



G-Cloud 15

Lot 3 – Cloud Support Services (Additional Services)

Avanade Cloud Design & Migration Services



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1. Service Overview

Avanade Cloud Impact is a tailored suite of services, meticulously designed to help businesses confidently navigate their end-to-end migration or extension to cloud. With deep institutional knowledge embedded in every module, you can count on us to provide expert guidance every step of the way, regardless of where you are in your cloud journey.

This comprehensive service helps companies mitigate business risk, tackle technical debt, optimize costs, and pave the way for a sustainable, AI-ready digital core. Our modular approach offers cost-optimizing flexibility, while industrialized processes ensure swift progress and maximum value.

Cloud Complexity

Many businesses struggle with the complexity of cloud adoption and management often leads to excessive expenses, missed opportunities, and the accumulation of technical debt.

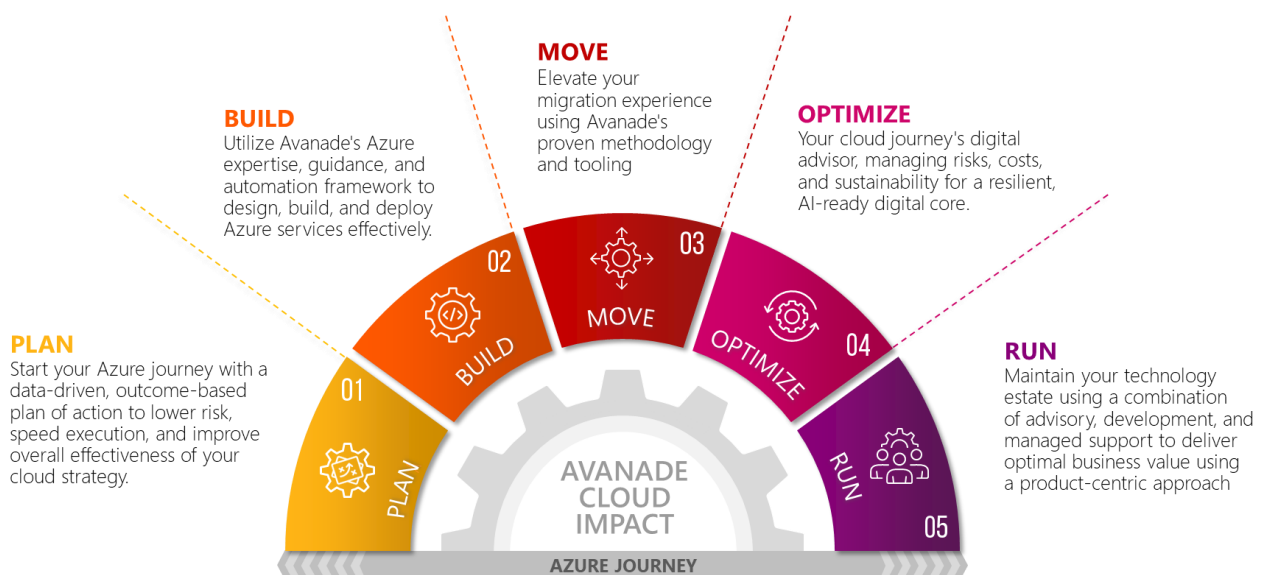
Keeping Pace

The rapidly evolving landscape of cloud technologies can leave businesses feeling lost, unable to keep pace with change and failing to harness the latest innovations, such as AI.

Making the most of your investment—in ever-evolving conditions—requires the right insight and the expertise to make sense of it.

2. Service Scope & Constraints

The Avanade Cloud Impact suite enables us to support our customers at any point in their Azure journey whether they're considering a greenfield deployment, their first move, executing a migration as well as running and optimizing their Azure estate.



3. Service Approach & Outcomes

The Avanade Cloud Impact suite is a combination of 5 distinct modules focused on the core areas of a customer's journey to cloud, these can be consumed individually as necessary, or together to provide the entire end-to-end journey cloud.

Avanade Cloud Impact | PLAN

A successful migration starts with having a clear plan.

