



Simplifying the cloud
migration & modernization
journey with Microsoft Azure



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Introduction

Digital transformation is a driving force in business. No matter the industry, organizations 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 organizations adapt to changes in the business landscape and evolving customer demands. While early digitization strategies focused on understanding where and how the cloud could benefit the business, those views have shifted and become more encompassing. Organizations 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 organizations move faster, be more resilient and adaptable to change, and strengthen security postures. And yet, while organizations recognize the value and power of the cloud, getting started migrating to the cloud and modernizing resources can feel challenging.

At Microsoft, we're committed to simplifying your cloud migration and modernization experience so you can deliver value to your organization faster.

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

At 3Cloud, we're on a mission to unlock the ultimate Azure experience for enterprise companies so they can reach their full potential.

**Enterprises
are accelerating
digital
transformation**

85%

of organizations will embrace a cloud-first approach by 2025.¹

86%

of respondents in a 2021 IDC survey noted that their organization had modernized 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 organizations. 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 organization's sustainability goals.

Cost and operational efficiencies with Microsoft Azure

53% more efficient IT infrastructure teams³

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 modernization

Making progress on your digital goals with Microsoft Azure starts with a migration and modernization 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 realize several important benefits. For example, your organization 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.

Modernization 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. Modernization 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, modernization 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.

3Cloud: Microsoft's #1 Azure Partner

95%+

of Fortune 500 use Microsoft Azure



Invest in AI transformation today

The world is changing, with new forces driving innovation every single day. One of the innovations on everyone's mind is artificial intelligence (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. By working with a trusted cloud provider like Microsoft, you'll get built-in AI that can help you differentiate from the competition and radically accelerate your organization's productivity.

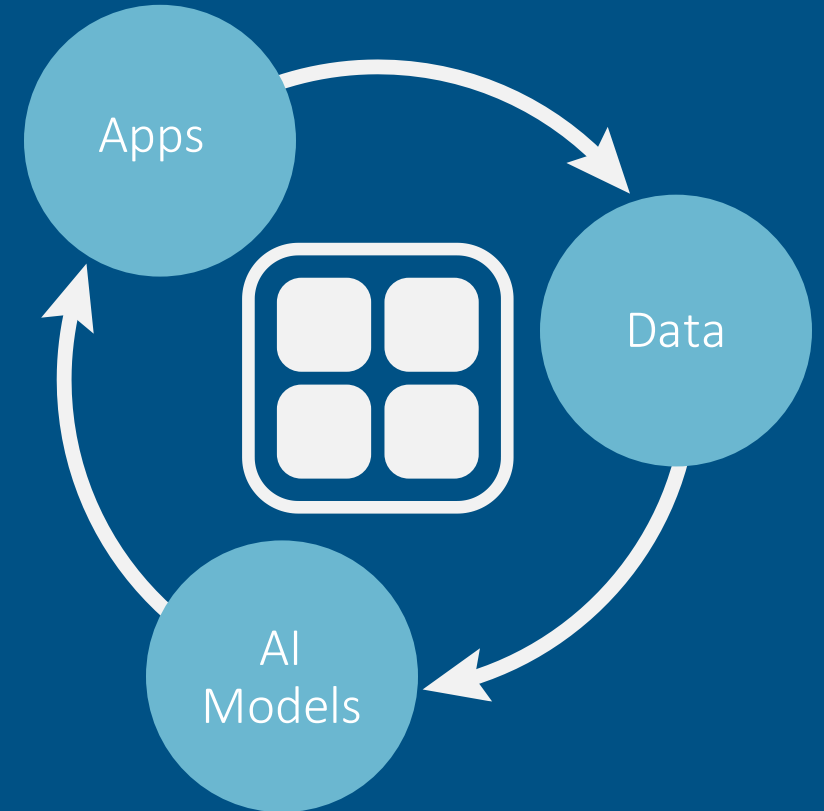
How do you get started?

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. And you always maintain control of your data; Microsoft will never use it without consent.

Launch Your Journey with [3Cloud](#), the Ultimate Azure Consulting Partner.

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

5. Forrester, "The Total Economic Impact™ of Microsoft Azure AI," April 2023.

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 organizations 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 organizations, 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 analyze 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.

Discover why 3Cloud is the #1 Microsoft Azure partner and what sets us apart.



Businesses that embrace data and analytics realize more benefits

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

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

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

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



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 modernization

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 organization.

