



Brief – 12 november



NETTSKYENS GJENNOMBRUDD – FORSTÅ MULIGHETEN

I denne sesjonen ser vi på

- hvordan Public Cloud markedet beveger seg fremover og
 - hvordan partneres forretning og konsepter modnes med dette.
- Videre ser vi på
- hvilke muligheter man har som partner ved å ta i bruk Microsoft Azure på ulike områder. Avslutningsvis sier vi litt om
 - kravene for Cloud Platform kompetansen som er relevant innenfor Microsoft Azure.

Geir Morten Allum – Microsoft Norge



Partner Network

Get ready for Business As A Service!

25.November - Agenda

0800-0830 Frokost og registrering

0830-0900 Microsoft strategi og prioriteter.

0900-0930 Nettskyens gjennombrudd – forstå muligheten

0930-0945 Pause

0945-1015 Identifisering av potensielle kunder *gjennom få forstå deres kjøpsadferd*

1015-1040 Lead is King – Generering av 'leads' på en tradisjonell og en ikke-tradisjonell måte

1040-1130 Salg av Microsoft Azure prosjekter

1130 Slutt

Påmelding – se Partnerbloggen

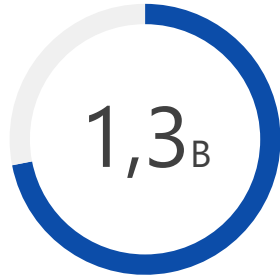


Understanding the opportunity

Understanding the opportunity

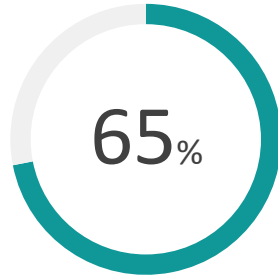
The world ~~is changing~~ has changed

SMAC generation – **S**ocial **M**obile **A**nalytics and **C**loud



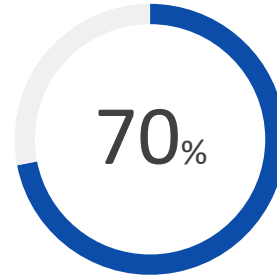
MOBILITY

- 1,3 billion world's mobile worker population will be reached by 2015



SOCIAL

- 65% of companies are deploying at least one social software tool



CLOUD

- 70% of business are either using or investigating cloud computing solutions



ANALYTICS

- Big Data market is growing 40% every year to reach \$17 billion by 2015



IDC Predictions 2014

IT Market Value Shifting to the 3rd Platform

- 3rd Platform will dominate growth
 - up by 15%, driving 29% of 2014 IT spending, and 89% of growth
- 3rd Platform will cannibalize 2nd Platform
 - 40-50% of 3rd Platform growth in 2014 will come at the expense of 2nd Platform
- Value migrating within 3rd Platform
 - up the stack, toward customers' competitive advantage.



