Making your cloud architecture work for you

Using the Azure Well Architected Framework to optimize your workloads

pwc | ▦ Microsoft

Modern cloud workloads are complex, with applications running on different hardware on-premise, in the cloud and at the edge

Despite the fact that **56% of business leaders view cloud as a strategic platform for growth and innovation,**
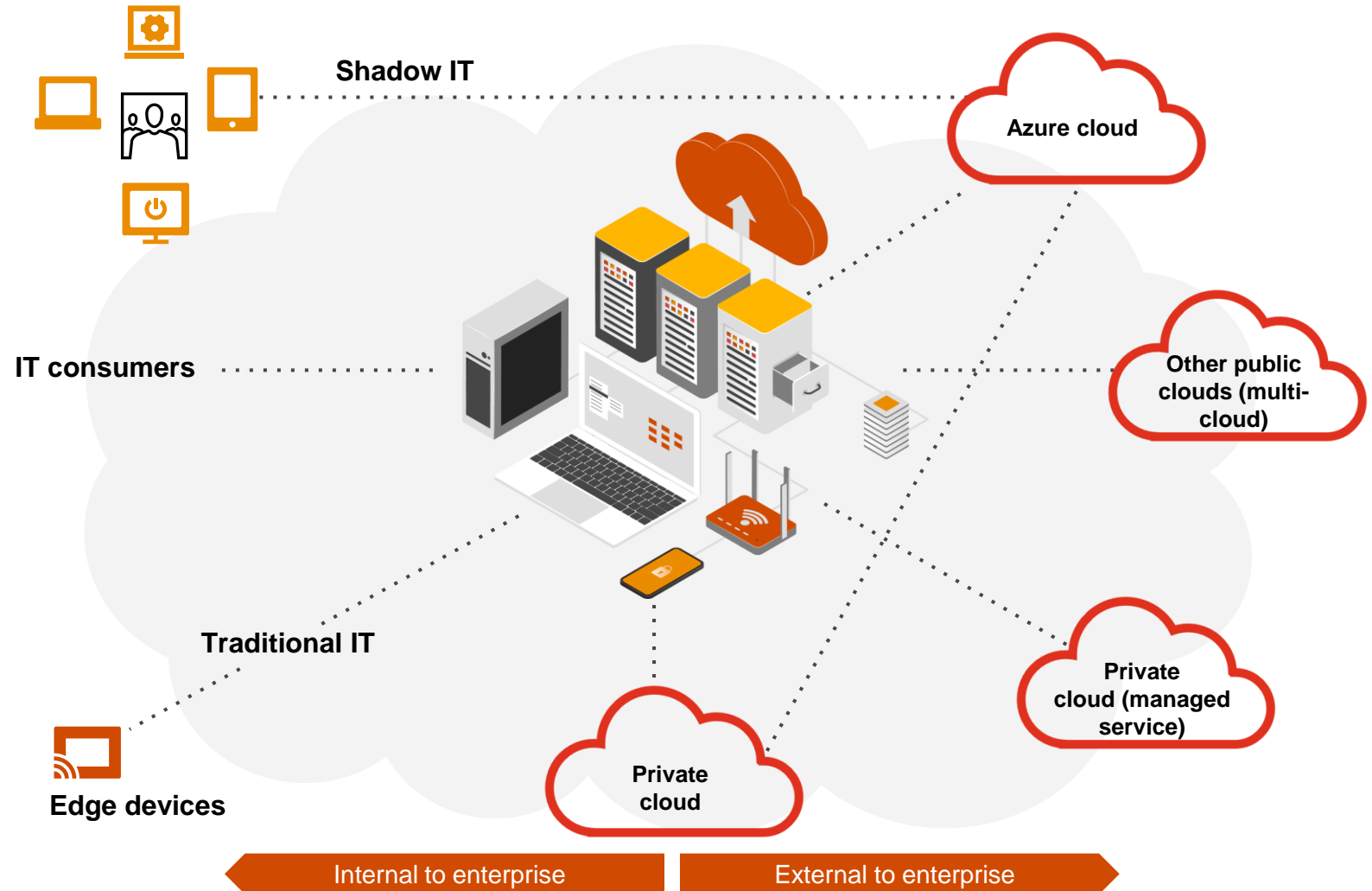
53%

of companies have yet to realize substantial value from their cloud investments.

