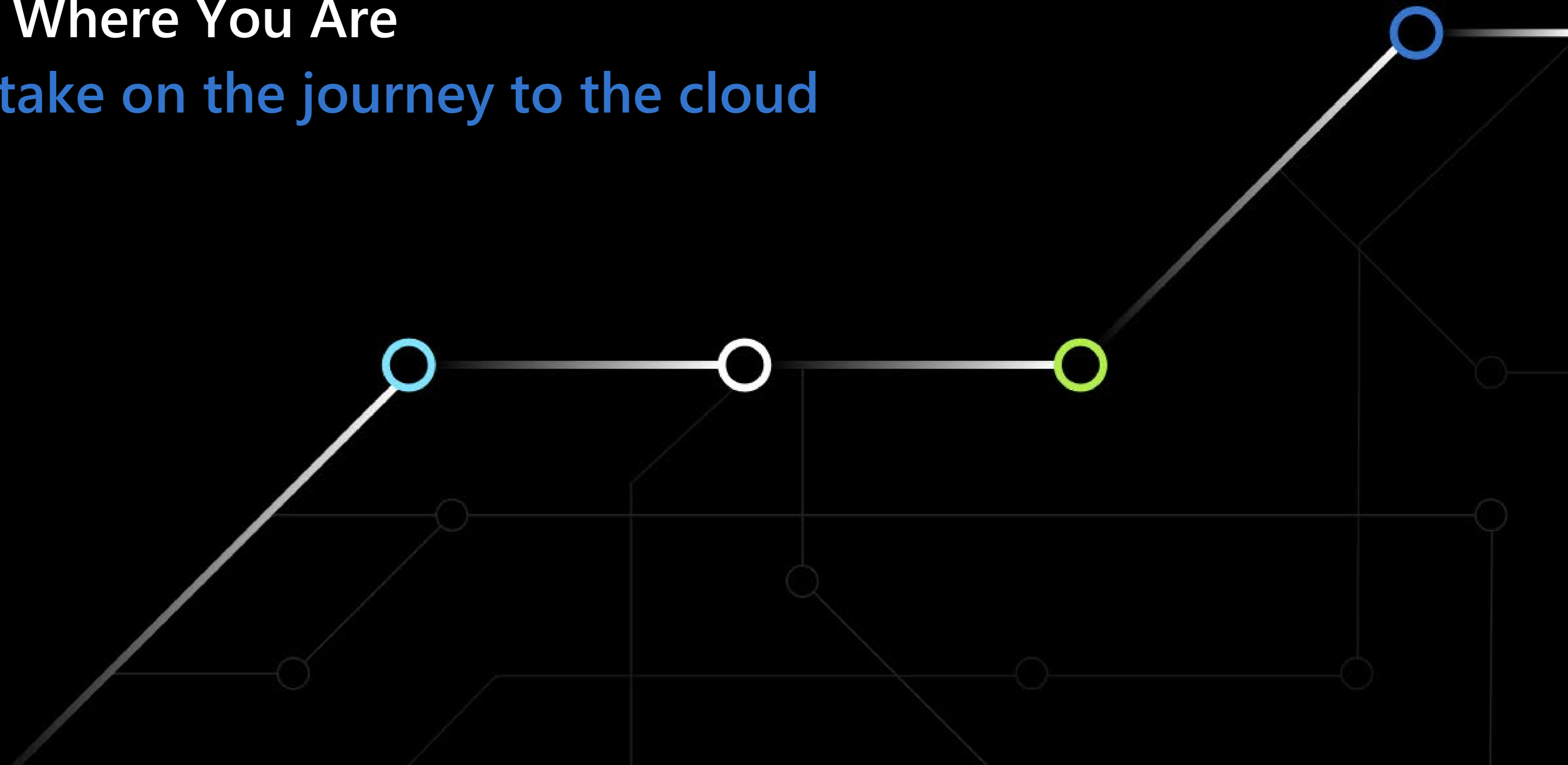


Meeting You Where You Are

A pragmatic take on the journey to the cloud



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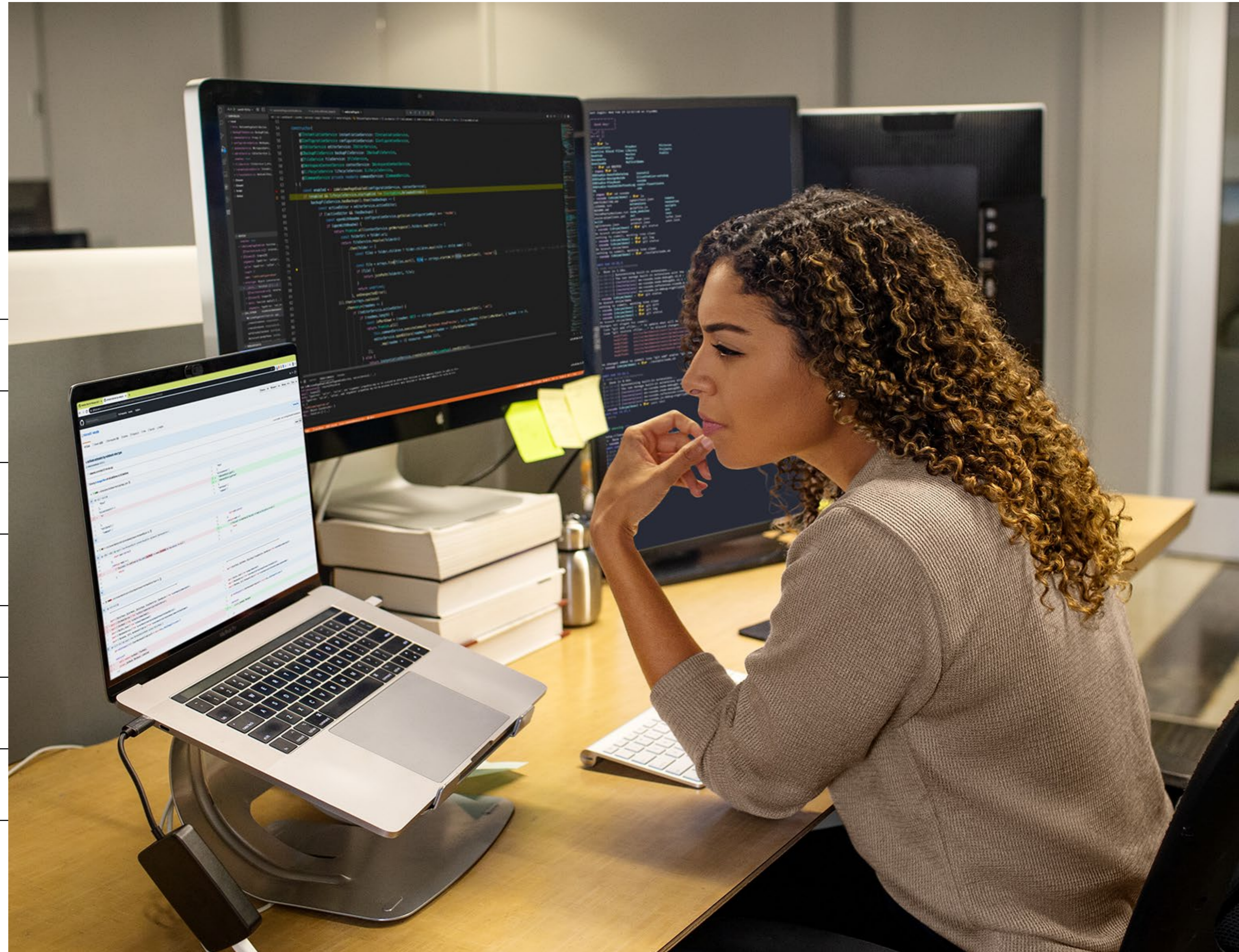
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Executive summary

Every company is in a different place when it comes to its digital transformation journey and use of the cloud. Microsoft is committed to providing solutions that enable organizations to make progress to the cloud on their own terms. In partnership with VMware, Microsoft has created Azure VMware Solution to empower organizations to efficiently and cost effectively move existing VMware apps to Azure.



