

PwC Cloud Readiness Assessment

Your Azure partner in the Middle East



The market for cloud computing in the Middle East is rapidly increasing



Public Cloud Services in the Middle East have been growing rapidly, whilst on-premise data center utilization have declined.

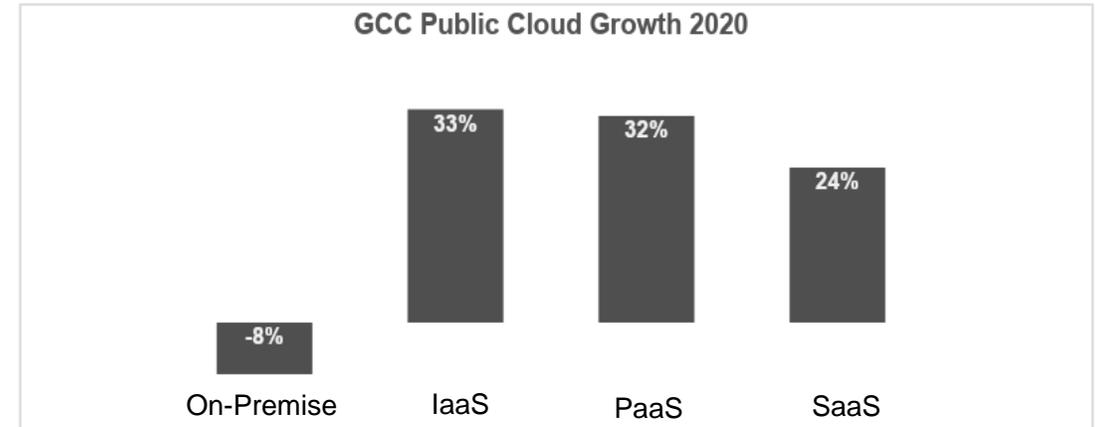
Worldwide, revenue from public Cloud Services is growing at 5x the overall growth of IT services.

Investors continue to value companies with regular cash flow (recurring revenue) highly, which supports the public cloud business model.

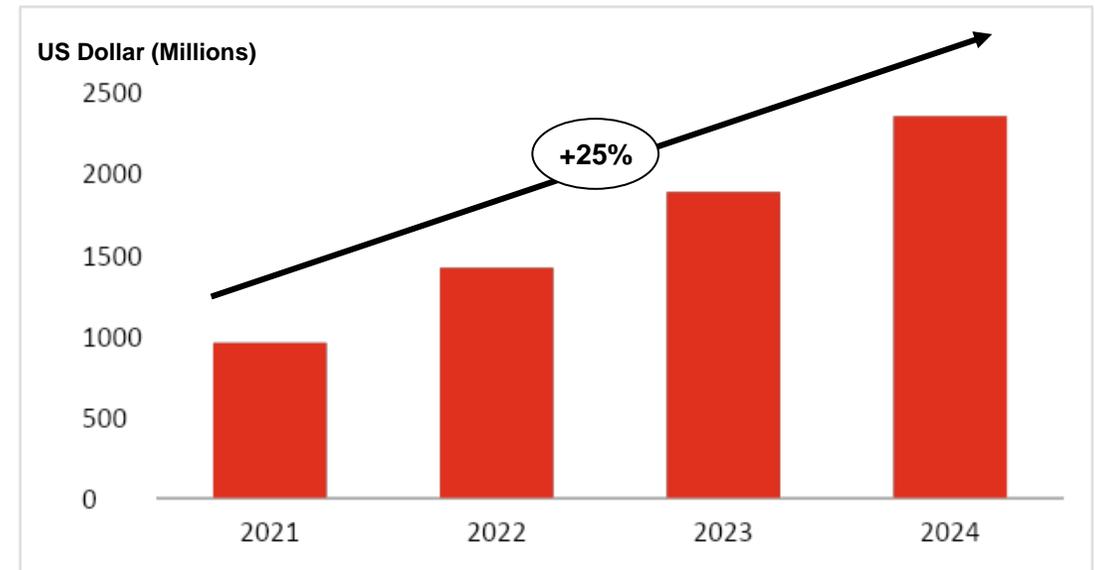
The GCC's cloud computing market is expected to grow by 25% annually between 2021 and 2024.

GCC governments are increasingly adopting a cloud first policy in order to benefit from efficiency improvements, enhanced agility, reliability of services, more robust security and increased innovation.

