

# CUSTOMER STORY

## Microsoft

**Scenario #1**

**Scenario Description**

- 7 offices plus several remote employees
- Proprietary insurance industry legacy applications running on-premises
- Remote workers need access to legacy apps
- Employees use variety of devices for accessing applications (PC, tablet, phone)
- Have spikes of very heavy usage during month
- Legacy applications experience frequent downtime due to hardware failure
- Have aging hardware in need of refresh

**Business Problem:**

- Legacy applications difficult for remote workers to

**Scenario #2**

**Scenario Description**

- US-based cancer research center opening new office in Canada
- Want to move specific workloads to Azure
- Highly regulated industry with compliance requirements
- Customer requires High Availability for their infrastructure
- Need reliable connectivity between US and Canadian offices
- Patients, doctors, staff and HR all need access to data
- Clinical trials/research findings and electronic medical records require large storage capacity
- Research Center is implementing new Online "MyChart" system giving patients access to health information
- Research center needs hybrid connectivity between Azure and their on-premises private cloud

**Business Problems**

- Canadian office needs to comply with strict data sovereignty rules
- New Online "MyChart" system has created a big increase in data capacity needs
- Outgrowing current on-premises datacenter infrastructure
- Need cloud solution that is HIPAA certified
- Security is a big concern for CIO
- Current private infrastructure has frequent outages causing disruption to their business and customers
- Cost of private/collocated infrastructure is escalating
- IT staff has limited Azure/public cloud experience

**Scenario #3**

**Scenario Description**

- Company has aging on-premises hardware
- Retail is regulated industry with strict IT requirements
- eCommerce site that is outgrowing existing infrastructure
- ing their capacity needs
- to hire more staff
- In location on a variety of
- POS system that supports
- having existing POS to
- payment processing -

**Business Problems**

- Retail chain facing large capital expenditures with impending hardware refresh needs
- They need solution which meets all IT requirements
- Data capacity requirements are increasing exponentially
- Increased compute capacity is crucial with new stores, new POS system and holiday spikes in eCommerce
- Security is very important, want to protect customer data and company image
- High availability is also very important for eCommerce site
- Need to hire third-party service provider to provide Azure expertise and supplement existing IT staff
- Needs hybrid connectivity for consistent real-time reporting from individual stores
- Need solution which allows for access from multiple devices (PC, tablet, phone)

**How Moving to Azure Help Solve Their Business Problems:**

- Moving workloads to Azure allows their data to be hosted in Microsoft's Canadian datacenters in accordance with Canada's data sovereignty laws
- Azure's on-demand scalability can easily handle their new MyChart system's data capacity requirements
- Hosting workloads on Azure helps them with their HIPAA compliance requirements
- Azure's 99.9% uptime guarantee helps them meet their SLAs for their internal departments as well as their customers
- Robust security features are built into Azure from the ground up, giving the Research Center an increased level of security from their current environment
- Moving to Azure helped cut down costs while expanding capacity by offloading large amounts of data into Azure's secure public cloud
- Azure's sophisticated Hybrid capabilities gives the research center the connectivity between systems required by their business. Azure ExpressRoute offers a higher level of secure connection by bypassing the public internet
- A third-party service provider eased customer support burden by helping with planning, migration and on-going support for new Azure deployment

**Recommended Package:**

- Azure VMs
- Azure Site Recovery
- Azure Backup
- Azure ExpressRoute
- Planning, migration and support services <Partner to add additional services>

**Company Size:** 250 Employees  
**Industry:** Insurance Company

**Compliance Needs**

**Company Size:** 1,800 Employees  
**Industry:** Cancer Research Center

**Recommended Package:**

- Azure VMs
- Azure Site Recovery
- Azure Backup
- Azure ExpressRoute
- Planning, migration and support services <Partner to add additional services>

**Solution Overview**

**Products and Services**

Scenarios

**Industry**

Information Technology & Services

**Organization Size**

10,001+ Employees

**Country**

Worldwide

**Language**

English

## Microsoft Supports Partners with Azure Scenarios

Understanding Azure scenarios make for better sales materials.

### Understanding their needs:

The popularity of cloud computing has grown significantly over the past few years. More and more businesses want to make the transition to the cloud but are unsure where to start, turning to technology service providers for advice on the best solutions. Looking to support their partners, Microsoft wanted to provide materials that would help partners successfully launch and sell Microsoft Azure products.