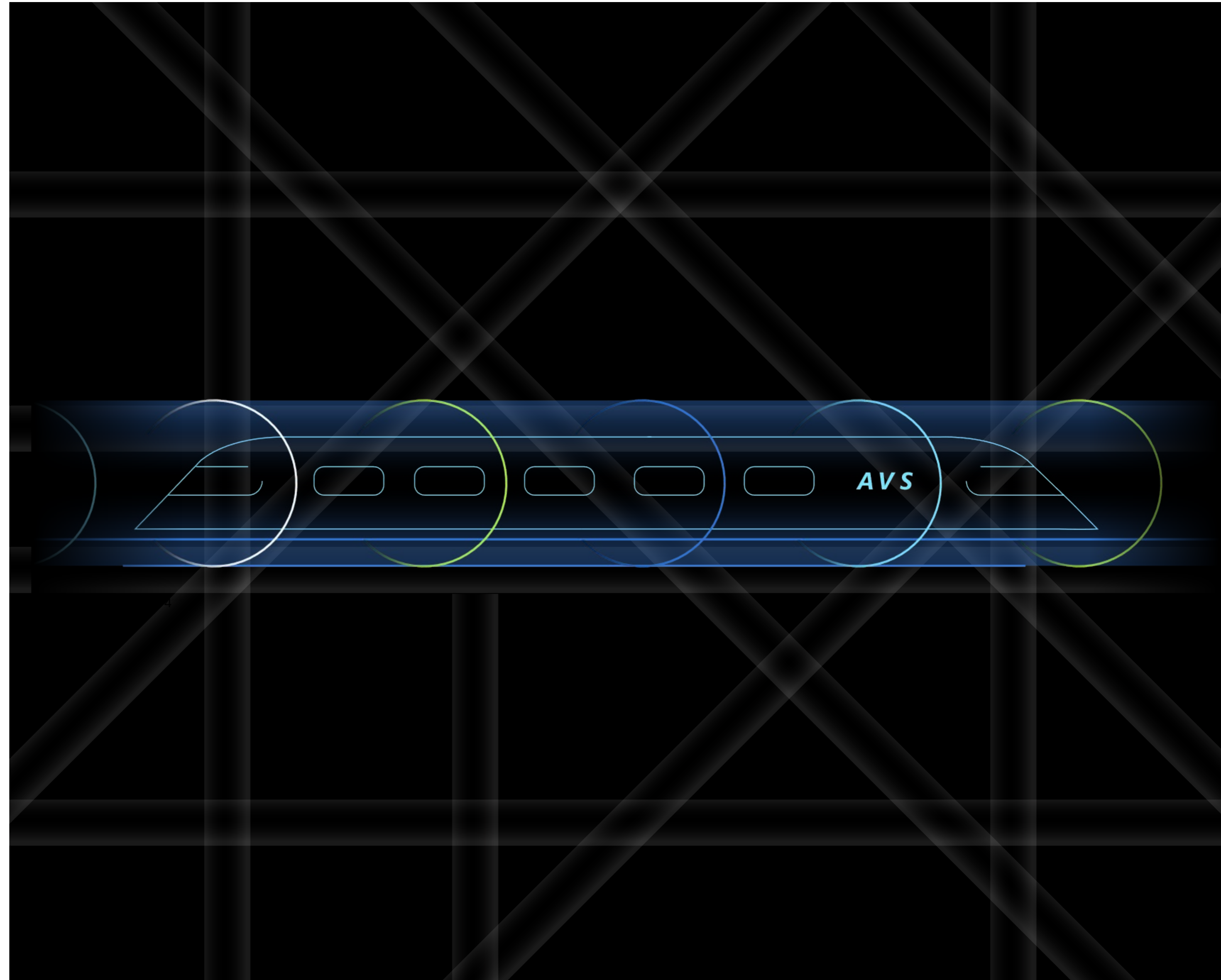
Introduction

Over the past decade, business was brisk. Many transformational initiatives were underway to use technology as a strategic asset.

