

# Going Digital

How a New  
Digital Operating  
Model Can Power  
Transformation

# In the Digital World, Transformation is the Only Constant

It's never been more essential for businesses to keep pace with technological change to stay in the lead, as we can see from the organizations that have come out on top following the events of 2020. Across the board, companies suddenly had to accelerate digital transformation under pressure. But what sets apart the winners from the businesses who didn't fare so well?

Building your own digital capability as a business is a key differentiator in today's rapidly evolving world of work. This can't be matched by simply adding third party vendor software to your native environment – something that can lead to security vulnerabilities, and higher maintenance and licensing costs. It's clear that who survived and thrived were those who were agile and maintained a positive attitude – but above all else, they were the ones who embraced a Digital Operating Model to continue their success.







### **Who is Cognizant Microsoft Business Group?**

The Cognizant Microsoft Business Group exists to advance your cloud modernization journey with focus, simplicity and scale. Our dedicated experts and trusted blueprint deliver your digital difference powered by the Microsoft Cloud platform, turning digital potential into real business performance at speed.

As an end-to-end Microsoft-centric cloud solutions and managed services provider, the Microsoft Business Group leverages extensive experience and IP to deliver constant innovation and business value. The Microsoft Business Group is also proud to be an award-winning Microsoft partner and Azure Expert MSP, the highest credential a Microsoft partner can obtain in Azure capability. This Azure credential provides stringent validation in meeting Microsoft's highest standards of service delivery and support, alongside holding all 18 Gold Partner competencies and Advanced Specializations across a wide range of capabilities.



## The Need for a Digital Operating Model

 Microsoft 365

 Microsoft Azure

 Microsoft Dynamics 365  
and Power Platform

At Cognizant Microsoft Business Group, our aim is to turn digital potential into real business performance – and fast. We provide everything you need to advance your cloud modernization journey, from experts who take a consultative approach to transformation, to innovative business technology solutions and ongoing management services.

Making use of multiple tools from different suppliers can be more of a hindrance than a help, rendering your digital landscape harder to navigate, scale and secure.

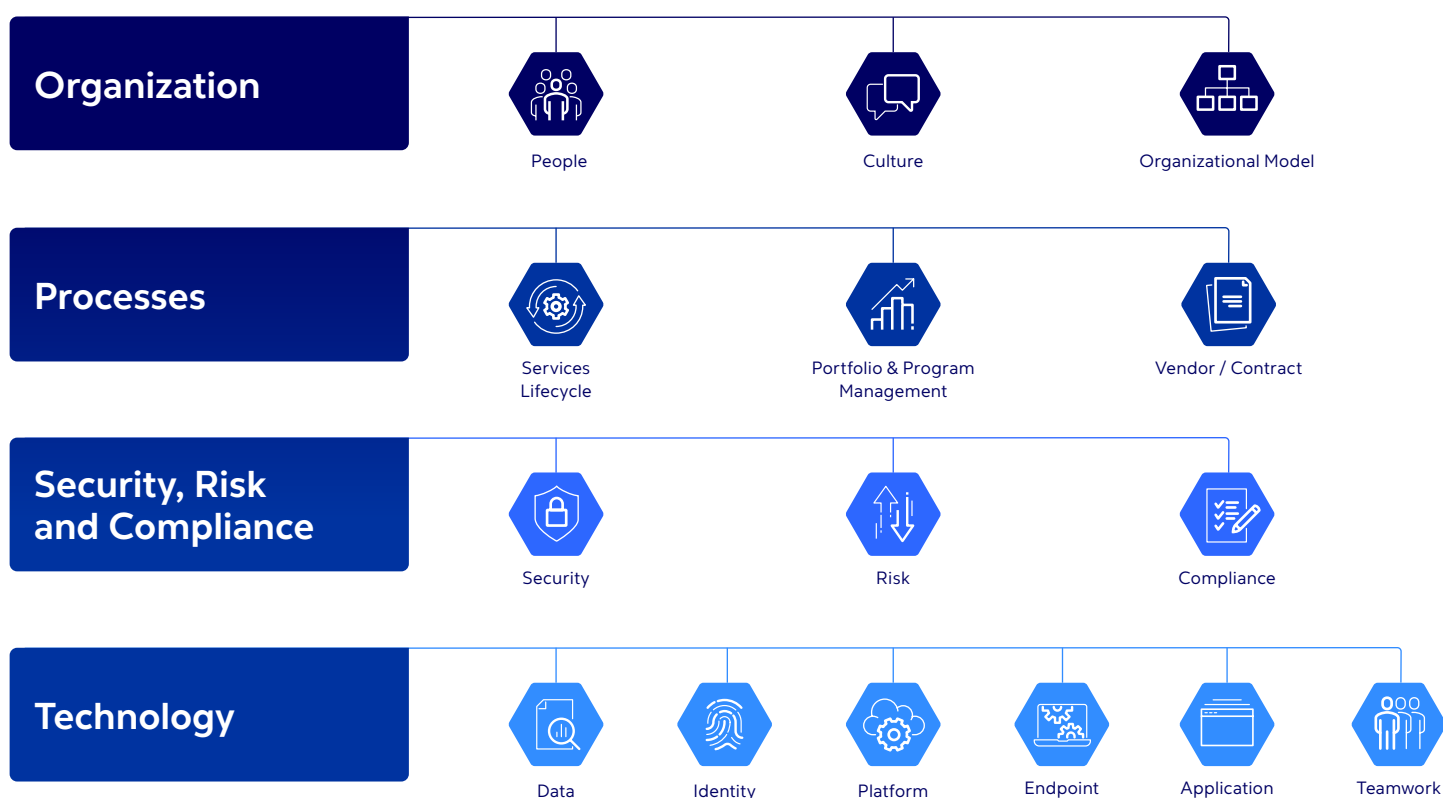
In order to gain a competitive edge, businesses need to be bolder than bolting on new tools as a firefighting exercise. This is where the public cloud comes in. Because only cloud native businesses have the agility to compete at digital speed in a rapidly evolving post-pandemic environment.

