BIOS

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Microsoft Azure Stack

Power of Azure on Premise

cisco

Microsoft

The Challenge for the Enterprise

Many of the competitive differentiators within organizations (e.g. supply chain, distribution model, customer data, operations, R&D, etc.) have been optimized by IT investments over many years.
But these assets sit behind a corporate firewall, may be regulated, and are very proprietary. Corporate governance requires that all or some data must stay on premise. For many of these assets, participation in the cloud computing revolution remains elusive.

The Challenge for the Small and Medium Enterprise

Like their bigger colleagues, their business is built into the fabric of their on-premise IT. However, unlike them, they are more agile, can make faster decision, often have less internal politics to overcome and many are moving to the cloud at a faster rate. Even so, while they often are fine with data being kept off site, they need it to remain in country for current or possible future compliance reasons. Clouds hosted in Europe or Asia have high latency and provide poor user experience, so for them too the full advantages of cloud computing remain elusive.

The reality facing Small, Medium and Large Enterprises in the Middle East

All the while, the market opportunity of the Middle East attracts new entrants, many of them high-growth, high-innovation companies and new home grown start-ups without these “assets” on premise and accelerate their businesses quickly. As the UAE and KSA invest more and more in creating innovative smart cities and governments, more and more entrants who leverage innovation are attracted. Traditional businesses in the region are being disrupted at almost every corner, retain, entertainment, banking, healthcare, insurance the list goes on.

The Goal

Enable the power of the cloud computing across corporate assets to compete in a truly global market place.

Unlock the agility that comes from application modernization, regardless of where that application runs. Be able to keep certain data on premise or in country while leveraging the pubic cloud for big data, business analytics, artificial intelligence and much more.

Do this all in a way that doesn't risk lack of functionality or stagnation from a solution 'brokered' between clouds and doesn't require investment of limited resources in customizing the deployment rather than adding business value.

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The solution:

A hybrid cloud platform that is truly consistent with a major public cloud provider and unlocks this enterprise value. This solution provides a continuous stream of innovation to enable developers and IT to quickly address business needs without limiting them by location or due to compliance requirements. Do this in such a way that is secure, compliant and easy to consume.

This is the promise of Microsoft Azure Stack - whether it be an in-country Azure Stack-as-a-Service public cloud located in the UAE that federates to Azure for SME's or an Azure Stack on premise that federates to Azure proper for enterprises.

What is Microsoft Azure Stack?

Azure Stack is an extension of Azure, bringing the agility and fast-paced innovation of cloud computing to in-country on a shared Azure Stack platform or to on-premises environments on a smaller dedicated environment.

Organizations can now build modern applications across hybrid cloud environments, balancing the right amount of flexibility and control. Keep data in country, stretch databases with personal identification elements removed the Azure and leverage big data analytics in Azure.

Developers can build applications using a consistent set of Azure services and DevOps processes and tools, then collaborate with operations to deploy to the location that best meets the business, technical, and regulatory requirements.

Companies can speed up new cloud revenue streams by developing applications even faster by building on application components from the Azure Marketplace, including open source tools and technologies.

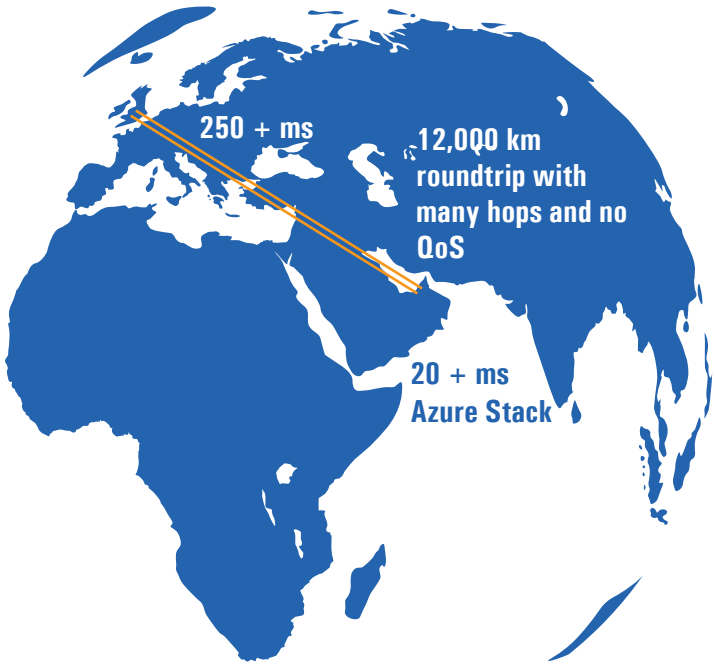
What can Azure Stack be used for?

