



EIGHT WAYS TO:

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# ACCELERATE INNOVATION WITH MANAGED MICROSOFT AZURE

Leverage the public cloud to meet your business objectives while keeping costs under control.



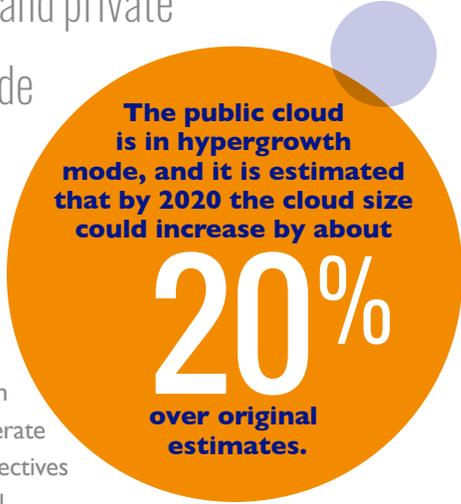
# The Rise of the Public Cloud

In a recent report, Forrester Research stated that the public cloud is now in hypergrowth mode, and they increased their prediction of the 2020 cloud market size by about 20% over original estimates. There is no doubt that the public cloud is taking off as both public and private sector organizations increasingly take a “cloud first” attitude when making technology investments.

Microsoft Azure is Microsoft’s public cloud offering, providing analytics, computing, database, mobile, networking, storage, and web services. According to IDC Research, big data is only getting started. In 2015, only one percent of all apps used cognitive services; by 2018, 50 percent will. Essentially, analytics will be embedded in every application, used to facilitate functionality or convenience.

## **But, what can Microsoft Azure do for your organization?**

In this ebook, we’ll look at eight scenarios in which an organization can use Microsoft Azure to accelerate innovation and meet business objectives while keeping costs under control.



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# 1

## Create an App for That

SaaS applications are the next wave of competitive differentiation for many organizations. The most innovative organizations are giving customers and employees new ways to do things faster and easier with mobile solutions. However, to hone your competitive advantage, you need a development environment that is flexible enough to adapt to your changing needs. Then, when you're ready to release your apps, you want the kind of support that lets you focus on your customers, not your infrastructure.

### CHALLENGES

- Greater control over the application lifecycle
- Improved efficiency
- Faster delivery

### AZURE SOLUTIONS

- Azure Cloud Services
- Web Apps

#### Simplify the Application Lifecycle with an Open and Flexible Cloud Platform

With Microsoft Azure, the application lifecycle is easier to manage because you can do development and test on Azure and push your application to production on the same platform. This gives you greater efficiency over your development resources, helping you provide better apps for more users and scale to meet the needs of your business.

# 2

## Join the Omni-Channel Revolution

Retail success is no longer just about offering online shopping options. Savvy retailers are creating superior customer experiences no matter how the customer chooses to shop. The most successful retailers will take customer engagement to the next level with technologies like beacons, real-time analytics, in-store marketing based on specific customer knowledge, and even wearable devices. Your IT team can give you the competitive edge you're looking for, but they need the tools and the freedom to innovate.

### CHALLENGES

- Drive customer engagement
- Increase responsiveness
- Create a compelling competitive advantage

### AZURE SOLUTIONS

- Azure Cloud Services
- Web Apps

#### Delight Your Customers

Microsoft Azure frees your IT professionals from everyday IT administration tasks like network maintenance. This gives them the freedom to innovate and create new ways to build meaningful customer connections and differentiate your company from the competition.

# 3

## Go Big or Go Home

Success often comes from seizing opportunities quickly, and the last thing you need is for your data center to hold you back. For example, you may need to expand your data center quickly to make room for new acquisitions or mergers. Or, perhaps the time is ripe for expanding into new geographies, and you need a data center that can reliably serve new customers and team members across the country or around the world.

### CHALLENGES

- Quick data center expansion
- Provide services in new geographies
- Data sovereignty

### AZURE SOLUTIONS

- Azure Virtual Networks

#### Access Your Data Safely and Securely, Wherever Your Business Takes You

Microsoft Azure is available in 140 countries and supports 10 languages and 24 currencies, all backed by Microsoft's \$15 billion (USD) investment in global data center infrastructure. Plus, Azure lets you spin up resources on demand, but stop using them just as quickly so you don't need to keep paying for infrastructure you aren't using. Azure helps you to expand quickly and cost-effectively into new markets taking advantage of opportunities while they're hot. Microsoft also allows you to choose where your data is stored, eliminating many data sovereignty concerns.