Difficulties in optimizing their workloads can prevent companies from taking full advantage of the benefits of moving to the cloud

Source: PwC US Cloud Business Survey 2021

Shadow IT

IT consumers

Traditional IT

Edge devices

Azure cloud

Other public clouds (multi-cloud)

Private cloud (managed service)

Private cloud

Internal to enterprise

External to enterprise

PwC's approach to cloud architecture allows you to cut costs and regain control of your cloud assets

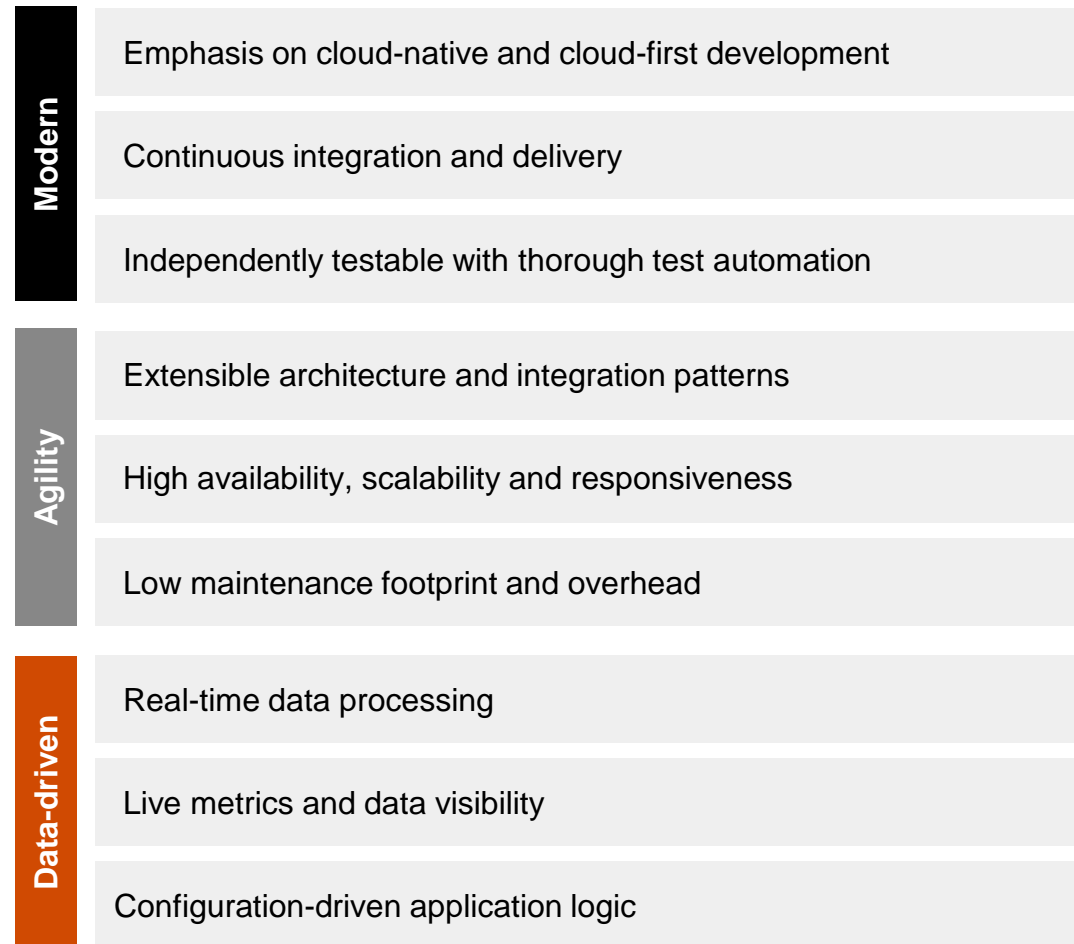## We can help you navigate the complexity of cloud environments and cut your costs