Azure and Azure Stack unlock new hybrid use cases for both customer facing and internal line of business applications:

Edge and disconnected solutions:

Customers can address latency and connectivity requirements by processing data locally in-country Azure Stack-as-a-Service and then aggregating in Azure for further analytics, with common application logic across both. 250 milliseconds – the approximate latency to Azure Dublin from Dubai. Now with Azure Stack in Dubai latency will be sub 20 milliseconds. Processing data on Azure Stack will likely also be much more cost effective.

There's lots of customer interest in this edge scenario across different contexts, including manufacturing, Oil and Gas, Smart City applications and Cyber Security.



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Cloud applications that meet varied regulations:

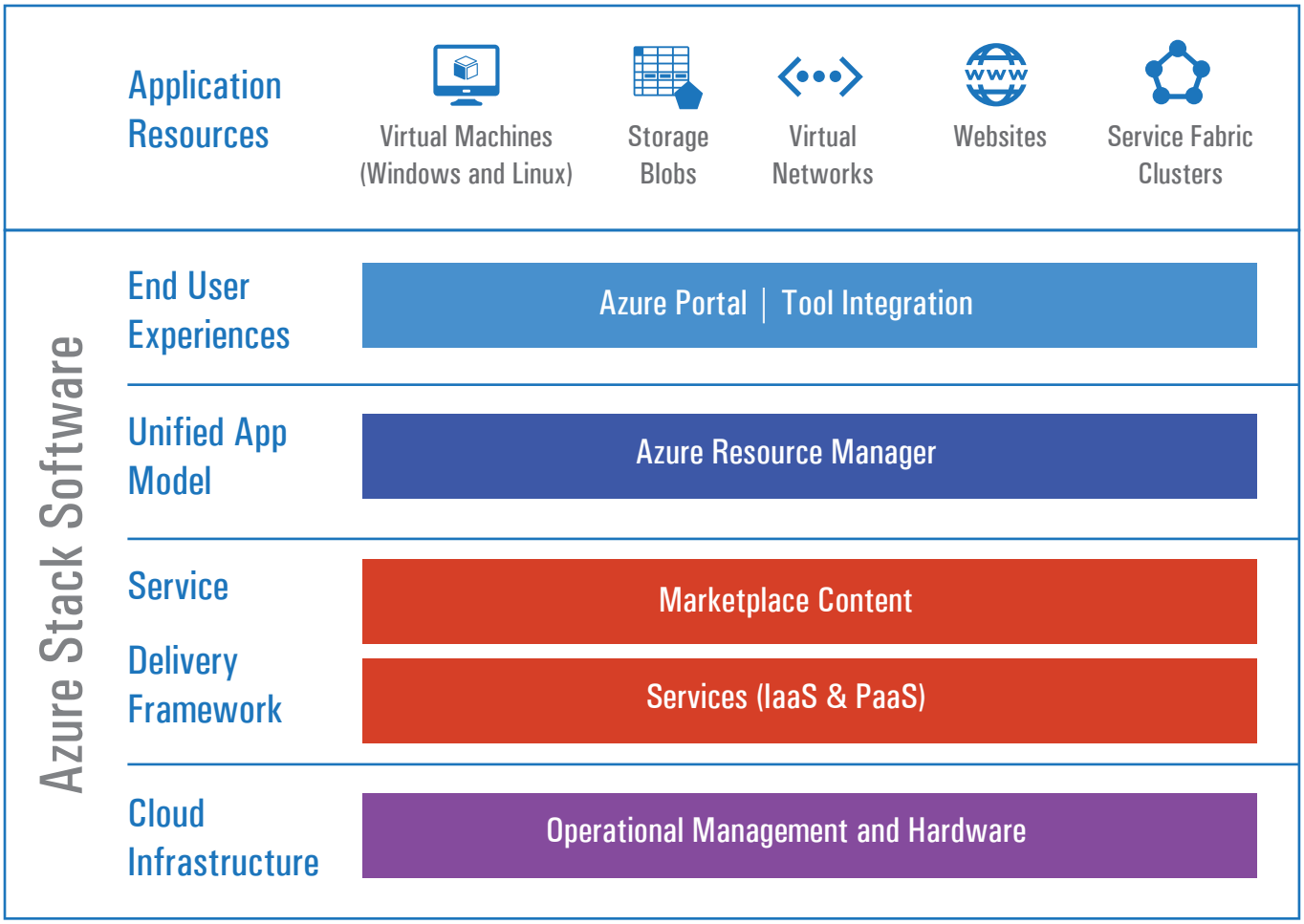
Customers can develop and deploy applications in Azure, with full flexibility to deploy on-premises Azure Stack or in-country Azure Stack-as-a-Service to meet regulatory or policy requirements, with no code changes needed. Illustrative application examples include global audit, financial reporting, foreign exchange trading, healthcare, and expense reporting. Information like customer name, credit card details, patient record can be removed prior to aggregation to Azure.

