Microsoft Infrastructure as a Service (IaaS) for COSN Partners

Discussion Guide

Overview

This discussion guide explains the challenges customers face with an on-premises infrastructure-as-a-service (IaaS) environment and the benefits customers can gain by migrating to a hybrid IaaS solution with a hosting services provider (HSP) and Microsoft Azure. It also covers likely customer objections to such a move along with suggested responses.

Target audience & roles

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

Specific roles: Solution Architect, System Engineer, Enterprise Architect

Customer challenges

Customers face these challenges with an on-premises DevOps environment:

High cost

Maintaining an on-premises IaaS fabric is becoming increasingly costly

Lack of agility

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

Delayed time to market

Lengthy setup and time-consuming maintenance of in-house servers extends 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 a hybrid IaaS environment addresses these concerns

Customers can lower both capital and operating costs by moving to hybrid IaaS implementation. 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 IaaS 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.

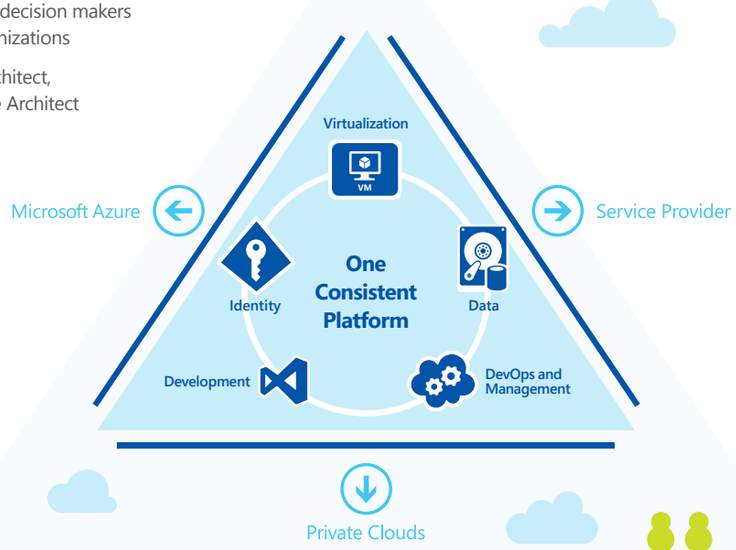
In a traditional IT shop, when business units need resources for a new project, they depend on IT to provision those resources. And while IT typically provides computing, network, and storage resources, it's often up to the business unit team to install and configure the software required for the project—a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

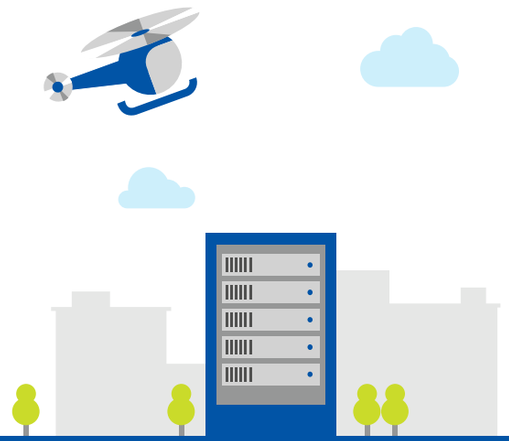
Organizations can reduce these complexities, speed up the provisioning process, and, as a result, speed time to market by moving to a private cloud infrastructure. The private cloud self-service model enables DevTest teams to quickly provision all resources for a project, including compute, network, 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 IaaS to a publicly 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 quickly and easily with a hosted hybrid IaaS environment.

Moving to the cloud takes the work and complexity out of managing an IaaS environment. By implementing a hosted hybrid IaaS 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.





Why hybrid IaaS?

Today's organizations require a flexible IT infrastructure that can scale on demand. A hybrid cloud offers the best of both worlds—allowing organizations to take advantage of external resources when it makes sense. The Microsoft hybrid cloud combines Azure, Windows Server, and Microsoft System Center, bringing the enterprise-grade technology of Microsoft to your customer's datacenter, your own datacenter, and their own global datacenters.

Extending into the cloud expands options without adding complexity. A Microsoft hybrid cloud lets you easily move workloads from an on-premises datacenter to an Azure or HSP datacenter while maintaining a 360-degree view of your infrastructure, no matter where it resides. You can build hybrid applications that leverage both on-premises and cloud resources. And you can take advantage of storage, backup, and recovery options with increased efficiency and reduced cost.

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 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.

Customer benefits

On-demand datacenters—also known as hybrid IaaS—provide compute power, memory, and storage, typically priced per hour and 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 IaaS is that it offers a cloud- based datacenter without requiring you to install new equipment or wait for process hardware procurement process—which means you can get IT resources that otherwise might be unavailable. Using a publicly hosted private cloud with the Cloud OS Network (COSN) provides the following benefits:

Cost-effective solution and savings.
Shifting to cloud technologies and automation reduces operational expenses, with substantial savings compared to traditional virtualization solutions.

Data sovereignty.
Data resides in the host's datacenter.

Security.
Gives you more control of your infrastructure with Microsoft solutions hosted by COSN.

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

Proactive IT.
Allows you to focus valuable IT resources on core business activity instead of the development, administration, maintenance, and testing of a wholly on-premises infrastructure.

Agility.
Quick, inexpensive testing of high-availability solutions.

Hybrid IaaS value proposition for HSPs

Hybrid IaaS offers the following advantages to HSPs:

Get advanced virtualization technology built in with Windows Server.

Increase resilience and load-balancing capabilities in your datacenter with the power of 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 and in the cloud.

Meet changing business needs with greater flexibility.

Deliver capacity on demand.

Opportunities for HSPs

Benefit from the new opportunities associated with implementing hybrid IaaS: Gain additional revenue streams by cross-selling managed services, such as migration services (customer site to hosted site to Azure, and vice versa) or heterogeneous workloads and application consulting.

Add more capabilities by providing complimentary solutions to your existing IaaS offerings.

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

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

Objections

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

Your answer:
Microsoft's hosted IaaS environment is powered by reliable, high-performance resources. Our customers report that the hosted virtual machines they use in our hybrid IaaS are significantly faster than their in-house machines.

We're concerned about the cost of a hosted DevOps environment.

Your answer:
Our hosted IaaS environment can actually lower your costs—even in hybrid scenarios. In case after case, our economies of scale enable us to provide an IaaS environment that effectively lowers our customers' capital and operating costs across the full spectrum of applications based on SQL Server and other Microsoft technologies.

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

Your answer:
Let us take the work and complexity out of moving your IaaS environment 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

Additional information
http://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/

Cloud OS Network
http://www.microsoft.com/en-us/server-cloud/cloud-os-network.aspx

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