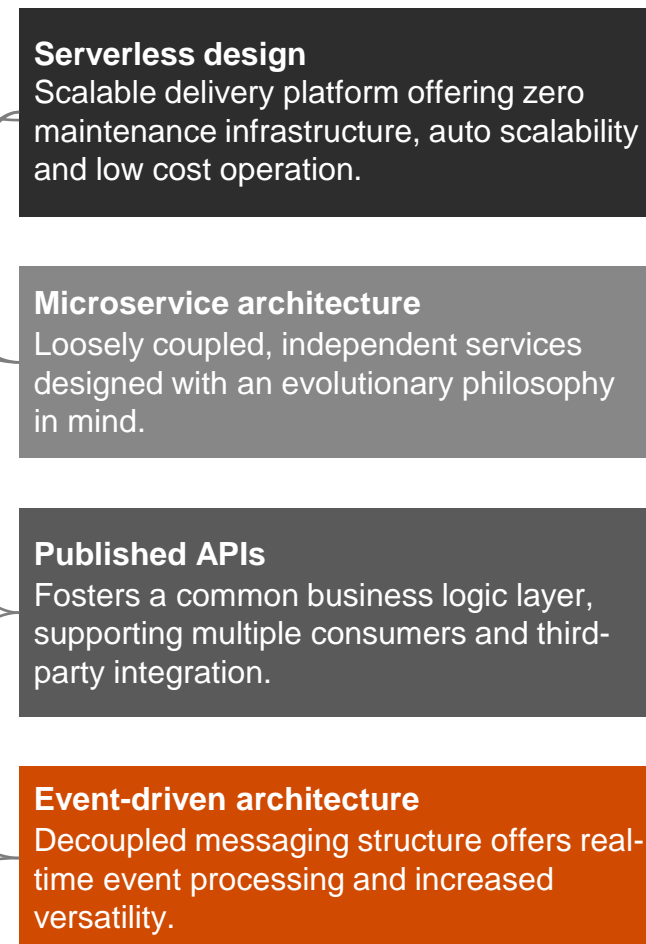| Examples	Cost	Agility	Speed	Innovation
Self-provisioning	Fewer servers are required to maintain high-performing IT services.	Allows for a quicker reaction time to changing demand on servers.	Faster time to provision/deprovision resources based on demand.	Enables increased flexibility to expand services to new ideas and products.
Resource pooling	Fewer physical drives are required to store data.	More effectively manage data to meet changing business needs.	Faster time to search and find relevant data.	Better access to files increases collaboration across business units and geographical lines.
Scale out, scale back	Resources are only powered on as demand dictates.	Non-disruptive expansion: no stopping, starting or reconfiguring servers.	Performance and capability are instantly available to users.	Allows for innovative new technologies and ideas to be piloted quickly and cost effectively
Showback and chargeback	Provides visibility and accountability into the cost of IT.	Enables IT department to respond to unexpected customer demand.	Decisions are made faster due to more access to relevant data.	Use of IT resources that are mapped to specific needs and applications.
Access from anywhere	Less reliance on expensive servers as workforce taps into compute power on mobile devices.	Empowers faster collaboration and problem-solving.	Data retrieval is faster on mobile devices and laptops.	Data is accessible for search, analytics and collaboration.

We provide a proven technical vision with architectural patterns and tools which help you optimize your workloads
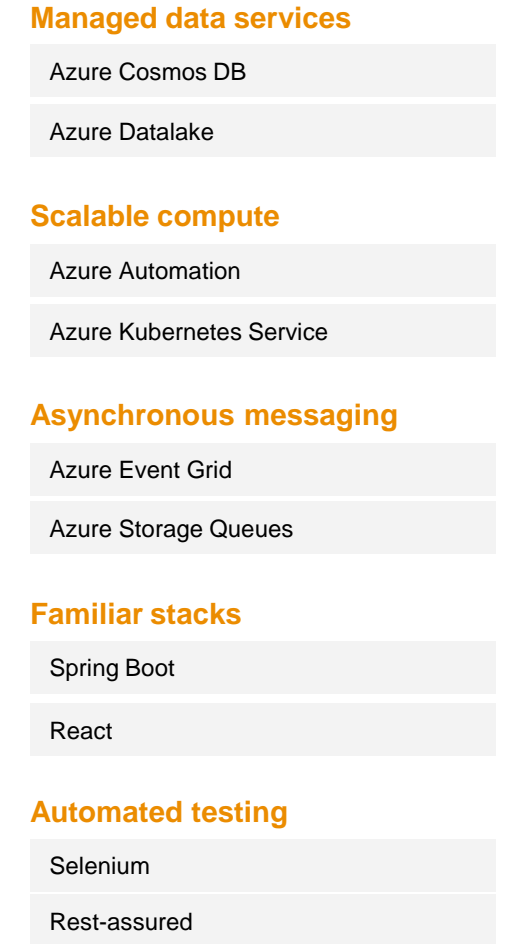
Technical vision

