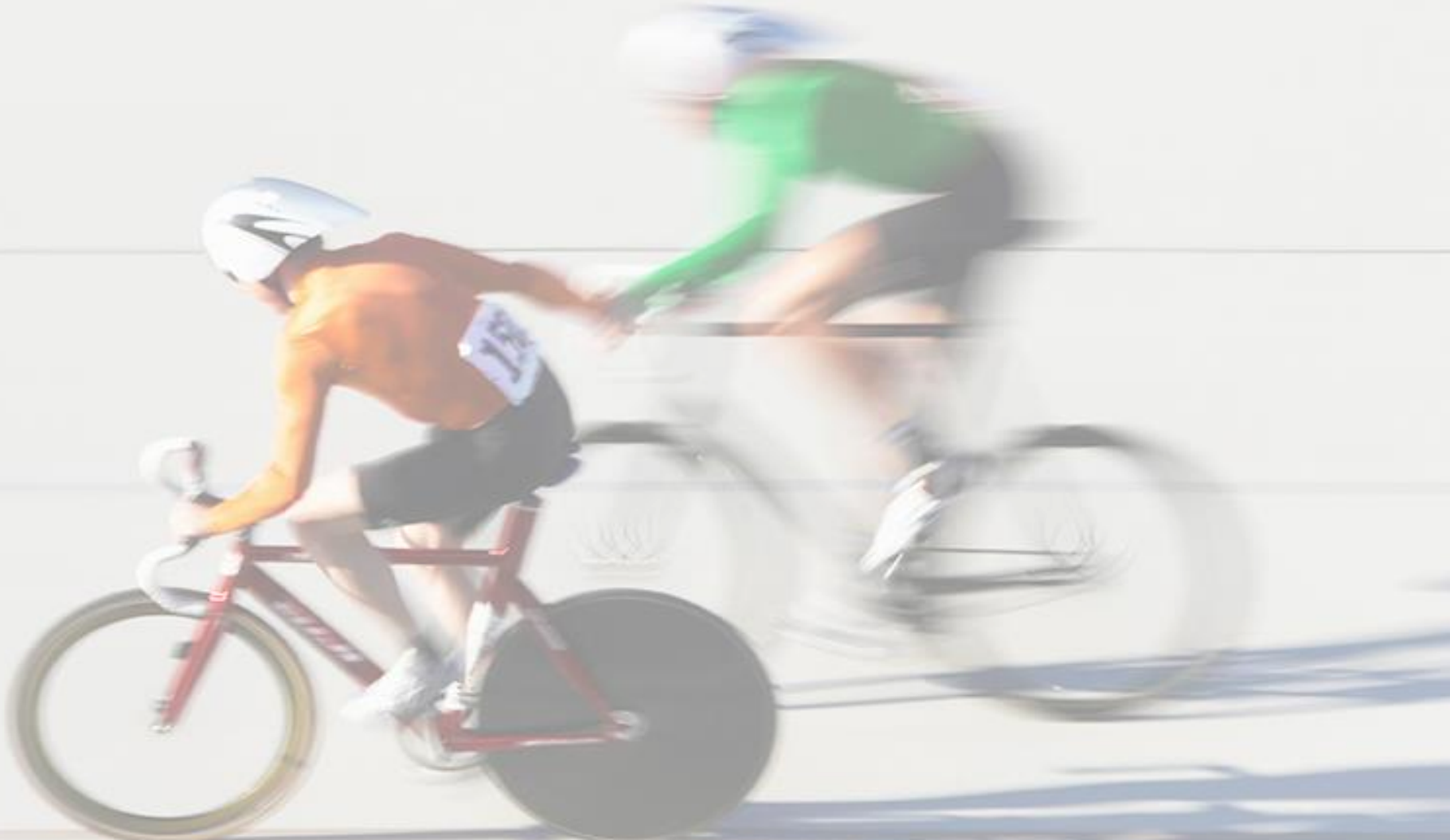
New challenges
NEW IDEAS



REALDOLMEN
a Gfi Group company

RIK DELVA
UNIT MANAGER AZURE TEAM
RIK.DELVA@REALDOLMEN.COM

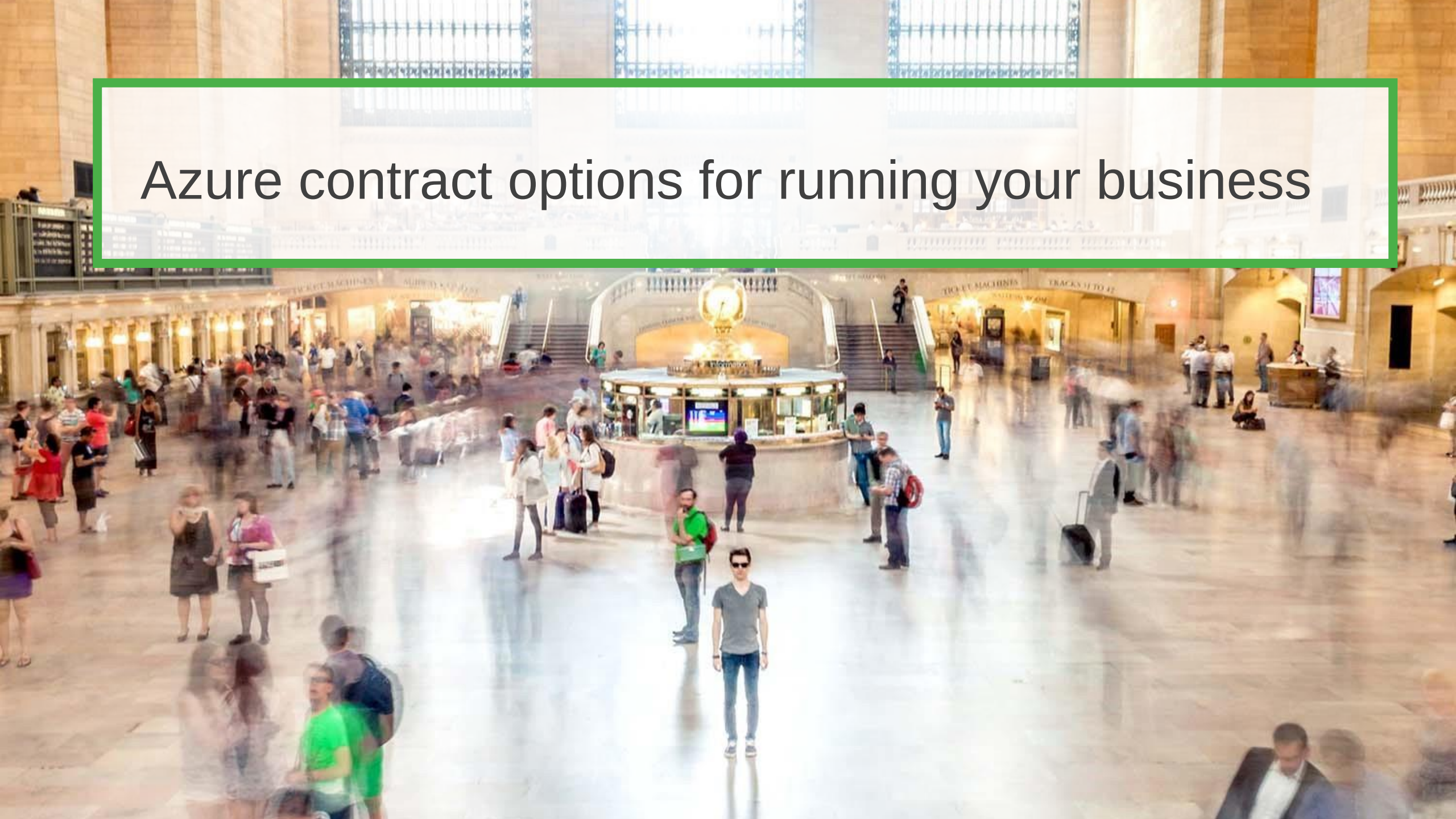
Options when buying Azure

REALDOLMEN
a Gfi Group company

AGENDA

- Contract options
  - For running your business and development
  - For discovery
- Optimizations
  - Reserved Instances
  - Hybrid Use Benefit
  - Windows & SQL Server subscriptions in CSP
- Future

Azure contract options for running your business



YOU NEED AN AGREEMENT FIRST …

THE MICROSOFT AGREEMENT JUNGLE …

Which Azure offering ?

Current Offers

OFFER NAME	OFFER NUMBER	SPENDING LIMIT
Enterprise Agreement Support		
Pay-As-You-Go	0003P	
Support Plans	0041P, 0042P, 0043P	
Free Trial	0044P	✔
Visual Studio Professional subscribers	0059P	✔
Visual Studio Test Professional subscribers	0060P	✔
MSDN Platforms subscribers	0062P	✔
Visual Studio Enterprise subscribers	0063P	✔
Visual Studio Enterprise (BizSpark) subscribers	0064P	✔
Visual Studio Enterprise (MPN) subscribers	0029P	✔
Pay-As-You-Go Dev/Test	0023P	
Enterprise Dev/Test	0148P	

The Agreement-Offer options for Azure

- EA: Enterprise Agreement: add Azure to your existing Enterprise Agreement
  - Enterprise
  - Enterprise Dev/Test
- SCE: Server and Cloud Enrollment: “EA-like”
- MOSA: Microsoft website + credit card (aka MOSP or Web Direct)
  - Pay-as-you-go
  - Pay-as-you-go Dev/Test
- CSP: Cloud Solution Provider: end-to-end partner managed
  - Azure in CSP

NEW

Microsoft Customer Agreement

Consideration #1: Commitment

How strong is your choice and commitment for Microsoft Azure in terms of contract duration and amount you will consume?

Contract	Contract duration	Consumption
EA	3 years	Min ±1K € / year*
SCE	3 years	Azure-only: Min ±10K € / year* Not Azure-only: Min ±1K € / year
Pay-as-you-go	No commitment	No commitment
CSP	No commitment	No commitment

