



Your transformation; Microsoft's ambitions

Microsoft Azure
The cloud platform built for business
June 2017
Mathieu Rietman

Microsoft Azure



Why migrating to Azure?
Benefits of cloud



Application innovation
Accelerate innovation with the cloud



Openness and flexibility
Build freely, deploy anywhere

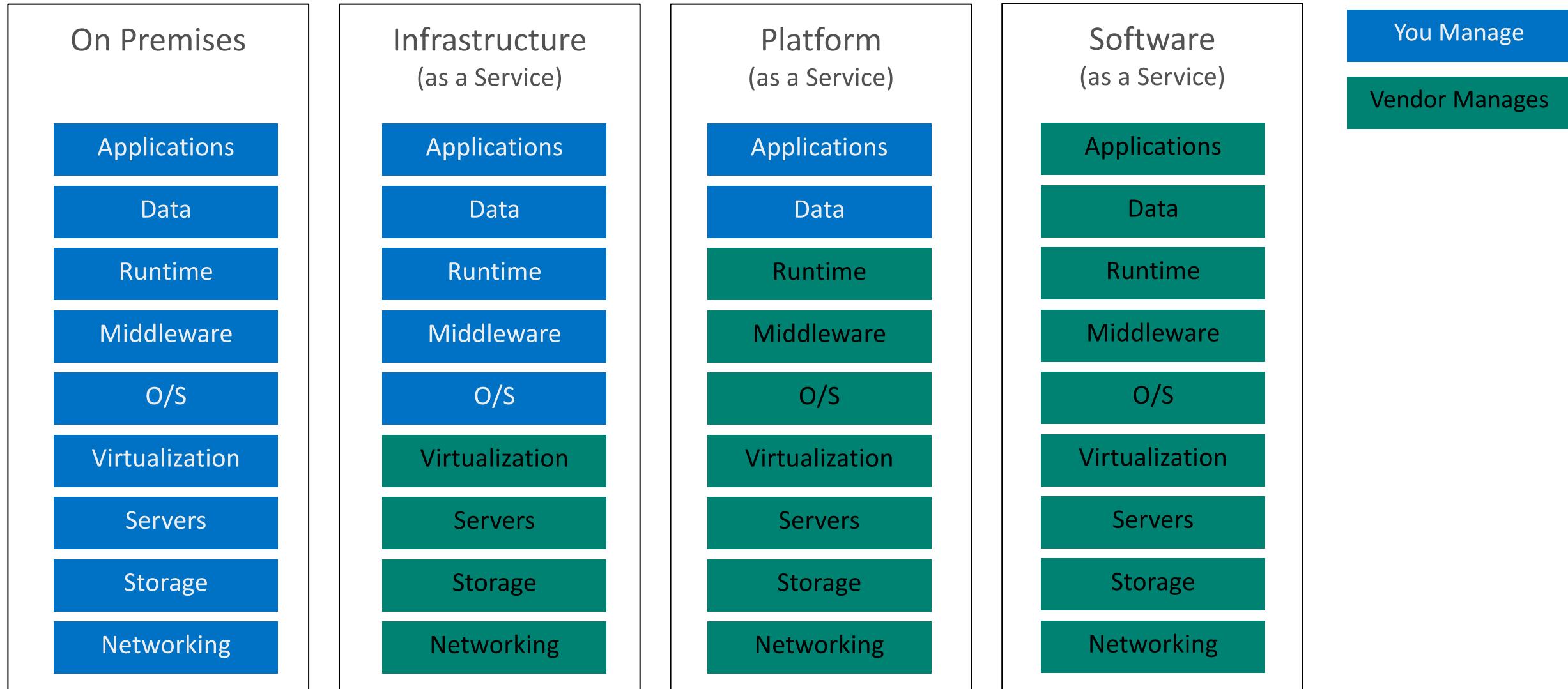


How to migrating to Azure?
Starting with Azure

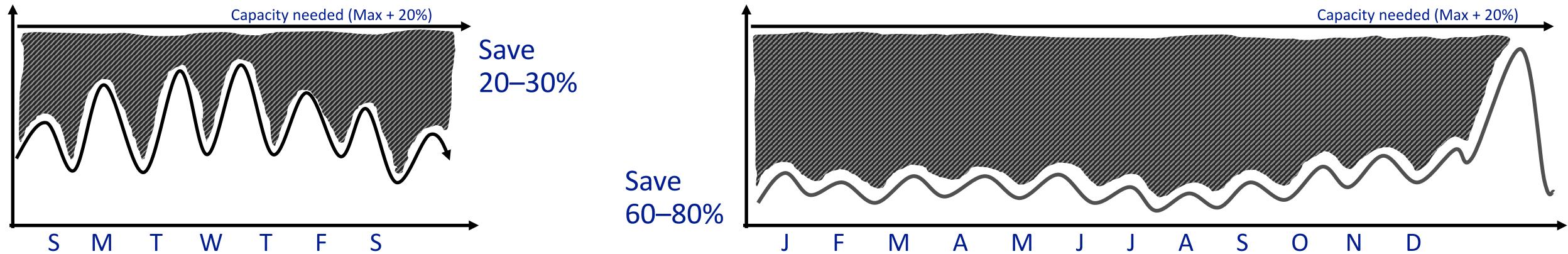
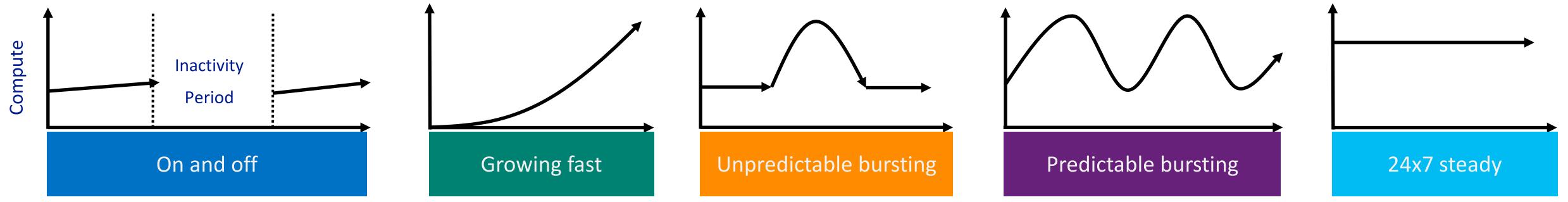
Why migrating to Azure?



