ISV-on-Azure

Accelerating your cloud journey

Cloud Direct Value to ISVs

- 🔒 Security & Governance
- 📍 Access new markets
- 👥 Attract more customers
- 📈 Improve service satisfaction
- 🚆 Optimise infrastructure
- 👥 Faster development cycles

"We help ISVs to migrate and innovate applications in Azure, accelerating their growth"

ISV-on-Azure Playbook

Customer Azure environment (Migrate)

ISV Azure environment (Migrate)

Application modernised to Cloud native (Innovate)

Discover & Build

Support and Operate

Launch & Sell

Full SaaS journey for your ISV

How are we different?

SaaS Transformation ▸ Migrate & Innovate ▸ Azure SaaS Optimisation

Discover & Build

Azure migration and innovation

How	What	Value
		An Azure environment that delivers:
Azure Landing Zone	- Azure design and delivery incorporating business and technical requirements - Creation of Infrastructure as Code - Define and automate (where possible) operational processes – e.g. change and release - Configuration of AKS and environment templating	▤ Cost optimised infrastructure
Application Modernisation	- Evaluate and define application road map - Re-architect application for cloud native capabilities	▤ Fast and scalable deployments ▤ Optimal performance – speed, reliability & availability
Azure Dev Ops Environment set up	- Creation of Dev Ops environment - Implement Azure Dev Op methodologies - Continuous deployment of containers	▤ Future-ready applications

Launch & Sell
GTM Strategy and execution

How	What	Value
Joint Marketing	- Launch PR material – Linkedin, Blogs, Industry news - Azure Marketplace entry - Co-branded lead generation templates - Cloud Direct website entry	£ Create new capability awareness £ Effectively identify and engage new opportunities
Sales Enablement	- Co-branded material – brochures, overviews etc. - Sales support – win wires, battle cards, cheat sheets - Microsoft POC and other funding initiatives	£ Upsell into existing customer base £ Access to Microsoft resources

Support & Operate
Focussed Service Delivery

How	What	Value

How

Expert Azure support and managed infrastructure

ISV Support

What

- Access to expert Azure architects

- Managed infrastructure that delivers cost optimisation, technical performance and security & governance

- Security monitoring and alerting

ISV
- Change and release management

- Dev Ops consultancy and team augmentation

- Authentication and security advice and monitoring

End Customer
- Application support triage 24/7

Value

- Enable greater application focus

- Specialise in what you do best

- Expert infrastructure support

- Save operational costs

- High availability and security

The Care Database

Customer situation

- The Care Database initially engaged Cloud Direct as part of their growth strategy, successfully introducing a PaaS solution to run their software service.

- With broad requirements, they needed an additional Azure resource to support their growth ambitions.

Partner solution

- We prepared the Care Database's environment for cost and security optimisation ahead of their next phase of growth.

- Onboarded them onto a Managed Service and Support plan to provide proactive management, resource reviews to optimise cost, regular security audits and 24/7 support.

Key drivers

- They needed additional capacity and proven expertise to cover their Azure needs.

- They required a Managed Azure service that complemented their existing providers and offered proactive optimisation opportunities. Their aim was to gain cost, security and performance enhancements providing their customers with a solution that was highly secure and surpassed performance expectation.

- They were looking for a partner that could provide a personal level of service to walk them through the process from planning to implementation.

Outcomes

- Proactive and regular contact delivered face to face and over the phone has surpassed the customer and supplier relationship that The Care Database had expected.

- Dealing with specialist engineers in specific fields has instilled confidence that working with an expert provider can make their ambitious growth targets a reality.

