

# Why the Public Cloud is a strong option in a tough business climate



## **Microsoft Azure enables an organization to be agile while at the same time reducing costs**

In today's tough business climate, organizations need to grow and innovate while cutting costs at the same time. To remain competitive, they must also derive more insights from data – at a time when many datacenters are reaching capacity and storage costs are spiraling.

Many enterprises are now recognizing that cloud computing offers a solution to these problems. It can make a business more agile and improve its ability to work with large data volumes, while containing and reducing costs.

In addition, a number of specific situations cause organizations to look to the cloud for help. For example, they may be experiencing:

- “On and off” workloads where the capacity they need for peak loads is wasted the rest of the time.
- Unpredictable spikes in demand that can't be provisioned for, so that performance is poor at these times.
- Rapid growth in a given area, so that they have trouble scaling services fast enough.

## Microsoft Azure: A favorite route to the cloud

When companies think about cloud, they often think about Microsoft Azure. In fact according to Microsoft, 57% of Fortune 500 companies use Azure as a part of their cloud strategy. Analysts, too, recognize Microsoft's leadership in this area. Recent Gartner research positions Microsoft Azure in the leaders' quadrant for Enterprise Application Platform-as-a-Service<sup>1</sup>.

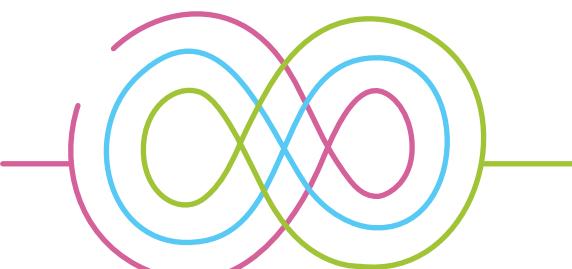
There are good reasons for Microsoft Azure's popularity. For instance:

- It is an open, flexible cloud platform.
- Users can build and deploy applications fast and manage them efficiently.
- It provides both PaaS and IaaS services, and supports SaaS applications.
- You can build applications using any language, tool or framework.
- Public cloud applications can be integrated with the existing IT environment.
- Both Microsoft and non-Microsoft products such as SAP, Oracle, Drupal and Temenos can be included.

Microsoft Azure is deployed in almost 90 countries worldwide. You can place virtual machines in a Microsoft-managed datacenter in the region of your choice. There are four regions within North America, two in Europe, and one each in Asia, Japan and South America.

Benefits our clients are realizing from Microsoft Azure include:

- Lower costs.** Enjoy economies of scale from resource sharing, and reduce capex.
- Flexibility.** Scale infrastructure resources as needed to handle spikes and surges in demand – and only pay for what you use.
- Speed to value.** Reduce deployment time for new products and services by up to 70%.
- Security, reliability and compliance.** Protect your data and other assets, and make sure you comply with regulations, e.g. about where to store personal data.
- Greener IT.** Reduce your carbon footprint by using only the resources that you need.
- Manageable big data.** Organize and analyze large data volumes without investing in infrastructure.



## Capgemini gets you there fast and reliably

As with any cloud adoption, the challenge is to migrate from existing platforms with minimum disruption – integrating Microsoft Azure into your overall IT landscape – then start realizing the benefits as fast as possible. We can help in three main ways

### 1. Azure Advisory Services

Capgemini's strong partnership with Microsoft and expertise in cloud advising services allows us to help our customers build a strong business case to

<sup>1</sup> Gartner Magic Quadrant for Enterprise Application Platform as a Service, Yefim V. Natis, Massimo Pezzini, Mark Driver, David Mitchell Smith, Kimihiko Iijima, Ross Altman, 7 January 2014

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*Police officers identified a gap between police legacy systems and the growing trend for app stores and cloud computing. To counter this, we wanted to transition to a cloud-based model for better information sharing, both internally and externally. Capgemini has been our partner for designing the architectural framework (both long- and short-term solutions) in order to decide upon a roadmap for innovation. To connect our legacy systems with new web parts, Microsoft's Windows Azure was a trusted choice for our technology management program.”*

**Willem Broer**

Program Director VPK  
Dutch Police

deploy the Microsoft Azure platform, underpinned by a robust TCO model. We also provide enterprise-wide architectural guidance on how to build global applications, regulatory and security advice, and potential business models. Capgemini delivers Microsoft Azure in a well-designed phase-by-phase and step-by-step approach to support organizations' journeys to the cloud.

## 2. Microsoft Azure Custom Development and Integration

With proven expertise in platform integration, Capgemini can customize Microsoft Azure for specific enterprise needs. Recognizing that cloud applications are rarely standalone, we have professional services in place for building applications for the Microsoft Azure platform as well as technical knowledge on how to integrate these applications with existing on-premises systems without undermining the capital expenditure savings realized by building in the cloud. Capgemini's state-of-the-art Accelerated Delivery Centers (ADCs) use industry-proven techniques and accelerators to provide the best possible customized development environment.

## 3. Microsoft Azure Agile Legacy Lifecycle

Microsoft Azure Agile Legacy Lifecycle is a revolutionary legacy modernization approach that unlocks the power of legacy applications and is designed to lower the total cost of legacy solutions as well as reduce the time-to-market with accelerators such as Modernization Centers of Excellence and Data Migration Factories. Capgemini's Wide-angle Application Rationalization Program Phase 1 (WARP 1) analysis looks at the way in which business factors influence IT environments, allowing us to customize legacy modernization solutions in a low-risk manner.

These services translate into specific benefits depending on how you decide to use Microsoft Azure in your business. For example:

- In application development and testing, you can improve the ROI on projects, reduce infrastructure costs, free-up datacenter capacity, and improve control over shadow IT.
- For marketing campaigns and product launches, you can achieve faster time-to-market and scale-up capacity as required, only paying for what you actually use.
- By migrating databases or extending mission-critical applications such as SharePoint into the cloud, you can reduce TCO, relieve capacity issues in the datacenter, and carry out upgrades without any impact on the business.

## The Capgemini advantage

When you need a partner to help you make the most of Azure, Capgemini offers a number of advantages:

- Building on 40 years of data services experience, we have a strong focus on helping clients integrate cloud computing into their IT and business strategies to create a scalable, next-generation infrastructure
- We are dedicated to being the foremost Service Provider for Microsoft Azure. With solution architects and developers worldwide, we manage the implementation and rollout of large-scale and global systems on Microsoft Azure with minimal risk
- We are a Microsoft Gold Partner, part of the Azure Circle and Cloud OS Network; a relationship that ensures a two-way flow of knowledge about technology and implementation strategies.
- Projects using our Advanced Development Centers need 20-30% less effort, and result in 15-20% fewer defects than industry norms, thanks to industrialization of processes and consolidation of best practices.

## Talk to us

To find out how Capgemini can help you manage your move to Microsoft Azure, please visit [www.capgemini.com/azure](http://www.capgemini.com/azure)

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## About Capgemini

With almost 140,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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