

Azure Cloud Adoption Offering

2021

Microsoft
Partner



Gold Cloud Platform
Gold Application Development
Gold Data Platform
Gold Data Analytics
Gold Application Integration



At Kin+Carta, we're not here to talk about changing the world. We're here to make it work better.

Purpose

KIN+CARTA

ADVISE

A technology and data-led approach to growth strategy in the digital age.

CREATE

Design digital products using human-centered principles and build on the world's most capable technologies.

CONNECT

Learn more about your customers, build experiences they love and create long-term value at every step.

Our resources have an **advanced network of talent** to tap when complex business problems arise...

CONNECTIVE OFFICES

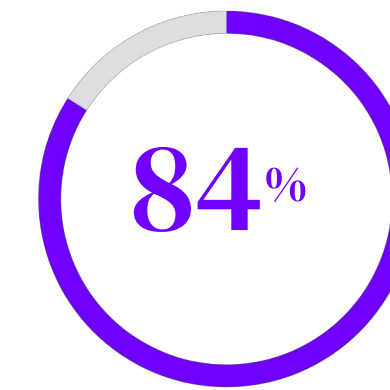
global offices

1,600+
specialists

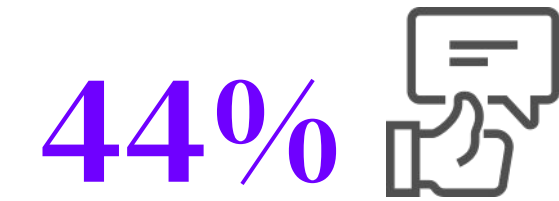


WHAT WE DO

We create products, platforms and experiences that make the world work better.



revenue from repeat business



Key customers 3-year stock outperformance over S&P 500

CLIENT AWARDS



Indirect Supplier of the Year 2019



JD Power #1 in Customer Satisfaction



SGP Innovation Award 2019

AWARDS



#4 Best CHICAGO SMALL/MEDIUM Workplace Fortune



Global Delivery Flexibility

Nearshore vs. Offshore

Overlapping workdays for constant collaboration, alignment and value add discussion vs. limited communication order takers

Cost effectiveness, without introducing risk

Experience with autonomous blended teams in Argentina and the US resulting in high-end, lower cost of ownership, without the risks

Expertise

High performance engineering combined with world class product design and fluency in English

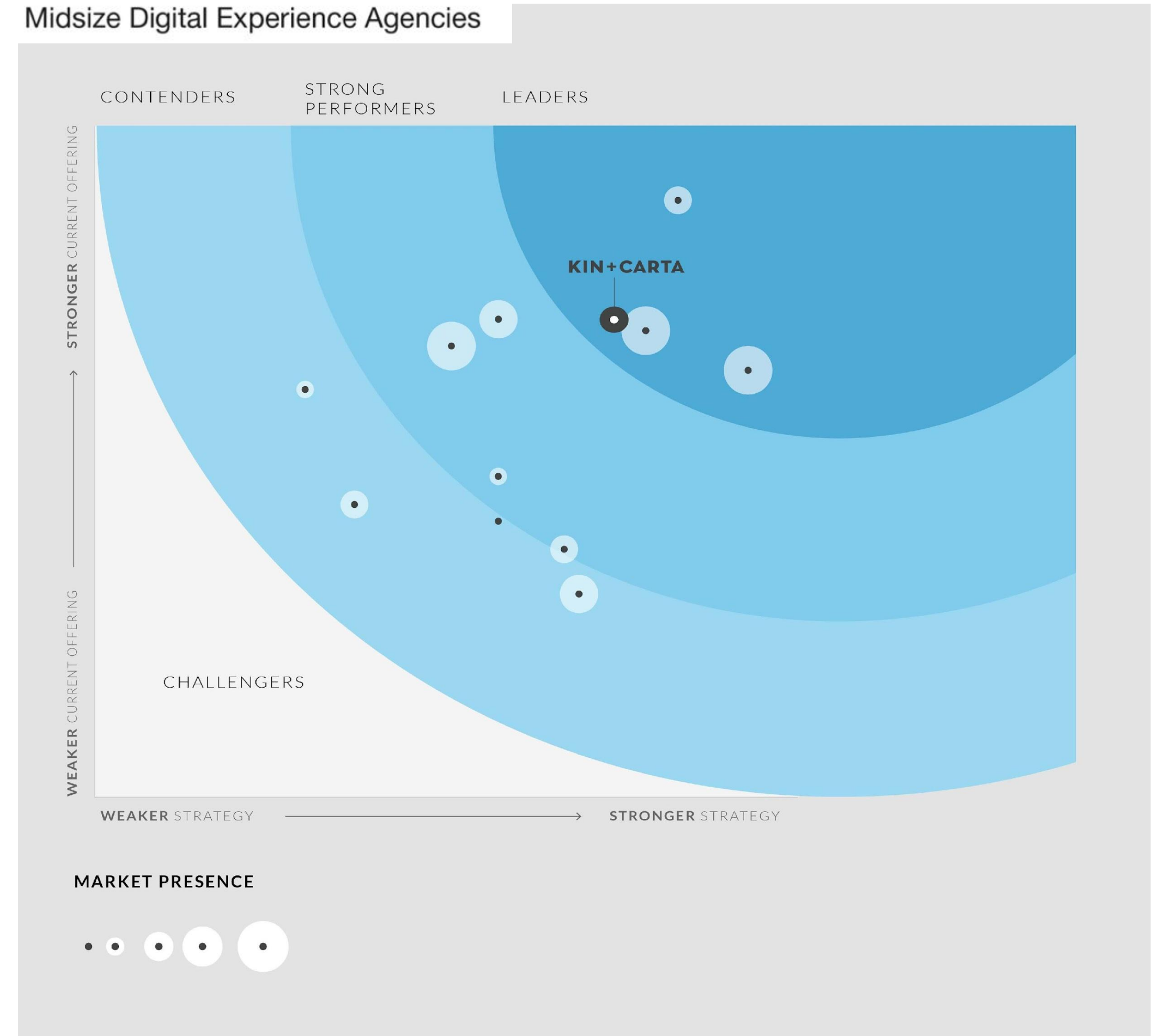


Forrester Names Kin + Carta a Leader

Kin + Carta was founded in the 21st century with digital product development at our core. Delivering successful and award-winning software is our bread and butter. We are digital by nature, not a bolt-on service offering and we are biased to action.

Our other service offerings exist to serve this core by covering the entire digital journey: from identifying new market opportunities to connecting every step of your customer's journey – from acquisition to advocacy.

Forrester recently ranked Kin + Carta as a Leader in Midsize Digital Experience Agencies, noting that “the best partner often isn't the biggest provider.”



Outcome-Focused

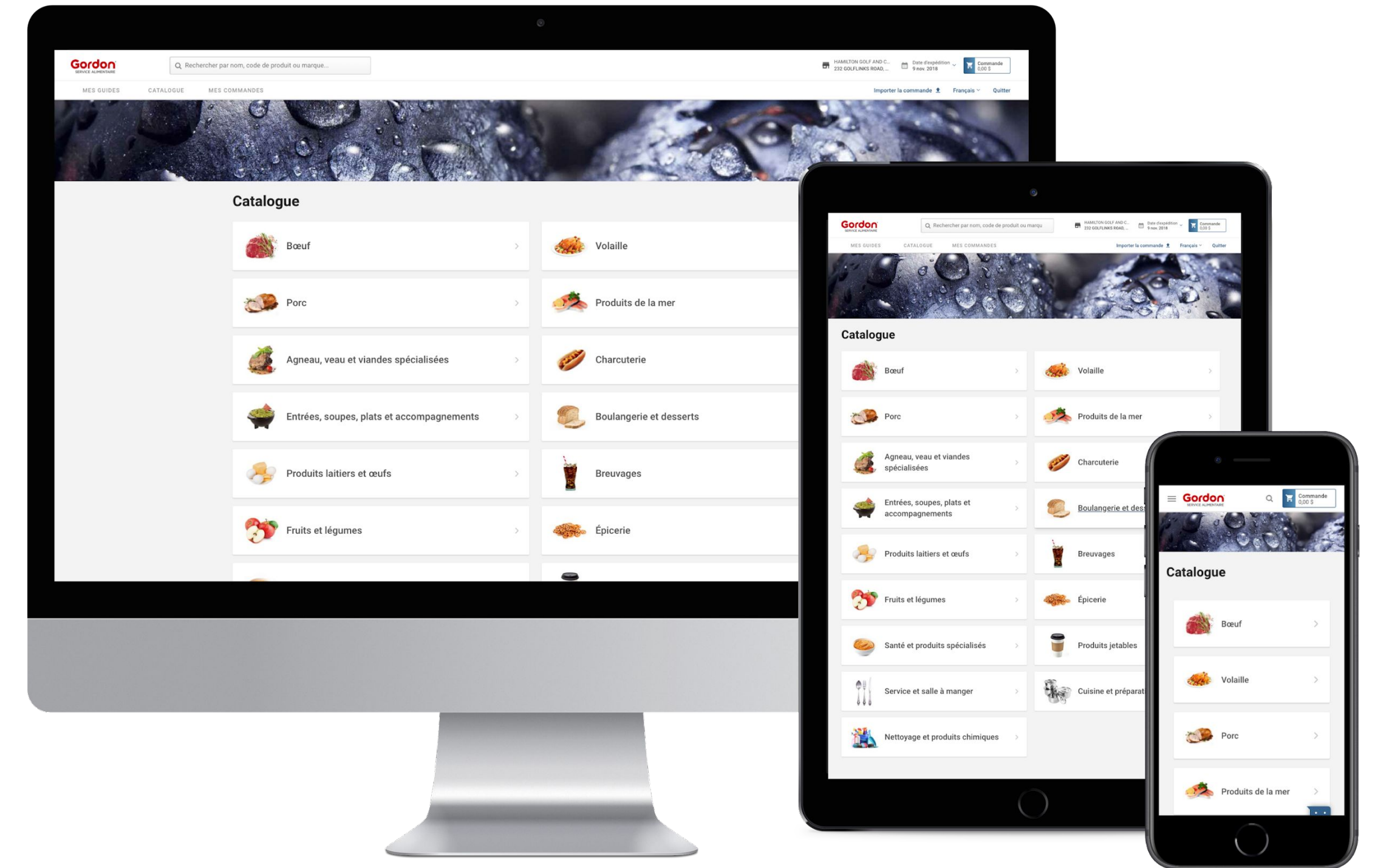
While building digital products is core to what we do, the experience means nothing if it isn't experienced. Setting measurable business outcomes (and exceeding them) is critical to launching successful digital products and is central to how we work at Kin + Carta.

We help you define your business goals early in the project, and we use these to collaborate on the product roadmap and priority of user research.

We support you with change management through release to achieve defined application metrics like adoption, engagement and retention, and we measure and report on your success weekly.

Case Study

In 2019, our team collaborated with Gordon Food Service (GFS) leadership to set a goal of 95% adoption for the newly released Gordon Ordering eCommerce platform in Canada. Kin + Carta led a change management effort, driven by user research, that involved communications, trade show attendance, and targeted marketing. The platform achieved 96% adoption in December.



Gordon Ordering platform for Gordon Food Service

Agile, Iterative and Fast

Kin + Carta, at its most elemental form, is an Agile company. Change is central to how we work. We are constantly improving on our methodologies and incorporating them into our delivery framework.

Our latest delivery iteration, FleXP, incorporates scrum and extreme programming (XP) to ensure high quality on business-critical applications. This innovative approach has been recognized by Forrester.

Our methodologies allow Discover, GFS and HCSC to release business-critical software as many as 8 times a day to production.

Client Testimonials

"Our speed-to-market has improved exponentially, which is attributable to the processes that Kin + Carta has brought to bear."

-Mike Kennedy, CIO, Gordon Food Service

"After working with the Big Four consultancies for many, many years it was clear that Kin + Carta's approach was much leaner, more iterative with a much more disciplined focus on the customer experience. This ultimately pushed us to go faster than we were comfortable with, but that turned into a very positive thing for the digital business program and Rockwell's overall digital transformation."