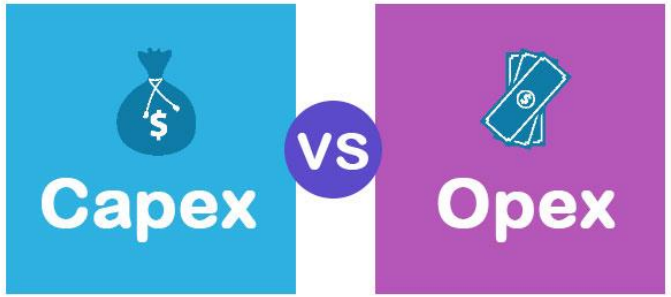
*: yearly adjustable

*: unused commitment is lost at the end of the contract year

Consideration #2: Billing &Payment

Do you prefer upfront fixed bills? Or pay-per-use billing in arrears?

Contract	Payment
EA	Yearly upfront*
SCE	Yearly upfront*
Pay-as-you-go	Pay-per-use, monthly arrears, via credit card (or invoice)
CSP	Pay-per-use, monthly arrears, via invoice from partner



*: with monthly overage invoices

Consideration #3: Best Price

Which contract gives you the best pricing?

Contract	Pricing
EA(1)	All same price (2)
SCE	
Pay-as-you-go	
CSP(3)	

(1): Level A-D same pricing since 10/2016

(2): better pricing options are not contract dependent, but through special offers like Reserved Instances, Hybrid Use Benefit, Dev/Test pricing, …

(3): discount possible

Consideration #4: Price protection

Do you need maximum price predictability?

Contract	Price protection
EA	Price protection for contract duration
SCE	Price protection for contract duration
Pay-as-you-go	Price of the day
CSP	Price of the month

Consideration #5: Time to Contract

How fast do you need your Azure subscription?

Contract	Billing
EA	Up to several weeks (paperwork + activation)
SCE	Up to several weeks (paperwork + activation)
Pay-as-you-go	5 minutes
CSP	<1 day, only Standard Cloud Agreement to sign

Consideration #6: Partner Support

Are you just buying an Azure contract and plan to do everything yourself? Or are you looking for a partner that guides you on the way to the cloud and manages your Azure environment for you?

Contract	Partner Support
EA	You own the contract
SCE	You own the contract
Pay-as-you-go	You own the contract
CSP	Partner manages the contract end-to-end for you (no pure Azure reselling)

Consideration #7: Microsoft Support

For business critical workloads, you better have a support contract with Microsoft.
Is support included?

