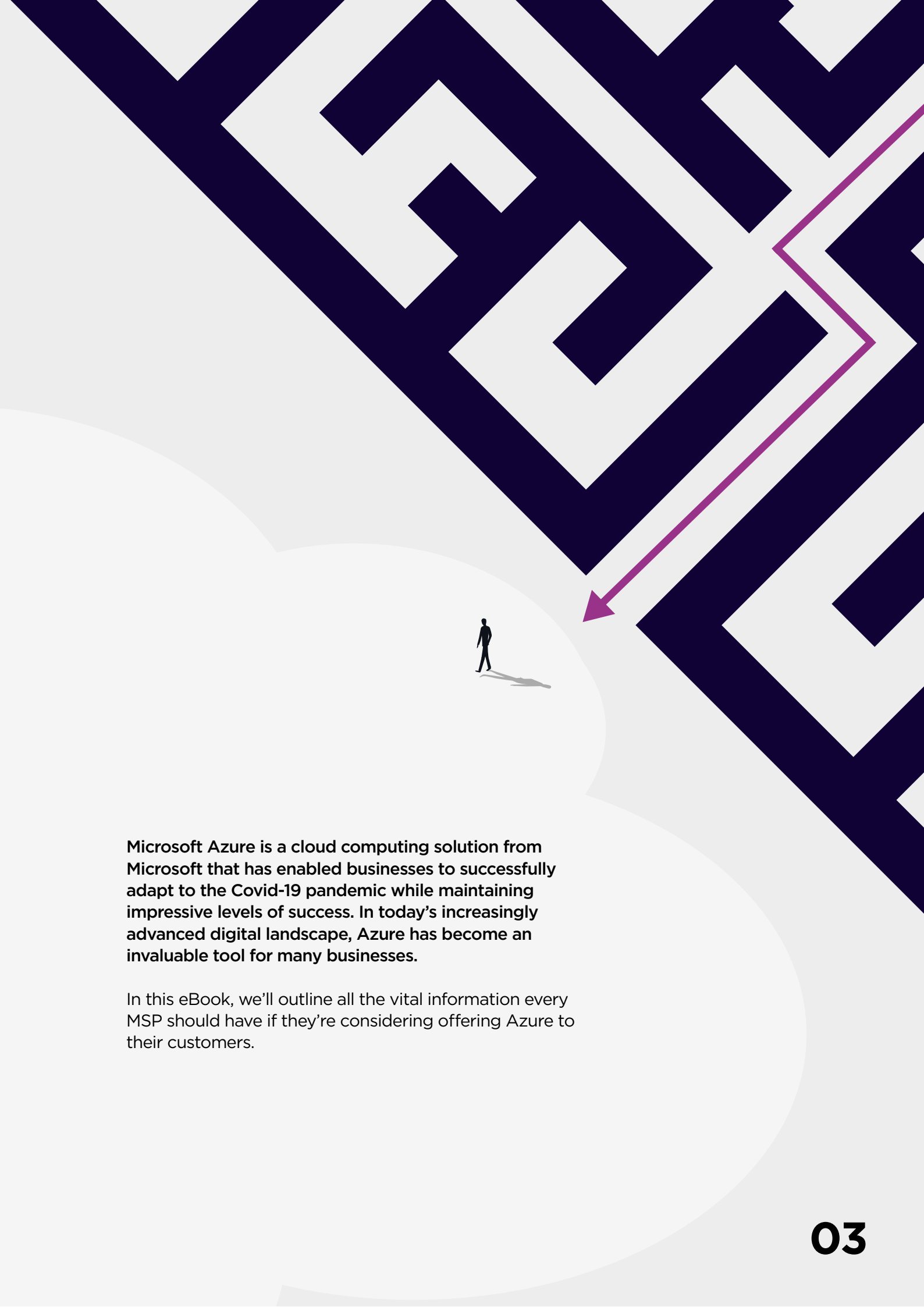


What you should know when

Getting started with **Azure**

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Microsoft Azure is a cloud computing solution from Microsoft that has enabled businesses to successfully adapt to the Covid-19 pandemic while maintaining impressive levels of success. In today's increasingly advanced digital landscape, Azure has become an invaluable tool for many businesses.

In this eBook, we'll outline all the vital information every MSP should have if they're considering offering Azure to their customers.

Firstly, what's Azure?

Microsoft Azure is a flexible cloud computing solution, designed to offer businesses all the computing resources of a traditional server network, but via the cloud.

It's easily scalable and offered on a pay-as-you-go basis, making it perfect for business growth. It works using virtual servers which are stored securely in Microsoft's managed data centres. These are fully equipped with automated backup and disaster recovery capabilities and provide you with access to enhanced storage solutions.

Why is it so beneficial?

In short, Microsoft Azure lessens the load on on-premise servers. Azure can be easily deployed and scaled: there's no need for complex, costly infrastructure. As Microsoft handles all the upgrades and hardware maintenance, costs are typically much more reasonable. The same goes for the security services: Microsoft provides consistent, reliable protection. You don't need to worry about service disruption, you can devote your time and attention to meeting customer demand.

If a customer is looking to perform a cloud migration, Azure is ideal as it can extend into your current IT environment and seamlessly integrate with Microsoft databases and hybrid storage solutions. As Azure carries over the license from Microsoft 365, user migration is vastly more efficient.



Infrastructure as a Service or Platform as a Service?

Azure can function as either Infrastructure as Service (IaaS) or Platform as a Service (PaaS). So, which should you recommend to your customers? If their business intends to store sensitive, confidential data in the cloud and needs compliance, then IaaS is preferable as it gives you full control of the cloud environment. On the other hand, if their main goal is to simply run and build customised applications then PaaS is the way to go.



Why Azure?

Do you want to understand more about the productivity benefits that Microsoft Azure could bring your customers?

Here's a full breakdown of the features that make it a stand-out cloud solution.



Its wrap-around solution means that it can work with many business models hassle-free.



It seamlessly integrates with Microsoft 365 apps.



If you don't want to migrate everything at once, Azure is great for going hybrid and doing a partial migration.



If you need to store data within a certain geographical location then Microsoft has over 60 regions to choose from, worldwide.



Your data is securely replicated three times in the cloud and offers complete disaster recovery and back up.



Its pay-as-you-go model means you will only ever pay for what you need, and you can easily scale for customer demand.



Since Azure meets full compliance needs - as observed by the Microsoft Trust Centre - your data will remain 100% yours when in the cloud.



Its natural agility and lack of need for outlay on expensive hardware let a user easily develop and trial apps from within its suite of tools.

Azure-readiness packages:

Introducing Giacom's 3 Azure-readiness packages. We can provide your MSP with a path to The Cloud, regardless of your experience with it. Have a look at the three packages we offer.

Done for You:

All the cloud resources your customers need for a fixed monthly fee, whilst you remain hands-off.

You Steer, We Supply:

We give you the Azure technology and you run with it, applying your own settings, preferences, etc.

Combined Knowledge:

If you have a few of your own ideas on how to serve your customers Azure then we can work with any of these requirements on a PAYG fee.



Ready to start offering Azure to your customers?

Our Azure Team are ready and waiting to support you. Reach out to us direct on azurepractice@giacom.com or call **0330 8221 302**.