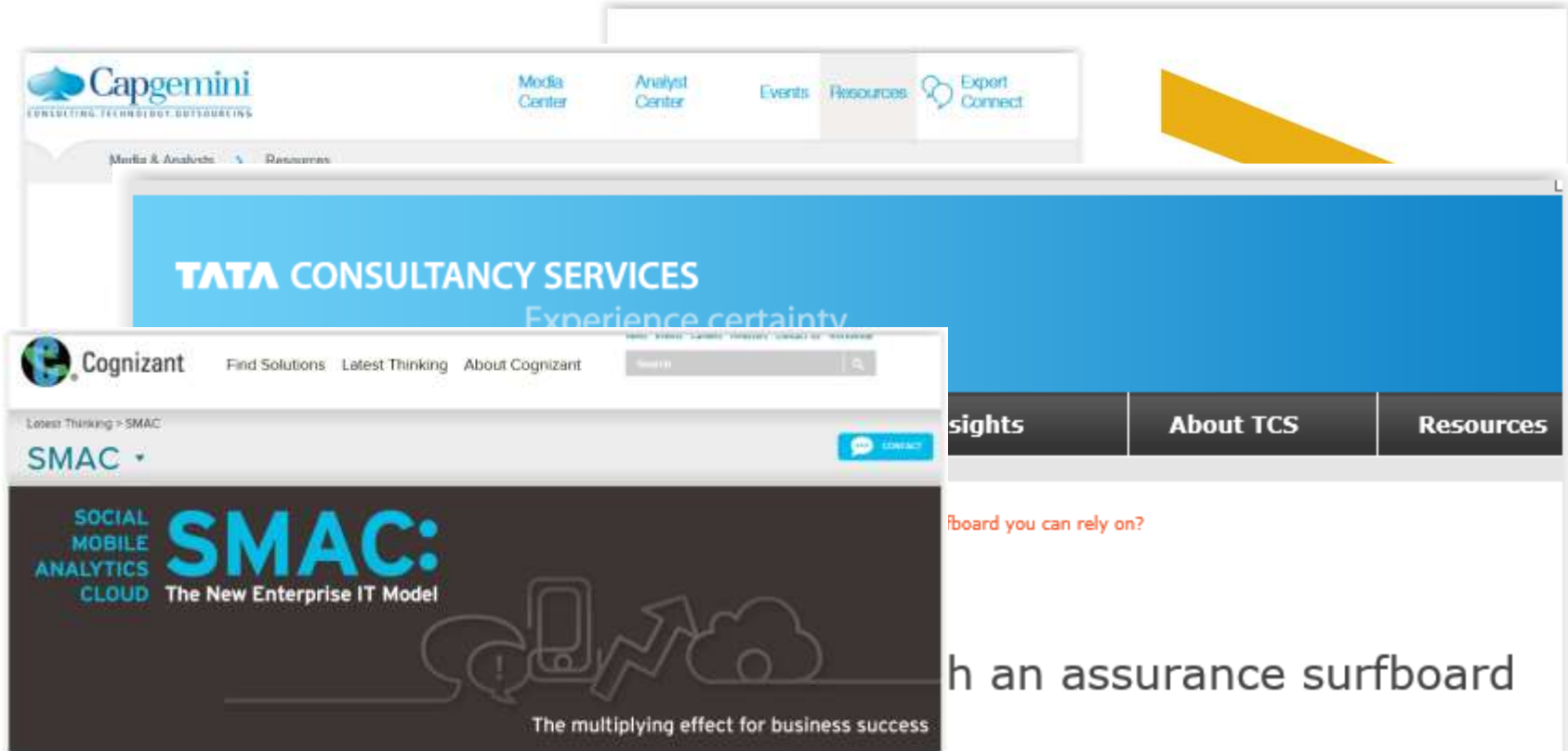
Source: IDC

IDC Predictions 2014

The 3rd Platform Disrupts All Industries

- 3rd Platform disruption in all industries
 - By 2018, 1/3 of share leaders in virtually all industries will be replaced by new and incumbent 3rd Platform players
- IT buyer profile continues to shift to business executives
 - In 2014, and through 2017, IT spending by groups outside of IT departments will grow at more than 6% per year.

SMAC generation – **S**ocial **M**obile **A**nalytics and **C**loud

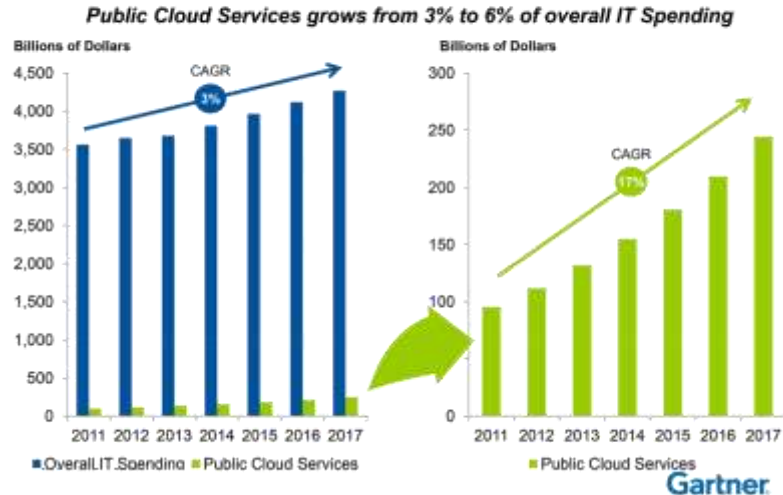


By Subramania Prasad MK, Practice Manager, Assurance Services, TCS

GARTNER: Cloud computing 2014

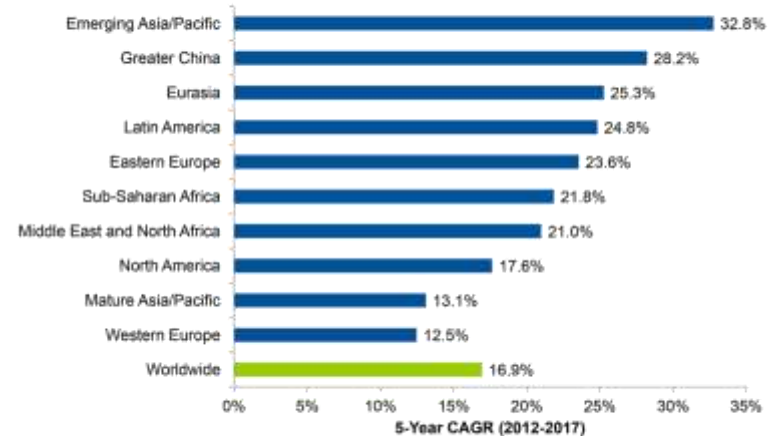
Public Cloud services spending and growth

