



AZURE CONVERSATION STARTER KIT FOR SERVICES PARTNERS

| AZURE SERVICE | USE CASES |
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| Power Apps | <ol style="list-style-type: none"> 1) No-code, low-code faster apps for your organization. 2) Business users can create apps like : <ol style="list-style-type: none"> a. Employee onboarding app b. Integration scenarios - connect app data across your organization (200+ connectors) 3) Increase efficiency of your traditional manual paper-based business processes e.g. <ol style="list-style-type: none"> a. Generating reports for customers b. Submit IT tickets a. Purchase order b. Facility Maintenance 4) Supported with AI and BI capabilities and connect to variety of sources from Microsoft office to your enterprise databases. |
| AI Services : Deploy cognitive services containers on-premises | <ol style="list-style-type: none"> 1) Run AI anywhere. 2) Cannot go to the cloud for AI? no-problem, Cloud brings AI to your datacenters/hosting servers. 3) Use – cutting edge services like Forms Recognizer (to process complex PDF docs), Text and other computer vision AI-powered tasks in containers. 4) Your data not sent to cloud |
| Azure Key Vault for securing certificates and secrets / Azure Dedicated HSM | <ol style="list-style-type: none"> 1) Protect your application secrets with industry grade encryption technologies – Encrypt and Store database connection strings, encryption keys, PFX certificates and more ! 2) Eliminate need to write custom code to protect secrets- your applications can securely access secrets from key vault by using URIs. 3) Monitor access and use – enable logging for your vaults. |
| Cognitive Services and Chatbots and Knowledge Mining on cloud | <ol style="list-style-type: none"> 1) Automate your business process or customer interactions with own branded virtual assistant. 2) Integrate powerful AI capabilities with Azure Cognitive Services. Give your apps natural language understanding abilities 3) Integrate Bot across multiple communication channels to reach more customers, more often. Apply bots to channels like your website or app, Microsoft Teams, Skype, Slack, Cortana and Facebook Messenger. 4) Extract, process, store , index and search intelligently your documents through AI-powered searches using Azure Cognitive Search Services. |
| Azure Security Center | <ol style="list-style-type: none"> 1) One view or your environment - ensure compliance by centrally managing security policies across all your hybrid cloud workloads. |

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| | 2) Respond to threats immediately – get advanced actionable recommendations with prioritized alerts e.g. Just-in-time access to management ports |
| Azure Arc - Manage on-prem and Azure / multi-cloud workloads through Azure | 1) Manage ANY deployments through Azure ARC ! 2) One centralized location to monitor and manage your enterprise deployments across clouds, hosting providers and premises. 3) Derive insights from highly distributed infrastructure environments - all resources registered with Azure Arc send the logs to the central Azure Monitor. 4) Ensure compliance of all the resources registered with Azure Arc – use Azure Security Center to set policies, encrypt files and patch systems. |
| Azure Policy | Standardize your Cloud deployment policies with Azure Policy. Common scenarios are: 1) You have multiple engineering teams working in Azure 2) You have multiple subscriptions in your tenant 3) You have regulatory requirements which must be enforced Ex : Azure Policies help ensure that certain teams create only certain specific SKUs of VMs in specific regions only. |
| Azure Shared Disk Service | 1) First of its kind Shared Disk service on cloud. 2) Not SMB or network-mounted but this a local disk to multiple VMs. 3) Migrate clustered environments running on any version of Windows Server, SQL Server to Azure. 4) Great for building resilient apps without having to worry much about infra. 5) Run latency-sensitive workloads , without compromising on deployment patterns for fast failover and high availability. |
| Log Analytics | 1) One stop service for all your logs. Application, Infra and other. 2) Long term trend analysis 3) Search the logs : Log analytics has its own query language, which can be used to undertake complex queries over large data series. 4) Combine metrics: you can query multiple different metrics and display them together to derive correlation and insights. |
| Azure Automation & Graphbooks for running jobs | Transform your manual tasks into scheduled scripts: 1) Workflow creator for your infra needs. 2) Build / Deploy resources — Deploy VMs across a hybrid environment using Runbooks and Azure Resource Manager templates. Integrate into development tools like Jenkins and Azure DevOps. 3) Configure VMs — Assess and configure Windows and Linux machines with the desired configuration for the infrastructure and application. |