# A Full-Throttle Framework: How the Cloud can Fuel a New Digital Operating Model

Building a Digital Operating Model is a big deal. Businesses need to shift away from old ways of thinking, and get IT working in harmony with the wider organization. We believe the best way to achieve this is via the public cloud.

A successful journey to the public cloud requires a clear strategy around people, process, tools and governance for each area of your business affected by the change. On top of this, any ambitious digital transformation project carries risk, and it's all too easy to let roadblocks stop you from moving out of the planning phase.

That's where Cognizant Microsoft Business Group comes in, bringing together an unparalleled depth of knowledge and expertise to solve any cloud-based challenges that may arise on the road to success. The businesses that are able to reap the benefits of cloud innovation are the ones with access to tried and tested processes and expert guidance to rely on – something that our cloud native Digital Operating Model, GO, provides.



## Realizing Public Cloud Potential with GO

GO is our unique methodology, creating a trusted, intelligent blueprint for public cloud success that combines services, expertise and our unique deployment technology to unleash cloud capability and deliver real business change.

Based on Microsoft's own Cloud Adoption Framework, GO offers a guided step-by-step process and a series of best practices, that enable businesses to transition with ease from an analogue mode of operations, to a cloud native and software defined Digital Operating Model.

GO is built on three solution areas, Intelligent Enterprise, Intelligent Cloud and Intelligent Workplace – encompassing consulting, project and managed services within an extensive portfolio of over 20 offerings.

### GO Intelligent Enterprise

Intelligent Enterprise envisions the possibilities of a digital future and plots a roadmap that enables your business to realize and tap into that potential.



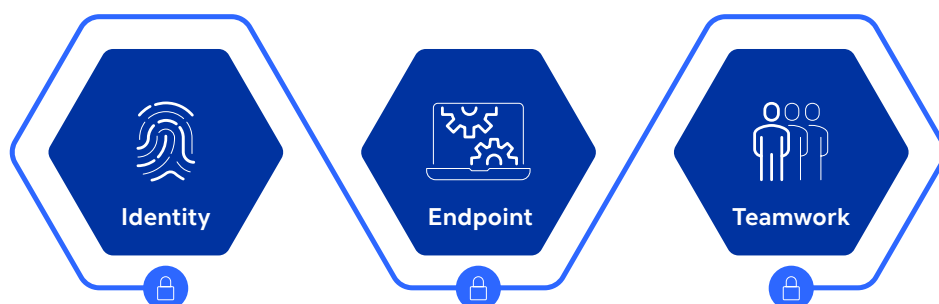
### GO Intelligent Cloud

Intelligent Cloud mobilizes your organization with a next-generation cloud operating model that helps increase velocity and control. Migrate, modernize and deploy new applications and workloads with cloud native agility.



