

INCREASE BUSINESS GROWTH WITH THE FLEXIBILITY OF THE HYBRID CLOUD

The easy way to future proof your business



MAKING THE PUBLIC CLOUD WORK FOR YOUR BUSINESS

There are so many different ways you can use the cloud. Between storage and backup to using Software-as-a-Service (SaaS) applications, the possibilities are endless.

But many businesses are concerned about where their data is stored and whether it can be accessed by others, particularly through internal and external malicious attempts. It's why private, on-premises cloud storage is so popular with small to medium businesses; they'd rather see their data on a server they own.

The continuing sharp rise in the adoption of hybrid cloud solutions lies in its ability to combine the best of cloud services with existing on-premises infrastructure.

Hybrid Cloud solutions are perfect for those looking for the scalability and agility of cloud computing and yet wish to maintain some in-house computing resources. A hybrid approach to the cloud can allow businesses to manage resources more effectively, maximising existing investments in infrastructure while unlocking new operational efficiencies or capabilities without large capital expenditure.

If you want to expand, pay only for what you use and work more flexibly, while maintaining control of your data, Hybrid Cloud is the way forward.

THE BEST OF BOTH WORLDS

Hybrid Cloud is one of the best ways to move to the cloud, specifically if you want to keep using your on-premises server while gaining the advantages of a fully flexible, scalable public cloud.

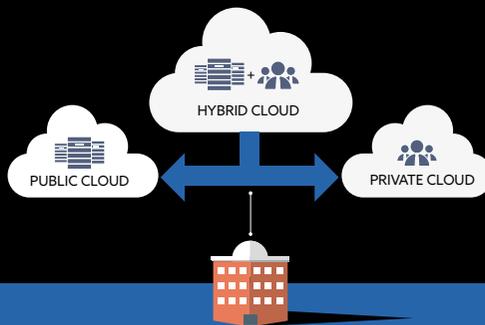
For businesses like yours, migrating all your data to Azure may not be the most cost-effective route. But as there isn't a 'one size fits all' approach to using the cloud, it's easy to understand why businesses are using various cloud environments across public and private to meet their individual needs.

Thankfully, with Azure, we can deploy a Hybrid environment for you, so you can continue using your private on-premises

server, while taking advantage of the natural flexibility of Microsoft Azure.

BENEFITS OF A HYBRID CLOUD DEPLOYMENT

- **Ability to leverage existing infrastructure**
- **Getting real value with the right technology**
- **More flexibility and greater choice**
- **Greater control and minimisation of shadow IT**
- **Enhanced predictability and reliability**
- **Billing and cost**



82%
OF COMPANIES
EXPERIENCED LOWER COSTS
IN 2017 DUE TO
CLOUD ADOPTION¹

¹ Microsoft SMB study



FOUR WAYS USING A HYBRID CLOUD CAN HELP YOU

SECURITY

Keep your sensitive business data in private cloud storage preventing third party access, be in control of your own security settings, and make changes instantly without affecting productivity.

FLEXIBILITY

Save money and take advantage of an unlimited pool of resources with pay-as-you-go usage. Perfect for small businesses that experience peaks and troughs throughout the year.

EASE

Keep your data safe and your business running with automatic data transfer between clouds.

PRODUCTIVITY

Anywhere anytime access enables your workforce to remain productive outside the office while data remains secure.



HYBRID

HOW WE CAN MIGRATE YOU TO A HYBRID CLOUD ENVIRONMENT

CONNECT WITH A HYPERVISOR

If you choose to utilise both public and private clouds, or a variety of environments, we'll need to ensure a virtualisation layer (or Hypervisor) is used to join your chosen cloud deployments together. Public, private and hybrid cloud environments must work together to send and transfer data without causing any hold-ups or issues. It's important we choose the right virtualisation layer for your deployment as it's the key to migrating data smoothly from each datacentre.

CONSIDER CLOUD BURSTING

If you want to take advantage of more compute power during busier periods, you can use Cloud Bursting to tackle peak demand. So, if your website is handling a lot of customer traffic due to a 'flash sale', we can then direct that traffic to Azure to ensure your website stays afloat without encountering any 404 pages or errors. You'll only pay for what you use, and we can turn it off when it's not required.

CONSIDER RE-HOSTING IN THE PUBLIC CLOUD

If you want to move your data from an on-premises server to a Virtual Machine (VM) in public cloud storage with Azure, we can do that quite easily. Known as co-location, all you'll pay for is to 'rent' the space in the datacentre while the server remains your property, and we will maintain, manage and monitor it for you.