Cloud Services



Computing patterns

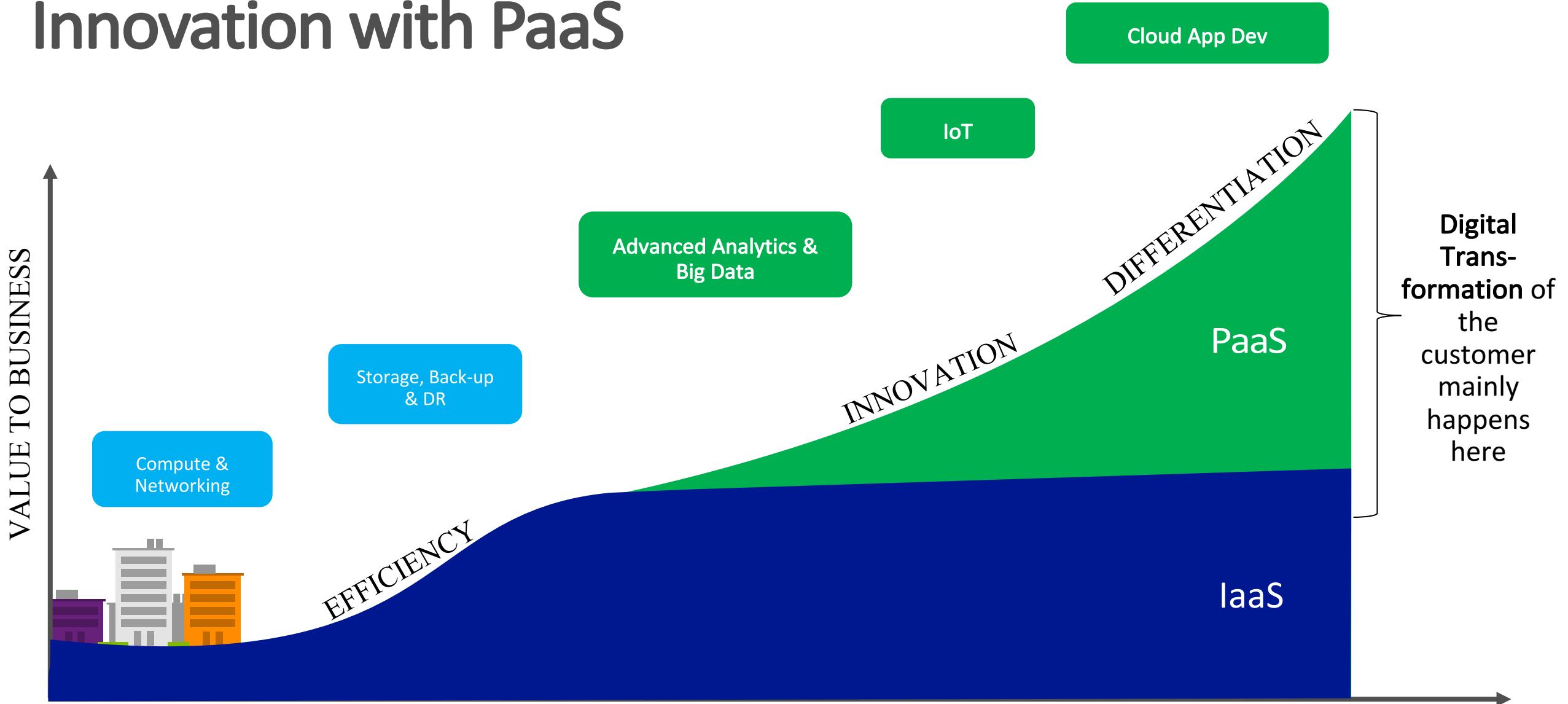


On and off 30%	Growing fast 15%	Unpredictable bursting 25%	Predictable bursting 20%	24x7 steady 10%
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Your application portfolio—what does it look like?

From IaaS to ...

Innovation with PaaS



Journey to the cloud



Office 365



Dynamics 365



Azure



Cortana
Intelligence



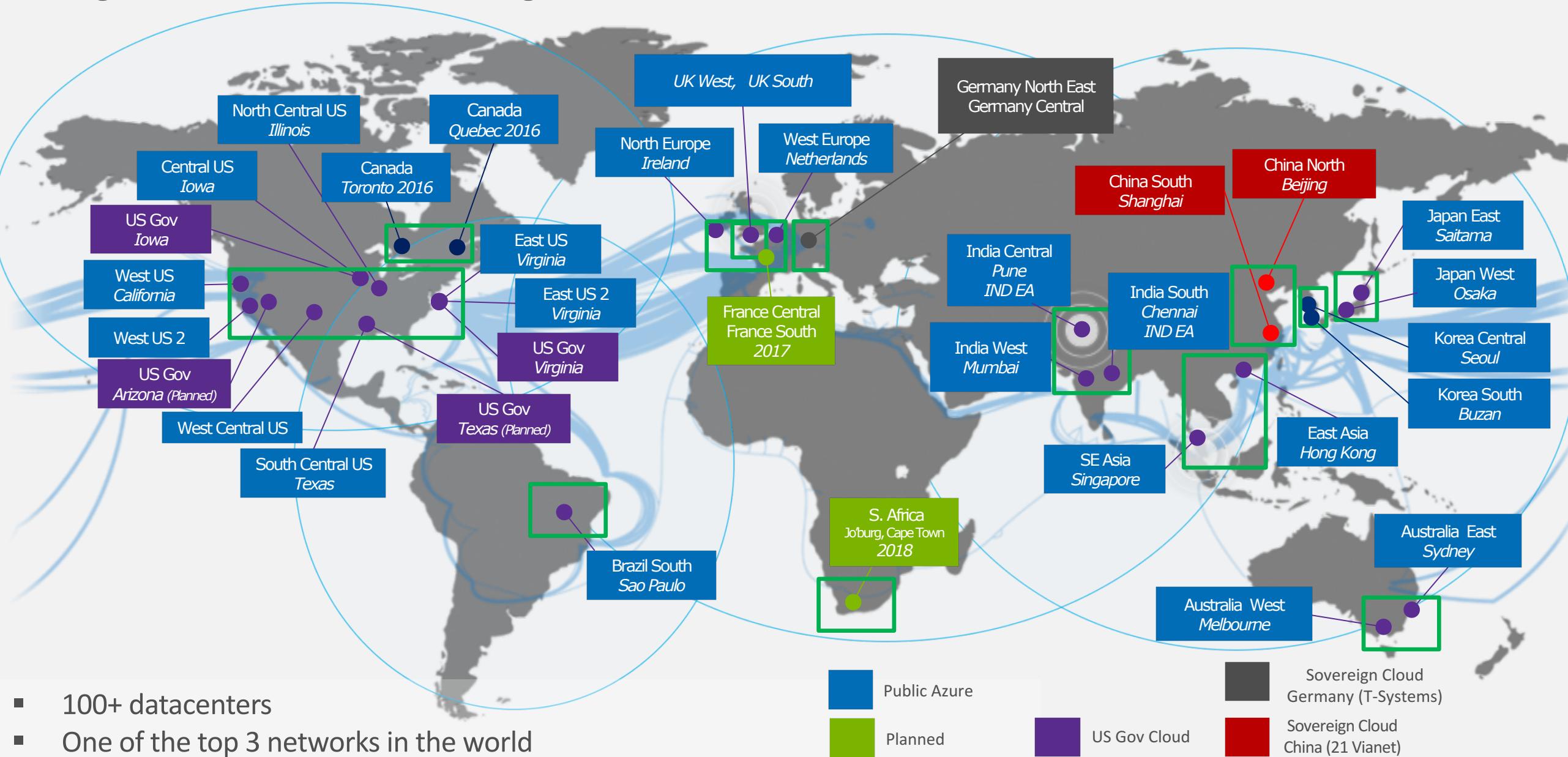
Enterprise Mobility + Security
Operations Mgmt. + Security

