Microsoft Azure - Starter Kits for Partners

Introduction to Starter Kits

Intelligent Apps & Analytics Scenario

Last Update: Aug 2016





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# Overview

In this document, we will cover the challenges our customers are facing with Intelligent and Analytics services scenarios, and how Microsoft Azure can solve this problem.

We also cover what application patterns will mostly benefit for moving to the Cloud.

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 Traditional Data Solutions and Platform Problem

Today most organizations significantly over estimate or underestimate the amount of resources they need to run their applications. This leads to a higher cost for the infrastructure and the delivery of the overall applications.

**Whether you are a developer and a CEO – at the same time - in a one-person startup getting your mobile app out the door, or a multi-national enterprise with 100,000 employees, you need to ensure you can always provision enough capacity for your application during peak periods.**

* Are your organization facing the common business intelligence challenges below?
  + Getting an end-to-end view off what is happening
  + Managing multiple data sources
  + Making the right data available to the right users at the right time
* Do your customer concern about the Business Continuity and Scalability for their data solution?
* Are you facing High LOB infrastructure costs?
* Do you need to respond quickly to changing business needs?

# The Proposed Solution

You can count on Microsoft Azure Infrastructure Services to quickly standup the infrastructure for setup your enterprise data warehouse on the Cloud. **You pay for what you use and no more**.

Cortana Analytics Suite delivers an end-to-end platform with an integrated and comprehensive set of tools and services to help you build intelligent applications that let you easily take advantage of advanced analytics.

Cortana Analytics Suite provides services to bring data in to analyze it. It provides information management capabilities like Azure Data Factory, so you can pull data from any source (relational DB like SQL or non-relational ones like your Hadoop cluster) in an automated and scheduled way while performing necessary data transforms (like setting certain data columns as dates vs. currency, etc.). Think ETL (Extract, Transform, Load) in the cloud. Event Hubs does the same for IoT-type ingestion of data that streams in from lots of endpoints.

The data brought in then can be persisted in flexible big data storage services like Azure Data Lake and Azure SQL Data Warehouse.

You can use a wide range of analytics services, from Azure Machine Learning to Azure Stream Analytics, to analyze the data that are stored in the big data storage. This means you can create analytics services and models specific to your business needs (say real-time demand forecasting).

The resultant analytics services and models created by taking these steps can then be surfaced as interactive dashboards and visualizations via Power BI in Microsoft Excel.

These same analytics services and models can also be integrated into various UI (web apps or mobile apps or rich client apps) as well as via integrations with Cortana, so end users can naturally interact with them through speech, etc. End users can also be notified proactively by Cortana if the analytics model finds a new anomaly (unusual growth in certain product purchases, in the case of the real-time demand forecasting example given above) or anything that deserves the attention of the business users.

**Are your organization facing the common business intelligence challenges?**

Power BI is a cloud-based analytics service that provides faster time to insight. It is used for visualizing, exploring and extracting insights from data. It brings together data from diverse sources to deliver rich, comprehensive views of business operations.

What that means is, with Power BI, you can see all of your data through a single pane of glass, and create an analytics environment in minutes to monitor data and share reports. Live dashboards and reports show visualizations and KPIs from data that reside both on-premises and in the cloud, providing a consolidated view across your business regardless of where your data lives.

There are several capabilities that are unique to Power BI – these include:

* Pre-built dashboards and reports for popular SaaS solutions such as Marketo, Salesforce, GitHub, ZenDesk, Dynamics CRM, and many others
* Dashboards and visualizations that support real-time updates
* Secure, live connection to on-premises data sources to drive insight across the entire range of organizational information (Analysis Services, Azure SQL Database, SQL Database Auditing, Azure SQL Data Warehouse)
* Automated scheduled refresh to keep your Power BI data in sync with on premises data sources
* Native mobile applications for keeping users connected on the go
* Easy integration with other Microsoft offerings, from Excel to Azure services
* Intuitive data exploration, which enables users to ask questions of their data in plain English

To summarize, Power BI is a SaaS offering that enables anyone to easily connect to their data, create live operational dashboards and explore data via interactive visualizations

**Do your customers concern about the Business Continuity and Scalability for their data solution?**

One of the core benefits of the Microsoft Azure Platform is it’s ability to utilize the dynamic environment of the cloud to increase data infrastructure capacity, while reducing operational costs. The value of this benefit is it allows an organization to extend data center services out into the cloud environment, utilizing the scalable computing and storage resources that it offers.

Also, with Azure SQL Database/Azure Data Warehouse is a relational database as a service. SQL Database databases can be scaled up 500 GB per database. You can use tools that you are already familiar with such as Visual Studio or SQL Management Studio.

Management of the database itself is simplified with backup and point in time recovery built in to the platform.

