



IBM MICROSOFT CLOUD AZURE ADVISORY – ART OF THE POSSIBLE Overview



IBM Microsoft Cloud Azure Advisory – Art of the Possible: Summary

Business Challenges

- Journey to the Cloud
 - How do we get there?
 - What do we take?
 - Why should we go?

Business Value Propositions

- Vested interest as a “Trusted Advisor” focused on Customer needs vs packaged generic offering
- Clear identification of opportunities to move forward on the technology and functional journey with recommended next steps
- Identification of potential impediments for journey.

Expected Benefits

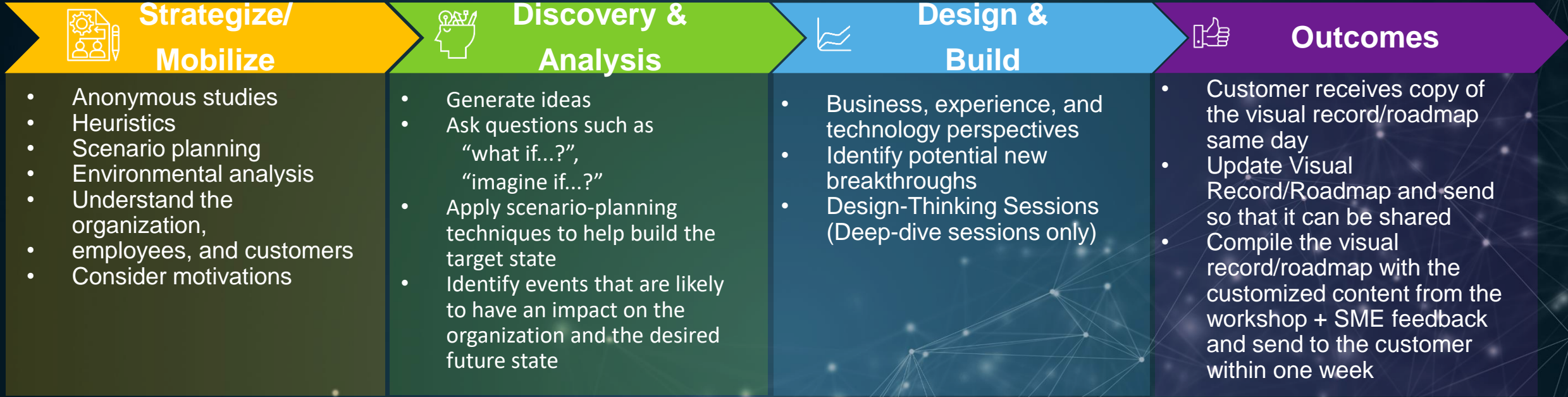
Value to Customer

- High level assessment of current, specific, challenges and opportunities and a roadmap to help them attain their technology vision.

Value to IBM

- Identified as Trusted Advisor to client
- Revenue opportunities identified across IBM, holistically, from Advisory output
- Potential residual business from customer as Trusted Advisor

IBM Microsoft Cloud Azure Advisory – Art of the Possible Phases



Deliverables

- Visual record and/or High-level Roadmap/Executive Summary

IBM Microsoft Cloud Azure Advisory – Art of the Possible Model

WHAT WE DO

Help customers
Challenge the convention
Imagine the **art of the possible**
Generate ideas
Envision the potential
Unlock innovation

HOW WE DO IT

Study the business
Understand **strategies and needs**
Use a research, collaborative, and **design-thinking** approach
Apply insights

WHY WE DO IT

Develop a unique customer experience, as a differentiator, based on their own challenges, constraints, and strategy

CUSTOMER BENEFIT

Evaluate existing ideas
Develop new ideas
Improve digital strategy
Evaluate Target scenarios
Illustrate and explore transition barriers
Investigate transformative tactics
Consider business, experiential, and technology issues