Join us on the cloud

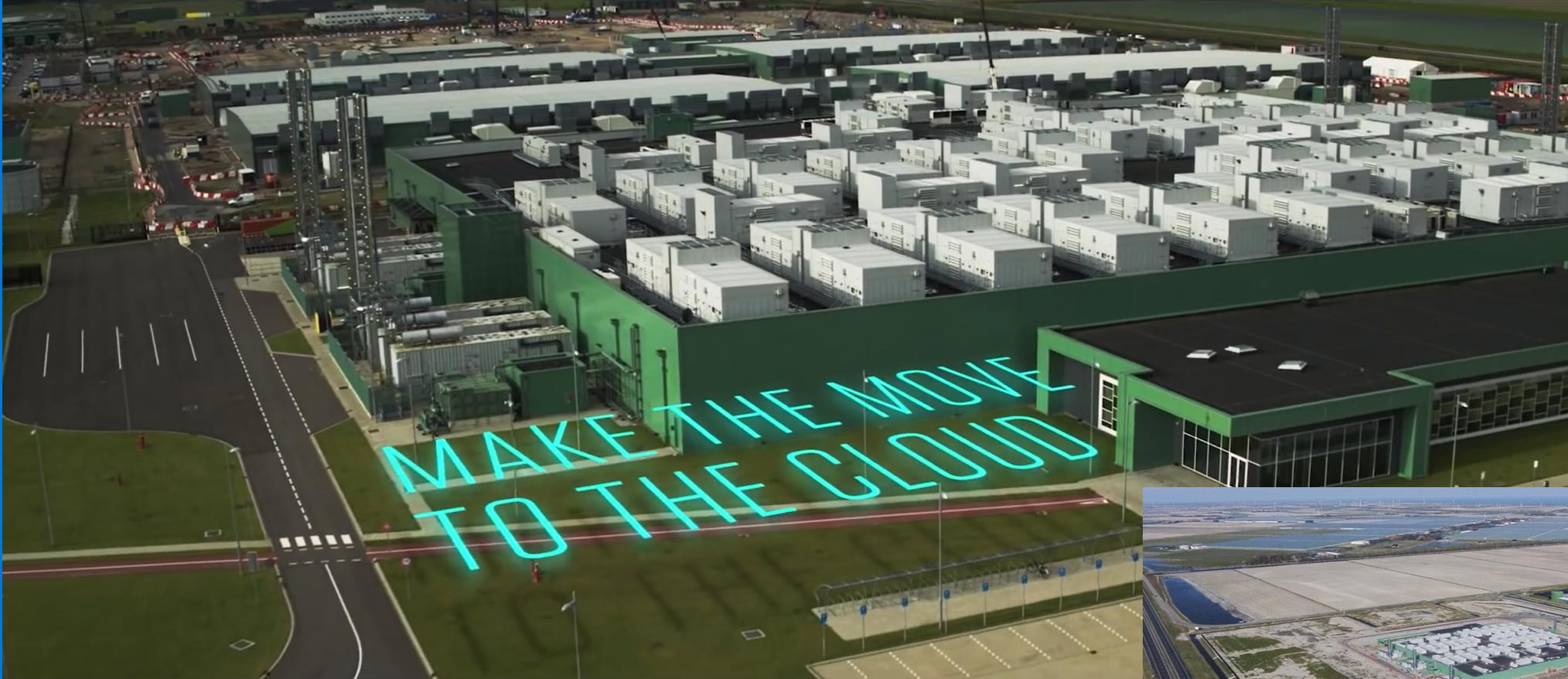


Azure Global Footprint

34 Regions Online, 6 Additional Regions Planned

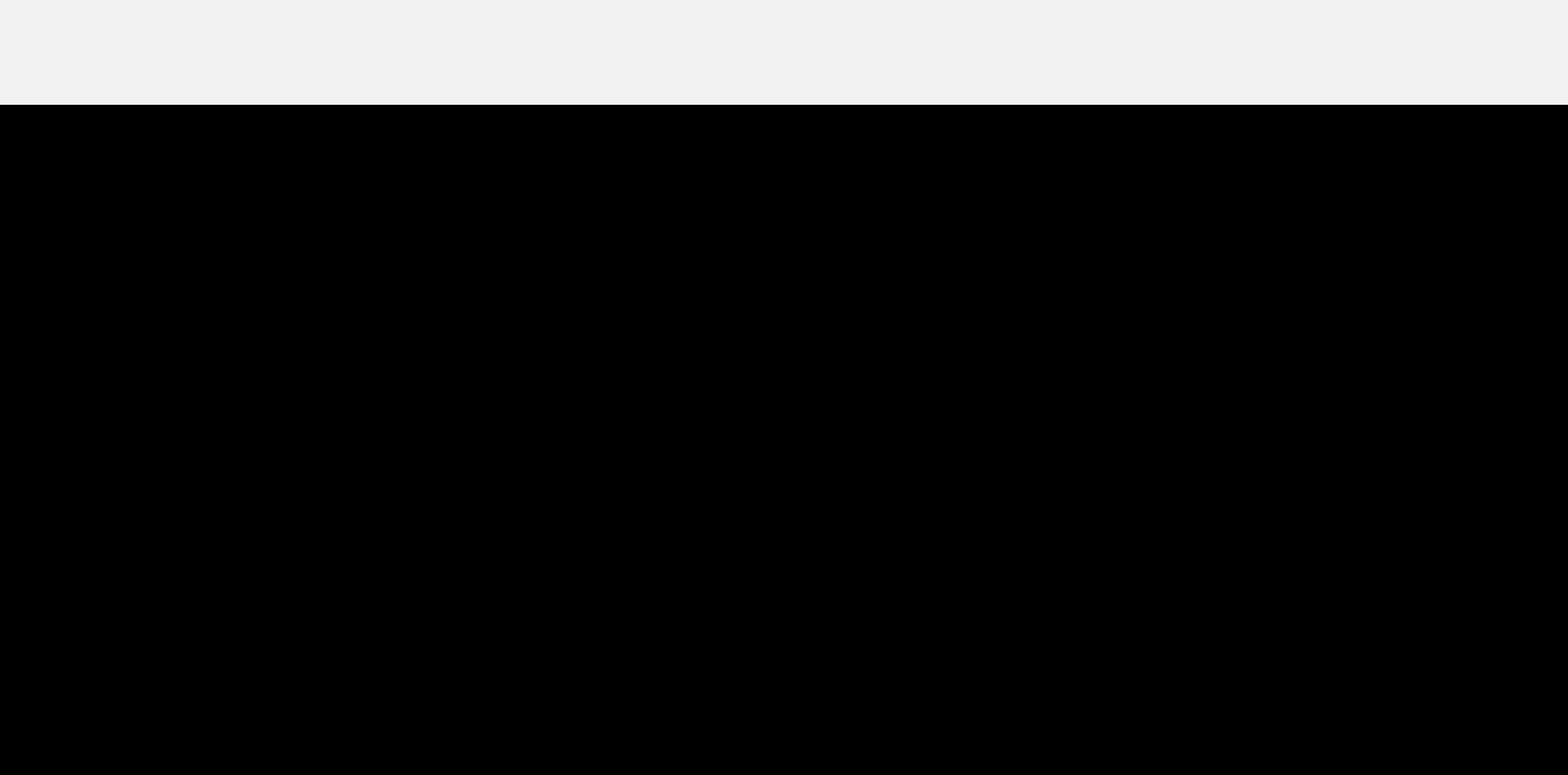


“Datacenter” in Nederland



Oppervlakte van 4 voetbalvelden en
meerdere fysieke gebouwen





Microsoft Azure



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Build apps faster and easier