Begin your Azure journey with a data-driven, outcome-based action plan to reduce risk, accelerate execution, and enhance your cloud strategy's effectiveness. The Avanade Cloud Impact | PLAN offers comprehensive discovery and planning for our customers transitioning to Azure, delivering detailed infrastructure analysis and outlining approaches for migration, modernization tasks, sequencing, timelines, and cost estimates.

KEY ACTIVITIES

- Data Collection: Gather data from various Avanade, Microsoft and industry-standard tools, integrating with the Azure pricing portal for accurate consumption modelling.
- Stakeholder Collaboration: Engage key stakeholders through live working sessions to gather additional context and insights.
- Data Harmonization: Combine data sets and applies proprietary business rules for readiness, rationalization, and modernization.
- Interactive Reports: Provide migration plan through interactive PowerBI visualizations and reports.

OUTCOMES

- Clarity on Migration: Quickly understand the approach, timeline, costs, and value of an Azure migration and/or landing zone deployments.
- Effective Decision-Making: Analyse various migration scenarios swiftly, aiding in decisions about scoping, sequencing, and costs.
- Streamlined Agreement: Achieve faster alignment among stakeholders and business units, facilitating decisions on spend, value, investment, and incentives.

Avanade Cloud Impact | BUILD

Leverage Avanade's Azure build framework for efficient service design and deployment.

Avanade Cloud Impact | BUILD simplifies Azure cloud design, data and application migration to Microsoft Azure, seamlessly integrating with the Avanade Cloud Impact | PLAN module. It automates tasks like data discovery and application assessments, while providing robust reporting and monitoring. This solution accelerates landing zone builds, migration, reduces risks, and enables organizations to confidently execute their Azure strategies, leveraging its benefits while minimizing disruptions.

KEY ACTIVITIES

- Design Artifacts: Standardize and accelerate the process of designing and delivering Azure deployment scenarios pre-defined for modern enterprises, with flexibility to adapt to specific customer requirements.
- GitHub Repository: Access pre-defined Azure service bundles such as Enterprise Scale Landing Zone, Data Platforms, Integration Platforms, Containerised Applications, and Azure VMWare Service, including Terraform and/or BICEP source code and Azure Policy definitions.
- Deployment Pipelines: Utilize GitHub and/or Azure DevOps-based deployment pipelines.

OUTCOMES

- Speed: Rapidly respond to requirements with consistent and efficient Azure service deployments.
- Reliability: Ensure the latest and best expertise of Avanade is applied to every Azure deployment.
- Flexibility: Provide service designs, code, and deployment pipelines as leave-behinds, eliminating the need for ongoing licensing or professional services to maintain access to the code.

Avanade Cloud Impact | MOVE

Elevate your migration experience using Avanade's proven methodology and tooling.

Avanade Cloud Impact | MOVE simplifies and accelerates the migration of data and applications to Azure. It seamlessly integrates with the Avanade Cloud Impact | PLAN module, automating tasks like data discovery and infrastructure deployment while providing robust reporting and monitoring. This solution reduces risks and enables organizations to confidently execute their Azure migration strategies, leveraging its benefits while minimizing disruptions.

KEY ACTIVITIES

- Discovery and Assessment: Utilization of Microsoft and industry-standard tools, along with survey data, to collect workload information and formulate detailed migration plans and schedules.
- Migration Process: Implementation of step-by-step checklists, integration of Azure DevOps enabled activities, and provision of dashboards for progress monitoring and issue identification.
- Azure Consumption Predictions: Provision of cost breakdowns for accurate estimation and management of cloud spend during migration.
- Management and Reporting: Utilization of easy-to-consume dashboards for overall migration management and generation of detailed client-facing reports.

OUTCOMES

- Accelerated migrations, speeding up transitions with reduced risk and costs, expediting Azure's value realization.
- Integrated tooling in the delivery model without extra costs, providing a competitive edge.
- Industrialized process and unique tools enhance client experience at competitive prices.

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Avanade Cloud Impact | OPTIMIZE

Your digital cloud guide, ensuring resilience, cost-effectiveness, and AI readiness.

