

Rethink the cloud as you Respond, Reset and Renew

Unlock business value
from Microsoft Azure



Rethink how you do business

The world has changed, with every **industry, organization** and **person** affected in some way by COVID-19.

For many, business has slowed significantly, while others face unprecedented demand. Accelerating the shift to the cloud and optimizing usage of the cloud is key to rethinking how organizations operate across [5 key priorities](#).

Cost Containment and Optimization



Moving to the cloud can reduce IT costs. When you optimize as you go, the savings are significant, controlled, and scalable.

Talent Agility



As remote working becomes more common, your people need remote, secure access to the systems and apps they use on a daily basis. When these live in the cloud, your talent communities can work effectively from anywhere.

The Resilient Core



Agility and scalability are critical to business resilience. With applications, data and workloads in the cloud you are perfectly positioned to adapt as markets change around you.

Customer Care and Operations



When the unexpected happens, industries see massive shifts in demand and spikes in customer communications. When your business knows how to take advantage of the cloud, you can be the first to respond.

Products and Services



As consumer behaviour changes, your business needs to move fast. If customers demand new products or services, a flexible cloud platform enables you to adapt quickly and create value while you innovate at scale.





There has never been a better time to rethink how the cloud can help you address these priorities.

When considering what the cloud can do for your business, it's important to consider both components of a successful cloud journey – Accelerate and Optimize – and how they must be intertwined. Accelerate is the act of moving all applications and workloads to the cloud, while optimize is concerned with reducing overspend. Most will optimize first for maximum cost and consumption efficiency, some will accelerate first for faster scalability, but every organization must do both in order to gain the greatest financial, innovation and business agility benefits.

There is no “best” way and organizational priorities will dictate the most suitable mixture of accelerate and optimize. And the path won't be linear. While most organizations will go through the three phases below in order, but others may choose their own path. We're here to help you decide the right route for your organization.

- 1. Respond** to urgent demand to reduce and gain control of costs and optimize usage of the cloud.
- 2. Reset** and accelerate the speed at which you move your applications and workloads to the cloud in order to drive agility and resilience.
- 3. Renew** business processes quickly through the innovative use of modern application architecture, using a “sidecar” approach to build new functionality and improve speed to market.

Respond: Optimize the cloud and take control of costs

If cost containment is business critical, taking control of expenditure and driving efficiency are high priorities.

Wherever you are on your cloud journey, there are likely significant savings to be made, quickly. When to optimize depends on where your business is on its journey and where your current priorities lie.

With cloud consumption on the rise due to remote working and changing consumer behaviour, costs can easily spiral out of control. By eliminating overspending, the significant savings from a rapid cloud optimization program can help you through tough times, or you can choose to reinvest into innovation and differentiation activities for your organization.

Focus on the quick wins first - optimize resources

Most organizations are spending more than they need. According to Gartner, 45% of organizations that perform a lift and shift to the cloud without optimization will overspend by 70% during the first 18 months. With a rapid assessment and initial focus on quick wins, organizations can see savings within two to four weeks.

Oversizing is common, Virtual Machines are often not automatically switched off, dev and test instances don't get shut down. These are just a few of the factors that contribute to overspending. Addressing the quick wins will drive significant savings and allow you to consume on demand.

Get visibility and control

Beyond quick wins, you need visibility. Cloud bills are notoriously complex and we all know that you can't manage what you can't measure. Without visibility consumption easily gets out of control.

You need more than native Microsoft Azure tools to gain true visibility; you need insights so you can understand where you're spending, and why. We can help you create detailed analysis, powerful custom dashboards and built-in alerts, which allow you to quickly spot overutilization and make informed choices.

Implement governance for sustainable savings/ efficiencies

A lack of governance is a recipe for overspending. Excessive admin rights, insufficient processes and approval flows around purchasing and unclear role definitions often cause problems.

The key to maintaining control is through the definition of roles, approval and governance processes that are compatible with your business requirements and fit how your organization works. Make people accountable, give business teams (as well as IT) approval rights and you'll stop overspending, drive a sense of ownership, and get a better understanding of ROI.

Optimization is bigger than taking out cost

Once you have consumption under control, these initial optimization steps should be viewed as a way to start unlocking more capability and business value from the cloud. Making the best of what you have allows you to start leveraging the underlying power of the cloud without overspending. We can help you to drive measurable outcomes across the full range of optimization criteria.

“The value of IT is enabling business, not managing infrastructure.

We made the choice to stop losing time and money in infrastructure and partner up with Avanade, a trusted organization capable of managing our cloud infrastructure.

This allows us to free up time to focus on our core business”.

[Europ Assistance](#)

Reset: Accelerate your move to cloud adoption and business agility

If speed is your top priority, then start here. The cloud enables agility. The faster and more you move, the better you can respond to disruption, while also saving money on legacy infrastructure and reducing the burden of technology debt.

The inherent reliability and flexibility of the cloud will equip your business to be more reactive. Those who have embraced the cloud, or are now moving faster, are seeing how a strong cloud infrastructure and capability is key to building a more resilient core. At this stage you also need to consider how your security posture should evolve, and if your strategy complements the integrated security that comes from cloud vendors such as Microsoft.

Move. Now.

Now is the time to move **all** your applications and workloads to the cloud. And take your data with you. Whether you're just starting, starting again or needing to accelerate, there is no time to waste, as evolving market conditions and business needs bring their own set of challenges.