Each year, the momentum is building. New priorities and initiatives are required to keep things moving forward in our new reality.

At Microsoft, we understand a lot is at stake. Every day, we're thinking about leaders like you, who are navigating through this moment in time, and how we can best help.

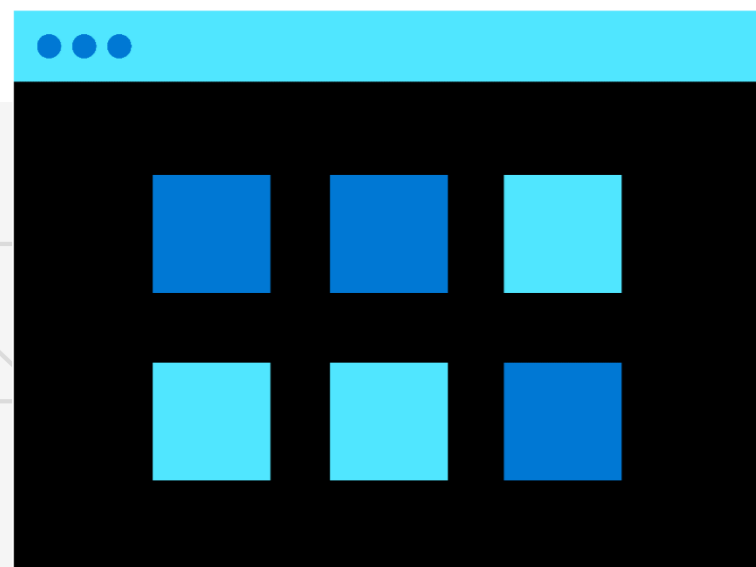
We're committed to bringing our resources and partnerships together to meet you where you are when it comes to making progress on your evolving digital transformation journey.



INTRODUCTION

Today there is a lot of external pressure to move faster—to accelerate big decisions and investments around digital transformation. The reality is that every organization is at a different place in the journey. Not every company was born in the cloud. Most have decades, if not a century, of processes, decisions, products/services, and technology layered and comingled. Transformation won't happen overnight. (Hint: the journey never ends.)

While we all want to move faster, we believe this is a moment to be measured and thoughtful. The old idiom, "haste makes waste," is appropriate as hurried technology decisions could add another layer that needs to be unraveled down the road—or worse, ultimately become throwaway technical debt.



We take a pragmatic approach on how you can use technology to advance your business objectives. Our focus today will be on the foundational aspects of the cloud, and how you can continue to get value out of your existing technology investments.

The best next step may be thinking about the benefits of moving existing apps running in your datacenter to the cloud to support evolving business needs. Many organizations have relied on VMware and Microsoft for years as the foundation of their applications running in the datacenter. While you may be hearing that you need to build new apps in the cloud, why not take advantage of the existing investments you've made by moving your apps to the cloud? We, at Microsoft, want to support you in this important move. We created a solution to simplify migrating VMware and Microsoft-powered apps to the cloud.

Before we dig into the details, we want to share a brief history of Microsoft and VMware, and how our partnership over the past two decades and innovation on behalf of our mutual customers, is relevant in this moment in time.

Microsoft's mission is to empower every person and every organization on the planet to achieve more.

Microsoft's goal is to help empower you and your organization to come out of this moment stronger and streamlined so you are set up for success now, and in the future.

History of a great partnership

More than a decade ago, the business world faced a different challenge: The global financial meltdown and ensuing Great Recession. At that time, most organizations were looking for ways to reduce costs and create efficiencies to weather the crisis. Technology budgets were slashed, and opportunities to reduce CapEx were a top priority.