### GO Intelligent Workplace

Intelligent Workplace includes services and solutions that will improve collaborative teamwork and communication, unlock greater productivity and mobility, all while remaining safe, secure, and compliant - anytime and anywhere.



## GO Digital Operating Model

Expertly advancing your cloud modernization journey with focus, simplicity and scale



To turn digital potential into real business performance at speed



By delivering your digital difference powered by the Microsoft Cloud platform



Intelligent Enterprise



Intelligent Cloud



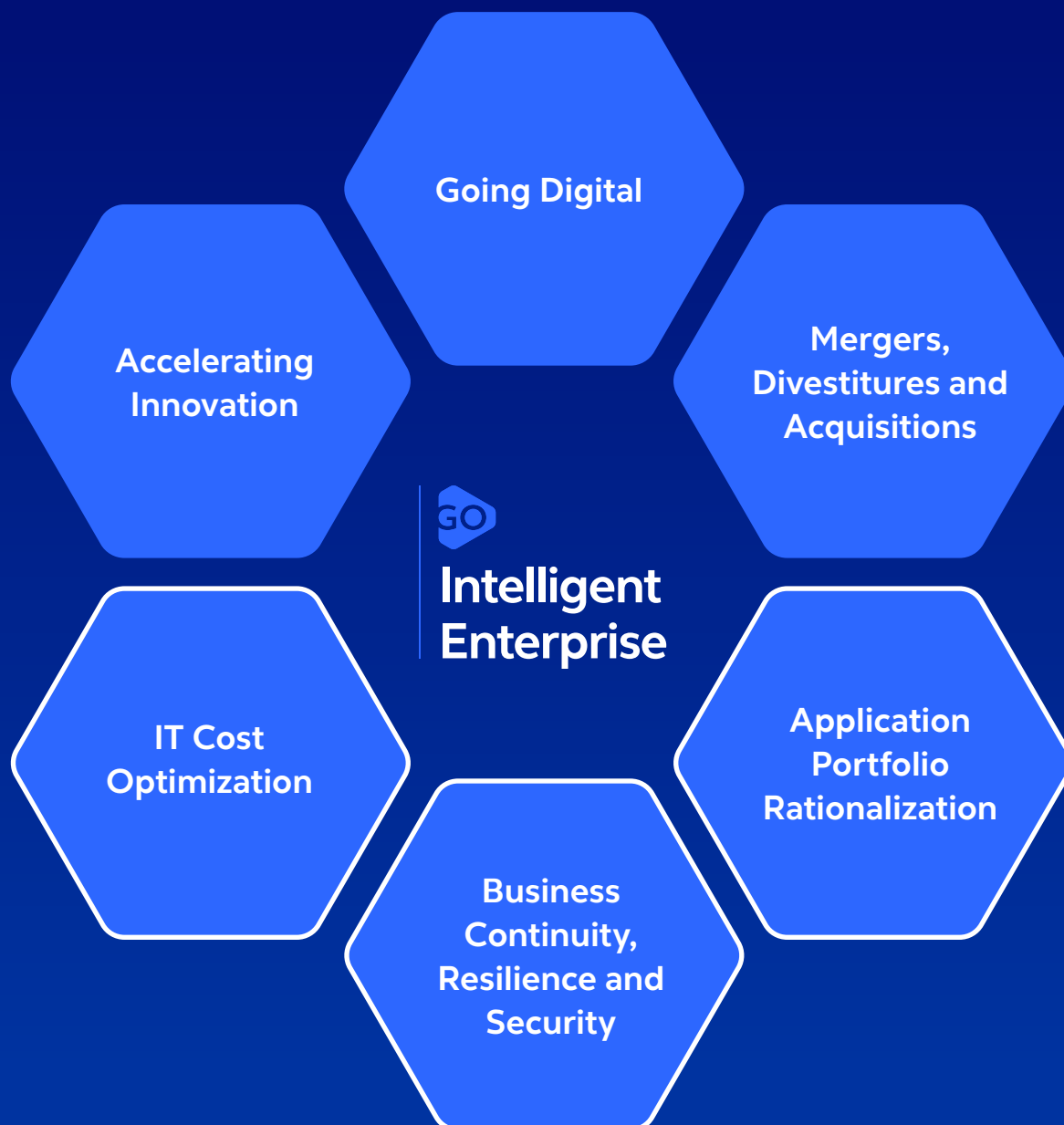
Intelligent Workplace



Drivetrain

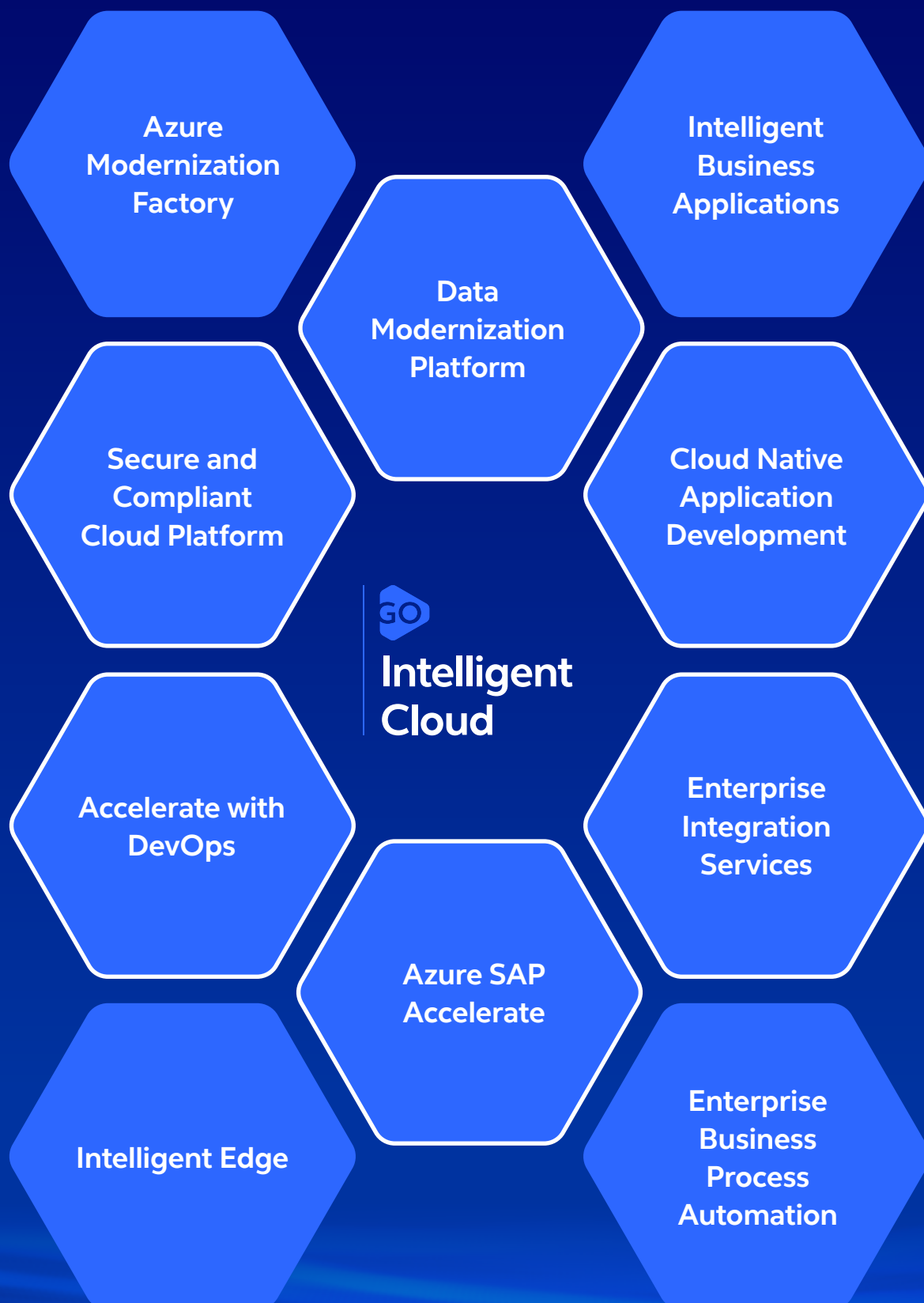
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Managed Services Available





