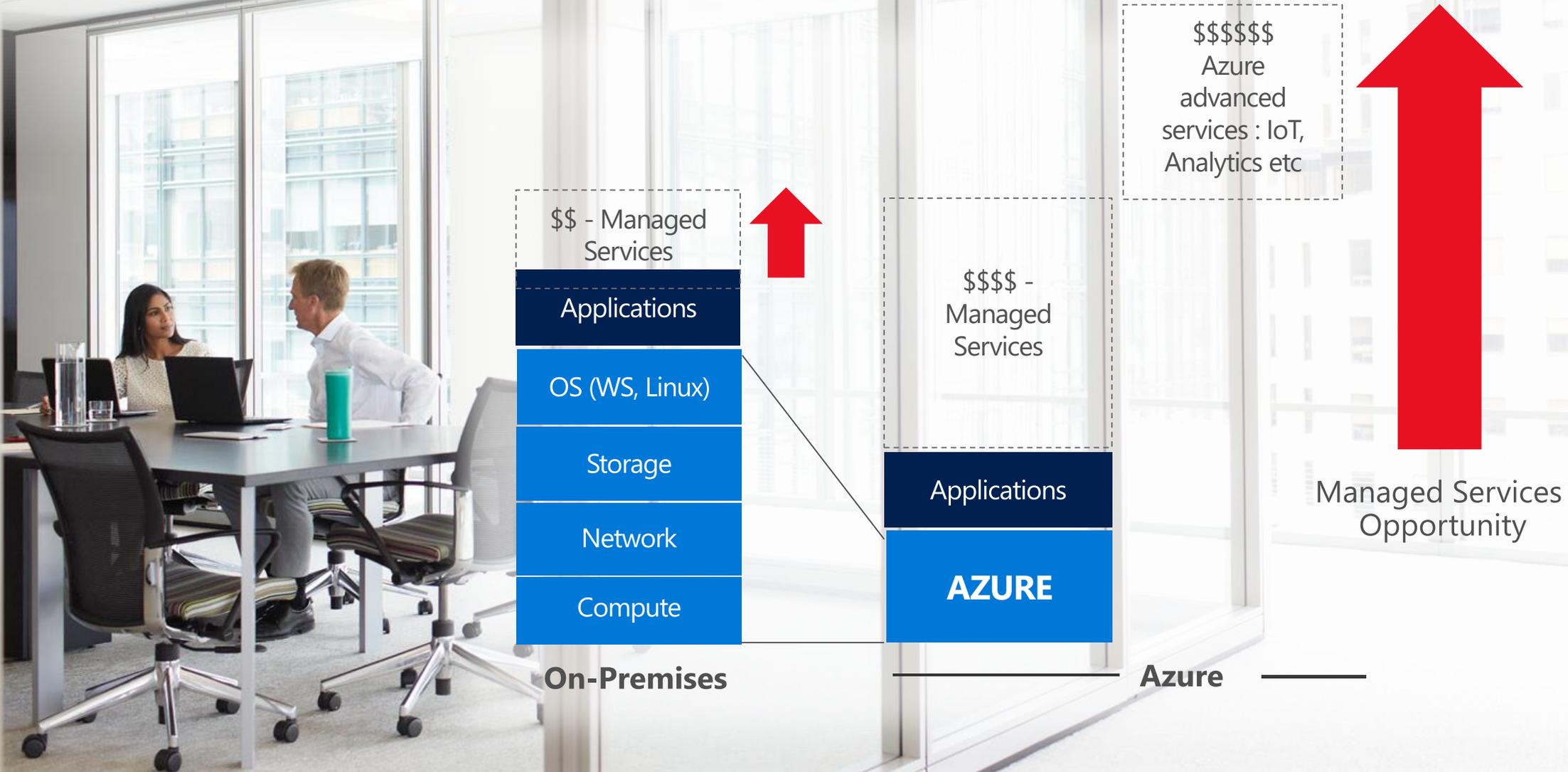
# Cloud Migration Market by Service Type



