Microsoft

AmCham Vietnam
Digital Transformation with Cloud

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What is Cloud?

Cloud

Connectivity

Apps

Mobility

What is Cloud Computing?

Cloud computing is a paradigm for ***enabling network access*** *to a* ***scalable and elastic pool*** *of* ***shareable physical or virtual resources*** *with* ***self-service provisioning and administration on demand****.*
(ISO-IEC17788:2014 3.2.5).

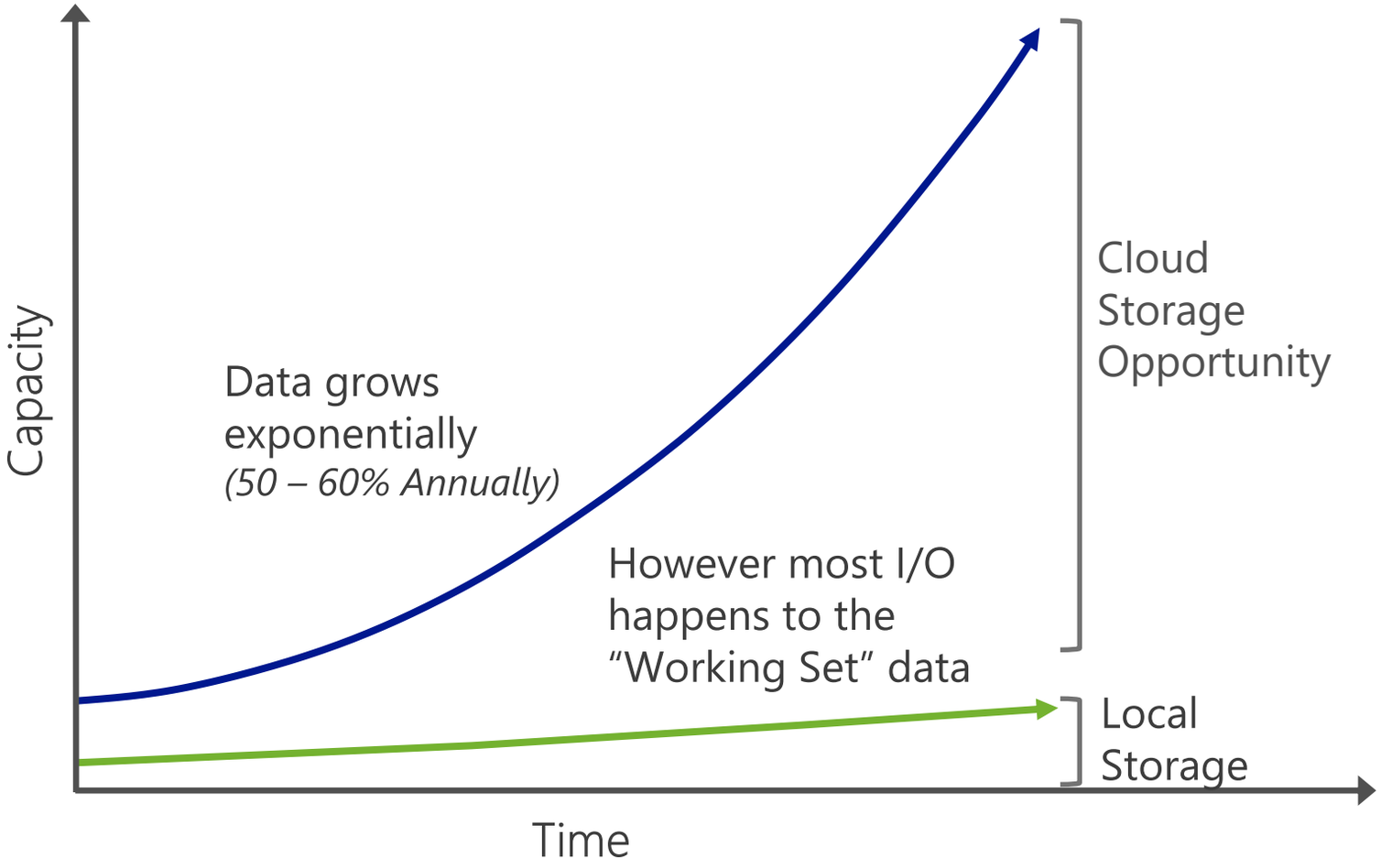
Why Cloud?