- Continual cost and security optimisation of their environment means they can continue to accelerate growth.
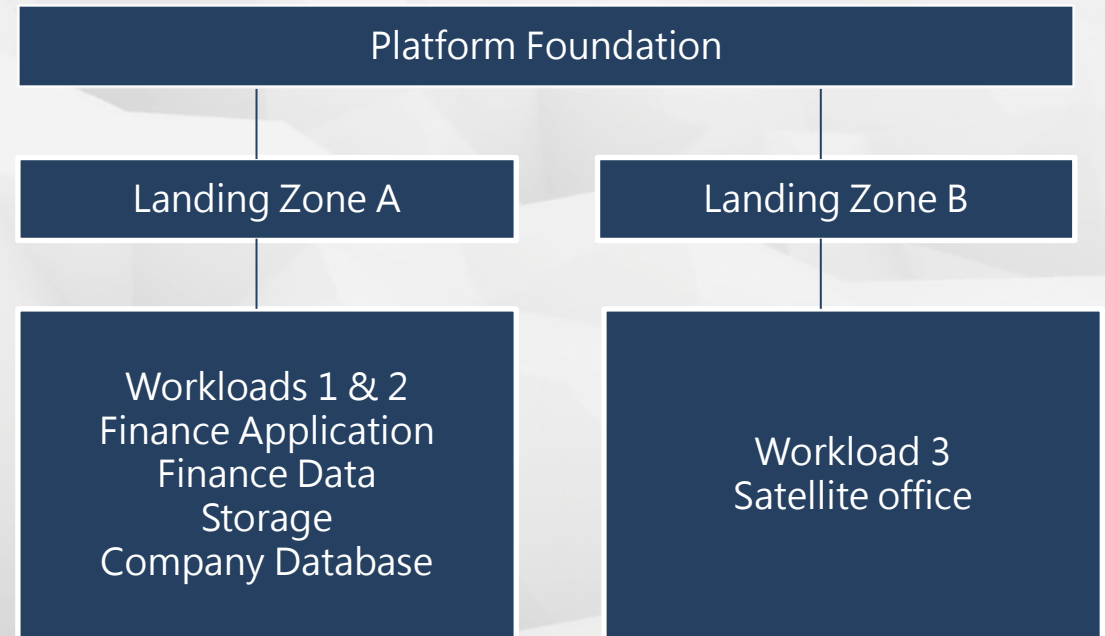
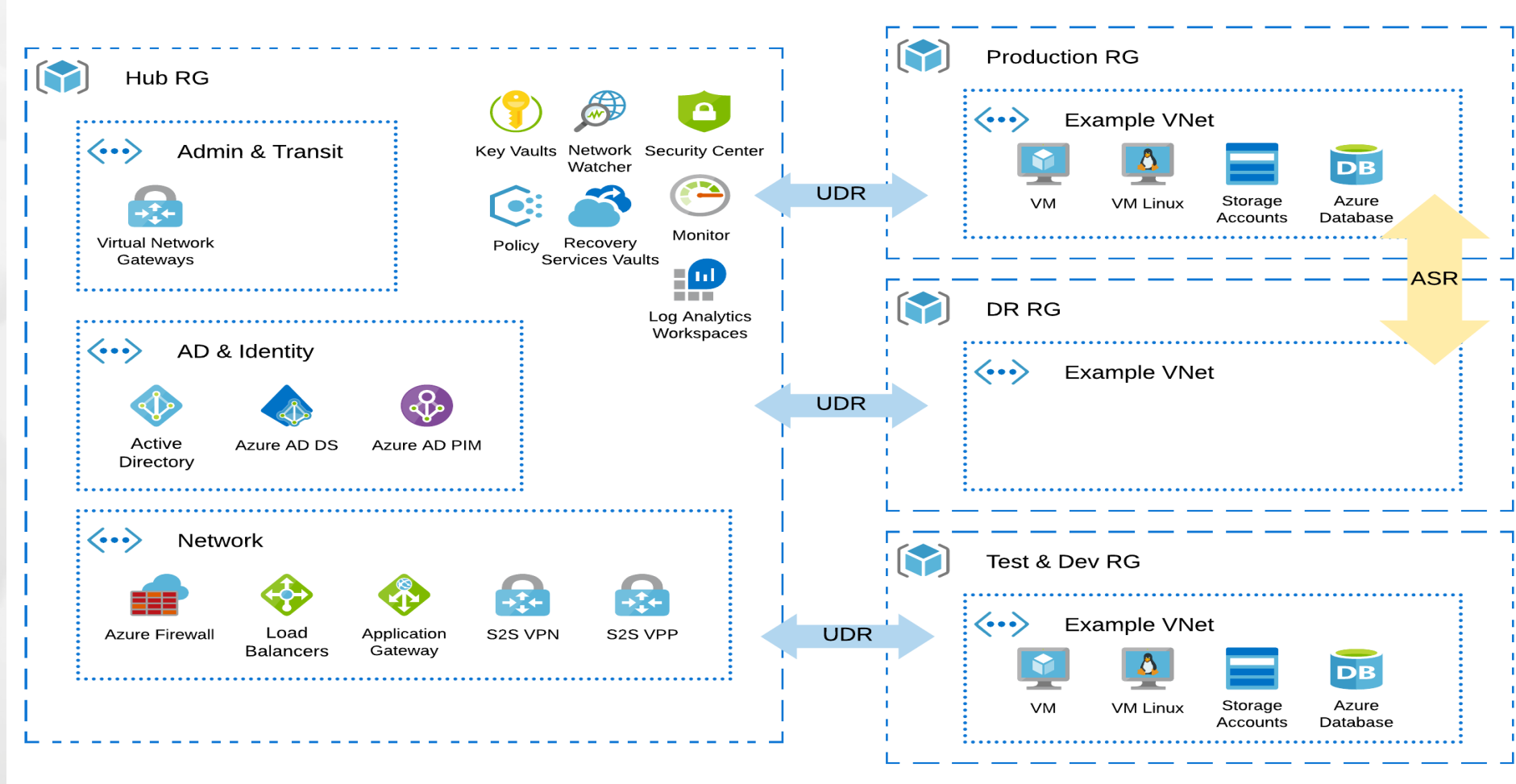# Landing Zones & Platform Foundation