Fortunately, there was an emerging technology solution at that time: virtualization. VMware was a pioneering leader in this space and helped organizations streamline their datacenter operations. With VMware's virtualization software, companies could run multiple apps virtually on a single server—versus running a single app, like SAP, on a single server.

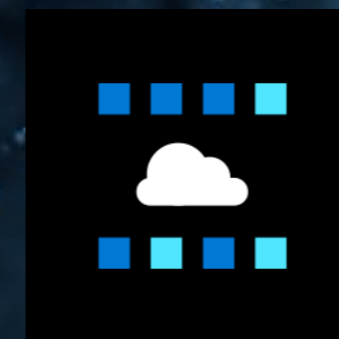
Overnight, companies were able to consolidate their datacenter infrastructure, immediately reducing costs, while getting dramatic efficiencies out of their server investments; many organizations saved millions a year using this technology. More often than not, Microsoft technology was running in VMware's virtualized environment, with Microsoft Windows Server as the operating system and, frequently, Microsoft SQL Server as the database.

Together, this partnership delivered great value to mutual customers. Over the past decade, Microsoft and VMware have been closely collaborating to ensure that Microsoft products, like Windows Server, run exceptionally well in VMware virtualization environments. Today, Microsoft and VMware remain committed to our mutual customers' success. As we did over a decade ago, we are looking for innovative solutions to help our customers move forward. Today, the big opportunity is the cloud.

Virtualization



2009



2021

Meeting you where you are

You have likely read about how cloud adoption is continually on the rise. A recent IDG survey found that 92 percent of companies are using cloud in some way. Before, cloud adoption might have signaled an investment to fuel business growth. Now, more organizations are taking advantage of the benefits of the cloud to make it easier for employees to work remotely or to shift critical applications to the cloud to ensure business continuity.

We also know there continues to be much hype around some of the more advanced uses of the cloud. This could be AI or machine learning apps, or advanced cloud-native apps to support a new customer need or business model. The reality for most leaders and organizations is that there is still foundational work to be done before advanced cloud projects are undertaken.

Many companies still rely on apps and workloads that are running in datacenters. There are still plenty of legacy apps running in datacenters that are essential to business. In some cases, it may not be financially viable for a business to modernize these apps, even if it could benefit from the scale and flexibility of a cloud model.

A recent study by TECHAnalysis found approximately 70 percent of today's applications are still being run in the corporate datacenter and private/hybrid clouds. Along with these apps, we know that many organizations continue to rely on VMware and Microsoft solutions in their datacenters. Companies have spent years investing in these technologies and the skillsets required to operate and manage them. Just "moving everything to the cloud" is not as simple as only pressing a button.

There needs to be an easier way. What if Microsoft and VMware could work together to provide a solution that helps organizations using our mutual software technologies simplify the move to the cloud? What if our customers could continue to use our familiar tools even after an app is moved

92%

of organizations are using cloud in some way.¹

70%

of today's applications are being run in the corporate datacenter and private/hybrid clouds.²

to the cloud? What if our customers could move their existing apps, as-is, to the cloud without having to make any modifications?

The Azure VMware Solution was born to do just that. It provides the best of both worlds: the familiar VMware and Microsoft capabilities with the scalability, security, efficiencies, and potential that Microsoft Azure provides.

The goal was to create a consistent and comprehensive solution to moving your apps to the cloud without disruption to your business—and provide a future path to innovate and expand on the value of cloud investments.



Accelerate your cloud journey

With the Azure VMware Solution, you can run your VMware estate—or a single app—on dedicated Azure infrastructure. You get to take advantage of your investments in VMware technologies, skills, and tools, while benefiting from the scale, performance, and innovation of Azure.

This solution enables you to accelerate your adoption of cloud without the added pain of having to reformat existing assets to work in the new cloud environment. For example, when migrating core IT infrastructure to the cloud, many organizations worry about whether their legacy apps, which ran in their prior on-premises VMware environment, will still work—or if they will need to be refactored to run in the public cloud. The Azure VMware Solution removes that challenge by making it possible to run your VMware technology stack on Azure as if it were on-premises—no app refactoring or extra skillsets needed.

