

# Meeting you where you are

## A pragmatic take on the journey to the cloud





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## Executive summary

Every company is in a different place when it comes to its digital transformation journey and use of the cloud. Microsoft is committed to providing solutions that enable organizations to make progress on their own terms to the cloud. In partnership with VMware, Microsoft has created the Azure VMware Solution to empower organizations to efficiently and cost effectively move existing VMware apps to Azure.



# Introduction

Over the past decade, business was brisk. Transformational initiatives were underway to use technology as a strategic asset. Momentum was building. Then the pandemic materialized, and in an instant, for many leaders and organizations, all plans and momentum were thrown out the window. New priorities and initiatives are required to keep things moving forward in our new reality.

At Microsoft we understand a lot is at stake. Every day, we're thinking about leaders like you, who are navigating through this moment in time – and how we can best help.

Our mission is to empower every person and every organization on the planet to achieve more. Our goal here is to help empower you and your organization to come out of this moment stronger and streamlined so you are set up for success now and in the future.

We are committed to bringing our resources and partnerships together to meet you where you are when it comes to you making progress on your evolving digital transformation journey.

Today there is a lot of external pressure to move faster—to accelerate big decisions and investments around digital transformation. The reality is that every organization is at a different place in the journey. Not every company was born in the cloud. Most have decades, if not a century, of processes, decisions, products/services, and technology layered and comingled. Because of these realities, and the new landscape we're all operating in, getting to the end of your transformation won't happen overnight (hint: the journey never ends).

While we all want to move faster, we believe this is a moment to be measured and thoughtful. The old idiom, "haste makes waste" is appropriate as hurried technology decisions could be another layer that needs to be unraveled down the road, or worse, ultimately becomes throwaway technical debt.

Here we take a pragmatic approach on how you can use technology to advance your business objectives. Our focus today will be on the foundational aspects of the cloud, and how you can continue to get value out of your existing technology investments.

**Microsoft's mission** is to empower every person and every organization on the planet to achieve more.

**Microsoft's goal** is to help empower you and your organization to come out of this moment stronger and streamlined so you are setup for success now and in the future.

The best next step for you may be thinking about the benefits of moving existing apps running in your datacenter to the cloud to support evolving business needs. Many organizations have relied on VMware and Microsoft for years as the foundation of their applications running in the datacenter. While you may be hearing that you need to build new apps in the cloud, why not take advantage of the existing investments you've made while moving your apps to the cloud? We at Microsoft want to support you in this important move. We created a solution to simplify migrating VMware- and Microsoft-powered apps to the cloud.

Before we dig into the details, we want to share a brief history of Microsoft and VMware, and how our partnership over the past two decades and innovation on behalf of our mutual customers is relevant in this moment in time.



## History of a great partnership

Twelve years ago, the business world faced a different challenge: The global financial meltdown and the ensuing Great Recession. At that time, most organizations were looking for ways to reduce costs and create efficiencies to weather the crisis. Technology budgets were slashed, and opportunities to reduce CapEx were a top priority.

Fortunately, there was an emerging technology solution at that time: virtualization. A software company called VMware was a pioneering leader in this technology and was helping organizations streamline their datacenter operations. With VMware's virtualization software, companies could run multiple apps virtually on a single server—versus running a single app, like SAP, on a single server.

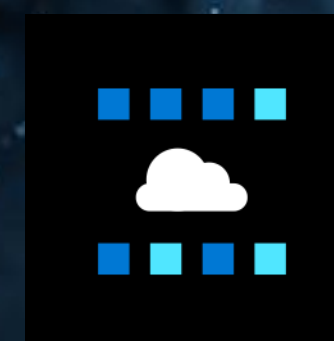
Overnight, companies were able to consolidate their datacenter infrastructure, immediately reducing costs, while getting dramatic efficiencies out of their server investments; many organizations saved millions a year using this technology. More often than not, Microsoft software was running in VMware's virtualized environment, with Microsoft Windows Server as the operating system and, frequently, Microsoft SQL Server as the database.

Together, this partnership delivered great value to mutual customers. Over the past decade, Microsoft and VMware have been closely collaborating to ensure that Microsoft products like Windows Server, run exceptionally well in VMware virtualization environments. Today, Microsoft and VMware remain committed to our mutual customer's success. As we did over a decade ago, we are looking for innovative solutions to help our customers move forward. Today, the big opportunity is the cloud.

### Virtualization



2009



2020

# Meeting you where you are

You've probably been reading about the increased usage of cloud resources during the pandemic. One recent survey of executives by Flexera found that 59 percent expect their cloud usage to be higher than planned before the pandemic.

