

# Digital Transformation@work

Empowering Together



# Digital Transformation work

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Azure Stack Hybrid Azure Opportunity Update  
**Hybrid Azure Opportunity Update**

Adam Bogobowicz

The setterupper

# Our Customers' Hybrid Cloud World

Cloud  
(Microsoft or service provider)

On-Premises

# Hybrid Cloud Platform Choice

## Cloud



Microsoft Datacenter

Hyper-scale, globally connected cloud services deployed from regional Microsoft datacenters. **Local datacenters** enable customers to address local data residency requirements.



Partner Datacenter

Cloud services deployed on dedicated resources, hosted or operated by a Microsoft partner. Provides integrated or industry-specific service offerings.

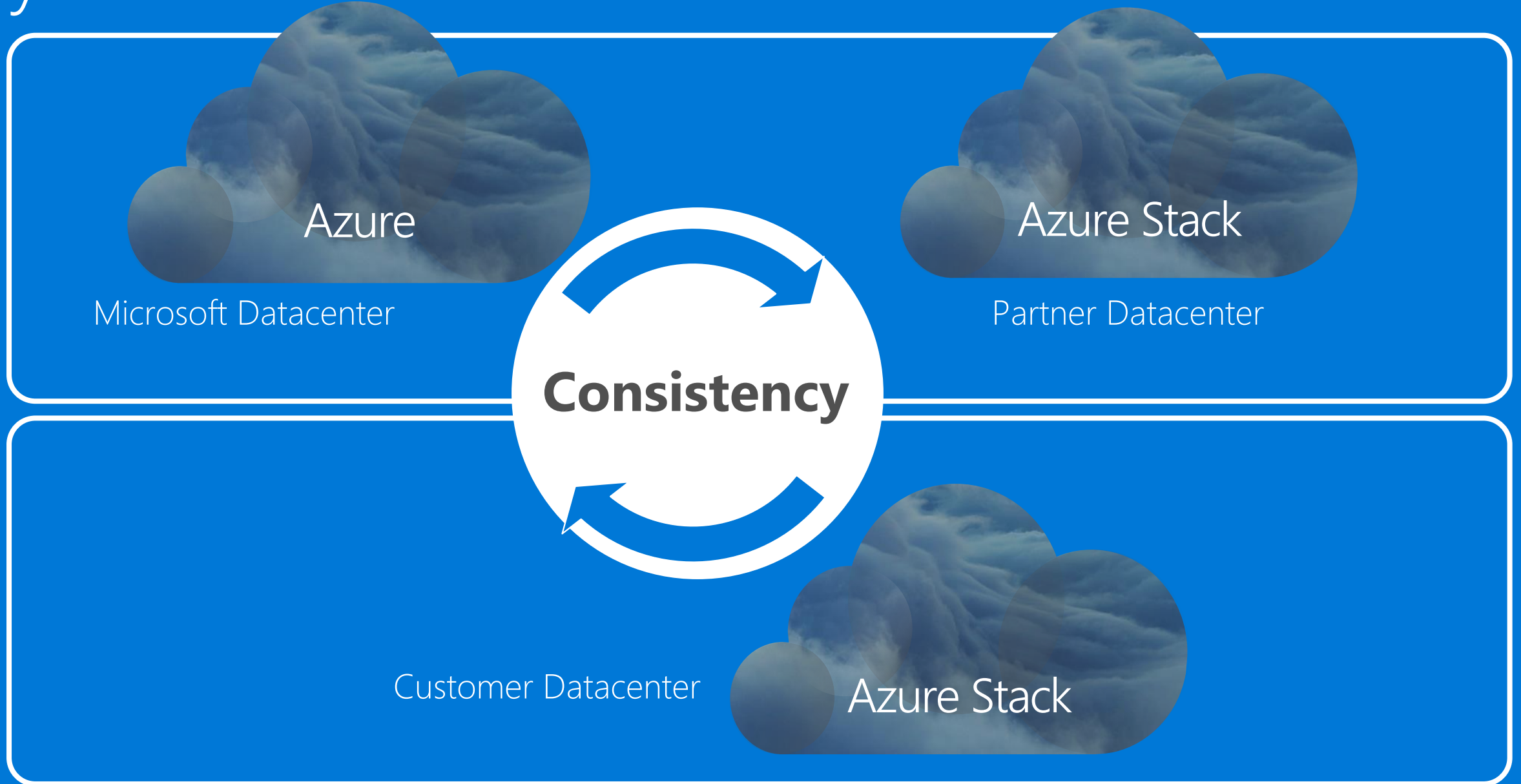
## On-Premises



Customer Datacenter

Deployed on **customer-dedicated resources** with Microsoft products and technologies. Benefit from cloud experiences on your own premises.

