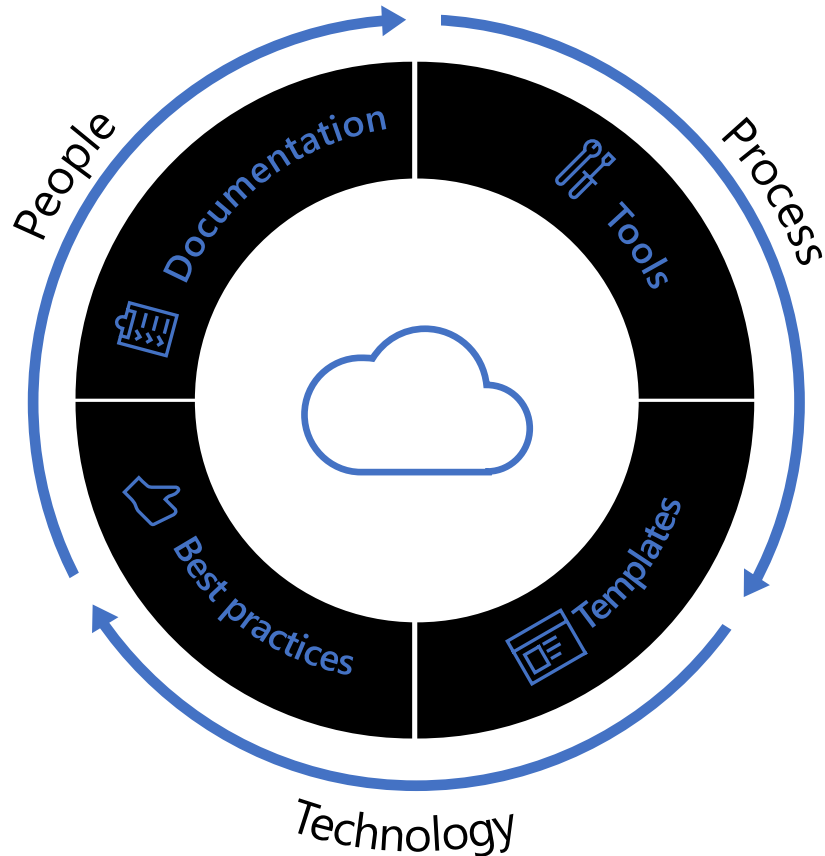
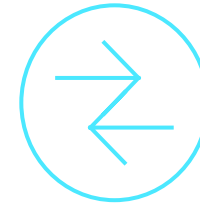


Microsoft Cloud Adoption Framework

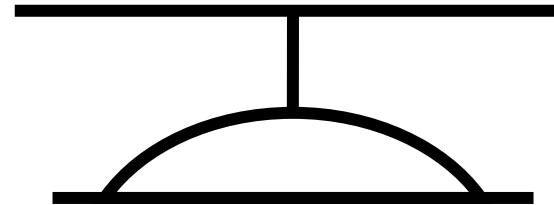
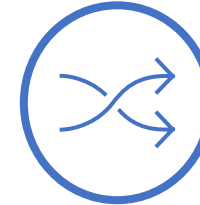
Achieve balance. Deliver modernization



Control & Stability



Speed & Results



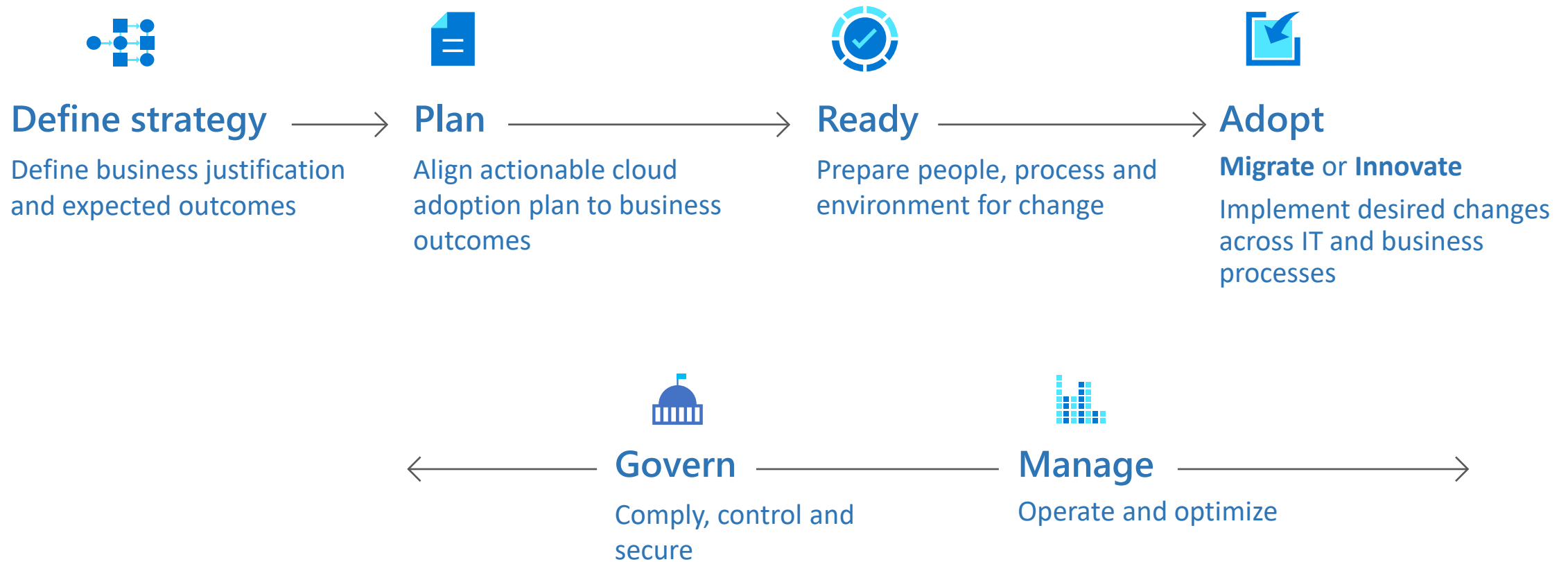
Align—business, people and technology strategy.