-Jessica Korpela, Director, Rockwell Automation



Kin + Carta developers pair programming

Collaborative and Courageous Culture

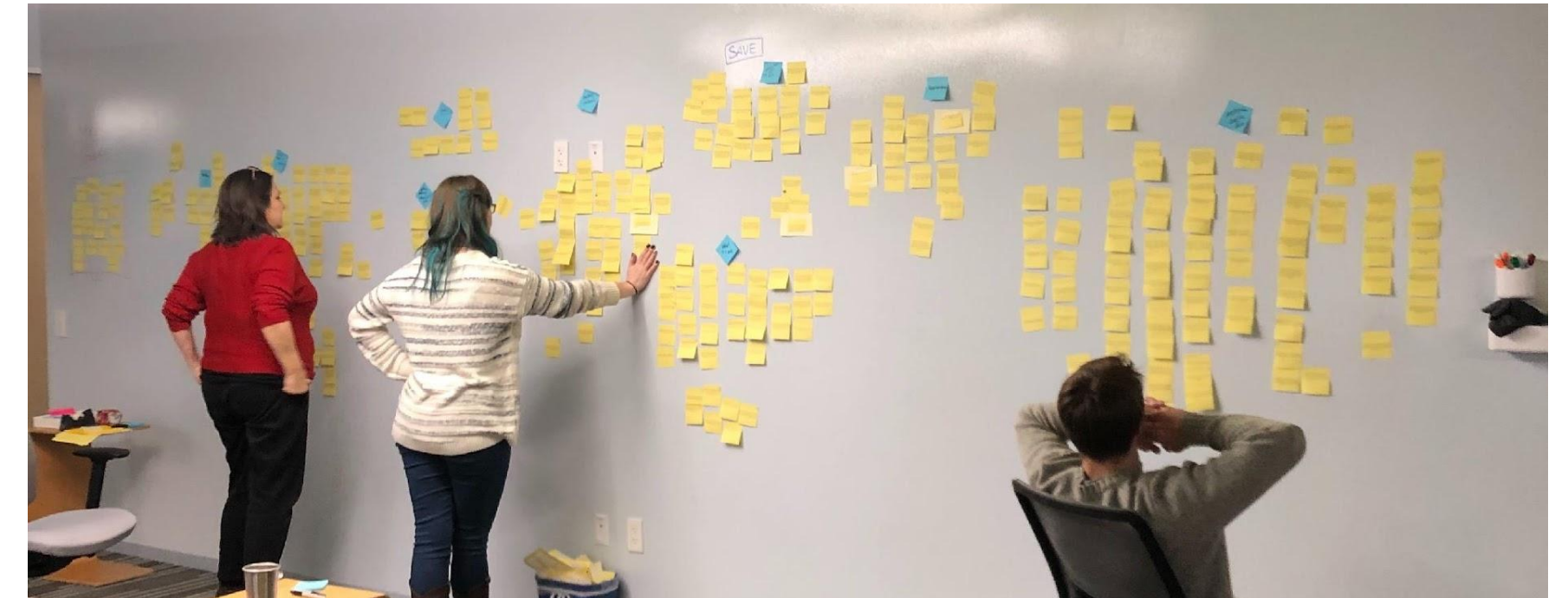
Culture makes Kin + Carta teams different. Our people are inherently transparent, and we collaborate with you and your customers to create the best digital solutions.

We are customer-centric in everything we do. While user research is core to how we build software, we also ask for your feedback frequently through our Client Experience program, which allows us to make changes and strengthen our relationship.

We co-create solutions together and grow your digital muscle in the process. You will own these products and platforms, and we will enable you to do that through meaningful training and continuous knowledge transfer to your employees.

Client Testimonials

"GPS is one of the best run teams at Northern. ...We have true transparency. We have opened true lines of communication between Northern and Kin + Carta to have conversations about the more difficult things. ...Success for me is having these open conversations." -Dana Del Rio, Lead PO, Northern Trust



Kin + Carta's people at work on Sales Enablement initiatives

Who We Are

Areas of Focus

How We Deliver

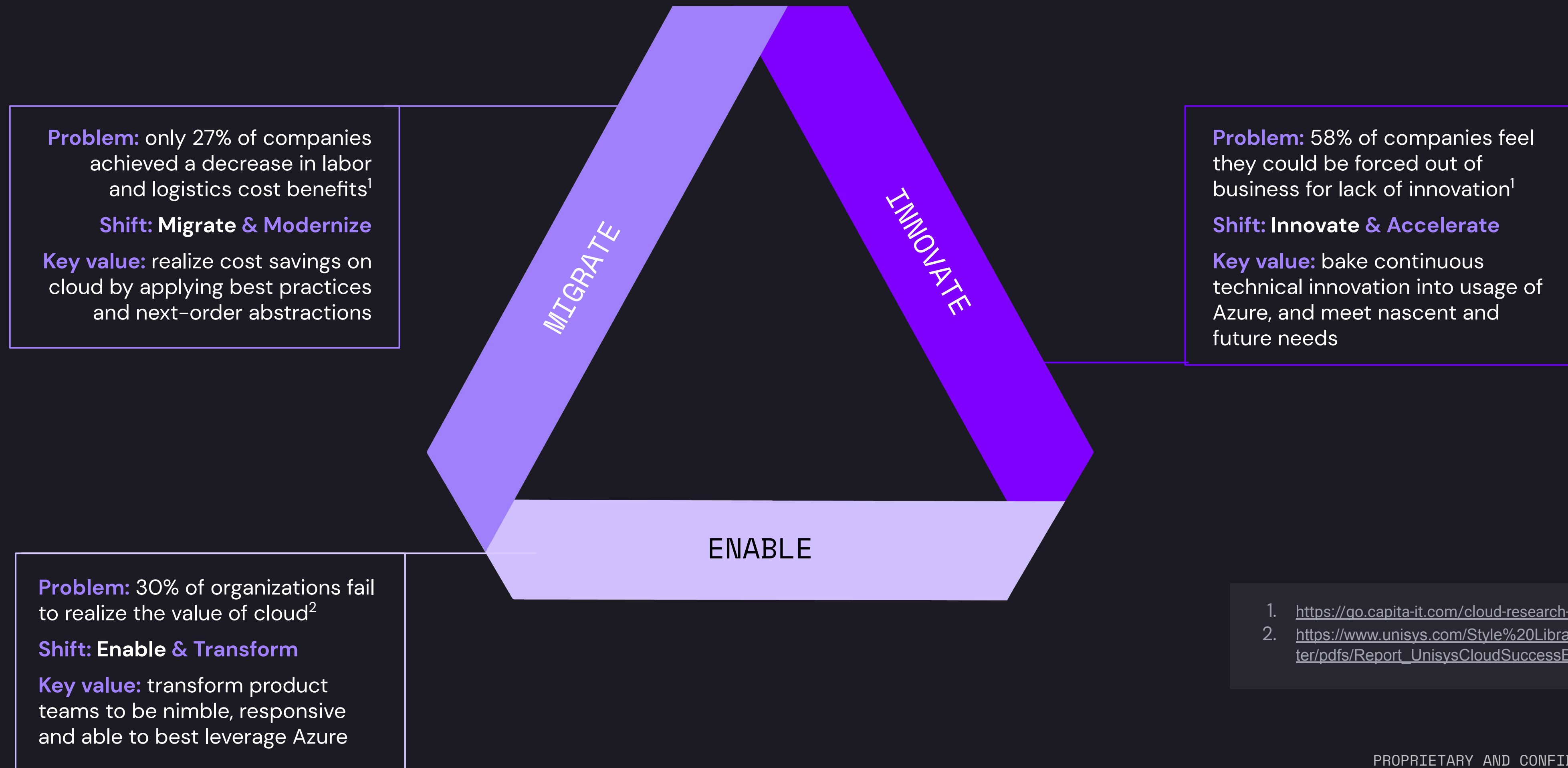
→ Migration

→ Innovation

→ Enablement

We Help Realize Cloud Benefits

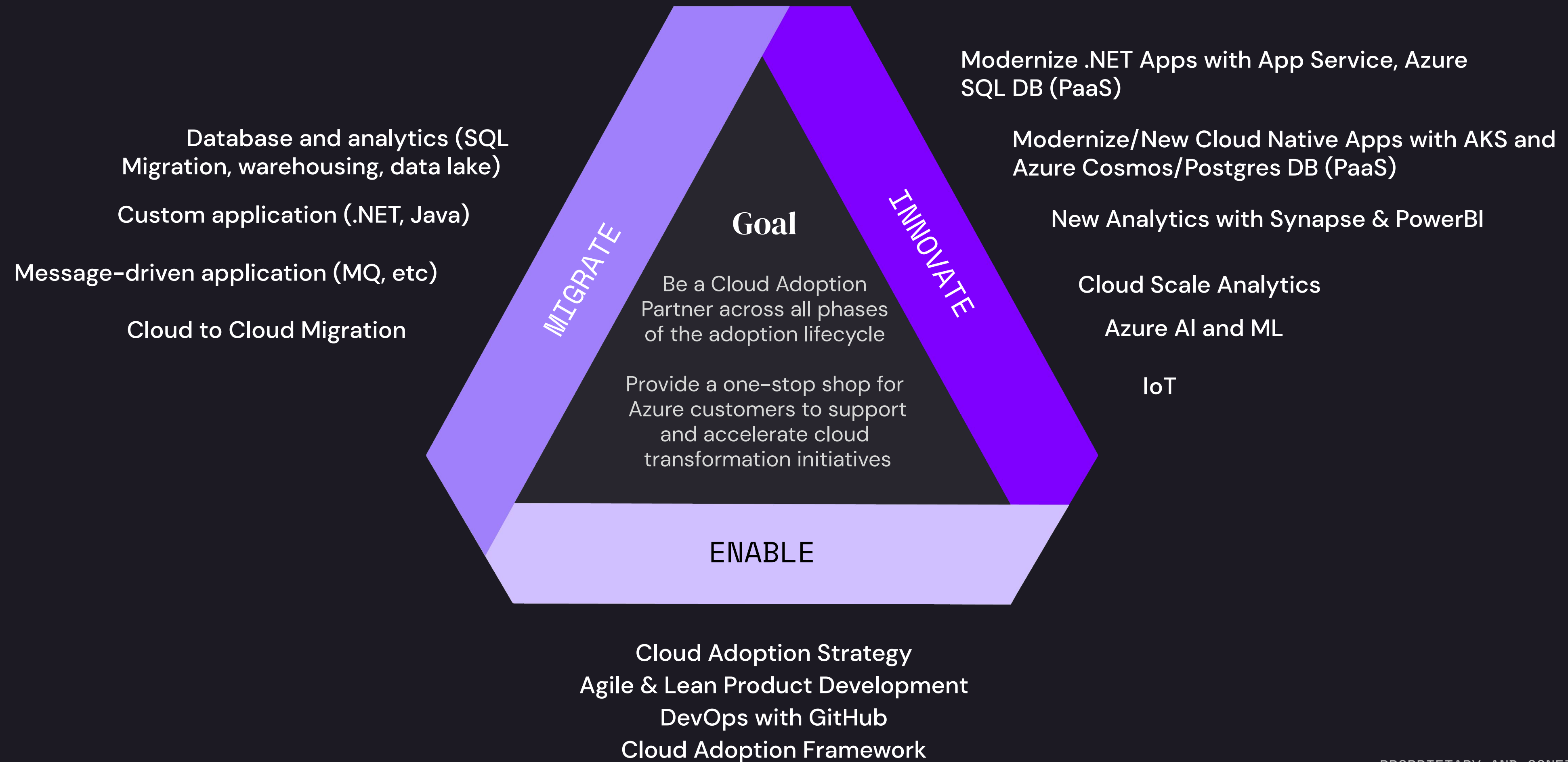
Too often, cloud implementations don't meet the targets they promised



1. <https://go.capita-it.com/cloud-research-report>
2. https://www.unisys.com/Style%20Library/Unisys/cloudbarometer/pdfs/Report_UnisysCloudSuccessBarometer.pdf

Microsoft & Kin + Carta

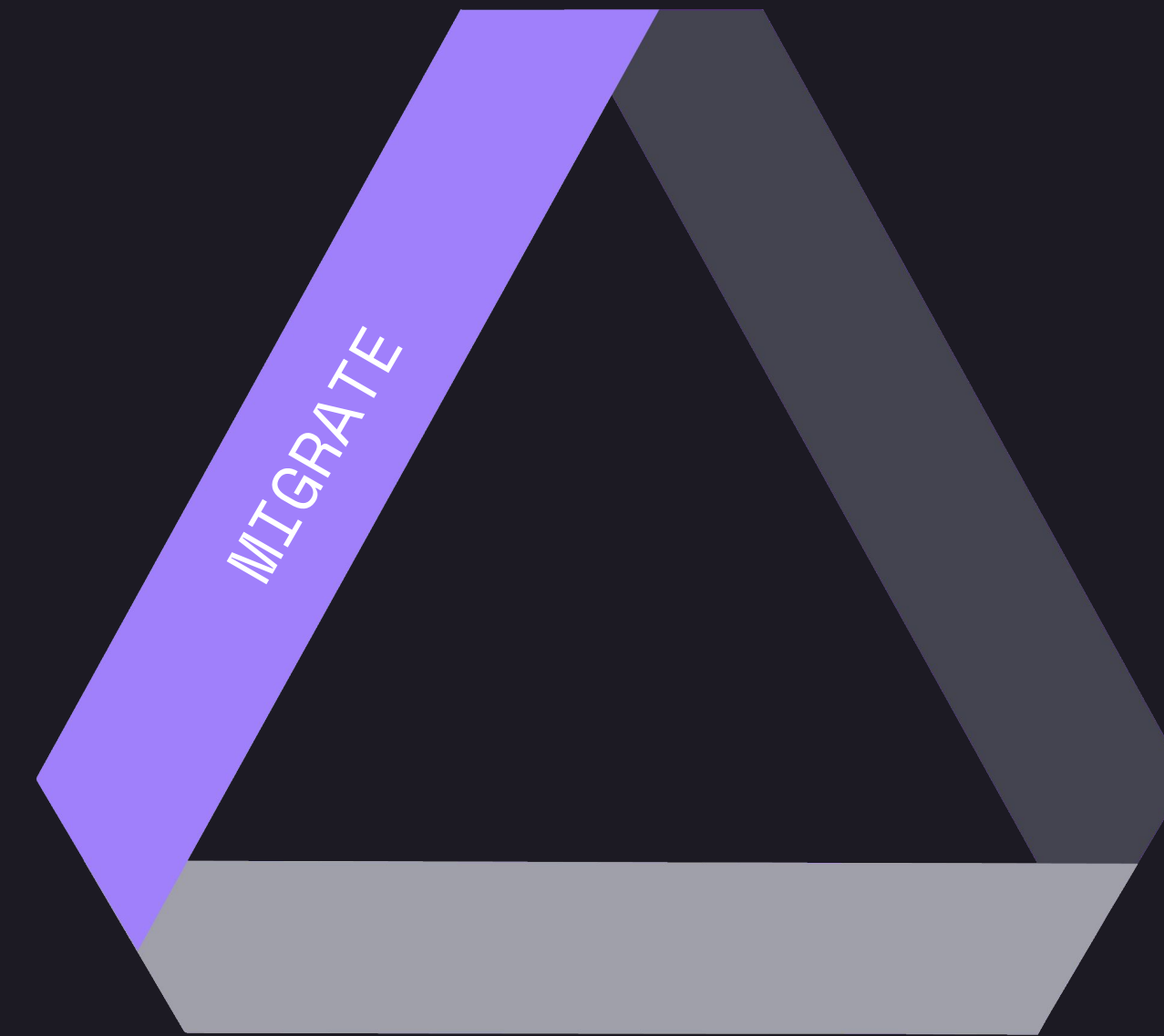
Additive focus at each lifecycle phase to achieve strategic goals