Accelerate innovation

With the pace of business continuously accelerating, organizations 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, organizations 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 organizations 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, analyze, and visualize your data to gain better and more actionable insights for your organization.

Application modernization

Modernize 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 organizations 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 enterprises have a hybrid cloud strategy.⁶

87% of enterprises have a multicloud strategy.⁶

Key drivers

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

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

Flexible ways to get started

When approaching either a migration or modernization initiative, Azure provides flexible options for getting started. You can opt to handle the migration on its own or alongside modernization goals, depending on your organization's needs.

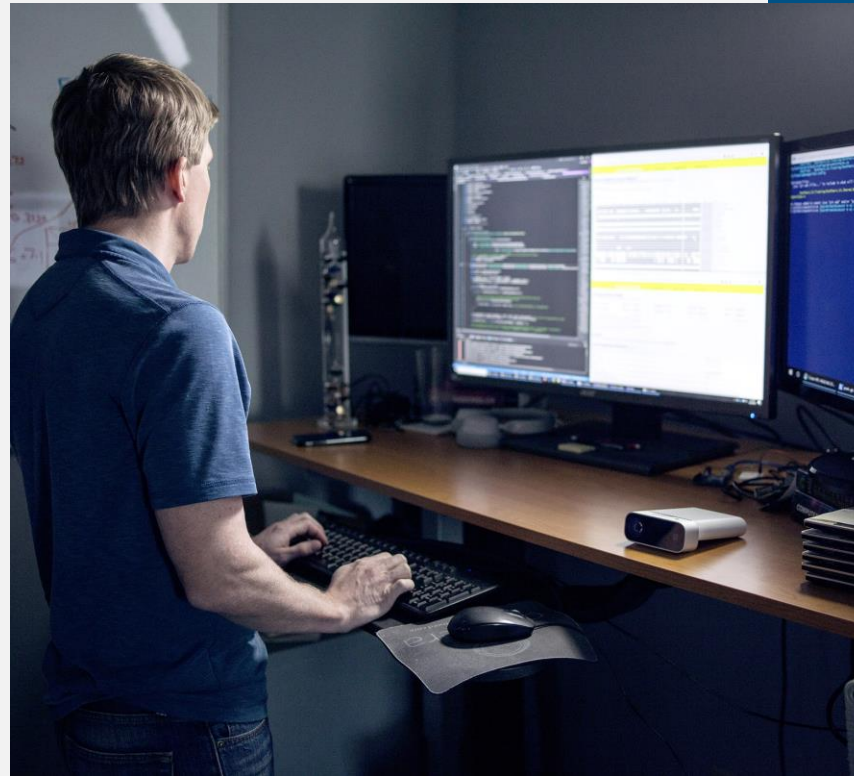
Focusing on the migration first provides the benefit of letting you reduce your datacenter footprint quickly. You realize more immediate cost savings as a result. And this approach allows more time for testing and optimizing applications to ensure cloud readiness.

Adding modernization 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 modernization 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 modernize, and gauge the timing that would be most beneficial for your organization.



Migration and modernization considerations



What's the immediate business need?

- Optimizing costs
- Shifting from CapEx to OpEx
- Realizing 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

Solving today's top industry challenges with cloud

Beyond the most common use cases, organizations across all industries are using cloud to not only advance their digital transformation strategies, but also solve industry-specific challenges. Explore these industry snapshots of what's possible by moving to the cloud.



Retail and consumer goods

Digital transformation is a top priority for retailers to support evolving buyer patterns, from the increased interest in contactless shopping and curbside pickup, to greater demand for more personalized digital experiences.

The cloud is helping retailers transform so they can:

- Reimagine the retail experience
- Build more resilient supply chains
- Know their customers better



Manufacturing

Manufacturers are turning to the cloud to help them become more agile, innovative, and competitive in their markets. Integrated technology is vital to helping attract the next generation of employees and building next-gen factories that are automated, efficient, and resilient.

Cloud is helping manufacturers to:

- Create more agile factories
- Increase supply chain resiliency
- Unlock innovation and deliver new services



Financial services

Within Financial Services, increasing and evolving regulations, as well as rising cyber and financial crime, make compliance and security top priorities. Also important are increasing agility, modernizing aging systems, and delivering richer digital experiences to customers.

Financial services firms look to cloud to:

- Deliver differentiated customer experiences
- Modernize core banking and payments
- Manage risk across the organization
- Protect against financial crime



Healthcare

The pandemic has accelerated several trends within the Healthcare industry, from the rise in virtual healthcare to the need to protect sensitive data from cybercrime while at the same time making data more accessible to providers and patients.