Public Cloud Services as a Percentage of Overall IT Spending



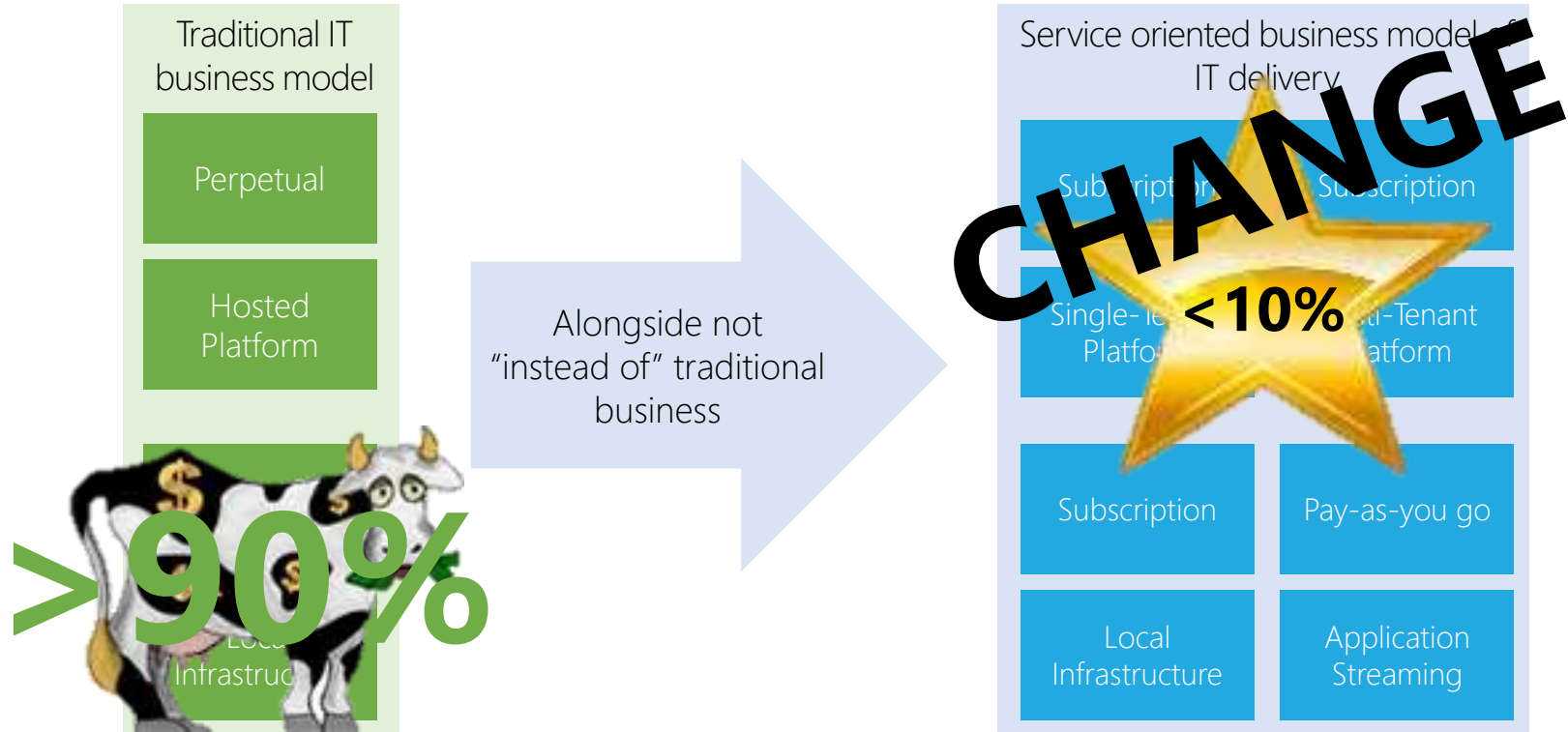
Public Cloud Services, By Region

5-Year CAGR (2012-2017)



The directions of Change?

How is the market evolving



Our experience – The reason for Change?

Why are IT partners considering this change



Need



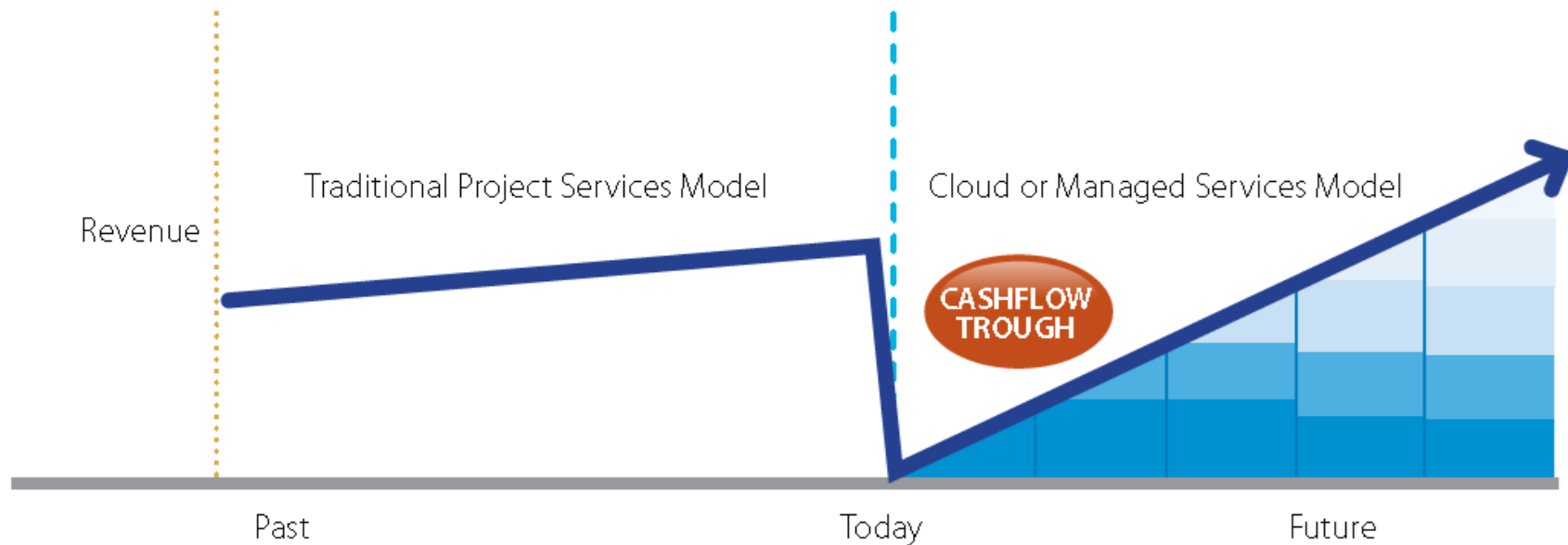
Greed



or Vision?