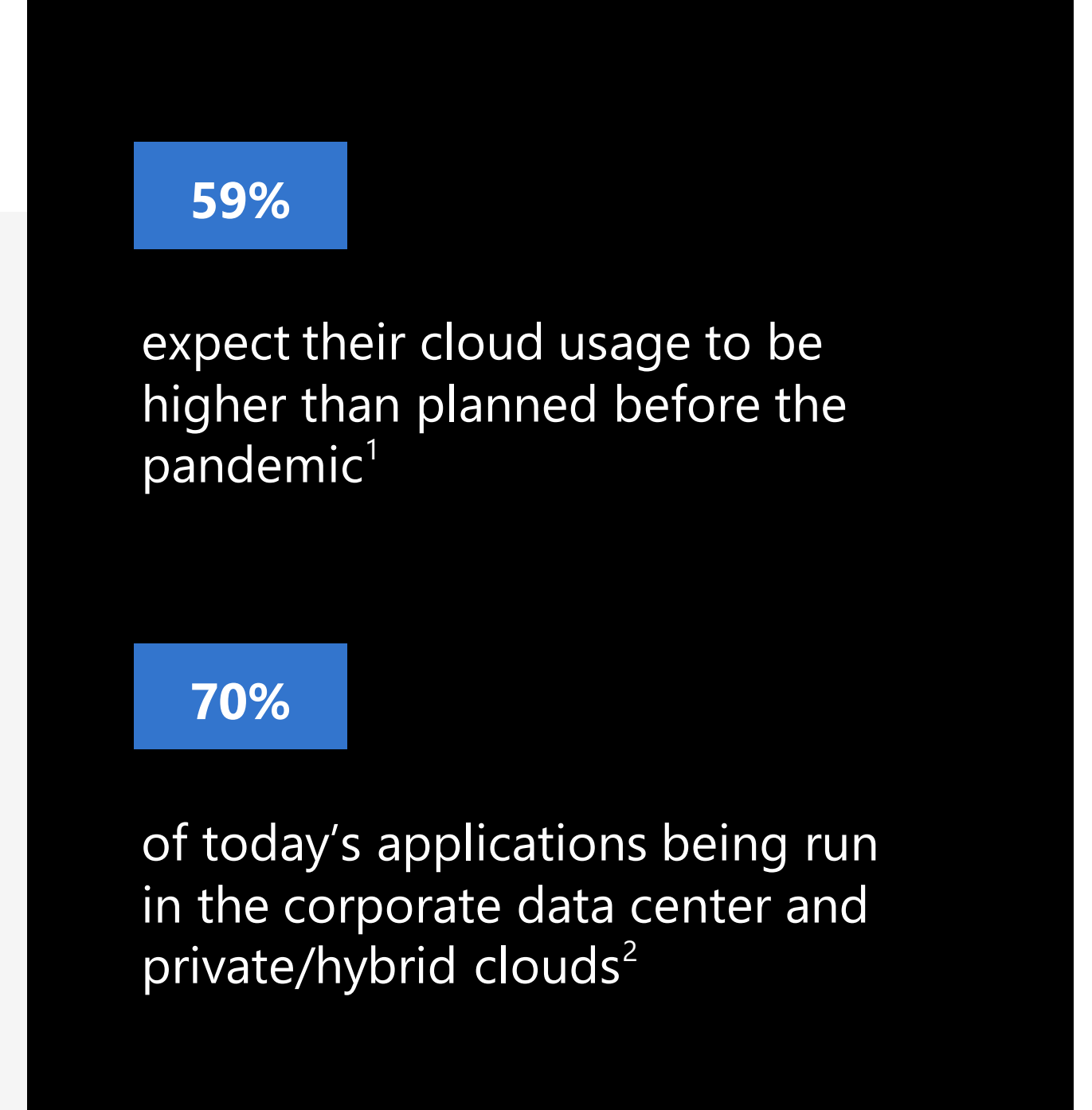
Before, cloud adoption might have signaled an investment to fuel business growth. Now, more organizations are taking advantage of the benefits of the cloud to make it easier for employees to work remotely or to shift critical applications to the cloud to ensure business continuity.

We also know there continues to be much hype around some of the more advanced uses of the cloud. This could be AI or machine learning apps, or advanced cloud-native apps to support a new customer need or business model. Much of that hype can be overwhelming—especially now, when taking on big, or advanced tech initiatives can seem daunting.

The reality for most leaders and organizations is that there is still foundational work to be done before advanced cloud projects are undertaken.

Many companies still rely on apps and workloads that are running in datacenters. There are still plenty of “legacy” apps running in datacenters that are essential to business. In some cases, it may not be financially viable for a business to modernize these apps, even if it could benefit from the scale and flexibility of a cloud model. A recent study by TECHAnalysis found approximately 70% of today's applications are still being run in the corporate data center and private/hybrid clouds. Along with these apps, we know that many organizations continue to rely on VMware and Microsoft solutions in their datacenters. Companies have spent years investing in these technologies and the skillsets required to operate and manage them. “Just moving everything to the cloud” is not as simple as just pressing a button.

There needs to be an easier way. What if Microsoft and VMware could work together to provide a solution that helps organizations using our mutual software technologies to simplify the move to the cloud? What if our customers could continue to use our familiar tools even after an app is moved



to the cloud? What if our customers could move their existing apps, as is, to the cloud without having to make any modifications?

The Azure VMware Solution was born to do just that. It provides the best of both worlds: the familiar VMware and Microsoft capabilities with the scalability, security, efficiencies, and potential that Microsoft Azure provides. The goal was to create a consistent and comprehensive solution to moving your apps to the cloud without disruption to your business, and provide a future path to innovate and expand on the value of cloud investments.

