



Simplifying cloud migration
and modernization journey
with Microsoft Azure

XCENTIUM

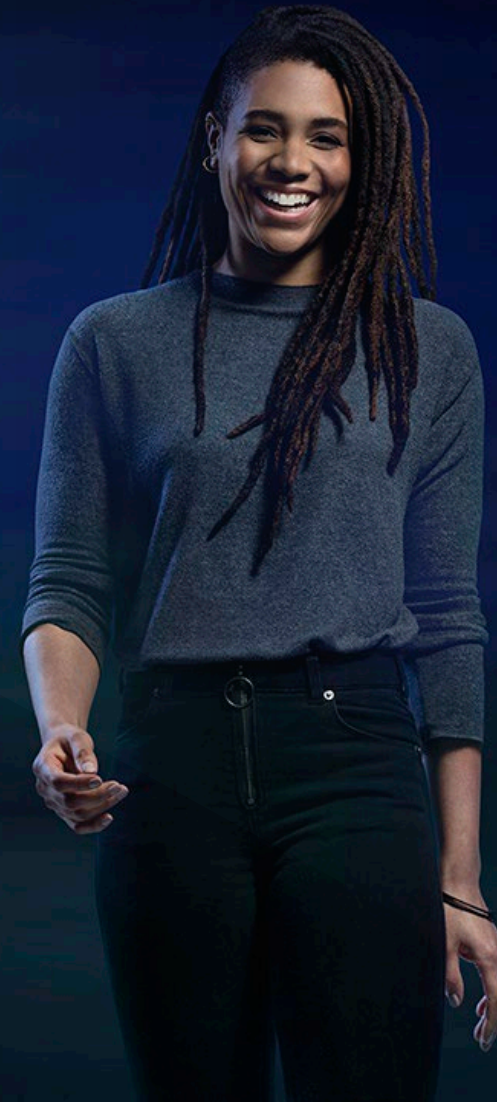


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Introduction

Digital transformation is a driving force in business. No matter the industry, organizations continue to accelerate digital initiatives to advance their business and gain a competitive edge. That focus is more important than ever today as the world begins to move into the era of AI.

The cloud has been vital in helping organizations adapt to changes in the business landscape and evolving customer demands. While early digitization strategies focused on understanding where and how the cloud could benefit the business, those views have shifted and become more encompassing. Organizations today see cloud as a critical part of their overall technology portfolio, whether that means a hybrid environment or going “all in” on the cloud.

Cloud has become an important tool for addressing top business priorities and to help organizations move faster, be more resilient and adaptable to change, and strengthen security postures. And yet, while organizations recognize the value and power of the cloud, getting started migrating to the cloud and modernizing resources can feel challenging.

At Microsoft, we're committed to simplifying your cloud migration and modernization experience so you can deliver value to your organization faster.

Join us as we share insights on how you can make progress on migration and modernization initiatives, plus best practices for getting started with Microsoft Azure.

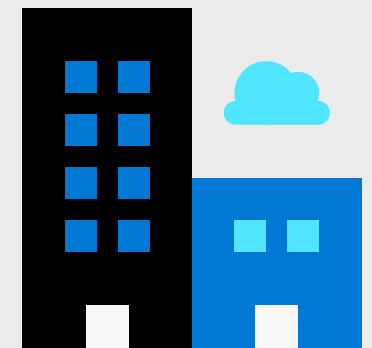
**Enterprises
are accelerating
digital
transformation**

85%

**of organizations will embrace a
cloud-first approach by 2025.¹**

86%

**of respondents in a 2021 IDC survey
noted that their organization had
modernized more than half of its
legacy applications—up from 65% in
2020.²**



1. Gartner, "Top strategic technology trends for 2022: 12 trends shaping the future of digital business," 2022.

2. IDC White Paper, sponsored by Microsoft, "The Business Value of Migrating and Modernizing with Azure," doc # US49616022, September 2022.

The business benefits of cloud

The inherent properties of cloud, including elasticity, high availability, security, scalability, and more, open a multitude of benefits for organizations. These benefits offer you ways to create significant business advantages while accelerating digital transformation initiatives.