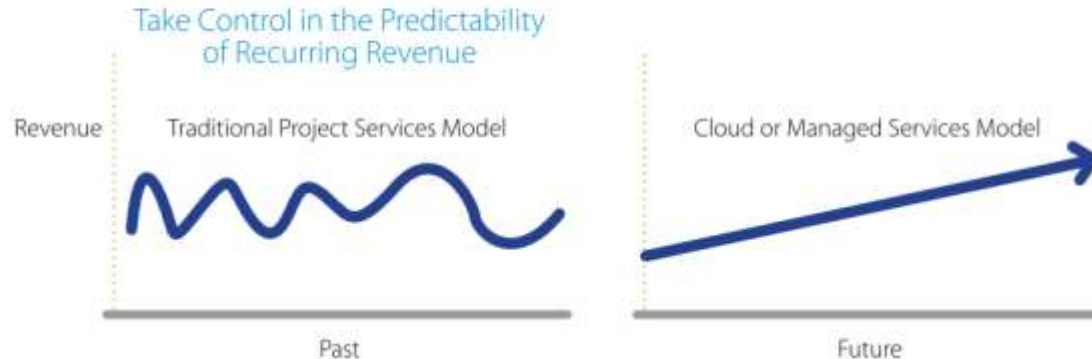
IDC and Microsoft - Successful Cloud Partners

Cloud services Cash flow gap



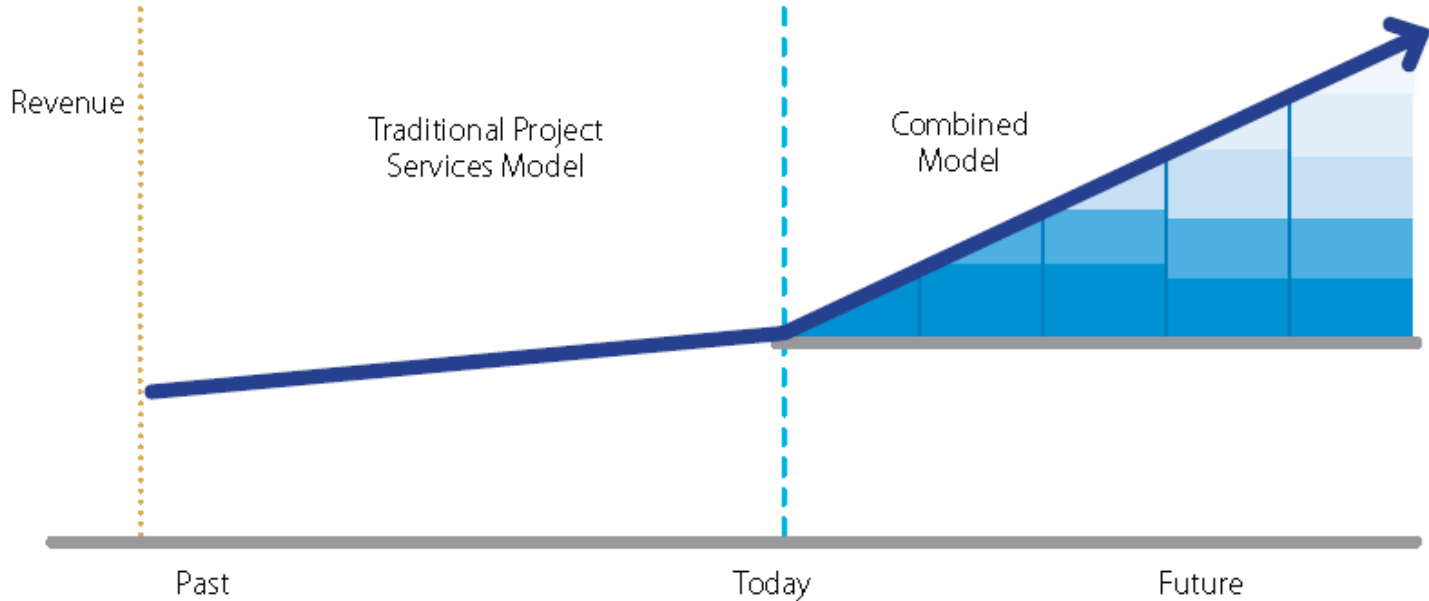
IDC and Microsoft - Successful Cloud Partners

