

Delivering Business agility with Hybrid Clouds

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Hosting Service Providers
Microsoft



Outline

- Age of the Customer
- Hybrid Cloud
- The Benefist of Partnering with a Service provider
- The Cloud OS Network
- Combined Value Propositions

Access to Cloud >

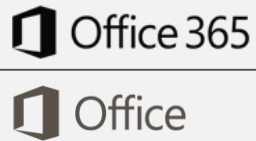
45%

of customers
implementing cloud
solutions prefer that their
connection to public
cloud is through a hoster



Partnering with Service Providers >

Productivity &



Customers

Platform &

Microsoft Azure
Cloud OS

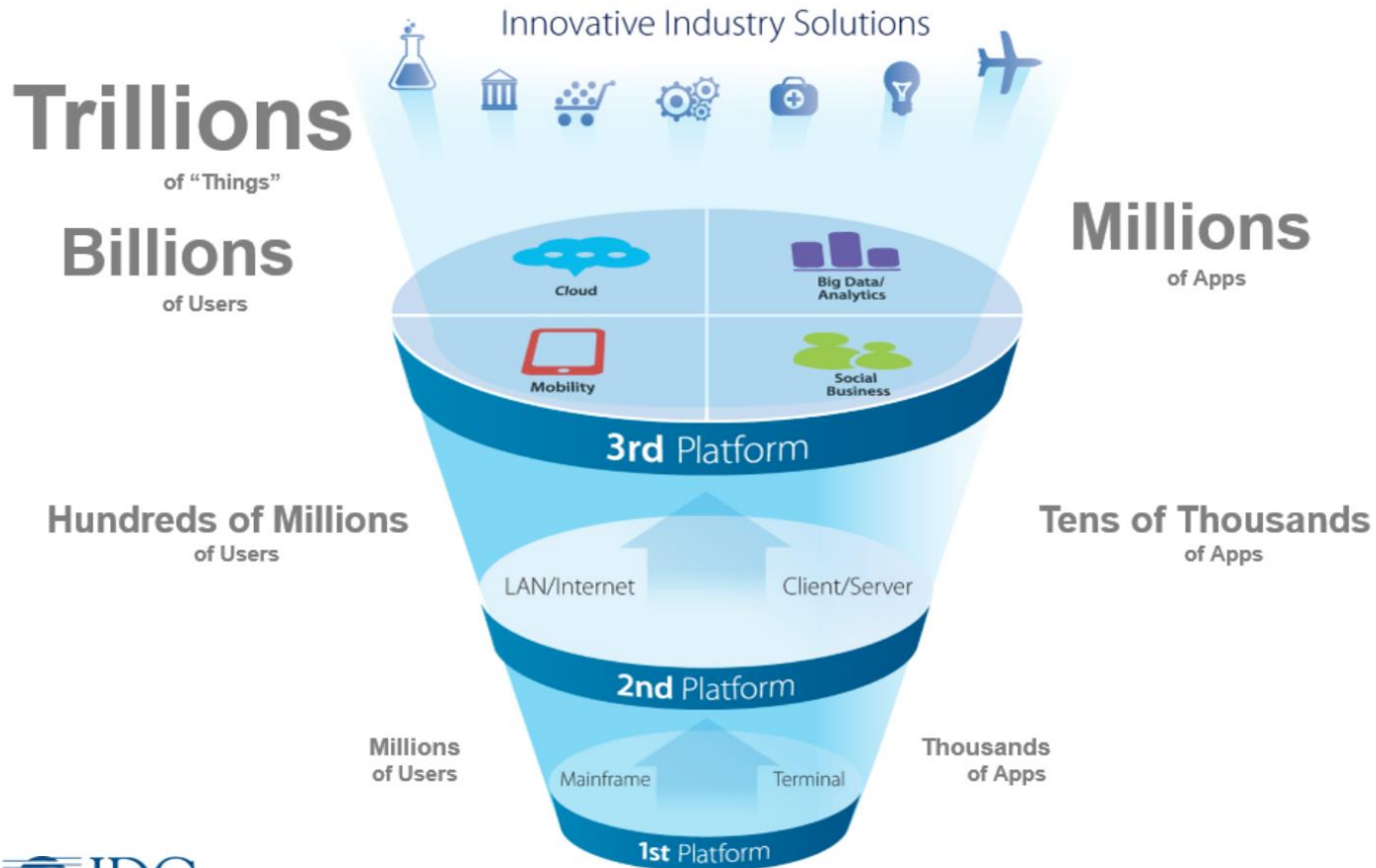


Ecosystem



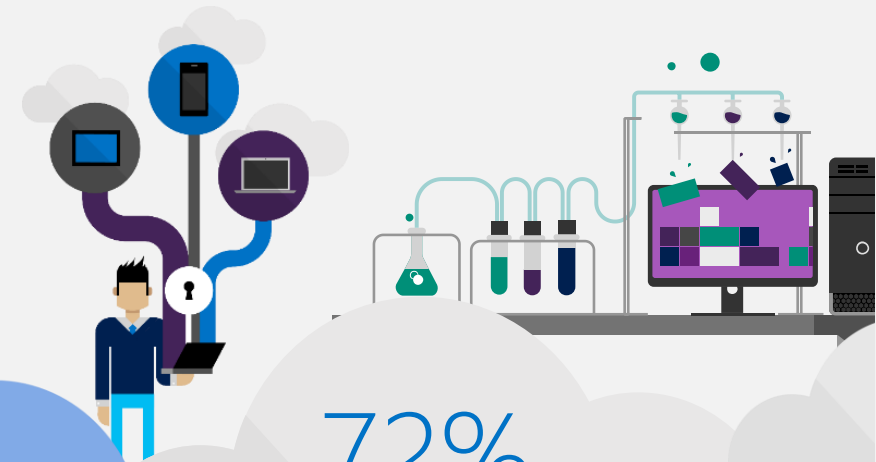
The Data Explosion

3rd Platform of IT Innovation & Growth



The Cloud Moves Mainstream >

Driving Hybrid Clouds



\$107.2B

IT's WW public cloud services spend by 2017 with a **23.5% CAGR**¹

"Nearly **50%** of large enterprises will likely have hybrid cloud deployments by the end of 2017."²

72%

of customers are leveraging cloud for their applications – from pilots to production apps³

Capitalize on opportunities with Microsoft's Cloud OS



Datacenter

22M

servers running Windows Server 2003 nearing end-of-life

Data

\$50-60B

partner revenue potential on Microsoft's data platform

Devices

102%

Microsoft partner mobile device management growth estimate over the next 3 years

Apps

40%

gross margin by delivering apps on Microsoft Azure PaaS

IoT

2.3B

intelligent systems by 2017⁴



Source:

1: IDC eBook, sponsored by Microsoft, Successful Cloud Partners 2.0, May 2014

2: Gartner Press Release, "Gartner Says Nearly Half of Large Enterprises Will Have Hybrid Cloud Deployments by the End of 2017", October 1, 2013. <http://www.gartner.com/newsroom/id/2599315>