Key Audience for Azure Advisory – Art of the Possible

Target buyers who are business decision makers

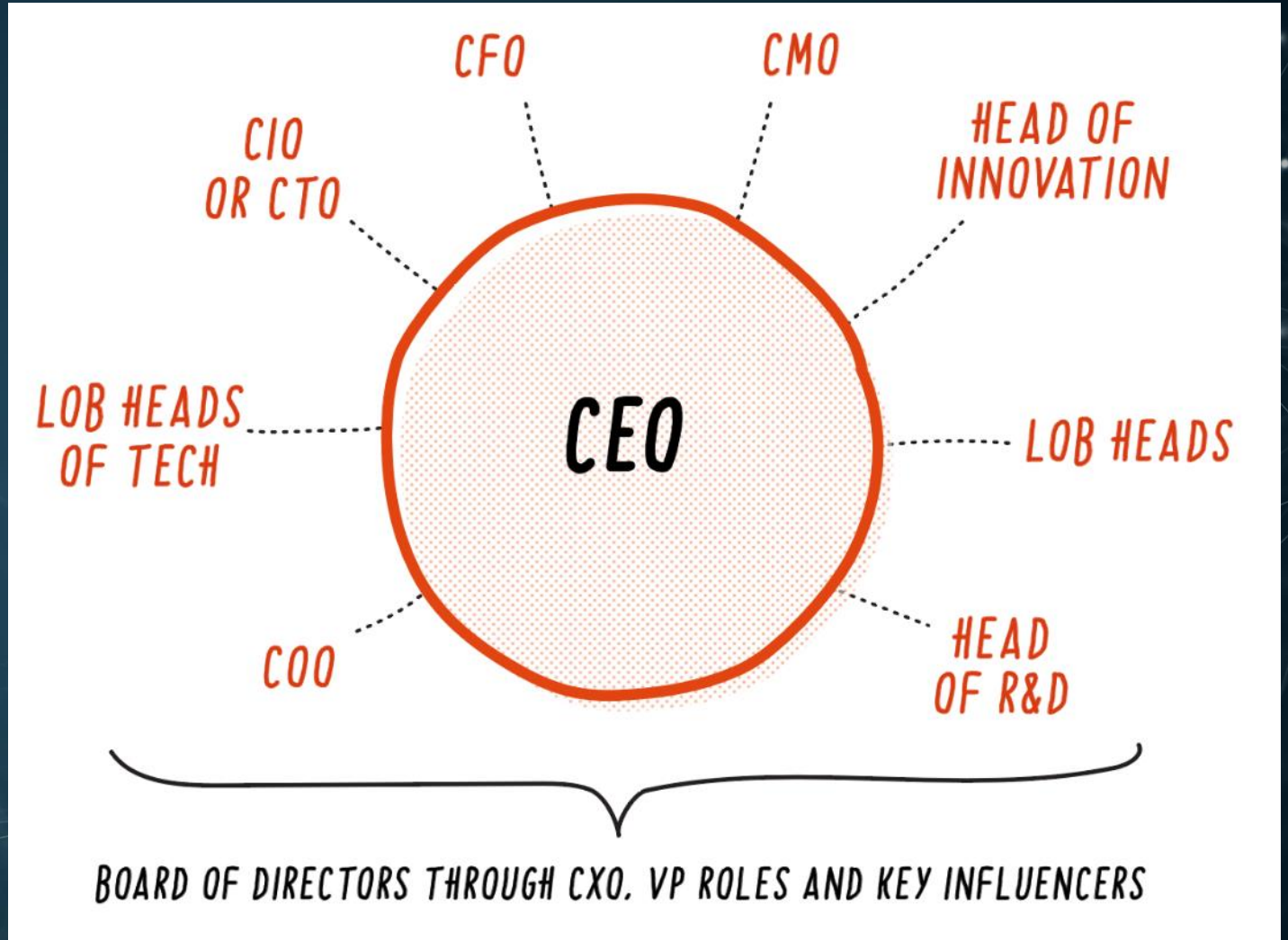
CEO, COO, CFO, CMO, Head of Innovation, Head of R&D, Line-of-Business Heads and their organizations