Contract	Microsoft Support
EA	Not included, Standard / Professional Direct available*
SCE	Not included, Standard / Professional Direct available
Pay-as-you-go	Not included, all options possible
CSP	Included via Partner

*: 1 year Standard Support for free

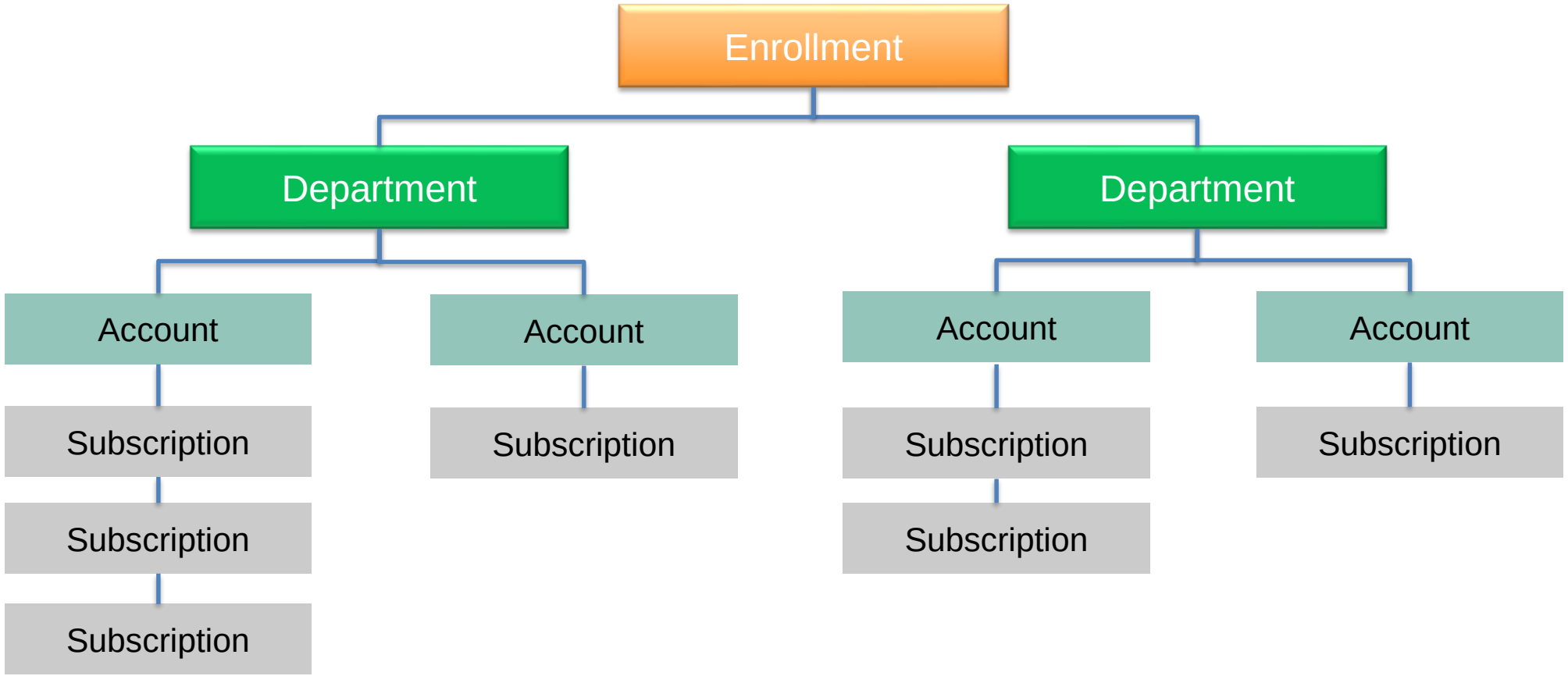
Azure Support Plans compared

	Developer	Standard	Professional Direct	Premier
Technical Support	Business hours via email	24x7 via email and phone	24x7 via email and phone	24x7 via email and phone
Case Severity *	C only	A, B, C	A, B, C	A, B, C
Response Times	< 8 business hours	C < 8 business hours B < 4 hours A < 2 hour	C < 4 business hours B < 2 hours A < 1 hour	C < 4 business hours B < 2 hours A < 0,25 hour
Pricing per month	€24,46	€84,33	€843,30	On demand

*: A = Critical Business Impact B = Moderate Business Impact C = Minimal Business Impact

Consideration #8: Subscription hierarchy and governance

Do you have a need for several departments all having their part of the Azure agreement, but still 1 invoice?



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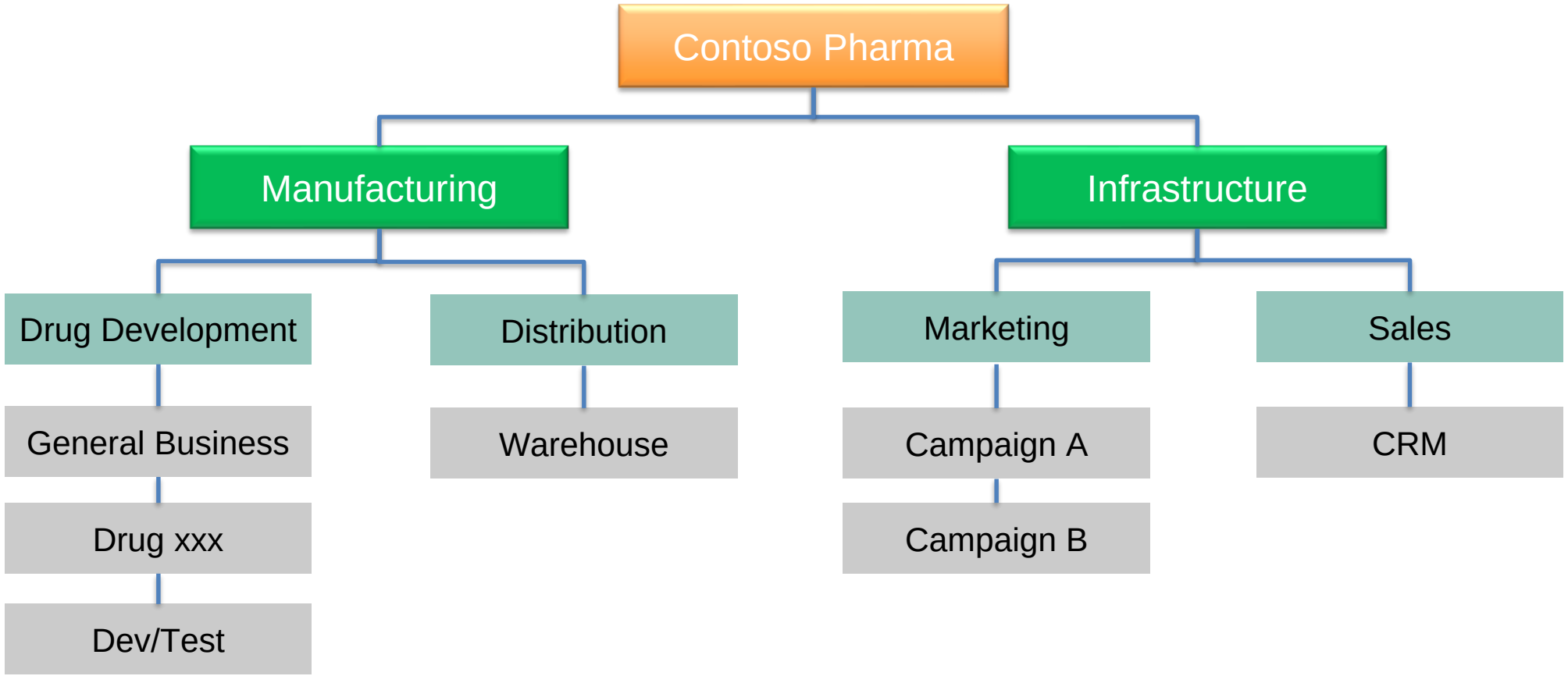