GCC Public Cloud Growth 2020

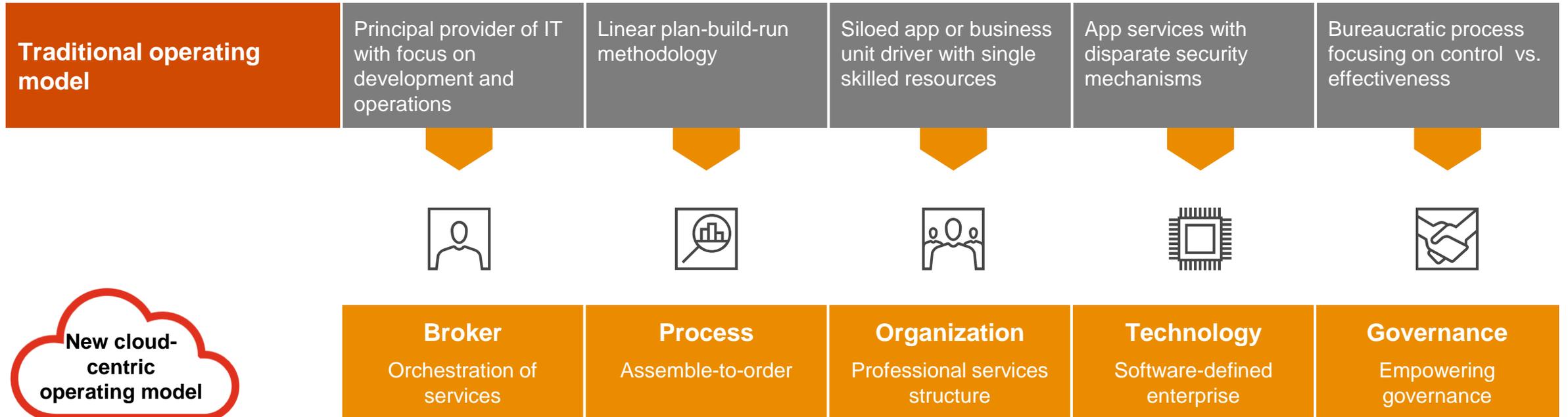


US Dollar (Millions)



Sources: International Data Corporation, 2020 Report; Fitch Solutions Report, Q3 2020; PwC Analysis

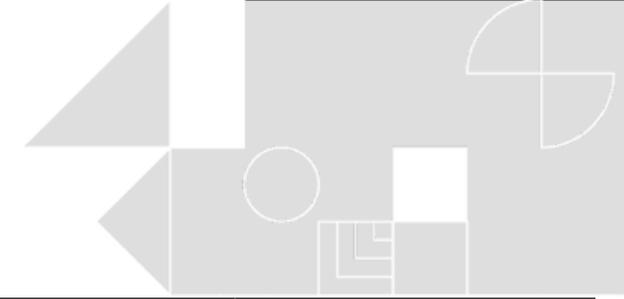
At PwC, we view cloud as a technology which can transform your business



Embrace digital transformation to take full advantage of the agility and responsiveness of cloud services

We follow a holistic approach to your cloud readiness assessment

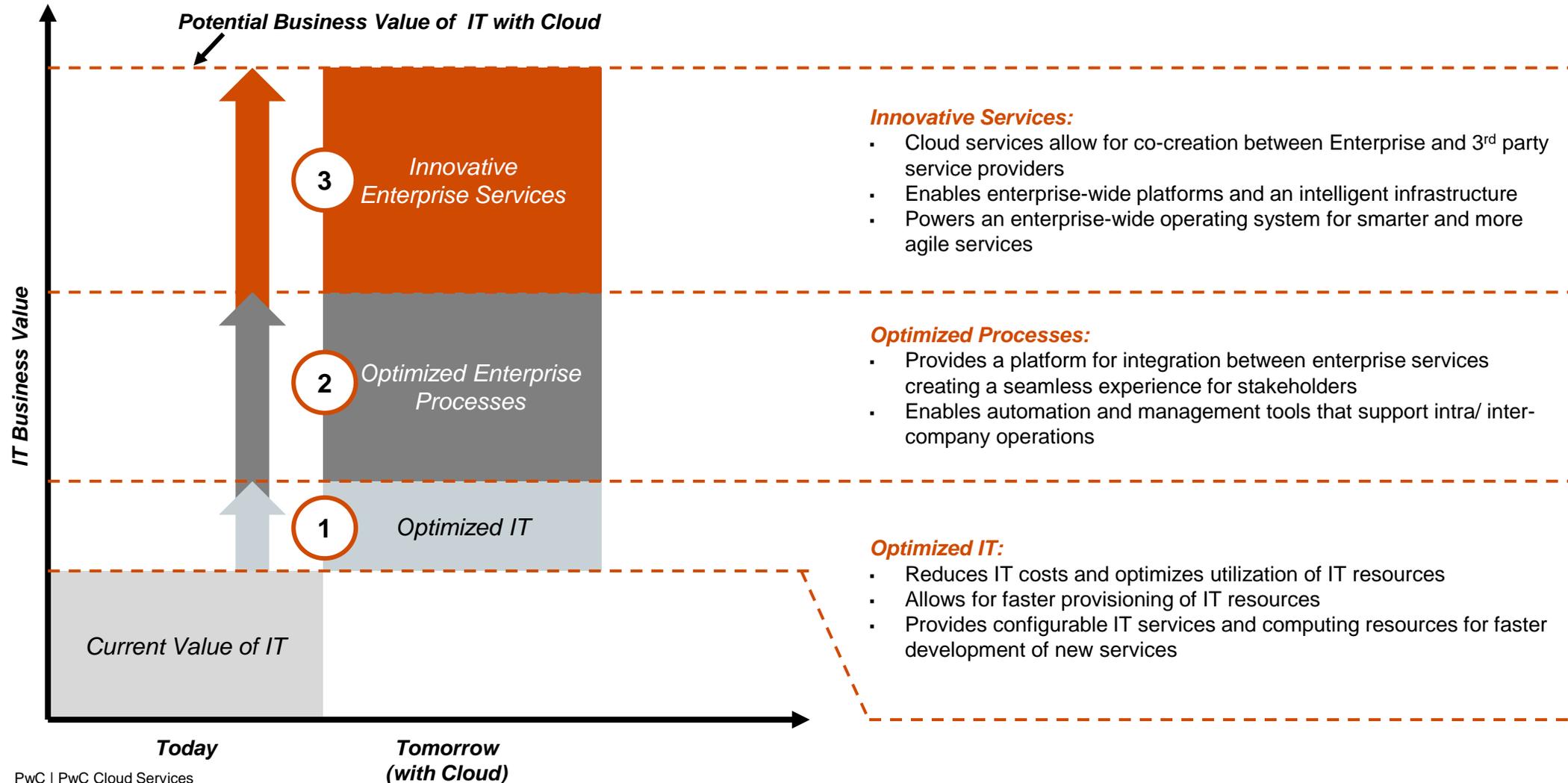
Our holistic approach for enterprise cloud answers critical questions for cloud adoption



