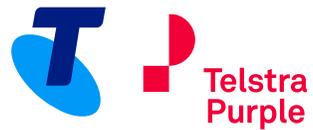




**Accelerate your  
migration to the Cloud  
with VMware Cloud on  
Microsoft Azure**

# Telstra, Microsoft and VMWare.

## Joint innovation and investment in our customers



- **60k+ existing** Business & Public Sector customers in Australia
- **1,850 specialists** across Telstra and Telstra Purple, the largest Australian-owned technology services business, with expertise in network, security, cloud, collaboration, mobility, software, data and analytics, and design.
- Azure MSP Advanced Specialization



- **Co-develop innovative Azure solutions** so you can be confident of an ongoing pipeline of innovation to support your business.
- **Gartner Magic quadrant leader** for Cloud AI Developer Services and Visionary for SIEM with Azure Sentinel, remains a Leader in IaaS and PaaS
- **Strongest SaaS** offerings for workplace and productivity with Office 365 and integrated Azure offerings, and Dynamics.



- **80% of on prem workloads are on VMWare**
- **Fast, cost-effective and low risk** migration to the cloud
- **Consistency and familiarity** of VMware technologies
- **Master Services competency** achieved

# Why AVS with Azure?



## AVS is Azure

Run your VMware platform and workloads today in the cloud without needing to re-architect applications and gain the continuity, scale, and fast provisioning for your VMware workloads on global Azure infrastructure.



## Accelerate the journey to cloud, at your pace

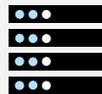
AVS provides the path forward to move to the cloud on your terms. Gain the choice and flexibility to determine what workloads to migrate and the right time to migrate them. With platform symmetry, you have the control to transform based on your cloud journey.



## It's cost effective

AVS provides the most cost-effective way to run Windows Server and SQL Server on VMware. You can reduce the cost of using your on-premises datacenter without purchasing licenses for both on-premises and cloud apps. Benefit from up to three years of free Extended Security Updates (ESU) for Windows Server when transitioning to Azure VMware Solution.

Up to **80%** savings with Azure Hybrid Benefit.



## Datacenter consolidation

Reduce, retire, or consolidate your datacenter footprint with a one-time redeployment of your VMware-based virtual machines. Lift and shift any vSphere-based workloads to Azure in a nondisruptive, automated, scalable, and highly available way without changing the underlying vSphere hypervisor.



## Application modernization, development, and testing

You can extend and run existing VMware workloads from on-premises environments to the cloud while avoiding the costs, risks, and time commitment of re-architecting applications. Telstra Purples Application Modernisation program then helps to create a future ready roadmap for all apps.

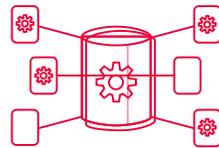
# Migrate and modernize application portfolio



