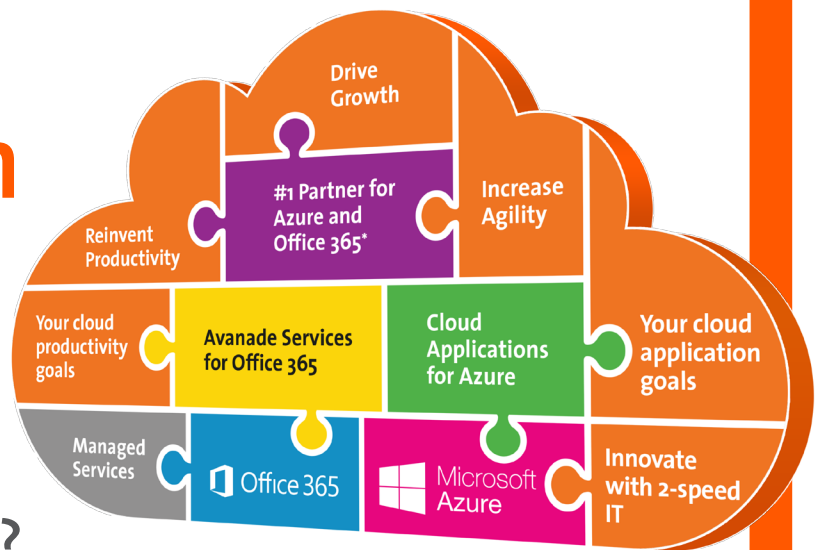


Get the speed you need with cloud.

Do you have the right pieces in place to quickly become a digital business?



The Tension over Technology

The digital business is powered by connected systems, connected devices, connected people and connected insight, driven by the convergence of cloud, mobility, social and big data.

Few if any companies today can be described as digital businesses. They haven't yet fully harnessed digital technologies to compete smarter in the marketplace and create better products, services and customer experiences. But many companies are now working to transform themselves into digital businesses.

Who's best positioned within the enterprise to lead this transformation? The IT department? Many executives aren't so sure. ¹According to an Avanade survey of IT and business leaders worldwide, 37% of budgets allocated in 2014 for technology investments are controlled by departments other than IT. In today's digital world, 69% of business unit leaders believe they can make technology decisions for their departments better and faster without IT involvement. And 79% of C-level executives believe they can make technology decisions better and faster than IT. That's creating a lot of tension over technology.

The Two-Speed Answer

There is a way for IT to increase its value to the business and become more innovative, agile and people centric in today's digital world. Avanade addresses these outcomes in a strategic vision it calls [IT Without Boundaries](#).

A two-speed approach to IT is central to this vision: fast to deliver innovation and slower to maintain and support legacy systems. And central to the two-speed approach is cloud computing, because the cloud enables faster innovation as well as operations. The cloud provides the speed you need to become a digital business.

Do you have the right pieces?

How does the enterprise implement a cloud strategy to achieve all this? One example is operating unified communications and collaboration (UCC) capabilities in the cloud. Many enterprises are looking to move UCC to the cloud by adopting Microsoft Office 365. Some enterprises try to make this move via a "forklift" approach to the cloud. But without a holistic perspective, this approach can fail.

Office 365 is a robust environment for communications and collaboration as well as data analytics. Email, presence, instant



¹ Source: "Global Survey: What's creating tension between IT and business leaders?", Avanade Inc., April 2014

* According to Microsoft, Avanade has (1) driven the most consumption of Microsoft Azure and (2) deployed the most seats of Microsoft Office 365 than any other system integrator. According to Microsoft, Avanade has more certified professionals for developing Microsoft Azure and more certified professionals for deploying and administering of Microsoft Office 365 than any other systems integrator.

Avanade helps you realize the results of two-speed IT with cloud.

messaging, unified communications and big data work together in new ways that enable new ways to work. But their integration isn't automatic in today's hybrid world—especially not with an enterprise's existing backend systems. Companies that address the integration challenge incorrectly or incompletely risk business disruptions. A cloud transformation strategy should take legacy applications into account. And it should continue with a strategy for continuing maintenance and management.

This is a lot for most IT departments to manage, especially as they face their first cloud projects and juggle all of their other responsibilities at the same time. And they know it. That's why enterprises are increasingly turning to partners with cloud experience to help them; the percentage doing so doubled to 41% between 2012 and 2013. And the percentage that uses a partner to integrate cloud and on-premises services increased by 65% over that same time, according to ²Forrester.

Companies that engage partners for their cloud transformations and managed services are doing so to gain the benefits of the cloud more quickly, mitigate risk and support critical operations. Forward-thinking companies are relying on partners to help

them drive innovation and entirely new ways to work. They are reshaping the value of IT by evolving to an IT services broker model. With this approach, they shift from being the provider of IT services to being a services broker or enabler of cloud and managed services. That is, they're engaging partners to implement the two-speed approach to IT.