The Azure VMware Solution also provides a powerful way to drive greater security across your existing apps, data, and IT environment.

Executives are more focused on security than ever, especially in light of employees working remotely and accessing critical apps outside of traditional domains. By moving workloads to the cloud, you gain a greater level of security through native Azure security services.

In addition, for companies that are already relying on Windows Server or Microsoft SQL Server, a move to Azure can enable a significant reduction in CapEx costs by taking advantage of savings available from Microsoft.



Migrate existing assets as-is

You can accelerate the value you receive from the cloud by replicating existing IT systems, apps, and workloads natively in Azure (also known as a “lift and shift” migration) without needing to change them beforehand.



Reducing your datacenter footprint

Another option for organizations is to use the scale of Azure as a way to enable decommissioning legacy infrastructure, once resources have been brought over into the cloud.



Disaster recovery and business continuity

You can also deploy VMware resources on Azure for a primary or secondary on-demand recovery site to provide business continuity for your existing on-premises datacenter resources.



Modernization


Lastly, you can take advantage of Azure tools and services to modernize your datacenter and applications, at the pace that’s right for your business. With Azure, you’ll be able to lay the foundation for your development teams to build new cloud-based applications or modernize existing resources to align with your digital strategies.

Success story: Healthcare industry

The Azure VMware Solution has provided organizations across many different industries a way to rapidly scale their infrastructure without large upfront costs. That flexibility can provide an invaluable edge to organizations, especially in an uncertain economic climate like that driven by today's pandemic.

Let's look at the healthcare sector as an example. Healthcare organizations are looking for ways to improve patient and clinical staff experiences, to make patient visits more productive, and empower clinicians with the right resources and data. At the same time, they need ways to drive greater operational and administrative efficiencies to manage costs.

As well, ensuring the security and privacy of confidential patient data and adhering to regulatory compliance requirements are top-of-mind priorities for healthcare providers.



The Azure VMware Solution has provided healthcare organizations with a cost-effective way to rapidly expand and contract their infrastructure without the need for large capital expenditures. Healthcare administrators are able to continue to leverage the same VMware tools they are used to, while strengthening security and compliance with HIPAA and other healthcare regulations through the Microsoft Azure platform.

Next steps in your journey

With the Azure VMware Solution, organizations get a seamless approach to receiving more value from existing technology investments. By migrating to Azure, you gain access to the platform's comprehensive suite of services and tools, opening opportunities to modernize apps and infrastructure components in a streamlined way, as needed by the business.

As you continue to gain momentum in the cloud, you can also benefit from advanced capabilities, over time, to build new cloud-native apps, create Internet of Things (IoT) solutions, or explore new business models and opportunities with Azure.

Together, Microsoft and VMware are helping organizations get more value from their technology assets while paving a path to digital transformation. With over two decades of collaboration, the Azure VMware Solution is providing Microsoft and VMware additional ways to deepen their partnership, from engineering teams all the way to the companies' top executives.

"VMware and Microsoft have a long-standing partnership and a shared heritage in supporting our customers. Now, more than ever, it is important we come together and help them create stability and efficiency for their business. The new Azure VMware Solution gives customers the ability to use the same VMware foundation in Azure as they use in their private datacenters. It provides a consistent operating model that can increase business ability and resiliency, reduce costs, and enable a native developer experience for all types of applications."

–Sanjay Poonen

Chief Operating Officer, VMware

"This is an amazing milestone for Microsoft and VMware to meet our customers where they are today on their cloud journey. The Azure VMware Solution is a great example of how we design Azure services to support a broad range of customer workloads. Through close collaboration with the VMware team, I'm excited that customers running VMware on-premises will be able to benefit from Azure's highly reliable infrastructure sooner."

–Jason Zander

Executive Vice President, Microsoft

Continuing the conversation

Get in touch with your Microsoft executive to learn more about the Azure VMware Solution and try it out.

aka.ms/AzureVmwareSolution

