

Data#3



Simplifying your cloud
migration and modernisation
journey with **Microsoft Azure**



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Introduction

Digital transformation is a driving force in business. No matter the industry, organisations 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 organisations adapt to changes in the business landscape and evolving customer demands. While early digitisation strategies focused on understanding where and how the cloud could benefit the business, those views have shifted and become more encompassing. Organisations 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.

Cloud has become an important tool for addressing top business priorities and to help organisations move faster, be more resilient and adaptable to change, and strengthen security postures. Yet, while organisations recognise the value and power of the cloud, getting started migrating to the cloud and modernising resources can feel challenging.

We're committed to simplifying your cloud migration and modernisation experience so you can deliver value to your organisation faster.

Join us as we share insights on how you can make progress on migration and modernisation initiatives, plus best practices for getting started with Microsoft Azure.

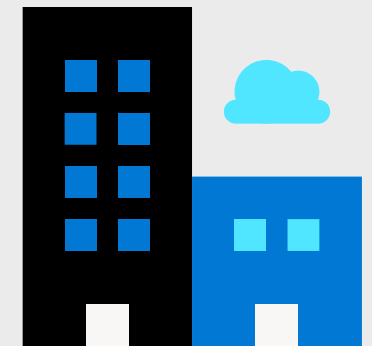
**Enterprises
are accelerating
digital
transformation**

85%

**of organisations will embrace a
cloud-first approach by 2025.¹**

86%

**of respondents in a 2021 IDC survey
noted that their organization had
modernised more than half of its
legacy applications—up from 65% in
2020.²**



1. Gartner, "Top strategic technology trends for 2022: 12 trends shaping the future of digital business," 2022.

2. IDC White Paper, sponsored by Microsoft, "The Business Value of Migrating and Modernizing with Azure," doc # US49616022, September 2022.

The business benefits of cloud

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

Customers that adopt Microsoft Azure can improve:



Costs

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.



Resiliency

Helping you with disaster recovery and other backup strategies so you can ensure greater business continuity.



Cloud at your pace

Making it possible to migrate at your own pace with solutions that simplify management and governance of cloud and on-premises IT estates.