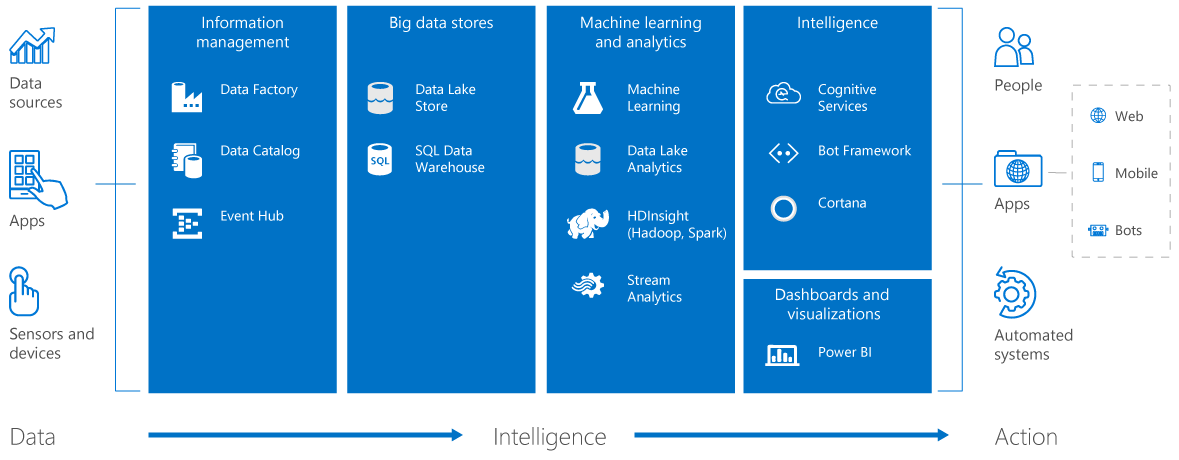
SQL Database comes with advanced capabilities such as geo-replication just built-in to the platform. With SQL Database it is easy to build a globally available application that can scale.

**Are you facing High LOB infrastructure costs?**

With Azure PaaS features, you pay for what you use and no more – you can turn off Virtual Machines as the peak decreases to save money**.**

From an operational cost model, this comparison will not only allow the customer to see the value of the cloud, but also the operational cost savings of moving to a cloud environment using the Microsoft Azure Platform. Microsoft Azure Platform’s payment model provides a framework which allows BDMs to see the costs associated with their IT infrastructure, straight down to an specific application’s usage. (Which will determine COGS for most application/servers) It provides the ability to see which applications will benefit the most from the cloud environment as well, allowing them to make more detailed decisions on how to best use cloud for their organization.

# The Value of Microsoft Cortana Intelligence Suite

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**Information management**

Orchestrate data movement on a fully managed, end-to-end platform. Use [Azure Data Factory](https://azure.microsoft.com/en-us/services/data-factory/) to build pipelines and collect and orchestrate data from the services you use for easier analysis. Plus, use [Azure Data Catalog](https://azure.microsoft.com/en-us/services/data-catalog/) to effectively manage data sources and [Azure Event Hubs](https://azure.microsoft.com/en-us/services/event-hubs/) to provide a staging area for incoming streaming data.

**Big data stores**

Store and manage structured data using [Azure SQL Data Warehouse](https://azure.microsoft.com/en-us/services/sql-data-warehouse/) that elastically scales with massively parallel processing. Implement a hyper-scale repository with no file size limits for unstructured data using [Azure Data Lake Store](https://azure.microsoft.com/en-us/services/data-lake-store/) to attain massive throughput and analytic performance.

**Machine learning and analytics**

Design and publish predictive models with [Azure Machine Learning](https://azure.microsoft.com/en-us/services/machine-learning/), use [Azure HDInsight](https://azure.microsoft.com/en-us/services/hdinsight/) to analyze data in Storm and Spark for Hadoop environments, integrate your code from R or Python, and analyze any kind or any size of data you need with [Azure Data Lake Analytics](https://azure.microsoft.com/en-us/services/data-lake-analytics/) and [Azure Stream Analytics](https://azure.microsoft.com/en-us/services/stream-analytics/). Plus, use [Microsoft Power BI](https://powerbi.microsoft.com/) to create rich visualizations that bring your data to life. Power BI:

* Fast and easy access to data
* A live 360º view of the business
* Data discovery and exploration
* Insights from any device
* Collaboration across the organization
* Anyone to visualize and analyze data

**Intelligence**

Explore [Cognitive Services](https://azure.microsoft.com/en-us/services/cognitive-services/) and learn how to enable natural and contextual interactions in your apps. Integrate analytics services and models with Cortana, your personal digital assistant, to let users interact with your app through speech and receive proactive notifications. Build and connect intelligent bots that naturally interact with your users wherever they are—from SMS to Skype and Office 365—by using the [Bot Framework](https://dev.botframework.com/).

We have seen over 40% growth in our all up enterprise cloud businesses with strong contribution from both hosting service providers, private cloud solutions and our own public cloud services.  Microsoft Azure alone is outgrowing the overall cloud market by >150 points.

By 2016, 45% of IT budgets will be devoted to cloud initiatives with 15% of that devoted to public cloud. (Source: IDC).

# Partner Needs

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

They also want to sell and deploy Intelligent Application or IoT 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.

At the same time, Partners and Customers have expressed a need to have more capacity that is flexible in their businesses for using PaaS features for various purposes. They want to spend less time managing hardware and IT and more time selling and deploying.

# 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 migrating existing Applications to the Cloud
4. Sell, estimate cost and deploy working solutions to your customer.
5. Get tools and templates to use when discussing an Intelligent Application deployment with your customers.
6. Receive a recommended set of topology diagrams for implementing an Intelligent Application and Analytics Services scenario on Azure.
7. Receive guidance for self-study for learning the recommended Intelligent Application and Analytics Services at a technology level.