Intelligent Cloud Partner Community Call
Welcome to IC Community Calls

- What is “top of Mind” for Microsoft
- Answer Questions
- Monthly
Agenda

- Follow up from last community call
- Welcome from Joe Macri
- SQL Managed Instance Overview and Opportunity
- Wrap up + Q&A
At the last community call...

- View all announcements from Ignite
- Visit the EOS Partner Resources
- Visit and socialize Microsoft Learn Portal
- Click [here](#) to view last community call
Intelligent Cloud Priorities

Grow
Grow CSP and keep adding new customers

Create
Create new AI opportunities

Transform
Continue investing in skills
Modernize in the Cloud with Azure SQL Database

Zephaniah Chukwudum
TECHNOLOGY IS SHAPING HOW BUSINESSES INNOVATE AND GROW

Engage your customers

Empower your employees

Optimize your operations

Transform your products

Digital transformation
GETTING AHEAD MEANS GETTING TO THE CLOUD

Companies that embrace the cloud grow **19.6% faster**

More than **80% of organizations** now adopt cloud-first strategies
DATA OPTIMIZATION IS KEY TO DIGITAL TRANSFORMATION

Priorities

• Eliminate time spent managing “long tail” of applications—lift and shift to managed cloud

• Free up limited IT resources to drive transformation

• Migrate business critical apps to cloud—extend and innovate

SQL Server

37% of all units run Microsoft, >50% of units run 2008/R2 or older²

1 Pie Chart *IDC Worldwide DB Forecast Dec 2016
2 Microsoft Internal Sources
Leader in MQ for RDBMS
3 years (since 2015)
AZURE SQL DATABASE
THE BEST AND MOST ECONOMICAL CLOUD DESTINATION FOR YOUR SQL SERVER APPS

Built-in intelligence | Breakthrough productivity and performance | Seamless and compatible | Competitive TCO

Realize up to a 212% ROI over on-premises and hosted solutions
AZURE IS THE MOST ECONOMICAL DESTINATION FOR SQL WORKLOADS*

Use your on-premises SQL Server licenses with active Software Assurance to save up to 55% on vCore-based SQL Database deployment options with Azure Hybrid Benefit for SQL Server

Pre-pay your SQL Database compute capacity on a one or three-year term and save up to 33% with SQL Database reserved capacity

Combine the Azure Hybrid Benefit for SQL Server and SQL Database reserved capacity for even more savings, up to 80%.

Learn more:

Azure Hybrid Benefit
Azure SQL Database reserved capacity

Save up to 80% with Azure Hybrid Benefit for SQL Server and SQL Database reserved capacity

Total monthly cost of 8 vCore Managed Instance Business Critical option

License included

Up to 55% savings

With Azure Hybrid Benefit

Up to 80% savings

Reserved capacity with Azure Hybrid Benefit

Customer total cost

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*Based upon comparison of on-demand pricing on Azure for Managed Instance versus running SQL on AWS RDS.

1 Savings based on eight vCore Managed Instance Business Critical in East US Region, running 730 hours per month. Savings are calculated from full price (license included) against base rate (applying Azure Hybrid Benefit for SQL Server), which excludes Software Assurance cost for SQL Server Enterprise edition, which may vary based on EA agreement. Actual savings may vary based on region, instance size and performance tier. Prices as of May 2018, subject to change.

2 Savings based on eight vCore SQL Database Managed Instance Business Critical in West 2 US Region, running 730 hours per month. Savings are calculated from on-demand full price (license included) against base rate with Azure Hybrid Benefit plus 3-year reserved capacity commitment. Savings excludes Software Assurance cost for SQL Server Enterprise edition, which may vary based on EA agreement. Actual savings may vary based on region, instance size and performance tier. Prices as of May 2018, subject to change.
What is SQL DB Managed Instance?

New deployment option that enables **frictionless migration** for SQL apps and **modernization** in a fully managed service.
WHO IS MANAGED INSTANCE FOR?

