Microsoft Azure - Starter Kits for Partners

Introduction to Starter Kits

Archiving and Backup

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# Overview

In this document, we will cover the challenges our customers are facing with Archiving and Backup scenarios, and how Microsoft Azure can solve this problem. Finally, we introduce the concept of a “Starter Kit”, essentially demonstrate how to leverage this concept of a packaged offering to accelerate the Partner sales and deployment cycle.

# The Archiving and Backup Problem

As an IT Administrator, you need to know that the **physical infrastructure is strong enough to support the users** and has a **backup system in case of an emergency**.

Managing **archive data** is another tape-oriented problem area. The process of archiving data takes a disproportionate amount of management time that negatively affects other time-sensitive tasks on the IT team’s plate.

Finally, for any business, the **data loss** may be crucial and many companies never recover the information after an unplanned event or an emergency, reason for which it is important to explore options. The most common questions that the IT Admin need to respond about Archiving and Backup project are:

* How does IT Admin reduce overall storage cost and ensure the backup system to the business?
* Is the IT Admin involved in cycles of storage purchases? Does internal user demand storage capacity?
* Does IT Admin have complexity of data protection? Or Does IT Admins not have a backup strategy defined?
* Does IT Admin plan a robust disaster recovery solution that includes hardware investment?
* Does CIO need to justify the new storage investment with the CEO?
* Does Datacenter Admin have space in the Datacenter for another hardware acquisition?

# The Proposed Solution

The integration of Microsoft Azure, System Center and/or Windows Server you could enable a cloud based data backup solution. With Microsoft Azure Backup you can deliver business continuity benefits by providing a backup solution that requires no initial hardware costs other than a Internet connection.

The fundamental workflow that the customer experiences when you backup and restore files and folders to and from Microsoft Azure Backup by using the Azure Backup Agent are the same workflows that the customer would experience using any other type of backup. Identify the items to backup and then the items are copied to storage where they can be recovered later if they are needed.

**Do you have a customer who experiences some problem related to data loss?**

Let Microsoft Azure handle it the solution, you can provide two different options: Recovery from on-premises to Azure or Recovery from data corruption or accidental deletion.

**Do you know if your customer has enough storage space in your current infrastructure for the backup jobs?**

**Does your customer have enough physical space in your Datacenter for new storage array to store backup or archiving any data?**

**Do you have a customer who already has System Center Data Protection Manager? And having Microsoft workload to be included in a backup strategy?**

You can provide a flexibility with Microsoft Azure Storage and Backup options, the customer does not need a dedicated hardware or additional physical space. Microsoft Azure provides a comprehensive set of services for enabling extension of an on-premises datacenter to Azure for high availability and recovery purposes.

Note that while Azure Storage provides data resiliency through automated replicas.

**Does your customer has SQL workload to be include in a recovery solution from on-premises or from Azure?**

The customer can have a recovery solution for your SQL Server databases in a hybrid-IT environment using AlwaysOn Availability Groups, database mirroring, log shipping, and backup and restore with Azure blob storage. All of these solutions use SQL Server running on Azure Virtual Machines.

# The Value of Microsoft Azure Archiving and Backup

**Time to Market:** Microsoft Azure helps companies get apps to market faster. With no need to wait on IT to provision hardware, resources are available immediately to be effective right away.

**Secure:** Azure backup data is encrypted at source, during transmission and stored encrypted in Azure. The encryption key is stored at source and is never transmitted or stored in Azure. The encryption key is required to restore any of the data and only the customer has full access to the data in the service.

**Simplicity:** Azure Backup provides a familiar interface that can scale to protect a deployment of any size. As the service evolves, features like central management will allow you to manage your backup infrastructure from a single location.

**Economics:** Microsoft Azure helps reduce IT expenditure by eliminating infrastructure purchase and maintenance costs. Pay only for the use and benefit from economies of scale that come from taking advantage of large-scale data centers in the cloud

Value for Partners and Customers:

* Single solution to archive, back up, and provide disaster recovery.
* Reduced costs for data storage and management. Microsoft Azure storage compresses the storage up to 90 percent from on-premises solutions.
* Improved data availability and protection with automated data tiering and cloud snapshots.
* Easily accommodates data growth. No need to requisition and install hardware.
* Reliable offsite data protection with Microsoft Azure Backup.

# Partner Needs

Partners want to make profitable businesses by deploying and selling Microsoft Azure.

They also want to sell and deploy Azure for Backup and Archiving Scenarios, but do not have the experience or understanding to say what is possible or know possible ways to sell the value of it or set it up.

Most of our partners has customer who is spending millions on enterprise-grade storage to retain and protect business data, they could become a trusted advisor if they provide a single solution to drive archive, backup and provide disaster recovery.

Microsoft Azure offers:

* A clear path to success with a fast track to new lines of business
* A flexible platform
* A familiar ecosystem designed to help get partner solutions and services to market quickly
* Flexible pricing options and support for partners serving a range of customers, from small and midsize business to enterprise organizations

# Introduction to Starter Kits

This concept is a set of deliverables, packaged as an offering that are named as a starter kit. Starter kits are designed to show a partner a specific scenario in Azure that could be possible for them to build and equip them in the technical sales cycle. Each kit will include:

1. A Description of the partner benefit for using and participating in the kit.
2. An assessment questionnaire and guidance that Partners could use with a customer.
3. An Architecture Topology presentation for a recommended way to implement the specified scenario.
4. A cost estimator (based on retail pricing) for implementing the recommended scenario on Azure.
5. A Statement of Work template for implementing the recommended scenario that a partner could use.
6. Hands on Labs a Partner can self-study to build technical skill implementing the recommended scenario.

# Starter Kits - Partner Benefits

1. Reduce time in creating a proposal for a customer through a sale and deployment template
2. Reduce the learning curve cost by focusing on a proven scenario
3. Help assess and determine the technical requirements for implementing backup scenarios in the Cloud
4. Sell, estimate cost and deploy working solutions to your customer.
5. Get tools and templates to use when discussing a Backup deployment with your customers.
6. Receive a recommended set of topology diagrams for implementing an Archiving and Backup scenario on Azure.
7. Receive guidance for self-study for learning the recommended Archiving and Backup scenario at a technology level.