

MICROSOFT AZURE

A Bytes Market Report



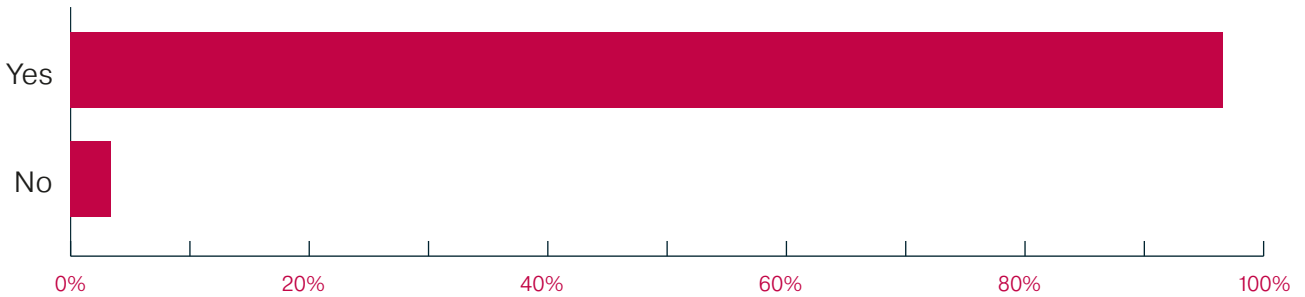
About this Market Report

To offer current insights and ideas around how organisations are using Azure to help them run their businesses, we surveyed 147 IT professionals.

In this market report we share the findings from our survey and provide some commentary to provide context and guidance on some of the findings.

Survey Results

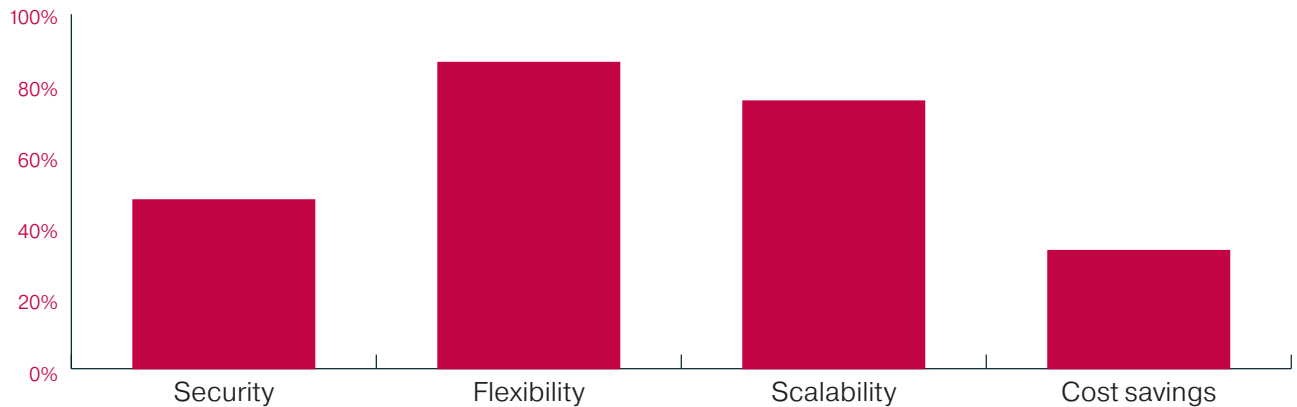
Would you recommend the Microsoft Azure cloud platform?



The first thing we wanted to do was to find out whether people that are using Azure would

recommend it. We found that an overwhelming 98% of respondents said they would.

What is your main motivation for using Azure?