Target decision influencers who are technical decision makers

CIO, CTO, VP, Line-of-Business Heads of Technology and their organizations

We focus on business and technology leadership within the enterprise

regardless of whether the responsibilities and authorities are held by a CIO, CMO, COO, CFO, or other business executive



IBM Microsoft Cloud Azure Advisory – Art of the Possible Snapshot

Duration	.5 – 1 Day
Price	TBD
Approach	Use a research, collaborative, and design-thinking approach
Value Offering	High level assessment of current, specific, challenges and opportunities and a roadmap to help them attain their technology vision.
Client Tailored Deliverable	Visual record and/or High-level Roadmap/Executive Summary (See next slides for examples)

Visual record of ideation: Customer Engagement

BIG IDEA: BETTER ENGAGE CUSTOMERS BY DELIVERING PERSONALIZED CONNECTED EXPERIENCES ANYWHERE
INSPIRING AND DRIVING LOYALTY ALONG EVERY STEP OF THE CUSTOMER JOURNEY

What if our marketing was a valuable way to help customers move forward in their decision journey?

What if we could personalize each of the services and experiences to our customers?

We have difficulty finding ways to maximize reach and deliver messages that resonate, especially with people using more devices in more locations than ever before.

Our lack of ongoing engagement with our customers is affecting their loyalty.



We don't know who is on the other side of the screen.

Our lack of ongoing engagement with our customers is affecting their loyalty.

We need to find interactive solutions that allow us to be a part of the moments that matter and win mindshare with our customers

Understand product use, customer sentiment, and brand perception. Gain insight into customer preferences. Market across multiple channels.

CRM: Integration of customer data into a cohesive view. Create personalized offers from customer demographic insight. Increased revenue via up-sell and cross sell

Analytics: Create proximity centric offers created based on customer location. Track and optimize campaign effectiveness using machine learning

Mobile: Create proximity centric offers created based on customer location and enable new customer acquisition.

Social: Develop relevant insights with real-time account data, news, social activity and connections. Increased customer demand for personalization.



Innovate and deliver personalized and differentiated products, services and experiences, profitably and agilely, along every step of the customer journey.

Engage customers by delivering personalized, connected experiences in journeys that customers choose. "The iTunes of Energy Industry"



Expand reach by using digital channels, anticipate customer needs, understand how our products and services are used, and quickly develop and improve them.

Real-time insights and personalized products & services for households with options compatible with my lifestyle.

Automated service through ability to provide latest tools with real time information and proactive notification on optimization and projection of use.

CURRENT STATE

A

Inability to proactively and accurately understand and engage with customers to drive their buying decisions, and monetize from differentiated services and experiences that "Fill the bucket".

DESIRED STATE

B

Enhanced and improved customer engagement and revenue generation with personalized, engaging, timely and profitable products, services and experiences that differentiate.



Customer & Employee Emotional Reaction

- "XXX is uncool and I have no brand affinity toward them!" - Customer
- "I don't have the right tools and know-how to engage customers" - Employee



Customer & Employee Emotional Reaction

- "Wow! XXX is providing me something differentiating now!" - Customer
- "I have a sense of purpose and feel proud to work for XXX" - Employee