Consideration #8: Subscription hierarchy and governance

Do you have a need for several departments all having their part of the Azure agreement, but still 1 invoice?

Contract	Subscription hierarchy
EA	Enrollment – Department – Account - Subscription
SCE	Enrollment – Department – Account - Subscription
Pay-as-you-go	Completely separate subscriptions
CSP	Separate subscriptions under 1 tenant

Consideration #9: Cost Management

How important is it for you to always have a detailed overview of the running cost?

Contract	Cost Control
EA	All options
SCE	All options
Pay-as-you-go	All options but per subscription
CSP	Dependent from partner

Consideration #10: Service Availability

Are all Azure services you need available in your contract?

Contract	Service Availability
EA	All services
SCE	All services
Pay-as-you-go	All services
CSP	Some services (still) not available

Consideration #11: Contracting party & Billing

Who will bill you?

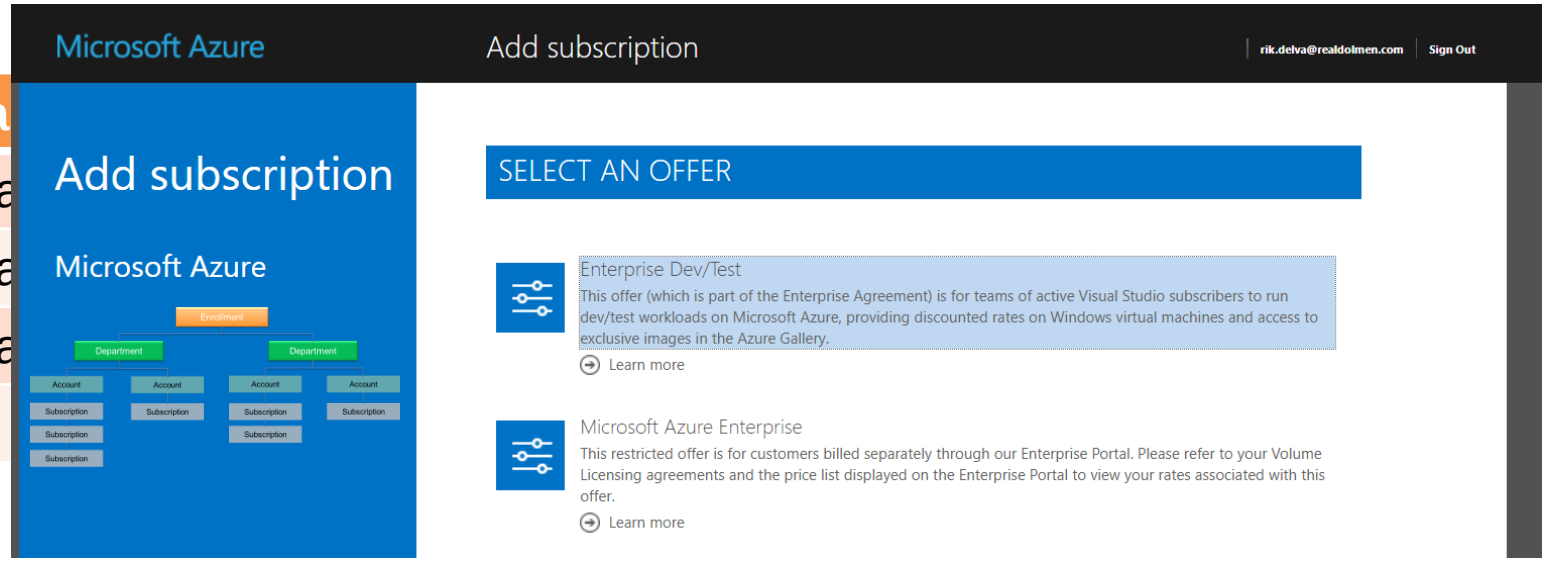
Contract	Billing
EA	Microsoft to customer*
SCE	Microsoft to customer*
Pay-as-you-go	Microsoft to customer
CSP	Partner to customer

*: except public government customers

Consideration #12: Development / Test teams

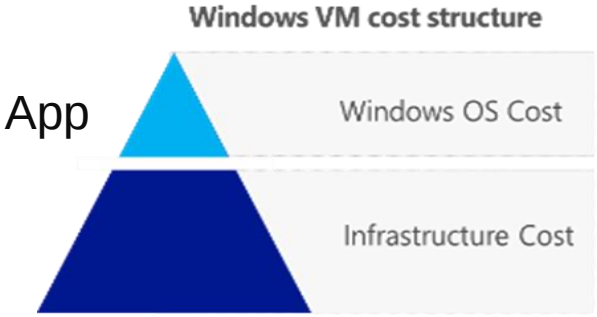
Is a lower price for Development and Test capacity interesting for your company?