# Hybrid Cloud Platform Choice



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## Product and Roadmap

Andrew Zeller

The roadmapper

# Azure Stack promise



Consistent application  
development



Azure services  
available on-premises



Purpose-built  
integrated systems

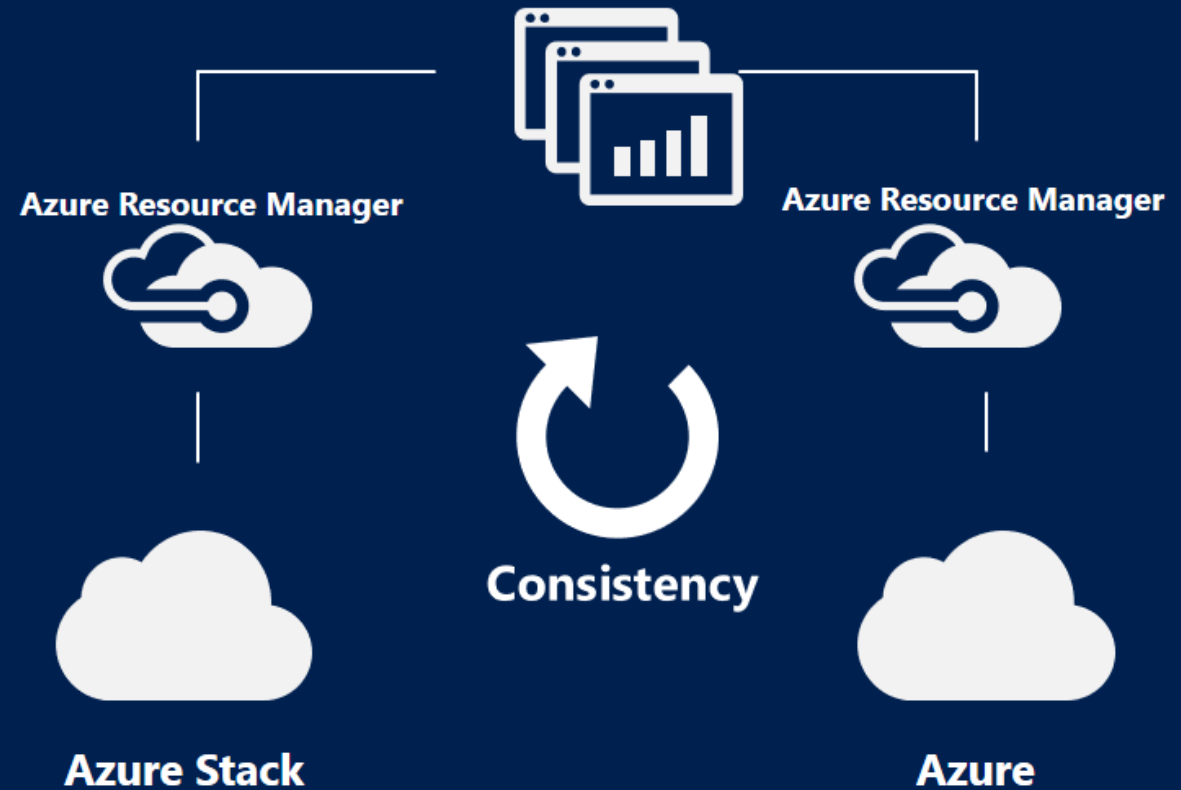
Consistent application development

Describe

Deploy

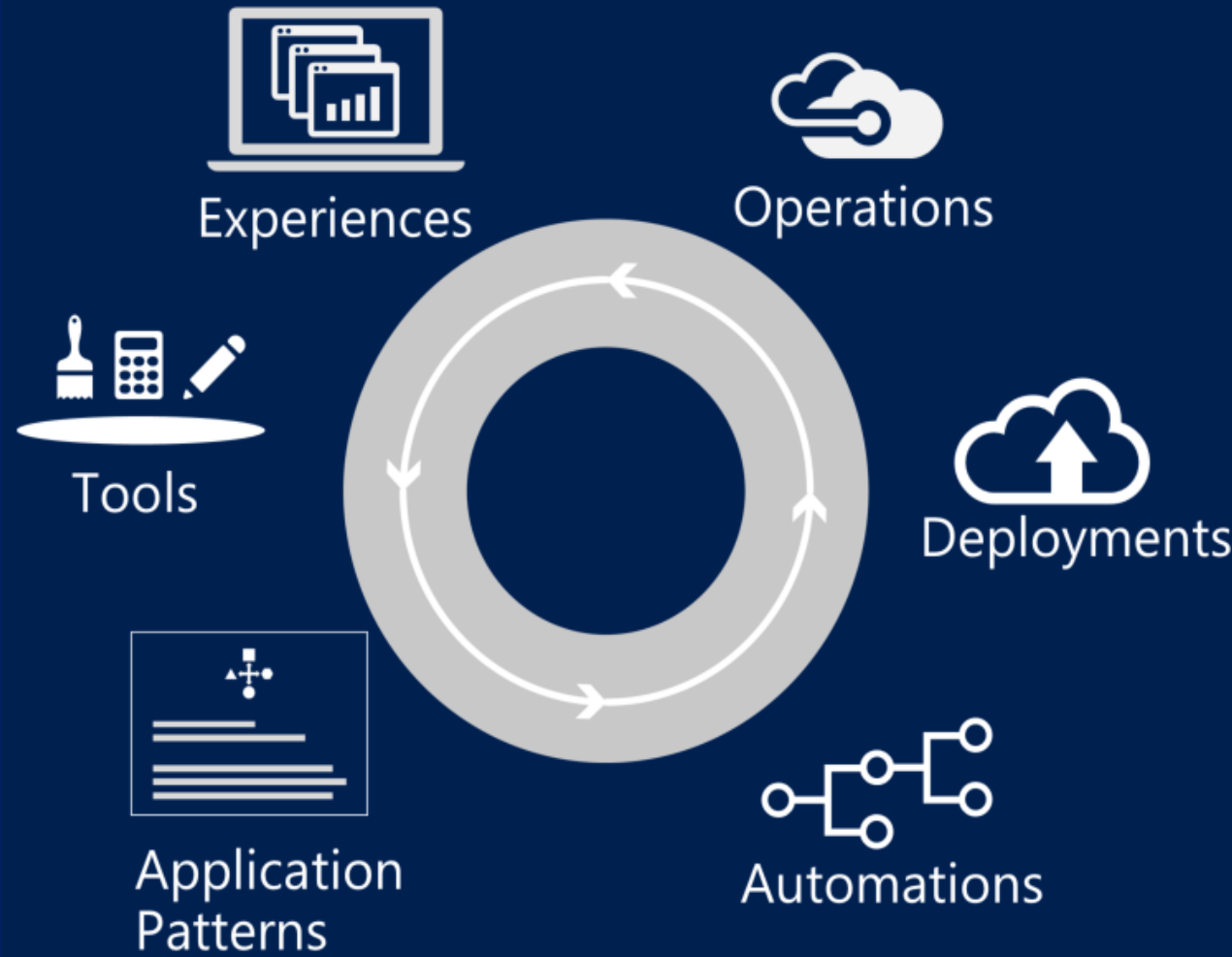
Control

Visual Studio | OSS tools





# Consistent application development



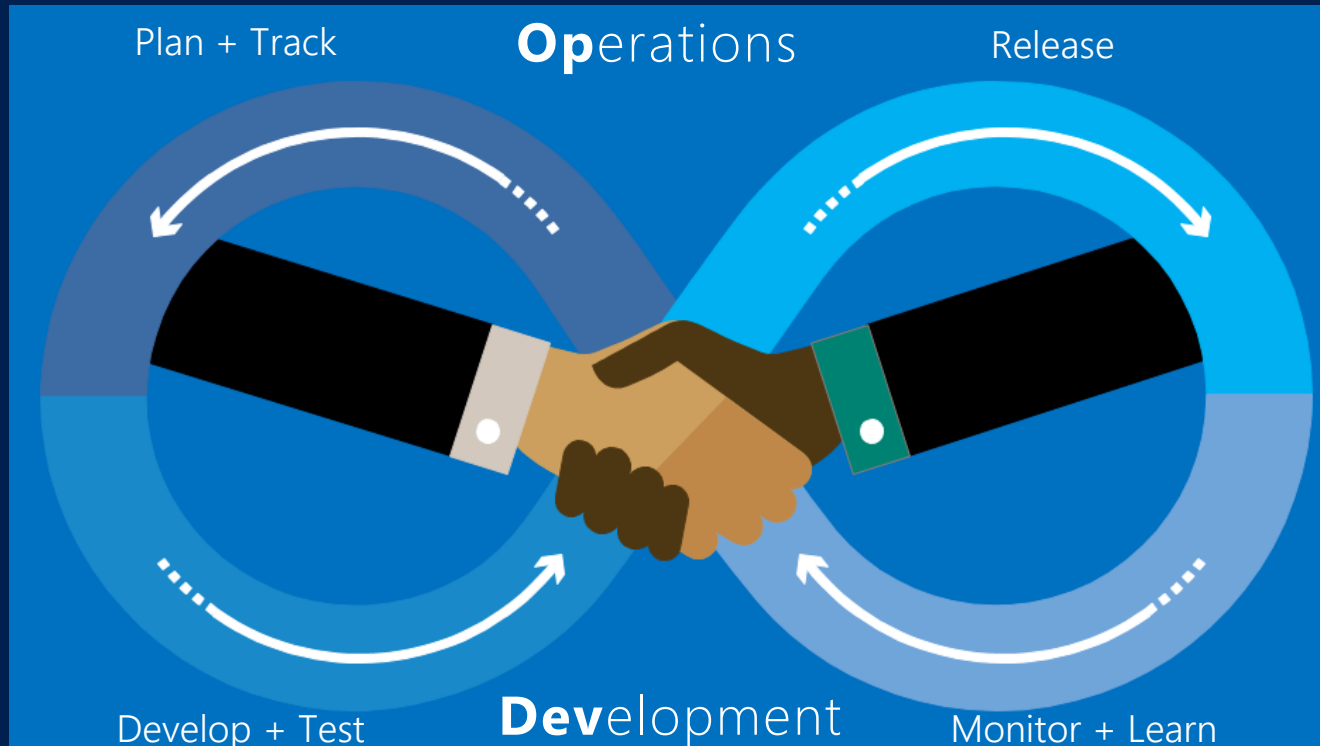