Who We Are

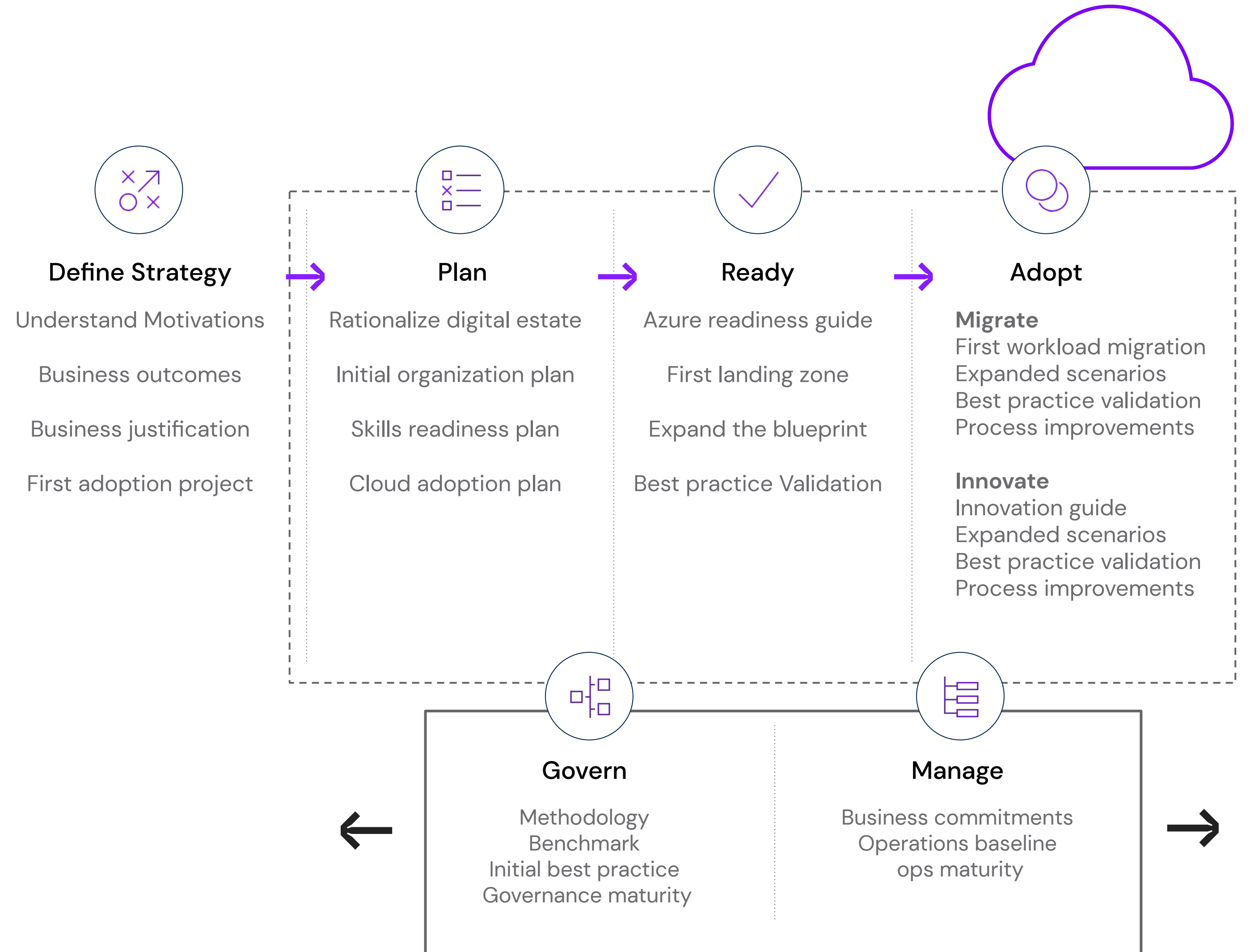
How We Deliver

- Migration
- Innovation
- Enablement



Microsoft Cloud Adoption Framework

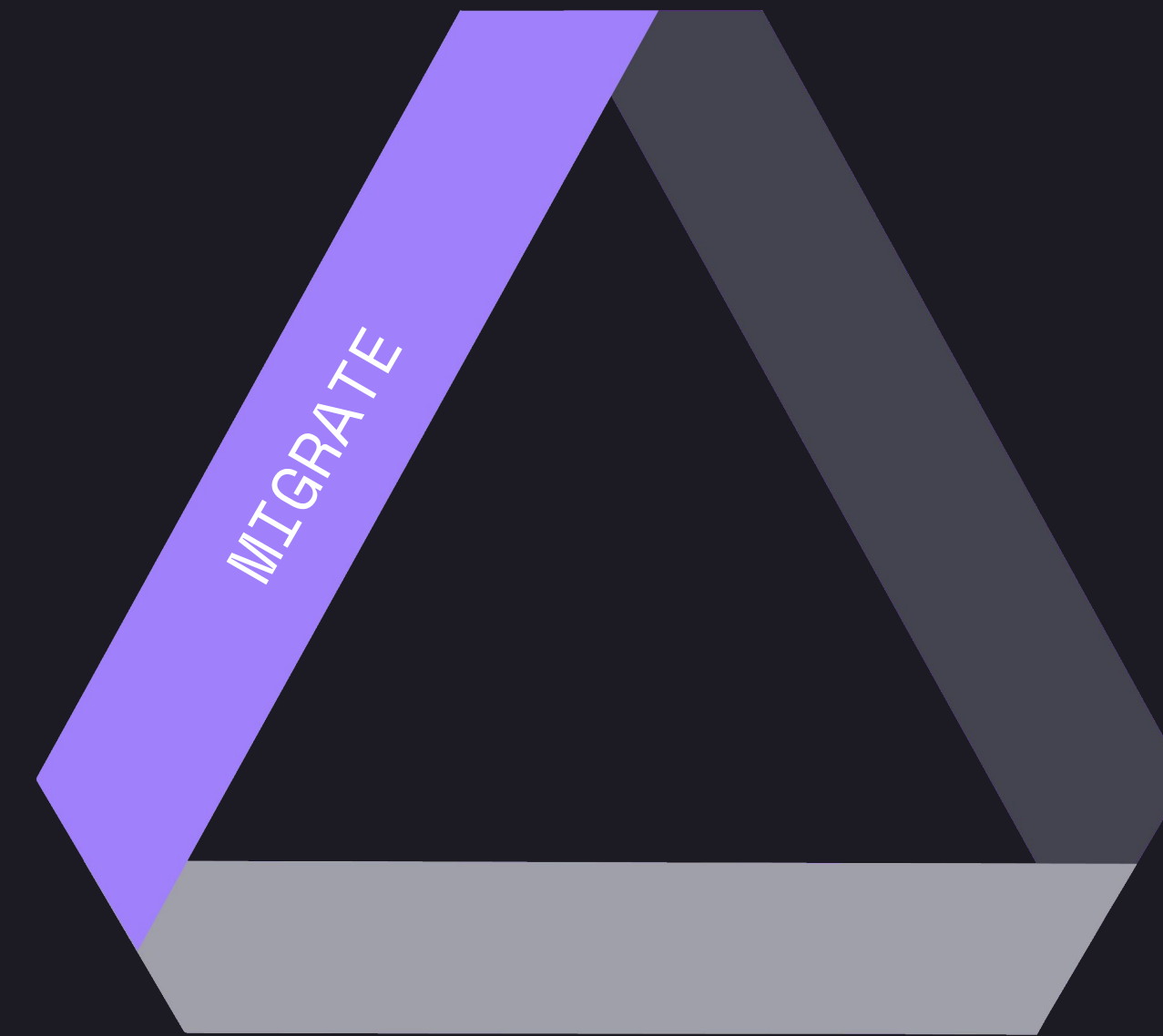
Kin + Carta leverages Microsoft's proven frameworks, tools and templates to deliver aligned with state of the art best practices.



Who We Are

How We Deliver

- Migration > Offerings
- Innovation
- Enablement



Application Transformation

Migrate applications to a cloud-native platform. Make minimal refactors to get the application runnable on cloud infrastructure, and enable a CI/CD pipeline to securely and consistently deliver updates.

Project Types

- Cloud application migration
- Internal or hybrid cloud replatform

Project Outcomes

- Customer self-service
- Higher digital feature usage
- Lower cost of service

Team Structures

- Enterprise architect
- Backend development teams
- Product owner
- DevOps engineer(s)



Cloud Strategy

Work with our clients to rationalize application portfolios to go to the cloud, design cloud infrastructure, and design cloud-native organizational structures.

Project Types

- Cloud implementation strategy
- Cloud rollout strategy
- Application rationalization

Project Outcomes

- Lower organizational infrastructure spend
- Lower total application development cost
- Increased alignment between business priorities and application spend