Build on PaaS



Existing
frameworks



Web
and mobile



Microservices



Serverless
Compute

Build on IaaS



Storage

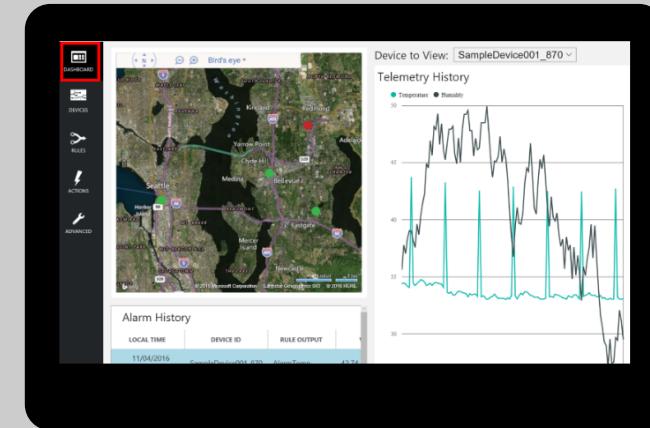


Virtual
machines

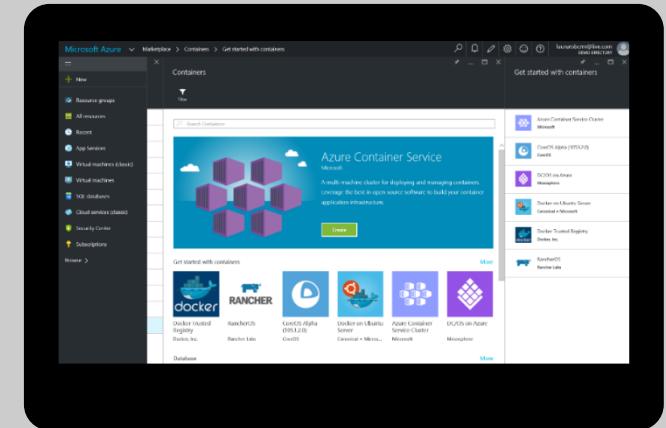


Networking

Azure Internet of Things



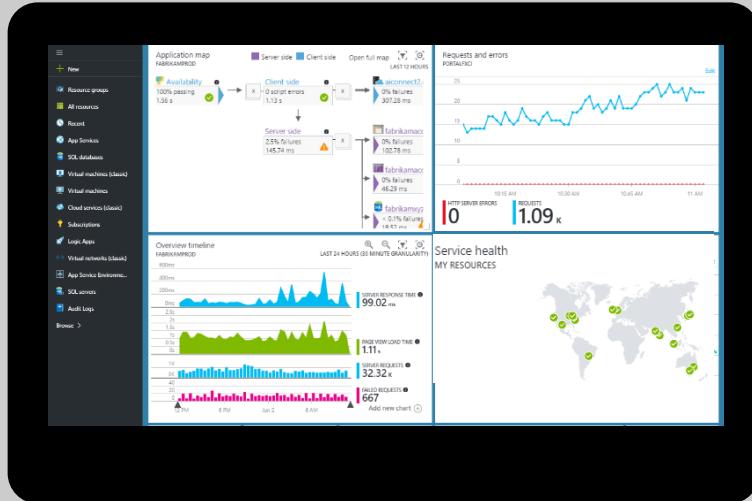
Azure Marketplace



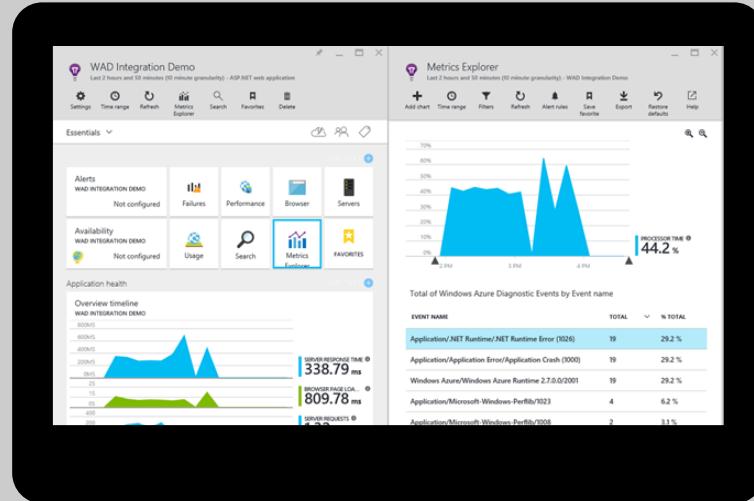
Manage applications proactively



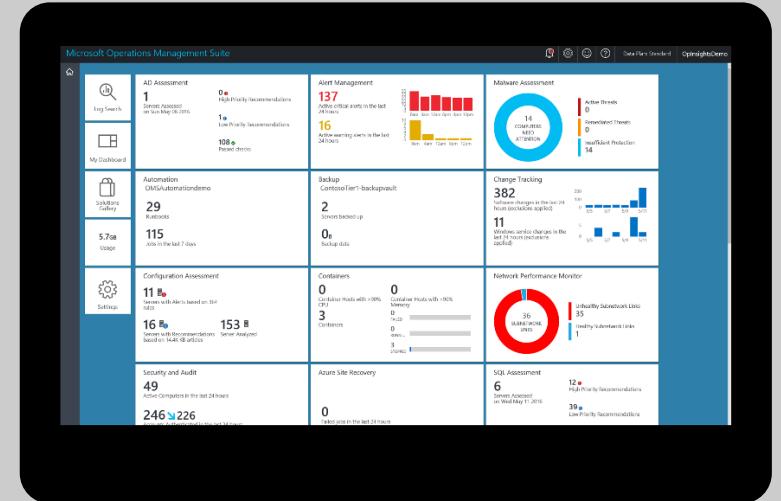
Azure Portal



Application Insights



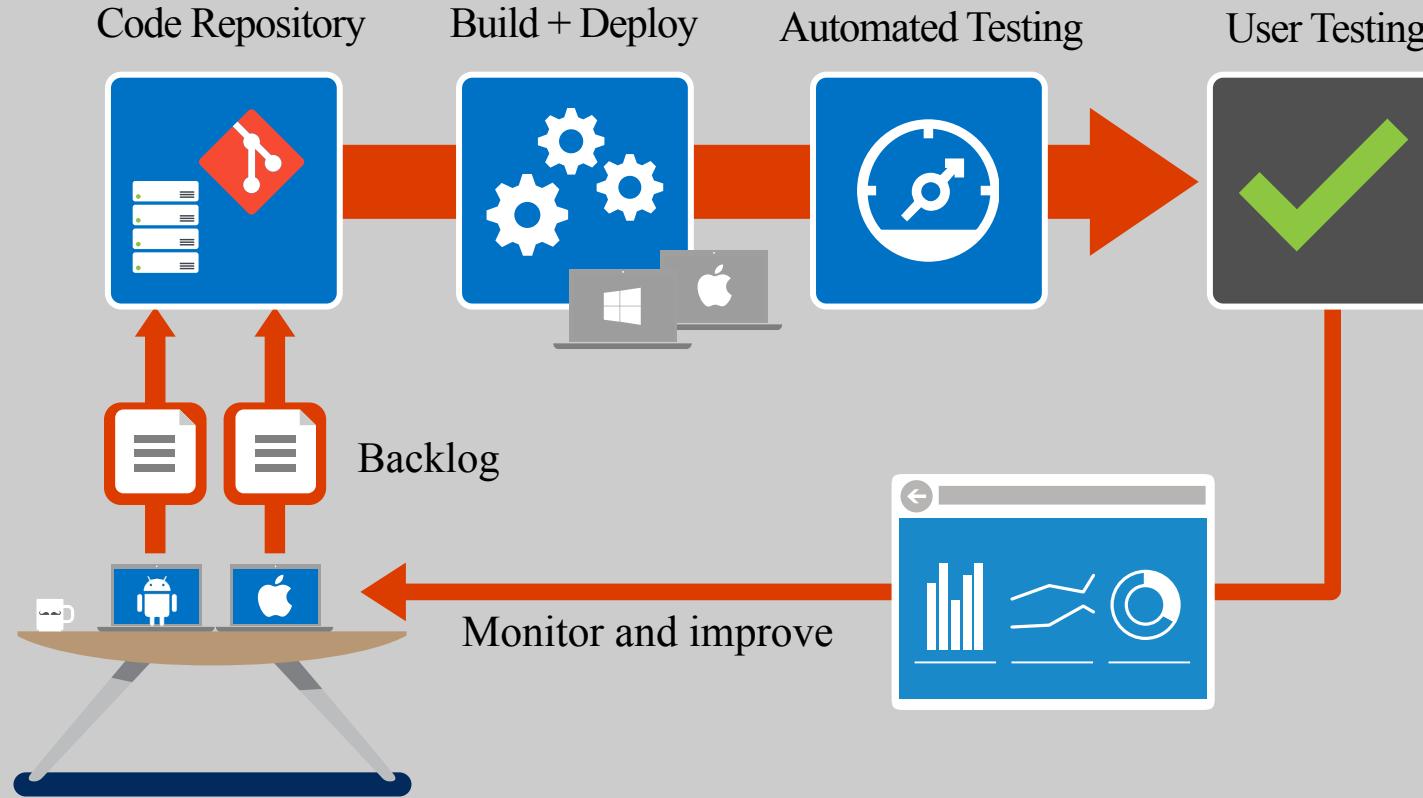
Operations Management Suite



Deliver native mobile apps seamlessly



Mobile DevOps



Mobile Back-end Services



Azure services



Compute



Networking



Web & Mobile



Database & Storage



Intelligence & Analytics



IoT and EI



Security & Identity



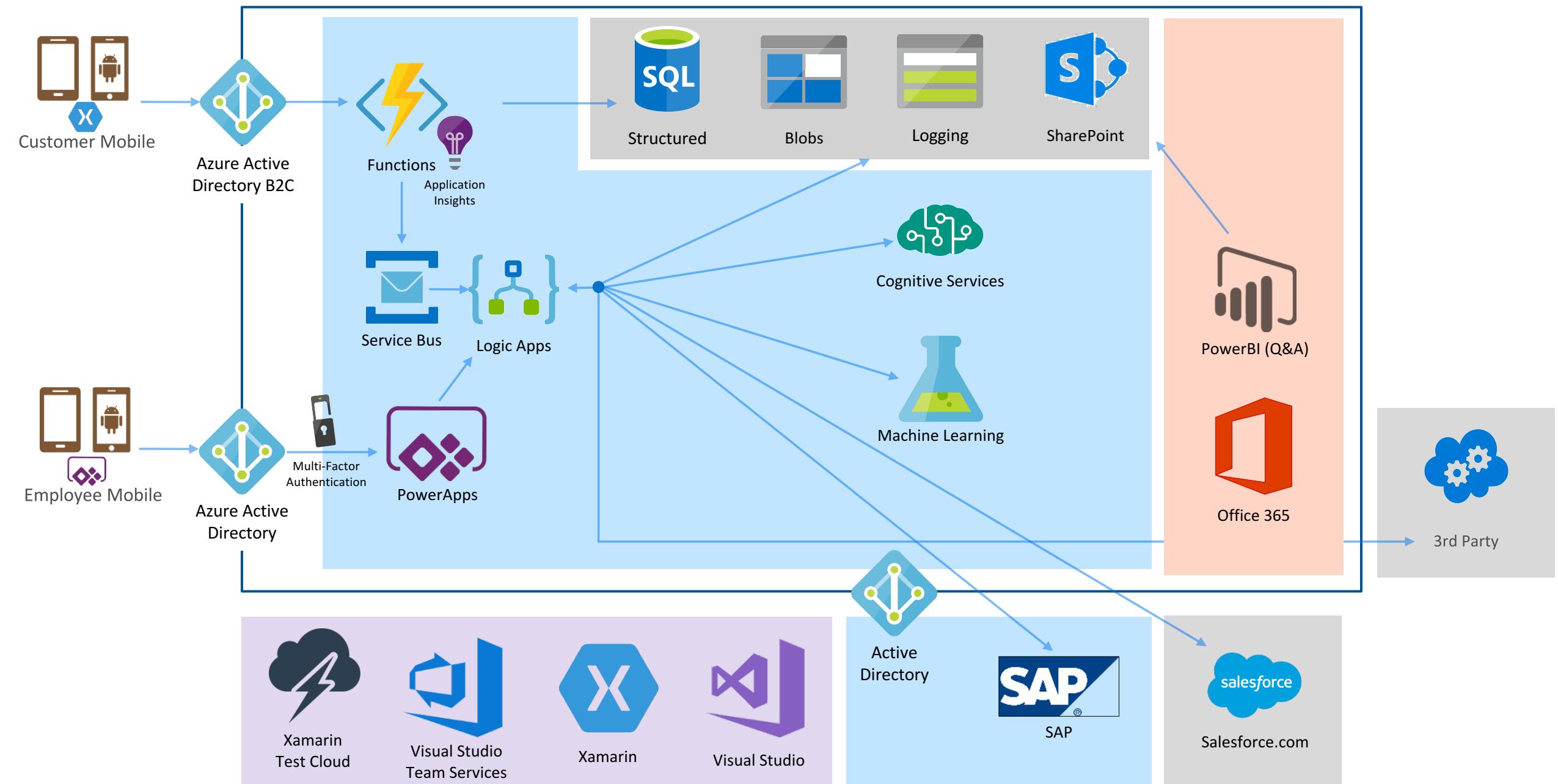
Developer Services



Management



Cloud Native (Serverless)





Global Marketing Campaign in the Cloud

- 40+Mln bekijkers van online campagne video
- Champions League campagne schaalt tot 1Mln gameplays per uur
- Pas bij succes van de campagne wordt cloud veel gebruikt en zijn er kosten

The screenshot shows the official Heineken website. At the top, there's a navigation bar with links to "WE ARE HEINEKEN", "OUR BEER", "OUR ADS", "HEINEKEN MUSIC", "PREMIUM OFFERS", "JAMES BOND", "US OPEN", and "UEFA CHAMPIONS LEAGUE". The main banner features a composite image: a man in a suit stands on a beach at sunset, looking towards a brightly lit football stadium filled with spectators. Overlaid on the left side of the banner is the text "ROAD TO THE FINAL" with a UEFA Champions League trophy icon. On the right side, there's a call-to-action "PLAY THE GAME". In the bottom right corner of the banner, there's a "HENNEKEN ON FACEBOOK" link with a Facebook "f" icon. The footer of the website includes a "RESPONSIBLY Enjoy Heineken Responsibly" logo, links for "COMPANY INFORMATION", "TERMS OF USE/PRIVACY", and "FAQS", and social media links for "FOLLOW US ON ..." and "CHANGE COUNTRY/LANGUAGE".

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How to migrating to Azure?
Starting with Azure

Build and run open source solutions



