

Hosted Private Cloud for Microsoft Azure Certified for Hybrid Cloud

Discussion Guide

Why Hosted Private Cloud?

Today's organizations require a flexible IT infrastructure that can scale on demand. A hosted private cloud offers you the agility, efficiency, and fault tolerance of a public cloud, but with the sovereignty, control, and performance that comes with dedicated compute, storage, and networking. A hosted private cloud provides all of the benefits of the cloud, without the capital expenditures of building it and the overhead of operating it, so you can focus on core business.

The benefits of the cloud are clear: You get added flexibility and easy access to additional resources, on demand and only when needed. Virtualization is the best place to start, giving you improved utilization of the resources you have today. With the built-in virtualization capabilities of Windows Server, you'll get best-in-class features and performance. When you add the capabilities of Microsoft System Center, you can build cloud elasticity and scalability into the datacenter using automation, resource pooling, and dynamic provisioning.

Automating repetitive tasks allows you to reduce errors and increase speed. Automation also makes the datacenter more resilient, with predefined processes to handle unexpected spikes in demand. By pooling resources for compute, storage, and networking, you can move workloads more easily and load-balance across the whole infrastructure. And enhanced management capabilities let you provision and deploy applications faster. With a Microsoft private cloud solution, your datacenter can be a competitive differentiator.

Overview

This discussion guide explains the challenges customers face without a cloud solution as well as the benefits customers can gain by migrating to Hosted Private Cloud for Microsoft Azure Certified for Hybrid Cloud. It also covers likely customer objections to such a move along with suggested responses.

Customer challenges



High cost

Establishing and maintaining on-premises infrastructure is costly, and operational expenses with no cloud storage can be very high as well



Lack of agility

In-house implementation is inflexible, and the lack of agility makes it difficult to adapt to change



Delayed time to market

Lengthy setup and time-consuming maintenance of in-house servers extend time to market for new and updated applications



Lack of scalability

Current infrastructure is not scalable, limiting the number and size of projects customers can take on



Complexity

Managing on-premises server infrastructure is complex and time-consuming

How Hosted Private Cloud addresses customer challenges

Target audience & roles

Audience: IT and business decision makers in small- to mid-sized organizations

Specific roles: Solution Architect, System Engineer, Enterprise Architect, VP of IT, Chief Information Officer

Customers can lower both capital and operating costs by moving to Hosted Private Cloud. With a pay-as-you-go pricing model, customers are only charged for the resources they consume rather than for maintaining an expensive, permanent on-premises environment.

A hybrid environment for hosting resources helps customers become more agile by enabling them to flexibly scale infrastructure resources up or down to accommodate changing business requirements.

In a traditional IT shop, when business units need resources for a new project, they depend on IT to provision those resources. And while IT typically provides computing, network, and storage resources, it's often up to the business unit team to install and configure the software required for the project—a process that can take hours or even days to complete—delaying time to market.

Organizations can reduce these complexities; speed up the provisioning process; and, as a result, speed time to market by moving to a private cloud infrastructure. The private cloud self-service model enables dev/test teams to quickly provision all resources for a project, including compute, network, and storage, as well as any required software. Building a true private cloud is a large and expensive endeavor that requires IT to fundamentally change how it operates. By migrating to a hosted private cloud, that hurdle is removed. Working in a hosted private cloud environment, business unit teams can spin up all hardware and software resources needed for a new project in minutes. This speeds up the overall deployment process, resulting in faster time to market.

By including a hosted environment in a hybrid solution, customers can easily scale infrastructure resources up or down at will. If an existing project requires further resources, additional virtual machines can be quickly provisioned. New projects can be spun up just as fast and easily with a hosted private cloud.

Moving to the cloud takes the work and complexity out of managing an on-premises infrastructure. By implementing a hosted private cloud offering, you can provide customers with insights using Microsoft System Center and Azure Operational Insights, as well as highly automated solutions with industry-leading technologies like Orchestrator and Windows Azure Pack. By extending into Azure, you can also help your customers take advantage of tools from Puppet Labs and Chef Technologies.



Value proposition for hosting services providers

Hosted Private Cloud provides the following benefits to hosting services providers:

- + Get advanced virtualization technology built in with Windows Server.
- + Increase datacenter resilience and load-balancing capabilities with the power of the cloud.
- + Improve application performance and simplify deployment with System Center.
- + Maintain consistency across clouds with familiar tools and resources.
- + Extend your datacenter with a consistent management toolset and familiar development and identity solutions.
- + Get enterprise-grade performance and security in the datacenter.
- + Meet changing business needs with greater flexibility.
- + Deliver capacity on demand.

Opportunities for hosting services providers

Hosting services providers can also take advantage of these new opportunities:

Gain new revenue streams by cross-selling managed services, such as migration services (customer site to hosted site and vice versa) or heterogeneous workloads and application consulting.

Add more capabilities by providing complementary solutions to existing infrastructure-as-a-service (IaaS) offerings.

Offer a differentiated solution that provides customers with high-availability, high-performance, and scalable infrastructure services.

Expand reach with new offerings that include hybrid scenarios and leverage a large Microsoft customer base.

Objections

We're concerned about the speed and reliability of virtual machines in a hosted environment.

Your answer:

Hosted Private Cloud for Microsoft Azure Certified for Hybrid Cloud is powered by reliable, high-performance resources. Our customers with on-premises hosting report that the hosted virtual machines they use are significantly faster than their in-house machines.

We're concerned about the cost of a hosted private cloud.