Avanade Cloud Impact | OPTIMIZE serves as a digital advisor for cloud journeys, assisting companies in identifying and managing business risk, technical debt, cost, and sustainability opportunities to develop a resilient and AI-ready digital core. It offers insights and recommendations through either one-time assessment and roadmap engagements or ongoing managed services.

KEY ACTIVITIES

- Installation of Cloud Impact platform into Customer Azure tenant.
- Analysis of customers Azure data sources.
- Application of proprietary business rules to generate insights.
- Live working sessions with application owners to contextualize insights.
- Identification of quick wins within the first two weeks.
- Provision of comprehensive Cost Optimization Roadmap within 4-6 weeks for brownfield customers.

OUTCOMES

- Identification of 15-20% of Azure spend on average on brownfield environments.
- Savings of up to 50% for some customers.
- Confidence in spending decisions.
- Alignment of spending with high-growth and high-value business needs.
- Ongoing monitoring and optimisation of Azure estates, ensuring spend remains under control.

Avanade Cloud Impact | RUN

Maintain your tech estate with advisory, development, and managed support for optimal value.

Avanade Cloud Impact | RUN helps organizations rapidly evolve their custom application portfolio and cloud platform. It reduces the burden on internal resources, increases ROI, and ensures the business is agile and future-ready. As a managed services specialist in the Microsoft ecosystem, Avanade offers consultative services combined with 24x7 management and support using an industrialized operating model.

HOW IT WORKS

Avanade offers comprehensive support and innovation for clients by leveraging our 23 Advanced Technology Centers worldwide and over 25,000 skilled professionals. With more than 60,000 Microsoft certifications, including 25 MVPs, our cognitive and automated delivery platform uses integrated tools and delivery governance to reduce costs. Our services include continual transformation capabilities to leverage the latest technologies for business growth.

4. Tools, Assets & Accelerators

The Cloud Impact suite of services offered by Avanade is made up of proprietary tooling which we bring on each engagement at no additional cost to our customers, ensuring we deliver services in an optimal, effective manner every time.

5. Trials & Associated Services

Interested in accelerating your path to cloud value and realizing up to 50% cloud savings? Join us for a FREE discussion! Spend two hours with our Avanade SMEs in a highly interactive workshop where we will:

- Facilitate a discussion with your team to uncover your cloud's undiscovered potential and how we can help you unlock the funds for increased innovation and AI.
- Discuss our cost optimizations insights and trends from our engagements around the world, including how we're using these insights and AI to find savings for our clients of up to 50% of their cloud costs.
- Share details on the investments Avanade is making to enable our clients on their cloud optimization journey.

Avanade as the number one Microsoft partner globally have access to potential funding with Microsoft through programmes such as "Azure Accelerator", and to services such as the Microsoft Migration Factory to reduce the overall cost to customers when engaging with ourselves. Each engagement will be assessed and worked on directly with the customers Microsoft account team to identify any potential programmes available, based on the scope of services being delivered.

6. Customer Responsibilities

The scope of services being delivered by Avanade for Avanade Cloud Impact engagements dictates the level of customer responsibility and dependencies. These would be defined during our solution planning and agreed prior to any contract being put in place to ensure both parties can deliver the scope of services effectively.

7. Avanade Experience

Avanade is one of the **world's most experienced and capable Azure partners**, with real evidence across industries, customer engagements, and service offerings.

- **Deep technical mastery of Microsoft Azure**, reinforced by certifications, trained staff, accelerators, and Microsoft engineering links
- **Extensive global delivery experience**, spanning Azure platforms, security, migration, optimisation and managed services

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- **Proven customer outcomes**, including journey to cloud, major cost savings, security uplift, modernisation, and operational excellence
- **Strong strategic alignment with Microsoft**, providing customers with insight, influence, and faster adoption of Azure capabilities

7.1. Client Story 1

Business situation:

The client is a healthcare company which provides customized care and services to their customers.