# One Azure Ecosystem

Work with the tools and technologies you want across Azure and Azure Stack



Most Azure Marketplace solutions work on Azure Stack without modification

# Common DevOps lifecycle across Azure and Azure Stack



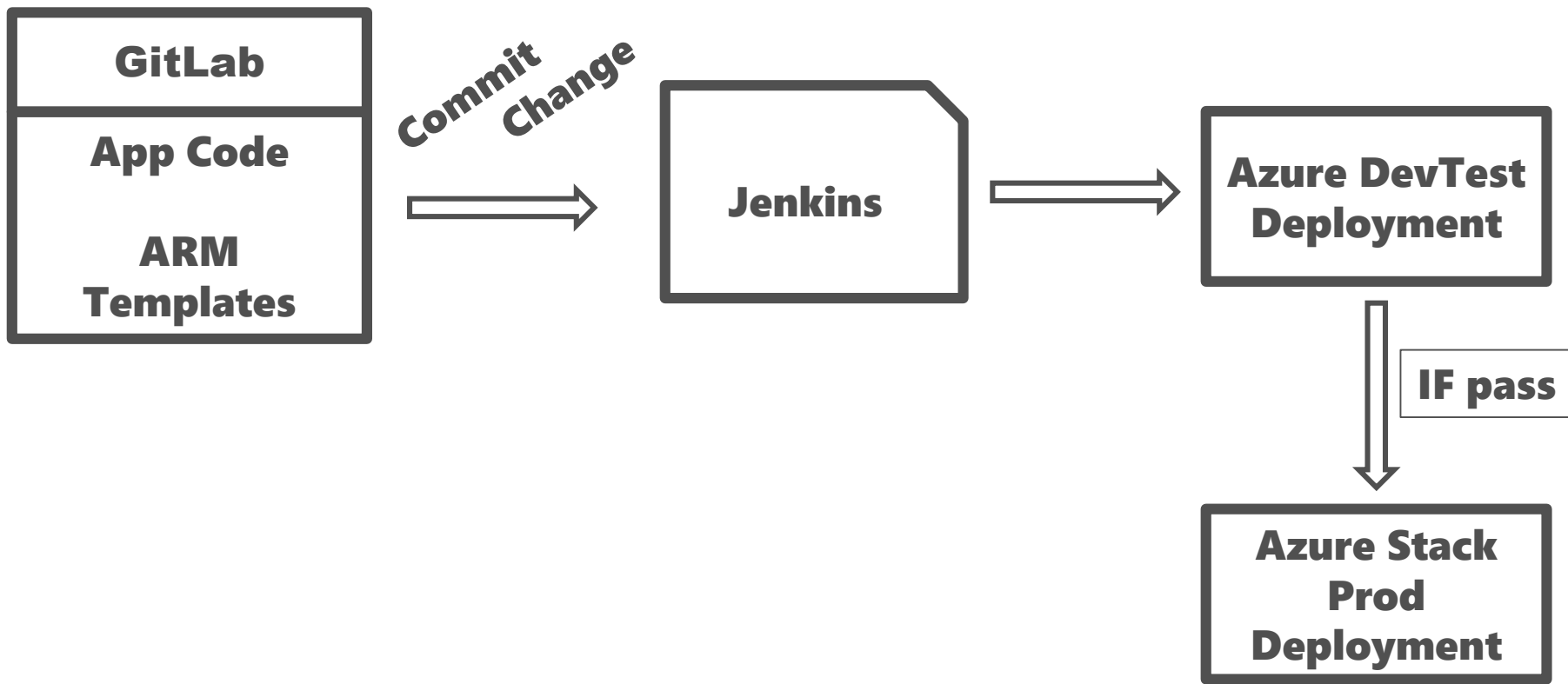
People | Process | Tools

Unified deployment experience with Visual Studio

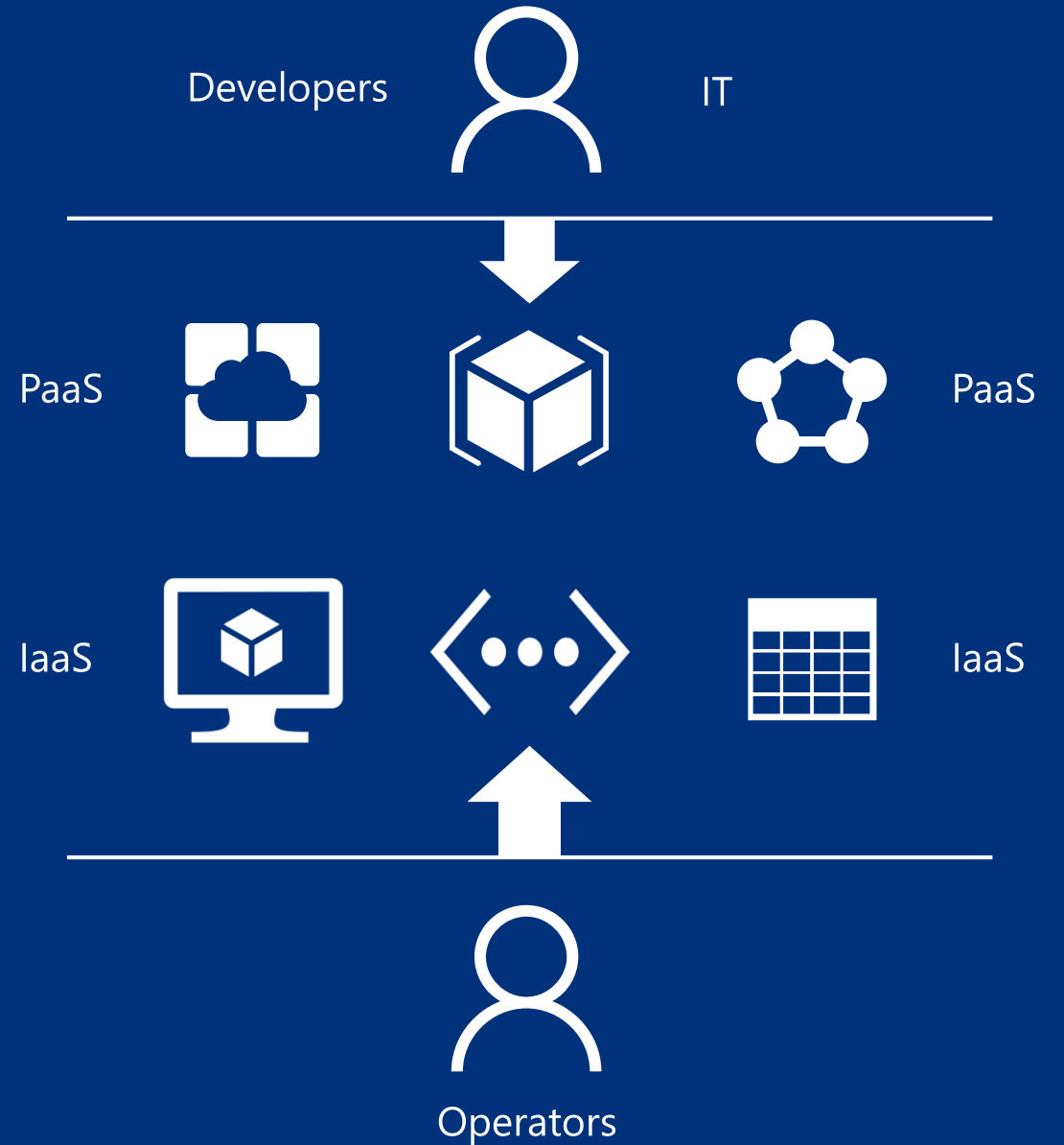
Integrated CI/CD pipeline with OSS (e.g., Jenkins) and Visual Studio Team System\* (VSTS)

Common workflow automation tooling with support for Chef and Azure PowerShell DSC extensions

\*VSTS integration coming post-GA



# Azure services available on-premises



# Azure PaaS available on-premises: Fully managed platforms for high productivity development



Azure App Service

Web, Mobile, and API apps



Azure Functions

Serverless Computing



Azure Service Fabric

Always-on, scalable distributed applications



Azure Container Service

Robust container management



Cloud Foundry

Open source platform

Azure Service Fabric and Azure Container Service will be available post-GA. Other services will be available at GA. We will deliver additional Azure services through frequent updates to Azure Stack.

