

Cloud Transformation Simplified

Your Guide to Azure Migration & Modernization

The Cloud-First Imperative

Digital transformation is a driving force in business. No matter the industry, organizations continue to accelerate digital initiatives to advance their business and gain a competitive edge. That focus is more important than ever today as the world begins to move into the era of AI.

The cloud has been vital in helping organizations adapt to changes in the business landscape and evolving customer demands. While early digitization strategies focused on understanding where and how the cloud could benefit the business, those views have shifted and become more encompassing. Organizations today see cloud as a critical part of their overall technology portfolio, whether that means a hybrid environment or going “all in” on the cloud.

Microsoft Azure provides the foundation businesses need to adapt to address their top priorities, move faster, and be more resilient and adaptable to change. Yet despite recognizing its value, many organizations find cloud migration and modernization daunting. Let’s explore how The Tech Selector can help businesses like yours simplify the journey, with actionable insights and proven strategies to help you unlock Azure’s full potential faster.

Why Cloud? The Business Benefits of Azure

The inherent properties of cloud, including elasticity, high availability, security, scalability, and more, open a multitude of benefits for organizations. These benefits offer you ways to create significant business advantages while accelerating digital transformation initiatives.

By adopting Microsoft Azure, you can improve:



Cost: By shifting from a legacy capital expenditure model to a more flexible operational expenditure model, reduce costs, paying only for the resources and services you consume.



Built-in security: Securing data and applications from cloud to edge without disruption to reduce risk with industry-leading, comprehensive, multilayered security.



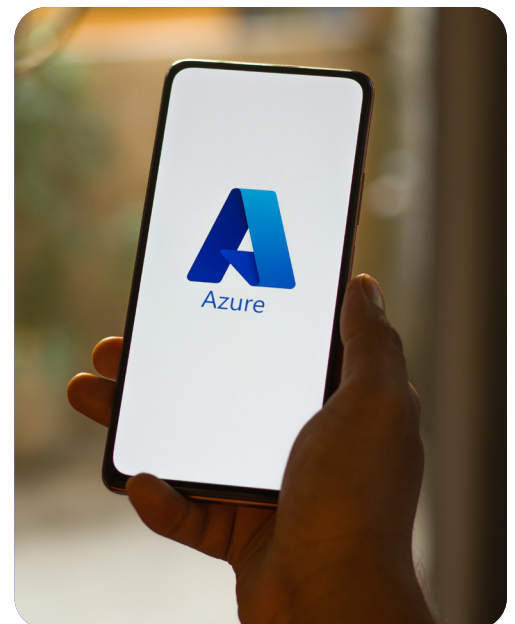
Time to market: Making it easier to innovate and bring new products, services, or enhancements to your customers at an accelerated pace.



Business insights: Providing a path to unify disparate data sources and bring a richer understanding of your customers, products, and services through data insights and analytics.



Scalability: Enabling you to meet surges in customer demand as needed, without straining your operations teams, infrastructure, or budgets.



Migration vs. Modernization: Two Paths to Transformation

Making progress on your digital goals with Microsoft Azure starts with a migration and modernization journey. The two initiatives are closely related yet bring different advantages for you to consider.

Migration: Building Your Cloud Foundation

Migrations involve moving applications, infrastructure, and data from your private, on-premises datacenter to the public or hybrid cloud. Migrations give you the foundation for an elastic, scalable, and secure infrastructure.

A cloud migration will help you start to realize several important benefits. For example, your organization may experience lower IT costs by rightsizing capacity, so you are only spending on the compute and storage resources that you use. When you need greater capacity, you can easily scale up usage, giving you a more flexible approach. You'll also be able to strengthen your overall security posture through Azure's comprehensive security controls and benefit from Microsoft's \$1 billion annual investment in securing its cloud environments.



Modernization: Unlocking Innovation

Modernization initiatives, on the other hand, involve updating existing or legacy applications to incorporate newer computing approaches, such as modern application frameworks or cloud-native technologies. Modernization allows you to innovate existing applications to provide better user experiences, greater business agility, and cost efficiencies. By adopting modern frameworks and technologies, you enable greater developer velocity, making it easier for your people to create, test, and launch new innovations.