Business Value	Workload Migration	Provider Selection	Capability Maturity	Financial Modeling	Trust by Design
					
Assess the value cloud brings to your business capabilities	Determine the migration strategy for your applications and workloads	Evaluate which cloud service provider to use for hosting your workloads	Define the impact the cloud transformation has on your operating model capabilities	Calculate the Total Cost of Ownership to migrate and operate workloads in the cloud	Safeguard your data & workloads against threats by designing security & privacy into the architecture
“Which business capabilities promise more value from cloud adoption?”	“How can we make workloads lean, agile, and cost efficient in the cloud?”	“How can we fulfil business requirements in a multi-cloud reality?”	“How can we take full advantage of the new features and services that cloud offers?”	“How can we ensure the financial success of the cloud transformation?”	“How can we create confidence that the workloads we put on the cloud are protected?”

Our cloud readiness assessment is focused on value creation...

Our approach starts with the understanding that the value of cloud lies in optimizing IT and enterprise processes and in enabling an ecosystem for services co-creation and innovation

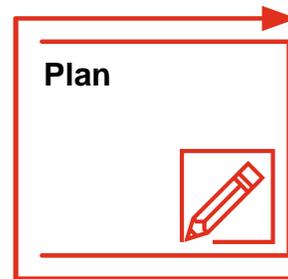


...And is aligned with the Azure Cloud Adoption Framework

Azure Cloud Adoption Framework



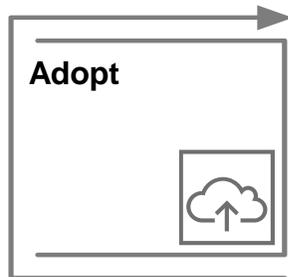
Understand motivations, business outcomes and justifications. Prioritise projects



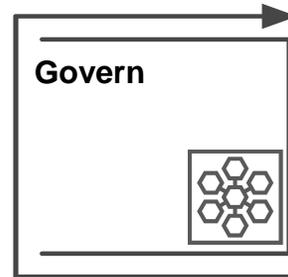
Review digital estate, align organisational structure, develop skills readiness plan and cloud adoption plan



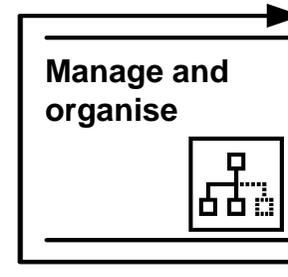
Develop landing zone, expand and apply Azure best practices



Define migration scenarios and conduct asset migrations. Identify opportunities for innovation.



Align governance structures and processes with leading benchmarks and international best practices



Manage business commitments and operational maturity and conduct organisational alignment

By leveraging **Azure's Cloud Adoption Framework**, PwC's cloud readiness assessment enables organizations to build foundational cloud building blocks.

We provide you with the information you need to **leverage advanced cloud services** and concepts to fully realize the **true potential of Microsoft Azure**.

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:



Vision and commitment to sustainable customer-tailored business evolution



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



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



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

What it means for you:



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



Access to the latest and most innovative business technologies



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



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



Gold status for all 18 Microsoft Competencies



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



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

Contact us today



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At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 276,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

Established in the Middle East for 40 years, PwC has firms in Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, the Palestinian territories, Qatar, Saudi Arabia and the United Arab Emirates, with around 4,000 people (www.pwc.com/me).

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

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