Customers that adopt Microsoft Azure can improve:



Costs

By shifting from a legacy capital expenditure model to a more flexible operational expenditure model, reduce costs, paying only for the resources and services you consume.



Built-in security

Securing data and applications from cloud to edge without disruption to reduce risk with industry-leading, comprehensive, multilayered security.



Time to market

Making it easier to innovate and bring new products, services, or enhancements to your customers at an accelerated pace.



Business insights

Providing a path to unify disparate data sources and bring a richer understanding of your customers, products, and services through data insights and analytics.



Scalability

Enabling you to meet surges in customer demand as needed, without straining your operations teams, infrastructure, or budgets.



Resiliency

Helping you with disaster recovery and other backup strategies so you can ensure greater business continuity.



Cloud at your pace

Making it possible to migrate at your own pace with solutions that simplify management and governance of cloud and on-premises IT estates.



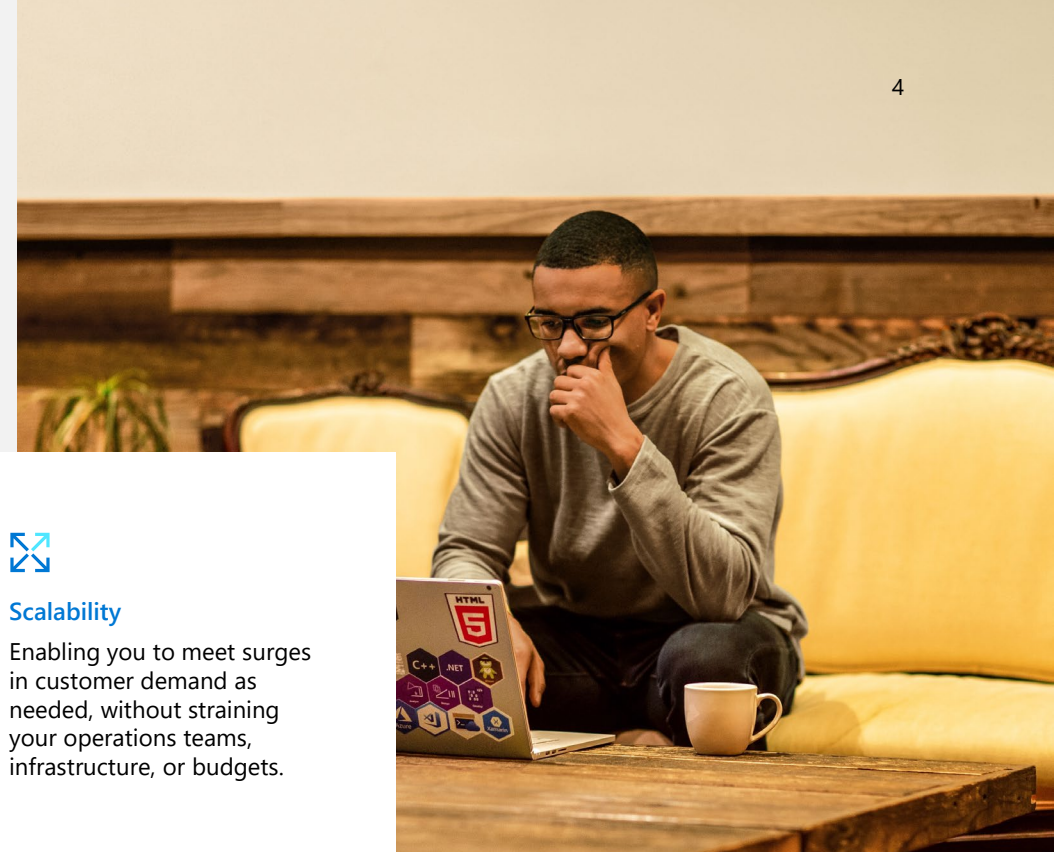
Innovation

Uncovering efficiencies and helping to attract and retain customers and employees with modern apps and infrastructure.



Sustainability

Providing insights and reporting on your IT carbon emissions so you can more effectively make progress on your organization's sustainability goals.