ILLUSTRATIVE

# The Opportunity – A Customer Example

## Customer Spend Distribution

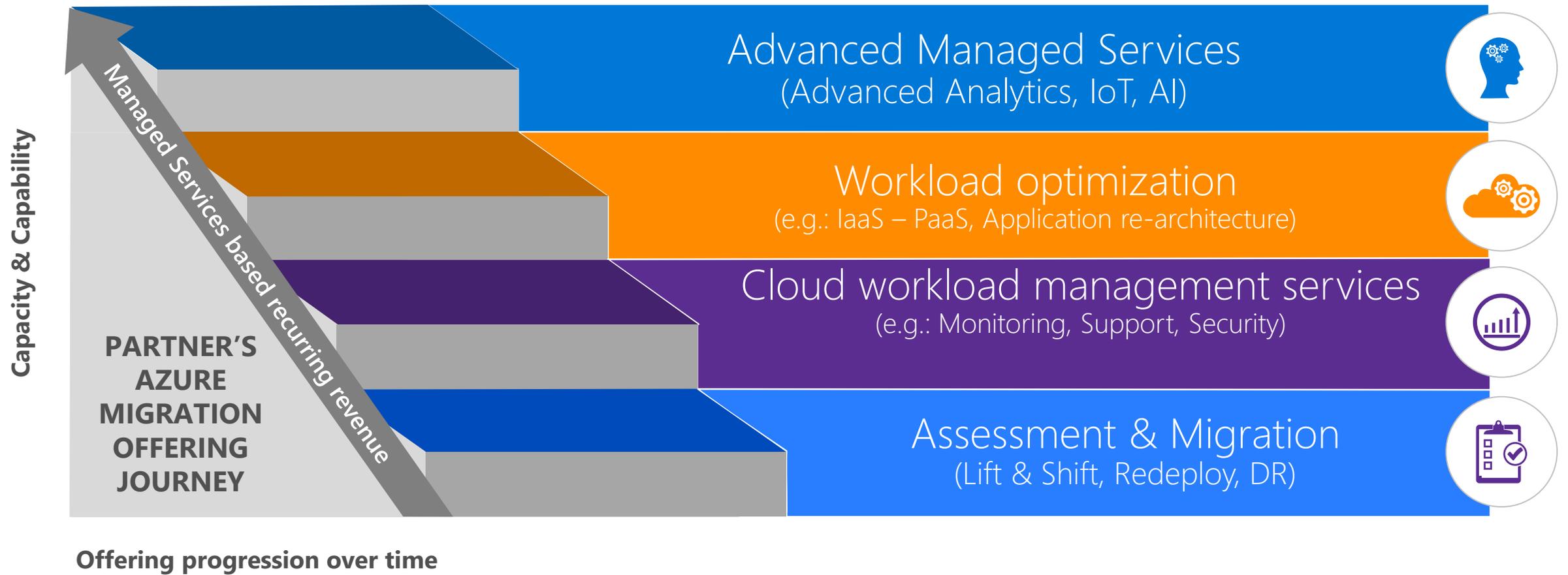


On-Premises

Azure

Managed Services Opportunity

# Partner Offering Progression



\*Source: HMSP partner interviews; partner may team up with SI/subcontract

# Migration Framework and Methodologies

# Top Customer Questions During Migration Engagements

- What are the cost savings / TCO if I move to Azure?
- Which applications should I move – and what is the recommended sequence?
- Will you build my entire environment on Azure or can part of it remain on-prem/private cloud?
- Will you take care of architecture changes in order to meet the reliability, scalability, and availability requirements?
- Will you ensure that my data and processes respect regulatory compliance?
- Show me how you plan to manage and monitor my application in the cloud?
- What are my risks?



Infra (VMs/Lift & Shift)

Database

RDS

Open Source Workloads

Microsoft applications (SharePoint etc.)

LOB applications (Sitecore, SAP, NAV)