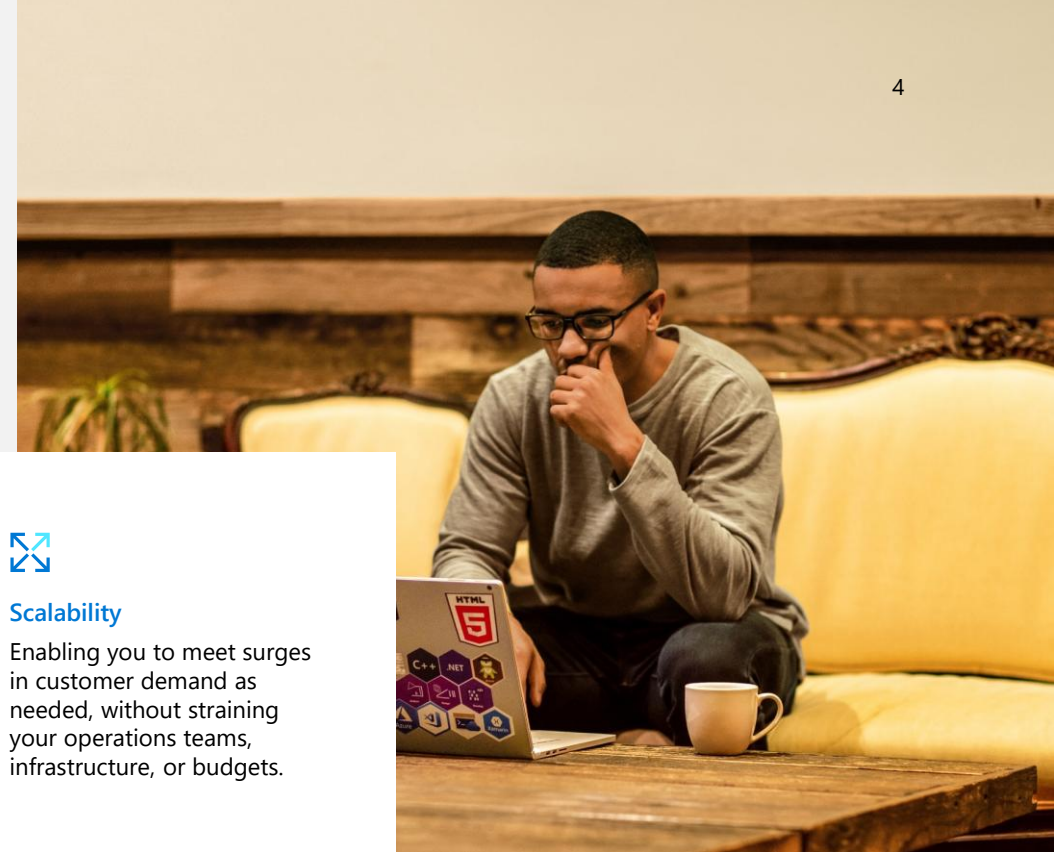
Innovation

Uncovering efficiencies and helping to attract and retain customers and employees with modern apps and infrastructure.



Sustainability

Providing insights and reporting on your IT carbon emissions so you can more effectively make progress on your organisation's sustainability goals.



Cost and operational efficiencies with Microsoft Azure

- **37%** lower three-year cost of operations³
- **391%** three-year return on investment.³
- Up to **85%** savings with Azure Hybrid Benefit.⁴

3. IDC White Paper, sponsored by Microsoft, "The Business Value of Migrating and Modernizing with Azure," doc # US49616022, September 2022.

4. <https://azure.microsoft.com/en-gb/pricing/hybrid-benefit/#overview>

Value of cloud migrations and modernisation

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

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 realise several important benefits. For example, your organisation 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.

Modernisation 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. Modernisation 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, modernisation 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.



Turn 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 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.

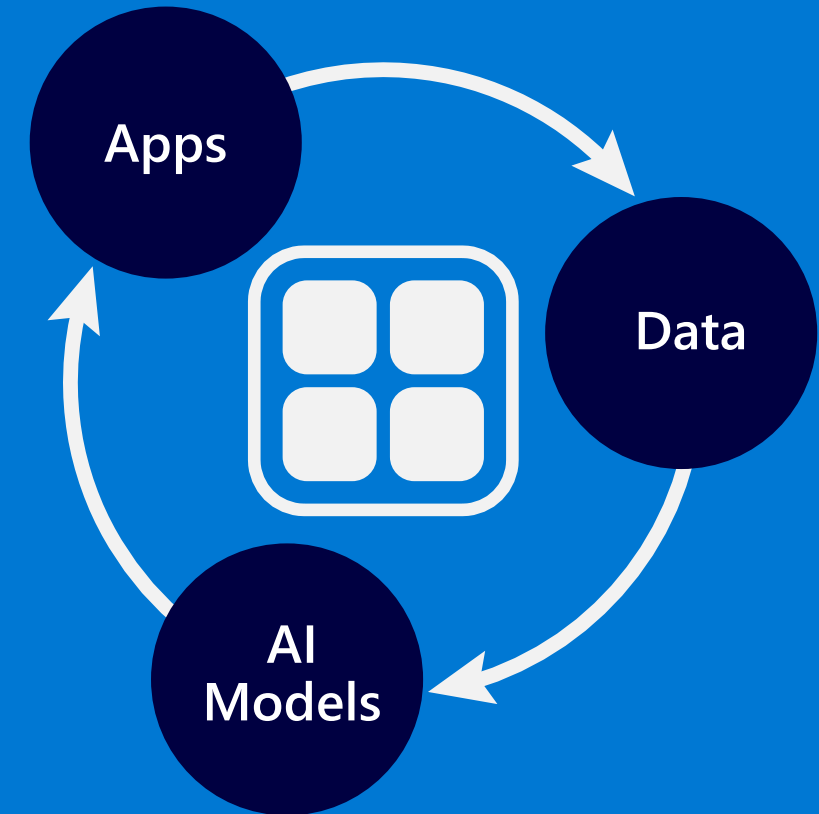
Microsoft is leading the platform shift in the era of AI. Using the Microsoft Cloud to help harness the power of AI can help you drive value faster and shape the future of your business. We can help you leverage built-in AI that can help you differentiate from the competition and radically accelerate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

How do you get started?

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. You always maintain control of your data; Microsoft and Data#3 will never use it without consent.

In the era of AI, every app should be intelligent



80%
reduction of manual work,
by enabling employees to
reallocate their time to
higher-value work.⁵

150%
increase in work output,
when automating and
scaling process to benefit
the composite's growth.⁵

Turn your data into a strategic asset

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 organisations 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.