Modern

Emphasis on cloud-native and cloud-first development

Continuous integration and delivery

Independently testable with thorough test automation

Agility

Extensible architecture and integration patterns

High availability, scalability and responsiveness

Low maintenance footprint and overhead

Data-driven

Real-time data processing

Live metrics and data visibility

Configuration-driven application logic

Enabling architectural patterns

Serverless design
Scalable delivery platform offering zero maintenance infrastructure, auto scalability and low cost operation.

Microservice architecture
Loosely coupled, independent services designed with an evolutionary philosophy in mind.

Published APIs
Fosters a common business logic layer, supporting multiple consumers and third-party integration.

Event-driven architecture
Decoupled messaging structure offers real-time event processing and increased versatility.

Tooling

Managed data services

Azure Cosmos DB

Azure Datalake

Scalable compute

Azure Automation

Azure Kubernetes Service

Asynchronous messaging

Azure Event Grid

Azure Storage Queues

Familiar stacks

Spring Boot

React

Automated testing

Selenium

Rest-assured

Our approach aligns with Azure's Well-Architected Framework to ensure that your cloud architecture aligns with global best practices

Performance efficiency

We use the latest Azure PaaS offerings to allow for easy scalability as your user demands change

Operational excellence

We automate your deployments to ensure that they are reliable and predictable. We build agile into your architecture to allow you to easily roll updates backwards or forwards

**Azure Well-Architected Framework**

01
02
03
04
05

Reliability

We ensure that your architecture can quickly recover from failures and continue to function with high availability

Security

We consider security throughout the entire lifespan of an application from design and implementation to deployment and operations

Cost optimisation

We focus on generating value early, accelerating time to market while avoiding capital-intensive solutions
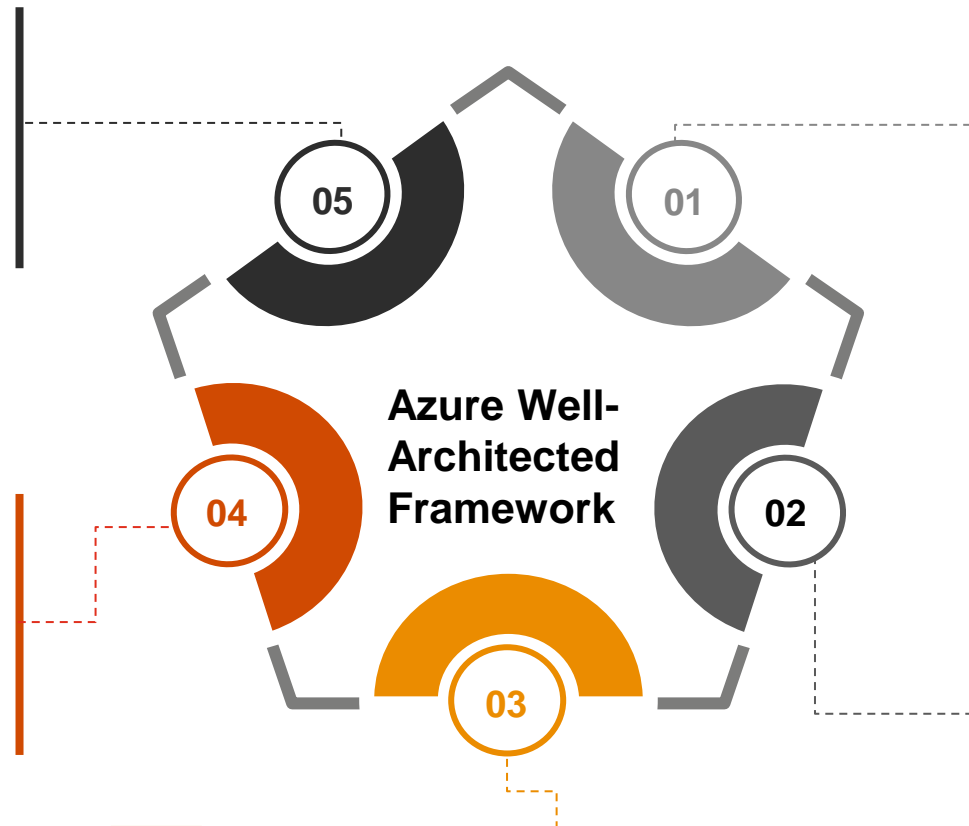
Our partnership with Microsoft is built on a common commitment to bringing the best technology solutions to your business