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| | 4) Monitor — Identify changes on machines that are causing issues and remediate or escalate to management systems. |
| Visual Studio App Center for deploying your mobile apps | 1) Manage your corporate or customer-facing Android, iOS or hybrid mobile apps with VS app Center . 2) Continuous integration – Instead of building your iOS, Android, Windows, and macOS apps locally, connect to your GitHub/Bitbucket/Azure repos and build your apps automatically with every pull request or on demand, without the headache of managing build agents. 3) Test your app on thousands of real devices and configurations in the cloud. Automate UI tests for your apps with popular testing frameworks. 4) Understand your customers’ app usage with analytics about your core audience—devices, locations, session info, language, and more. Export your data into Azure Application Insights and take advantage of advanced analytics features and custom queries. |
| Azure Sentinel as SIEM for on-prem and cloud workloads | 1) SIEM for your organization. 2) Collect data at cloud scale across all users, devices, applications, and infrastructure, both on-premises and in multiple clouds. 3) Detect and investigate previously undetected threats , and minimize false positives using Microsoft's analytics and unparalleled threat intelligence. 4) Respond to incidents rapidly with built-in orchestration and automation of common tasks. |
| Azure Application Insights for application monitoring | 1) Monitor your applications application hosted anywhere for availability, performance, and usage. 2) Identify and diagnose exceptions in your application without waiting for a user to report them. 3) Gain powerful insights into how people use your app with help of Application Map . 4) View Live Metrics of your applications with respect to CPU, memory and custom metrics. |
| App Gateway with WAF | 1) Web Application Firewall as a service. 2) Protect your web applications from web vulnerabilities and attacks without modification to back-end code with OWASP standards. 3) Run with prevention mode for your web apps and block attacks like SQL injection, Cross-site scripting and others. |
| Azure Information Protection for securing your documents | 1) Protect your corporate office documents and emails . 2) Track activities on shared data and revoke access if necessary 3) Define who can access data and what they can do with it—such as allowing to view and edit files, but not print or forward . |
| Azure AD for authentication/ MFA / Azure AD Banned Passwords list | 1) Connect your workforce- Give users seamless access to your apps from any location, on any platform, with single sign-on. 2) Use conditional access and multi-factor authentication to protect and govern access |

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| | <ol style="list-style-type: none"> 3) A single identity platform lets you engage with internal and external users more securely 4) Accelerate adoption of your application in the enterprise by supporting single sign-on and user provisioning |
| Azure Migrate for migrating workloads | <ol style="list-style-type: none"> 1) Use a centralized hub to discover, assess and migrate on-premises applications, infrastructure and data to Azure. 2) Use complete compatibility reporting and guidance for remediating potential issues to make the migration trouble-free 3) Make migration decisions with built-in insights, recommendations and estimate of monthly cost |
| Azure Functions and Azure Logic apps for migrating Biztalk workloads / orchestrators | <ol style="list-style-type: none"> 1) Reduce IT management work for running Serverless workloads. 2) Move from up-front investment to Pay-as-you-go 3) Connect data, apps and devices anywhere using the cloud-based connectors. 4) Infinite scale. |
| Azure Media Services for Streaming Content | <ol style="list-style-type: none"> 1) Stream media to any device, any platform and at any scale. 2) Scale to any size audience- Media Services has webcasted some of the world's largest events like the 2014 FIFA World Cup to a small local event 3) Go to market faster - for on-demand assets with full cloud DVR workflow capabilities- Create on-demand assets instantly from your live linear streams, trim unwanted content of live archives and create clips from live streams for instant publishing |
| Windows Virtual Desktop (for remote work during crisis situations) | <ol style="list-style-type: none"> 1) Allow employees to work remotely without storing company information on their personal device. 2) Provide access to short term employees, contractors, and partners: to your network without device provision. 3) Branch workers: Specialized workloads can be created for employees at different branches. 4) Software development testing: Instead of having to set up entire machines to test on, developers can put any number of machines in the virtual environment, saving time and money. |
| VSCoDe Online--using Cores on Azure | <ol style="list-style-type: none"> 1) Develop from anywhere- use browser-based editor to edit, run, and debug your applications from any device. 2) Improve developer productivity – by using built-in Live Share and IntelliCode(AI-assisted code recommendations) to enable real-time collaboration |