3: 451 Research, Hosting and Cloud Study, 2014

4: Microsoft Internal Analysis based on IDC data

Hybrid Cloud Drives Market Growth

"Nearly **50%** of large enterprises will likely have hybrid cloud deployments by the end of 2017."¹

45%

of total IT services spent on cloud services by 2020²

Partners expect **40%** of revenue to come from cloud-related products & services in 2-years time³

Customer IT Budget Allocations in 2015⁴

- Q • What % of your total IT budget in 2013 is allocated to IT resources?
• And, how do you expect the budget will be split in 2 years?

62%

Hybrid & public cloud services

15%

SaaS

9%

PaaS

18%

Hosted Infrastructure Services (IaaS)

13%

Outsourcing Services

6%

Colocation

38%

On-premises

38%

In datacenters or sites your organization operates

¹ Gartner, Inc. 2013. Press Release: <http://www.gartner.com/newsroom/id/2599315>

² 2020: Transform Your IT Infrastructure And Operations Practice, Forrester Research, Inc., October, 2012

³ Sources: IDC, 2014, Successful Cloud Partners 2.0: What IT Solution Providers Need To Know To Build Profitable Cloud Practices

⁴ Source: 451 Research, 2014. Hosting and Cloud Study 2014 Hosting and Cloud Go Mainstream

The Road to Hybrid is Private >

61%

**Private on-premise
to Private off-premise
cloud is the dominant
hybrid model**

32%

**Spending on
hosted private cloud**

highest rate of
growth for
off-premise
infrastructure



Cloud OS Network >

A [select group of Microsoft partners](#) committed to the [strategic business opportunity](#) of providing customers with Microsoft-validated services including [powerful hybrid cloud solutions](#) that utilize the [Microsoft Cloud Platform and Microsoft Azure](#) global cloud.