Cost and operational efficiencies with Microsoft Azure

53% more efficient IT infrastructure teams³

37% lower three-year cost of operations³

391% three-year return on investment.³

Up to **85%** savings with Azure Hybrid Benefit.⁴

3. IDC White Paper, sponsored by Microsoft, "The Business Value of Migrating and Modernizing with Azure," doc # US49616022, September 2022.

4. <https://azure.microsoft.com/en-gb/pricing/hybrid-benefit/#overview>

Value of cloud migrations and modernization

Making progress on your digital goals with Microsoft Azure starts with a migration and modernization journey. The two initiatives are closely related yet bring different advantages for you to consider.

Migrations involve moving applications, infrastructure, and data from your private, on-premises datacenter to the public or hybrid cloud. Migrations give you the foundation for an elastic, scalable, and secure infrastructure.

A cloud migration will help you start to realize several important benefits. For example, your organization may experience lower IT costs by rightsizing capacity, so you are only spending on the compute and storage resources that you use. When you need greater capacity, you can easily scale up usage, giving you a more flexible approach. You'll also be able to strengthen your overall security posture through Azure's comprehensive security controls, and benefit from Microsoft's \$1 billion annual investment in securing its cloud environments.

Modernization initiatives, on the other hand, involve updating existing or legacy applications to incorporate newer computing approaches, such as modern application frameworks or cloud-native technologies. Modernization allows you to innovate existing applications to provide better user experiences, greater business agility, and cost efficiencies. By adopting modern frameworks and technologies, you enable greater developer velocity, making it easier for your people to create, test, and launch new innovations.

Often, modernization projects build on migration to the cloud. For example, moving data to the cloud opens the door to gaining more value from the integration across your data and applications. Once your data is in the cloud, you can extend your cloud infrastructure foundation to apply more advanced analytics, or even integrate AI/ML approaches to glean richer and predictive insights from your data estate.

>95% of Fortune 500 use Microsoft Azure



Invest in AI transformation today

The world is changing, with new forces driving innovation every single day. One of the innovations on everyone's mind is artificial intelligence (AI) and what it means for the future. However, AI is already here; in the near future, all apps will be AI apps, giving businesses the security, agility, and velocity required to scale and transform.

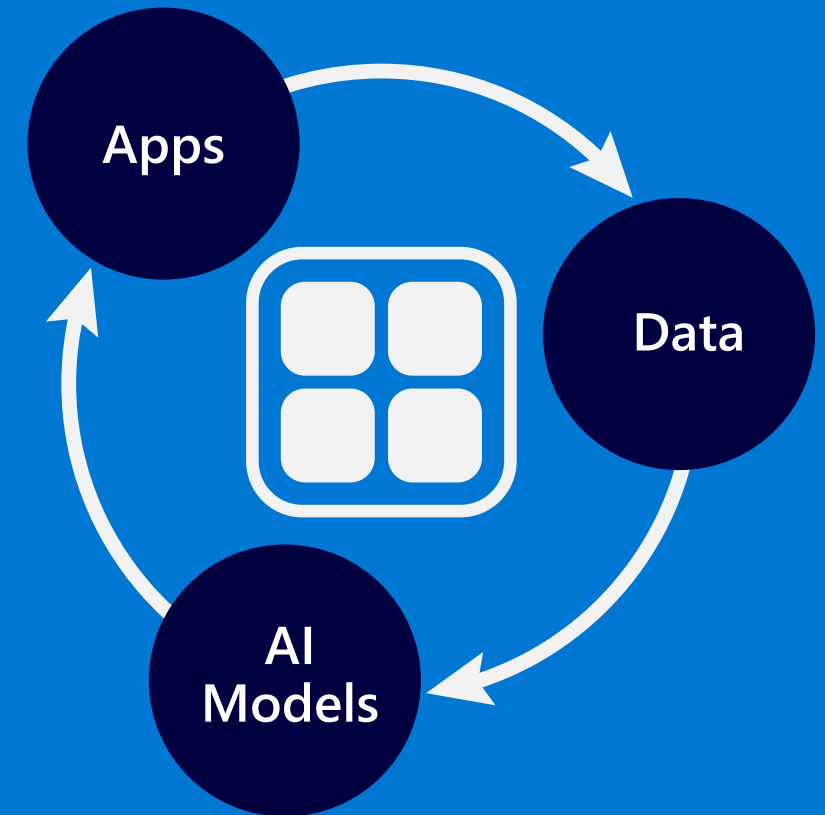
Microsoft is leading the platform shift in the era of AI. Using the Microsoft Cloud to help harness the power of AI can help you drive value faster and shape the future of your business. By working with a trusted cloud provider like Microsoft, you'll get built-in AI that can help you differentiate from the competition and radically accelerate your organization's productivity.