Appeal of the Recurring Revenue Model

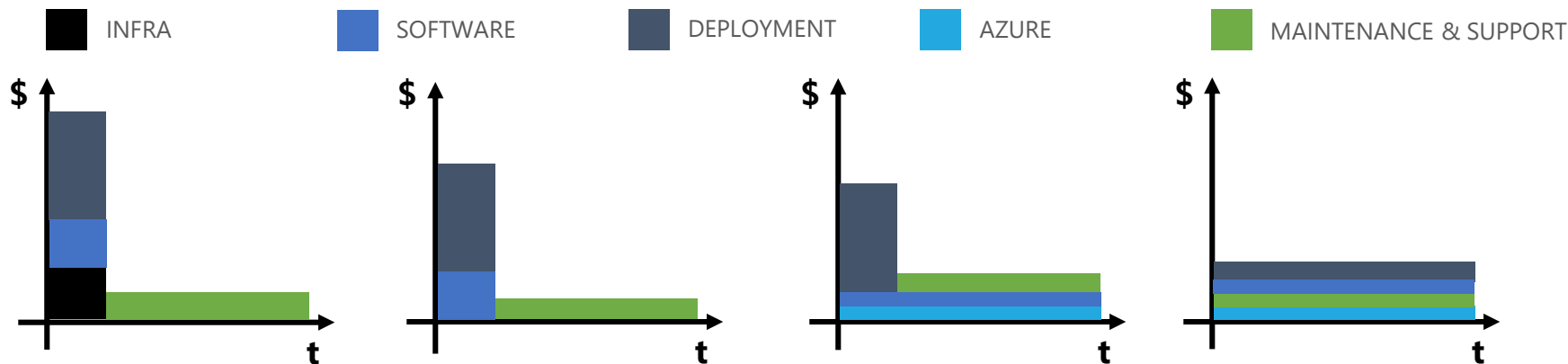


IDC and Microsoft - Successful Cloud Partners

Moving to Recurring Revenue Model



Understanding the opportunity – the GROW model



GIVER

- **TRANSACTION:** infra + software + deployment
- **RECURRING:** maintenance & support

RUNNER

- **TRANSACTION:** software + deployment
- **RECURRING:** maintenance & support (customer has Azure EA)

OPTIMIZER

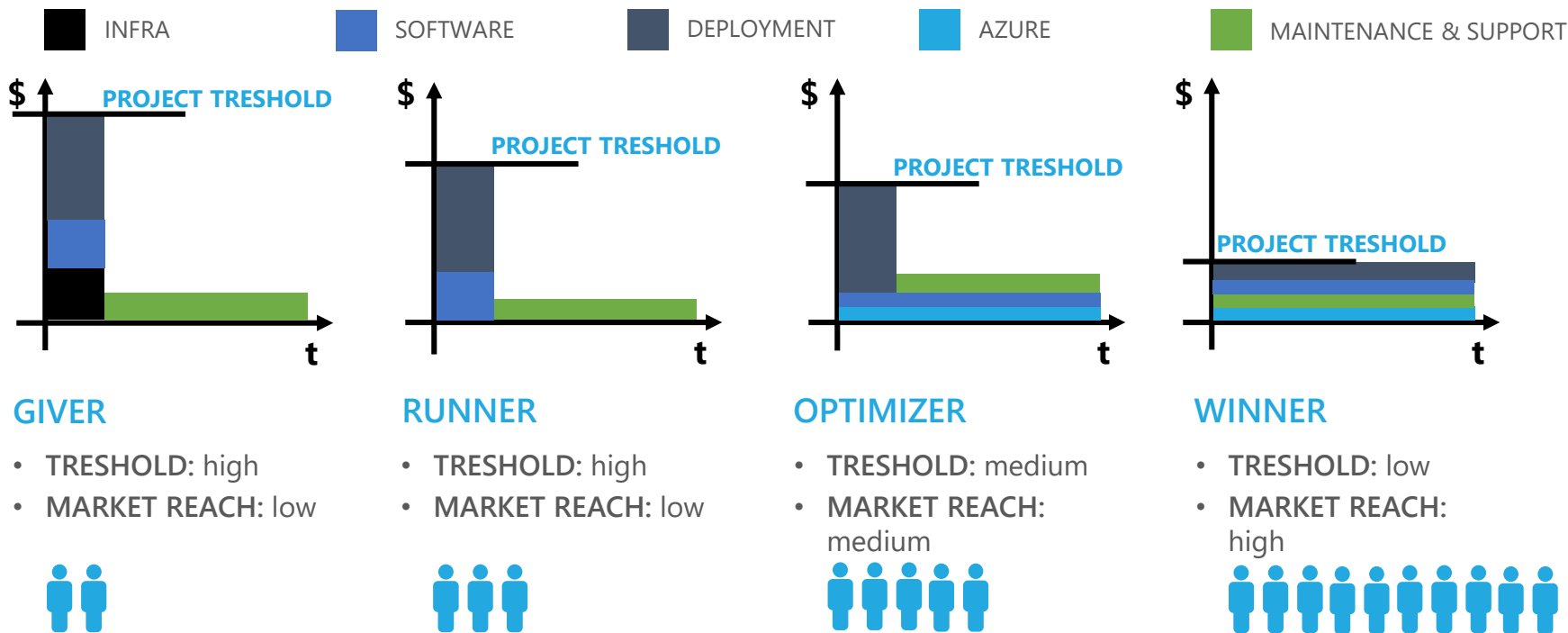
- **TRANSACTION:** deployment
- **RECURRING:** Azure services + software + maintenance & support