Achieve—business goals with actionable, efficient, and comprehensive guidance.

Deliver—fast results with control and stability.

Microsoft Cloud Adoption Framework for Azure

Proven guidance to accelerate your cloud adoption journey



Cloud Adoption Motivations

Engage stakeholders across business and technology to understand your motivations for cloud adoption

Critical Business Events

- Data center exit
- Mergers, acquisition or divestiture
- Reductions in capital expenses
- End of support for mission critical technologies
- Regulatory compliance, data sovereignty requirements
- Reduce disruptions and improve IT stability



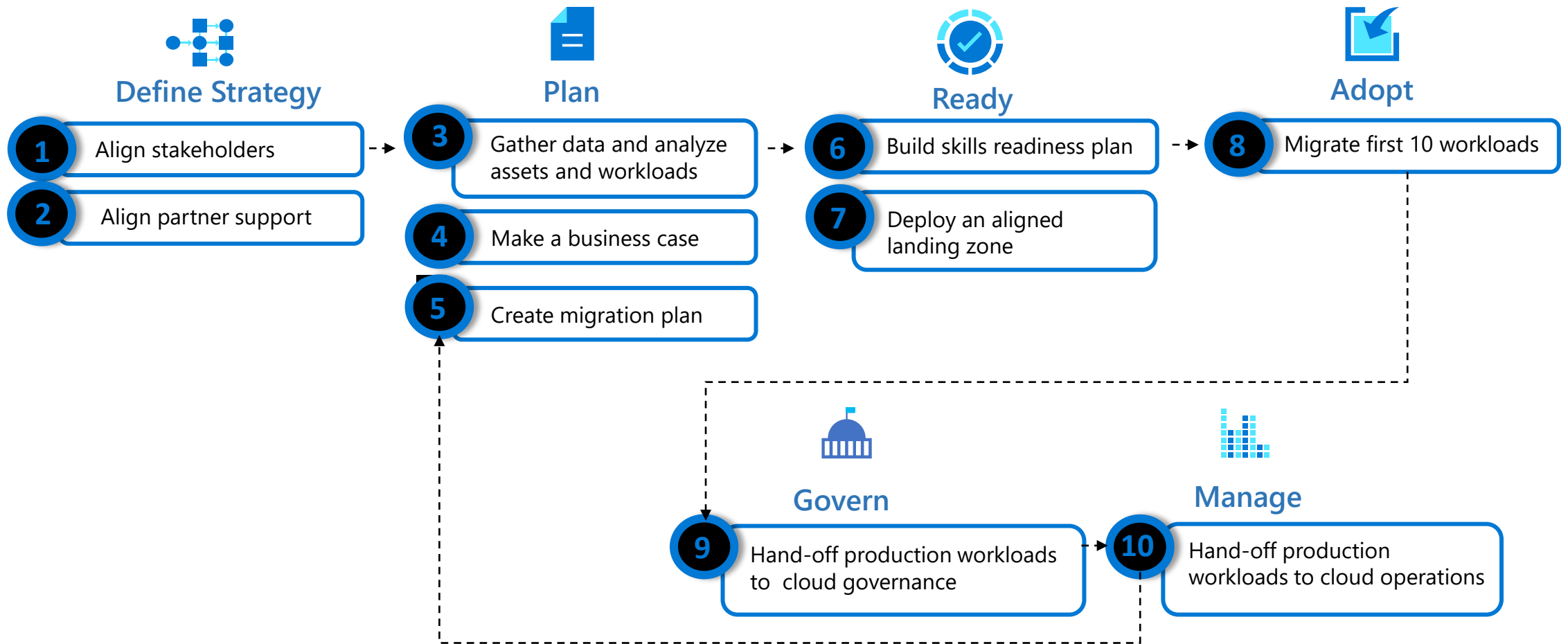
Migration Motivations

- Cost Savings
- Reduction in vendor or technical complexity
- Optimization of internal operations
- Increase business agility
- Prepare for new technical capabilities
- Scale to meet market demands
- Scale to meet geographic demands

Innovation Motivations

- Prepare for new technical capabilities
- Build new technical capabilities
- Scale to meet market demands
- Scale to meet geographic demands
- Improve customer experiences / engagements
- Transform products or services
- Disrupt the market with new products or services

Migrate existing workloads



Strategy & Planning

The cloud delivers fundamental technology benefits that can help your enterprise execute multiple business strategies. By using cloud-based approaches, you can:

- Improve business agility
- Reduce costs
- Accelerate time to market
- Enable expansion into new markets