EXPAND

Many businesses like yours are now exploring more flexible solutions for their employees, including the ability for them to work remotely. Applications that were built to be viewed on a PC or laptop screen are now remodelled and enhanced to work with smart devices. If you're looking to enhance applications to make it easier for your team to work on the move, Hybrid Cloud is a perfect platform for them.





NOW IS THE PERFECT TIME TO MOVE TO THE CLOUD

Microsoft is ending support for SQL Server 2008 and 2008 R2 on July 9th, 2019. Six months later in January 2020, Microsoft will end support for Windows Server 2008 and 2008 R2. This means it's now the perfect time to re-host your servers in Azure.

Extended security updates will be available in Azure for SQL Server (2008/R2) and Windows Server (2008/R2) to help secure your workloads for three more years after the end of support deadline. We can rehost these workloads to Azure for you. This gives us more time to help us plan your future path to the cloud, including upgrading to newer versions such as SQL Server 2017 or Windows Server 2016.

With Azure growing at such a rapid rate year-on-year (34% in 2017 to 45% in

2018), more businesses like yours are considering the cloud platform to help secure future endeavours. Moving to Azure today enables your business to grow and can help leverage your existing infrastructure to reduce your long-term costs.

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GREAT FEATURES

There are so many features available within Azure, we've chosen a selection of the features you are most likely to need. From disaster recovery to storage and backup, Azure is the perfect platform for on-demand services.



DISASTER RECOVERY

Offsite secure protection to safeguard apps, data and on premises workloads



VIRTUAL MACHINES

Create Linux and Windows virtual machines in seconds



AZURE BACKUP

Simple and reliable cloud-integrated backup as a service



ID & ACCESS MANAGEMENT

Single sign on to any cloud and on premises web app



AZURE STORAGE

Offload the heavy lifting of data centre management



SECURITY & COMPLIANCE

Threat detection and prevention through advanced cloud security

SECURE YOUR DATA AND MEET COMPLIANCE REGULATIONS

Microsoft holds 47+ security and compliance certifications – more than any other cloud provider. The company is committed to securing customer data with robust solutions and ensuring data privacy is always held in the highest regard.

When it comes to governance and compliance, you need to know where and how your data is stored and who has access to it and when. Some people

believe that if they host their data in Azure, they are no longer the sole owners and it's mixed in with other companies' data. But that's not true. Microsoft ensure that your data remains your own, in a private space that you 'rent' each month on multi-tenant environment. Think of it as an apartment complex with a landlord, they are liable to protect and secure the area as best as they can.

47+
SECURITY
& COMPLIANCE
CERTIFICATES

USED BY
90%
OF FORTUNE 500
COMPANIES

MICROSOFT
AZURE
IS TRUSTED BY THE
MINISTRY OF
DEFENCE
FOR ITS SECURE MILITARY
GRADE COMPUTING

HOW MICROSOFT HANDLES DATA

1/ GEOGRAPHIC STORAGE LOCATIONS

For data litigation purposes, most Azure deployments for businesses in the UK will want to be stored in Europe, within the Northern Europe (Ireland) region or in the UK South and West regions. Microsoft will not transfer data outside the geo specified, though they will transfer data between regions, particularly if an outage should occur.

2/ ACCESS TO CUSTOMER DATA

Access to any data that belongs to you via Microsoft personnel is restricted and is only accessed when necessary to support queries around Azure; e.g. troubleshooting etc. Any access is controlled and logged and revoked when it's no longer required. You can rest assured knowing that Microsoft follows stringent processes which are verified by accredited auditors.

3/ CUSTOMER DATA IS PROTECTED IN THE EU

Microsoft is Safe Harbour certified under the U.S department of Commerce, allowing for the legal transfer of EU personal data outside of the EU Geographic, which is submitted to Microsoft for processing. This means that data can be transferred outside of the designated geographic but will only be processed in line with the EU Data Protection Act and GDPR.

4/ LAW ENFORCEMENT REQUESTS

Microsoft will not disclose customer data to a third-party – including law enforcement or government entities – except when directed by the customer or if required by law to do so from a court order of warrant. If data is requested, Microsoft will direct the third-party request back to you with basic contact information.

**CONTACT US TODAY FOR
MORE INFORMATION**

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