# Azure IaaS available on-premises: beyond traditional virtualization



Virtual Machines  
(VM)  
VM Scale Sets

Rapid  
deployment with  
automated  
scaling



Containers  
with Docker

Linux and  
Windows Server  
containers



Networking

Virtual network,  
load balancer,  
VPN gateway



Storage

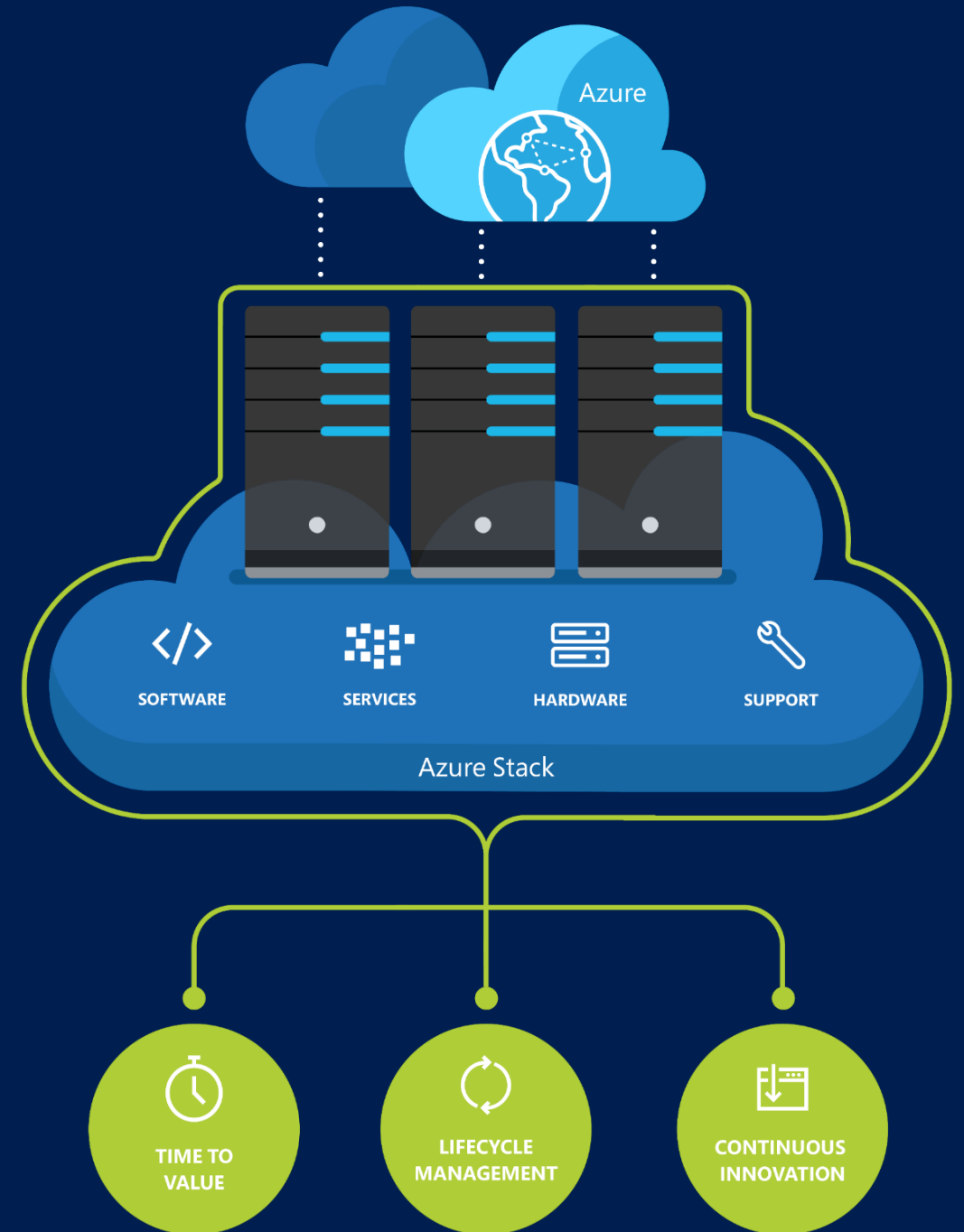
Blobs, tables,  
queues

Above services will be available at GA. We will deliver additional Azure services through frequent updates to Azure Stack.

# Purpose-built systems for operational excellence

## Azure Stack Integrated Systems

- Start small and grow as needed
- Streamlined to start fast
- Low friction price point





# Azure Stack integrated systems

 **EMC**



**Hewlett Packard  
Enterprise**

**Lenovo**

  
**CISCO**



 **Microsoft**

Over time, we will add additional partners and hardware configurations.

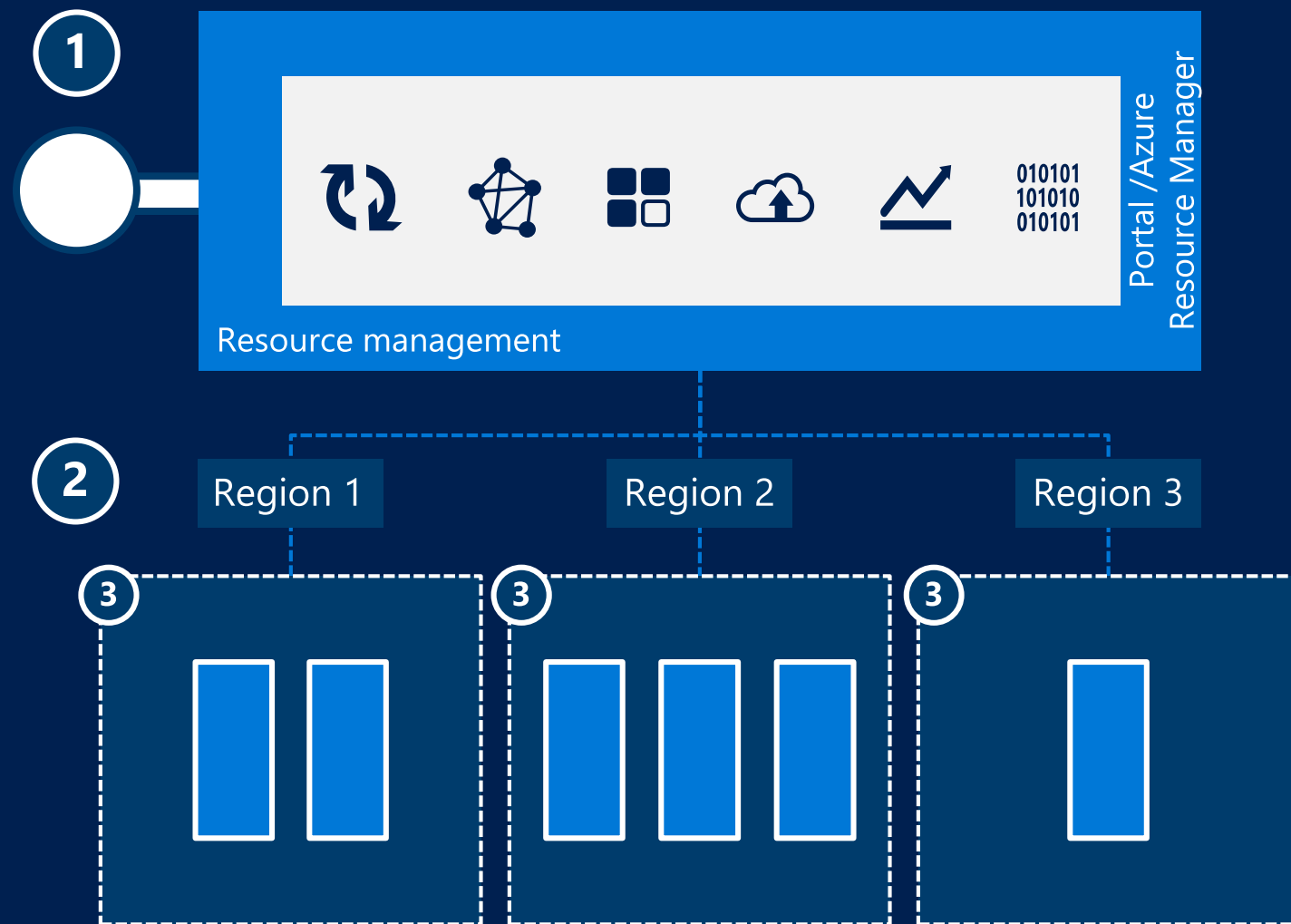
# Azure Stack integrated system lifecycle