# 4

## Tap into Big Data

IDC expects that spending on cloud IT infrastructure will grow across all regions and all technologies. In most regions, growth in public cloud IT infrastructure spending will exceed growth in spending on private cloud IT infrastructure as public cloud service providers will continue to invest in expansion of all their data centers and service offerings. The key to creating an organizational advantage lies in turning all that data into relevant and actionable insights.

### CHALLENGES

- Leverage data to provide actionable insights
- Respond to trends
- Engage customers
- Create a sustainable competitive advantage

### AZURE SERVICES

- Azure BI
- Analytics
- Azure SQL

#### Make Better Business Decisions

Microsoft Azure gives you a platform to quickly create applications that collect data from a variety of sources. Built-in business intelligence and analytics tools allow you to turn data into actionable insights relevant to specific roles in your organization. Better decision making improves your team's responsiveness to trends and opportunities.

# 5

## Create the Internet of Your Things

Reduce waste. Add more value. The keys to running an effective operation haven't changed much over the years. However, businesses today have increasingly powerful tools to bring to bear in their efforts to streamline operations. The equipment you use in your business, from your HVAC systems to the machines on your shop floor, probably already has intelligence built into it. Plus, most employees already have access to mobile devices such as smartphones, tablets, handhelds, etc. You just need a way to bring the two together so your employees can make use of that information to build a leaner, more efficient business.

### CHALLENGES

- Tap into existing data from intelligent devices
- Streamline operations
- Improve decision-making

### AZURE SOLUTIONS

- Azure IoT Suite

#### Improve Your ROI from Key Initiatives

Microsoft Azure can help you connect the devices and data you already have to support your business initiatives. Azure IoT Suite gives you the tools you need to build custom applications that deliver the intelligence you need. In addition, preconfigured templates for a number of common industry scenarios such as remote monitoring, predictive maintenance, and asset management help you deliver business improvements faster.

# 6

## Modernize Your IT

Even the most innovative organizations can have aspects of their IT that need modernizing. Perhaps security measures haven't kept pace with the times, or your once-compliant systems may no longer pass inspection. In addition, many businesses have legacy applications that still reside in on-premises infrastructure that is fast becoming obsolete and increasingly expensive to maintain. Trying to stay on top of issues like these can make it hard for your IT team to find the time to innovate in ways that move the business forward.

### CHALLENGES

- Modernize IT
- Address aging hardware, optimize systems, improve security
- Ensure compliance with current regulations
- Leverage cloud computing advantages

### AZURE SOLUTIONS

- Analytics
- Azure IoT Suite
- Azure Active Directory, etc.

#### Build a Bright Future in the Cloud

Microsoft Azure has the tools to help you reach your business goals and be ready for future opportunities. Azure can also help you move applications to the cloud quickly, without compromising data integrity or security, and take advantage of cloud computing benefits like moving reduced infrastructure maintenance and improved budget management.

# 7

## Crush the Competition

IT has long been recognized as a source of competitive advantage for many leading organizations. However, IT leaders and managers in midsize organizations often wear many hats and are too busy managing day-to-day IT operations to focus on driving a competitive advantage through IT innovation. With technology advancing rapidly, you need IT leaders who are alert to every opportunity and who have the insight to understand how it can be used to your advantage.

### CHALLENGES

- Ensure freedom to innovate
- Improve IT responsiveness and agility
- Increase competitiveness

### AZURE SOLUTIONS

- Azure Backup and Site Recovery
- Multi-Factor Authentication
- Security Center, etc.

#### Be the Game-Changer

With Microsoft Azure, your IT leaders can spend less time addressing urgent infrastructure tasks like data backups and security and more time creating ways to move the business forward. This gives them more time to respond to new trends and opportunities and create a competitive advantage that's hard to beat.