**Migrate** to  
free-up  
resources



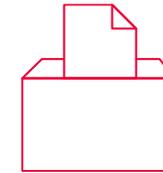
**Shift** cost  
models to the  
cloud



**Scale**  
infrastructure on  
demand



**Leverage your  
data** with  
advanced  
analytics



**Innovate** with  
200+ cloud  
native  
services

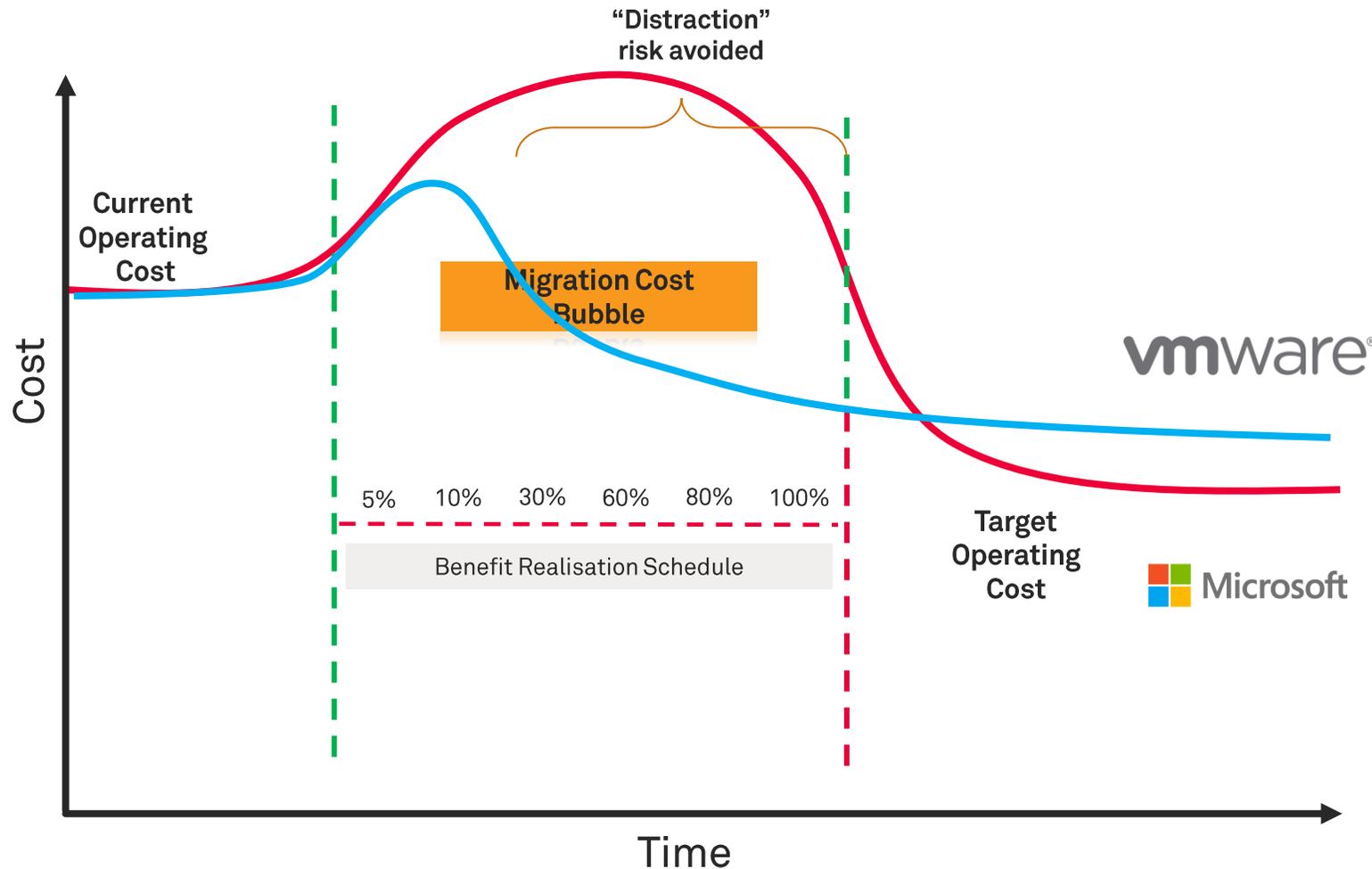


**Boost skills  
and experience**  
for speed and  
agility

AVS + Native

Accelerated from *within* Azure

# AVS on Azure accelerates migrations



## Flatten & shorten the migration bubble with VMware Cloud on Azure

- Minimise re-architecture efforts
- Reduce risk of migration stall/failure
- Meet cloud adoption timelines
- Easier sign-off by app owners
- Minimal policy change - Governance/Risk
- Leverage existing skill sets & talent

## Increased costs during migration

- Duplicate environments
- Staff resources
- Migration consulting
- Skills & re-training
- Lease penalties & infrastructure maintenance

## Benefit acceleration

- Infrastructure cost avoidance
- Reduce risk of project being disrupted
- Sooner innovation for new business value creation
- Staff productivity

# Challenges that AVS Solves...

**Developing an  
internal business  
case for change**

**Resilience**

**Skills & resource  
availability**

**Licensing**

**Networking,  
Connectivity,  
Security, &  
Compliance**

**Speed & timing**

**Scalability &  
modernization**

**Operating Model**



## Reduce entry barriers in your journey towards successful digital transformation

### Get started with AVS and Telstra

1

#### Getting you started

- 1) Total Cost of Ownership cloud assessment
- 2) Cloud & Network Proof of concepts to validate strategy
- 3) Business case to accelerate digital transformation

2

#### Build the detailed plan

- 1) Migration Plan
- 2) Security Design
- 3) Operating model

3

#### Migrate and modernise

Accelerate cloud migration and modernisation at scale

\* All funding subject to deal size pre-requisites and approvals by Microsoft / VMware. To obtain a copy of the relevant Scope of Works or additional information, please contact your Telstra, Telstra Purple, Microsoft or VMware representatives.

# Get Started Offer

The Telstra Purple AVS TCO assessment provides a complete view of your on-premises and Microsoft infrastructure, including licensing status.

The assessment provides you a detailed utilisation snapshot, trend analysis, recommended instance sizes, and VMware pricing estimates. This helps you right-size your AVS/Azure deployments and accelerate new workload migration. By providing baseline view of your existing resources, it helps identify where efficiencies can be made.

Additionally, the assessment helps optimise licensing of assets once migrated to cloud. This is an important step in the migration process enabling the calculation of before-and-after costs which feed into a business case when planning a cloud migration.

## Benefits:

- Identify over-utilised servers in on-premises environments (remove risk)
- Identify under-utilised resources in on-premises environments (reduce cost)
- Identify potential savings by migrating older hardware (cloud vs on-premises refresh)
- Identify data and applications that are prime for migrating to the cloud.
- Optimise existing licensing costs
- License/Subscription Optimization and future licensing agreement planning.
- Database consolidation, optimized CPU, and edition optimization
- Identify potential modernisation opportunities.
- Access to resources and tools