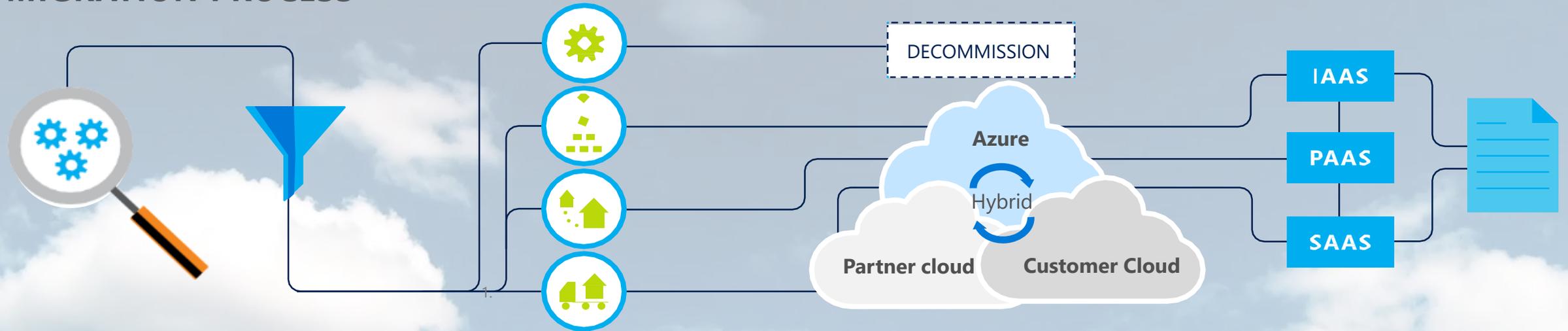
Web Apps

# Common Workloads for Migration

A woman with long dark hair, wearing a red top, is seen from behind, standing near a large window in a bright, modern office. The window looks out onto a cityscape. The office interior has light-colored walls and wooden accents.

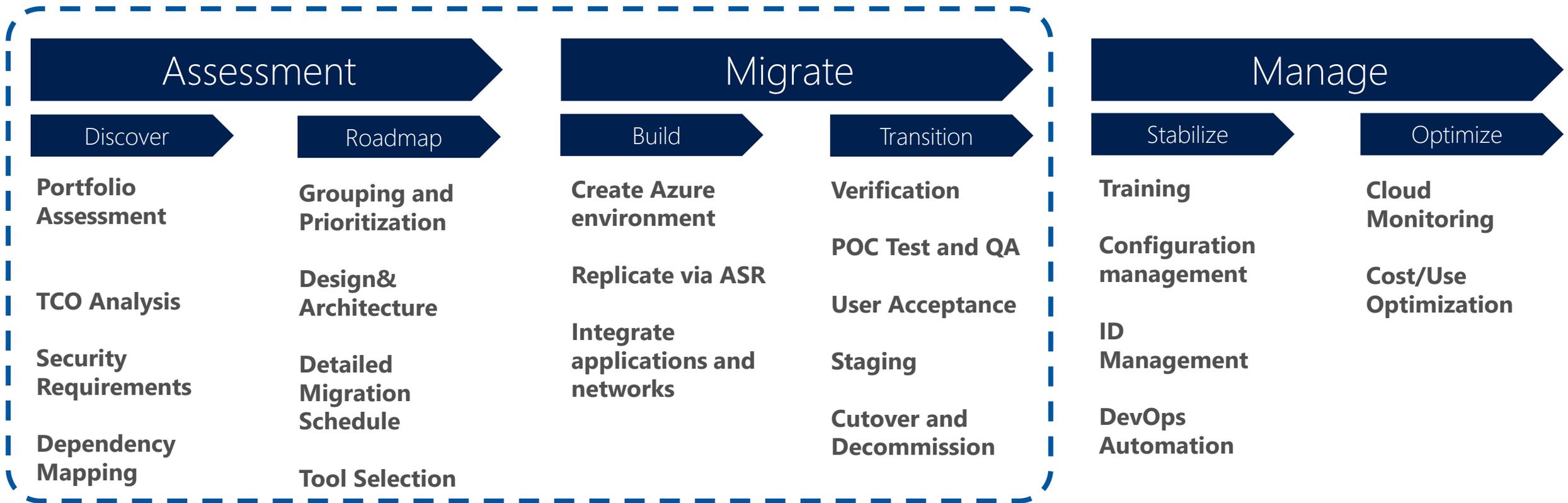
# Understanding a Typical on Premise to Cloud Migration

## MIGRATION PROCESS



- 1** Discover customer's on-prem footprint (VMs, networks, apps etc.)
- 2** Map dependencies and determine network topology
- 3** Recommend optimization path for workloads, cost modeling
- 4** Determine best cloud computing service model
- 5** Provide cloud migration strategy and plan

# Migration Framework



3<sup>rd</sup> Party: Cloudamize/RISC Networks/CORENT

1<sup>st</sup> Party: MAP/Bluestripe

Azure Site Recovery

MCS Migration Factory IP - MigAz

Monitoring, Management, Optimization, ITSM & Automation tools

Services Provider Billing and Operations Management & Automation, CSP integration

# Migration – Tooling and Business Model

## Assessment

### Discover

Portfolio Assessment  
TCO Analysis  
Security Requirements  
Dependency Mapping

### Roadmap

Grouping and Prioritization  
Design & Architecture  
Detailed Migration Schedule  
Tool Selection

## Migrate

### Build

Create Azure environment  
Replicate via ASR  
Integrate applications  
and networks