Self-service fuels productivity

Elastic scale delivers just-in-time capacity

Pay-per-use keeps costs low

Example: Store, backup, recover your data



SAN storage cost = 4x Cloud storage

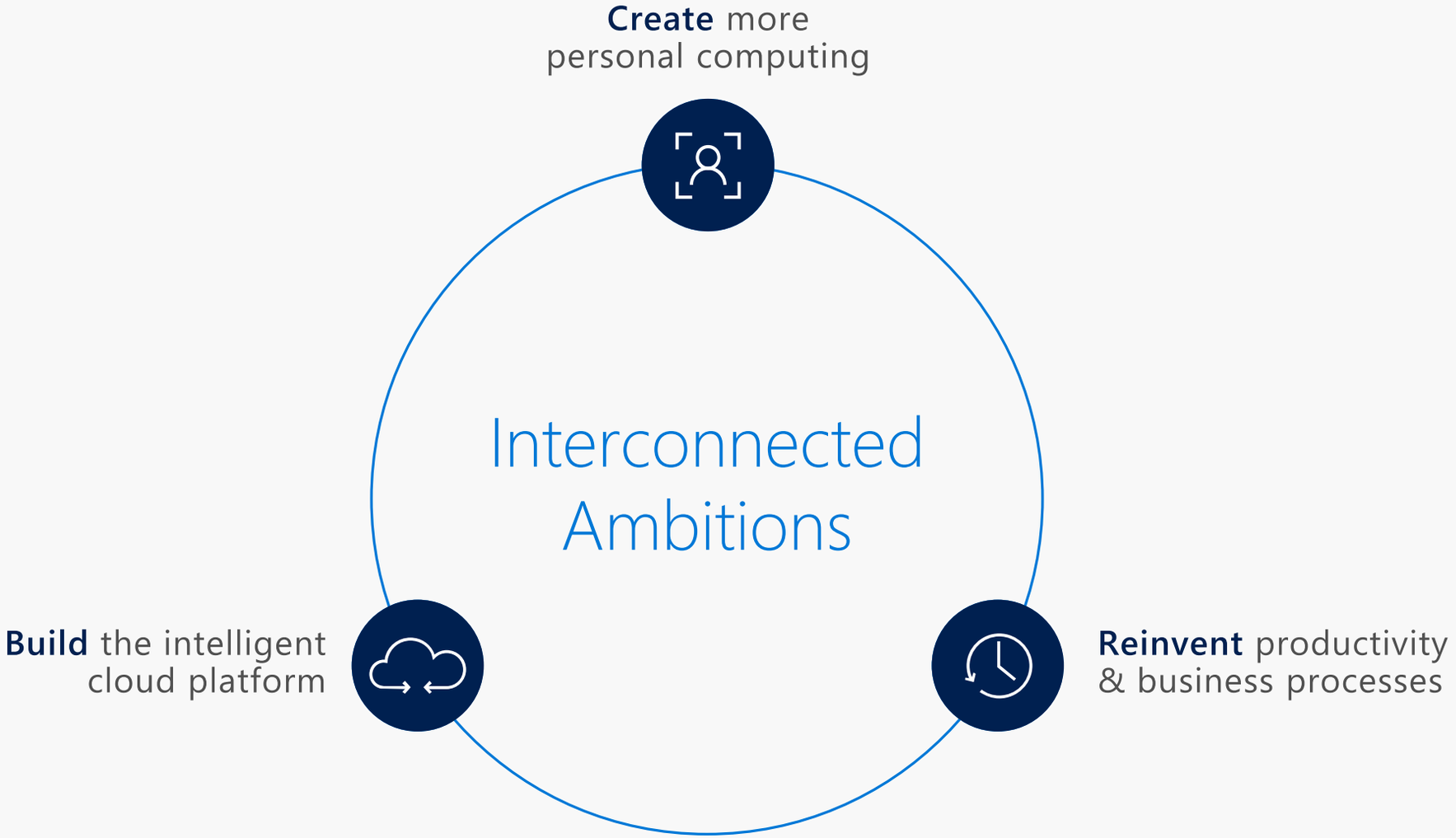
(source: Forrester)

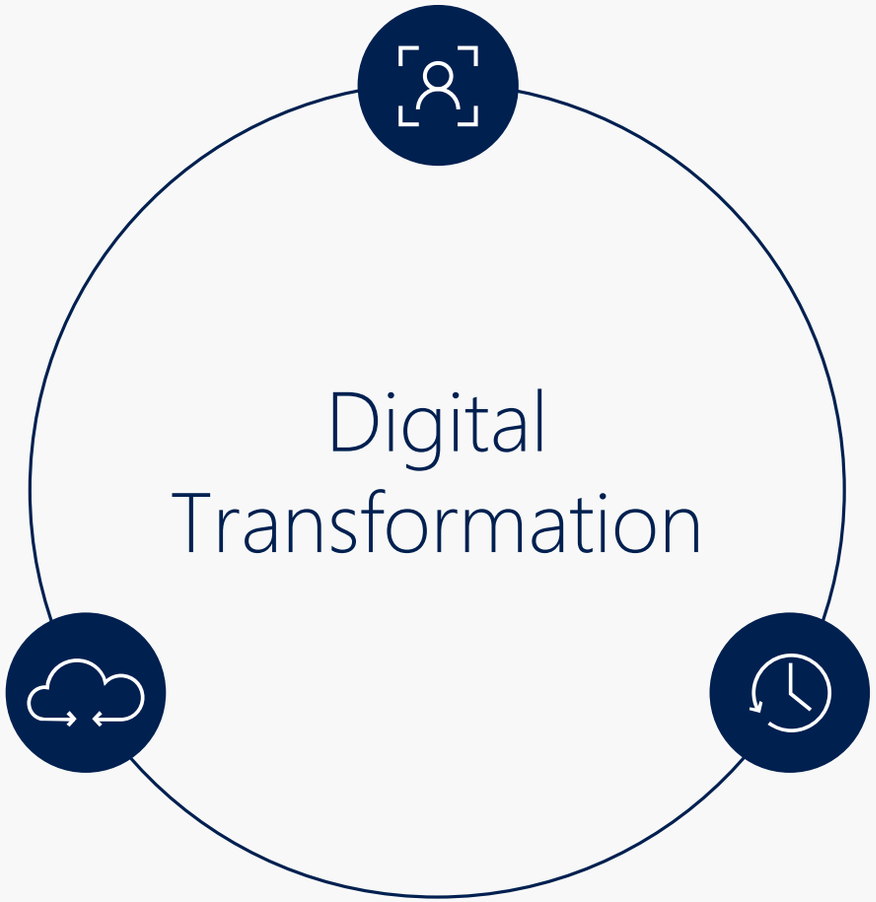
Cloud Services

Private (On-Premise)	Infrastructure (as a Service)	Platform (as a Service)	Software (as a Service)
Applications	Applications	Applications	Applications
Runtimes	Runtimes	Runtimes	Runtimes
Security & Integration	Security & Integration	Security & Integration	Security & Integration
Databases	Databases	Databases	Databases
Servers	Servers	Servers	Servers
Virtualization	Virtualization	Virtualization	Virtualization
Server HW	Server HW	Server HW	Server HW
Storage	Storage	Storage	Storage
Networking	Networking	Networking	Networking

Customer Manage (light)

Vendor Managed (dark)

