

# Optimize your investments with Azure Migration

Your customers' on-premises infrastructure may be reaching end of support. Windows Server 2012 and 2012 R2 are reaching end of support in October 2023, and SQL Server 2012 reached end of support in July 2022.

**Migrate your customers to Azure to ensure they're receiving the most advanced security, performance, and innovation.**

As a partner, you can help your customers take advantage of the benefits of the cloud whilst expanding your portfolio of offerings and generating revenue.



## What is the opportunity?

On-premises costs continue to rise due to supply chain shortages, uncertainty in global economics, skills shortages, and rising security concerns.

Moving to the cloud provides partners with the opportunity to improve security and increase innovation with hybrid capabilities whilst also meeting the current uncertainty and challenges we see in the digital world.

## Why choose Azure?



**Cost savings** - Cloud computing can reduce capital expenses for hardware and software and the operational expenses involved with round-the-clock electricity for power and cooling and maintenance costs. You can also utilize Microsoft's tools to track your expenditure and make optimizations to further reduce your bill.



**Enhanced operational efficiency** - Microsoft estimates a 25% increase in staff productivity from utilizing the cloud; the cloud is much faster and more powerful than the traditional corporate network.



**Increased security** - Microsoft is considered the most trusted cloud, with \$1bn invested annually in security for their data centers, infrastructure, and operations, with thousands of cybersecurity experts consistently monitoring to protect business data and assets.



**Predictability** - With the Azure Operational Expenditure model, you only pay for what you consume. Less upfront expenditure allows you to spread the cost over a longer period making budgeting much easier. You can also use **Azure Cost Management + Billing** to track your cloud usage and expenditure helping you to optimize over time.



**Scalability** - Businesses need greater elasticity - virtual desktops and online storage provides customers with the elasticity they need to support changing workloads and demands to scale their infrastructure quickly and easily, up and down as required.



## Solution Assessments for Azure



Your successful Azure business strategy requires in-depth understanding of the opportunities available to improve productivity, reduce costs, and optimize your investments. **Solution Assessments** are therefore an intelligent place to start the solution development process with your customers.

Solution Assessments utilize cutting-edge tools to provide a granular assessment of your customer's current business landscape, analyze their data estate, and provide actionable, data-backed recommendations for how to move your customer's infrastructure to the cloud, including anticipated costs!

## Azure Migrate for Azure

Azure Migrate offers a unified migration platform to migrate on-premises servers, applications, and data. It is a free Microsoft service that provides a central hub of tools to start, run, track, and analyze your migration journey to Azure.

The Azure Migrate hub integrates Azure services and partner solutions to inform your decisions and allows you to keep all your migration data in one place for a comprehensive view across workloads and tools.

“With intY, we’ve seen growth in excess of 2000% in our Microsoft Azure CSP business



— intY Strategic Partner, Microsoft Specialist Solutions Lead

## Start your Azure Migration journey by speaking to our intY Azure Practice

Whether you've just started exploring your Azure offering or already have a cloud practice, our established team of accredited experts are here to be your Microsoft Azure Partner – enabling you to deliver your own repeatable, scalable Azure solution.

**If you want to find out more about Azure Migration, Solutions Assessments or Azure Migrate, get in touch with our Azure Practice today.**

[Get in touch](#)