# Azure Stack Architecture

Example: Global enterprise or service provider

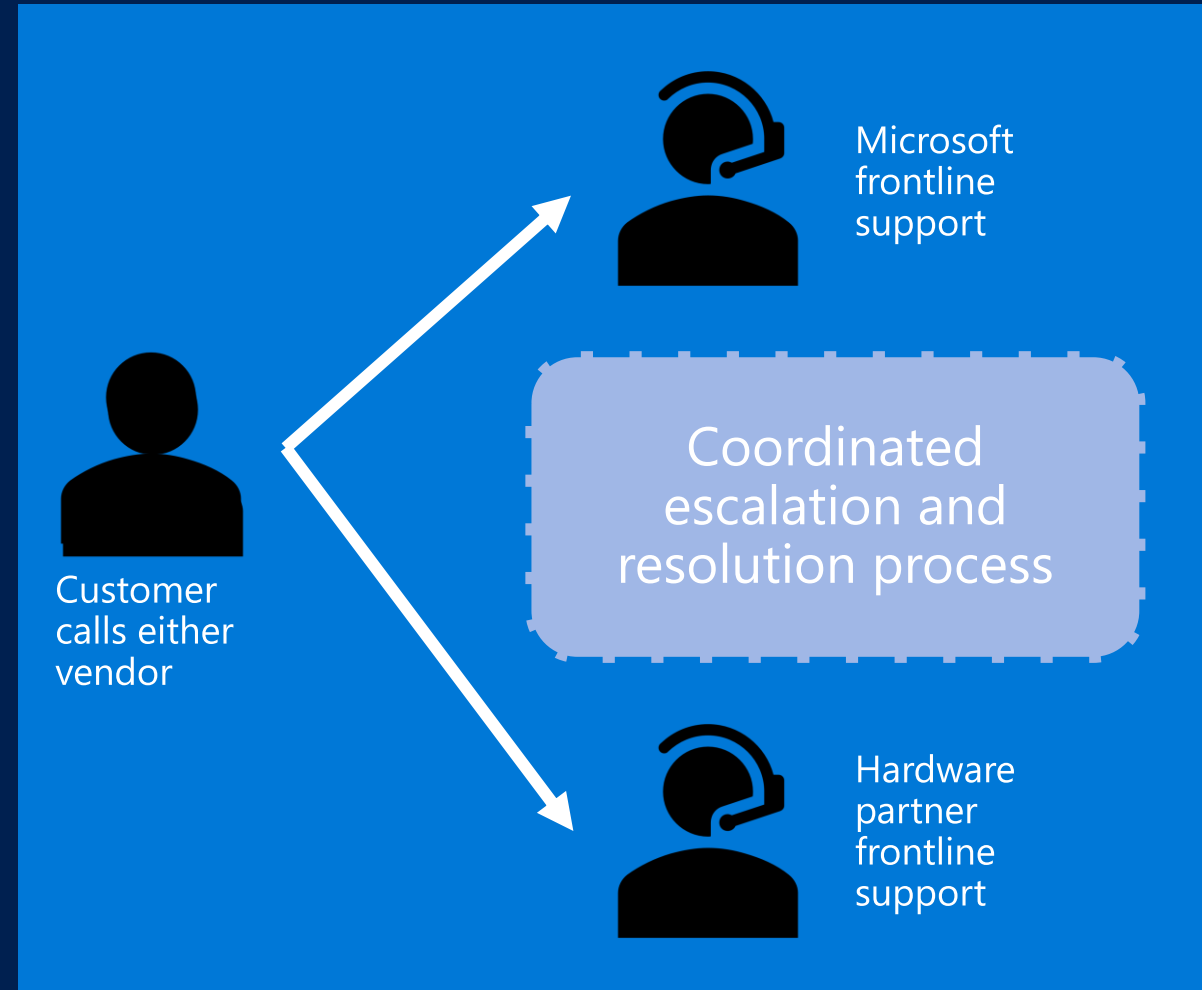
- 1 One cloud "endpoint"
- 2 Several regions
- 3 Multiple scale units (SU) per region



Post GA: 1) Multi-region support for additional capacity and geo-redundancy 2) Additional scale units in a region 3) Improved infrastructure management

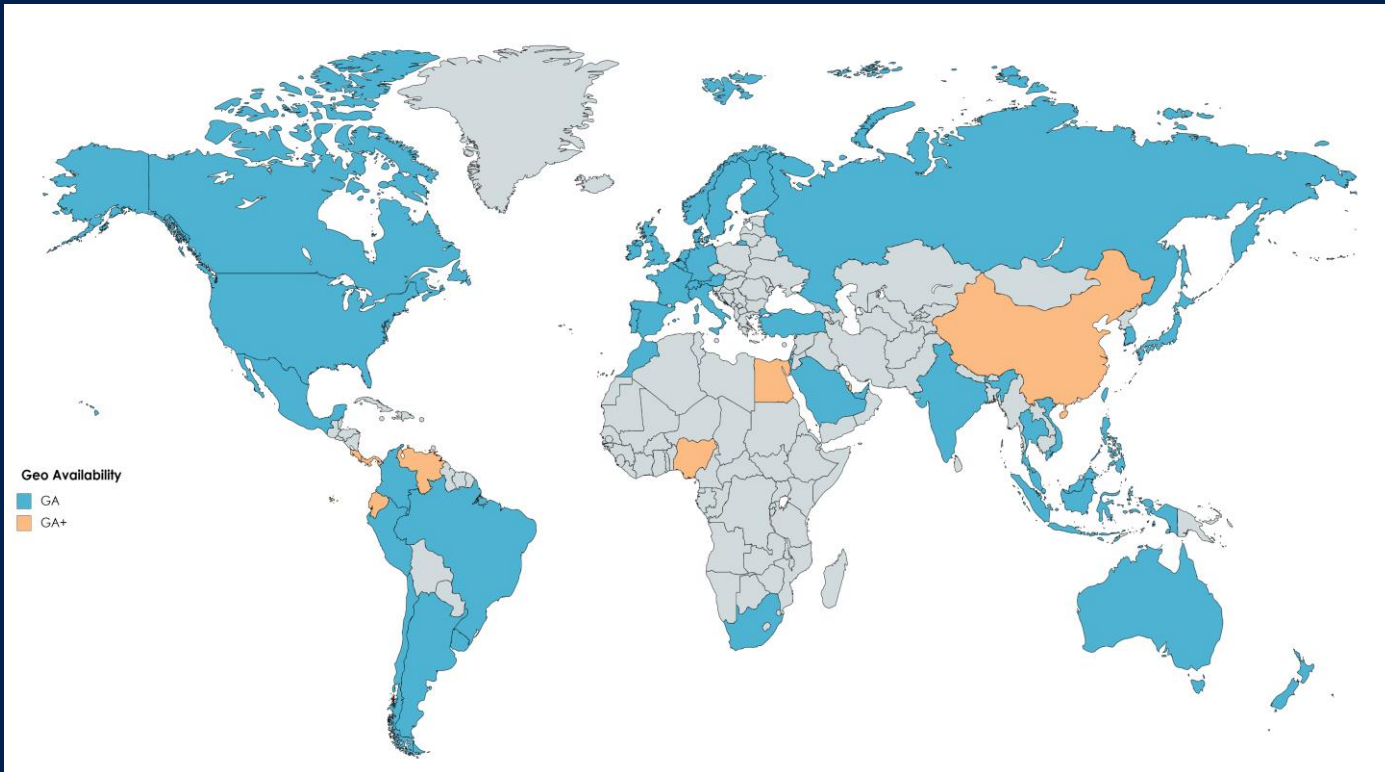
# Integrated support experience

- Consistent support experience no matter who you contact for support
- Coordinated escalation and resolution process
- Cloud services support delivered by Microsoft
- System support delivered by hardware partners



# Azure Stack geo-availability

At GA, Azure Stack will be available in 46 countries covering key markets across the world



