



# UNDERSTANDING AZURE BENEFITS

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# **Why Customers Choose Azure**

# Azure Wins

Using the best  
messaging

Understand largest benefits of Azure based on  
specific customer pain and desires & articulate  
the Azure Value

# SCALABILITY

**Pay for what you use, grow as needed,  
contract as needed.**

- ✓ Pay for just the right amount of compute/storage as needed
- ✓ Great talking point for organizations that flex employees
  - ✓ Accounting firms
  - ✓ Law firms
  - ✓ Call center operations
  - ✓ Education/classroom/training

*"I love the scalability. With the ability to change it monthly, we can go up and down with employee count and the software each is running. This means we are able to match our costs with our business revenue."*

*"I get more flexibility. We pay for programs we want and need and change as needed. My business can adapt as needed without wondering what it will take for technology to be there to support my business."*

# FLEXIBILITY

**Some users have special requirements; give it to just those people.**

- ✓ Pay for the type of desktops customers need; no longer once size fits all
- ✓ Great talking point for organizations that flex employees
  - ✓ Construction firms
  - ✓ CAD/CAM/Photoshop users
  - ✓ Mix of full DaaS users or RemoteApp users

# PREDICTABILITY

**Be able to budget and know exactly what anticipated IT spend is on a recurring basis.**

- ✓ Even when requirements change, know exactly monthly spend changes by anticipated usage
- ✓ Great talking point for organizations that have budgets
  - ✓ Healthcare customers
  - ✓ Professional Services Firms
  - ✓ Non-profits

*"I have a predictable cost. I know ahead what my costs will be and can even predict the costs for changes in our capacity."*

*"I'm off the upgrade treadmill! I no longer have to research, plan for, pay for and do upgrades of hardware and much of our software. That's all included with being in the cloud."*

*"We no longer have outdated hardware and software. The cloud is providing us immediate access to the latest software and the fastest hardware, so we get a continued boost to our business from using current technology. Someone else keeps paying to maintain and upgrade it."*

# UPGRADABILITY

**Azure upgrades their infrastructure on an ongoing basis with new VMs released annually.**

- ✓ When you use Azure, you can upgrade to newer generation VMs with a simple reboot
- ✓ Great talking point for organizations that need cutting edge resources
  - ✓ CAD/CAM/Photoshop users
  - ✓ Power workers in all industries
  - ✓ Professional services organizations
  - ✓ Financial services

# PEACE OF MIND

**The customer doesn't need to worry about on premises infrastructure and neither does IT.**

- ✓ Azure engineering team maintains the Azure global infrastructure
- ✓ Great talking point for organizations that absolutely need uptime
  - ✓ Healthcare customers
  - ✓ Hospitality customers
  - ✓ Finance industry customers
  - ✓ State & local government

*"I have more peace of mind, since someone else is taking care of keeping us running, and managing so much of our IT."*



# CAPEX VS OPEX

**Azure's PAYG model gives customers the ability to start/stop without upfront costs.**

*"We had to shift to operating expense vs capital expense. Our budget and finance groups wouldn't allow us to buy technology. But with the cloud, we got more, now, and pay as we use it. Everyone is happy."*

- ✓ Customers are used to monthly recurring services and paying a huge upfront cost for hardware is no longer attractive to many
- ✓ Great talking point for organizations that don't want upfront costs
  - ✓ Smaller businesses
  - ✓ Start-ups
  - ✓ Full hardware refresh opportunities

# NO MORE HARDWARE/ REAL ESTATE

**Many employees need to work from home; who wants to refresh their hardware anymore?**

- ✓ Let Azure's datacenter expertise run your business and not rely on local power and cooling of your typical IT closet or server room
- ✓ Great talking point for organizations that have hybrid work or no longer needs an office
- ✓ Customers in areas prone to severe weather/natural disasters
- ✓ End of office lease/customer moving

*"We avoid the expense of having in-house server room. There's no need to dedicate space in the office for a server room. We aren't paying for cooling and doing temperature and humidity monitoring and control. We can use the space to produce money for our business instead of consuming money."*

*"We get much greater reliability and uptime. It's not only designed in, it's guaranteed. And they pay us if it ever isn't met."*

# RELIABILITY

**Azure has SLAs much greater than what can be achieved on premise for the money**

- ✓ SLAs are guaranteed and if not met, Azure provides refunds upon request to customers
- ✓ Great talking point for organizations that currently have unreliable or aging IT

*"We're able to use virtually any device to work with our cloud computers. My staff can use their own computer; whatever they are comfortable with. I can travel with a tablet and get work done or look up results, reports or activities. I can even do so from my smart phone."*

# ANY DEVICE, ANYWHERE

**Azure's VDI solutions allow you to access them from any device and from anywhere in the world. No VPN required**

- ✓ Azure's secure Remote Access client is available for Windows, Mac, iOS, Android, browsers and thin clients, practically any device that gets internet
- ✓ Great talking point for organizations that currently have a BYOD policy or use their personal devices
  - ✓ Offshore employees
  - ✓ Contractor based organizations

# SECURITY

**Azure employees over 3000 security experts that work around the clock to thwart hackers.**

*“Security is so much better. I have more confidence that my information stays only my information. I can easily add or remove users. I can control who has access to what information, from where, when. I can prevent my data from being downloaded or put onto media, where it could be given to a competitor. I get world-class protection.”*

- ✓ With modern work products, data can be kept secure even from internal threats
- ✓ Great talking point for organizations that are security conscious or have compliance requirements
  - ✓ Financial services customers
  - ✓ Healthcare compliance customers

# CORPORATE CONTROL

**Business owner and IT together have more control of what their end users can do.**

- ✓ Operating in a DaaS environment where end users do not have local admin rights help keep the end user experience clean and consistent
- ✓ Great talking point for organizations that want to provide control over end users
  - ✓ User on/off boarding

*"I have a more controlled workspace. I run a company and want my people to focus on using computers to work and take care of our customers. I like giving them the flexibility to set up their desktops within some limits, and yet having them only use the programs and functions that are both permitted and useful for them."*

# CHIP SHORTAGE

**The global chip shortage has made it harder and more expensive to acquire hardware.**

*“We’ve transferred business risk. The cost and risk of the acquisition, maintenance and use of technology, and its obsolescence, is now someone else’s problem.”*

- ✓ Businesses no longer need to work about acquiring hardware, let that be Microsoft’s problem
- ✓ Great talking point for organizations that are frequently purchase hardware or have shifting needs

# START-UPS AND NON-PROFITS

## **Microsoft gives away Azure credits for non-profits and start-ups.**

- ✓ Non-profits can claim \$3,500 annually of Azure spend, start-ups can get up to \$150,000
- ✓ Great talking point for organizations that are non-profits and want to get rid of hardware or buy new hardware. Start-ups that need funding to build applications in Azure

*"What an advantage for a Start-Up!  
The banks and investors want us to  
spend our startup money on bringing  
in business. Being in the cloud means  
we didn't spend it on IT."*



# Q&A



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