Team Structures

- Enterprise architect
- Cloud architect(s)
- Program manager



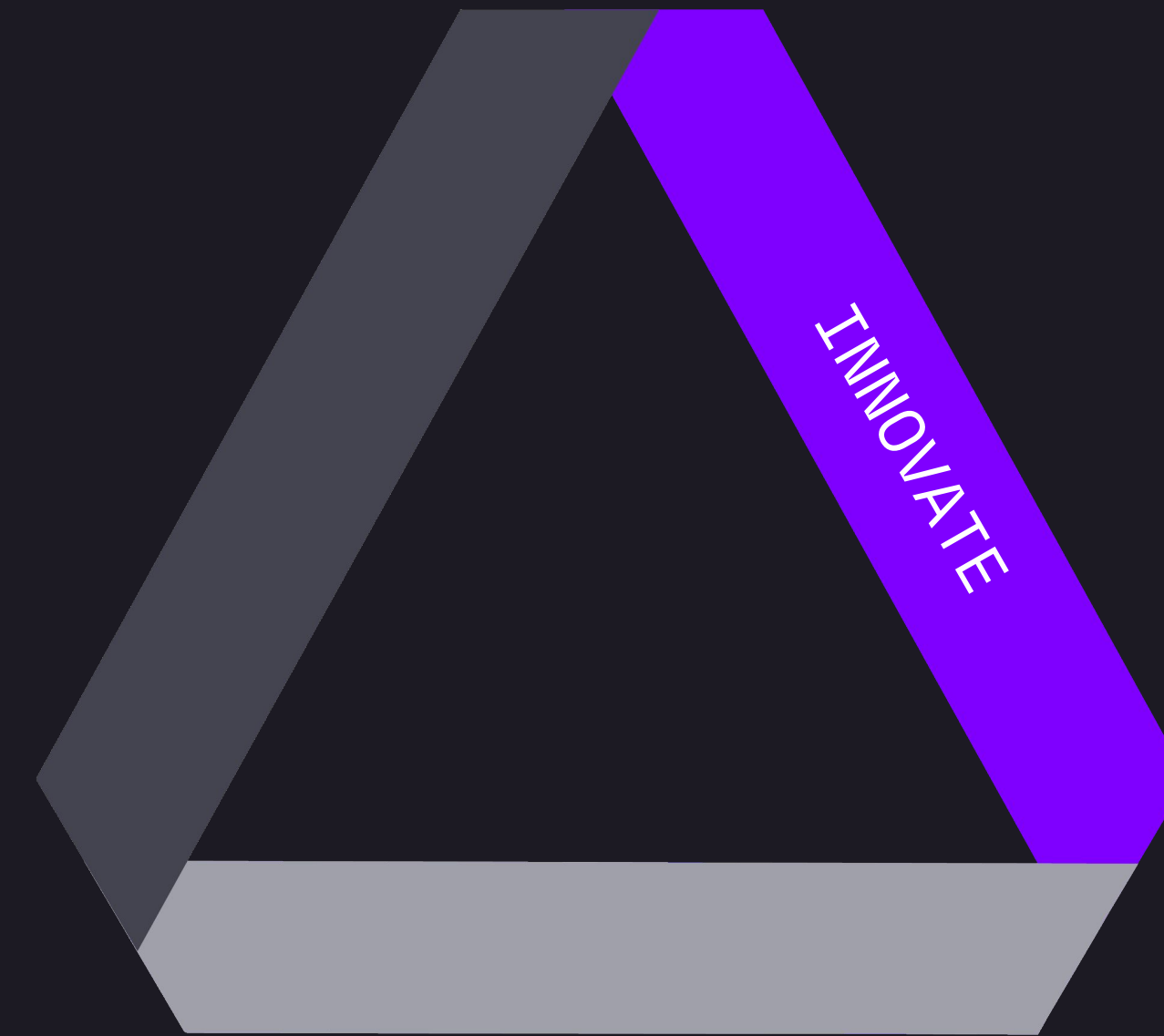
Who We Are

How We Deliver

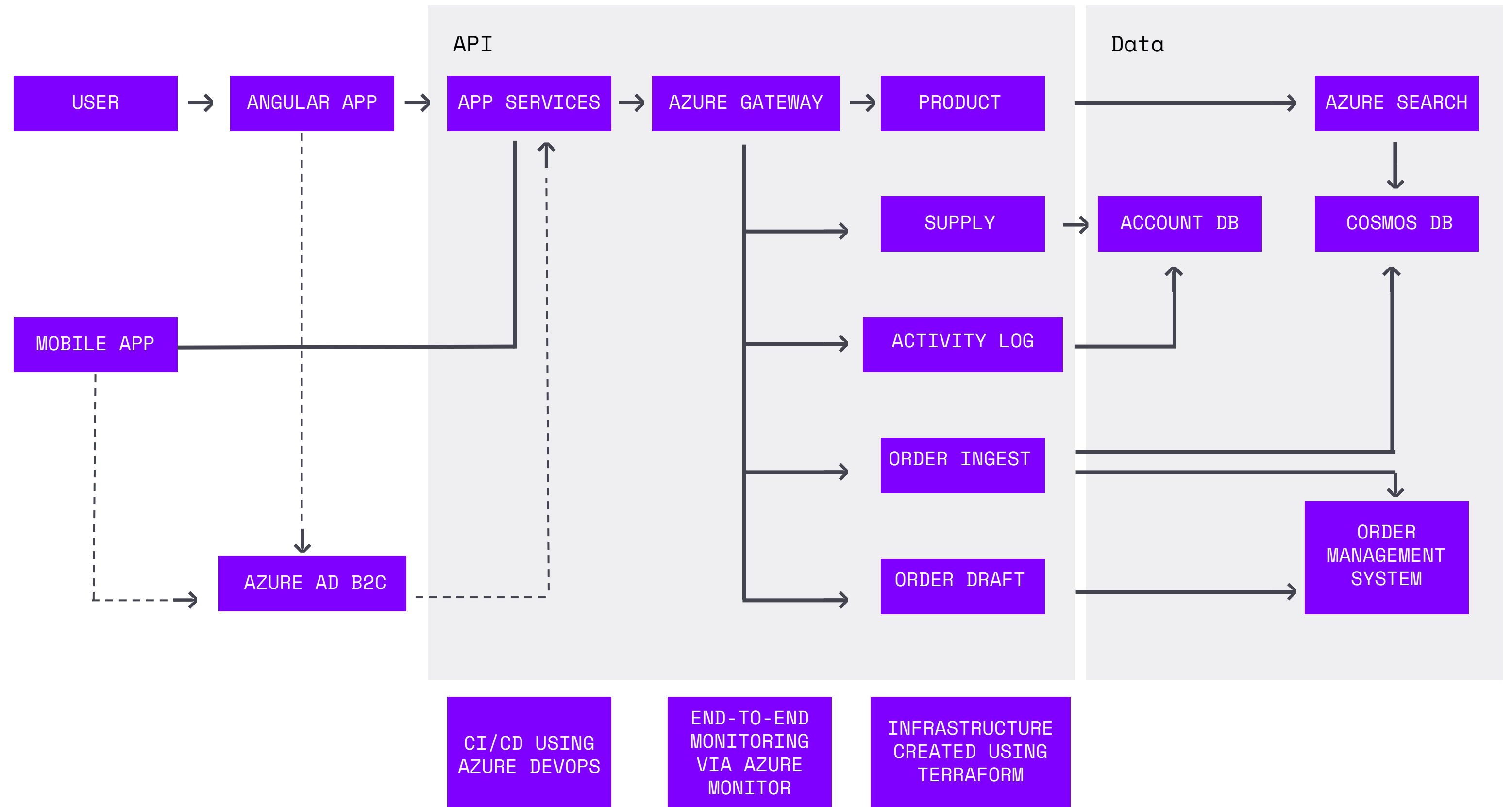
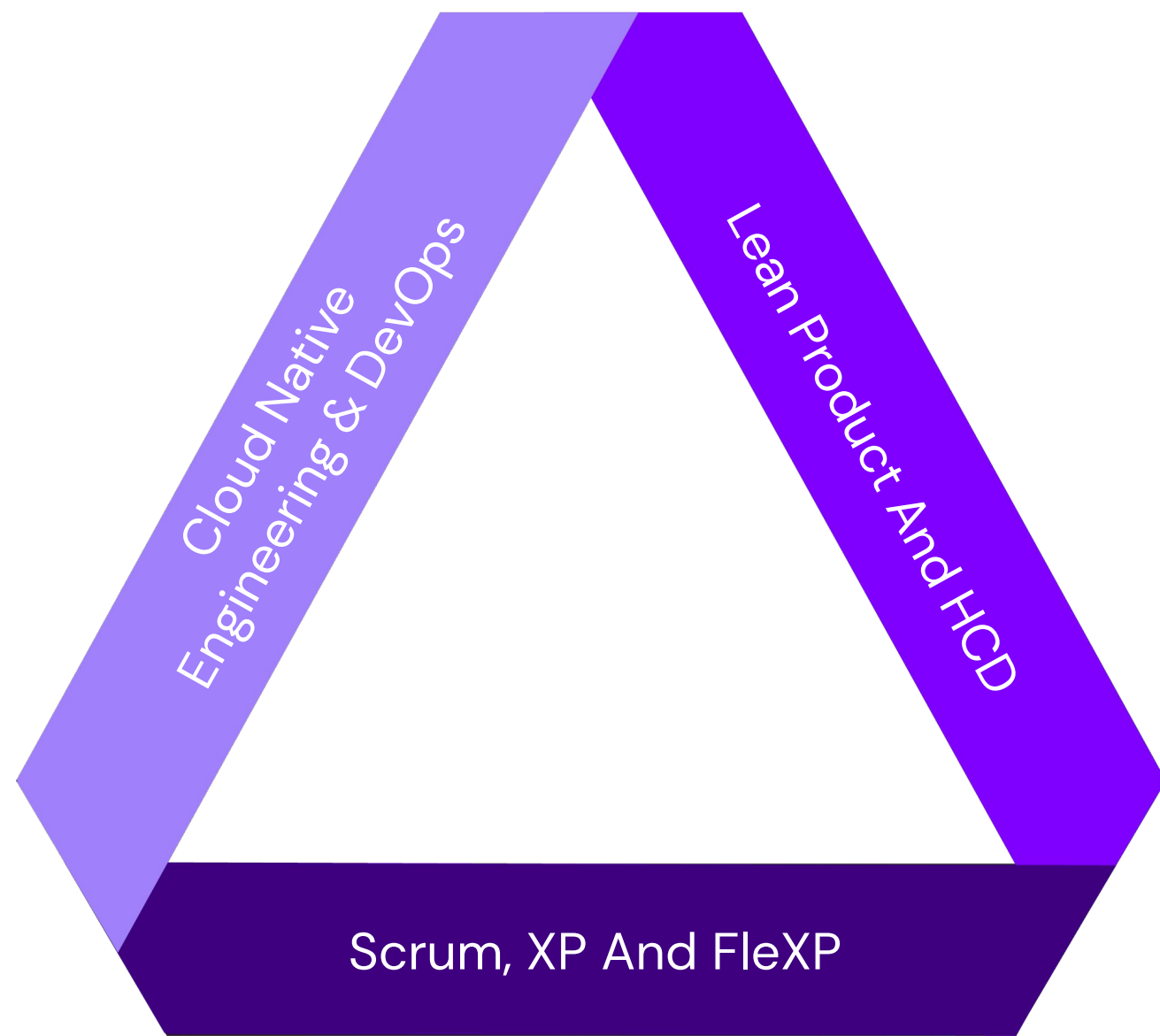
→ Migration

→ **Innovation**

→ Enablement



Kin + Carta Specializes in CloudNative App Development



Technology Areas of Differentiation

Product	Value Proposition	Kin + Carta Capabilities
Azure Kubernetes Services	<ul style="list-style-type: none"> • Containers allow for general purpose, flexible deployment solutions • AKS provides out of the box integration with Azure Monitoring and DevOps • AKS elastic scaling is a differentiator 	<ul style="list-style-type: none"> • Deep experience in Kubernetes • Focus on application stack • Guidance on avoiding the hype curve/trough of despair on Kubernetes
Azure Spring Cloud → Link to Blog Post Here	<ul style="list-style-type: none"> • An ideal suite for existing Spring/Java apps • An easy transition from existing on-prem deployment models • Full Spring Cloud support 	<ul style="list-style-type: none"> • Deep experience in Java/Spring • Early work and blogging on ASC • Provided documentation feedback and bugs to ASC product team
Azure Functions	<ul style="list-style-type: none"> • The best solution for microservices • Provides low cost • Smallest security footprint 	<ul style="list-style-type: none"> • Referenceable solutions using serverless stack • Focus on application stack and business value
Azure Cloud Databases	<ul style="list-style-type: none"> • Low-cost and quick enablement • Multi-model support for use cases 	<ul style="list-style-type: none"> • Data Modernization focused practice • Methodology to help companies extract value from data

Successful Implementations For Kin + Carta Have The Following:

An application-first focus, instead of platform-first

- Architectures not focused on business value struggle to deliver
- Kubernetes is fundamentally a deployment technology, not a development one
- Start small and focus on the value of the application
- However, trivial applications will not warrant the investment in Kubernetes

Acknowledgement of learning curve

- Clients need dedication to overcome learning curve, paired with Kin+Carta DevOps expertise to facilitate that journey
- There is no Kubernetes “easy button”
- Aspects like networking, security, service discovery are very different from traditional infrastructure
- DevOps automation can ease the developer burden

True Continuous Deployment

- Heavy automation is required to abstract away Kubernetes complexity from developers
- Without continuous delivery, DevOps teams will struggle to realize value for the automation work done

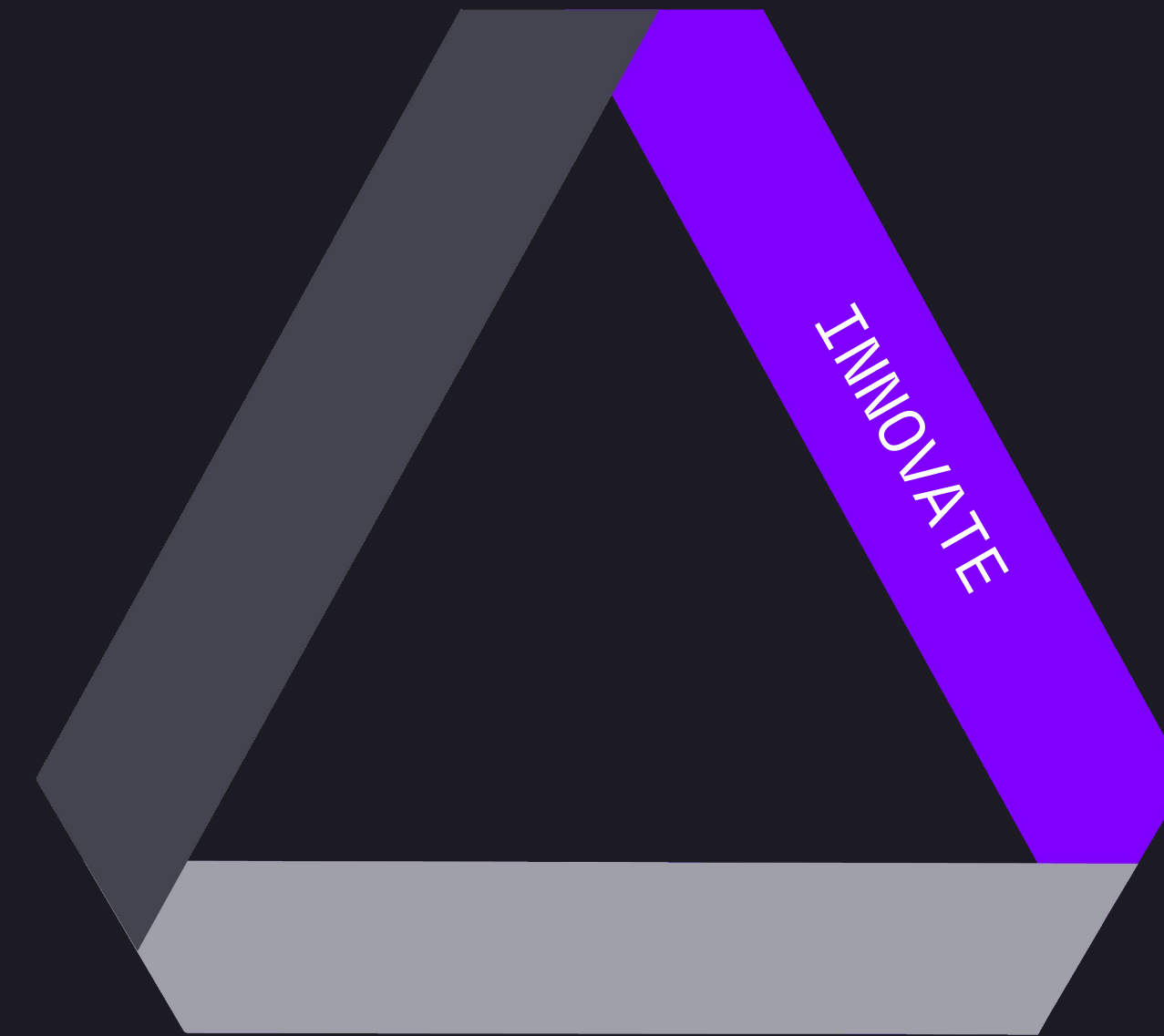
Who We Are

How We Deliver

→ Migration

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→ Enablement



Full Stack Development

Develop modern, cloud-native, full-stack experiences, from front-end through API and data layers. We utilize full-stack teams, where developers build a story all the way through the stack.