Contract	Specia
EA	Yes, via
SCE	Yes, via
Pay-as-you-go	Yes, via
CSP	No



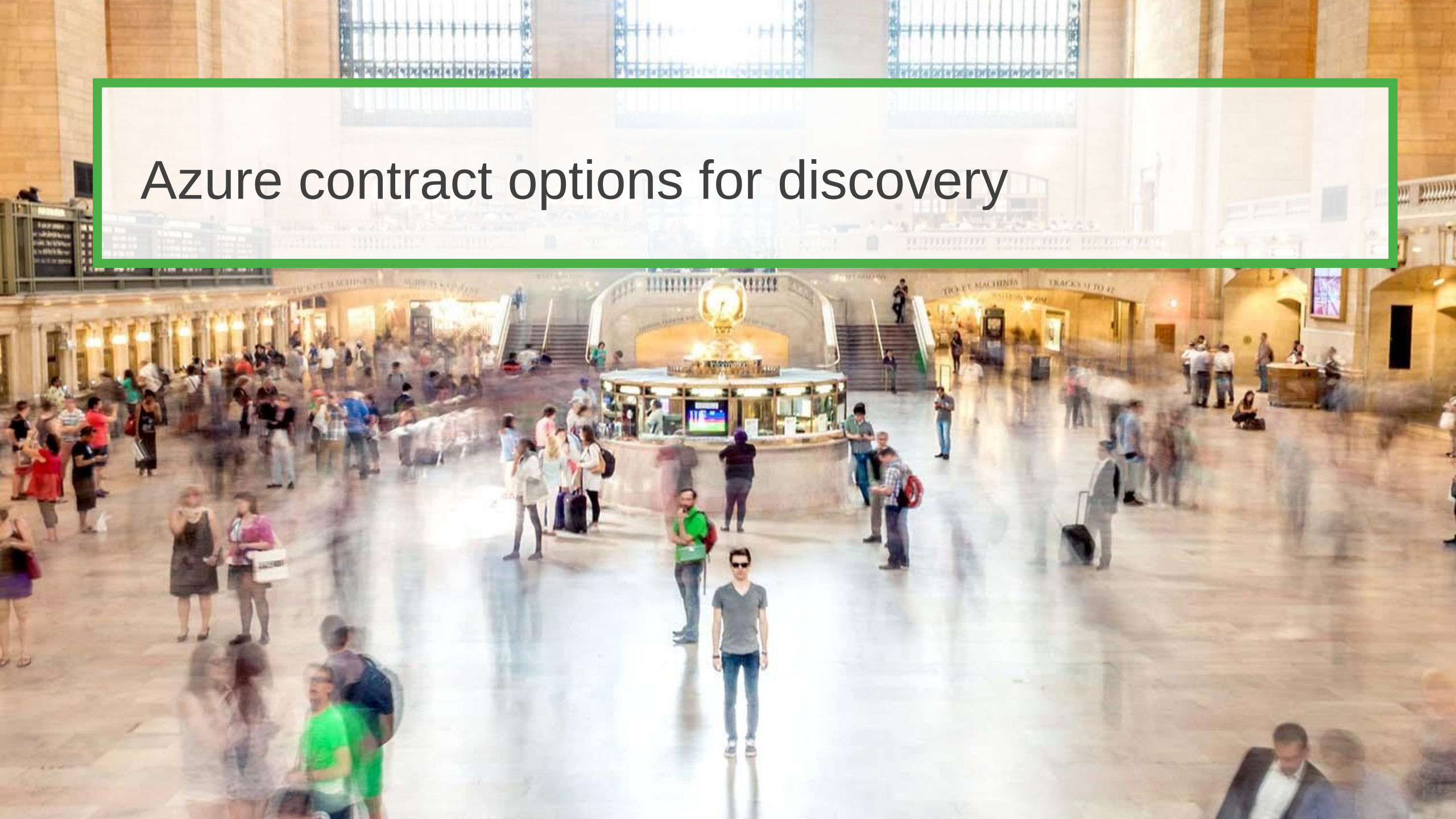
Special price:

- For virtual machines: only pay the compute cost (=Linux cost)
- Low rates on Cloud Services, SQL Database, HDInsight, App Service and Logic App



*: need a Visual Studio subscription to access the Azure subscription

Azure contract options for discovery



Free Trial

Which products are free for 12 months?

These popular products are free each month for 12 months

Wi ... ade.

12 ... free

of popu ... vices

Linux Virtual Machines
COMPUTE

750 Hours

B1S VM

Create Linux virtual machines with on-demand capacity in seconds.

Windows Virtual Machines
COMPUTE

750 Hours

B1S VM

Create Windows virtual machines with on-demand capacity in seconds.

Managed Disks
STORAGE

64 GB X 2

2 P6 SDDs

Get premium, secured disk storage for Azure Virtual Machines with simplified management.

Blob Storage
STORAGE

5 GB

LRS hot block

Use massively scalable object storage for any type of unstructured data.

File Storage
STORAGE

5 GB

LRS File Storage

Migrate to simple, distributed, cross-platform file storage without changing code.

SQL Database
DATABASES

250 GB

Create a SQL Database that delivers intelligence built-in.

Azure Cosmos DB
DATABASES

5 GB

400 requests units

Build and scale your application with a globally distributed, multi-model database service.

Bandwidth (Data Transfer)
NETWORKING

15 GB

outbound

Transfer data inbound and outbound through our robust network of global data centers.

Visual Studio and MSDN subscriptions

- Monthly Azure Credit

Version	Monthly Credit
Visual Studio (Test) Professional	45€
Visual Studio (Test) Professional via MSDN	85€
Visual Studio Enterprise	130€

- Low Dev/Test rates
- Personal use only
- No production !!

