

APPLICATIONS & INFRASTRUCTURE

Digital transformation: Leveling the business playing field with B&R Business Solutions and Microsoft

The digital revolution is powering the growth of small businesses

Today's small and medium-sized businesses have tuned into the digital revolution. In their efforts to compete with industry leaders, they realize that the agility and depth of insight provided by today's newest digital solutions can be a great equalizer in the business world.

Over 75% of smaller business decision-makers agree or strongly agree that digital technology is impacting their businesses and industries. And while there is a consensus that the main motivators for a smaller business's investment in digital technology is to attract new customers, improve employee productivity, and streamline operations, the top-ranking driver varies fairly dramatically based on company size:

Small business (1–99 employees): Attract new customers

Medium business (100–999): Keep up with competitive pressures

Upper midmarket (1,000–2,500): Improve employee productivity

Whatever the reason for undergoing digital transformation, it's apparent that smaller businesses need to acutely audit and modernize their digital processes to sustain growth and maintain their competitive advantage.

¹"SMB Digital Transformation: Why, When, Where and How?" SMB Group, 2018.

Just because your IT “works” doesn’t mean it’s working for you

Too often, IT systems are put in place that maintain baseline functionality, and then lose attention because they “still work.” But without regular adoption of newer technologies, business operations will follow this aging infrastructure as it fades into irrelevance.

The biggest downside of legacy technology is its siloed nature—technology contact points across the company can’t “talk to each other,” and disparate data provides incomplete or erroneous information in support of business decisions. These factors contribute to ongoing struggles for smaller businesses when trying to address:

- Inefficiencies in sales and marketing
- Slow delivery processes and ineffectual customer service
- Sub-optimal employee productivity
- Aging technology that enables data breaches
- Lagging uptake of digital transformation and services
- Reactive approaches to operations that fail to drive business forward

Remap your path to modernization

For companies that have taken steps in the past to upgrade to Windows Server and SQL Server 2008 and 2008 R2, the imminent end-of-life for their support brings significant consequences:

No security updates: There will be no access to critical security updates, opening the potential for business interruptions

Compliance concerns: As support ends, your organization may fail to meet compliance standards and industry regulations

Missed innovation opportunities: Leaders that embrace digital transformation outperform the competition

This provides the perfect timing for companies to reevaluate their IT goals and needs. The time has come for easy and pain-free modernization of IT systems, ensuring reduced downtime and maximizing end-user uptake and productivity while sparking innovation and uncovering new efficiencies—giving smaller businesses access to increased market share as they outmaneuver their larger competitors.

IT solutions that fast-track business growth

Accelerate growth through the business efficiencies and operational advantages of modernized core IT infrastructure. Join the digital revolution with B&R Business Solutions and Microsoft, to realize your business's true potential, with:

- Windows Server 2019 bridges on-premises environments with Azure, adding additional layers of security while helping to modernize applications and infrastructure.
- Microsoft Azure SQL Server modernizes digital processes to ensure continued operational excellence, providing enhanced data security, optimizing operational processes, and improving profitability.

Together, Windows Server 2019 and SQL Server are enabling:

- **Innovation for your data applications.** Reimagine your business offerings and operations by modernizing SQL apps in Azure.
- **Flexible and open cloud destinations.** Maximize your SQL investments by migrating to the only cloud with end-to-end hybrid infrastructure.
- **Limitless scale and unmatched performance.** Guarantee performance at limitless scale with industry-leading SLAs and built-in high availability.
- **Layers of security and leading compliance.** Protect your data with the most comprehensive set of compliance and security offerings in the public cloud.
- **Best total cost of ownership.** Save money in Azure by leveraging your existing licenses and free upgrades.

Modernize your IT infrastructure with industry leaders

Microsoft Windows Server & SQL Server modernize digital processes to help businesses stay relevant, lower costs, drive operational efficiencies, and gain competitive advantages.

Windows Server 2019:

- Bridging on-premises environments with Azure, adding additional layers of security
- Sharing services with multiple users, and providing extensive administrative control of data storage, applications, and corporate networks.

SQL Server:

- Managing multiple databases by providing a suite of tools to help to build, change, and manage the data.

A true partner in technology

At B&R Business Solutions, our mission is to provide our customers with honest guidance, support, and recommendations that allow them to trust us as their true partner in technology. We continue to evolve as an organization, ensuring that our team members have the knowledge they need to always be at the top of their game and always be ready to jump into action.

Our vision is to forge long-term, positive, working relationships and partnerships with our customers. We shouldn't just be another "vendor." We should be known as "the B&R Business Solutions Team"—and that team should always be associated with an exceptional reputation and solutions that drive positive business outcomes.

The right solution. The right technology. Done right. Every time. Guaranteed.

The many advantages of achieving digital excellence

Cost savings

Competitive TCO:

- Microsoft performs all the patching and updating of the code base and manages the underlying infrastructure for you so you can save time and resources.
- Reduce IT administration by 80% by removing patching, network setup, and firewall configuration.
- Realize up to a 406% ROI over on-premises and hosted solutions.
- Save money in Azure by leveraging your existing licenses and free upgrades.