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| | 3) Work with multiple projects simultaneously without worrying about slowing down your local machine - environments run with dedicated cloud resources |
| Run your web apps in Azure Web apps + containers | 1) Ship updates faster - Automate and simplify your container image deployments through CI/CD capabilities with Docker Hub, Azure Container Registry and Visual Studio Team Services. 2) Scale easily on demand - scaling rules are available to handle peaks in workload automatically while minimizing costs during off-peak times. |
| Azure Maps | 1) Make your web/mobile app location-aware using simple geospatial services, APIs and SDKs – add vehicle routing, traffic simulation, time zones, nearby points of interest (POI) etc. 2) Customize content based on user location and gain insight on customer geographic distribution |
| Azure Notification Center | 1) Fast broadcast to millions of devices with automatic massive scaling 2) Target specific customer devices – use tags to segment users based on activity, interest, location or preference, so you deliver the right content to the right person at the right time 3) Send localized push notifications – use templates to speak to customers in their languages |
| Azure Archive Storage | 1) Long term backup retention and archiving at economic scale . 2) Magnetic Tape Replacement – replace with cheaper, low maintenance azure storage. 3) Dynamic retrieval needs - easily change blob-level tiering from cold to hot and vice versa |
| Azure AD Domains Services | 1) Sync user sign-ins against your on-premises users without need to host and manage domain controllers – leverage managed domain services of AADDS. 2) Ideal for following deployment scenarios: <ul style="list-style-type: none"> a. Secure administration of Azure virtual machines To use a single set of AD credentials, Azure virtual machines (VMs) can be joined to an Azure AD DS managed domain b. Lift-and-shift on-premises applications that use LDAP bind authentication c. Lift-and-shift applications that use windows integrated authentication |
| Azure Site Recovery (ASR), Azure Backup and Azure File Sync Service | 1) Continue doing business even during major IT outages – by using ASR and Azure Backup |

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| | <ol style="list-style-type: none"> 2) Keep applications available during outages with automatic recovery from on-premises to Azure or Azure to another Azure region. 3) Reduce infrastructure costs – Instead of maintaining a costly secondary datacenter, you pay only for the compute resources you need to support your applications in Azure. 4) Synchronize on-premises file servers with Azure Files supported by Storage Accounts – use Azure File Sync Service |
| Power Automate | <ol style="list-style-type: none"> 1) Create workflows with no-code guided platform, automate time-consuming mundane tasks like paperless processes, approval workflows, alerting user of specific information etc. 2) Integrate directly with different apps and data sources - using library of 345+ connectors and thousands of built-in templates 3) Add automation to non-API/legacy applications with UI Flows, a robotic process automation (RPA) capability 4) Add intelligence using AI Builder. Connect with pre-built AI models like text recognition, business card reader, sentiment analysis etc. |
| Power BI | <ol style="list-style-type: none"> 1) Create live dashboards with custom visualization and data modelling to perform up-to-minute analytics 2) Leverage prebuilt connectors to connect to various sources in real time like CRMs, accounting software, social media platforms, and tradition data platforms like MySQL, Oracle DB etc. |
| Power virtual agent | <ol style="list-style-type: none"> 1) Create powerful bots using a guided, no-code graphical interface 2) Integrate Power Virtual Agents with products and services you use every day using hundreds of prebuilt connectors 3) Monitor and improve chatbot performance using AI and data driven insights available in an easy-to-read dashboard 4) Easily configure this agent to channels to reach your customers - your website, mobile app, Teams, Facebook and slack. |
| Azure synapse | <ol style="list-style-type: none"> 1) An end-to-end analytics solution that provides tools for data preparation, data management, data warehousing, big data, and AI |

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| | <ul style="list-style-type: none">2) Code-free data orchestration - build ETL processes in a code-free visual environment to easily ingest data from more than 85 native connectors.3) Perform real-time analytics on streaming data directly in your data warehouse.4) Leverage deep integration with Apache Spark and SQL engines - use T-SQL queries on both your data warehouse and embedded Spark engine. |
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