Project Types

- Digital Twins
- Digital Innovation

Project Outcomes

- Customer self-service
- Higher digital feature usage
- Lower cost of service

Team Structures

- Enterprise architect
- Full Stack development teams
- Product consultant
- Graphical designer and UX researcher



Legacy Modernization

Rewrite legacy mainframe and large-scale server apps. Leverage micro-services, event-driven architectures, cloud-native development and devOps for scalable, performant and nimble replacements.

Project Types

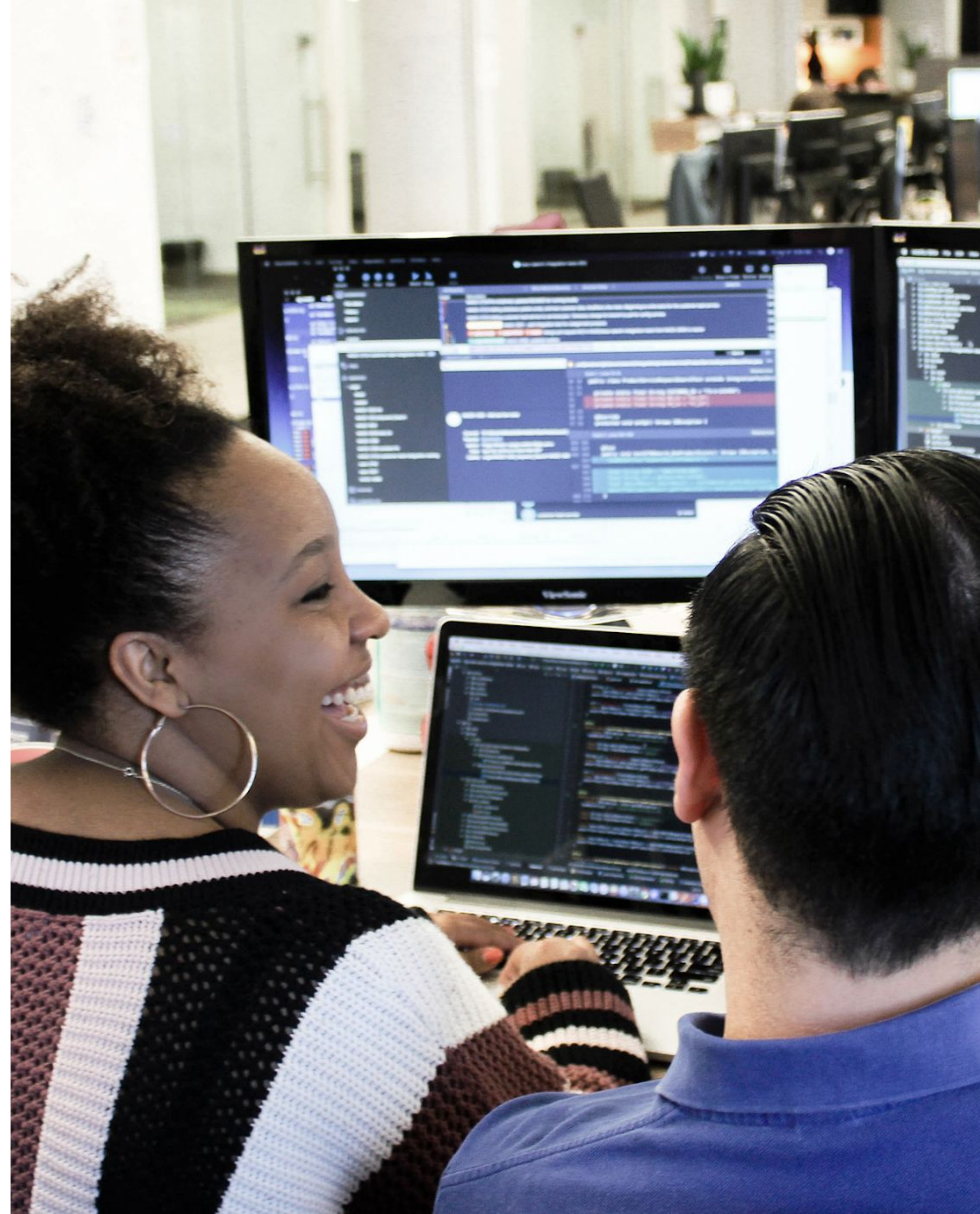
- JMS replatform
- WAS replatform
- SOA/ESB replacement

Project Outcomes

- Greater resiliency, uptime and scalability
- Lower cost of ownership
- Lower technical debt and long-term risk
- Greater business system agility

Team Structures

- Enterprise architect
- Backend development teams
- Product owner
- DevOps engineer(s)



Data Decoupling

Replace legacy SOA and batch-based applications with real-time application stacks based on event-driven architectures. Build apps that are loosely coupled, near real-time and highly scalable.

Project Types

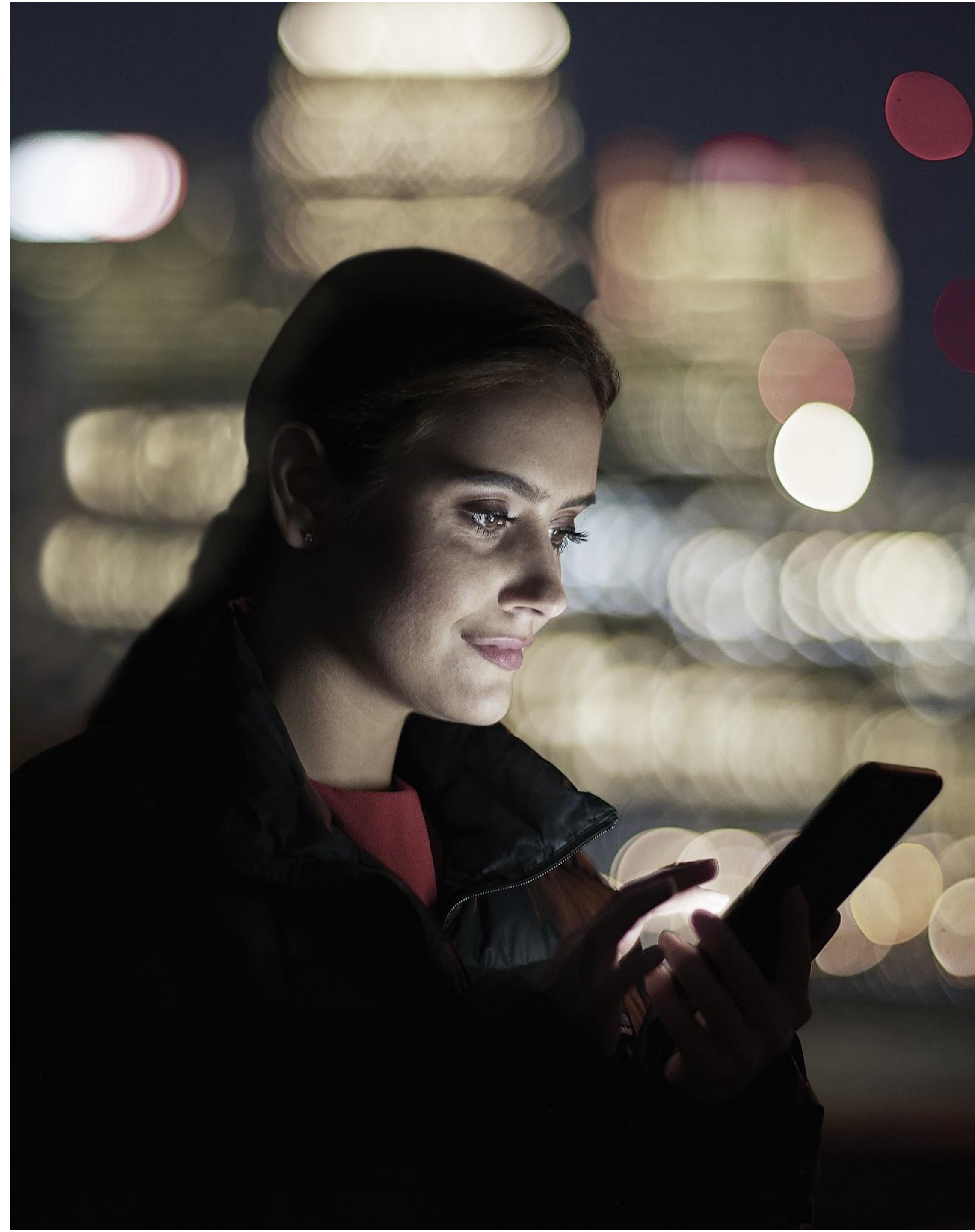
- Legacy SOA migration
- Streaming ETL
- Complex Event processing

Team Structures

- Enterprise architect
- Data engineers
- Product consultant

Project Outcomes

- More scalable portfolio of services
- Quicker integration and composition
- More real-time access to business events



Data Modernization

Update aging transactional and analytical workloads. Move to product-centric insights, real-time data, and domain-driven data methodologies.

Project Types

- Cloud data transformation
- Cloud ETL
- Analytical processing
- Machine Learning/AI

Project Outcomes

- Lower cost footprint for data storage & processing
- Quicker, real-time ETL
- Scalable platforms for machine learning and AI

Team Structures

- Enterprise architect
- Full Stack development teams
- Product consultant



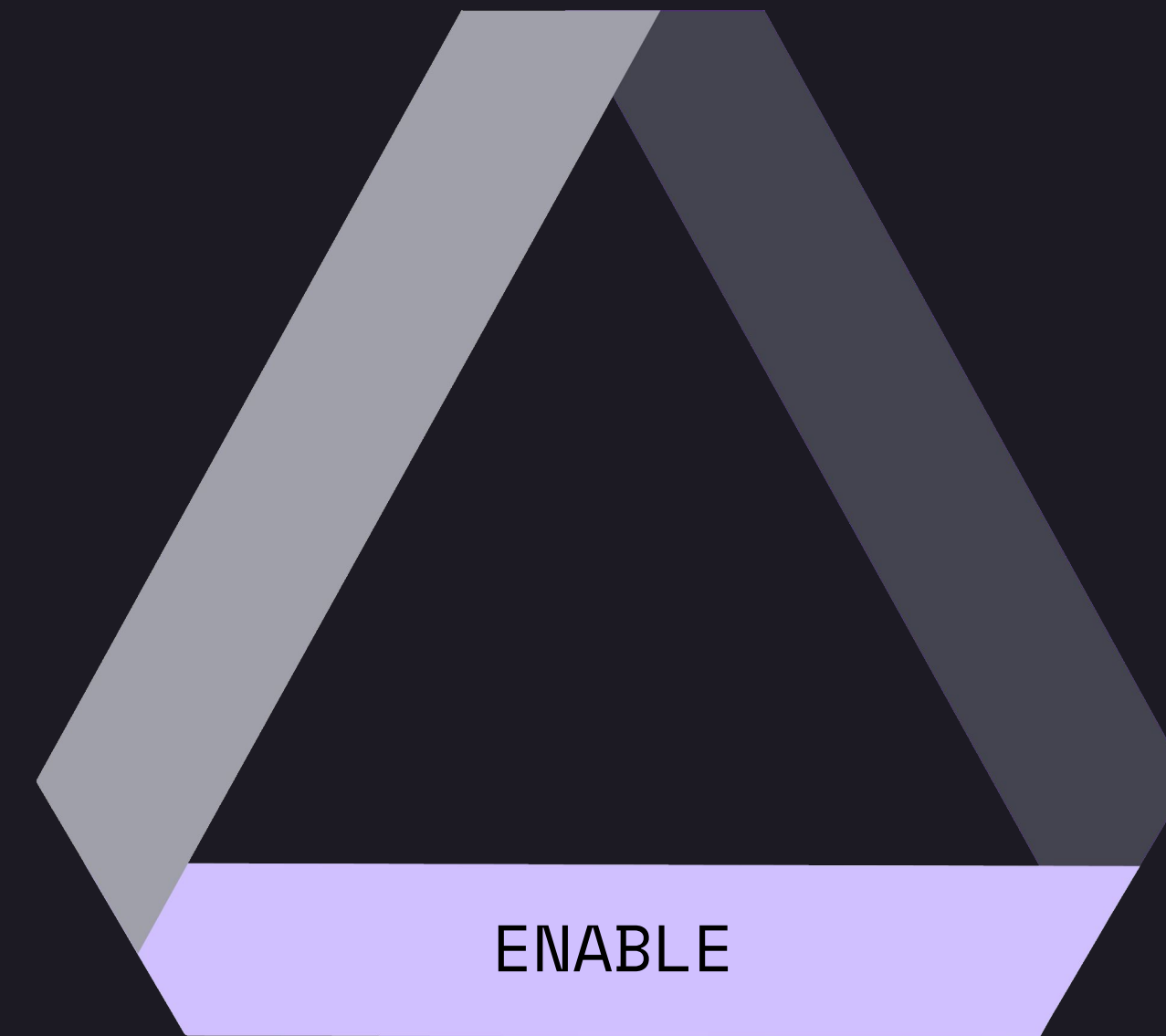
Who We Are

How We Deliver

→ Migration

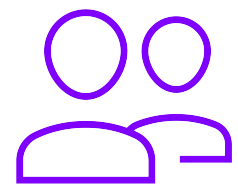
→ Innovation

→ Enablement



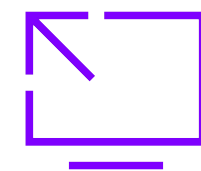
Making Cloud Adoption Sticky

The best Azure implementations are able to carry on and continuously improve long after the consultants have left the building. K+C's enablement offering helps your teams level up their skills to become the high-performing teams you need support and evolve your cloud ecosystem.