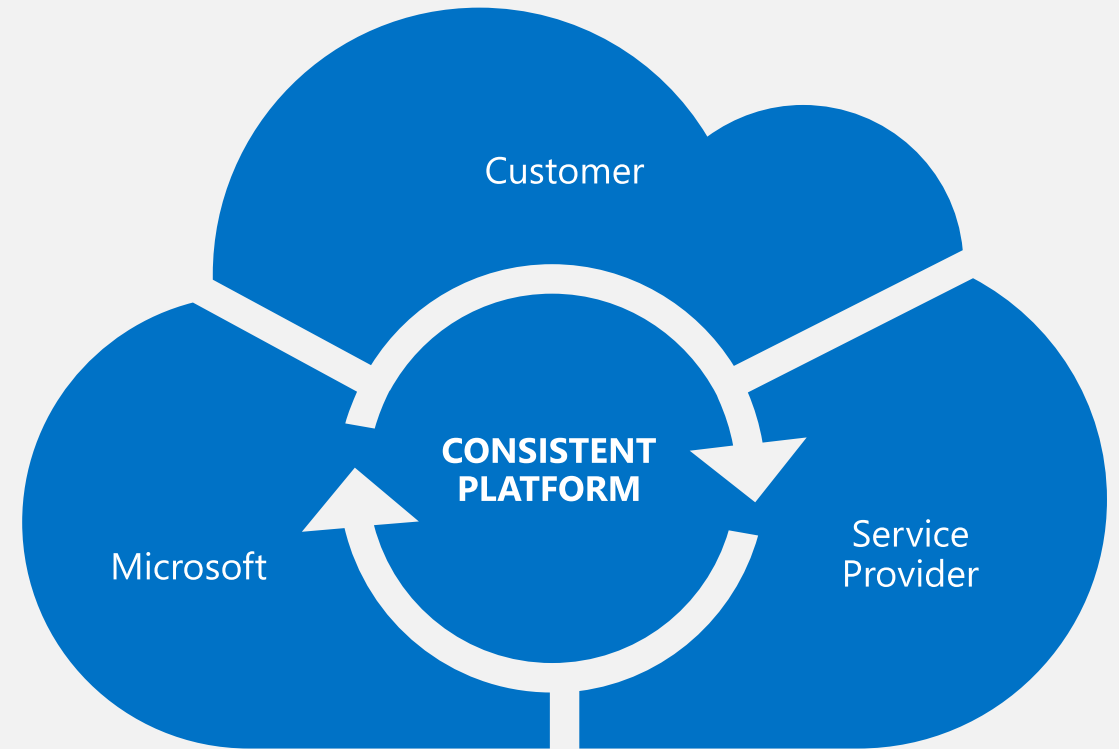


Microsoft
Cloud OS Network
Partner

Microsoft Cloud Platform

The platform for hybrid cloud enables IT to:

- empower **enterprise mobility**
- create the **Internet of your things**
- enable **application** innovation
- unlock **insights** on any data
- transform the **datacenter**