DevOps



Clients



APACHE CORDOVA™

Management



SCALR
CLOUD MANAGEMENT

Applications



PaaS &
DevOps



App Frameworks
& Tools



Databases &
Middleware



Couchbase

Infrastructure



redhat



ORACLE
LINUX



Marketplace ISV solutions



Product Category

Compute
Networking

Storage
Web + Mobile

Databases

Intelligence + analytics

Internet of Things

Enterprise Integration

Security + Identity

Developer tools

Monitoring + Management

Add-ons

Containers

Blockchain

Azure Active Directory apps

Featured apps

[See all](#)



Citrix XenApp Essentials

By Citrix

The easiest and fastest way to securely deliver Windows apps from Microsoft Azure to any device.

[Get it now](#)



Episerver CMS

By Episerver

This is a 30 day evaluation version of Episerver CMS. Episerver CMS is a cloud-based platform that makes di...

[Get it now](#)



FAST™ Enterprise Edition

By Talon

FAST™ Enterprise Edition

[Bring your own license](#)

[Get it now](#)



Teradata Database Enterprise

By Teradata

Same full-feature data warehouse software powering analytics at many of the world's great companies.

[Price varies](#)

[Get it now](#)

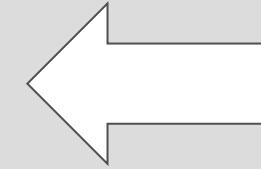
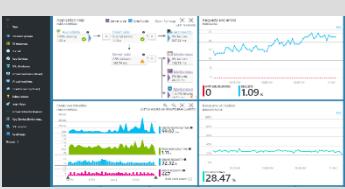
Compute families



	A	D	F	G	H	L	N	
Entry Level	General Purpose VMs	Compute Optimized VMs		Large Memory VMs	High Performance VMs	Storage Optimized VM	GPU enabled VM	>80,000 IOPs Premium Storage
Dev/Test and entry-level workloads	Good combination of memory, SSD for most common production applications	Compute-intensive apps like Gaming, Analytics	Large VMs for large databases requiring fast Storage	high end computational needs, like molecular modeling, computational fluid dynamics	Low latency, high throughput and large local disk storage.	Compute and graphics-intensive workloads.,		
Earliest generation, HDD	Memory-intensive variants	More CPU to memory ratio	Intel Haswell processor with 0.5TB RAM	Intel Haswell processor	Intel Haswell processor with 0.5TB RAM		NVIDIA Tesla	
100 ACU/core		210 ACU/core	0.5TB RAM	290 ACU/core	0.5TB RAM			
with RDMA option	210 ACU/core		180 ACU/core		180 ACU/core			
				with RDMA option				