Avanade helps you put it all together

For a large and still-growing number of companies transforming their businesses in the cloud, the partner they're choosing is Avanade, and they have helped to make Avanade the most experienced Microsoft cloud services partner in the world.

That's a big claim, and we can back it up.

- **Most seats.** We've implemented more than 2.8 million seats of Office 365, across Exchange, Lync and SharePoint—more than any other Microsoft partner.
- **Most certified professionals.** We have the largest number of certified professionals for Office 365 and for Microsoft Azure.
- **Most Azure use.** We have driven the most use of Microsoft Azure of any systems integrator.

As a result, Microsoft has named us as an Azure Preferred Partner and member of the Microsoft Partner Advisory Council for

Infrastructure and Cloud Services. We use our resources in cloud services not merely to move customers to the cloud, but to help them use the cloud to:

- **Drive growth**
- **Reinvent productivity**
- **Increase agility**

Avanade helps you put together the right pieces to grow your business at cloud speed.

Driving Growth

Companies want to reduce the time to market for new initiatives. They can do this with modern business applications designed to fully exploit the speed, scale and efficiency of the cloud. Avanade helps them do this in several ways.

Driving Growth

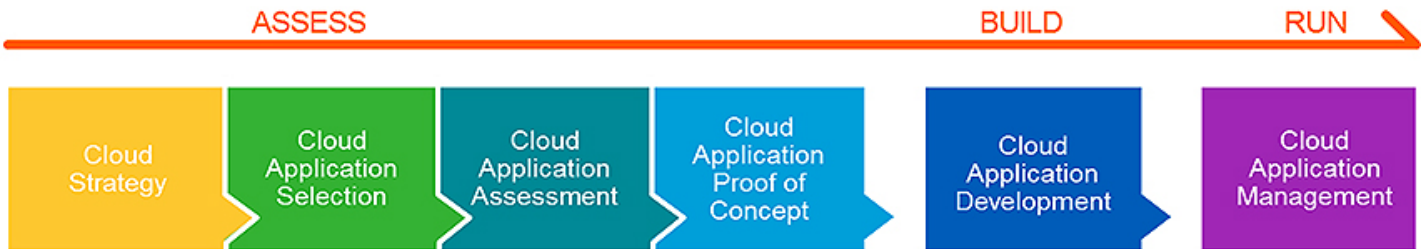
An international insurer used Avanade and the cloud to quickly establish itself as a major player in the mobile market.

For example, we know that not all workloads are equally appropriate for the cloud, and we help you identify and prioritize the most promising candidates. We know that not all cloud services are equally appropriate for your workloads, and we help you identify the best choices for you, taking into account factors such as backend security and compliance, and the characteristics of public versus private clouds. We know that a hybrid on-premises/cloud approach is often the optimal solution, and we show you how to adopt it when appropriate.

IT leaders are looking for a partner with the expertise to build cloud-first apps that truly maximize the potential of the cloud. For example, we understand the differences between scaling capacity in the datacenter versus the cloud, and we build native cloud apps designed to scale fully, quickly and reliably. We also understand how you can use the cloud to run your legacy apps, without wholesale rewrites, to gain greater efficiencies and savings than you can in your own datacenter.



The Avanade End-to-End Process for Cloud-First Applications



IT leaders turn to Avanade because we understand when to propose hybrid applications that span the datacenter and the cloud, and how to build them for maximum benefit. And we have honed a managed services model that enables your cloud-first apps to take advantage of continual enhancements to the cloud platform itself.

For example, for a global communications software provider, we used our Avanade Services for Microsoft Azure and Avanade Services for Office 365, along with the innovative business intelligence capabilities of Power BI for Office 365. By combining cloud, big data and analytics, the company unlocked new insight and innovation.

And for a major international insurer, we supported the company's entry into the mobile market with a native cloud B2C app for phones and tablets on all major platforms, and targeted at both potential and current customers. Satisfying all customer requirements, the app succeeded in quickly establishing the insurer as a major player in the mobile market.

Reinventing Productivity

Enterprises that adopt the cloud often wish to integrate cloud capabilities into the workplace quickly. They're particularly interested in new ways to communicate, collaborate and analyze data that are only possible with the cloud. The result boosts productivity and data-driven decision making.

Reinventing Productivity

A consumer packaged goods company used Avanade and Office 365 to give its employees access to IT services from anywhere, at any time.

Their IT providers need to support these goals. Avanade's deep expertise, broad range of services, and close relationship with Microsoft mean that we are always aware of the newest features and capabilities being added to Office 365 and Microsoft Azure, and how best to put them to work for you.

We can help you use Microsoft cloud services to deliver people-centric IT. For example, you can extend collaboration to offsite employees and even to partners, suppliers and customers—all without the complex, cumbersome and expensive VPNs, firewalls and other technologies that used to be necessary to help ensure security in pre-cloud environments.