WINNER

- **TRANSACTION:** /
- **RECURRING:** Azure services + software + deployment + maintenance & support

Understanding the opportunity – the GROW model

Market reach

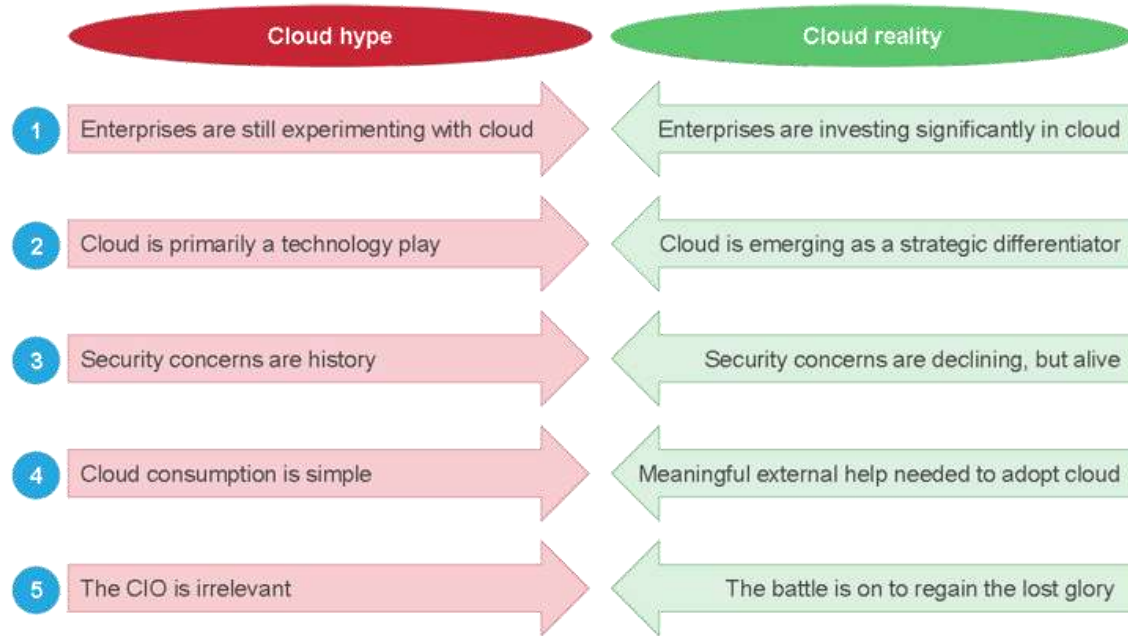


The rise of Cloud – Understanding the opportunity

THE CUSTOMER PERSPECTIVE!