Infrastructure is code

Cloud on your terms



Infrastructure are just API Calls. Resource Templates that can be used in CD

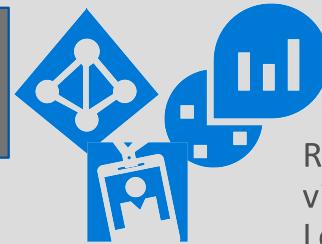
ISV solutions

Market Place

Partners

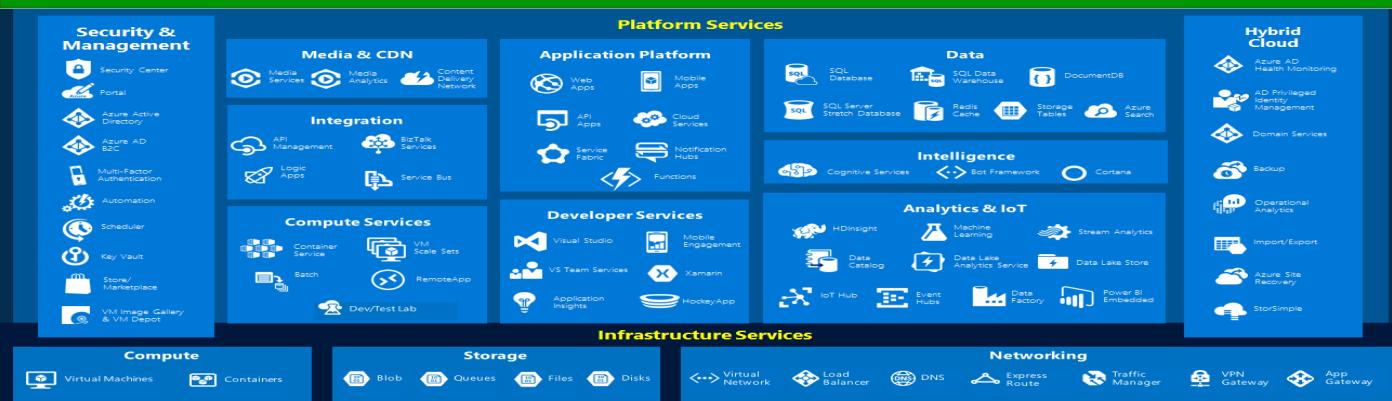
Azure Resource Manager API

Resource Manager



Role based access via AAD/ADFS Audit Log Actions

Resource providers

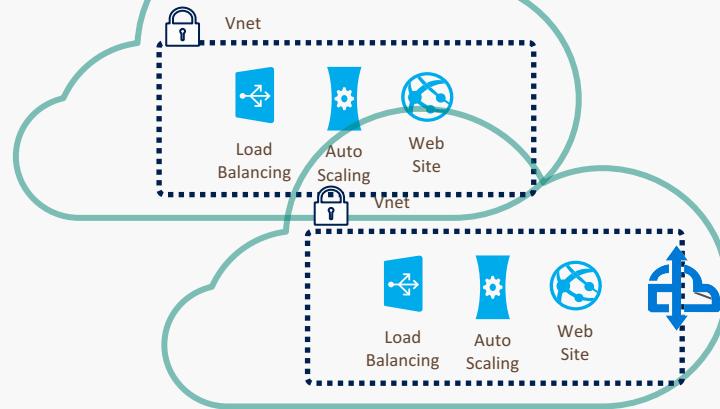


Look for a comprehensive Hybrid Cloud solution

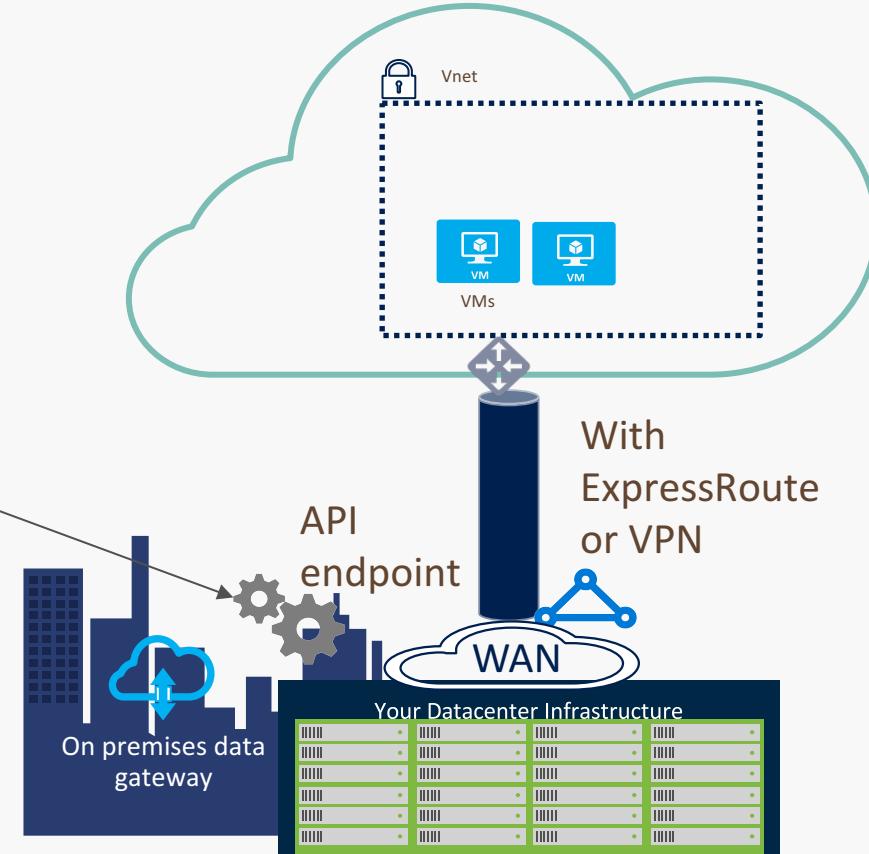
Cloud on your terms



Public facing application without connection or loosely coupled via API/Gateway to on premise or 3rd party API endpoint



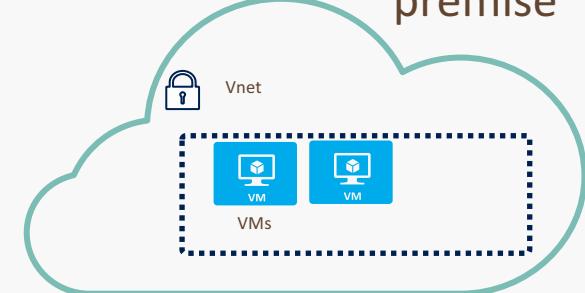
Extend your datacenter to the cloud, with your own private network.



Control your resources with Azure Active Directory



Dev Test scenario without direct connection to on premise





Extend on-premises data and apps



STORAGE

StorSimple + Azure Storage

BACKUP + DR

Azure Backup + Azure Site Recovery

DATABASE

SQL Server 2016 Stretch DB +
Azure SQL DB

APP INTEGRATION

Azure Service Bus + BizTalk

IDENTITY

Azure Active Directory

CLOUD MANAGEMENT

Operations Management Suite +
System Center

NETWORKING

VPN + ExpressRoute

Azure Stack

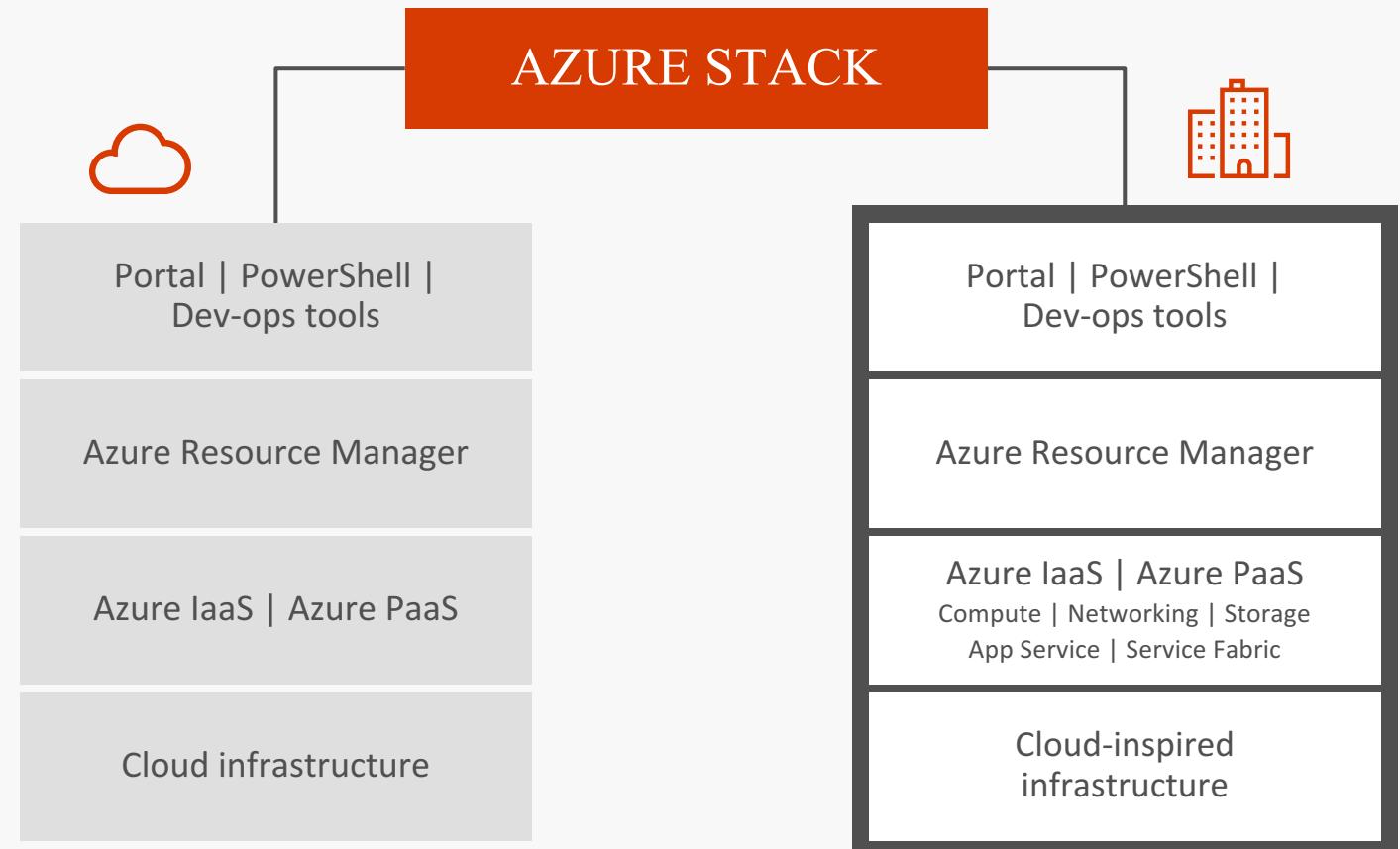
Deploy the cloud on-premises.

One Azure ecosystem.

Unified app development.

Azure services in your datacenter.