Often, modernization projects build on migration to the cloud. For example, moving data to the cloud opens the door to gaining more value from the integration across your data and applications. Once your data is in the cloud, you can extend your cloud infrastructure foundation to apply more advanced analytics, or even integrate AI/ML approaches to glean richer and predictive insights from your data estate.



Transforming Your Data into a Strategic Asset

The world is changing, with new forces driving innovation every single day. One of the innovations on everyone's mind is artificial intelligence (AI) and what it means for the future. However, AI is already here; in the near future, all apps will be AI apps, giving businesses the security, agility, and velocity required to scale and transform.

Microsoft is leading the platform shift in the era of AI. Using the Microsoft Cloud to help harness the power of AI can help you drive value faster and shape the future of your business. The Tech Selector can help you leverage built-in AI that can help you differentiate from the competition and radically accelerate your organization's productivity.

First Things First

The first step to preparing your business for the new AI era is to get your data estate ready by migrating to Azure. This gives you the foundation for better AI experiences so you can build AI-powered applications in the cloud and drive developer and sales productivity. When you use products across the Microsoft platform, you'll bring together identity, applications, management, security and enterprise data to incorporate AI more efficiently across your business.

Microsoft is also committed to advancing the principles and practice of implementing AI responsibly. Security and trust are built into the platform and solutions right from the start, and purpose-built AI infrastructure delivers reliability and performance at scale.

And you always maintain control of your data; Microsoft will never use it without consent.



The Data Transformation

When your data is in the cloud, you have the opportunity to turn it into one of your most strategic assets. Studies have shown that organizations that embrace the value of data fare better in adjusting to rapid market changes: they are able to be more agile, anticipate and predict change, and pivot as needed to better serve customers. In fact, 54% of businesses saw increases in revenue performance after embracing data and analytics, 44% saw faster time to market, 62% saw improvement in customer satisfaction, and 54% saw increased profit results¹.

Yet for many organizations, extracting more value from data has not been easy. The volume, variety, and velocity of data are all accelerating, making it challenging to get a holistic view of data estates. That complexity makes it difficult to answer fundamental questions, like:

- **What data do I have? Is it trustworthy?**
- **Are we managing all this data in a compliant way?**

- **Are people getting the data they need to make the right decisions?**
- **Are they getting this data fast enough?**

A cloud-based approach to data can help you answer these questions by unifying and connecting all your data assets. You'll be able to scale and accelerate your approach to data so that you can harness and analyze a constant stream of data, applying analytics and AI to glean rich insights and drive better decisions.

In essence, you'll create a positive digital feedback loop where you'll be able to drive greater transformation to improve customer experiences, transform products and services based on signals from users, empower employees to be more productive, and more.



¹ Harvard Business Review, "Understanding Why Analytics Strategies Fall Short for Some, But Not for Others," October 2019.

Top Use Cases for Azure Success

Migrating to the cloud is just the beginning. During your journey to the cloud, you can take advantage of additional cloud capabilities that yield value in other areas.

Here are some of the most popular use cases for Azure:



Legacy system modernization

Create a strong infrastructure foundation by moving legacy infrastructure to Azure. You'll be able to take advantage of Azure services that help boost performance and increase operational efficiencies for your organization.



Accelerate innovation

With the pace of business continuously accelerating, organizations need to decrease time to market, ensuring new innovations are accessible to customers faster. Azure provides a fully managed platform with robust tools and capabilities to meet your application development needs—from migrations to legacy application modernizations to building new cloud-native applications, and more—so your people can make progress faster.



Security and compliance

With security a top priority for business and technology leaders, organizations are looking to the cloud for all the ways it can help in protecting valuable data, apps, and infrastructure. Azure offers a secure cloud foundation with multilayered, built-in security controls and unique threat intelligence to help your security teams identify and protect against evolving threats.



Data estate modernization

Many organizations today struggle to gain additional value from the large and distributed data estates within the business. Azure's data and analytics services provide a path to unify that data in the cloud and make it easier to gather, store, process, analyze, and visualize your data to gain better and more actionable insights for your organization.



