Microsoft Azure

A great opportunity to reduce costs while offering customers usage-based pricing and infrastructure

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Small and midsize businesses (SMBs) are changing. Close to **25 percent** of small businesses and **50 percent** of medium-sized businesses plan to increase their cloud spending over on-premises spending[1]. At the same time, many of these companies still have Windows Server 2003 in their environment. With End-of-Life support for Windows Server 2003 rapidly approaching (July 15th, 2015), these companies will be in dire need of new services. With Microsoft Azure, you have the unique opportunity to upgrade your customer's environment by taking advantage of their interest in the cloud.

Increase revenue and discover new opportunities by helping customers move into the cloud.

Grow revenue with new lines of business	Azure enables you to deliver flexible cloud solutions to SMBs without worrying about overhead, investing in billing systems, or making upfront commitments. You can also "up-level" your services into more strategic, IT-enabled business consulting.
Deliver the right solutions and services	Microsoft offers the unique ability to choose the right solution for your customers, whether integrating on-premises and the cloud or choosing from Infrastructure as a Service (IaaS) or Platform as a Service (PaaS).
Build and deploy quickly on a familiar platform	Azure offers a familiar development environment and ease of integration across infrastructures, apps, identities, and databases, helping you take your solutions and services quickly to the market.

SMBs expect a growing share of their server base to reside in the public cloud in the next two years.

IDC
Worldwide SMB 2013 Predictions: Impact of Changing Priorities, Preferences, and Challenges, 2013 IDC #240196

[1]AMI Partners Mar 25th 2012, US SMB Trends & Server Market Insights

Microsoft

Why Microsoft Azure?

Azure is an open and flexible platform that provides all the building blocks to quickly build, deploy, and manage cloud-based solutions. Azure offers a wide range of usage-based services across applications, compute, storage, and network. You can build applications using any language, tool, or framework on a fully automated self-service platform that enables the provisioning of scalable resources within minutes. The following are great examples of Azure-based solutions partners are providing today:

Deploy apps within virtual machines	Backup data in the cloud	Host websites

With Azure you can use your existing tools to create and quickly deploy apps without the time and cost of managing infrastructure. Azure offers secure and flexible development, deployment, and scaling options for any size app. Server apps are validated to run on virtual machines.

- Avoid capital expense for infrastructure
- Reduce IT management burden
- Scale as needed

Azure provides durable cloud storage, backup, and recovery for large and small data. Azure also works with the infrastructure customers already have, helping to cost–effectively enhance existing apps and business continuity strategies.

- Use for a range of apps including file servers, SharePoint, SQL Server, Exchange, and BizTalk Server
- Take advantage of encrypted backups and geo–redundant global datacenters
- Quickly and easily provision storage as needed

Azure enables you to grow your business by helping customers move their websites to the cloud.

- Quickly build, deploy, and manage websites on a flexible cloud platform
- Instantly scale to meet fluctuations and spikes in site usage
- Gain peace of mind from hosting on a global network of Microsoft-managed datacenters

Azure in Open Volume Licensing

Azure is now available through the familiar Open, Open Value, or Open Value Subscription Volume Licensing Program (http://www.microsoft.com/licensing/licensing-options/open-license.aspx) that offers the benefits of Microsoft Volume Licensing and opportunities for growing margins and deepening customer relationships. The 12-month subscription period begins with the customer redemption of an Online Service Activation (OSA) Key that a reseller purchases from a distributor and sells to them.

Next steps

Build your skills, market your services, and generate more leads with the following resources:

- Power up your marketing and sales: http://aka.ms/readytogo/modernbiz and http://aka.ms/readytogo/modernbiz.azure
- Hone your technical skills: http://aka.ms/smblearningpath
- Learn more about Microsoft Azure: http://azure.microsoft.com/en-us/

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