What is Cloud?

This is cloud

Cloud
Connectivity
Apps
Mobility
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

Data grows exponentially (50 – 60% Annually)

However most I/O happens to the “Working Set” data

Cloud Storage Opportunity

SAN storage cost = 4x Cloud storage
(source: Forrester)
Cloud Services

Private (On-Premise)
- Applications
- Runtimes
- Security & Integration
- Databases
- Servers
- Virtualization
- Server HW
- Storage
- Networking

Infrastructure (as a Service)
- Applications
- Runtimes
- Security & Integration
- Databases
- Servers
- Virtualization
- Server HW
- Storage
- Networking

Platform (as a Service)
- Applications
- Runtimes
- Security & Integration
- Databases
- Servers
- Virtualization
- Server HW
- Storage
- Networking

Software (as a Service)
- Applications
- Runtimes
- Security & Integration
- Databases
- Servers
- Virtualization
- Server HW
- Storage
- Networking

Customer Manage (light)
Vendor Managed (dark)
Create more personal computing

Interconnected Ambitions

Build the intelligent cloud platform

Reinvent productivity & business processes
Digital Transformation

How is your business being digitally transformed?

How is your business model being digitally transformed?
Digital Transformation

Systems of Intelligence

Engage your customers
Transform your products
Empower your employees
Optimize your operations
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.

“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

“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.

“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
“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—and 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
Azure Compliance
The largest compliance portfolio in the industry

ISO 27001   SOX 1 Type 2   SOX 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 CCCPFF   Singapore MTCS Level 3   Australian Signals Directorate   New Zealand GCIO   Japan Financial Services   ENISA IAF
Azure is an open cloud

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Thank you