### Transition

Verification  
POC Test and QA  
User Acceptance  
Staging  
Cutover and Decommission

## Manage

### Stabilize

Training  
Configuration management  
ID Management  
DevOps Automation

### Optimize

Cloud Monitoring  
Cost/Use Optimization  
Dev Ops

## 1st Party / 3rd Party Tools



## 1st Party / 3rd Party Tools



## 1st Party / 3rd Party Tools

### Monitor



### Security



### Support



# Migration – Business Model



Business model &  
Rev/customer

- Free cloud workshop as a hook
- Assessment (manual and/or tool driven):
  - Small - \$10-15K (3-5 days)
  - Medium – \$15-50K (2-4 weeks)
  - Large/ERP/LOB - \$75 – 300K (3-6 months)

Business model

- ❑ **A-LA-CARTE** - Each function: support, backup, monitoring, etc., has a separate SKU and consumption meter
- ❑ **PER VM/NODE** - Managed Service tiers charged per VM/Node/ Instance - most common pricing model, especially for infrastructure services
- ❑ **% OF CLOUD SPEND** - Managed Service tiers charged as percentage of underlying cloud spend - faster growing price model; typically used by born-in- the-cloud MSPs
- ❑ **PER USER/DEVICE** - Typically used for Managed Apps/Mobility offerings or when building per user, finished services in Azure - most common pricing model used for applications such as Magento, Sitecore, SharePoint and Power BI on Azure

# Partner Panel Discussion



Jon Thomsen, CEO

**atmosera**®

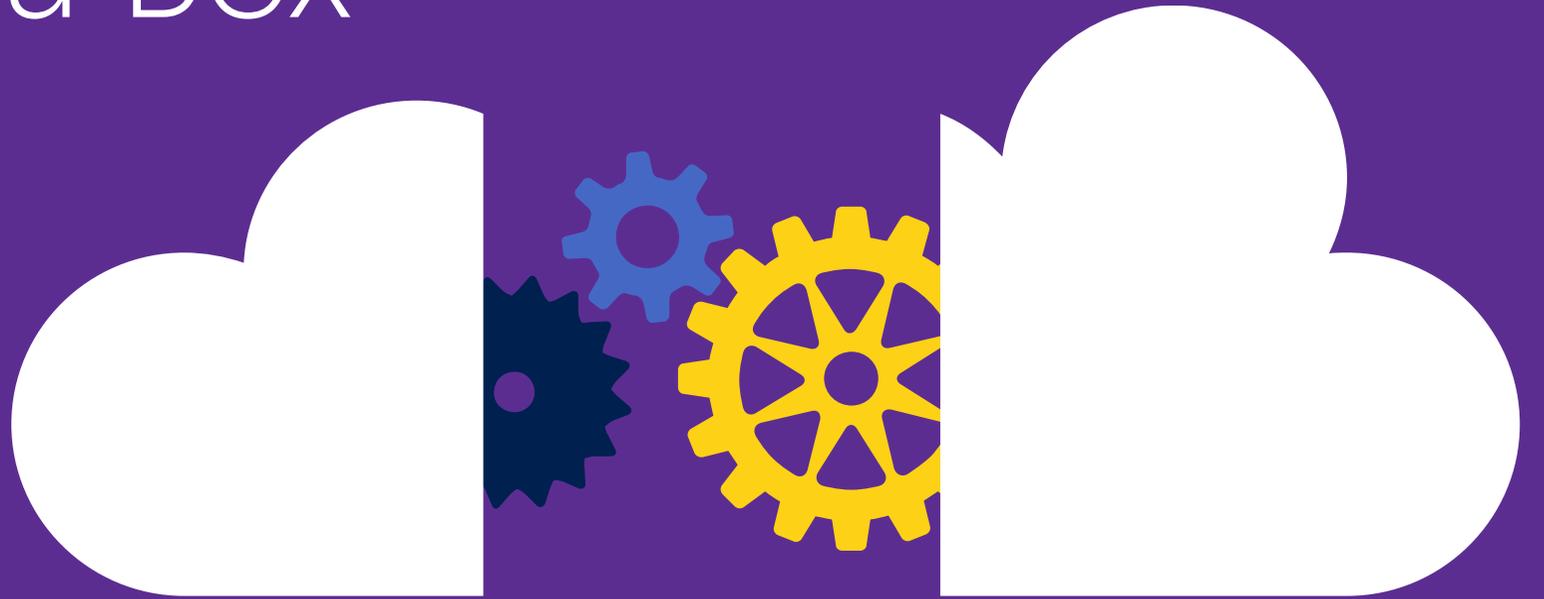


Ray Jaksic, CTO

**CORETEK**  
Services

How can Microsoft help?