Managed Services Available



Managed Services Available

## What Makes GO Special?

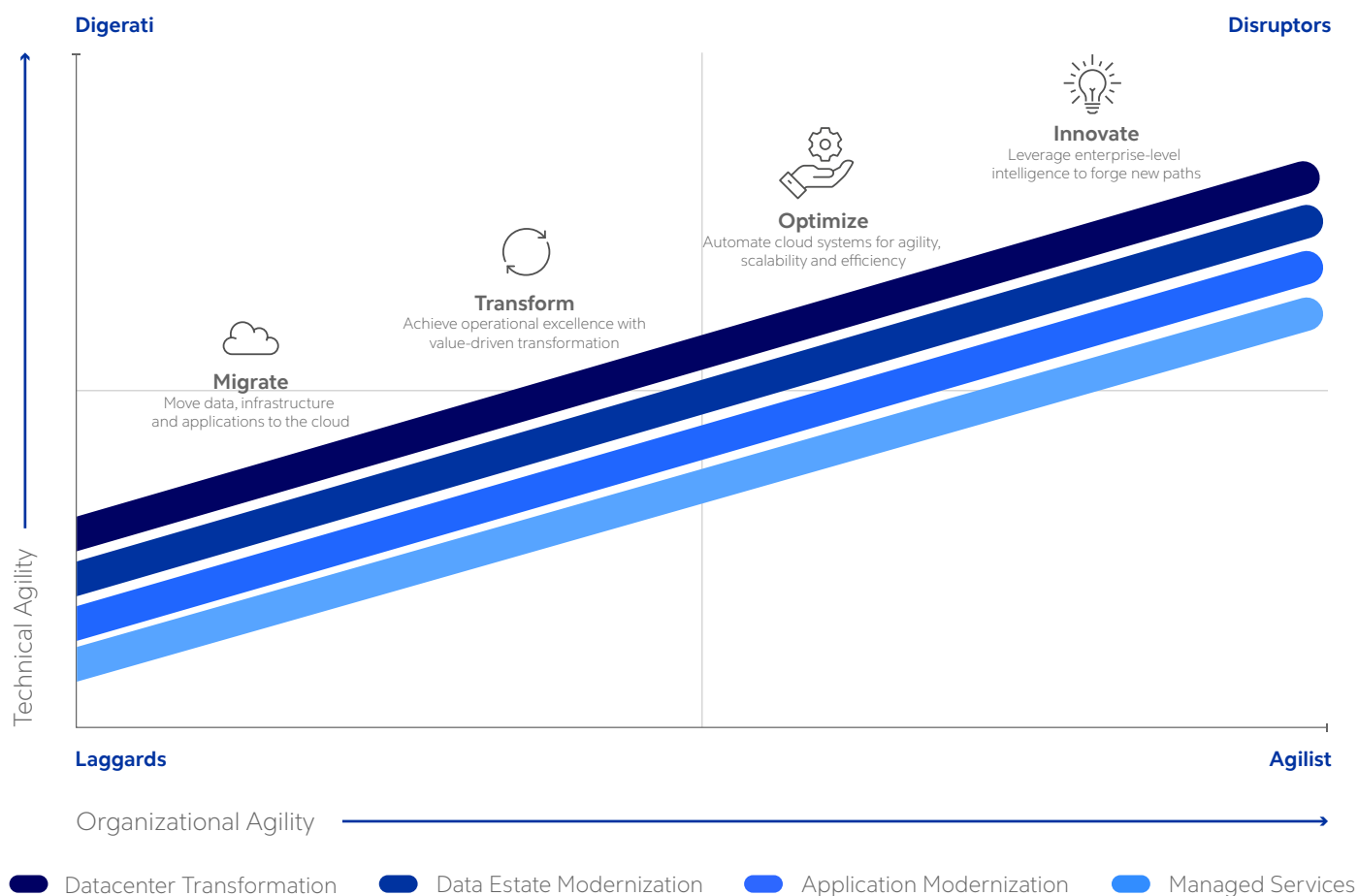
We've reimagined what the journey to a cloud native end state looks like, helping our clients to work more efficiently as they transform their IT operations. GO offers the ease and simplicity of out-of-the-box functionality while still being fully tailored to an organization's requirements.

GO is a cloud native operating model which leverages features built into the underlying cloud platform. For too long, IT decision makers have been encouraged to select individual standalone technologies over a well-integrated, holistically designed suite of tools that work together seamlessly. The GO approach offers significantly quicker results, as the technology is designed to work together – much like Microsoft Cloud itself.

Crucial to GO's repeatable success is the Agility Quadrant – which baselines and enables us to meet clients where they are today, and work with them on each step of the journey. Pinpointing the key steps a business must take in order to become truly flexible, with maximum organizational and technical agility. Such businesses can shift, scale and evolve to meet any challenge – and the Agility Quadrant is a roadmap to achieving this.