Yet for many organisations, 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 analyse 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.



Businesses that embrace data and analytics realise more benefits

54% saw increase in revenue performance (16% for less mature users)⁶

44% saw faster time to market (11% for less mature users)⁶

62% saw improvement in customer satisfaction (15% for less mature users)⁶

54% saw increased profit results (13% for less mature users)⁶

6. Source: Harvard Business Review, "[Understanding Why Analytics Strategies Fall Short for Some, But Not for Others](#)," October 2019.

Successful migration and modernization use cases

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

Let's look at some of the most popular use cases explored by our customers.



Legacy system modernisation

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 organisation.

Accelerate innovation

With the pace of business continuously accelerating, organisations 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, organisations 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 organisations 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, analyse, and visualise your data to gain better and more actionable insights for your organisation.

Application modernization

Modernise 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 organisations 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.

72% of organisations have a hybrid cloud strategy.⁷

67% of SMBs have workloads in the cloud.⁷

Key drivers

- Legacy systems/custom requirements
- Regulations and data sovereignty
- Latency and technical hurdles
- Consequence of no proactive strategy

7. Flexera, "2023 State of the Cloud Report," 2023.

Flexible ways to get started

When approaching either a migration or modernisation initiative, We provide flexible options for getting started. You can opt to handle the migration on its own or alongside modernisation goals, depending on your organisation's needs.

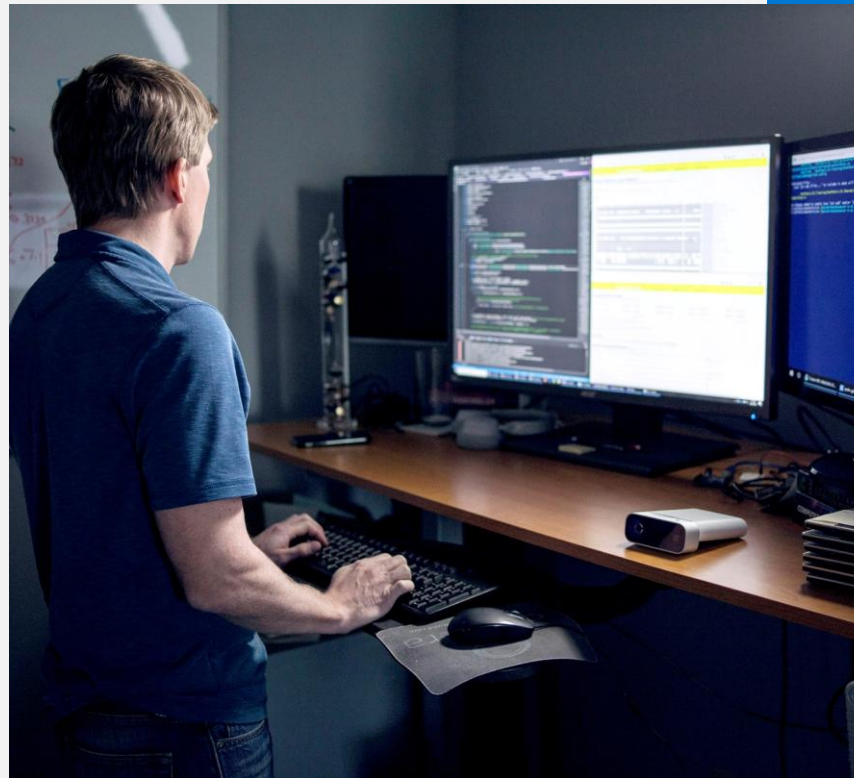
Focusing on the migration first provides the benefit of letting you reduce your data center footprint quickly. You realise more immediate cost savings as a result. And this approach allows more time for testing and optimising applications to ensure cloud readiness.

Adding modernisation 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 modernisation 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.

Performing a Cloud Readiness Assessment can help you select your path forward, determine the effort required to migrate or modernise, and gauge the timing that would be most beneficial for your organisation.



Migration and modernization considerations



What's the immediate business need?

- Optimising costs
- Shifting from CapEx to OpEx
- Realising cloud benefits quickly



How hard is it to do?

- Complexity
- Level of skilling or retraining needed, or new staff required
- Cost and resources needed to refactor or rebuild



Longer-term business goals?

- Time to market
- App innovation
- Productivity
- Application development velocity

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Objective

International Safety Systems wanted to modernise their IT infrastructure and migrate to the cloud.