Development

Management

Identity

Data

Virtualization

Cloud OS Network global footprint >

100+

World-class partners

3.7M+

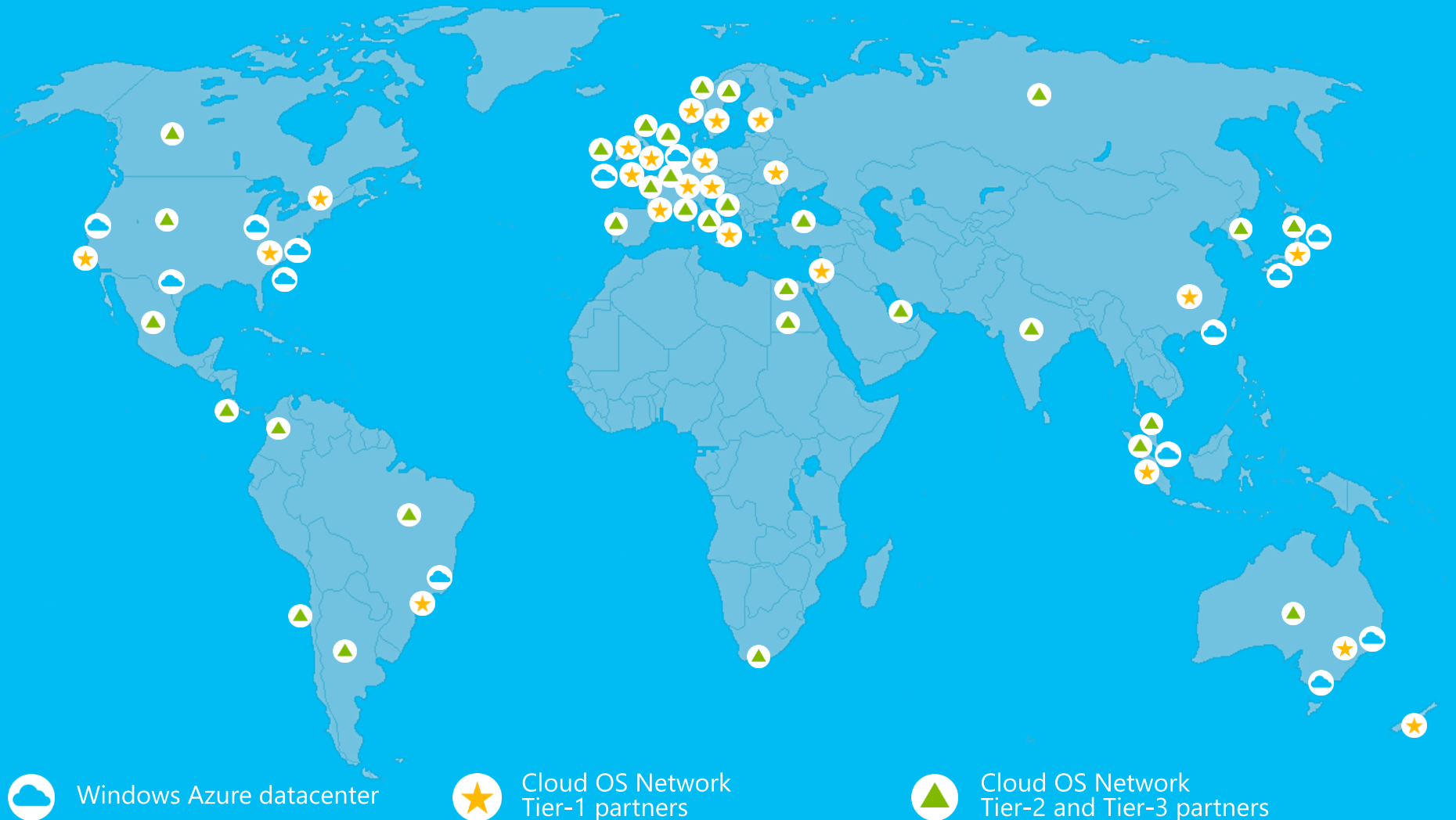
Customers every day

600+

Local datacenters

100+

Countries