Optimizations

Optimizations - Azure Reservations

Azure Reserved Instances

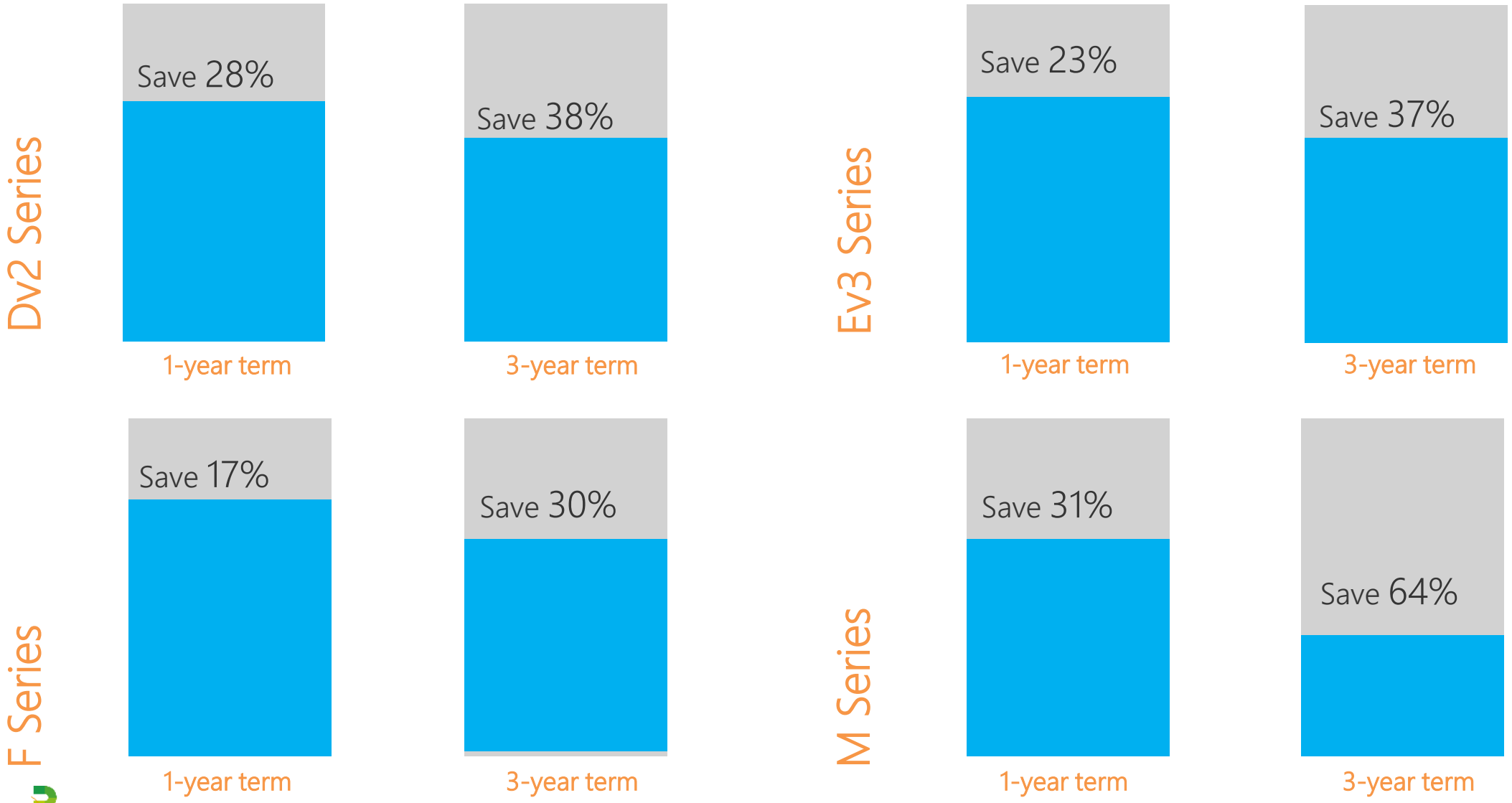
- Reserve Virtual Machines in advance
- Select 1 or 3-year terms with significant benefits
- Pre-paid
- Available for EA, SCE, Pay-as-you-go and CSP

Significant cost savings
17% - 64%
over pay-as-you-go models

Budget predictability
and **prioritized** compute capacity

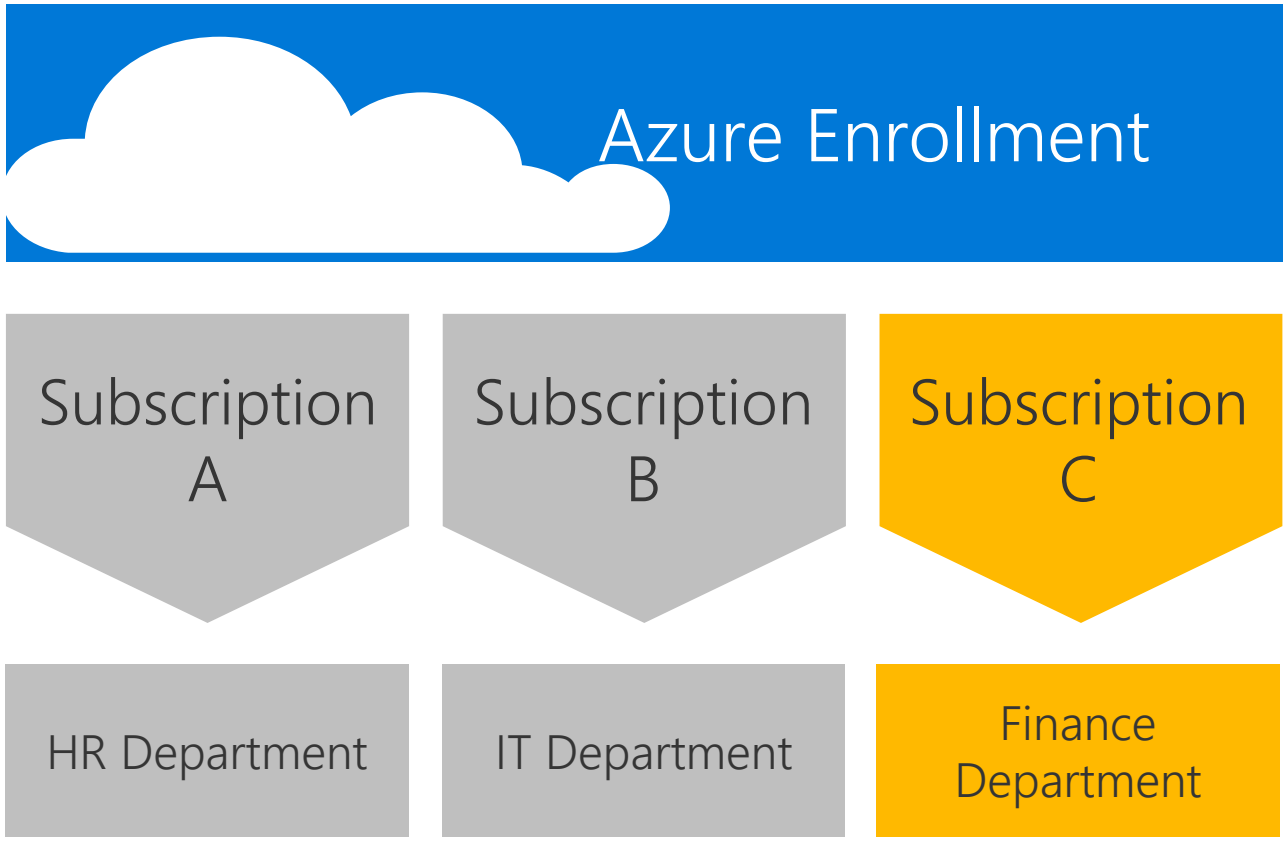
Flexibility to modify reservations and **simplicity** of purchase