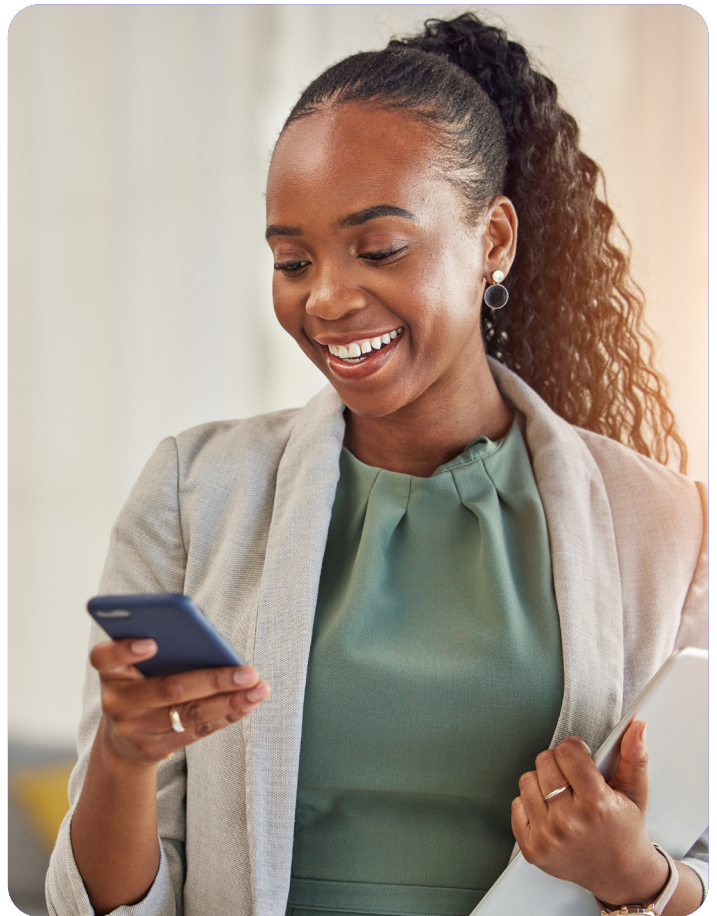
Application modernization

Modernize legacy applications to deliver enhanced experiences to your customers and employees. Azure also makes it easier to develop new applications, so you can build, manage, and continuously deliver improved application experiences.



Support hybrid IT estates

Many organizations take a gradual approach to the cloud, migrating some core systems and applications but also maintaining legacy on-premises infrastructures and applications. Microsoft has built Azure with that reality in mind: it's designed to help you bring the agility and innovation of the cloud to your on-premises environments. Azure provides a holistic, seamless, and secure approach that's consistent across your on-premises and cloud resources.



As you consider which of these use cases best suit your business, keep in mind that 72% of organizations already have a hybrid cloud strategy and 67% of SMBs have workloads in the cloud.²



Getting Started: Your Flexible Cloud Roadmap

When approaching either a migration or modernization initiative, The Tech Selector provides flexible options for getting started. You can opt to handle the migration on its own or alongside modernization goals, depending on your organization's needs.

Focusing on the migration first provides the benefit of letting you reduce your datacenter footprint quickly. You realize more immediate cost savings as a result. And this approach allows more time for testing and optimizing applications to ensure cloud readiness.

Adding modernization workstreams while you are migrating helps you decrease your time to market. Rather than the most rapid cost savings, you'll be focusing more on unlocking application innovations that deliver richer user experiences and enhance productivity. At the same time, you'll have the opportunity to accelerate the velocity of application development.

Your approach doesn't have to be all one way or the other. You have flexibility to choose to directly migrate some systems and apps, while other systems and apps might benefit more from a modernization effort.

Even more importantly, you don't have to migrate everything at once. Azure gives you the flexibility to migrate at your pace, supporting you with hybrid solutions that make managing and governing cloud and on-premises assets easier and enabling consistent experiences across both domains.

That's why we begin by performing a Cloud Readiness Assessment to help you select your path forward, determine the effort required to migrate or modernize, and gauge the timing that would be most beneficial for your organization.

Ready to Start Your Cloud Journey?

The cloud is no longer optional—it's the foundation for innovation, security, and growth. As a trusted Microsoft partner, The Tech Selector specializes in helping businesses navigate every stage of their cloud transformation. Our expert consultants provide tailored assessments to help you identify the best migration or modernization path for your needs, seamless implementation by connecting you with certified Azure specialists for stress-free adoption, and ongoing optimization to help you maximize the return on your investment with continuous support.



Contact us today
to simplify your cloud journey.