A resilient, secure-by-design cloud infrastructure is critical for scalability, reliability and responsiveness. Accelerating your move to the cloud will enable business continuity and make your business more agile, as will the act of moving data to the cloud and setting up a data foundation. We often see that shifting to the cloud opens the door to innovation for clients, and frequently prompts a wider business change.

Address scalability at speed

Increasing requirements for digital purchasing, enabling remote workforces and responding to disruption have created a need for scale like never seen before – an adaptability that needs to remain into the future. Critical business systems need to be more flexible, with greater ability to scale, up and down, rapidly. To meet customer demand, your applications and core systems need to live in the cloud, so capacity and capability can be shifted at a moment's notice. This is about more than technology scalability, the current climate demands business and cost scalability.

“Lift and shift” is just the beginning

A “lift and shift” approach is a means to an end, allowing you to emulate the environment you have today, but removing the intrinsic constraints of on-prem. Numerous organizations have tried to transform and become cloud native, but failed or slowed as uncertainty and indecision crept in. An IaaS approach gets you to the cloud, makes you more agile, and perhaps most importantly, gets you moving.

The first step is often the hardest, but is one that builds familiarity with the cloud, and creates momentum. With applications, workloads in the cloud, you can test, experiment and analyze faster, and with greater certainty. You can consider the next steps needed to gain insights and greater value from your data. The simple act of rehosting often begins a cycle of beneficial business change, as your people contemplate the art of the possible, which applications to modernize first and start considering how to be more innovative.

This is the start of a journey towards PaaS and the speed and innovation benefits of a cloud native organization, building a foundation for the future while giving immediate cost, performance and resilience benefits. There is no better place to innovate, differentiate and elevate experiences than in the cloud. A fast start gets you closer to unlocking the business value of the cloud. Just don't stop once you've started, and ensure you optimize along the way.

“Ultimately, we undertook the programme not just to have this fancy technology, but to make our business efficient

We've been able to show our leadership that their investment is starting to have an impact on performance and therefore, a positive impact on our cost per trade and time to market. That's what it's all about.”

[Centrica Energy Trading](#)



Renew: Use modern architecture to accelerate innovation

Your business may not be fully able to respond quickly to new demands or challenges when they arise, and it will take time to adapt.

Traditionally, this level of super responsiveness has been hard for organizations that have not completed the journey to becoming cloud native, a journey that takes time and money, but one which should be embraced. There are ways to thrive while you're on your way, whether you need new functionality or you're looking to solve scale and performance issues.

Build new experiences fast and respond to opportunities

Change is often held up by legacy. Questions of "How do we integrate," "What if we break something" and other concerns are common. Organizations that want to move quickly should embrace a "sidecar" approach to new experiences and capabilities, where the sidecar sits outside your normal system. Think of it as a way to benefit from cloud native features, without needing to modernize or risk the entire application. Imagine you need to start gathering and publishing customer feedback – don't change the core system, just create a sidecar to collect the feedback, and one to publish.

Keep it simple

Less is more. Most processes get overcomplicated too easily. With a sidecar strategy, we simplify the approach, to deliver a solution that solves a single business problem. If you need to suddenly support curb-side pickup for customers, it's possible to stand that functionality up fast. If orders suddenly start flooding in, build something new that takes the orders, but doesn't affect your core system. Organizations that go through our modern architecture workshop will often quickly identify various business processes that could benefit from a focused solution like a sidecar.

Forget about traditional constraints

As tough as it might be, the hurdles and obstacles of the past need to be forgotten. When you build a process outside of a core application, adverse effects on the core app's performance or capability are negated. We already know the pieces of the puzzle that will come together to solve the problem. Using a prescriptive architecture and secure-by-design approach, the solution gets built in a fraction of the time.

Sidecar architecture

A sidecar is a simple bolt-on way to add functionality to an existing application or system. Create a process that lives in the cloud and connect it to the core system, using our prescriptive architecture. Generate a straightforward business outcome, and use or collect data to amplify the value of your sidecar.

“Now we have the capabilities, the flexibility and the speed to think about new services, new products, new ways to go to the market. We are thinking about which challenges are coming up and what is going to be next, so we are really excited about this moment.”

[Axesor](#)

As you look to the future, keep moving forward

Having accelerated to the cloud and moved all of your applications and workloads, you can move forward faster than ever.

Whichever route you take to the cloud, be it IaaS, PaaS, SaaS or a combination, ensure your [security configuration](#) fits your needs.

The future may be unknown, but with access to a significant set of cloud services such as AI, cognitive services and advanced analytics, you can experiment, learn and pivot at speed without fear of breaking the bank as you adapt customer offerings and your product and service portfolio. Don't be afraid to try new things. Look at what you've achieved so far. Be bold and consider what you can achieve in the future.

Why Avanade:

We're one of the world's leading experts on designing, deploying and managing Microsoft cloud ecosystems.

- We have more certified professionals for Microsoft Azure than any other Microsoft partner.
- We are a **Microsoft Azure Preferred Partner** and 14-time winner of **Microsoft Partner of the Year**.
- We drive more consumption of Azure than any other Microsoft partner.
- Our organization has more than 24,000 Microsoft certifications, including 25 Microsoft Most Valuable Professionals (MVPs).
- And we were named [Worldwide Consulting and SI Microsoft Azure Alliance Partner of the Year 2017](#).



Starting to **rethink** how the cloud can drive business value?

Please contact us today for help.



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About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 38,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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