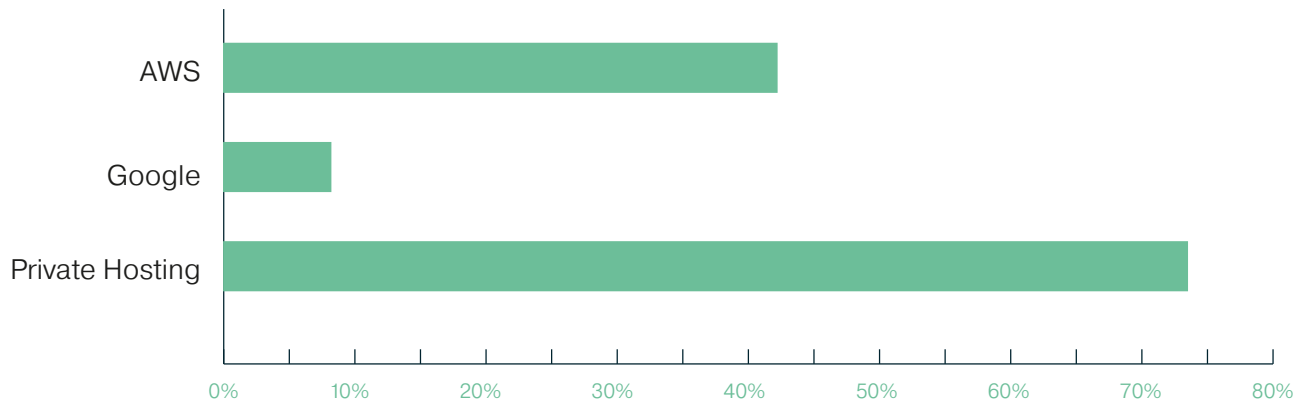
It's right for most respondents to cite flexibility and scalability as key motivation factors for using Azure, however more broadly speaking cost savings and security typically feature much higher up the list.

While some commentators state that a move to Azure will breakeven in three years, there are some quick savings that organisations readily achieve, such as the savings to be had from spinning up new instances quickly without the need to procure over-spec'd "just in case"

servers, then only use 20% of the available capacity. Then there is the time (and associated cost) savings relating to the procurement process itself.

As for security, Microsoft addresses customer trust in four areas: secure platform, privacy & controls, compliance, and transparency, which together and when enhanced with third party tools, provides an enterprise-grade solution that in many cases is more robust than on-premises alternatives.

In addition to Azure, do you use any of the following cloud platforms?

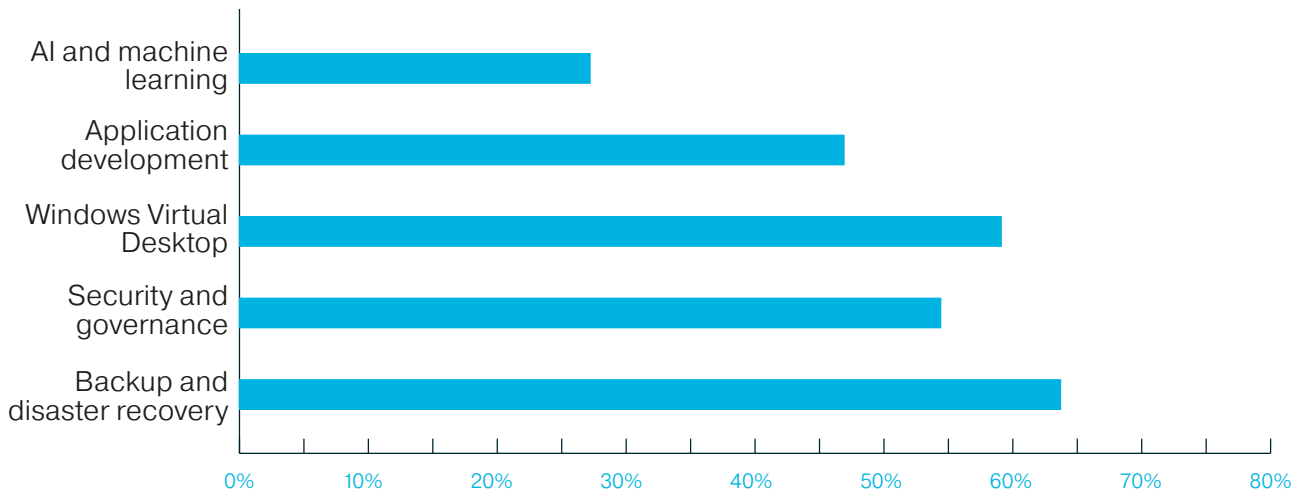


Aside from smaller companies, who tend to standardise on one cloud platform, most organisations are today running a multi-cloud environment. Very broadly speaking, AWS tends to be used for development and testing reasons, Azure for running standard infrastructure, and Google for machine learning and big data needs.

Managing and optimising a multi-cloud environment can be challenging, however there are tools available from Bytes to help ensure the right platform is being used for the right service, thereby helping to reduce costs and the associated administrative headache. We expand on this later in this document.



What Azure workloads are you looking to use in future?