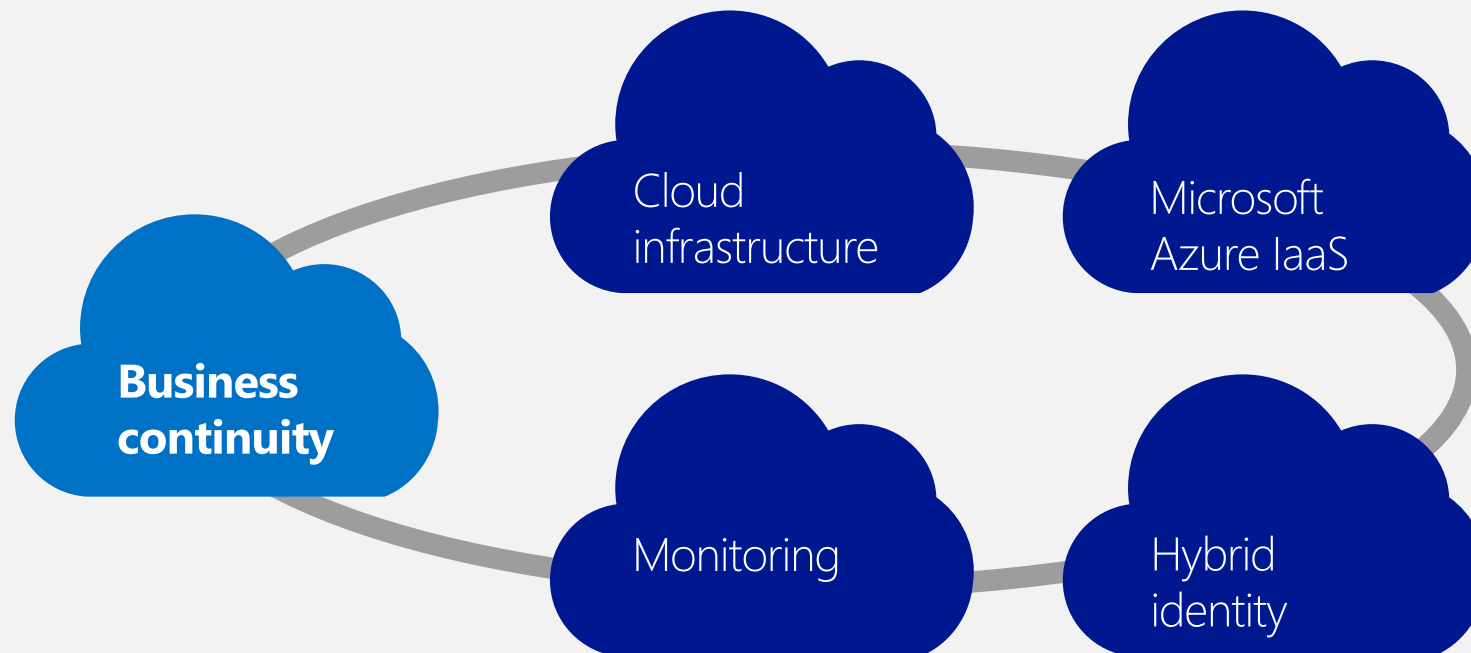
Cloud OS Network momentum >



Hatteland Value propositions based on Cloud OS

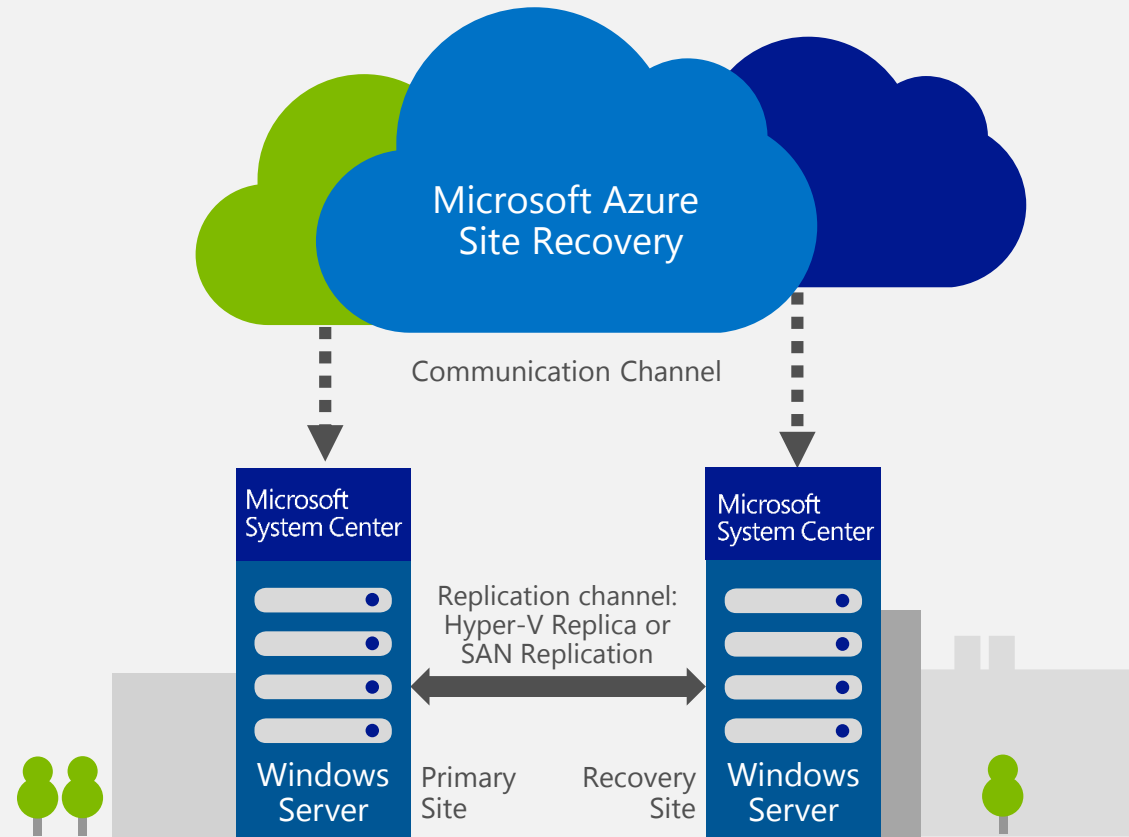
DRaaS: Disaster recovery as a service for Business continuity

