

Micro Cloud Services - Manage My Bastion

Executive Summary:

Micro Cloud Service Ltd has developed an innovative cloud service to enable organisations around the globe to schedule and automate the turning on and off of Microsoft Azure's Bastion service. This is a new proprietary service that is not commercially available today anywhere in the world.

As you'll undoubtedly be aware, Bastion is Microsoft's Azure best practice security service to enable customers to securely access their virtual machines in Azure. Currently Azure customers around the globe have to pay for Bastion 24x7x365, irrespective of whether their VM's are currently active or have been temporarily deactivated. It's akin to needing a taxi, but the only option available is to have one parked outside your house on full standby with the meter running, irrespective of the time or duration that it's needed for. This new scheduling service enables customers with an Uber type on demand experience, scheduling and only paying for the time Bastion is needed and with little wait time to obtain this service.

With millions of Bastions likely deployed in Azure and customers being charged a minimum US\$1,664 per Bastion p.a., we believe Microsoft is making billions of dollars in Bastion charges alone each year. The table below illustrates our USD calculations, although we have endeavoured to be conservative, e.g. large organisations would typically have dozens of Bastions, and we've assumed only half of Azure customers are using Bastion today.

Microsoft doesn't share the exact numbers of Bastions, but it's worth noting that in the last two years alone since the Bastion service was created, global adoption is estimated to be at approximately 50% p.a. and growing rapidly.

CSP's Customer base using Azure	Estimated # using Bastion (50%)	Average Bastions / Customer	Total # Estimated Bastions	Bastion Cost p.a. US\$	Estimated Savings p.a. US\$
10,000	5,000	10	50,000	\$84M	\$42M
25,000	12,500	20	250,000	\$416M	\$208M
50,000	25,000	30	750,000	\$1.25B	\$625M
100,000	50,000	40	2,000,000	\$8.0B	\$4.0B

As a Microsoft Azure CSP, we believe our managed Bastion service has huge potential for your organisation to help drive down costs and leverage these immediate savings to deliver new products, services and value to your customers.

This could potentially provide your organisation with another unique point of differentiation to further substantiate why customers should choose to partner with you and leveraging the significant Azure savings we can help achieve for your customers, enable you to:

- expand your value proposition to increase win rates of RFP's and new acquisition accounts
- upsell your portfolio within existing accounts utilising some of these savings to fund the sales of your solutions and services
- re-sign and extend existing contracts

In turn, this would help you to further drive your company's growth, enhance customer experience, retention and loyalty, as well as increase your organisation's annual revenues and profit.