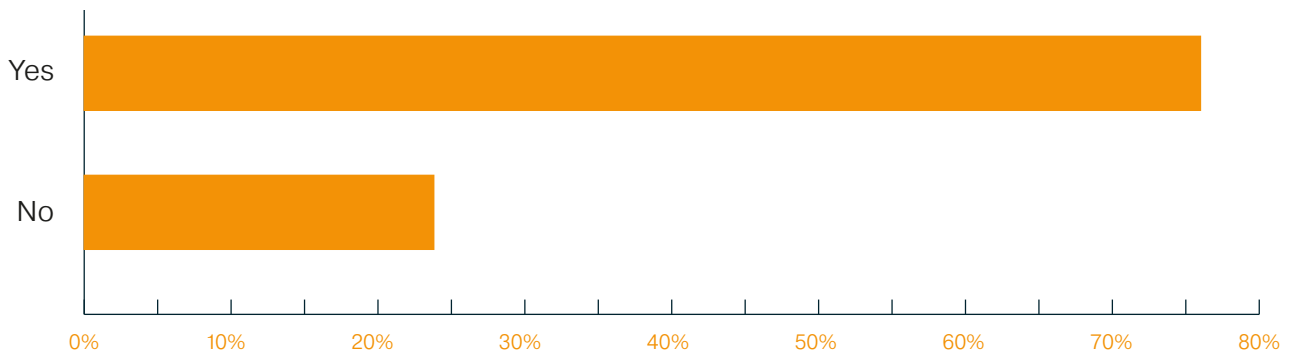
The findings from this question are representative of where the respondents are on their journey to Azure. It is typical for organisations to first use Azure for backup and disaster recovery reasons, followed closely by Windows Virtual Desktop. As organisations start advancing their Azure strategy it is common to see them using more advanced services, such as those that involve AI and machine learning.

When considering moving to Azure, Andy Clark, Infrastructure & Services Manager at CFC Underwriters comments, "Ensure you fully look at the services and options to utilise native cloud technologies."

Bytes are able to help you plan your Azure strategy so it complements and enhances your over IT strategy – enabling you to realise the multitude of benefits it covers, quickly and cost efficiently.



Do you have the internal resources to migrate workloads to Azure?



Workload migrations can be complex and if not planned correctly can be costly and disruptive. As such, people with workload migration expertise are in high demand which is why most organisations invest in training up their existing staff to be able to undertake the various activities.

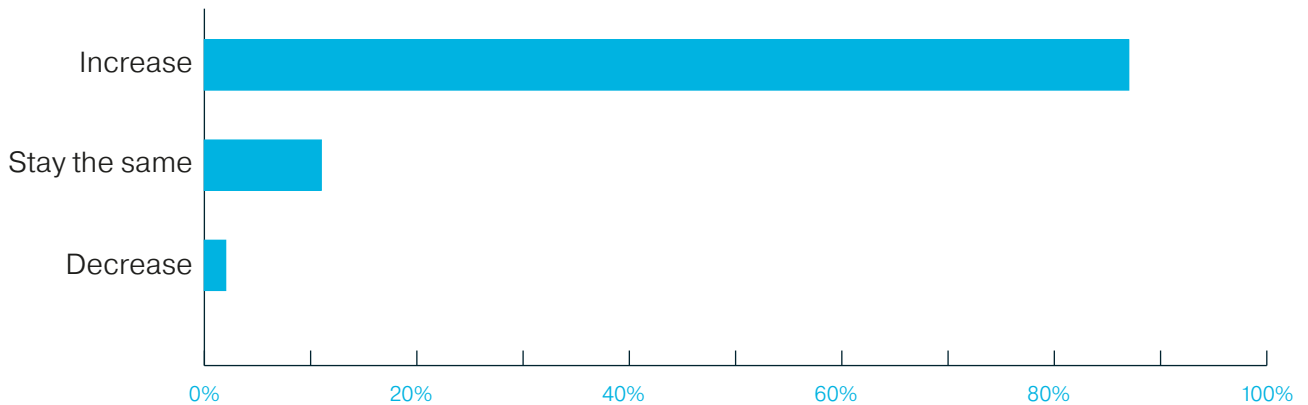
Training programmes can be effective at building new skills quickly, however, it can take up to a year before people new to Azure are able to confidently tackle complex projects.

If training up your team is your desired route, Bytes are able to assist with up-skilling programmes and can also provide access to skilled resources who can be on hand to assist with any migration work.

With regards to partnering with specialist partners, such as Bytes, Simon Jennings, Hardware and Networks Manager at Redcar & Cleveland Borough Council, comments, "Ensure that you have a good partner with experience in the area you work in."



What are your predictions for your Azure usage in the next 12-36 months?