Streamline your IT resources:

- Spend less time running servers and more time running your business. With Azure, we operate the server and storage infrastructure so you can focus on the apps and data that add value to your customers and employees.
- SQL VMs on high-end storage provide leading price performance.
- With Azure SQL Database, you get built-in intelligence that helps you to dramatically reduce the costs of running and managing databases and maximizes both the performance and security of your application.

The many advantages of achieving digital excellence

Modernization

Flexible and open cloud destinations:

- Maximize your SQL investments by migrating to the only cloud with end-to-end hybrid infrastructure.
- Get to market quicker, leveraging a broad partner ecosystem equipped to help you provide value-added services, customer billing capabilities, and support.
- Azure spans 54 regions, more than any other cloud provider. This gives you the flexibility to bring applications closer to your users no matter where they are.
- Azure provides better scalability and redundancy and preserves data residency for your apps and data.
- Simply log into the Azure portal from your PC, tablet, or phone...and you have all the power of the cloud at your fingertips.

Unlimited flexibility and innovation:

- With more than 100 on-demand services and tools, Azure makes it easy to run existing server apps or build innovative new apps to better serve your customers.
- When demand for your app grows from a handful of devices and customers to millions, SQL Database scales on the fly with minimal downtime.
- Remove the need to wait for servers and get websites running in minutes—improving app delivery time by 50%.
- Collect data previously not possible. Leaders who harness data, the cloud, and AI outperform their peers with 2x operating margin and \$100M additional operating income.

The many advantages of achieving digital excellence

Security and business continuity

Protect your data with the most comprehensive set of compliance and security offerings in public cloud.

Backup in the cloud: Even a minor outage can be a business disaster. With Azure Backup and Azure Site Recovery, you can be sure your apps will work when you need them the most—without the expense of a secondary infrastructure.

Microsoft spends \$1B annually and has a team of 3,500 security specialists dedicated to fighting security attacks. Put them to work and safeguard your business with unmatched security monitoring and threat protection.

Running millions of customer workloads around the clock, SQL Database collects and processes a massive amount of telemetry data, while also fully respecting customer privacy behind the scenes.

The many advantages of achieving digital excellence

Supported technologies

Azure SQL Server

Whether your data is structured or unstructured, query and analyze it using the data platform with industry-leading performance and security.

Get the combined performance, security, and analytics of SQL Server, backed by the flexibility, security, and hybrid connectivity of Azure.

Azure Cosmos DB

A database designed for modern mobile and web applications. It is also a database-as-a-service, fully managed by Microsoft Azure. Azure Cosmos DB delivers consistently fast reads and writes, schema flexibility, and the ability to easily scale a database up and down on demand.

Azure SQL Data Warehouse

The industry's first enterprise-class cloud data warehouse that can grow, shrink, and pause in seconds. Based on the proven SQL Server relational database engine, it gives petabyte scalability with massive parallel-processing architecture that enables distributed processing to handle the rigors of modern data realities. It independently scales compute and storage in seconds.

The many advantages of achieving digital excellence

Supported technologies

Azure Data Lake

Offers data management and analytics at scale to customers. It is composed of three parts: **Azure Data Lake Store**, **Azure Data Lake Analytics**, and **HD Insight**.

Together with these products, you can store big data of any size and type and analyze it with familiar, open-source tools—all while getting a leading, enterprise-class SLA.

Power BI

Cloud-based business analytics service that enables anyone to visualize and analyze data with greater speed, efficiency, and understanding. You can connect users to a broad range of live data through easy-to-use dashboards, interactive reports, and compelling visualizations.

Cortana Intelligence

Microsoft's fully managed intelligent, big data, and advanced analytics offering in the cloud, designed to help you transform your data into intelligent action. It's a comprehensive suite that brings together technologies throughout Microsoft. It provides fast and flexible deployment, with a simple monthly subscription to reduce time and cost challenges.

Doing IT the right way

Challenge

A software as a service provider for an electronic health records management system hosted on Azure was working with an IT partner that wasn't attentive to their needs, didn't understand all the available capabilities of Azure, and in turn, caused inflated costs due to unnecessary services and poorly allocated resources.

Solution

B&R Business Solutions conducted an in-depth assessment of the customer's Azure environment and found several areas for improvement, including poorly configured infrastructure and services that weren't needed. The Azure environment was rearchitected to fit the customer's needs while enabling stability, scalability, and predictable monthly costs.

Results

The rearchitected Azure environment not only saved the customer an average of \$8,000 per month, but it also cut infrastructure-related support issues by 90%. Most importantly, the customer now has a partner they can trust and rely on, and rock-solid infrastructure that provides peace of mind.

Let's talk

Already have Azure? Considering a move to Azure?

Click below to schedule a free Azure assessment and speak with a member of the B&R Business Solutions Team.

TAKE THE NEXT STEP