

# Azure VMWare Solution

## Description of Service

Azure VMware Solution provides you with private clouds that contain vSphere clusters built from dedicated bare-metal Azure infrastructure. Microsoft manages and maintains private cloud infrastructure and software. It allows you to focus on developing and running workloads in your private clouds. AVS combines VMware's Software-Defined Data Center (SDDC) software with Microsoft's Azure global cloud service ecosystem. AVS meets performance, availability, security, and compliance requirements. Azure VMware Solution enables a fast path to the cloud, seamlessly migrating or extending existing VMware workloads from on-premises environments to Azure without the cost, effort or risk of re-architecting applications or retooling operations.

### Service Options

- Full-service Program Management, Discovery and Migration Team model aligned to provide migration scale, reduce risk, and enterprise management.
- VM & Server-based pricing model with migration only. Customer provides discovery and program management.

### Part of:

- App Mod & Azure Migration Factory

### Predecessors/Prerequisites

- Cloud Strategy (can include Azure Migration Assessment)

## Challenger Reframe

- Flawed Assumption:** Many organizations are looking to get out of the datacenter business as part of their digital strategy. However, few organizations have the skills and experience to plan for and execute migrations. Investing in these capabilities has a poor ROI as the direct business impact of a successful migration is relatively low and migration skills don't translate into management skills. At the same time, the risk of adverse impacts due to failed migrations can be high if application availability and performance is impacted.
- Reframe:** Working with a partner with deep experience and teams dedicated to planning and executing a migration can reduce risk, reduce cost and create predictable velocity.

## Technology Keywords

- Azure IaaS
- Lift and Shift
- Datacenter Exit
- Datacenter Management
- Resiliency, BCDR, Business Continuity
- Azure Migrate / ASR
- App Modernization
- Testing and Dev
- SAP on Azure

## Microsoft Sales Plays, Industry and Funding

- Funding Programs:** Azure Migration and Modernization Program (AMMP)
- Sales Play Alignment:** Migrate Windows & SQL Server, Migrate Linux & OSS DB.

## Example Customers (confidential)

- Incyte Corporation
- Basspro
- Ralph Lauren

## Buyer Profile

**Role:** IT Director, CIO, Infrastructure VP

**Description:** Responsible for Infrastructure & Operations strategy

**Industry:** All industries

## Buyer Challenges

- Lack of agility and resiliency in on-premises datacenters
- Eminent datacenter facility closure or lease expiration
- Rising on-premises costs
- Lack of skills or capacity specific to migration events
- Microsoft OS EOL (Windows 2008) SQL licenses On-premises environment / sustainability impact
- App Modernization