Healthcare organizations are using cloud to:

- Enhance patient engagement
- Improve clinical and operational insights
- Protect health information.

Case Study

Republic Finance Grows Client Base by 4x & Increases Revenue by 25%




The Challenge

- Legacy applications and aging on-prem data center prevent scaling at the market pace, impacting loan origination times and customer experience.
- Desire to expand their footprint from 6 to 15 states is hindered by scalability restrictions.
- Business processes and tooling are severely outdated.

Our Solution

- Assess current on-prem footprint & Azure Health Check.
- Deploy a new modern Landing Zone for sustained growth.
- Build a central data ingestion and transformation engine between legacy systems, Azure environment and CRM.
- Move key apps & databases to a new, scalable AKS environment.
- Build an AVD environment to quickly help resolve connectivity issues for international users.

The Impact

-  Origination times reduced from weeks to days; loan volume increased by 4x
-  Modern, scalable applications enabled expansion to 15 states
-  Revenue increased by 25% YoY with projections to grown annual net income by 3x (from \$700M to \$2B) in 2 years

Customer Journey



Azure Health Check



Data Platform build



Additional projects across infrastructure, applications, and data estate

PROFILE Specializes in providing a variety of consumer loans & flexible lending options.

INDUSTRY Financial Services

REVENUE \$247M

EMPLOYEES 1,150

INNOVATION FOCUS

Cloud Platform, App Innovation

TECHNOLOGIES USED

Azure Foundation, Azure Databricks, Azure Data Lake, Azure Data Factory, Azure Kubernetes Service, AVD

[READ MORE >](#)

Case Study

Society Insurance Enables Speed, Scale & Customer-Centricity with Azure

The Challenge

- Infrequent updates and lack of ability to connect with partners, vendors and customers on existing platform.
- Unable to deliver real-time services on customer devices.
- Unable to integrate and mobilize data in a timely fashion prohibiting a live look at data within the platform.

Our Solution

- Build an API management platform between existing insurance platform and third-party providers.
- Implement a modern DevOps framework to enable higher quality software and faster time to market.
- Launch a modern data warehouse and analytics platform to consolidate data across legacy and new applications providing insights and intelligence to users.

The Impact

-  Enhanced customer experience through increased speed and service excellence
-  Improvements in processing times for policies and claims
-  Ability to rapidly expand business services to new geographies
-  Improved cost efficiency through an enterprise API view

PROFILE A leading niche insurance provider for restaurants, bars, hotels, supermarkets and additional select business categories.

INDUSTRY Insurance

REVENUE \$400M

EMPLOYEES <500

INNOVATION FOCUS

Data & AI, Cloud Platform

TECHNOLOGIES USED

Azure Data Warehouse, DevOps

Customer Journey



Long relationship with client began in 2019



Multiple engagements to implement Modern Data & Analytics Platform & DevOps



Engagement for App Dev and Digital Transformation

[READ MORE >](#)

Case Study

Virtus Achieves 21% Savings Through Data Center Transformation





The Challenge

- Aging technology and limited resources affects scalability and industry benchmarking.
- Time and cost associated with hosting operations globally hinders ability to capitalize on new business opportunities.
- Inability to manage data center costs without compromising growth.

Our Solution

- Conduct assessment estimating annual savings by moving from their previous hosting company to Azure.
- Migrate data center to Azure, including eight applications.
- Modernize data center with PaaS-focused infrastructure and rewrite legacy applications in cloud-native architectures.
- Provide ongoing optimization of Azure environment through Managed Services.

The Impact

-  Saved 21% annually over previous data center hosting provider
-  Transitioned more than 25 TB of data to the new environment within six months
-  Modernized IT environment positioned company for growth and geographic expansion
-  Increased capacity by 20%

PROFILE Partnership of boutique investment managers.

INDUSTRY Financial Services

REVENUE \$560M

EMPLOYEES 500

INNOVATION FOCUS

App Innovation, Cloud Platform

TECHNOLOGIES USED

Azure Data Center with PaaS-focused infrastructure

Customer Testimonial

“Our vision encompasses more than back office virtual machine management. 3Cloud’s partnership enabled Virtus Partners to transition quickly to where we wanted to be today and to transform our operations to where we are heading for the future.” - Lee Wielenga, CIO, Virtus Partners

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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 today!

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