How do you get started?

The first step to preparing your business for the new AI era is to get your data estate ready by migrating to Azure. This gives you the foundation for better AI experiences so you can build AI-powered applications in the cloud and drive developer and sales productivity. When you use products across the Microsoft platform, you'll bring together identity, applications, management, security and enterprise data to incorporate AI more efficiently across your business.

Microsoft is also committed to advancing the principles and practice of implementing AI responsibly. Security and trust are built into the platform and solutions right from the start, and purpose-built AI infrastructure delivers reliability, and performance at scale. And you always maintain control of your data; Microsoft will never use it without consent.

In the Era of AI, every app should be intelligent



80%
reduction of manual work,
by enabling employees to
reallocate their time to
higher-value work.⁵

150%
increase in work output,
when automating and
scaling process to benefit
the composite's growth.⁵

Turn your data into a strategic asset

When your data is in the cloud, you have the opportunity to turn it into one of your most strategic assets. Studies have shown that organizations that embrace the value of data fare better in adjusting to rapid market changes: they are able to be more agile, anticipate and predict change, and pivot as needed to better serve customers.

Yet for many organizations, extracting more value from data has not been easy. The volume, variety, and velocity of data are all accelerating, making it challenging to get a holistic view of data estates. That complexity makes it difficult to answer fundamental questions, like:

- What data do I have? Is it trustworthy?
- Are we managing all this data in a compliant way?
- Are people getting the data they need to make the right decisions?
- Are they getting this data fast enough?

A cloud-based approach to data can help you answer these questions by unifying and connecting all your data assets. You'll be able to scale and accelerate your approach to data so that you can harness and analyze a constant stream of data, applying analytics and AI to glean rich insights and drive better decisions.

In essence, you'll create a positive digital feedback loop where you'll be able to drive greater transformation to improve customer experiences, transform products and services based on signals from users, empower employees to be more productive, and more.



Businesses that embrace data and analytics realize more benefits

54% saw increased in revenue performance (16% for less mature users)

44% saw faster time to market (11% for less mature users)

62% saw improvement in customer satisfaction (15% for less mature users)

54% saw increased profit results (13% for less mature users)



Successful migration and modernization use cases

Migrating to the cloud is just the beginning. As you begin your journey to the cloud, you can take advantage of additional cloud capabilities that yield value in other areas.

Let's look at some of the most popular use cases explored by our customers.

Legacy system modernization

Create a strong infrastructure foundation by moving legacy infrastructure to Azure. You'll be able to take advantage of Azure services that help boost performance and increase operational efficiencies for your organization.

Accelerate innovation

With the pace of business continuously accelerating, organizations need to decrease time to market, ensuring new innovations are accessible to customers faster. Azure provides a fully managed platform with robust tools and capabilities to meet your application development needs—from migrations to legacy application modernizations to building new cloud-native applications, and more—so your people can make progress faster.

Security and compliance

With security a top priority for business and technology leaders, organizations are looking to the cloud for all the ways it can help in protecting valuable data, apps, and infrastructure. Azure offers a secure cloud foundation with multilayered, built-in security controls and unique threat intelligence to help your security teams identify and protect against evolving threats.

Data estate modernization

Many organizations today struggle to gain additional value from the large and distributed data estates within the business. Azure's data and analytics services provide a path to unify that data in the cloud and make it easier to gather, store, process, analyze, and visualize your data to gain better and more actionable insights for your organization.

Application modernization

Modernize legacy applications to deliver enhanced experiences to your customers and employees. Azure also makes it easier to develop new applications, so you can build, manage, and continuously deliver improved application experiences.

