SO, WHY AZURE?

It's time to ramp your revenue... Find out how to identify new Azure opportunities.
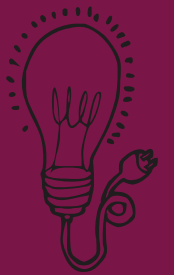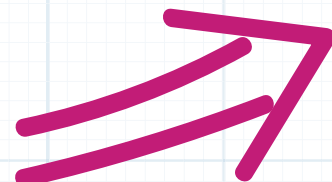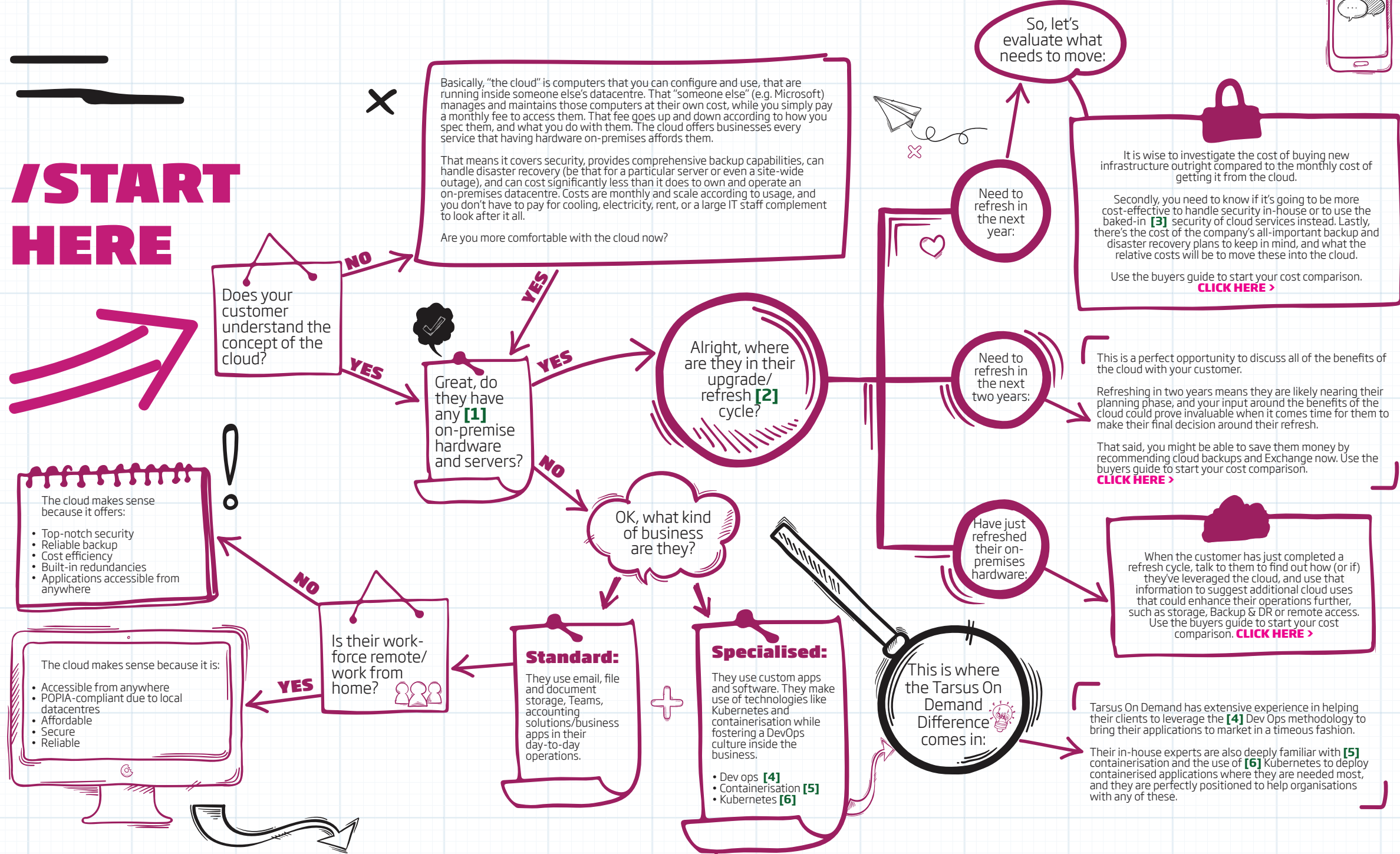
tarsus on demand **Azure**

/START HERE

Basically, "the cloud" is computers that you can configure and use, that are running inside someone else's datacentre. That "someone else" (e.g. Microsoft) manages and maintains those computers at their own cost, while you simply pay a monthly fee to access them. That fee goes up and down according to how you spec them, and what you do with them. The cloud offers businesses every service that having hardware on-premises affords them.

That means it covers security, provides comprehensive backup capabilities, can handle disaster recovery (be that for a particular server or even a site-wide outage), and can cost significantly less than it does to own and operate an on-premises datacentre. Costs are monthly and scale according to usage, and you don't have to pay for cooling, electricity, rent, or a large IT staff complement to look after it all.

Are you more comfortable with the cloud now?