# Announcing!! Migration in a Box



# Migration in a box

Soon available on  
<http://aka.ms/cspinabox>



## 1. Preparing for Migration

- Setting the Stage - Successful Migration Strategies
- Master Engagement Plan
- Managed Services Provider Migration to Microsoft Azure | White Paper

## 2. Migrating the First Workloads

- Crossing the Chasm (Part 1 of 2)
- Architectural Design and Considerations Guide -- Initial Workloads
- SOW Checklist for Proposing Azure Cloud Migration

## 3. Planning Discovery and Assessment for the Next Workloads

- Crossing the Chasm (Part 2 of 2)
- Discovery Questionnaire
- Microsoft Assessment and Planning Toolkit
- Technical Feasibility Guide: Workloads & Scoring

## 4. Migrating the Remaining Workloads

- Architectural Design & Considerations Guide - Advanced Networking Scenarios
- ASR Capacity Planning Guide
- ASR Setup Guide -- Physical
- ASR Setup Guide -- Vmware
- ASR Setup Guide -- Hyper-V
- SQL Server 2012 -- Hyper-V to Azure
- And more to come....

# MSP Azure Migration Program – Cloud & Hosting Summit Exclusive!!!

For Customer Applications Migration

Offer Details	Partner Qualification	Offer Timeline
Microsoft will support you to build a profitable <b>on-premises to Azure migration practice</b>	Tier 1 CSP Partner C-Level commitment	Program start date: January 10, 2017 Offer ends on June 15, 2017

MSFT Gives	Partner Gives
200 Free Cloudamize Licenses + Training	Required participation in ASR, Cloudamize training Migrate 5 customers with a minimum of 20 production VMs per customer before June 15, 2017 All migrations needs to be on CSP  <b>Note : All incentives with this offer expire on June 15, 2017</b>
Access to Technical IP (ASR – MSFT migration Tool) & Best Practices	
2 x \$15,000 BIF from Corp to subsidize the first two customer migrations- to defray the deployment costs	
24 X 7 Technical helpdesk and support	

# MSP – Azure Migration Program Workflow

1

## Nomination (New Partners Only)

Work with your local HMSP team to get nominated

Partners accepted into the program gets a Welcome email from [mspmig@microsoft.com](mailto:mspmig@microsoft.com)

2

## Kick-Off

The welcome email will include:

- An onboarding guide
- Introduction to program stakeholders
- A link to the support portal

There will be scheduled an online Kick-Off meeting

3

## Tools Training

- Partners will participate in either an online **Cloudamize training** or take the recorded training at their convenience
- Partners will nominate customers for the program / Request and obtain Cloudamize licenses

4

## Discovery

- Install Cloudamize agents
- On day 15, the workload data will be available through your Cloudamize dashboard

5

## Assessment

- Partners analyse tool output and score workloads
  - If needed, a working session can be scheduled to discuss the results with the partner
- Partners will present findings and recommendations to customer.
- Partners determine migration timelines and cost for migration.
- Get customer buy-in, provide SOW to customer

6

## Migration

When customer has agreed to migration, SOW and project plan:

- Partners will leverage ASR for production migrations
- Test and switch over to Azure

7

## Build Practice

- Leverage IP to build a practice
- During prior steps partners will have acquired capabilities and insights to build a migration practice

# Offers designed for tech pros on any platform to build Azure skills

\$279<sub>usd</sub>  
or 2 SATV days\*

**Three** exam vouchers (including one retake each) and practice tests for any three Azure certification exams



*Linux Foundation Certified System Administrator (LFCS) exam voucher*

*Coming soon*



Get certified

\$99<sub>usd</sub>  
or 1 SATV day\*

**One** exam voucher (including one retake) and a practice test for any Azure certification exam



Free

Access to online courses and digital, sharable certificates of completion for each completed course, including new **Azure for AWS Experts** and **Azure Fundamentals** courses

Get skilled

\* Only available direct through Microsoft. A Software Assurance Training Voucher (SATV) must be created for the appropriate number of days. Additional information is [here](#).

# Next steps

## Build skills using Azure Skills Initiative

Bookmark <https://www.microsoft.com/en-us/learning/azure-skills-training.aspx>

## Get nominated for MSP Program

Mention Cloud & Hosting Summit Special offer!

## Leverage “Migration in a Box”

Resources to migrate customers

video