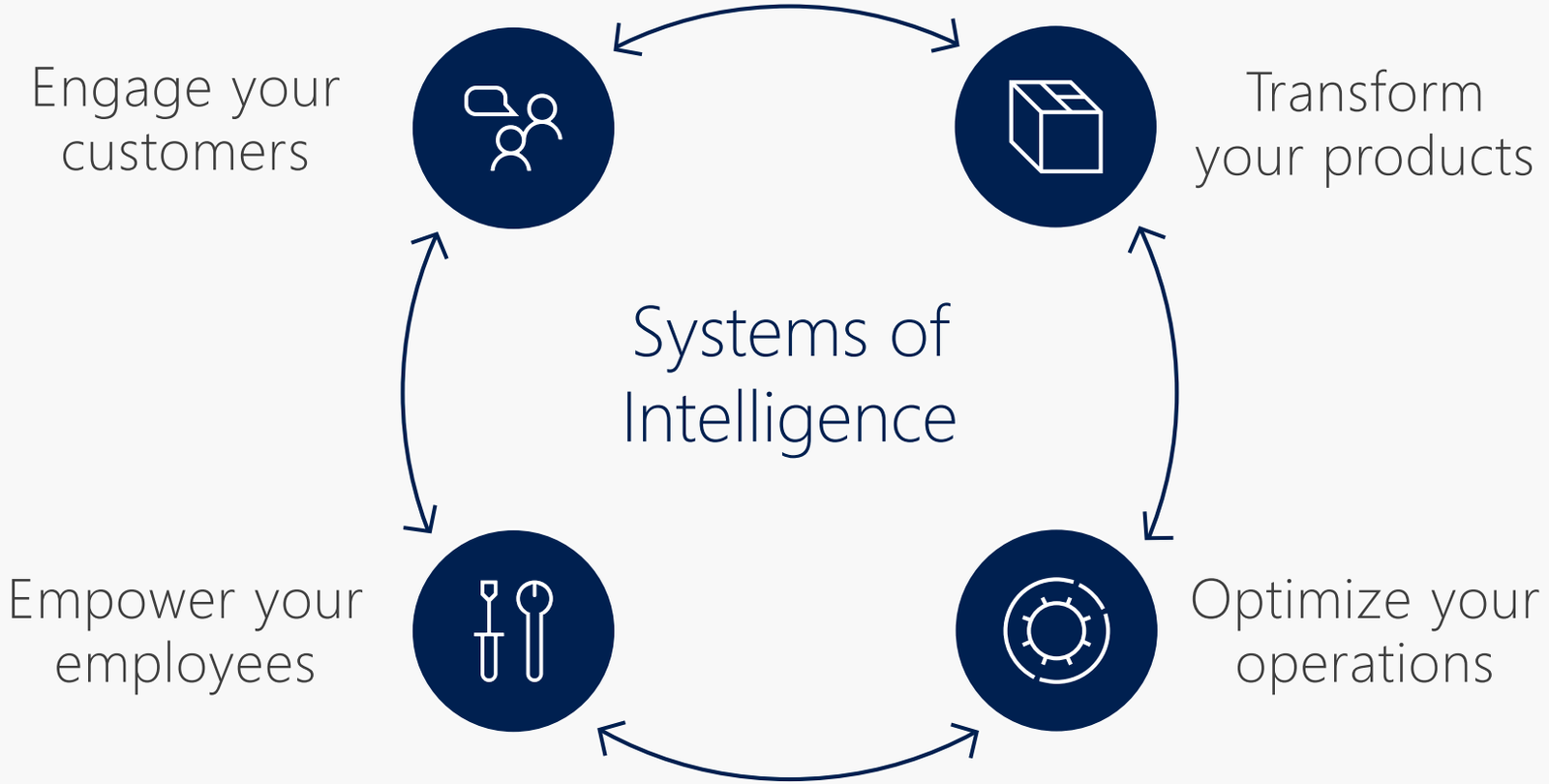

Create more
personal computing
Interconnected
Ambitions
Build the intelligent
cloud platform
Reinvent productivity
& business processes



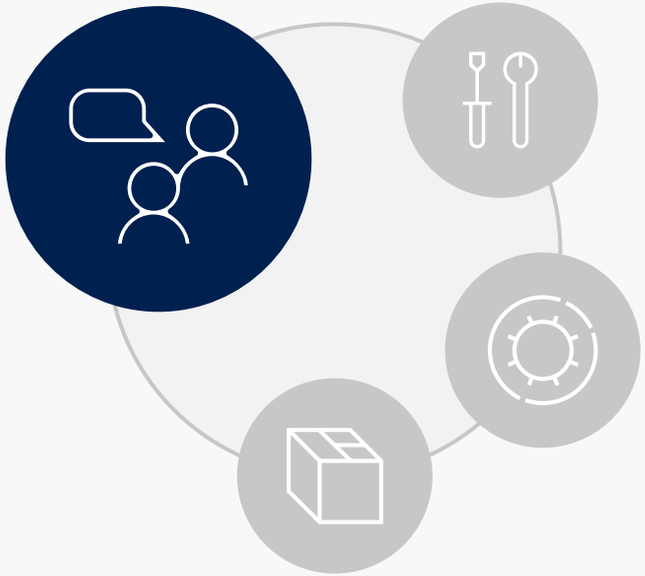
How is your **business** being digitally transformed?

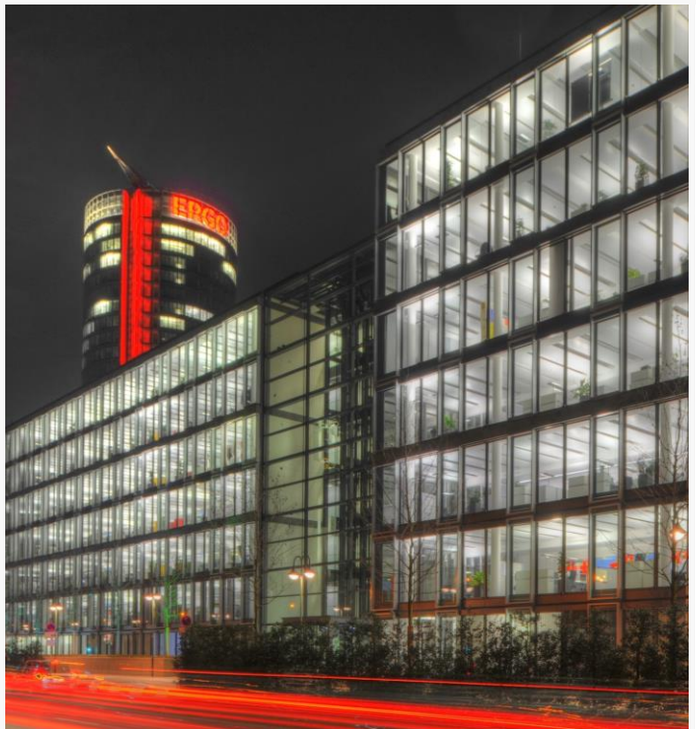
How is your **business model** being digitally transformed?