Support hybrid IT estates

Many organizations take a gradual approach to the cloud, migrating some core systems and applications but also maintaining legacy on-premises infrastructures and applications. Microsoft has built Azure with that reality in mind: it's designed to help you bring the agility and innovation of the cloud to your on-premises environments. Azure provides a holistic, seamless, and secure approach that's consistent across your on-premises and cloud resources.

72% of enterprises have a hybrid cloud strategy.⁶

87% of enterprises have a multicloud strategy.⁶

Key drivers

- Legacy systems/custom requirements
- Regulations and data sovereignty
- Latency and technical hurdles
- Consequence of no proactive strategy

6. Flexera, "2023 State of the Cloud Report," 2023.

Flexible ways to get started

When approaching either a migration or modernization initiative, Azure provides flexible options for getting started. You can opt to handle the migration on its own or alongside modernization goals, depending on your organization's needs.

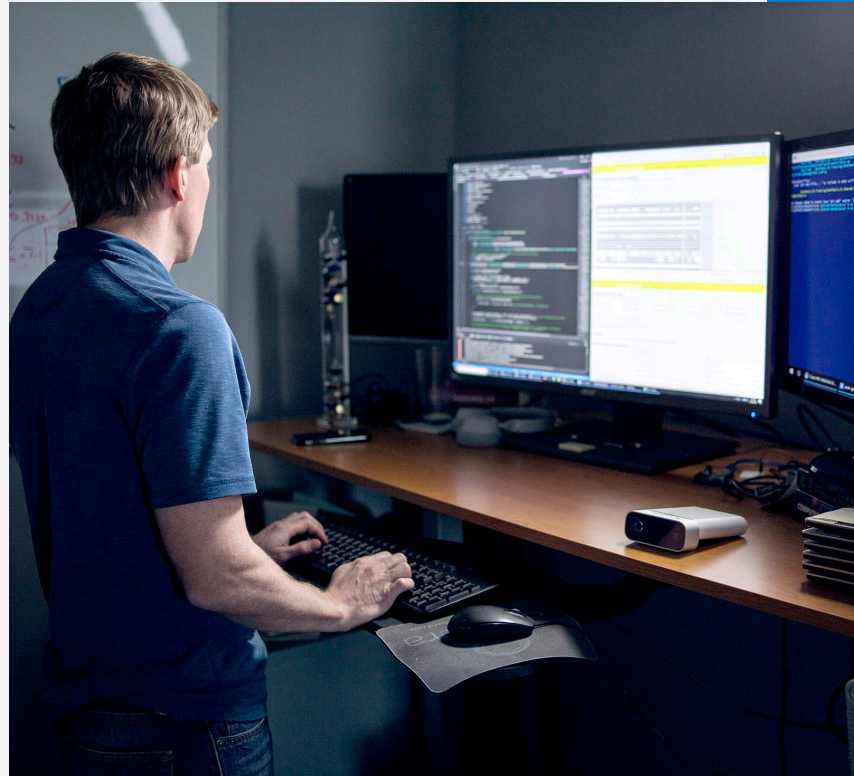
Focusing on the migration first provides the benefit of letting you reduce your datacenter footprint quickly. You realize more immediate cost savings as a result. And this approach allows more time for testing and optimizing applications to ensure cloud readiness.

Adding modernization workstreams while you are migrating helps you decrease your time to market. Rather than the most rapid cost savings, you'll be focusing more on unlocking application innovations that deliver richer user experiences and enhance productivity. At the same time, you'll have the opportunity to accelerate the velocity of application development.

Your approach doesn't have to be all one way or the other. You have flexibility to choose to directly migrate some systems and apps, while other systems and apps might benefit more from a modernization effort.

Even more importantly, you don't have to migrate everything at once. Azure gives you the flexibility to migrate at your pace, supporting you with hybrid solutions that make managing and governing cloud and on-premises assets easier and enabling consistent experiences across both domains.

Performing a Cloud Readiness Assessment can help you select your path forward, determine the effort required to migrate or modernize, and gauge the timing that would be most beneficial for your organization.



Migration and modernization considerations



What's the immediate business need?

- Optimizing costs
- Shifting from CapEx to OpEx
- Realizing cloud benefits quickly



How hard is it to do?