# 8

## Plan for the Best; Prepare for the Worst

Storms. Fire. Cyberattacks from enemies unknown. Whether intentional or accidental, disasters happen every day. Even a minor data loss can result in lost revenues and lost customer confidence. Major disasters can turn into downtime that spells the end of your operations. Businesses need to cover their bases, ensuring data is backed up and creating disaster recovery plans that cover the unthinkable. However, building and maintaining your own data center to ensure continuity is an expensive undertaking. Backups don't always get done, and even when they do, many businesses fail to test them, leading to unpleasant surprises down the road.

### CHALLENGES

- Ensure data availability
- Create business continuity plans
- Reduce capital expenditures

### AZURE SOLUTIONS

- Azure Backup and Site Recovery

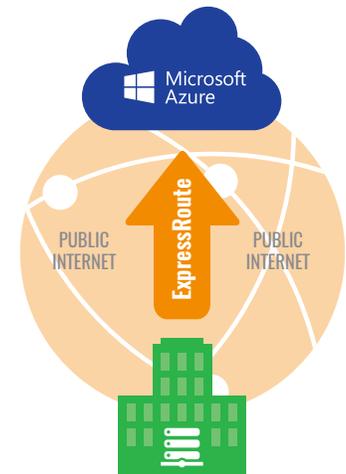
#### Take the Stress Out of Data Management

Microsoft Azure Backup takes the worry out of data backups while Microsoft Azure Site Recovery eliminates the need to build and maintain another data center. Including Azure in your plans will also help you meet your recovery point objectives (RPOs) and recovery time objectives (RTOs), ensuring your data and applications are there when you need them.

# Take the ExpressRoute

Need the fastest, most secure route to your data, but still want to take advantage of the public cloud? Microsoft Azure ExpressRoute lets you bypass the public Internet by establishing a private connection between Azure data centers and your on-premises data center or colocation environment.

- **Improve reliability and speed**
- **Lower latency**
- **Increase security**



## Security Built-In

The way we conduct business has changed since the cloud was first introduced. More team members than ever are working remotely, using multiple applications on a variety of devices that may or may not have been “approved” by your team. This flexibility can help them get the job done, but at the same time, it can introduce security risks into the business. If your employees aren’t in your office, how do you know that the person attempting to access your systems is who they say they are?

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Azure Active Directory (AD) is Microsoft’s multi-tenant, cloud-based directory and identity management service. If you’re using applications like Office 365, Salesforce.com, Dropbox, or Concur,\* you may already be using Azure AD. But Azure AD also gives your application developers a way to quickly implement a set of world-class identity management capabilities into the applications they build. Azure AD includes:

- Multi-factor authentication
- Device registration
- Self-service password management
- Self-service group management
- Privileged account management
- Role-based access control
- Application usage monitoring
- Rich auditing
- Security monitoring and alerting

\* For a complete list of applications supporting Azure AD, refer to our website.

<https://azure.microsoft.com/en-us/marketplace/active-directory/all>

# Is the Public Cloud Right for You?

The market for public cloud services is continuing to demonstrate high rates of growth across all markets and Gartner expects this to continue through 2017.

Public clouds are not right for every situation or scenario, but they are increasingly an important component of an overall IT strategy. For many midsize organizations, the most cost-effective, business supporting cloud environment is a hybrid of public and multi-tenant/private clouds that may even include integration to some on-premises deployments.

The market for public cloud services is continuing to demonstrate high rates of growth across all markets through 2017.

— Gartner report

## Cloud Computing. Simplified.

TierPoint can help you put together a cloud strategy that allows you to reach your IT and business objectives. Our services cover a number of cloud environments including:

- Virtual data centers
- Multi-tenant
- Hosted private clouds
- Hybrid clouds that leverage the power of Microsoft Azure

Operating as an extension of your IT team, we simplify the cloud for companies that leverage the cloud for ecommerce, SaaS, or to expand existing infrastructure quickly and cost-effectively. We can even help you migrate your legacy applications to the cloud. Call us today.

## LEARN MORE

Talk to one of our IT advisors by calling **844.267.3687** or reaching out to us by email: [sales@tierpoint.com](mailto:sales@tierpoint.com).



[tierpoint.com](http://tierpoint.com)

## ABOUT TIERPOINT

TierPoint is a leading national provider of hybrid IT services that help clients improve response times, drive performance and manage risk. The company offers state-of-the-art cloud, colocation and managed services, backed by 39 highly-redundant, carrier-neutral data centers in 20 markets coast to coast.