Benefits

- Scalable environment
- Exceptional availability
- Built-in backup and disaster recovery functionality
- Improved security
- Fast and cost-effective, making it easier to innovate
- Customer's data is cloud-hosted, residing in their chosen location
- Streamlined onboarding process
- Access to additional expertise
- Avoidance of capital expenditure (CapEx)

Testimonial

"My advice is simple: find someone who totally understands what you do. Data#3 was very good in terms of what we were trying to achieve and that understanding meant we were able to map it out together – it was truly a collaborative experience. In terms of understanding the platform and how to manage disaster recovery, that was important.

You might be tempted to do it yourself, but you will end up saving money and getting a better result with the right partner. When I filled out the customer satisfaction survey, I gave it a 10 out of 10. One hundred percent."

**David Rickward, Commercial Director,
International Safety Systems.**

Approach

As International Safety Systems infrastructure neared end of life, the business sought recommendations from a trusted consultant, and determined that a shift to Microsoft Azure was the right path forward. That advisor joined Data#3 and they recognised that the expertise and culture of their partnership would make a good match.

Project Highlight

"The most outstanding part of the project is the improved reliability. We have had no unscheduled downtime thanks to the way our Data#3 consultant designed the platform."

**David Rickward, Commercial Director,
International Safety Systems.**

Solutions & Services

- ☑ Microsoft Azure Installation

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Testimonial

“Another benefit is to our environmental, social and governance reporting. When we complete the move, we will be able to accurately report on our environmental footprint, where previously we had no way of getting a complete picture of our energy usage. This is very much inline with supporting our journey to Net Zero.”

Craig Holt, Head of Information Technology,
Knight Frank.

Objective

Knight Frank is in the process of digital transformation to maintain its position as a leader of innovation in its industry, and the business wanted to work with a highly experienced technology services provider to ensure a smooth transition to cloud.

Approach

With end of life approaching for much of its data centre infrastructure, and an organisational shift to operational expenditure (OPEX), Knight Frank knew the timing was right to transition to the cloud. The IT team considered multiple proposals and chose to work with Data#3 because of a trusted existing relationship. Data#3's position as Microsoft's largest Microsoft partner in Australia and proven expertise in Microsoft Azure were key factors.

Solutions & Services

- ☑ Microsoft Azure
- ☑ Migration Services

Benefits

- Varied workloads transitioned to Microsoft Azure platform
- Skills transfer to in-house IT team
- Speed and flexibility
- Improved performance
- Improved security
- Cost savings
- Speed to market with new ideas
- OPEX-based model
- Positive user feedback

Project Highlight

“We believed we had good performance before, but then we migrated to Microsoft Azure. Suddenly, we had departments commenting on improved system performance internally and external clients also raising positive performance gains.”

Craig Holt, Head of Information Technology,
Knight Frank.

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Objective

Pernod Ricard wanted to 'lift and shift' their existing virtual machines (VMs) into a cloud environment to give greater flexibility and simplify management.

Approach

The Pernod Ricard team performed initial research to give them a clearer picture of market options and how they could match business needs. They then assessed capabilities of technology partners, and following meetings with key Data#3 Microsoft Azure specialists, determined that Data#3's capabilities and expertise matched all their required criteria.

Benefits

- Microsoft Azure data centre environment
- Greater flexibility for core systems
- Improved visibility
- Reduced management burden
- High level of security
- Improved performance
- Confidence in key applications
- IT team has more time for project work

Solutions & Services

- ✓ Microsoft Azure
- ✓ Security
- ✓ Public Cloud Migration
- ✓ Deployment Services

Project Highlight

"The highlight of the project is we now have improved performance, increased confidence in our key applications, as well as a more secure environment, which means less workload for our teams."

**Simon Burrows, Core Infrastructure Manager,
Pernod Ricard Winemakers**

Testimonial

"The Pernod Ricard Winemakers Infrastructure team, supported by Data#3, did an excellent job migrating our systems to the Microsoft Azure Cloud with no business disruption. A proven project methodology combined with expert guidance de-risked this complex project, enabling Pernod Ricard Winemakers to leverage the benefits of Microsoft Azure while continuing to deliver an important technology transformation program across agri-tech, consumer engagement, optimisation and automation."

**Simon Bennett, IT Director,
Pernod Ricard Winemakers**

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Are you ready to take your business to the cloud?

Talk to us about your cloud vision and let us help you get started on your adoption strategy.

Contact us



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