Enterprise Cloud Adoption

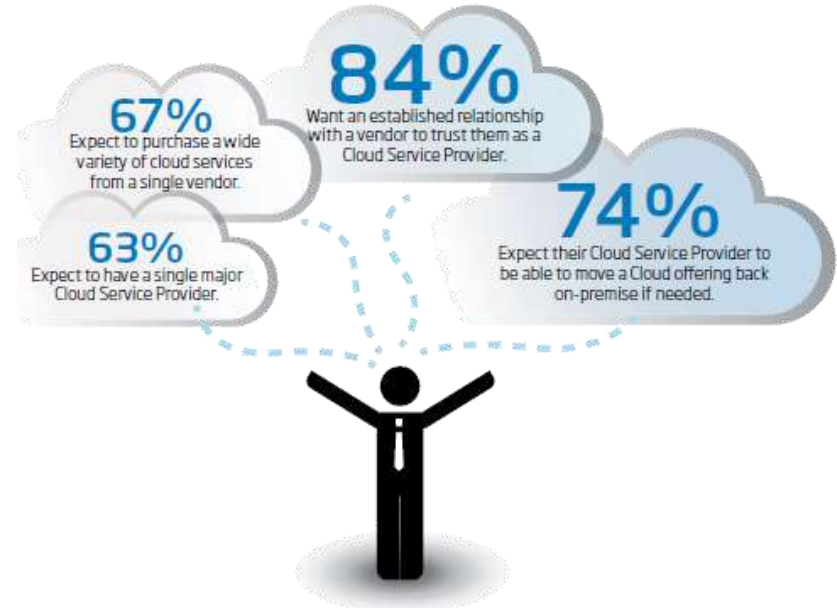
Distilling hype from reality



IDC and Microsoft - Successful Cloud Partners

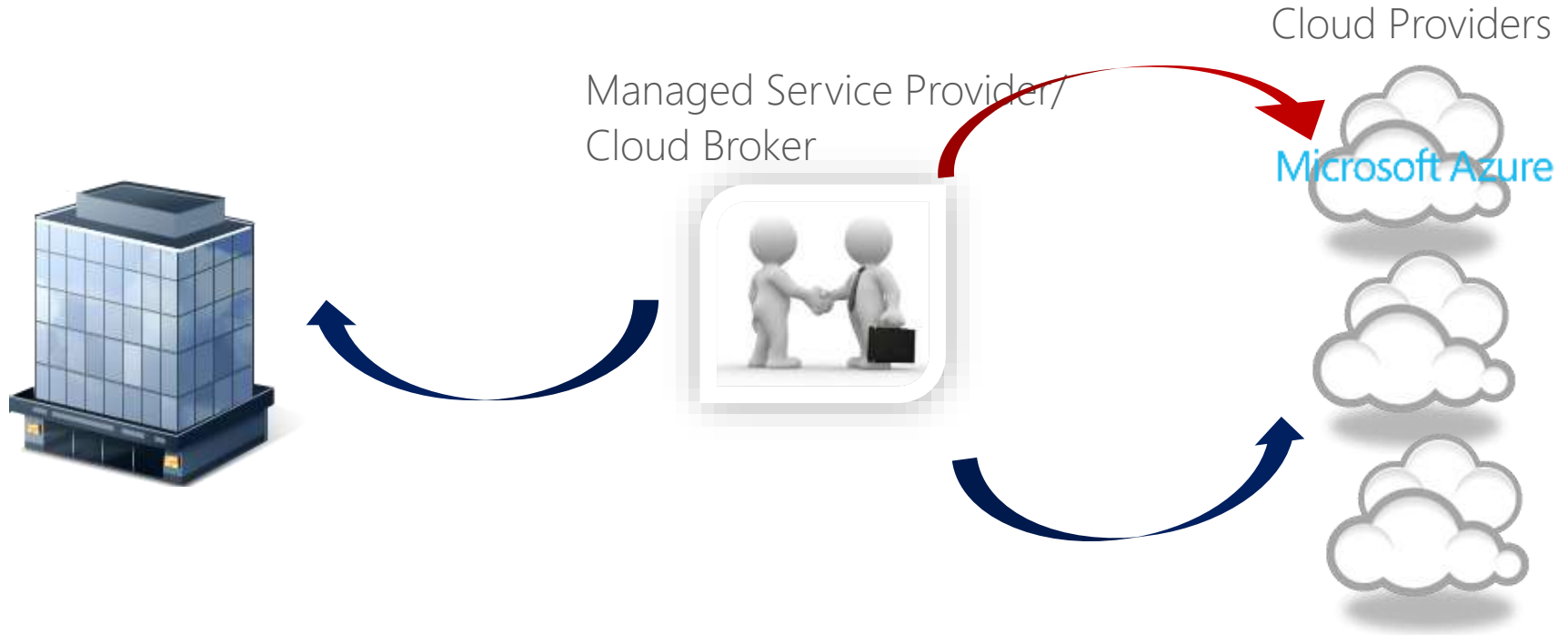
Customers prefer to work with a single Cloud provider

- 84% customers want an **established relationship** with a vendor to trust them as a Cloud Service Provider
- 74% customers expect their Cloud Service Provider to be able to **offer comparable on premise expertise** or move a Cloud offering back on-premise if needed!



Scenario

Kunde –Managed Service Provider/Cloud Broker



Cloud services from a CUSTOMER perspective

BENEFITS

- Faster deployment and time to market (less local installation and maintenance)
- Service based pricing (pay per "usage")
- Less Financial risk & easier budgeting (lower up-front costs & predictability)
- Reduced need for on premise resources (servers, IT staff & skills)
- Easier upgrades (no/less on-premise software to update)
- Affordable ad-hoc capacity (short term projects, initiatives on departmental level...)
- Clarified provider responsibility (support, maintenance...)

RISKS

- Requires trust in Cloud services provider (availability and data security)
- Legal or regulatory concerns (data outside customer's premises)
- Loss of control & internal resources
- Can be harder to integrate (with existing on-premises applications)
- Understanding the value (lower costs, CAPEX vs OPEX...)
- Can have lower performance (versus on premises deployments)

Cloud services from a PROVIDER perspective

BENEFITS

- Potential to reach new customers (broader/global market reach)
- Opportunity to sell directly to business decision makers (without going through IT)
- More predictable revenue stream (versus traditional projects)
- New areas for monetization (applications, support, consulting)
- Gives you more insight /feedback (about how customers use the service)
- Potential to enrich your partnership with a customer (through trusted advisory partnership)

RISKS

- "Cannibalization"
- Must demonstrate real value up-front (customers can easily try the software)
- Revenue builds up more slowly (due to initial investment and typical Cloud services pricing models)
- New sales related challenges (customer resistance to cloud computing)
- Requires more agility and mentality shift (solution, not project orientation)
- Requires changes in your business (proposal process, sales process, channel etc)
- Target audience is changing (build your new relationship map)