We can show you when and how to use Office 365 and Microsoft Azure—and when and how to use them together, for example in federating directory services for presence and instant messaging—for application services that create unprecedented levels of productivity and collaboration within your enterprise.

Of course, information workers aren't the only ones who need to be more productive in the digital business. IT pros do, too. For them, Avanade's managed services are the cost-effective way to offload maintenance of cloud services, enabling IT to focus on delivering the greatest added value to the enterprise.

For example, a consumer packaged goods company wanted to move its global workforce from an aging Lotus Notes platform to one that would support the latest collaboration technologies. And it wanted a change-enablement plan to ease the employees' transition. Avanade helped with both, with a UCC environment delivered on Office 365. The result increases end-user productivity, decreases time to deliver core infrastructure services, and delivers multi-device access to those services from anywhere, at any time.

Increasing Agility

To benefit the most from the cloud's economics, while also lowering risk and maximizing results, enterprises need to speed and optimize their application and infrastructure transformations. For many larger, multinational enterprises, achieving this goal requires IT partners with proven and innovative tools and methodologies, combined with a global delivery network of experts.

Increasing Agility

Avanade helped a disaster relief agency migrate to Azure to more quickly scale and deliver critical solutions.

Avanade can help put together the right pieces for your cloud faster and with less risk.

Avanade has these assets. It's not enough to think about the cloud migration. A successful approach must extend to continuing cloud management. We build your cloud solutions and provide ongoing managed services in order to help or assist increase operational agility while reducing your initial capex costs and your ongoing opex costs.

A supplier of technology for international relief operations sought a faster, more scalable and cost-effective solution to deliver its supply-chain technology, which is used by humanitarian organizations worldwide when disasters strike. It was a classic line-of-business case for the cloud. During a crisis, demand for the solution could spike by a factor of 1,000, so the enterprise had to maintain underused assets at three datacenters to be ready. And when it had no infrastructure within reach of a disaster, it could spend precious weeks to build it.

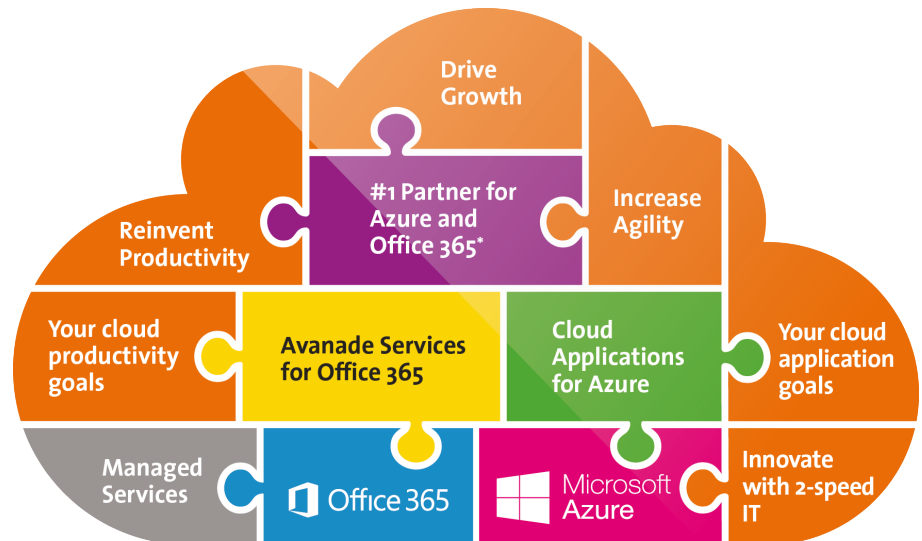
Avanade, together with its parent company Accenture, migrated three key customer applications to Microsoft Azure. The close relationships among Avanade, Accenture and Microsoft cut development time and cost because, for example, Avanade knew when forthcoming enhancements to Microsoft Azure would eliminate the need for the developers to build functionality on their own. And use of the Azure global content

delivery network eliminated the need to maintain those underused assets in regional datacenters.

The customer saves between 20% and 90% of previous datacenter costs (depending on datacenter location), and reinvests that money in solutions to help save more lives. And it's far more agile, deploying solutions in hours—as it did during the Japanese tsunami—that previously took days or weeks.

What to do Now

Whether you're starting to think about the cloud or struggling to implement a cloud strategy, Avanade has the expertise and experience to help put together the right pieces for your cloud faster and with less risk. Take the first step towards having cloud deliver the speed you need to become a digital business: Learn more about how Avanade can help by visiting <http://www.avanade.com/movetocloud>



Avanade helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped thousands of organizations in all industries improve "business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 22,000 professionals in more than 20 countries. Additional information can be found www.avanade.com

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