3D Cloud: Virtualized desktops with high performance computing



Safeguard your customer's applications

On-premises to on-premises protection with Azure Site Recovery



Key features include:

Automated VM protection & replication
Remote health monitoring

Customizable recovery plans
Integration with existing investments

Support for heterogeneous environments
No-impact recovery plan testing
Orchestrated recovery of tiered applications

Benefits of DRaaS with ASR



Minimal investment – no dedicated secondary site



Time to implement and recover is reduced



Assured recovery of systems and applications



Monitoring & management of protection & recovery



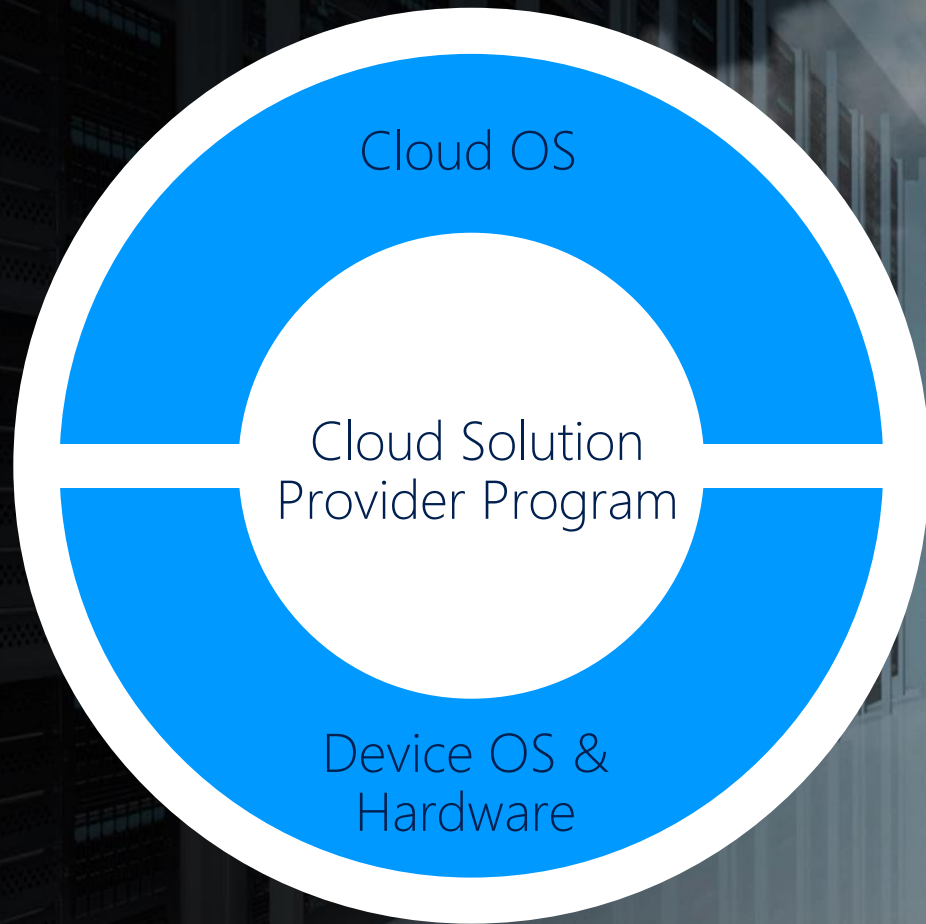
Struggle free testing

Jakob Hatteland Solutions (Energy World stand nr. 10)

www.hatteland.com

sales.solutions@hatteland.com

Hosting + Cloud Transformation >



Delivering business outcomes

No one-size fits all

Public and Private cloud are converging



Microsoft