Digital Transformation



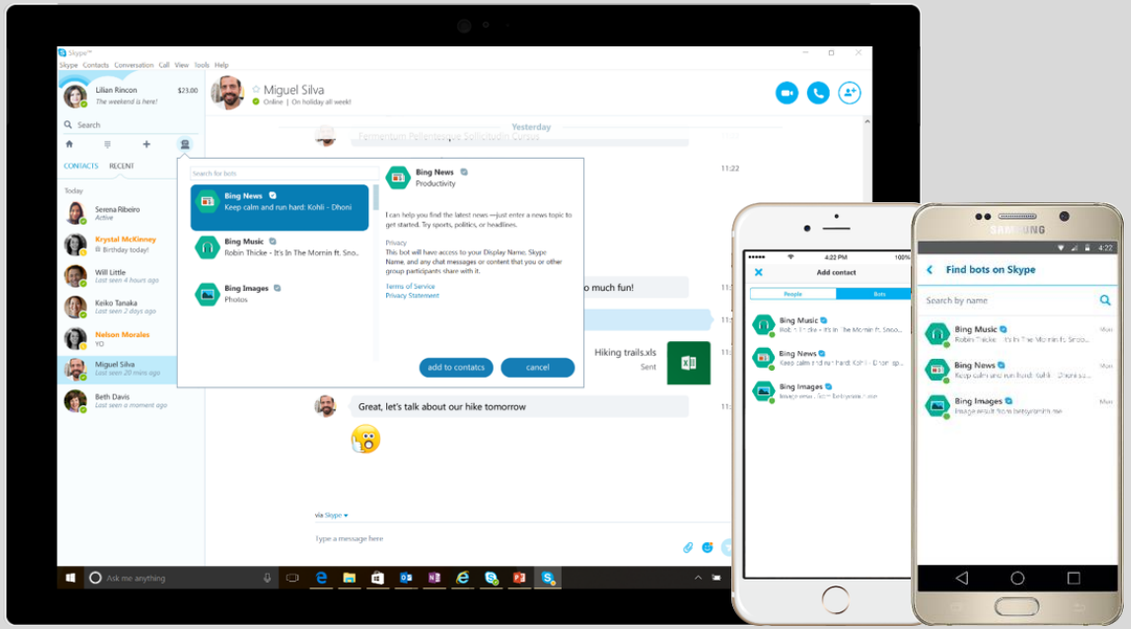
Engage your **customers**



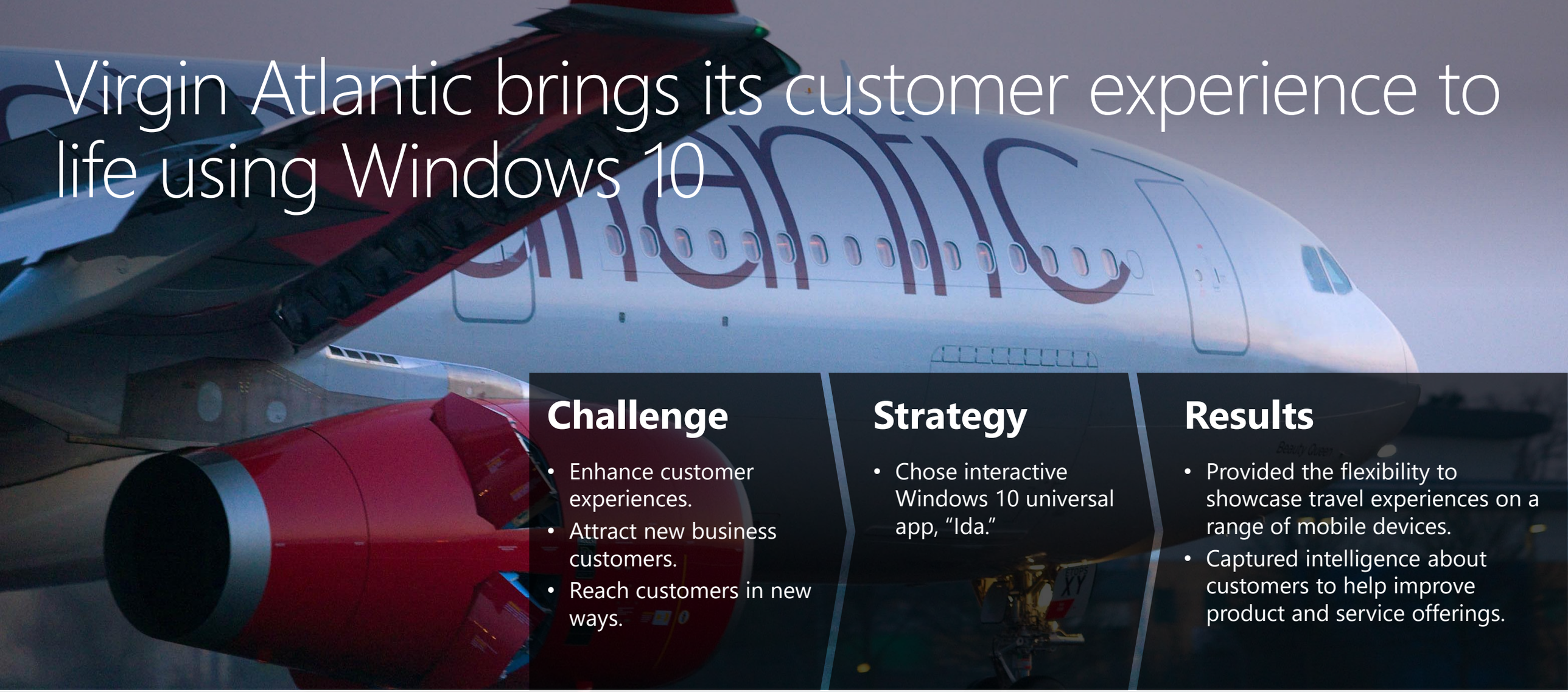


Engage your **customers**

Conversations as a Platform



Virgin Atlantic brings its customer experience to life using Windows 10



Challenge

- Enhance customer experiences.
- Attract new business customers.
- Reach customers in new ways.

Strategy

- Chose interactive Windows 10 universal app, “Ida.”