**Americas:** Argentina, Brazil, Canada, Chile, Colombia, Mexico, Peru, United States, Uruguay

**EMEA:** Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Israel, Italy, Luxembourg, Monaco, Morocco, Netherlands, Norway, Portugal, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom

**APAC:** Australia, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam

*Note: hardware brand availability will vary by country.*

Additional geo-coverage will be prioritized based on customer demand and logistical considerations

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## Packaging and Pricing

Brian Hillger

The \$ guy

# Sold as integrated system

Software pre-installed on integrated systems

Services usage billed via EA or CSP with Microsoft

Hardware purchased directly from hardware partners

Includes support and installation services

Existing Azure support or Premier Support contract

System support contract with hardware partners



Software



Hardware



Support

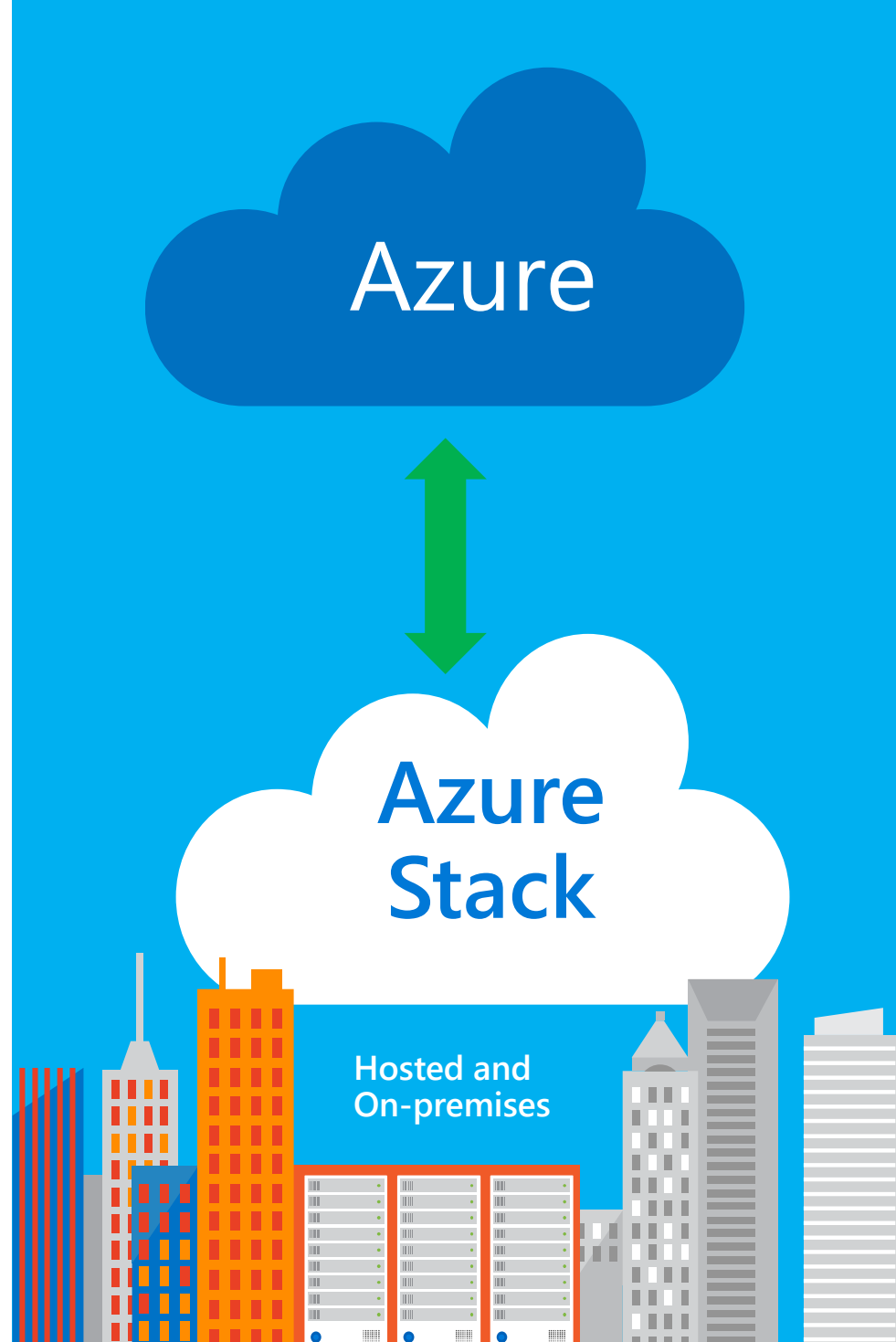
# Extension of Azure

Fee for consumption: customers only pay for services running on Azure Stack

No upfront licensing fees: don't pay until you use a service

Compatible with Azure: same subscriptions, monetary commitment, invoice

EA and CSP channels





# Pricing concept

- No charge to install Azure Stack
- IaaS and PaaS services are charged on a pay-for-usage basis
- Windows Server – can bring your own license or pay for usage
- SQL Server is bring your own license

## Pay for Usage Model – Metering Units

<b>Service</b>	<b>Metering Unit</b>
Azure Stack initial deployment	<i>n/a – no upfront fees</i>
Cloud Infrastructure	<i>n/a – included</i>
Base VM	Per vCPU/hr
Windows Server VM	Per vCPU/hr or Bring your own license
Storage (Azure blob, table, or queue storage)	Per GB ( <i>no transaction fee</i> )
App Service	Per vCPU/hr

# FAQ

- Is Azure Stack revenue eligible for CSP incentives?
- Can hosters and service providers license Azure Stack via SPLA?
- Can customers use their EA monetary commit with a hoster or service provider's Azure Stack?
- Can MSDN software be used in conjunction with Azure Stack?

# FAQ

- Can hosting providers and service providers allow customers to bring their own on-premises Windows Server and SQL Server (EA) licenses to run on the provider's Azure Stack instance?