Key to Azure success

Landing Zones are fundamental to a successful cloud migration project. A Landing Zone is the structure around a cloud workload providing access to the core Azure utilities that support best practice.

Built as infrastructure-as-code the Platform Foundation underpins Landing Zones with centralised controls ensuring workloads are consistent across performance, cost, security & governance, reliability and operations.

As part of the Discovery & Assessment phase Cloud Direct will build, review & remediate or optimise your Platform Foundation/Landing Zone set up.

Platform Foundation

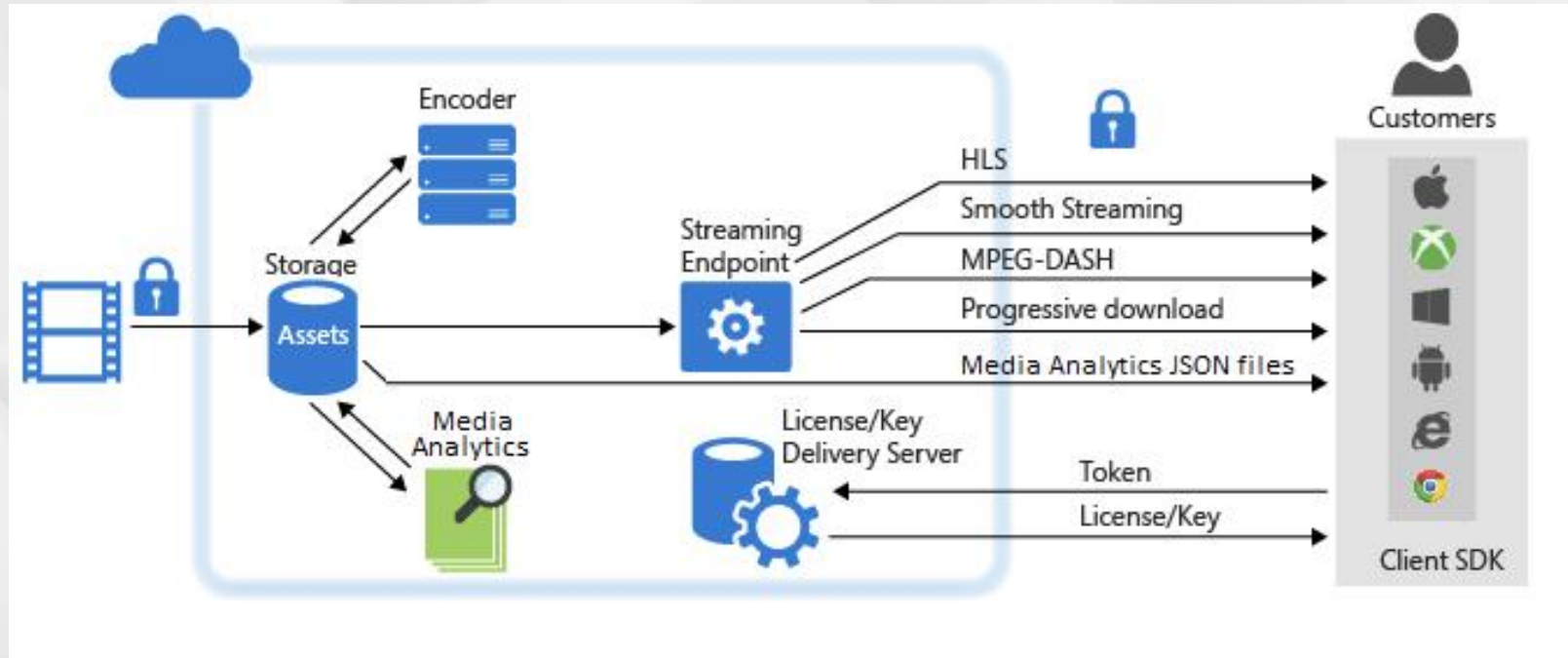| Landing Zone A	Landing Zone B
Workloads 1 & 2 Finance Application Finance Data Storage Company Database	Workload 3 Satellite office

Hub and spoke network topology

Delivery Method

Azure Media

Target End State

Planning migration outcomes

The discovery and assessments help to understand the Target End State of your cloud migration. To do this we define the migration method for each workload.

Method	Definition
Rehost	Moving the workload in its current state to the cloud
Refactor	Changing application code to fit a PaaS model
Rearchitect	Changing an application to become cloud native
Rebuild	Complete rebuild of an application to not only become cloud native but to continue to meet the needs of the business
Replace	Replacing with a SaaS alternative

Experience and verticals

ThoughtRiver

- SaaS application will be using Azure to gain deployment speed and flexibility
- Looking to deploy environments locally across US, Australia and Singapore for data sovereignty

PartnerRE

- Modernising their approach with Azure to obtain greater efficiency and scalability of deployments
- Improve their application delivery with technology enhancements

- Finance & Accounting

- Legal

- Wider Professional Services

- Retail & Hospitality

- AEC

- Wealth Management

- Manufacturing

Operational best practice and tooling

Enterprise level service delivery

- ✓ Azure Monitor
- ✓ Azure Security Centre
- ✓ Azure Sentinel
- ✓ Azure Kubernetes Service
- ✓ Azure Log Analytics
- ✓ Cloud Health
- ✓ Azure back-up
- ✓ Azure Dev Ops
- ✓ Azure Lighthouse

- ✓ Azure Expert MSP
- ✓ ITIL framework
- ✓ ISO20000
- ✓ ISO27001
- ✓ Microsoft Certified Solutions Experts
- ✓ Security best practice
- ✓ Cyber Essentials
- ✓ G-Cloud 11