Does your customer understand the concept of the cloud?
— NO → (to cloud explanation)
— YES →

Great, do they have any [1] on-premise hardware and servers?
— YES →
— NO →

Alright, where are they in their upgrade/refresh [2] cycle?

So, let's evaluate what needs to move:

Need to refresh in the next year:

It is wise to investigate the cost of buying new infrastructure outright compared to the monthly cost of getting it from the cloud.

Secondly, you need to know if it's going to be more cost-effective to handle security in-house or to use the baked-in [3] security of cloud services instead. Lastly, there's the cost of the company's all-important backup and disaster recovery plans to keep in mind, and what the relative costs will be to move these into the cloud.

Use the buyers guide to start your cost comparison. **CLICK HERE >**

Need to refresh in the next two years:

This is a perfect opportunity to discuss all of the benefits of the cloud with your customer.

Refreshing in two years means they are likely nearing their planning phase, and your input around the benefits of the cloud could prove invaluable when it comes time for them to make their final decision around their refresh.

That said, you might be able to save them money by recommending cloud backups and Exchange now. Use the buyers guide to start your cost comparison. **CLICK HERE >**

Have just refreshed their on-premises hardware:

When the customer has just completed a refresh cycle, talk to them to find out how (or if) they've leveraged the cloud, and use that information to suggest additional cloud uses that could enhance their operations further, such as storage, Backup & DR or remote access. Use the buyers guide to start your cost comparison. **CLICK HERE >**

OK, what kind of business are they?

Standard:
They use email, file and document storage, Teams, accounting solutions/business apps in their day-to-day operations.

Specialised:
They use custom apps and software. They make use of technologies like Kubernetes and containerisation while fostering a DevOps culture inside the business.
• Dev ops [4]
• Containerisation [5]
• Kubernetes [6]

This is where the Tarsus On Demand Difference comes in:

Tarsus On Demand has extensive experience in helping their clients to leverage the [4] Dev Ops methodology to bring their applications to market in a timeous fashion.

Their in-house experts are also deeply familiar with [5] containerisation and the use of [6] Kubernetes to deploy containerised applications where they are needed most, and they are perfectly positioned to help organisations with any of these.

Is their workforce remote/work from home?
— NO →
— YES →

The cloud makes sense because it offers:
• Top-notch security
• Reliable backup
• Cost efficiency
• Built-in redundancies
• Applications accessible from anywhere

The cloud makes sense because it is:
• Accessible from anywhere
• POPIA-compliant due to local datacentres
• Affordable
• Secure
• Reliable

Is their workforce remote/work from home?
— YES →
— NO →

The cloud makes sense for them because:
• It's easy to access cloud resources even over a home connection
• Azure offers the best Kubernetes platform
• Azure is very much aligned with DevOps principles
• Azure facilitates easy containerisation management and deployment

The cloud makes sense for them because:
• You can deploy Azure inside your own datacentre
• Azure offers the best Kubernetes platform
• Azure is very much aligned with DevOps principles
• Azure facilitates easy containerisation management and deployment

Here is how the cloud addresses common pain points:

The cost of infrastructure
The cloud saves money by converting what was once a capital expenditure into an ongoing operating expenditure, since the business pays only for the cloud resources it uses and does not own or have to pay for the infrastructure they run on.

Security
Cloud services, like those provided by Microsoft Azure, come with the best security capabilities. Microsoft Azure employs a "zero trust" model that ensures only trusted devices are allowed to access cloud resources.

Disaster Recovery & Azure Site Recovery
Azure offers an extreme degree of protection against data loss, server failures, and even site-wide disasters. Its built-in redundancies mean virtual machines can be recovered in seconds, data is never truly lost, and businesses can survive even if an entire site is obliterated by natural disaster.

GLOSSARY
Not sure what something means? Read up here:

[1] Definition of "on-premises":
Servers that are physically located inside your offices or your datacentre that you own, operate, cool, power, and maintain at your own cost.

[2] Definition of "upgrade/refresh cycle":
The process of businesses simply refreshing or replacing entirely the computers, network hardware, server hardware etc. inside their organisations. This usually happens every five years or so.

[3] Definition of "baked-in":
In this context, this refers to security capabilities that come with the cloud solution. In Azure's case, all services can be secured with world-class cybersecurity capabilities. This is a key part of the services offered.

[4] Definition of "Dev ops":
Dev Ops refers to a culture of collaboration between developers and operational personnel, with the aim of streamlining application development in such a way that high quality products and applications can be brought to market faster and with minimal development delays.

[5] Definition of "Containerisation":
Containerisation is similar to virtual machine technology, but with some significant differences. Containers are indeed ready-made software environments that already have all of the application code and their dependencies pre-loaded inside an image file, just like virtual machines. But instead of operating at the hardware level, containers share the host operating system and run using isolated processes. The primary benefit here is that each application can run inside a container but remain isolated from other containers.

[6] Definition of "Kubernetes":
Kubernetes refers to a system for automating the deployment, scaling, and management of application containers. Every cloud provider offers their own Kubernetes-based platform.

Still not sure? Contact us:
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