# The fastest path to the cloud

With the Azure VMware Solution, you can run your VMware estate—or a single app—on dedicated Azure infrastructure. You get to take advantage of your investments in VMware technologies, skills, and tools, while benefiting from the scale, performance, and innovation of Azure.

The solution provides a fast path to adopt the cloud, without the added pain of having to reformat existing assets to work in the new cloud environment. For example, when migrating core IT infrastructure to the cloud, many organizations worry about whether their legacy apps, which ran in their prior on-premises VMware environment, will still work, or if they will need to be refactored to run in the public cloud. The Azure VMware Solution removes that challenge by making it possible to run your VMware technology stack on Azure as if it were on-premises—no app refactoring, or extra skillsets needed.

The Azure VMware Solution also provides a powerful way to drive greater security across your existing apps, data, and IT environment.

Executives are more focused on security than ever, especially in light of employees working remotely, accessing critical apps outside of traditional domains. By moving workloads to the cloud, you gain a greater level of security through native Azure security services.

In addition, for companies that are already relying on Windows Server or Microsoft SQL Server, a move to Azure can enable a significant reduction in CapEx costs by taking advantage of savings available from Microsoft.

Organizations are using the Azure VMware Solution in a number of different ways to extend the value of their existing investments while getting started with the cloud.

Save up to

40%

on infrastructure-as-a-service

55%

on Azure SQL Database with Microsoft Azure



## Migrate existing assets “as is”

One of the fastest ways to start benefiting from the value of the cloud is to replicate existing IT systems, apps, and workloads natively in Azure (also known as a “lift and shift” migration) without needing to change them beforehand.



## Reducing your datacenter footprint

Another option for organizations is to use the scale of Azure as a way to enable decommissioning legacy infrastructure, once they have brought over resources into the cloud.



## Disaster recovery and business continuity

You can also deploy VMware resources on Azure for a primary or secondary on-demand recovery site to provide business continuity for your existing on-premises datacenter resources.



## Modernization

Lastly, you can take advantage of Azure tools and services to modernize your data center and applications, at the pace that’s right for your business. With Azure you’ll be able to lay the foundation for your development teams to build new cloud-based applications or modernize existing resources to align with your digital strategies.



## Success story: Healthcare industry

The Azure VMware Solution has provided organizations across many different industries a way to rapidly scale their infrastructure without large upfront costs. That flexibility can provide an invaluable edge to organizations, especially in uncertain economic climate like those driven by today's pandemic.

For example, if we take a look at the healthcare sector, impacts from the pandemic have come from several areas. One big challenge has been the skyrocketing demand for healthcare workers, which has in turn expanded shift sizes, and caused strains on the IT infrastructure supporting hospital systems that manage staffing, patient management, and record-keeping. At the same time, most healthcare organizations have been grappling with budget cuts and pressure to get more done with less.

The Azure VMware Solution has provided healthcare organizations with a cost-effective way to rapidly expand and contract their infrastructure without the need for large capital expenditures. Health care administrators are able to continue to leverage the same VMware tools they are used to, while strengthening security and compliance with HIPAA and other healthcare regulations through the Microsoft Azure platform.





## History of a great partnership

With the Azure VMware Solution, organizations get a fast path to the cloud and a seamless approach to get more value from existing technology investments. By migrating to Azure, you gain access to the platform's comprehensive suite of services and tools, opening opportunities to modernize apps and infrastructure components in a streamlined way, as needed by the business. As you continue to gain momentum in the cloud, you can also benefit from advanced capabilities, over time, to build new cloud-native apps, create Internet of Things solutions, or explore new business models and opportunities with Azure.

Together, Microsoft and VMware are helping organizations get more value from their technology assets while paving a path to digital transformation. With over two decades of collaboration, the Azure VMware Solution is providing Microsoft and VMware additional ways to deepen the partnership, from the engineering teams all the way to the companies' top executives.

"VMware and Microsoft have a long-standing partnership and a shared heritage in supporting our customers. Now, more than ever, it is important we come together and help them create stability and efficiency for their business. The new Azure VMware Solution gives customers the ability to use the same VMware foundation in Azure as they use in their private data centers. It provides a consistent operating model that can increase business ability and resiliency, reduces costs, and enables a native developer experience for all types of applications

–**Sanjay Poonen**  
Chief Operating Officer, VMware

"This is an amazing milestone for Microsoft and VMware to meet our customers where they are today on their cloud journey. The Azure VMware Solution is a great example of how we design Azure services to support a broad range of customer workloads. Through close collaboration with the VMware team, I'm excited that customers running VMware on-premises will be able to benefit from Azure's highly reliable infrastructure sooner." "

–**Jason Zander**  
Executive Vice President, Microsoft



# Continuing the conversation

Get in touch with your Microsoft executive to learn more about the Azure VMware Solution and try it out.

[aka.ms/AzureVmwareSolution](https://aka.ms/AzureVmwareSolution)