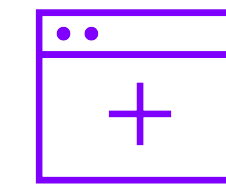
People

Strengthening a culture of continuous learning and servant leadership through the development of a high-performing, cross-functional product team.



Practices

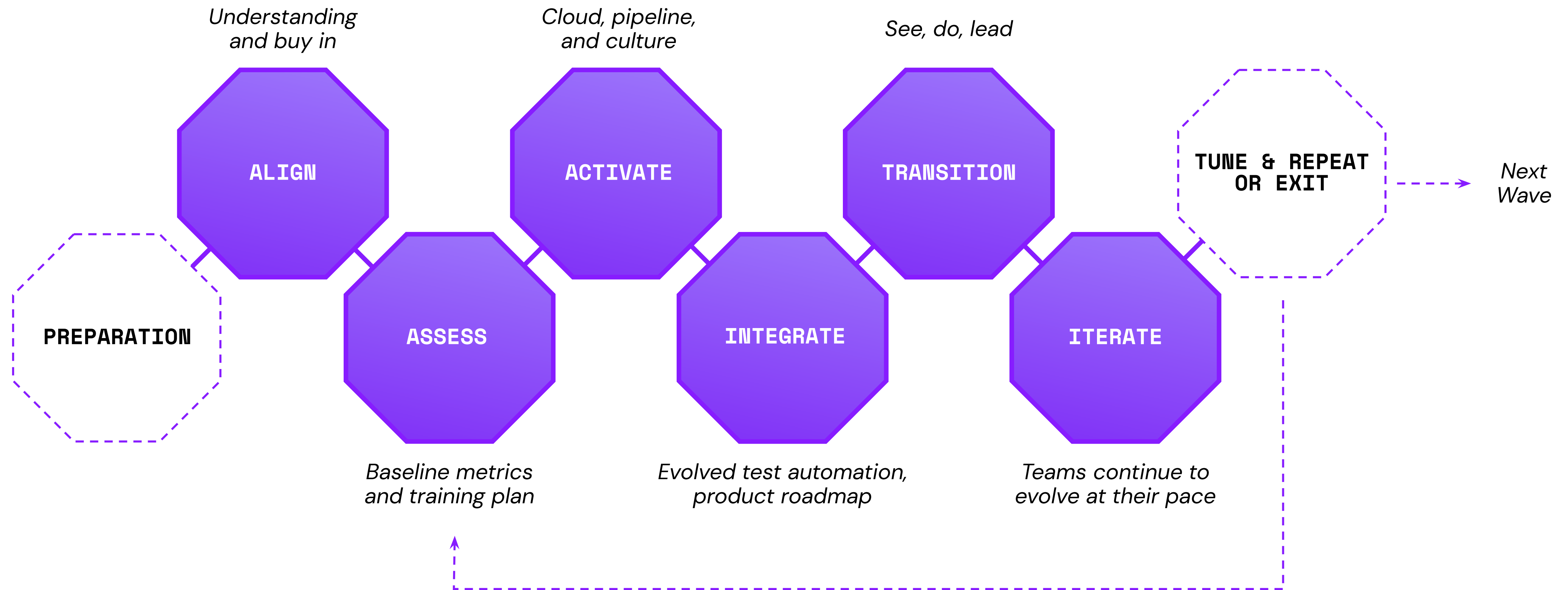
Imparting principles of extreme programming, lean product development and human-centered design in a flexible, agile framework of empowered and aligned teams.



Technology

Upskilling individuals in modern software engineering principles and tools to ensure speed to value and quality through extreme automation.

Teams, Processes and Skills Need To Change - We Have a Proven Roadmap to Enable This



Digital Assessment Centers

Measuring Team and Individual Development via Assessment Centers to strengthen culture and provide progress visibility

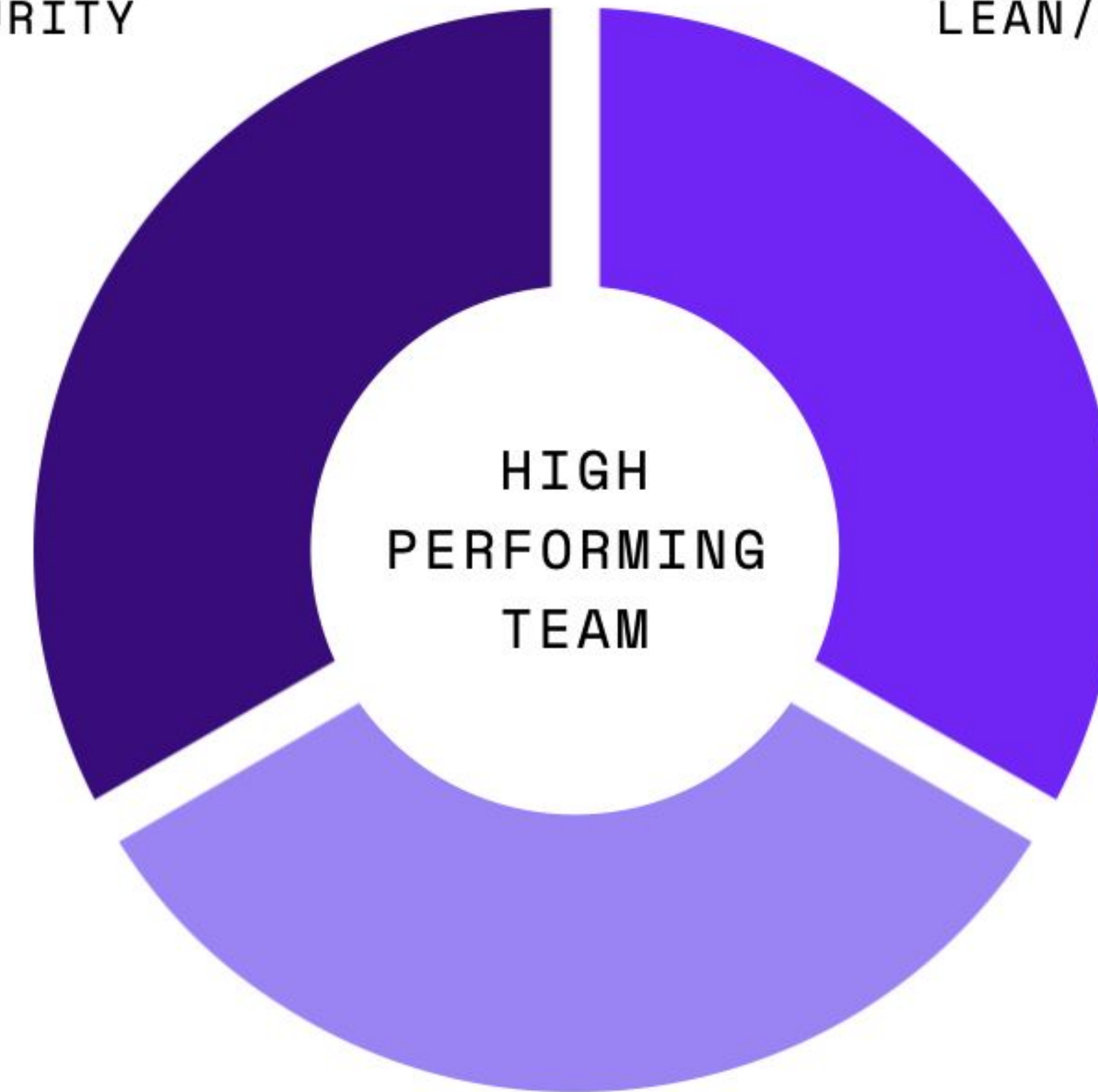
Assessment centers are used in the industry to evaluate a wide range of competencies. We have designed digital assessment centers to be used to assess the team and individuals on core cloud enablement abilities.

Technical Assessment

CLOUD MATURITY

Product Assessment

LEAN/HCD CONCEPTS



Individual Skills Assessments

EMPOWERING FOR CONTINUOUS LEARNING

Pairing for Performance

Pairing experienced consultants with employee learners is the quickest path to enablement. K+C team members take employees through a learning journey as we work closely together to build and launch cloud-based applications and systems. Employee learners become the coaches of new team members after K+C team members roll off.

Enablement Team Member

- Enablement Architect
- Enablement Program Manager
- Enablement Product Strategist
- Enablement Product Consultant
- Enablement Cloud Engineers
- Enablement DevOps Engineer

Employee Team Member

- Employee Architect
- Employee Manager
- Employee Product Manager
- Employee Product Owner
- Employee Engineers
- Employee Infrastructure/Systems Engineers

Measuring Success



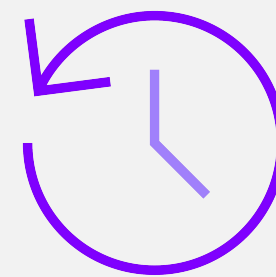
Team Morale

How is the team feeling about what they're building?



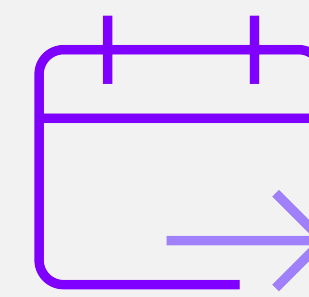
Lead Time for Changes

How quickly can we deliver to production from start to finish?



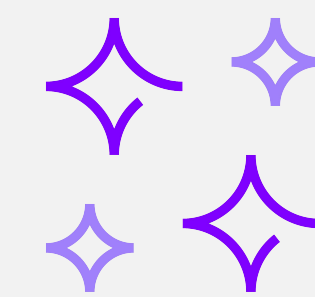
Time to Restore Change Failure Rate

How many issues escape to production?
How fast can we fix them?



Deployment Frequency

How often can we deploy to production?



Business & Customer Value

What value have we delivered for the company and its customers?

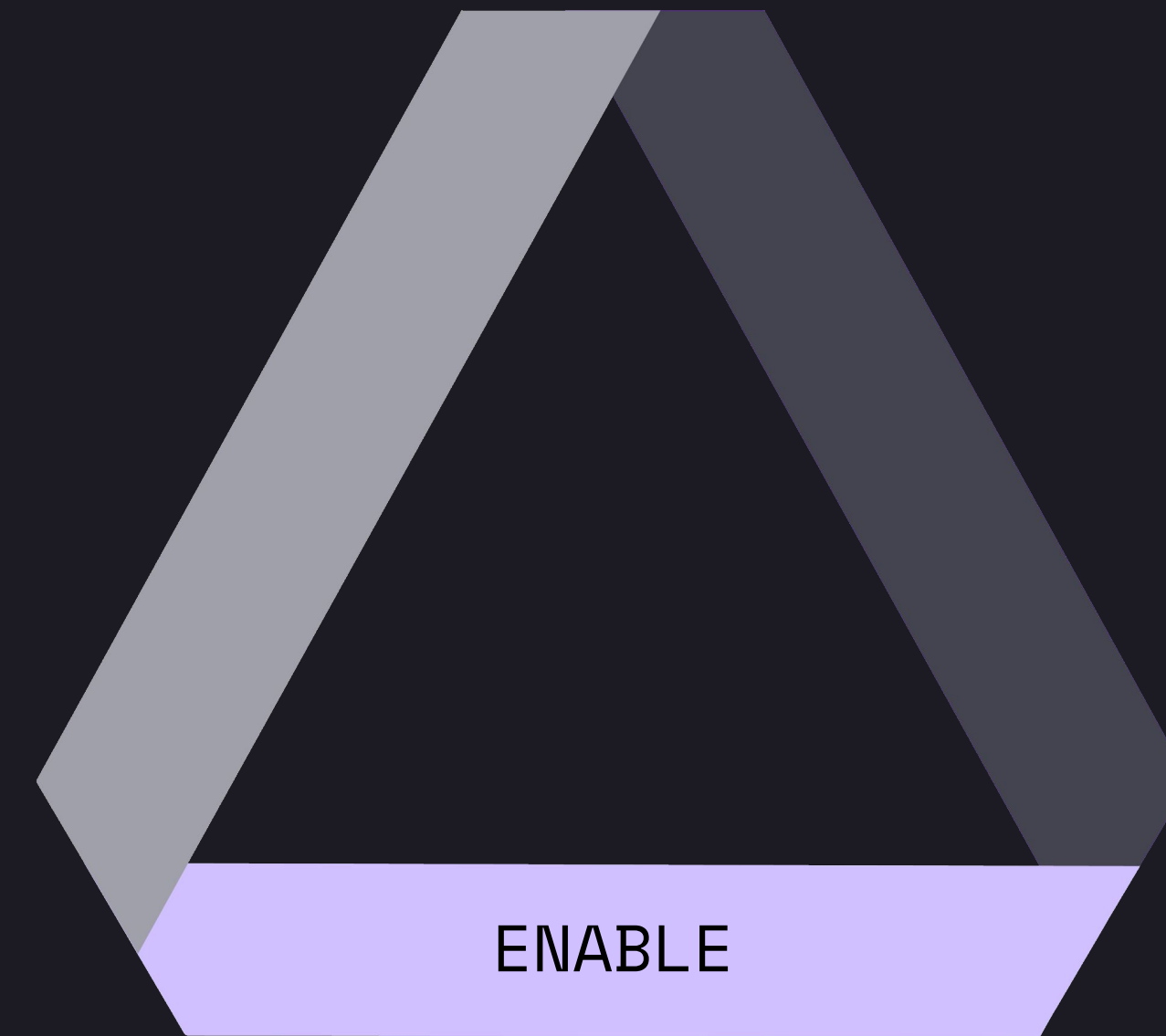
Who We Are

How We Deliver

→ Migration

→ Innovation

→ Enablement > Offerings



Cloud Center of Excellence

Stand up an enterprise center of excellence to launch, scale, govern and support your company's cloud foundation.