### How we helped:

The cloud computing space is filled with a multitude of cloud solution offerings, leaving businesses and technology service providers confused as to what is the best fit. Sensing this confusion, Microsoft engaged EMM to provide their partners with information that helped them understand the best candidates for Microsoft Azure.

EMM created scenarios as a way to showcase how Microsoft Azure can help businesses of varying sizes and industries. Each scenario includes a description of where a customer is now and what challenges they are facing. They also include more technical pain points, such as needing to be HIPAA compliant or cross-border data privacy regulations, and highlighted the features and components of Microsoft Azure that can help solve for those challenges.

# CUSTOMER STORY

## Microsoft

Scenario #1		Scenario #2		Scenario #3	
Legacy Applications	Scenario Description	Business Problem:	Scenario Description	Business Problems	Business Problems
<p>Company Size: 250 Employees Industry: Insurance Company</p> <p>Recommended Package:</p> <ul style="list-style-type: none"> <li>Azure VMs</li> <li>Azure Site Recovery</li> <li>Azure Backup</li> <li>Planning, migration and support services &lt;Partner to add additional services&gt;</li> </ul>	<ul style="list-style-type: none"> <li>7 offices plus several remote employees</li> <li>Proprietary insurance industry legacy applications running on-premises</li> <li>Remote workers need access to legacy apps</li> <li>Employees use variety of devices for accessing applications (PC, tablet, phone)</li> <li>Have spikes of very heavy usage during month</li> <li>Legacy applications experience frequent downtime due to hardware failure</li> <li>Have aging hardware in need of refresh</li> </ul>	<ul style="list-style-type: none"> <li>Legacy applications difficult for remote workers to access</li> </ul>	<p>Company has aging on-premises hardware</p> <ul style="list-style-type: none"> <li>Retail is regulated industry with strict IT requirements</li> <li>eCommerce site that is outgrowing existing infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Retail chain facing large capital expenditures with impending hardware refresh needs</li> <li>They need solution which meets all IT requirements</li> <li>Data capacity requirements are increasing exponentially</li> <li>Increased compute capacity is crucial with new stores, new POS system and holiday spikes in eCommerce</li> <li>Security is very important, want to protect customer data and company image</li> <li>High availability is also very important for eCommerce site</li> <li>Need to hire third party service provider to provide Azure expertise and supplement existing IT staff</li> <li>Need hybrid connectivity for consistent real-time reporting from individual stores</li> <li>Need solution which allows for access from multiple devices (PC, tablet, phone)</li> </ul>	<ul style="list-style-type: none"> <li>Retail chain facing large capital expenditures with impending hardware refresh needs</li> <li>They need solution which meets all IT requirements</li> <li>Data capacity requirements are increasing exponentially</li> <li>Increased compute capacity is crucial with new stores, new POS system and holiday spikes in eCommerce</li> <li>Security is very important, want to protect customer data and company image</li> <li>High availability is also very important for eCommerce site</li> <li>Need to hire third party service provider to provide Azure expertise and supplement existing IT staff</li> <li>Need hybrid connectivity for consistent real-time reporting from individual stores</li> <li>Need solution which allows for access from multiple devices (PC, tablet, phone)</li> </ul>
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### Solution Overview

**Products and Services**  
Scenarios

**Industry**  
Computer Software

**Organization Size**  
10,001+ Employees

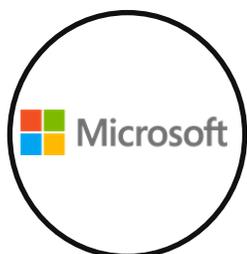
**Country**  
Worldwide

**Language**  
English

### How we helped (continued):

The Microsoft Azure scenarios give sales teams talking points, along with ideas of what to listen for when working with clients and what challenges they can help solve. The scenarios also give marketing departments a solid foundation to build customer materials.

For those partners new to offering Microsoft Azure, the scenarios can be used as pre-launch and launch materials, acting as temporary case studies that will be replaced with their own customer success stories as time goes along.



*"Well Done. I am thankful for our partnership and the continued opportunity we have to influence an entire industry. Thank you for your continued outstanding efforts."*

- Rich Cannon, Microsoft