Our partnership with Microsoft is built on:	What it means for you:

Vision and commitment to sustainable customer-tailored business evolution

Informed decisions on investments for **longer-term business value**

Longstanding strategic alliance and history of industry-focused, technology-enabled **business innovation**

Access to the latest and most innovative business technologies

Aligned strategy through execution approach to consulting, design, development, and delivery

An **approach that is tailored to work seamlessly** with Microsoft's technology

Growing portfolio of joint solutions and offerings to transform, empower, and expand your business

Market-leading solutions that bring the best of PwC and Microsoft to your business

Our partnership with Microsoft means we can help you take advantage of the latest cutting-edge technologies and advanced security features

Our cloud practice:

PwC Cloud Professionals: **3,000+** in over **60** countries.

PwC Cloud Projects & Clients: **400+ 100+** cloud transformations in last 5 years

PwC Thought leadership: published **100+** thought leadership pieces around cloud computing.

PwC Recognition: named a **Leader in Worldwide Cloud Professional Services** in the IDC MarketScape report.

What it means for you:

We have the right people – We have an experienced team of global professionals who can solve your most complex problems

We have done this before – our team has helped hundreds of clients on their cloud journey. We have over 50 built on Azure ready-made solutions

We are market leaders – we conduct innovative cloud research and have an in-depth understanding of the latest cloud technologies

We are globally recognised – We bring global expertise and knowledge to your business

Microsoft Gold Partner

Gold status for all 18 Microsoft Competencies

Microsoft Azure

Azure global launch partner with **1,500** Microsoft professionals in **30 countries**

2020/2021 INNERCIRCLE for Microsoft Business Applications

Inner Circle partner for Microsoft Business Applications, 2020/2021

And our 40 years experience in the Middle East means that we know how to make Azure work for you

PwC has operated in the Middle East region for more than **40 years**.

Collectively, our Middle East network employs in the region of **6000+ people including over 180 partners** working from offices in 23 locations across 12 countries: Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, the Palestinian territories, Qatar, Saudi Arabia and the United Arab Emirates.

We are one of the **fastest growing** PwC member firms worldwide and the **largest professional services firm** in the Middle East.

Our tailored solutions help clients to meet the challenges and opportunities of doing business in the Middle East market
and beyond.

We have experience in industries including government, energy and utilities, financial services and banking, retail, construction and engineering, manufacturing, entertainment and telecoms.

Our regional network functions as one seamless practice unit structured on the basis of industry lines. This enables us to mobilise our industry specialists across the Middle East region, whenever and wherever needed.

Our clients in the Middle East include prominent public and private companies, governments, banks and family businesses.

There are over 230 members of staff from other international territories on secondment to our Middle East firm, meaning **we bring global perspectives** and the full extent of our worldwide network to the work that we do for our clients in the region.

Over **40** years in the Middle East

6000+ people
Including 244 partners and 294 directors

PwC Offices

1	Tripoli	12	Riyadh
2	Cairo	13	Jedidiah
3	Alexandra	14	Dhahran
4	Ramallah	15	Al Kho bar
5	East Jerusalem	16	Manama
6	Gaza	17	Doha
7	Beirut	18	Sharjah
8	Amman	19	Dubai
9	Erbil	20	Abu Dhabi
10	Baghdad	21	Ras Al-Khaimah
11	Kuwait	22	Muscat

Contact us today

James Toulman
Director, Cloud Services,
James.Toulman@pwc.com
+971 56227 1811

pwc.com