Results

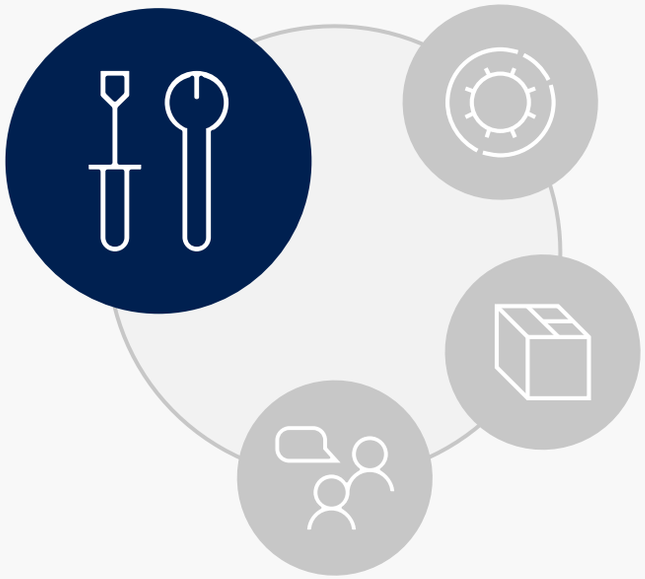
- Provided the flexibility to showcase travel experiences on a range of mobile devices.
- Captured intelligence about customers to help improve product and service offerings.

virgin atlantic

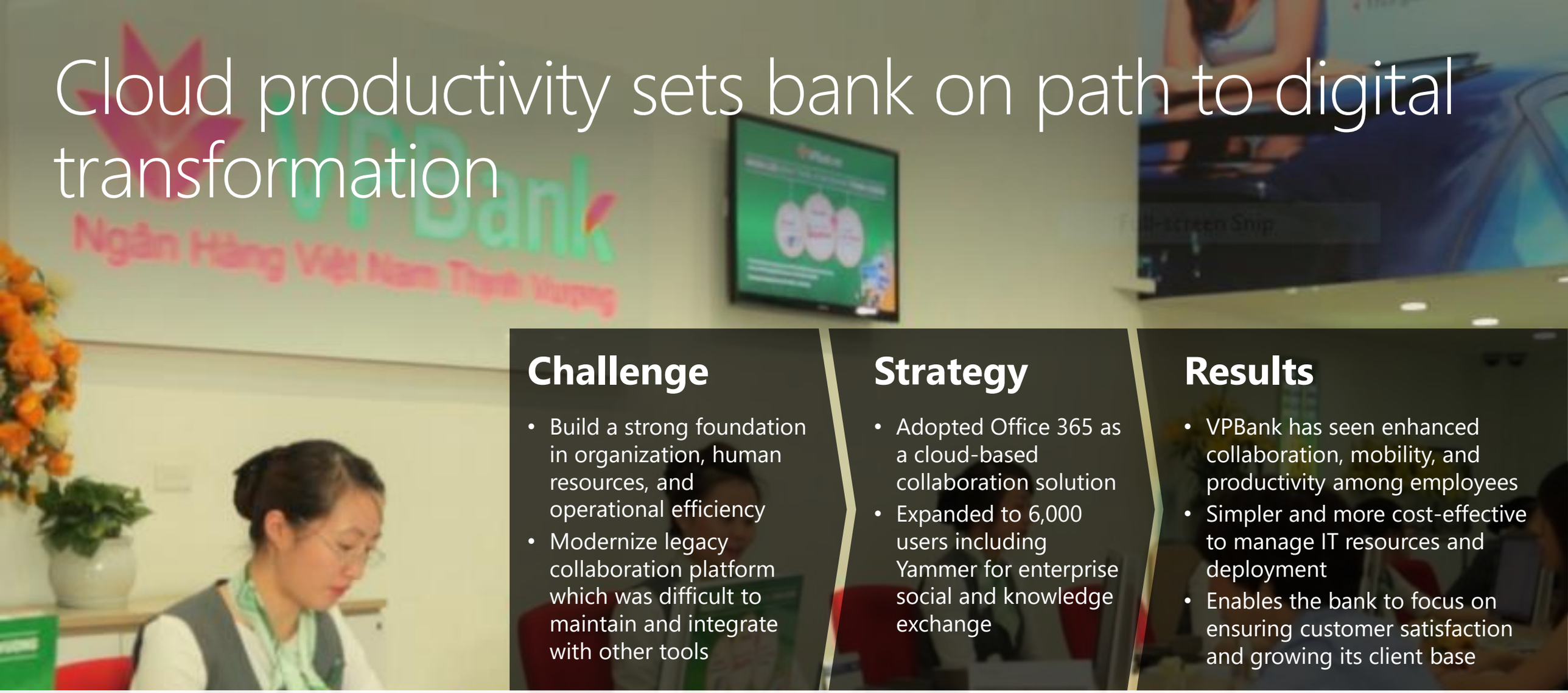
“With a good partner like Microsoft we never need to think about the technology. We can tell our story and focus on our customer.”

— Reuben Arnold, SVP marketing & customer experience, Virgin Atlantic

Empower your **employees**



Cloud productivity sets bank on path to digital transformation



Challenge

- Build a strong foundation in organization, human resources, and operational efficiency
- Modernize legacy collaboration platform which was difficult to maintain and integrate with other tools

Strategy

- Adopted Office 365 as a cloud-based collaboration solution
- Expanded to 6,000 users including Yammer for enterprise social and knowledge exchange

Results

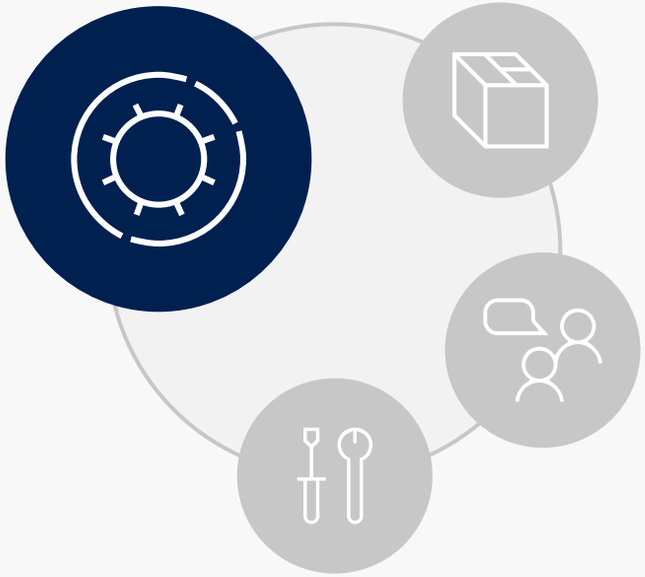
- VPBank has seen enhanced collaboration, mobility, and productivity among employees
- Simpler and more cost-effective to manage IT resources and deployment
- Enables the bank to focus on ensuring customer satisfaction and growing its client base