Project Types

- Cloud strategy
- Cloud foundation & governance
- Cloud adoption & change management

Project Outcomes

- Established Cloud strategy & architecture
- Design for Foundational cloud components
- Creation of Reusable cookbook/recipes, standards and templates
- Established Financial governance of assets/resources
- Cloud adoption accreditation, training and advocacy

Team Structures

- Enterprise architect(s)
- Product strategist(s)
- Program manager
- DevOps architect(s)
- Development team(s)



Digital Enablement

Scale your digital initiatives. Our developers and product owners will embed or pair with your staff to help grow and mature modern app delivery capabilities.

Project Types

- Cloud-native jumpstart
- Cloud-native bootcamp
- Application team scale-out

Project Outcomes

- Greater development speed and agility
- Increased organizational application ownership
- Implementation of application and product best practices

Team Structures

- Enterprise architect
- Program manager
- Product consultant(s)
- Development teams
- DevOps engineer(s)



DevOps & Infrastructure as Code

Enable scalable, robust, secure and repeatable infrastructure and app delivery, utilizing best-of-breed devOps and cloud infrastructure practices.

Project Types

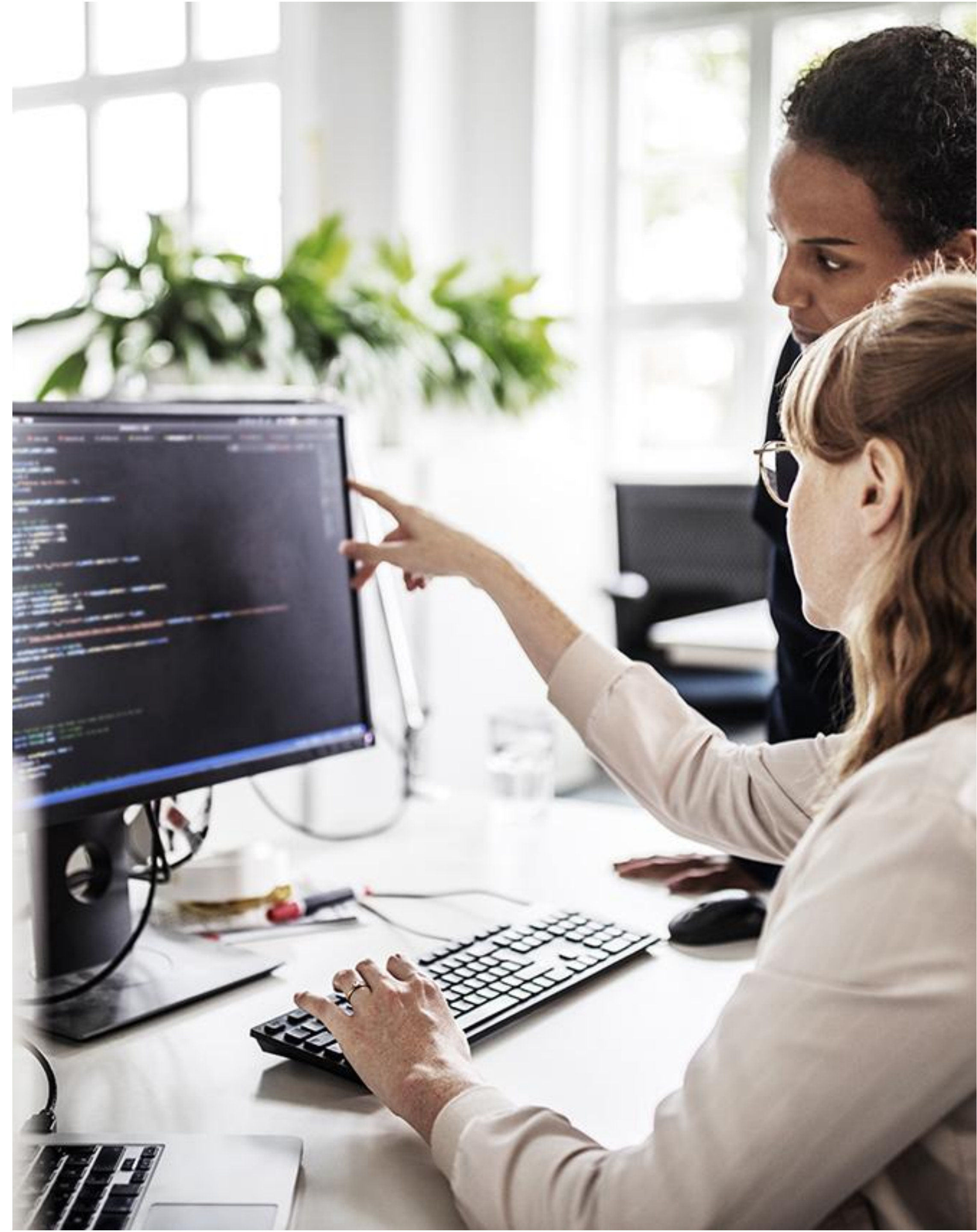
- Cloud infrastructure implementation
- CI/CD pipeline build/improvement
- Site Reliability improvements

Project Outcomes

- Robust cloud environment
- Automated cloud security and compliance
- Increased deployment automation
- Better application uptime and resiliency

Team Structures

- Enterprise architect
- Cloud architect(s)
- Program manager
- DevOps engineer(s)



Cloud Cost Containment

Review existing cloud platform for opportunities to reduce cost. Lower total OpEx spending and reduce wasted spend on cloud infrastructure.

Project Types

- Cloud cost review
- Application re-architecture
- Cloud cost automation

Team Structures

- Enterprise architect
- Full Stack development teams
- Product consultant

Project Outcomes

- Lower OpEx
- Better value realization
- Flatter infrastructure cost increase as cloud usage grows



Azure Kubernetes Service: Enterprise Offering

4-week service offering to evaluate your digital estate and assess your software development processes. Kin and Carta will create a baseline so that you can measure your progress on the path to App Modernization. After the assessment, we will create Azure Kubernetes Service (AKS) Infrastructure and pipeline to Production for an MVP application.

Project Type

- Kubernetes environment and a CI/CD pipeline
- Working MVP app to a Production environment

Team Structure

- 1 Solution Architect
- 3 Developers
- 0.2 Director
- 1 Technical Product Owner

Project Outcomes

- Evaluate your digital estate and software development processes
- Create a baseline to help measure progress
- App Modernization

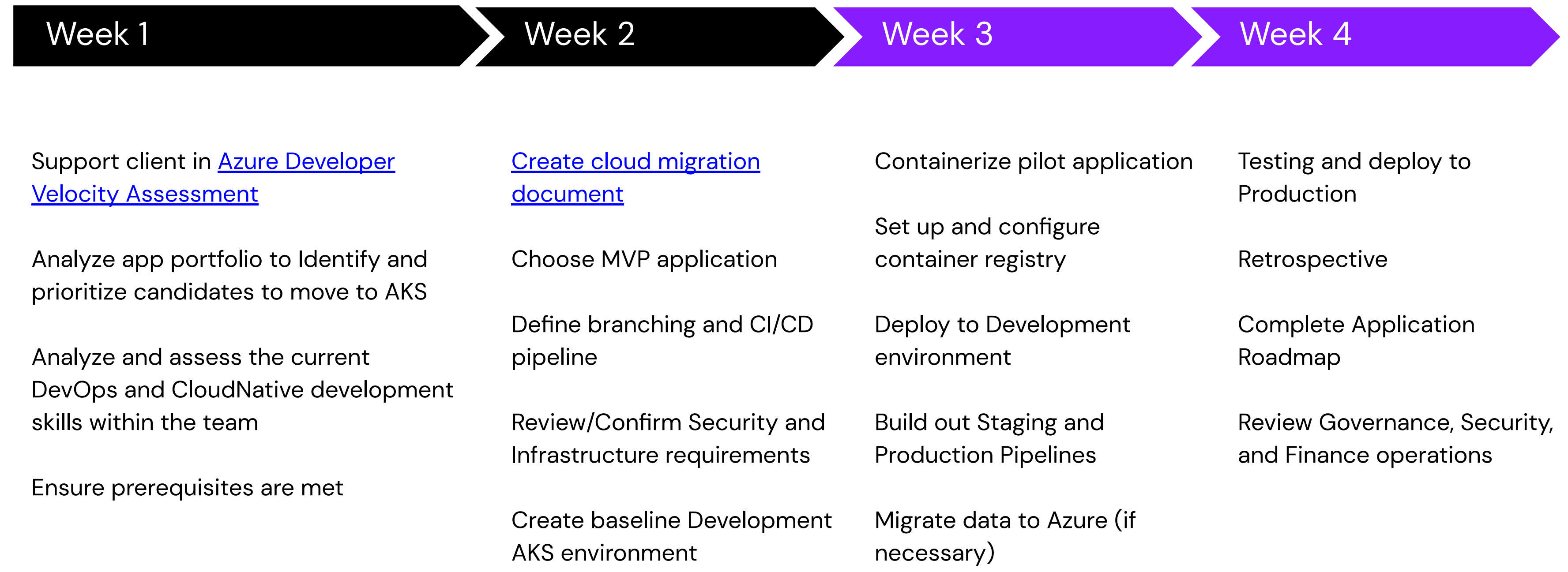


Azure Kubernetes Service: Enterprise Offering

Staffing model

1 Solution Architect 3 Developers 0.2 Director 1 Technical Product Owner

Activities



Deliverables

- Working CI/CD pipeline to Production
- Roadmap
- Tech Stack
- Prioritized backlog
- Architecture diagrams for MVP
- Cloud Deployment Document
- Fully deployed Kubernetes cluster in Production
- Functioning MVP app in Production
- Infrastructure as code checked into code repository

Azure Spring Cloud: MVP Build & 4-Week Assessment

4-week service offering to evaluate your digital estate and assess your software development processes. Kin + Carta will create a baseline so that you can measure your progress on the path to App Modernization. After the assessment, we will create an Azure Spring Cloud instance and pipeline to Production for an MVP application.

Project Type

- Azure Spring Cloud environment and a CI/CD pipeline
- Working MVP app to a Production environment

Team Structure

- 1 Solution Architect
- 3 Developers
- 0.2 Director
- 1 Technical Product Owner

Project Outcomes

- Evaluate current state of application and software development processes
- Create a baseline to help measure progress
- App Modernization



Azure Spring Cloud: MVP Build & 4-Week Assessment

Staffing model

1 Solution Architect **3** Developers **0.2** Director **1** Technical Product Owner

Activities



Walk client through Azure Developer Velocity Assessment subset

Analyze app portfolio to Identify and prioritize candidates to move to Azure Spring Cloud

Analyze and assess the current DevOps and CloudNative development skills within the team

Ensure prerequisites are met

Create cloud migration document

Choose MVP application

Define branching and CI/CD pipeline

Review/Confirm Security and Infrastructure requirements

Create baseline Dev Azure Spring Cloud environment

Package pilot application

Deploy to Dev

Build out Staging and Production Pipelines

Migrate data to Azure (if necessary)

Testing and deploy to Production

Retrospective

Complete Application Roadmap

Review Governance, Security, and Finance operations

Architecture Diagrams

Demonstrate auto-scaling

Deliverables

Working CI/CD pipeline to Production

Roadmap

Tech Stack

Prioritized backlog

Architecture diagrams for MVP

Cloud Deployment Document

Fully deployed Spring Cloud instance in Production

Functioning MVP app in Production

Infrastructure as code checked into repo

Purview Enablement: 5-Day Assessment

This 5-day assessment delivers a blend of consulting and technical expertise. After evaluating and understanding your business goals, Kin + Carta will demonstrate how Purview can help you achieve those goals and will then deliver a Purview implementation that will allow your business to continue to further build, explore and test after the assessment.