Cloud application model on-premises:

Customers can use Azure web and mobile services, containers, server less, and micro service architectures to update and extend existing applications or build new ones. You can use consistent DevOps processes across Azure in the cloud and Azure Stack on-premises.

How Azure Stack & Azure Stack as a Service Work

Below is a simple diagram explaining how Azure Stack works.



Developers and IT pros have an experience with Azure Stack that is consistent to that which they experience in Azure. This is fundamentally made possible because the Azure Stack portal environment is the same code as Azure. However, the real innovation of Azure Stack is the implementation of a consistent cloud API as Azure, so there is a consistent developer experience across clouds.

Simply connecting to a portal to choose from preconfigured patterns is not enough; the definition of self-service has evolved to include programmatic access to the cloud API for the creation, deployment and operations of workloads in a cloud.

A consistent API surface area between Azure and Azure Stack is the path to a set of *experiences, tools, application patterns, automation capabilities, deployment and configuration, and operations* that work across clouds.

Experiences: The first engagement with Azure and Azure Stack usually comes through the portal which provides a web-accessible conduit into the system. The portal is a graphical expression of the cloud API.

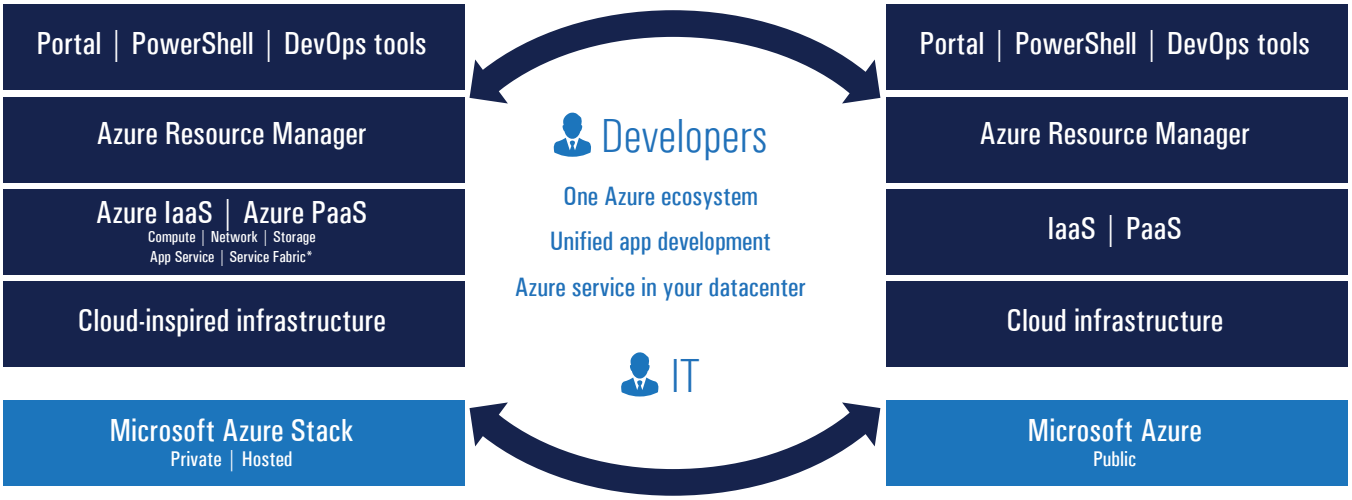
Tools: Users can use the tools they use in Azure and know they will work in Azure Stack. Users can focus on solving business problems, rather than constant tooling and deployment transitions.

Application Patterns: Programmatic and abundant access to Cloud Services is changing the way that applications are being designed, developed and operated. You can work with the resources in your application as a group – mixing resources *across* IaaS and PaaS services.

Automation Capacities: Having a consistent API means that Consumers can invest in automating development, deployment and operational activities knowing that they will not have to be rewritten.

Deployment and Configuration: Deploy, update or delete all of the resources for your application in a single, coordinated operation. This can be done from the portal or programmatically through the SDK as code.

Operations: Templated deployments work for different environments such as testing, staging and production. Role based access control, usage and audit capabilities are standardized across all cloud resources in the deployment. Updates made to application resources can be performed in an incremental and non-destructive manner.



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Managing Azure Stack. What we do.

We have been building private clouds for a decade and have been providing public cloud services for more than 5. We have always recognized the advantages of cloud computing and we are delighted to finally bring the power of Azure to the Middle East on a shared platform for SME's and on a dedicated platform for enterprises. By combining Azure and Azure Stack with managed Services and Security you get the only true hybrid cloud solution available in the market. This provides you with a consistent Azure experience that increases efficiency, flexibility and productivity while being Secure and Always available.

- Monitoring from 24x7 NOC in Dubai
- Security from a 24x7 NOC in Dubai
- Hosted or On-premise
- Proactive Management
- Reactive Management
- Reporting
- Service Request Management
- Patching & Maintenance
- Billing

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