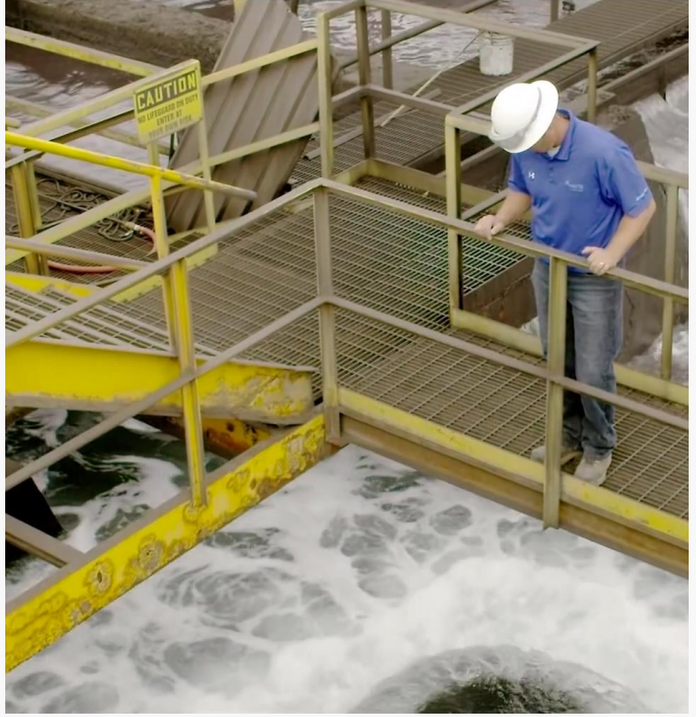
VPBank
Vietnam Prosperity Bank

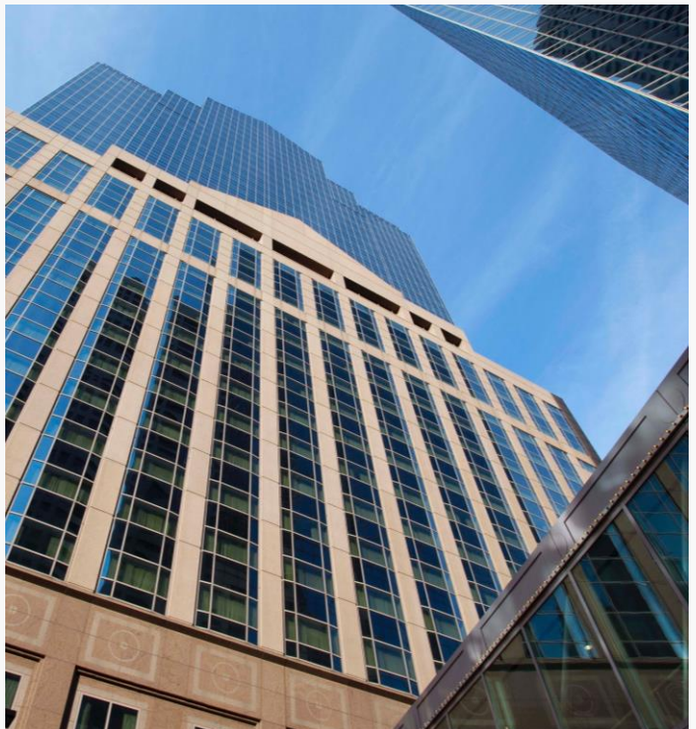
"Office 365 has enabled our organization to achieve unprecedented operational efficiency. It provides a rich collaboration platform without the need for huge up-front expenditure and sets us on an agile path to growth."

— Mr. Nguyen Duc Vinh, Chief Executive Officer, VPBank

Optimize your **operations**







Insurance company eliminated business interruptions with cloud-based recovery

Challenge

- Replace a time-consuming and inefficient manual disaster recovery strategy.
- Provide better business continuity in the event of a disaster.

Strategy

- Adopted a new cloud-based solution based on Microsoft Azure Site Recovery.
- Enabled continuous monitoring and management for disaster recovery.

Results

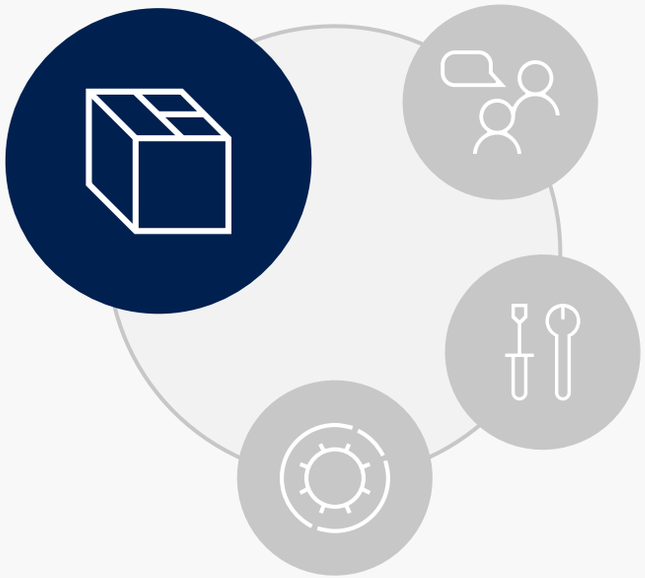
- Reduced service restoration time from days to minutes.
- Reduced disaster recovery costs by 65 percent.
- Improved compliance with regulatory requirements for disaster recovery.