## Modern Enterprise Framework

Powered by Modern Managed Services and DevOps Practices







**“What we offer is an unparalleled blend of capabilities on the Microsoft Cloud platform. Through a combination of our proven and trusted platform native intelligent blueprint, our vertical industry focus and decades of business understanding with global reach, and our dedicated, deeply-skilled teams, we respond to client needs delivering outcomes at speed.”**

Jim Olson, Global Head of Microsoft Business Group





## 10vū™ Transformation Platform

10vū™ is a unique suite of transformation tools that provide clarity and planning guidance to guarantee successful cloud transformations. With recommendations on any application's readiness for the cloud and migration options, it provides a clear roadmap for client teams to plan how to become digital disruptors with visibility and confidence. Combine this with cost dashboards that utilize real-time Azure pricing to make estimates and a time to market dashboard that tells you how long everything will take, and suddenly planning and executing your transformation has never been simpler.

## The Drivetrain™ Difference

Drivetrain™ is the Cognizant Microsoft Business Group transformation and service orchestration engine. It powers GO, delivering high levels of automation and builds in the governance required to ensure your environment remain compliant and secure at all times. By calling upon codified architectural and service management best practices, Drivetrain™ makes sure each deployment is primed for business operations, and time to value is dramatically reduced.

## Drivetrain™ for Azure and Dynamics 365

We use Drivetrain™ to build fully functioning virtual datacenters in the cloud, which can then be connected to existing on-premises environments. When deployed these environments are ready to host business critical data and applications – expertly managed and controlled using pre-integrated Azure service management and security products. The result is a powerful and customizable cloud native solution, delivered with the ease of out-of-the-box functionality. It gets you straight to a best practice end state with the compliance and security we know our clients rely on.

## Drivetrain™ for Microsoft 365

While our Microsoft 365 offerings start with the workplace and employee experience first, we know devices and infrastructure are integral to bringing modern workplace strategy to life.

That's why at the device level, we use native cloud enrollment and an array of technologies to provide advanced threat protection and device integrity across Windows 10, Android and iOS. Devices are governed and protected by Intune and Desktop Analytics. These devices are connected to our ServiceNow and Cloud Management Portal platforms to manage event and incident data. We can also connect existing on-premises System Center environments for clients who use System Center Configuration Manager today.





## Beyond Cloud Deployment: Managing the New Model

Building and implementing a cloud native Digital Operating Model is one thing. Managing a new set of tools, policies and processes is quite another. While there are ample benefits to a cloud native environment, managing it requires a significant amount of time and resources and can be quite an adjustment for any organization.

### In-House Cloud Management

For those looking to manage their cloud environment in-house, we can help to upskill and cross-skill existing employees. In our experience, about a third of employees will welcome the opportunity to move into a cloud native world, and the rest will get there with time and training. Whatever the breakdown of employee appetite, we can help with the appropriate support.

### Managed Cloud Operations

While the value in embracing a Digital Operating Model is clear, employees' work won't take a back seat while they learn to embrace this new world. That's why we can also manage the new cloud environment on behalf of our clients in the short, medium or long term.



## Get Ready to Go

Transformation has never been more vital – or more complex. It's a challenge, but organizations that rise to the occasion will be richly rewarded in the future. Prioritizing agility, an optimistic attitude, and positive customer experiences while becoming future ready doesn't have to be difficult. Cognizant Microsoft Business Group makes the process easy from start to finish, so you can advance your cloud modernization journey, take a step closer to achieving your goals and give you the assurance required to unlock your digital difference as an organization.

Whether your goals are reducing cost, innovating, or transforming the way your business operates, going digital doesn't have to be a challenge – with Cognizant Microsoft Business Group's prescriptive platform native approach to advancing your cloud modernization journey, we will bring you assurance, innovation and outcomes that sustain over the long-term, with focus, simplicity and scale at the core of our strategy.

**Want more information on embracing the new digital world through the public cloud?**

Reach out to the Cognizant Microsoft Business Group experts to transform your tomorrow.





# **Engage with the Cognizant Microsoft Business Group to transform your business with focus, simplicity and scale.**

To learn more about Cognizant Microsoft Business Group, visit  
[mbg.cognizant.com](https://mbg.cognizant.com)