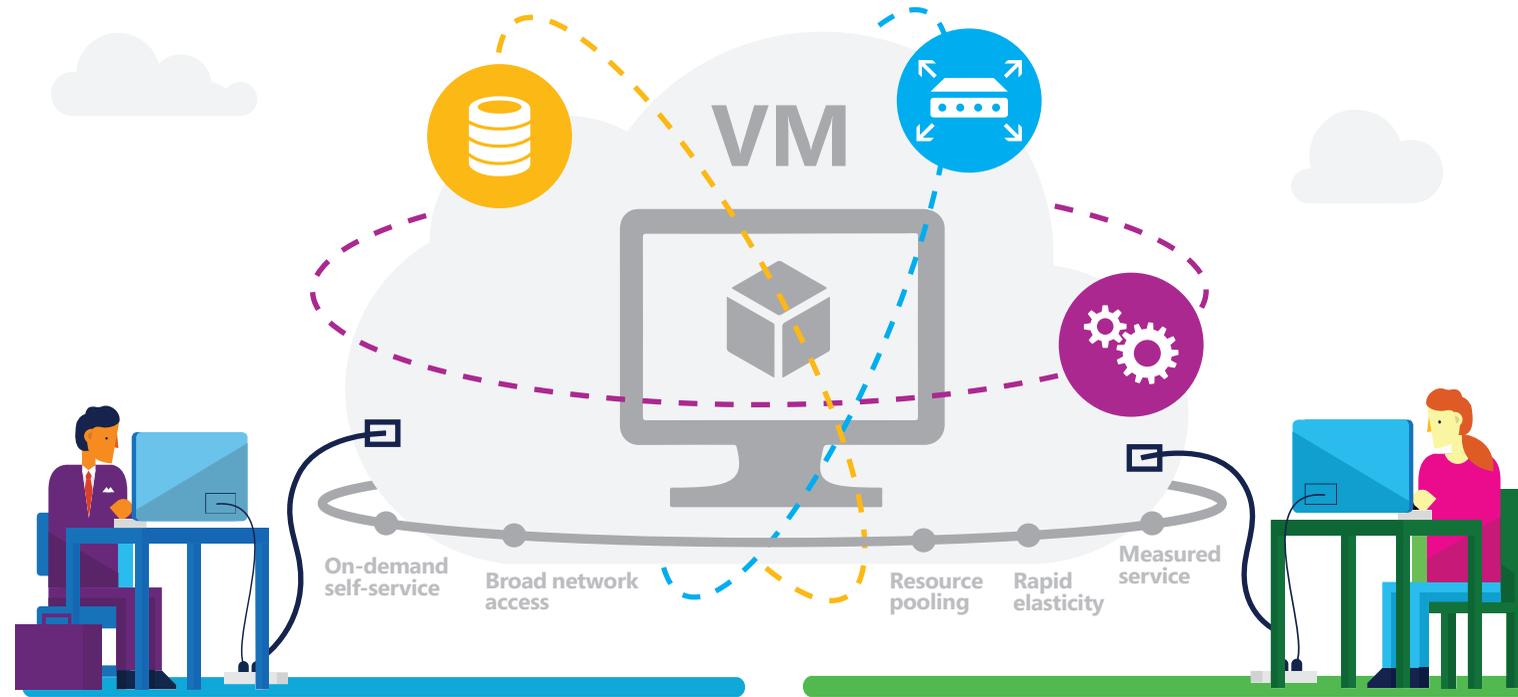
Your answer:

Hosted Private Cloud for Microsoft Azure Certified for Hybrid Cloud is far more cost-effective than the on-premises solution, which calls for large capital expenditures to build. Furthermore, operational expenses can actually reduce when you shift to cloud technologies and automation.

We're concerned about the complexity of moving to a hosted environment.

Your answer:

Let us take the work and complexity out of moving to the cloud. Our highly experienced migration experts can reliably and efficiently manage the process from end to end.



Resources

Microsoft hybrid cloud:

<http://www.microsoft.com/en-us/server-cloud/solutions/hybrid-cloud.aspx>

Microsoft viewpoint:

<https://www.microsoft.com/enterprise/en-nz/solutions/hybrid-cloud.aspx#fbid=ARk6w4XrTw1>

The power of "and":

<http://blogs.microsoft.com/blog/2014/05/30/the-power-of-and/>

MACHC:

<http://aka.ms/azure-certified-hybrid-cloud>

Customer benefits

Hosted private cloud provides compute power, memory, and storage, typically priced per hour, based on resource consumption.

You pay only for what you use, and the service provides all the capacity you need, but you're responsible for monitoring, managing, and patching your on-demand infrastructure. The biggest advantage of a hosted private cloud is that it offers a cloud-based datacenter without requiring you to install new equipment or wait for the hardware procurement process—which means you can get IT resources that otherwise might not be available. Using a publicly hosted private cloud with the Microsoft Azure Certified for Hybrid Cloud partners also provides:

Cost-effective solution and savings.

Reduced operational expenses occur when you shift to cloud technologies and automation, with substantial savings compared to traditional virtualization solutions.

0101 Data sovereignty.

Data resides in the host's datacenter.

Security.

Using Microsoft's solutions hosted with Microsoft Azure Certified for Hybrid Cloud gives you control of your infrastructure.

Simplicity.

Familiar tools used across a common platform make your solution easier to embrace.

Proactive IT.

Valuable IT resources can be focused on your core business activity instead of devoted to the development, administration, maintenance, and testing of an on-premises cloud solution.

Agility.

Quick, inexpensive testing of your high-availability solutions can be implemented.