- As a part of their cloud transformation journey, the company wanted to:
- Move all applications to cloud by modernizing SQL and data analytics
- Reduce overall cost and datacenter footprint
- Create a sustainable, robust and scalable cloud infrastructure

Solution:

As part of the project, Avanade:

- Helped architect and provision a cloud-based subscription model adhering to the client needs and best practices
- Integrated with on-premise enterprise and deployed Azure Data Factory and SQL PaaS
- Created an Azure environment to independently support the development and production environments
- Used lift and shift strategy to rapidly exit data center
- Developed backup and disaster recovery solutions for business continuity
- Utilized Azure DevOps for Continuous Integration (CI)/Continuous Deployment (CD), automation, testing and operational models

Results:

As a result of cloud migration, Avanade's solution:

- Met the client's strategic path goals for cloud transformation
- Reduced infrastructure costs using cost optimizing cloud strategies
- Reduced the infrastructure deployment time from 1 month to 1 day
- Utilized PaaS services to simplify management and allow scalability
- Maintained efficient and secure integration between on-premise and PaaS solutions
- Enabled the development team to modernize applications

7.2. Client Story 2

Business situation:

Carlsberg was struggling to grow in an environment characterized by rising costs and evolving tastes. Consumers were shifting consumption from beer to wine, spirits and craft beers—or moving away from alcoholic beverages altogether. Traditional brewers were left to compete in a market that was growing steadily smaller. And they had to spend more to do so.

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To break away from the pack, Carlsberg needed to take drastic action. Their CEO spearheaded an ambitious seven-year strategic plan, dubbed Sail '22, which had two main goals. The first was to cut operational costs by one-third to increase working capital and shareholder dividends. The second was to invest those savings in future growth.

Its leaders knew the company's future rested on its ability to transform into a digital business, and they were confident that a move to the cloud was a necessary step in their transformation.

Solution:

Avanade brought deep cloud expertise and was already working with the brewer to optimize its SAP applications, the two joined forces to map out Carlsberg's transformation to the cloud.

The ultimate goal was to create a nimble, simplified digital business characterized by intelligent operations: data, applied intelligence and human ingenuity combined to drive better decisions, customer experiences and outcomes.

Moving to the cloud was the critical first step to carrying out its digital transformations and achieving its goal of intelligent operations. But the brewery group was not planning a typical cloud migration; it wanted to transition 100% of its global process workloads—previously managed with legacy systems and an on-premise data center—to a cloud environment. The solution would represent one of the largest and most complex transitions ever undertaken in the food and beverage industry. Given the scope of change at play, there was not a moment to waste.

Results:

In just eight weeks, a team comprising Carlsberg and Technology professionals developed a one-of-a-kind cloud strategy and selected Microsoft Azure as the cloud platform of choice. As Haywood pointed out, 's agnostic approach was just what was needed.

Tapping the robust ecosystem of alliance partners, Avanade and Microsoft, Carlsberg built its Azure architecture in just 10 weeks, embedding automation and innovation wherever possible to create better service quality and user experiences. In just six months, Carlsberg migrated 1,300 servers and 650 critical business applications to the cloud. The global migration occurred in three waves—the last of which involved moving 40 terabytes of data—and was completed with no disruption to the business. Ultimately, Carlsberg zeroed in on transformations designed to enhance customer experiences, improve agility in local markets and gain greater customer insights.

Some of our many other client successes can be found on our website here: <https://www.avanade.com/en-gb/insights/clients>

8. Service Pricing

Please refer to the associated Pricing Document relevant to this Service.

9. Contact Information

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10. About Avanade

Avanade, a joint venture between Accenture and Microsoft, is a privately held company was founded in 2000 with the goal of delivering innovative services and solutions to enterprises worldwide using the Microsoft platform. Avanade's main business focus is to purely deliver innovative services and solutions to enterprises worldwide on Microsoft technology. Avanade is a global organisation with over 56,000+ professionals worldwide, serving our clients in major geographic business areas in 26 countries.

This vast network of highly skilled resources is further complemented by our network of delivery centres that we refer to as Advanced Technology Centres (ATCs). This complementary capability provides the agility, cost efficiency and diversity of skills that today's businesses demand. This construct underpins the results we generate for our clients and forms the foundation for our long-term relationships with them.