TP3 Preview



Microsoft Azure
PUBLIC

Microsoft Azure Stack
PRIVATE | HOSTED



<https://azure.microsoft.com/en-us/overview/azure-stack/>



SAP HANA for large instances

Less than 0.5TB RAM: GS-series VMs

More than 0.5TB RAM

- Large instances with SAP HANA GA (in US)
- Up to 3TB for Online Transaction Processing (OLTP)
- Up to 32TB for Online Analytical Processing (OLAP)



SAP HANA Developer Edition	SUSE Linux Enterprise	A7, A8
HANA One	SUSE Linux Enterprise	DS14_v2 (upon general availability)
SAP S/4HANA	SUSE Linux Enterprise	Controlled availability for GS5 ² SAP HANA on Azure (large instances)
Suite on HANA, OLTP	SUSE Linux Enterprise	SAP HANA on Azure (large instances)
HANA Enterprise for BW, OLAP	SUSE Linux Enterprise	GS5 for single node deployments SAP HANA on Azure (large instances)

<https://azure.microsoft.com/en-us/services/virtual-machines/sap-hana/>



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Starting with Azure

Adopting Azure in simple step

A photograph of a long, straight asphalt road stretching into the distance under a clear blue sky. The road is flanked by green bushes and trees. In the foreground, the word "START" is painted in large, white, block letters across the asphalt, with a large white arrow pointing forward from behind it.

START



Adopting Azure to start



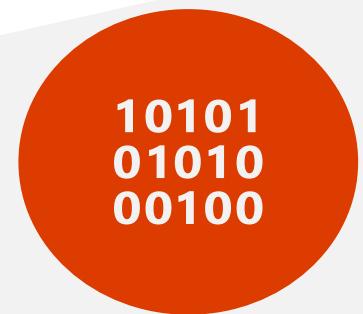
Envision
and strategy



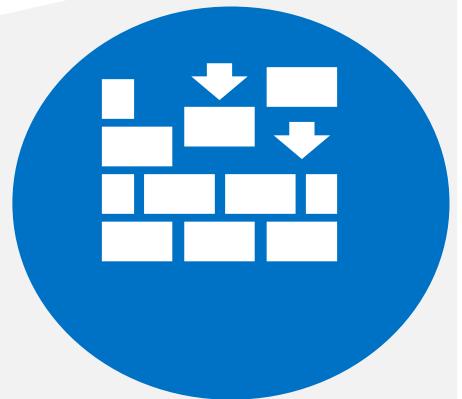
Cloud Roadmap



Base for
Transformation



projects
Proof of Value



projects
Cloud Success Plan

Building roadmap based on IT and business needs.



Digital marketing



Mobile



E-commerce



Blockchain



LOB applications



Gaming



Application innovation

Accelerate innovation
with the cloud



DevOps



Development and test



Business SaaS apps



Microservice applications



Digital media



SharePoint on Azure



SAP on Azure



Dynamics on Azure



Cloud migration



Openness and flexibility

Build freely, deploy
anywhere



Hybrid integration



Backup and archive



Disaster recovery



High performance computing



Business intelligence



Data warehouse



Big data and analytics



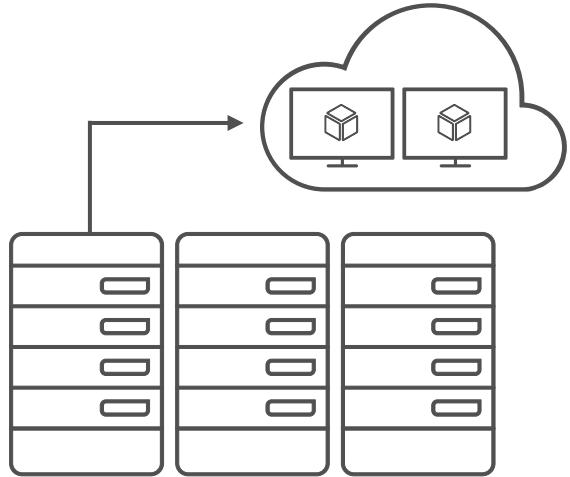
Internet of Things



Data and intelligence

Power decisions & apps
with insights

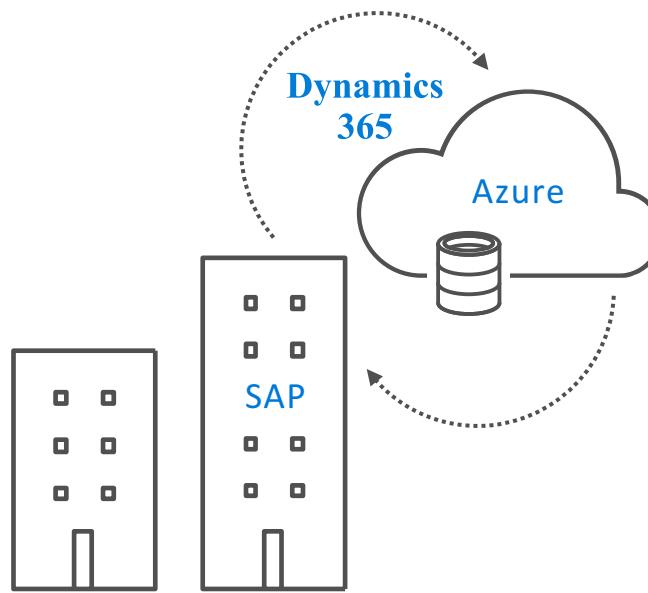
Common scenarios



Lift + Shift

Best public cloud for enterprise workloads

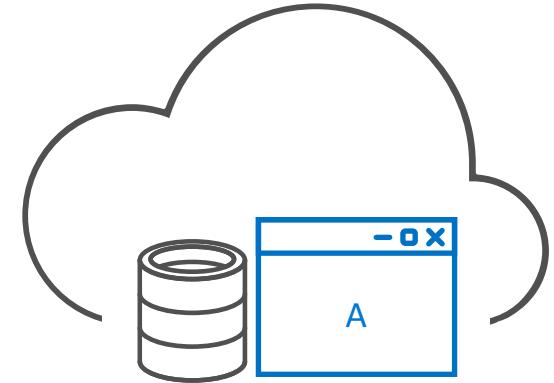
Built in migration tools



Hybrid

Easily compose solution across public cloud and on-premises

Consistent identity, app platform, data and management solutions



Cloud Native

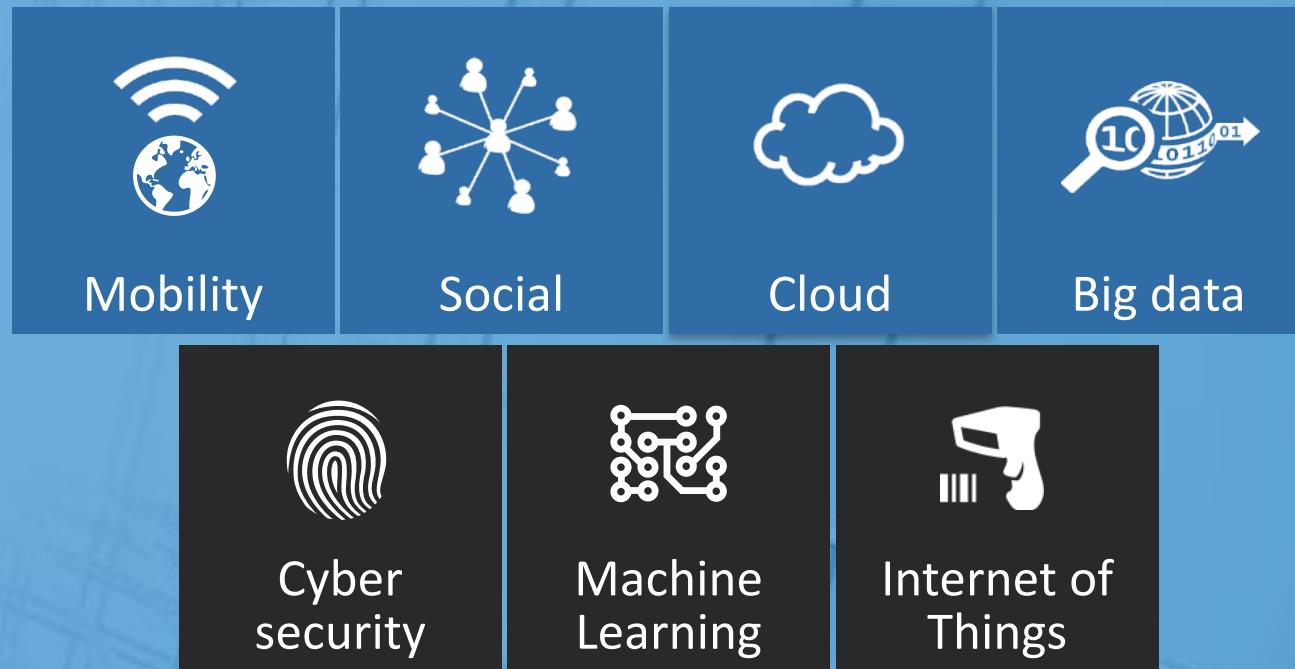
Purpose built for the cloud model – reduce TCO, increase agility, reliability & security.