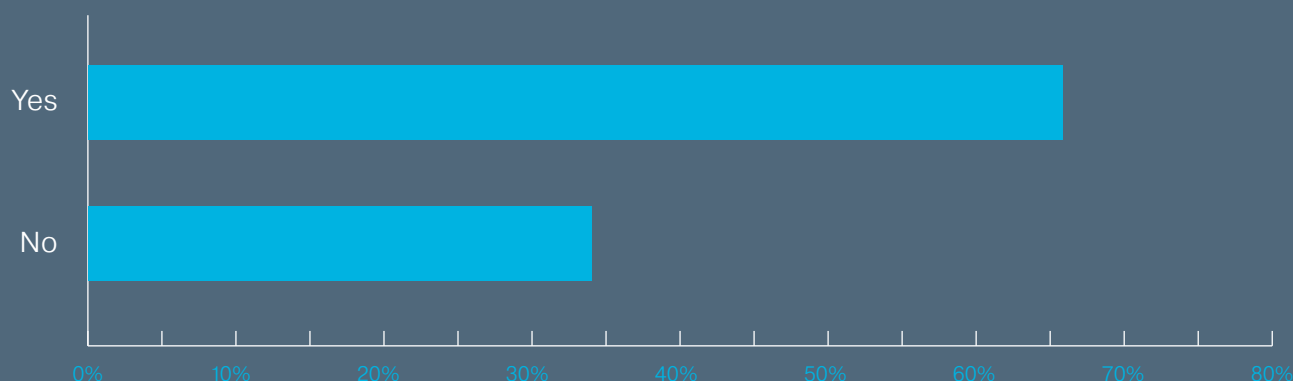


These findings very much support what we are seeing in the market. As detailed in a previous question, many organisations are already using Azure for backup and disaster recovery reasons, some are using it to run Windows Virtual Desktop environments, and to a lesser extent, some are using it to power complex data analytics.

Every indication and prediction is that cloud usage is set to continue to rise, fuelled in part by the material changing landscape of how IT services are provided to, and consumed by, employees.



Do you feel you have the control & visibility over your cloud costs that you would like?



Managing and controlling cloud expenditure is complex. Most vendors operate a consumption-based model so as usage increases, so too do the associated costs.

This is why many organisations are now turning to powerful cloud management consoles such as Quantum, from Bytes.

Such consoles pull data from the Microsoft Graph API and Azure AD and present the information in a Power BI dashboard, giving organisations complete visibility of their environment.

Information pertaining to licenses bought, allocated and used is displayed, together with ongoing usage and premium license allocations – enabling spend forecasts and potential cost savings to be reviewed.

The other benefits include the ability for organisations to:

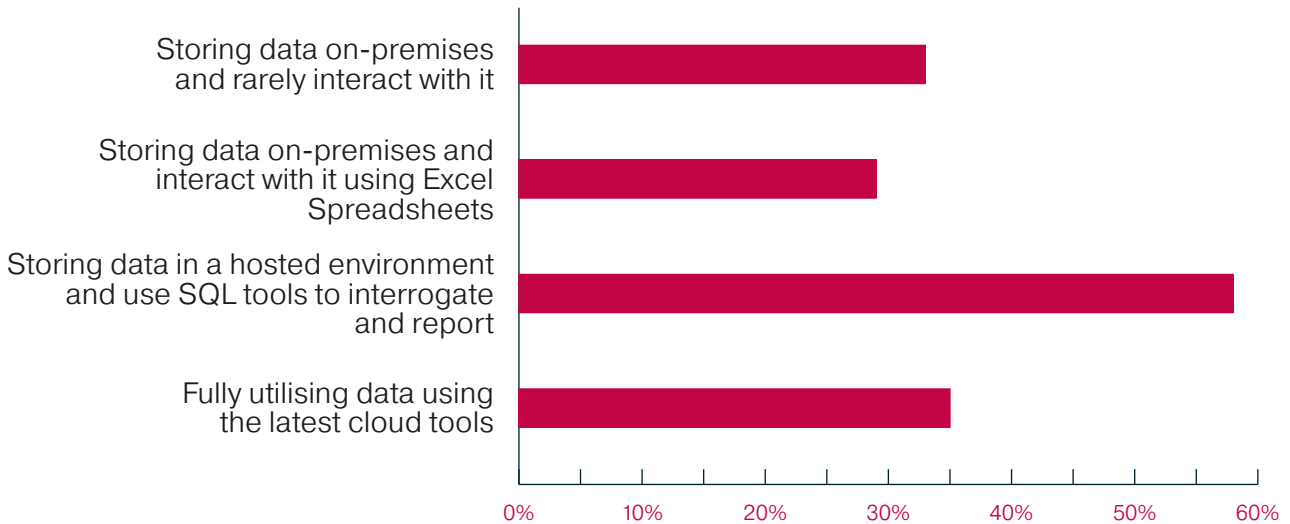
- View activity and behaviour by user, team and department
- Eliminate wasted licenses
- Better budget and improve ROIs
- Gain clarity when right-sizing renewals
- Boost governance and compliance with security policies
- Help negotiate license renewals with confidence

Watch our video on Quantum for Azure for further information: [Quantum for Azure](#).