Significant cost saving



Flexibility

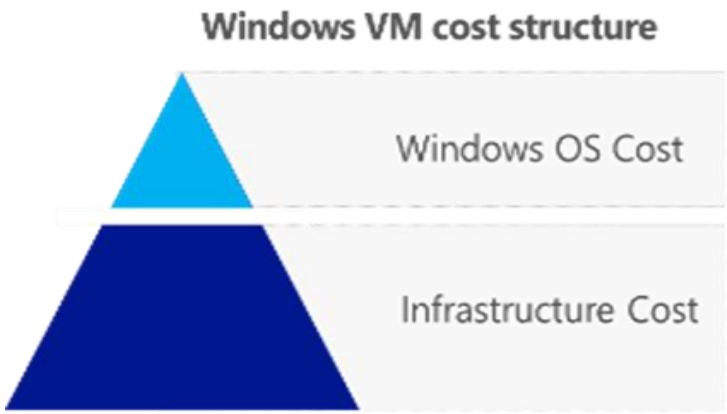
- Assign Azure Reserved VM Instances to **enrollment or subscription** and change after purchase



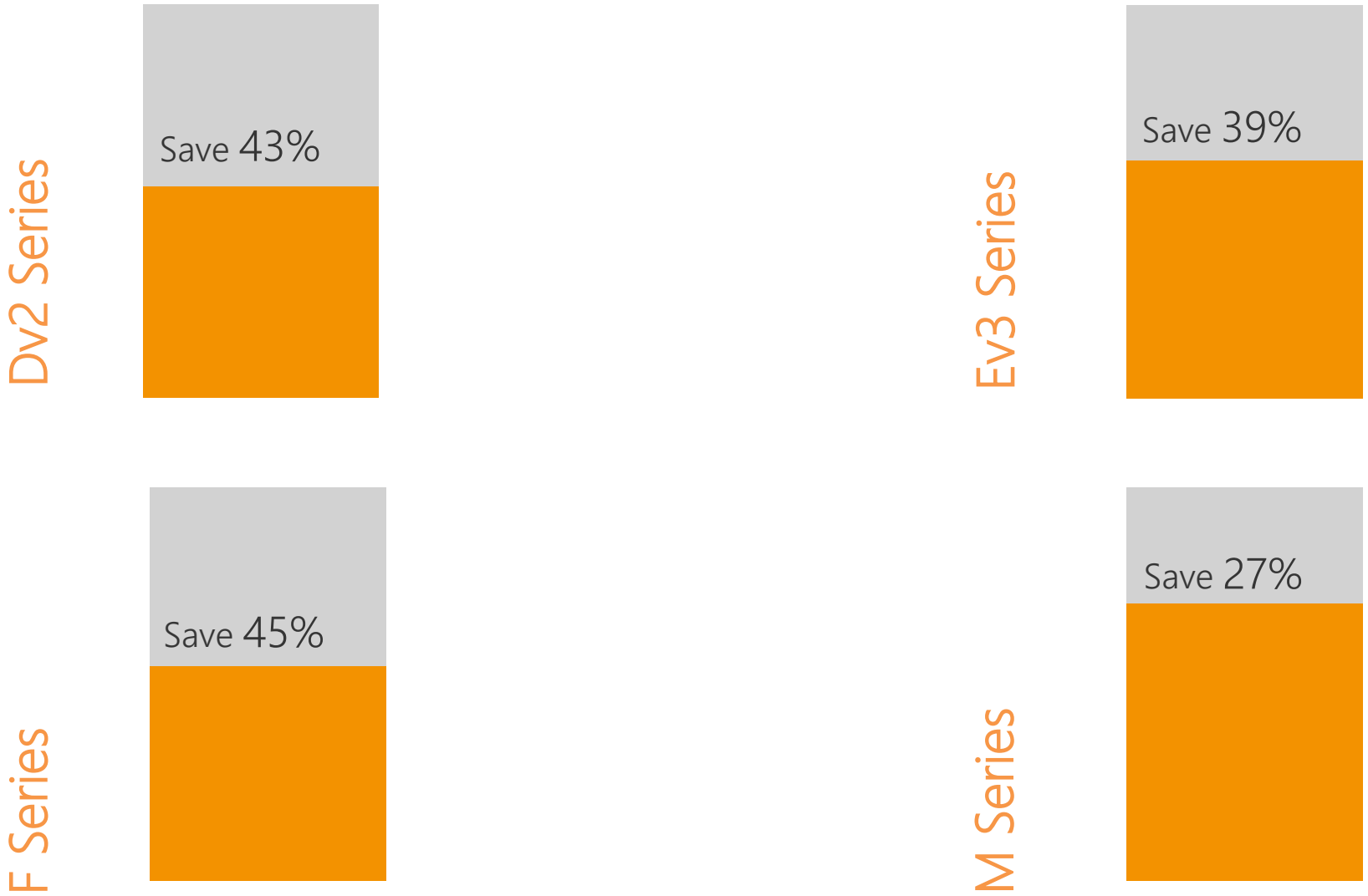
Optimizations - Hybrid Use Benefit

Azure Hybrid Use Benefit – Windows Server

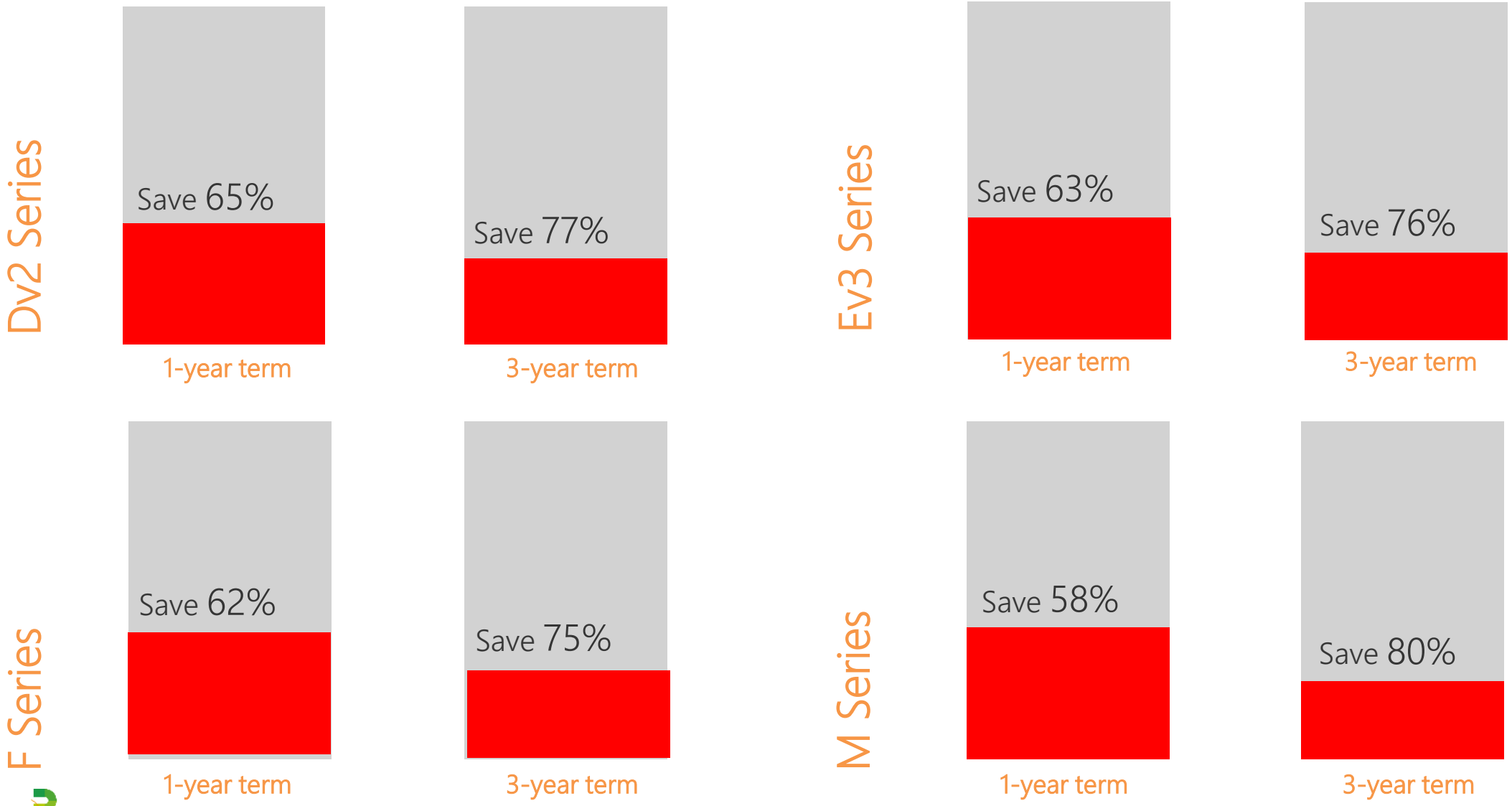
- Use your existing Windows Server licenses with Software Assurance and **pay for just the base compute rate**
- **Maximize value** from current investments
- For **Standard** and **Datacenter** editions
  - Standard: onprem or Azure
  - Datacenter: dual-use right
  - Exchange rate:
    - One 2-processor license = 16 cores on Azure
    - Windows Server license 8 cores = 8 cores on Azure
    - Minimum allocation of 8 cores on Azure
- **Available** in EA, SCE, Pay-as-you-go and CSP
- **Combine** with Reserved Instances !



Typical Savings with Azure Hybrid Use Benefit



Typical Savings with Reserved Instances + Hybrid Use Benefit



Azure Hybrid Use Benefit - SQL Server

- Use your existing SQL Server licenses with Software Assurance and **don’t pay for SQL Server** on Azure (Iaas + PaaS)
- **Maximize value** from current investments
- **Dual-use rights** for 180 days
- **Available** in EA, SCE, Pay-as-you-go and CSP