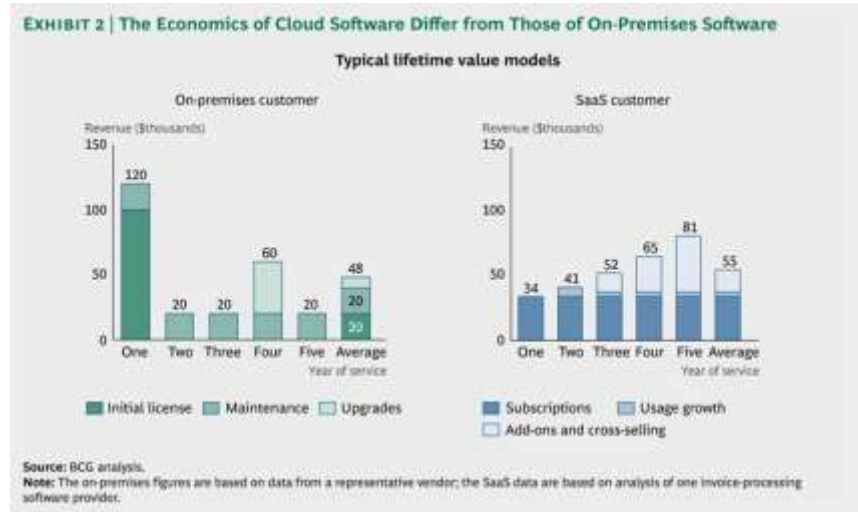
HOW ARE SYSTEMS INTEGRATORS EVOLVING
THEIR BUSINESS AND OFFERINGS

1. Cultural & mentality shift

- The real significance of the Cloud movement is that it fundamentally changes the vendor-customer relationship.
- Cloud shifts the responsibility of successfully deploying and maintaining solutions from the customer to the vendor.
- If Cloud services don't work, customers are not obligated to continue to use them because they haven't made a significant upfront capital investment that needs to be amortized.

2. Business transformation

- Maintain existing contracts for revenue generation while investing in new areas of business, like security as a service, disaster recovery, etc.
- Create business plans to get higher margins from smaller contracts with a cloud portfolio.
- Identify existing contracts for possible replacement with cloud SaaS solutions or migration to a private or public cloud infrastructure.



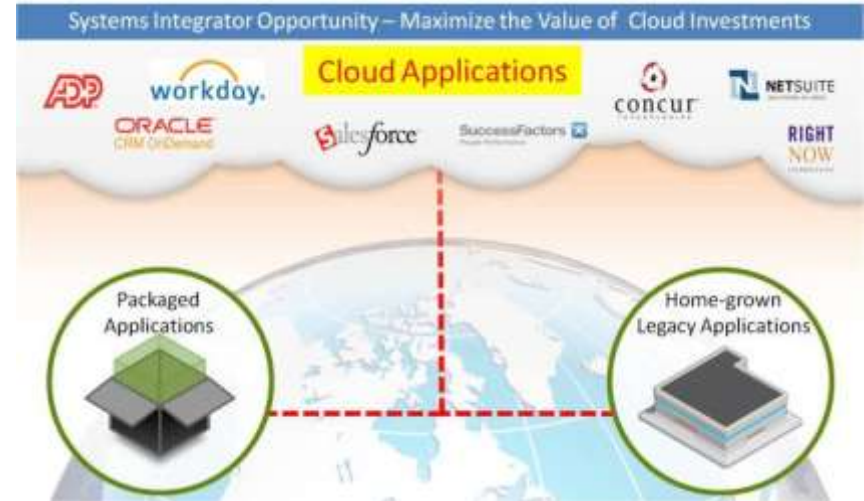
3. Portfolio Diversification

- Cloud services are increasingly assembled with capabilities derived from a variety of services.
- Integrating these services requires unique capabilities, like for example addressing security concerns.
- In 2013, customer relationship management (CRM) has edged past enterprise resource planning (ERP) as the top application software investment priority.
- Security software topped infrastructure software investment priorities.
- Virtualization infrastructure software, ranked as the third-highest priority for increased spending.



4. IT as a Service Brokerage

- The integration role, calls for the broker to link cloud services and on-premises systems
- Customization involves the tweaking of cloud services to meet the customer's needs or the creation of applications to run in the cloud setting.
- SI's are already in the business of helping companies get computing systems to work together.
- Cloud brokerage and aggregation is today's version of systems integration.



5. Flexible offerings

- Cloud computing, [allows customers to maintain choice and control](#) over how and where services are utilized.
- As cloud computing vendors are usually charged on a pay-as-you-go model, SI companies that leverage the cloud can also provide [flexibility to their customers with subscription-based charges](#).
- System integrators can provide [subscription-based services](#) in order to increase the “stickiness” of their customer relations and open up a more constant revenue flow.



Source: RightScale State of the Cloud Report 2013

<http://www.cdw.com/IT-solutions/cloud/services.aspx>

Eksempel - CDW

How are Systems Integrators evolving their business and offerings

OFFERINGS EVOLUTION

There are no silver bullets yet!

[illegible]

Windows Azure FY15 Hot Scenarios

1 Agility and DevOps

2 Dev & Test Environment

3 Hybrid Identity

4 Mobile Applications

5 Presenting to the AWS Fan

6 SAP on Azure

7 Security & Compliance

8 StorSimple

9 SQL Server Test, Back up, DR

10 Windows Server 2003 EOS

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Cloud Platform

Silver

Requirements

\$25K (\$15K in developing markets)
customer and/or partner EA consumption and Open net new sales*

3 unique Microsoft Azure customer references*

One certified individual

Gold

\$100K customer and/or partner EA consumption and Open net new sales*

5 unique Microsoft Azure customer references*

Two certified individuals

Gold competency fee at reduced rate

Benefits

Azure Deployment Planning Services

Eligibility to participate in Azure Special Offers

Priority Placement in Pinpoint Marketplace

Unlimited Signature Cloud Support

Microsoft Azure IURs - \$100/mo consumption plus \$250/mo credit

Microsoft Azure IURs - \$100/mo consumption plus \$500/mo credit

Guaranteed account management

* within the previous 12 months

*Silver entry fee promotional through June 30, 2015