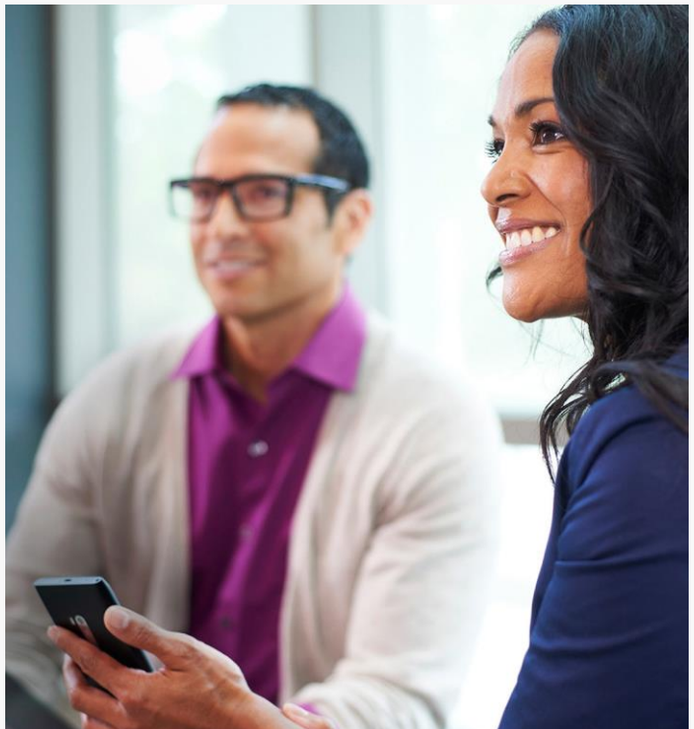
GENERALI

"By using Azure Site Recovery, we are there for our customers when they need us most. If disaster strikes, we can be running again in minutes."

— Mauricio Caneda, SVP and CIO, Generali US Branch

Transform your **products**





Core Banking Software Provider Moves Flagship Offering to the Cloud and Opens New Markets

Challenge

- Enable customers to use mobile devices to conduct financial transactions
- Reduce IT costs

Strategy

- Deployed a cloud-based version of its T24 core banking and micro-financing solution on Azure.

Results

- Supports expansion to new markets
- Meets strict security and compliance requirements
- Eases implementation and provides elasticity

"Regulated banks will be able to meet their close-of-business deadlines much faster and more cost-effectively in the cloud as opposed to using on-premises applications, because of the elastic provisioning in Microsoft Azure. Microsoft Azure really enables them to run their business more effectively overall."

—Ben Robinson, chief strategy and marketing officer, Temenos

FLEXIBLE

Built with what you know
Bridge between cloud & on premises
Work with any device, app, data, OS

INTEGRATED

Built for—& open to—extensibility
325,500+ partners & millions of developers
Platform, productivity & business apps that work together

TRUSTWORTHY

Setting & leading industry compliance standards
People-centric security & privacy
Proactively fighting digital crimes
$15B+ investment in cloud infrastructure