- Complexity
- Level of skilling or retraining needed, or new staff required
- Cost and resources needed to refactor or rebuild



Longer-term business goals?

- Time to market
- App innovation
- Productivity
- Application development velocity

Solving today's top industry challenges with cloud

Beyond the most common use cases, organizations across all industries are using cloud to not only advance their digital transformation strategies, but also solve industry-specific challenges. Explore these industry snapshots of what's possible by moving to the cloud.



Retail and consumer goods

Digital transformation is a top priority for retailers to support evolving buyer patterns, from the increased interest in contactless shopping and curbside pickup, to greater demand for more personalized digital experiences.

The cloud is helping retailers transform so they can:

- Reimagine the retail experience
- Build more resilient supply chains
- Know their customers better



Manufacturing

Manufacturers are turning to the cloud to help them become more agile, innovative, and competitive in their markets. Integrated technology is vital to helping attract the next generation of employees and building next-gen factories that are automated, efficient, and resilient.

Cloud is helping manufacturers to:

- Create more agile factories
- Increase supply chain resiliency
- Unlock innovation and deliver new services



Financial services

Within Financial Services, increasing and evolving regulations, as well as rising cyber and financial crime, make compliance and security top priorities. Also important are increasing agility, modernizing aging systems, and delivering richer digital experiences to customers.

Financial services firms look to cloud to:

- Deliver differentiated customer experiences
- Modernize core banking and payments
- Manage risk across the organization
- Protect against financial crime



Healthcare

The pandemic has accelerated several trends within the Healthcare industry, from the rise in virtual healthcare to the need to protect sensitive data from cybercrime while at the same time making data more accessible to providers and patients.

Healthcare organizations are using cloud to:

- Enhance patient engagement
- Improve clinical and operational insights
- Protect health information.



Customer:
Greggs
Industry:
Consumer Goods
Size:
Corporate (10,000+ employees)
Country:
United Kingdom
Products and services:
Microsoft Azure
Microsoft Azure Arc
Microsoft Defender
Cloud App Defender
Defender for Cloud
[Read full story here](#)



“Azure Arc supports us by freeing up our time from the day-to-day activities of the technical team and focusing on the customer value-add activities. It helps us to make sure that services are always on at the right time for the customer.”

—Scott Clennell, Platform and Infrastructure Services Manager, Greggs

Situation:

Greggs had a complicated and disparate IT landscape to manage. Getting its arms around a mix of on-premises servers and applications would have been hard enough, but the company also was embarking on its cloud journey. It needed a way to understand and manage everything.

Solution:

The company began with Log Analytics Workspace Insights, using the mapping feature to understand the status of its 500 Azure Arc-enabled servers. It gained centralized management with Azure Arc and added Defender for Endpoint and Defender for Cloud.

Impact:

Greggs manages a large and disparate IT landscape more easily than ever before, gaining visibility over interlinked systems and dependencies in minutes rather than days. It easily sets up patches and other maintenance across its estate, including Windows and Linux.



Customer:
Sentara
Industry:
Healthcare
Size:
Corporate (30,000+ employees)
Country:
United States
Products and services:
Microsoft Azure
Azure VMWare Solution

[Read full story here](#)



Cloud in action

We were one of the first major health systems to go fully cloud. We ended up leveraging VMware on Azure to put it in cloud.”

—Matt Douglas, Chief Enterprise Architect, Sentara

Situation:

With more than 14 hospitals, Sentara is one of the main health systems between North Carolina and Washington D.C. To protect health data records against growing threats, the healthcare system wanted to move to the cloud. However, it was vital to ensure legacy applications were still available.

Solution:

Sentara chose Azure VMWare Solution to move legacy applications to the cloud, which enabled it to retain full access and meet regulatory compliance.

Impact:

Using Azure VMWare Solution, Sentara was able to gain the security of the Azure cloud and move entirely to a cloud-based model. It also moved workloads using automation tools, eliminating the time and cost of manual migration.