Executive Summary

Key Finding & Observations

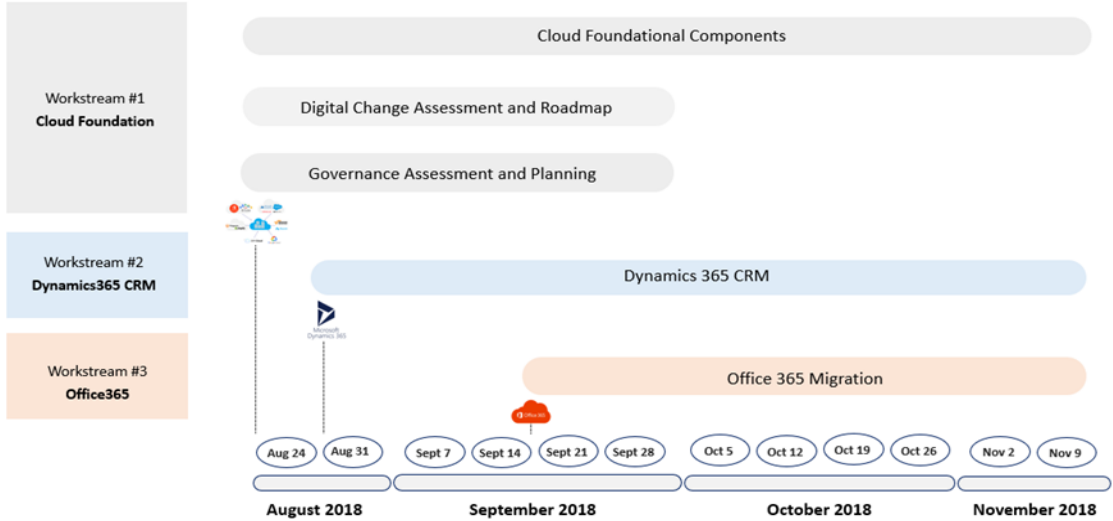
- [Customer] is currently in, what IBM and Microsoft would refer to as, IDEATION, moving toward Analysis and Planning
- Governance (Strategy, Change/Release Management, and Operational Models) are key to success
- The complexity of the enablement of the supporting technologies were not taken into consideration for the timeline of the Digital Customer Onboarding initiative
- Resources are spread very thin across existing production and new/ongoing initiatives

Major Areas of Focus & Support

1. Cloud Foundation
 - Cloud foundational components
 - Digital change assessment and roadmap
 - Governance assessment and planning
2. Dynamics365 CRM
 - Plan, design, arch and implementation support
3. Office365
 - Assessment and migration planning



High-level Plan



Azure Platform Reference Architecture

Platform as a Service (PaaS)

Security & Management

- Security Center
- Portal
- Azure Active Directory
- Azure AD B2C
- Multi-Factor Authentication
- Automation
- Scheduler
- Key Vault
- Store/Marketplace
- VM Image Gallery & VM Depot

Media & CDN

- Media Services
- Media Analytics
- Content Delivery Network

Integration

- API Management
- BizTalk Services
- Logic Apps
- Service Bus

Compute Services

- Container Service
- VM Scale Sets
- Batch
- RemoteApp
- Dev/Test Lab

Application Platform

- Web Apps
- Mobile Apps
- API Apps
- Cloud Services
- Service Fabric
- Notification Hubs
- Functions

Developer Services

- Visual Studio
- Mobile Engagement
- VS Team Services
- Xamarin
- Application Insights
- HockeyApp

Data

- SQL Database
- SQL Data Warehouse
- DocumentDB
- SQL Server Stretch Database
- Redis Cache
- Storage Tables
- Azure Search

Intelligence

- Cognitive Services
- Bot Framework
- Cortana

Analytics & IoT

- HDInsight
- Machine Learning
- Stream Analytics
- Data Catalog
- Data Lake Analytics Service
- Data Lake Store
- IoT Hub
- Event Hubs
- Data Factory
- Power BI Embedded

Hybrid Cloud

- Azure AD Health Monitoring
- AD Privileged Identity Management
- Domain Services
- Backup
- Operational Analytics
- Import/Export
- Azure Site Recovery
- StorSimple

Infrastructure as a Service (IaaS)

Compute

- Virtual Machines
- Containers

Storage

- Blob
- Queues
- Files
- Disks

Networking

- Virtual Network
- Load Balancer
- DNS
- Express Route
- Traffic Manager
- VPN Gateway
- App Gateway

Datacenter Infrastructure (32 Regions, 24 Online)



IBM