Microsoft

Azure Compliance

The largest compliance portfolio in the industry

ISO 27001

SOC 1 Type 2

SOC 2 Type 2

PCI DSS Level 1

Cloud Controls Matrix

ISO 27018

Content Delivery and Security Association

Shared Assessments

FedRAMP JAB P-ATO

HIPAA / HITECH

FIPS 140-2

21 CFR Part 11

FERPA

DISA Level 2

CJIS

IRS 1075

ITAR-ready

Section 508 VPAT

European Union Model Clauses

EU Safe Harbor

United Kingdom G-Cloud

China Multi Layer Protection Scheme

China GB 18030

China CCCPPF

Singapore MTCS Level 3

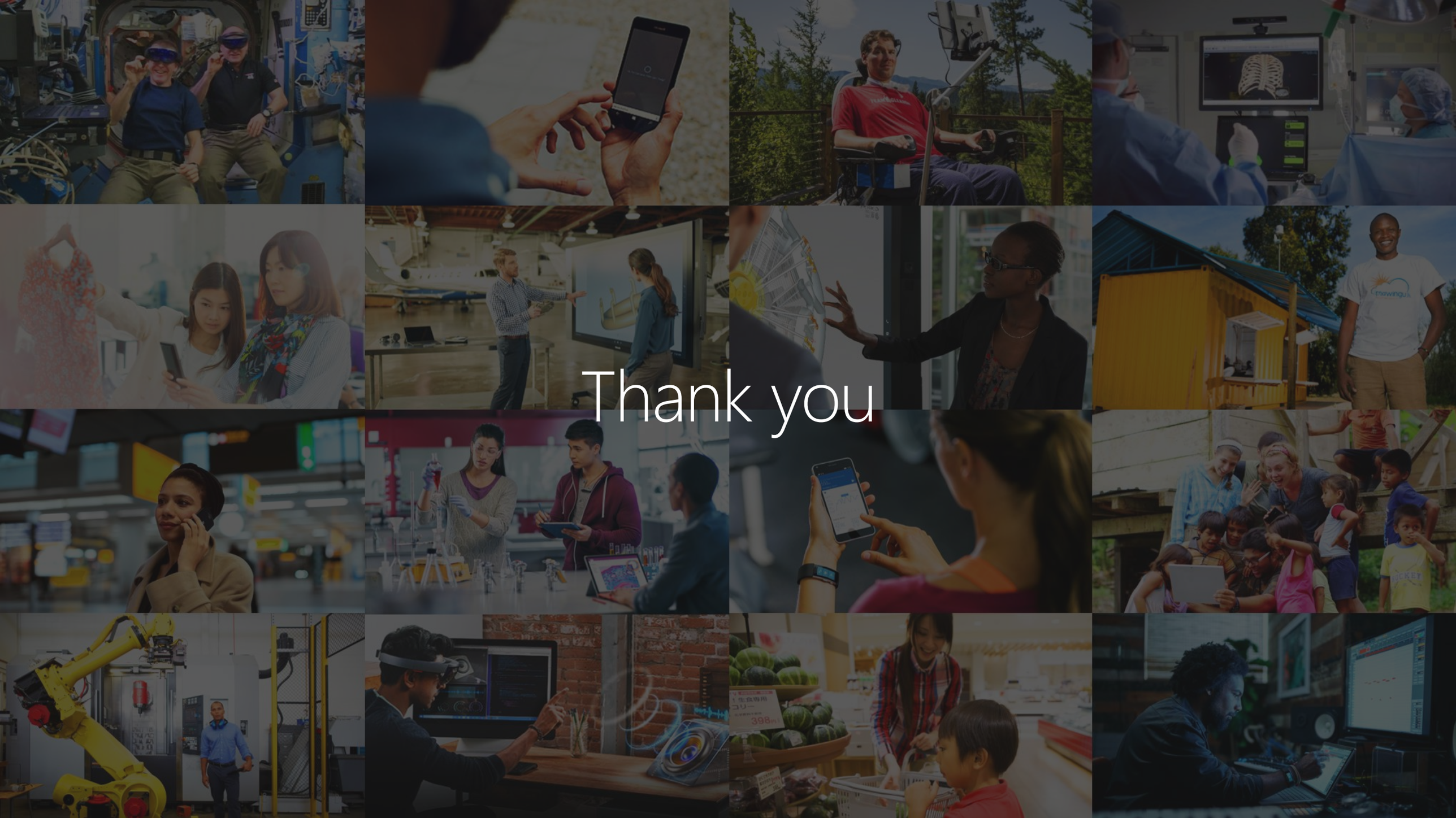
Australian Signals Directorate

New Zealand GCIO

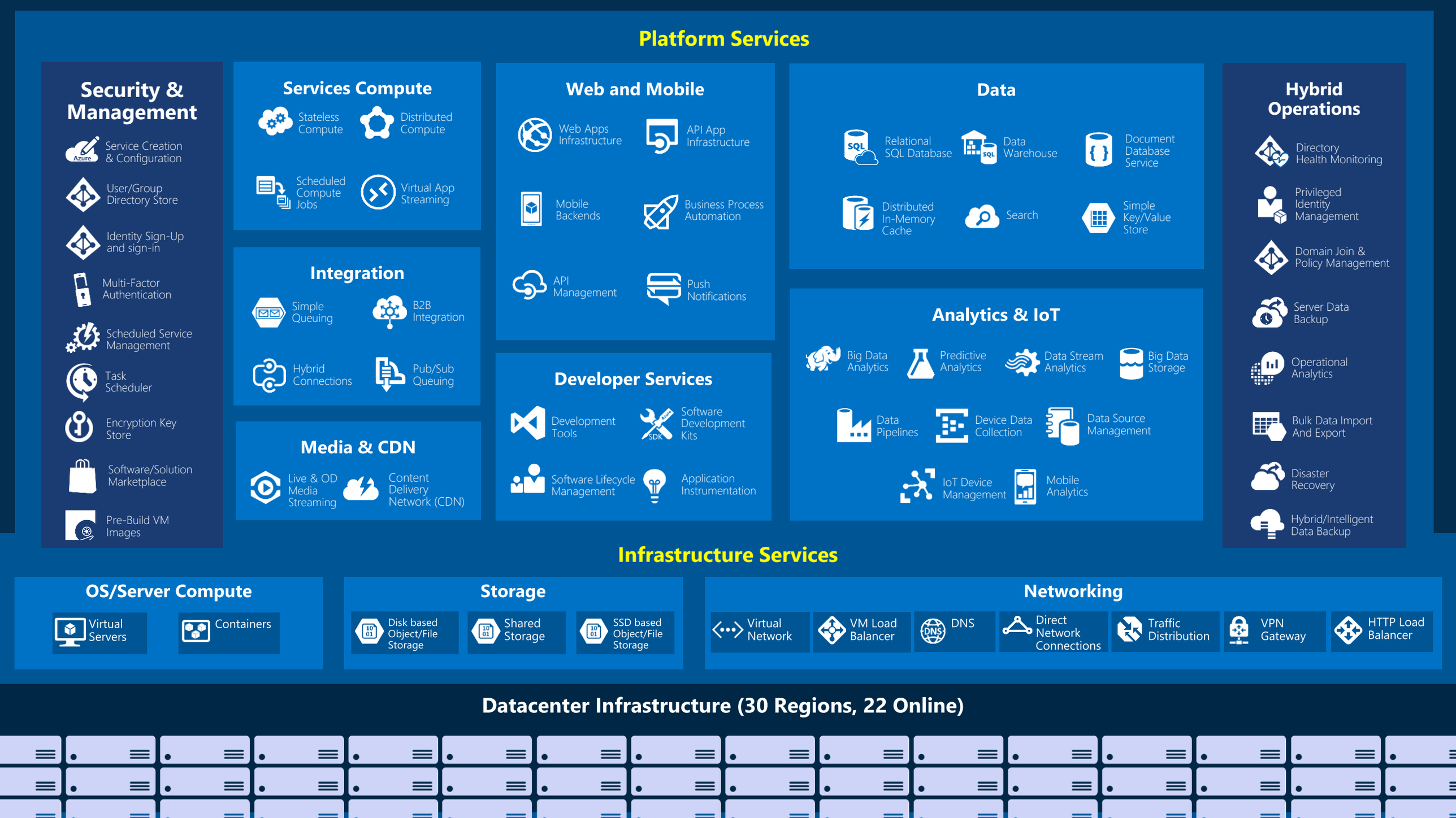
Japan Financial Services

ENISA IAF

Azure is an open cloud



Thank you


Platform Services
Security & Management
Service Creation & Configuration
User/Group Directory Store
Identity Sign-Up and sign-in
Multi-Factor Authentication
Scheduled Service Management
Task Scheduler
Encryption Key Store
Software/Solution Marketplace
Pre-Build VM Images
Services Compute
Stateless Compute
Distributed Compute
Scheduled Compute Jobs
Virtual App Streaming
Integration
Simple Queuing
B2B Integration
Hybrid Connections
Pub/Sub Queuing
Media & CDN
Live & OD Media Streaming
Content Delivery Network (CDN)
Web and Mobile
Web Apps Infrastructure
API App Infrastructure
Mobile Backends
Business Process Automation
API Management
Push Notifications
Developer Services
Development Tools
Software Development Kits
Software Lifecycle Management
Application Instrumentation
Data
Relational SQL Database
Data Warehouse
Document Database Service
Distributed In-Memory Cache
Search
Simple Key/Value Store
Analytics & IoT
Big Data Analytics
Predictive Analytics
Data Stream Analytics
Big Data Storage
Data Pipelines
Device Data Collection
Data Source Management
IoT Device Management
Mobile Analytics
Hybrid Operations
Directory Health Monitoring
Privileged Identity Management
Domain Join & Policy Management
Server Data Backup
Operational Analytics
Bulk Data Import And Export
Disaster Recovery
Hybrid/Intelligent Data Backup
Infrastructure Services
OS/Server Compute
Virtual Servers
Containers
Storage
Disk based Object/File Storage
Shared Storage
SSD based Object/File Storage
Networking
Virtual Network
VM Load Balancer
DNS
Direct Network Connections
Traffic Distribution
VPN Gateway
HTTP Load Balancer
Datacenter Infrastructure (30 Regions, 22 Online)