Customers looking to migrate a number of apps from on-premise or IaaS, self-built or ISV provided, with as low migration effort as possible with TCO being a crucial factor.
KEY BENEFITS OF SQL DB Managed Instance

Three-year key benefits

- $1.8m
  - Avoided hardware, network, storage, and ongoing maintenance costs

- $688k
  - 40% improved productivity for in-house DBAs

- $698k
  - 20% improved productivity for IT team

Source: Forrester Total Economic Impact of SQL Database Managed Instance
Forrester TEI exec summary / Full report
Impact of end of support

SQL Server 2008 and 2008 R2
Extended Support ends July 9, 2019

Windows Server 2008 and 2008 R2
Extended Support ends January 14, 2020

No security updates
Compliance concerns
Missed innovation opportunities

Find lifecycle support deadlines at: support.microsoft.com/lifecycle
The right pathway for end of support customers

- **SQL Server & Windows Server 2008/R2 end of support**

  - **Move to Azure**
    - Lift-and-shift to PaaS with Azure SQL Database Managed Instance (MI)
    - Lift-and-shift to MI for fully managed services: always running on highest version and no more future upgrades required
    - Upgrade to SQL Server 2017 and Windows Server 2019 on Azure VMs, or
    - Move “as-is” with SQL Server and Windows Server 2008/R2 and get 3 years of Extended Security Updates* for free
  - **Stay on premises**
    - Move to IaaS with Azure VM
    - Upgrade to SQL Server 2017 and Windows Server 2019
    - Stay “as-is” and purchase Extended Security Updates with SA

- **On premises**

* ESU worth 75% of license every year for the next three years after EOS
Microsoft Tools For Your Migration Journey

Data Migration Assistant (DMA)
Assess the estate and get it ready for Azure SQL Database.

Data Migration Service (DMS)
Enables upgrade to SQL Server and Azure SQL Database.

Azure Hybrid Benefit for SQL Server
Maximizes current on-premises license investments to facilitate migration.

Azure SQL Database Managed Instance
Facilitates lift and shift migration from on-premises SQL Server to PaaS.
Data Migration Assistant support for Azure SQL Database Managed Instance

Available now, Data Migration Assistant (DMA) provides support to help you to migrate on-premises SQL Server databases to Azure SQL Database Managed Instance. DMA detects compatibility and feature parity issues that can impact database functionality in target Azure SQL Database Managed Instance databases.

DMA has also added **Azure SQL Database SKU Recommendations**, a feature that helps customers identify the minimum recommended Azure SQL Database SKU based on performance counters collected from the computer(s) hosting their databases. The feature provides recommendations related to pricing tier, compute level, and max data size, as well as estimated cost per month. Customers can also provision all of their databases to Azure in bulk. This functionality is currently available only via the Command Line Interface (CLI).

More details:

- [Documentation](#)
- [Data Migration Assistant (DMA)](#)

Confidently migrate databases with Azure Database Migration Service

Seamless, end-to-end solution for moving relational databases to the cloud.

Near-zero downtime as you migrate your business-critical apps.

Migrate at scale from multiple sources to your target database.

The Migration Cookbook describes various approaches you can use to migrate an on-premises SQL Server database to the latest Azure SQL Database Update.

Azure Database Migration Guide is a one stop shop that provides step by step guidance for modernizing data assets.

Documentation
Product Page
https://aka.ms/dmigrate18

Customers can perform:
(1) offline, one-time migrations (with downtime), or
(2) online migrations with continuous sync and minimal downtime.

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Scenarios
YOUR SINGLE DESTINATION FOR ALL THINGS DATA MIGRATION

Provides guidance and tools and partners in context of your migration scenario.

Enables you to:
- Build your case, find others like yours
- Identify the right migration strategies
- Optimize your cloud resources

https://datamigration.microsoft.com/
FastTrack for Azure

- **Direct assistance** from local UK Azure engineers and program managers
- **Proven practices** and tools from real customer experiences
- **Accelerated** deployment to full production of Azure solutions.
Free 30-day trial of Azure SQL Database for preapproved eligible customers

Customers are field-nominated and must meet consumption criteria for eligibility:

Field can access engineering PM support for top customers

Nominate eligible customers today!
**Sales Scenario**
Help your customers modernize their data estate by moving SQL Server on-premises to Azure for a fully managed service that maximizes ROI.

**Value Prop:** Reduce the burden of data-tier management and save time and costs by migrating workloads to the cloud. Azure SQL Database is an intelligent, fully managed relational cloud database service that provides the best and most economical cloud destination for your SQL Server data and near 100% compatibility with SQL Server, thus eliminating the need to rearchitect apps when migrating to the cloud.

**Partner Opportunity:** Win with Data - Partner Webinar Series, Migrate to Azure SQL DB MI – Inspire Video

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### Get Ready and Plan

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Gated content on [MPN Intelligent Cloud Gallery](#). Requires MPN log in ID. Access issues? Open above link in InPrivate browser and log in with your MPN ID.
Thank you
Wrap Up

- Review Partner Resources for Managed Instance
- Review EOS Partner Resources from last call
QUESTIONS
December community call will take place:
6th December @ 4pm

In the meantime please continue the conversation in our new chat forum:

Aka.ms/ukintelligentcloud