Project Type

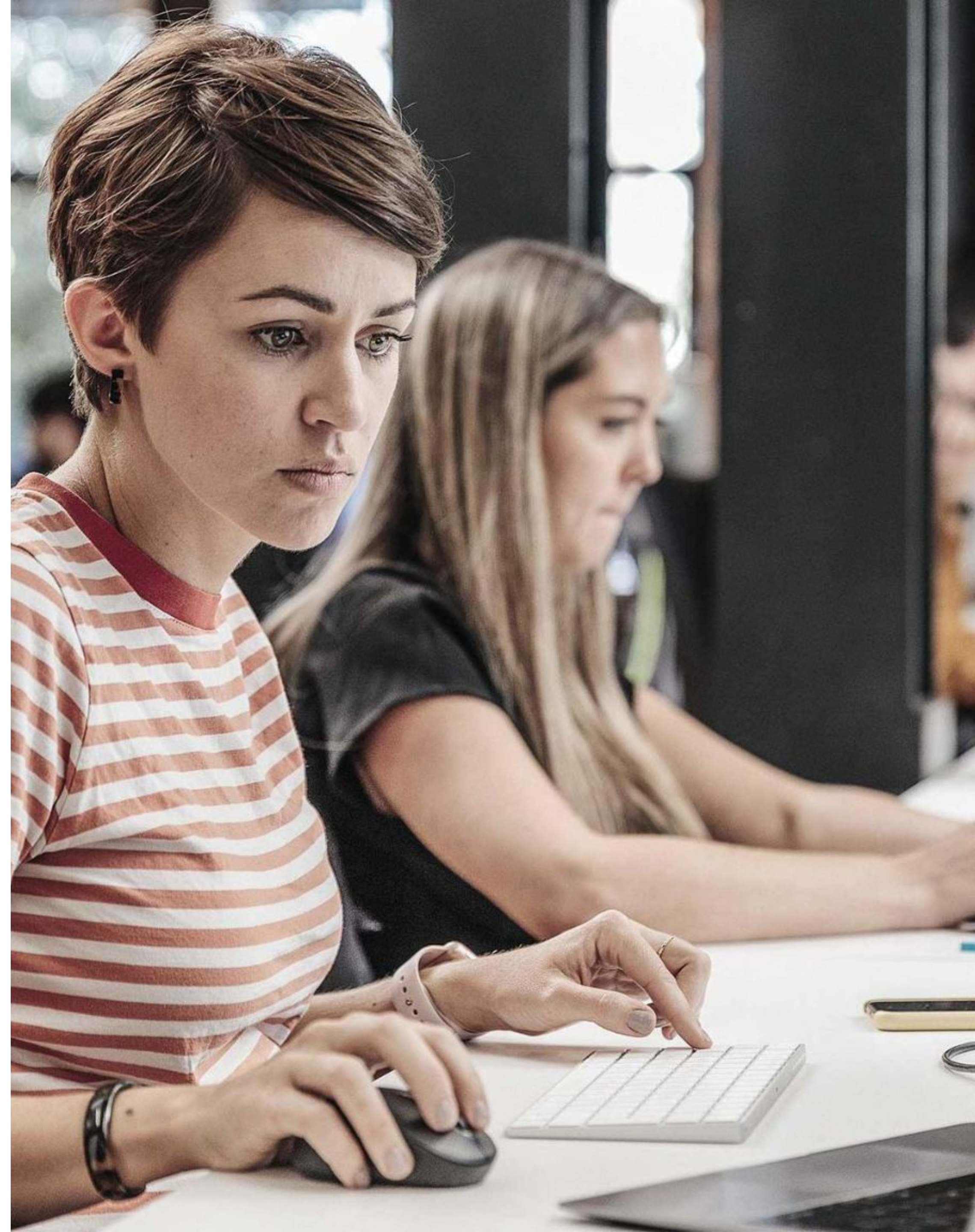
- Mapping of user requirements to Purview capability
- Working MVP deployment to a Production environment

Team Structure

- 1 Cloud Architect
- 1 Data Specialist

Project Outcomes

- Evaluate and understand business goals
- Deliver a Purview implementation that will allow your business to continue to further build, explore and test after the assessment



Purview Enablement: 5-Day Assessment

Staffing model

1 Cloud Architect

1 Data Specialist

Activities



Day 1

Azure Purview Overview Briefing

Identify Business challenges, opportunities & scenarios

Document current data classifications & compliance requirements

Identify Data sources & locations

Day 2

Create Purview Sandbox

Initial Purview deploy

Map & load sample data

Run initial purview analysis

Demonstrate capabilities

Demonstrate Kafka Event Hub Integration & Atlas API

Day 3-5

Map objectives to learnings from Sandbox

Create data mapping, data classification, business glossary & data catalog

Identify 3 data sources for project

Create 1 custom classification

Security model

Deploy

Deploy Purview to production

Configure data sources and custom classification

Deliverables

2 Day Workshops

Deploy Purview to Client's Subscription

3 Data Sources and 1 Custom Data Classification added

Test and document build

Sustainability Assessment

In this assessment, Kin + Carta will help enterprise customers benchmark organization to industry & policy standards, develop goals, understand the scope of opportunities and distill objectives/targets for sustainability efforts. The assessment culminates in an action-ready plan and sustainability roadmap.

Overview

- Mapping of user requirements to sustainability

Challenges

- Defining company position on Corporate, Social, Responsibility (CSR).
- Identifying social, environmental, & economic business challenges & opportunities.
- Lack of data retention strategy;
- Overspending on data storage/maintenance.

Solution

- Kin + Carta will deliver an opportunity assessment & sustainability roadmap for implementation tied to business KPIs/OKRs and complete a multivariate assessment along key measures of sustainability performance.



Sustainability Assessment

Staffing model

1 Cloud Sustainability Architect **1** Data Specialist

Activities

Initiate

- Sustainability overview briefing
- Understand & prioritize sustainability aspirations
- Identify business challenges, opportunities & scenarios

Discovery

- Work collaboratively to complete sustainability scorecard questions. This exercise will help visualize key areas of concern.
- Support development of current thinking within the organization by benchmarking current knowledge around trends & practices.
- Assess the current technology landscape & evaluate sustainability in the businesses approach to data storage, compute and end user computing.
- Leverage agile thinking & explore sustainable software processes through a product lens.
- Explore inward & outward facing business communications & initiatives around sustainability.
- Map initiatives & opportunities that may impact your sustainability targets.

Deliverables

Sustainability Dashboard: a dashboard that highlights sustainability scores, which gives businesses an easy reference point for new initiatives.

Sustainability Roadmap: a report that breaks down the roadmap to achieve the agreed sustainability outcomes. The report includes inward & outward facing messaging and how to leverage Microsoft's technology solutions to enable their sustainability journey.

Customer Journey Orchestration Enablement

What

Respond to how customers interact with your organization in real-time, through the enablement of Customer Journey orchestration in Microsoft Dynamics 365 Marketing.

How

For over 25 years Kin + Carta has been helping businesses to use data to deliver marketing that matters:

We can get the most out of your investments in Dynamics 365 Marketing by enabling the real-time omnichannel capability of the product. We are not just about the technology stack we deliver a project team of deep marketing technology enablement experts and platform specialists.

The team works alongside you to understand your needs, match the technology capability and deliver tools to enable your teams to help your customers achieve more.



Customer Journey Orchestration Enablement



Review of your customer journeys and understand how real-time marketing can be leveraged along the customer touchpoints.

Map the target end to end customer journey experience and identify the interactions that exist across it. Utilise these maps to find solutions that improve customer retention, facilitate customer routing and maximise the value of customer interactions both organisationally and for the customer experience.

Deploy the technology elements, configure the journey maps and enable rich technology integrations such as email, SMS and Push, and reporting supporting your journey maps.

Deliverables

Roadmap of recommendations (Map customer Journeys/ opportunities/gaps).

Deliver a Real-time enabled Dynamics 365 Marketing platform with initial customer journeys created

Enable reporting through PowerBI

App Modernization Assessment and Roadmap

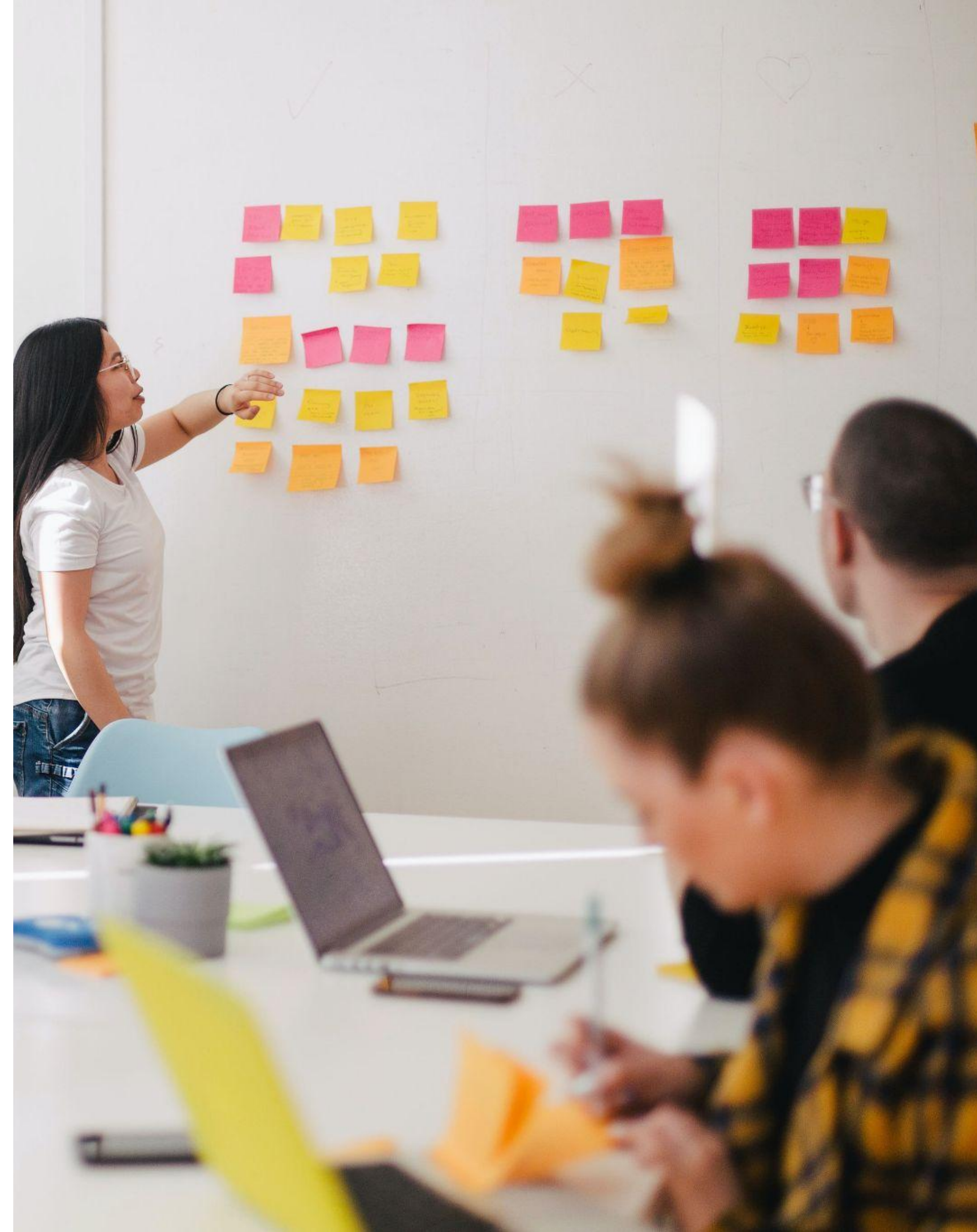
Kin + Carta will assess the current state of your applications & software development processes to create a baseline that will help measure progress as you move forward to App Modernization. Kin + Carta will create a plan you can actually implement that will meet your business goals.

Challenges

- Organizations have on-premises applications that would benefit from the rapid innovation, scalability, and reduced maintenance of the cloud but lack migration experience and how to best configure & maintain the Azure environments to support them.
- Organizations understand the value of Platform-as-a-Service but lack the knowledge of how best to set up infrastructure-as-code and CI/CD pipelines that are efficient, secure, and enable rapid delivery of value.

Solution

- We will collaborate with your application stakeholders, IT organization, Security, Finance and Governance to identify apps that would benefit from a migration to Azure.
- We will recommend an architecture and tech stack that will meet the needs of your organization.
- We will create a scorecard that will show your maturity as a modern software development organization in comparison to industry standards that you can use as a baseline to help identify gaps in your organization.
- We will work with you to create a roadmap for migrating your applications and a playbook to migrate the first workload.



App Modernization Assessment and Roadmap

Staffing model

1 Solution Architect

1 Scrum Master / Product

Assessment/Workshop Activities

- Walk through Azure Developer Velocity Assessment
- Understand business goals
- Understand current state processes and any existing integrations required on current Azure deployments.
- Analyze app portfolio to identify & prioritize candidates to move to Azure App Services
- Analyze & assess current DevOps & CloudNative development skills within team
- Create alignment between business goals and app migration plan
- Define measurable outcomes for application migration

Deliverables

Assessment of Cloud-Native Maturity

Assessment of Application Estate

Identification of Gaps & Opportunities

Roadmap for Application Migration

MVP workload identified and playbook for moving to Azure

Outline approach to deployment options following Microsoft Best Practices

Thanks

KIN+CARTA
Create



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