Cloud apps that meet every regulation

Technology trends are sparking opportunity

“...IT is seen as an opportunity for transformation, innovation, and growth in services
... shifting the role of IT from back-end operations to *citizen services*, and
performance management will be the new lens by which government services are evaluated.”

—IDC Government Insights



Horseless Carriage



“Extracting value from IT requires innovations in business practices. Companies that mechanically insert IT into their businesses without changing their practices for exploiting the new capabilities will diminish their own competitive advantage and destroy IT’s value”

Brown & Hagel, 2003
Harvard Business Review

Build Business case per workload

VM	CPU	CPUs	Memory	CPU instance match	RAM instance match	BEST match	Hourly price
SCISCOPEPRD		2	8,192	Basic A2	Basic A3	Basic A3	€ 0.20
SCOM12T		2	12,288	Basic A2	Basic A4	Basic A4	€ 0.40
SCOW1		1	4,096	Basic A0	Basic A2	Basic A2	€ 0.10
SCTXPROBE		2	4,096	Basic A2	Basic A2	Basic A2	€ 0.10
SDCOLLT20		1	2,048	Basic A0	Basic A1	Basic A1	€ 0.05
SDIAMANTT		1	8,192	Basic A0	Basic A3	Basic A3	€ 0.20
SDIRECTORTST		1	4,096	Basic A0	Basic A2	Basic A2	€ 0.10
SDNSRESOLV		1	8,192	Basic A0	Basic A3	Basic A3	€ 0.20
SDOME		2	8,192	Basic A2	Basic A3	Basic A3	€ 0.20
SDSMT		4	8,192	Basic A3	Basic A3	Basic A3	€ 0.20
SECGPROT		1	8,192	Basic A0	Basic A3	Basic A3	€ 0.20
SEDMSTST		1	4,096	Basic A0	Basic A2	Basic A2	€ 0.10
SEHEALTHTST		2	8,192	Basic A2	Basic A3	Basic A3	€ 0.20
SENDOBASET		1	4,096	Basic A0	Basic A2	Basic A2	€ 0.10
SENDOBASETST		1	8,192	Basic A0	Basic A3	Basic A3	€ 0.20
SEQ200301		1	1,024	Basic A0	Basic A0	Basic A0	€ 0.01
SEQ200801		2	8,192	Basic A2	Basic A3	Basic A3	€ 0.20

Pricing <https://azure.microsoft.com/en-us/pricing/calculator/>

TCO Calculator (Preview) <http://tco.microsoft.com/>

Kosten van omgeving

Alles altijd aan

100%

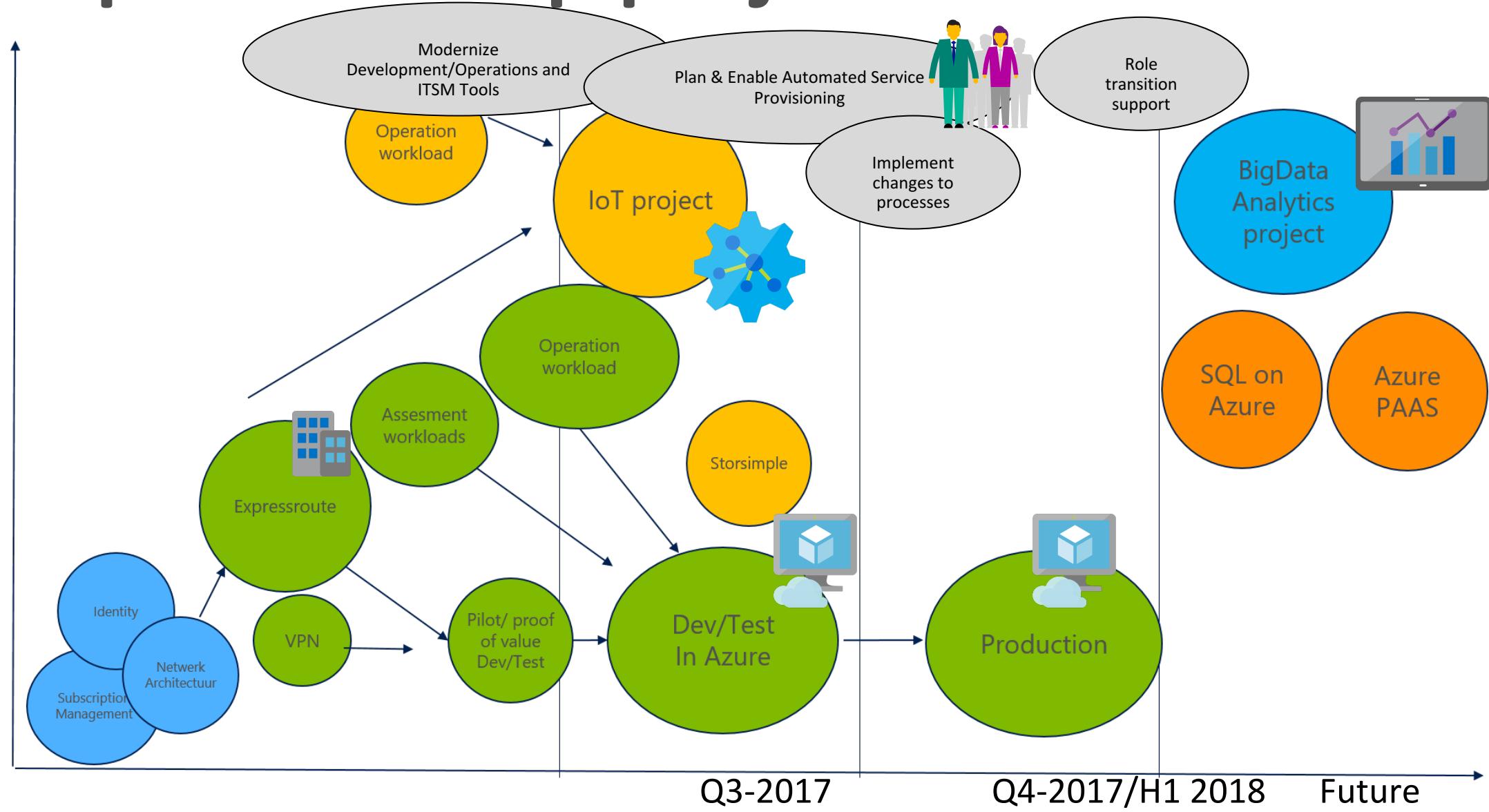
Alles 10 uur per dag

40%

Alles 8 uur per werkdag

16%

Sample roadmap projects on Azure



Three options for leveling up your skills

Free



Training

Access to our full online course catalog of new Azure technical training including Microsoft Azure Fundamentals and Microsoft Azure for AWS Experts

Certification

Digital Certificates of Completion for each course

Benefits

The skills to lift and shift technology to Azure

[Start now >](#)

\$99



Training

Access to our full online course catalog of new Azure technical training, with new courses added monthly

Certification

One Azure certification exam of your choice (one free retake included, exam can be completed online or in person)

One practice test for the Azure exam of your choice

Digital Certificates of Completion for each course

Benefits

Valuable Microsoft Certified Professional status

[Start now >](#)

\$279



Training

Access to our full online course catalog of new Azure technical training, with new courses added monthly

Certification

Three Azure certification exams of your choice (one free retake of each included, exams can be completed online or in person)

Three practice tests for the Azure exams of your choice

Digital Certificates of Completion for each course

Benefits

Evidence of your mastery of Azure cloud skills

[Start now >](#)

<https://azure.microsoft.com/en-us/learn/skills/>

Demo

<https://ms.portal.azure.com>



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Adopting Azure in simple step

6 steps

- Define strategy, discover the capabilities.
- Define projects, business case and roadmap
- Train and transform people and process
- Base for transformation
Onboard the basic and new Azure service(s) example governance, VPN, Expressroute, IAAS VM etc.
- Execute: Proof value through a proof of concept
- Execute: Move to production via cloud success plan.

Approach execute agile in sprints.