Customer:
NTT Ltd.
Industry:
Other
Size:
Corporate (10,000+ employees)
Country:
United Kingdom
Products and services:
Azure
Azure Backup
Azure Monitor
Azure Site Recovery
Azure Virtual Machines
Azure VMware Solutions
Microsoft 365
Microsoft Cloud
Microsoft Power Platform

[Read full story here](#)



Cloud in action

“Azure helps us consolidate through decommissioning applications and workloads by up to a third. In a central operating model, we no longer need decentralized support, helping us achieve an operational cost reduction of roughly 30 percent.”

—Pascal Weiss, Regional Chief Information Officer for Asia Pacific, NTT Ltd.

Situation:

Global IT infrastructure and services company NTT Ltd. faced challenges managing a complex network of on-premises digital environments. Constraints resulted in the inefficient allocation of resources and difficulties in governance and financial processes.

Solution:

NTT Ltd. initiated an organization-wide migration to Microsoft Azure to centralize and optimize digital operations. Learnings from a successful initial APAC datacenter migration resulted in the creation of a playbook to facilitate migration on a global scale.

Impact:

Benefits include consolidation and centralization of security, support, and operations, resulting in accelerated time-to-market capabilities, a reduction of operational cost within IT by 30 percent, and overall cost savings of up to \$5 million.



Customer:
Chevron

Partner:
SAP

Industry:
Energy

Size:
Corporate (10,000+ employees)
Country:
United States

Products and services:
Microsoft Azure
Microsoft Azure Active Directory
Microsoft Azure Backup
Microsoft Azure DevOps
Microsoft Azure Monitor
Microsoft Azure NetApp Files
Microsoft Azure Site Recovery
Microsoft Power BI
SAP on Azure

[Read full story here](#)



Cloud in action

"Between cyberthreats, divestitures, and acquisitions, SAP on Azure and the Microsoft Cloud gives us the reliability, agility, and scalability to stay responsive to business needs."

-Paul Brody, Digital Core Technical Platform Product Manager, Chevron

Situation:

Chevron is undertaking a transformation initiative that includes the migration of its on-premises environment and a multi-year greenfield implementation of SAP S/4HANA to realize greater value through increased scale, agility, and data.

Solution:

The energy company developed a strategic plan that begins with the migration of its on-premises enterprise resource planning system from a relational database management system to SAP HANA on Azure to maintain business continuity and extend asset life cycles.

Impact:

With SAP on Azure, Chevron is gaining enhanced flexibility, scalability, and reliability. And by developing more data- and automation-driven processes, the company is responding to business requirements faster and more easily.



Customer:
Georgia Banking Company

Industry:
Banking & Capital Markets

Size:
Medium (50–999 employees)

Country:
United States

Products and services:

Azure
Azure Active Directory
Azure Backup
Azure Virtual Desktop
Azure VPN Gateway
Dynamics 365
Microsoft 365 Defender
Microsoft 365 E5
Microsoft Defender for Cloud
Microsoft Intune
Microsoft Purview Data Loss Prevention
Microsoft Sentinel
Microsoft Teams
Microsoft Teams Phones
SharePoint
Surface
OneDrive
Windows Hello for Business

[Read full story here](#)



Cloud in action

“Rebuilding enterprise-grade datacenters would have cost us \$1.6 million. Migrating to Azure costs \$12,000 per month, and after five years, our total cloud spend would be around \$720,000. For half the cost of datacenter refresh, we have better usability, scalability, and visibility.”

—Neil Natic, Chief Information Officer, Georgia Banking Company

Situation:

Georgia Banking Company needed security solutions that would keep customer data as safe as possible while also supporting its ambitious growth plans. And in an age of expanded attack surfaces, it sought the cost and management advantages of vendor consolidation.

Solution:

The bank went all in on Microsoft Security solutions, beginning with Microsoft Entra and Intune to support its Zero Trust strategy. It closed its datacenters to embrace Azure and replaced other solutions with Microsoft Sentinel, Defender for Cloud, and Microsoft 365 Defender.

Impact:

Georgia Banking Company is now 100 percent cloud-based, with a tightly coordinated security and productivity tool set that has significantly lowered costs and management efforts. Thanks to the resulting efficiency, GBC onboarded 38 employees in one day. And the bank has improved its customer service and its prominence in the community.



Are you ready to take your business to the cloud?

Talk to us about your cloud vision and let us help you get started on your adoption strategy.

Contact us

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