Scenario	On-Premises Licenses: Use with Azure Stack			
	Windows Server		SQL Server	
	Hoster SPLA	Customer EA	Hoster SPLA	Customer EA
<i>Dedicated environment:</i> Azure Stack stamp dedicated to a single customer	Yes	Yes	Yes	Yes
<i>Multi-tenant environment:</i> Multiple customers share a single Azure Stack stamp	Yes	No	Yes	Yes with license mobility

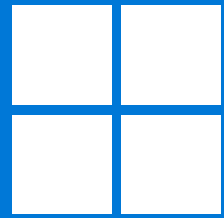
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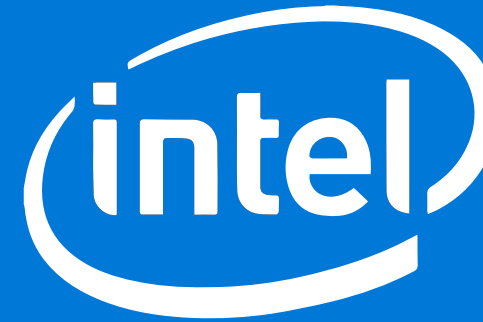
## Azure Stack Early Adoption Initiative

Dov Schiff

The enabler



Microsoft



Microsoft + Intel Are Partnering to help you Deploy and Certify your Azure Stack Cloud with Azure Certified for Hybrid Cloud

Introducing the Azure Stack Early Adoption Initiative For Service Providers

Delivered in Partnership with Intel

# Azure Stack Early Adoption Initiative

Business Scenario  
planning workshop

Back End  
integration  
and Solution  
Development  
support

Architectural  
Design and  
solution  
Developmen  
t support

Deployment  
With MSFT  
funding and  
support

GTM workshop  
to produce GTM  
plan with  
Milestone based  
MSFT GTM  
incentives

Inclusion in  
Microsoft  
Azure Stack  
launch and  
marketing  
activities

# Deployment and GTM Benefits and Requirements

Pre-requisite	Microsoft Benefit	Outcome
Sell \$5000 in Azure through CSP	<ul style="list-style-type: none"> <li>Provide them with up to 3 weeks of deployment support to complete backend integration and deploy first customer solution</li> </ul>	<ul style="list-style-type: none"> <li>Fully deployed Azure Stack system with live customer solution</li> </ul>
Start backend integration with Azure Stack APIs		
Pre-order an Integrated System		
Develop Customer solution		
Develop Azure stack deployment plan		
Approved Business Case for Azure Stack	<ul style="list-style-type: none"> <li>Provide GTM Workshop</li> </ul>	<ul style="list-style-type: none"> <li>Joint Microsoft/Partner GTM and Sales plan for Azure Stack</li> </ul>
Product Plan for Azure Stack		
Deploy Azure Stack	<ul style="list-style-type: none"> <li>Provide GTM agreement with milestone based incentives</li> </ul>	<ul style="list-style-type: none"> <li>Jointly drive consumption of Azure Stack cloud</li> </ul>
Approve an Azure Stack GTM and sales plan		
Deploy 8 nodes of Azure Stack	<ul style="list-style-type: none"> <li>Azure Certified for Hybrid Cloud certification</li> </ul>	<ul style="list-style-type: none"> <li>Ability to market Azure in partner datacenters</li> <li>Qualifies partner for Silver Cloud Platform competency and benefits</li> </ul>
3 customer in production		
Azure Stack solution actively marketed and sold on partner website		

Get started on your Azure Stack Journey today with support from Microsoft and Intel.

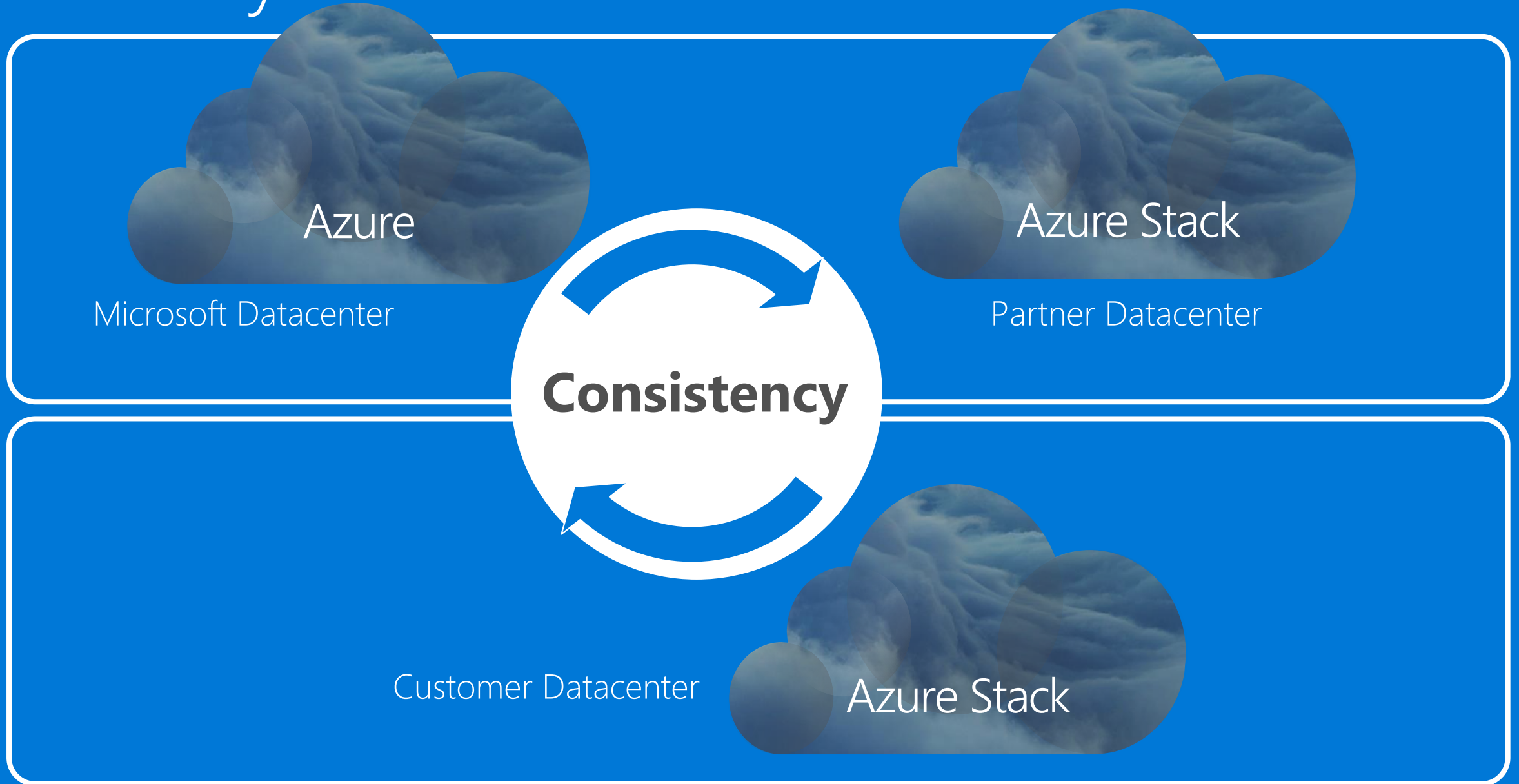


Join the Azure Stack Early Adoption Initiative for Service Providers Today!

**Register at [AzureStackEAI.com](https://AzureStackEAI.com)**



# Azure in your Datacenter



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Q&A