Paul Williams, IT Category Manager at a large facilities organisation, comments, “Keep a vigilant eye on costs and assign staff to ensure services are appropriately balanced.

Do not just set and leave. The whole point of cloud is flexibility, so do not treat it the way you would legacy hardware. Size to fit - monitor and flex.”

How are you currently managing your data?



The interesting finding from this question is the number of respondents that either rarely interact with their data or interact with it only via Excel spreadsheets.


Good data management hygiene and analysis allows organisations to stay ahead and remain competitive by making quick and informed decisions. It is therefore essential that the right focus and tools are used to interrogate data effectively so confident data-driven decisions can be made.

Ted Wildsmith, an IS Business Change Consultant at Esri UK added, "Ensure sufficient governance over cost is in place to track and monitor spend, and ensure the right people with the right training have access to do the right things."



How Bytes can help you with Microsoft Azure

To help you plan, migrate and advance your cloud environment, we have developed 3 online workshops – each designed to help you achieve a different outcome.

 <p>Cloud Adoption</p>	<p>Explore Azure services and the right path to follow for a successful and secure adoption.</p> <p>Topics covered:</p> <ul style="list-style-type: none">• Subscriptions and org structure• Compliance standards & blueprints• Policies & enforcement• Tagging & naming• Security assessments & monitoring• Logging, monitoring & alerts• Identity & access control• Infrastructure as code• Cloud Architecture design principles
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 <p>Data Analytics</p>	<p>Discover services offered in Azure that enable you to deliver reports & insights in hours from disparate data sources across your organisation.</p> <p>Topics covered:</p> <ul style="list-style-type: none">• Data lakes & data warehouses• Data ingestion & transformation at scale• Ancillary tools & services to accelerate data analytics• Report creation/distribution & democratisation of data• Machine learning & cognitive services• DevOps approach to data analytics
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 <p>Governance & Security</p>	<p>High-level Cyber-Security Architecture Roadmap that will align the capabilities & technologies within the Microsoft stack to the security areas most pertinent to you.</p> <p>Topics covered:</p> <ul style="list-style-type: none">• Identity Management incl. SSO, MFA & Conditional Access• Endpoint Management & Protection incl. Bitlocker and Defender ATP• Data Protection incl. Azure Information Protection & Cloud App Security• Core Azure Infrastructure Firewalls• Management & Reporting Incl. Azure Sentinel & Security Center
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Quantum, from Bytes, can help provide you with actionable insights about your Azure environment. To learn more about Quantum, watch our video **Quantum for Azure**.

Each of our tailored one-day online workshops will give your team clear advice on the technology, migration options and cost optimisation principles. The aforementioned workshops form part of our broader Reshape IT programme.

Whether you need help with your journey to a Microsoft 365-powered modern workplace, or to Microsoft Azure, our Reshape IT programme is designed to help empower your people to be

productive and feel connected wherever they work.

By participating in the programme you will receive specialist guidance from our solution experts, in addition to benefiting from best-in-class productivity and collaboration apps, intelligent cloud services, and powerful device management and security.

For more information, contact us today.

About Bytes



Bytes provides leading insights, expertise and practical help to over 3,600 organisations nationwide. We enable effective and cost-efficient technology sourcing, adoption, security and management of software, hardware and cloud services.

Our UK business began in 1982 and has grown profitably each year to reach a turnover in excess of £500m, making us one of the largest software services and solutions businesses in the country.

The most important aspect of our business is our people. We value initiative, teamwork and

achievement. Together, we focus on providing the highest levels of service so we can deliver our ultimate goal – customer satisfaction and success.

Our customers include leading brands across retail, media, finance, manufacturing, legal, healthcare and the public sector.

We work closely with the majority of IT vendors and are delighted to regularly receive honours from them in addition to being named a Sunday Times Best Company to Work For 2020.



To understand how Bytes can help you, get in touch and start a conversation today.



UK Head Office

Bytes House
Randalls Way
Leatherhead
Surrey
KT22 7TW

T 01372 418 500
E tellmemore@bytes.co.uk
W www.bytes.co.uk