- **Combine** with Reserved Instances & Azure Hybrid Use Benefit for Windows Server!

Azure Hybrid Use Benefit (AHUB): SQL Server

Qualified license	Azure Data Service	Ratio of cores : vCores
SQL Server Enterprise (core)	Azure SQL Database (Managed Instance, Elastic Pool and Single Database)- General Purpose	1 Core License : 4 vCores
	Azure SQL Database (Managed Instance, Elastic Pool and Single Database)- Business Critical	1 Core License : 1 vCore
	Azure Data Factory and SQL Server Integration Services (Standard)	1 Core License : 1 vCore
	SQL Server Enterprise Virtual Machines	1 Core License : 1 vCore
SQL Server Standard (core)	Azure SQL Database (Managed Instance, Elastic Pool and Single Database)- General Purpose	1 Core License : 1 vCore
	Azure Data Factory SQL Server Integration Services (Standard)	1 Core License : 1 vCore
	SQL Server Standard Virtual Machines	1 Core License : 1 vCore

Bringing it all together – an example

- D13 v2 (8 cores, 56GB RAM, 400GB SSD) - North Europe

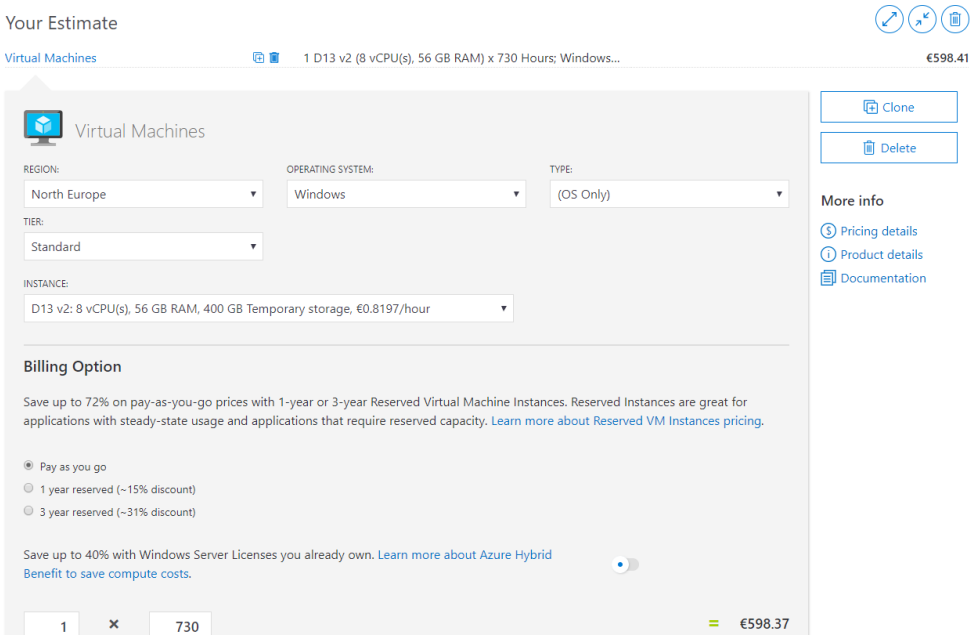
Version	Monthly Price	Discount
Pay-as-you-go, SQL Enterprise License included	€2.445,20	
Pay-as-you-go, SQL HUB	€598,37	76%
Pay-as-you-go, SQL HUB, Windows Server HUB	€456,17	81%
RI 1year, SQL HUB, Windows Server HUB	€281,10	89%
RI 3year, SQL HUB, Windows Server HUB	€186,25	92%

Azure reservations

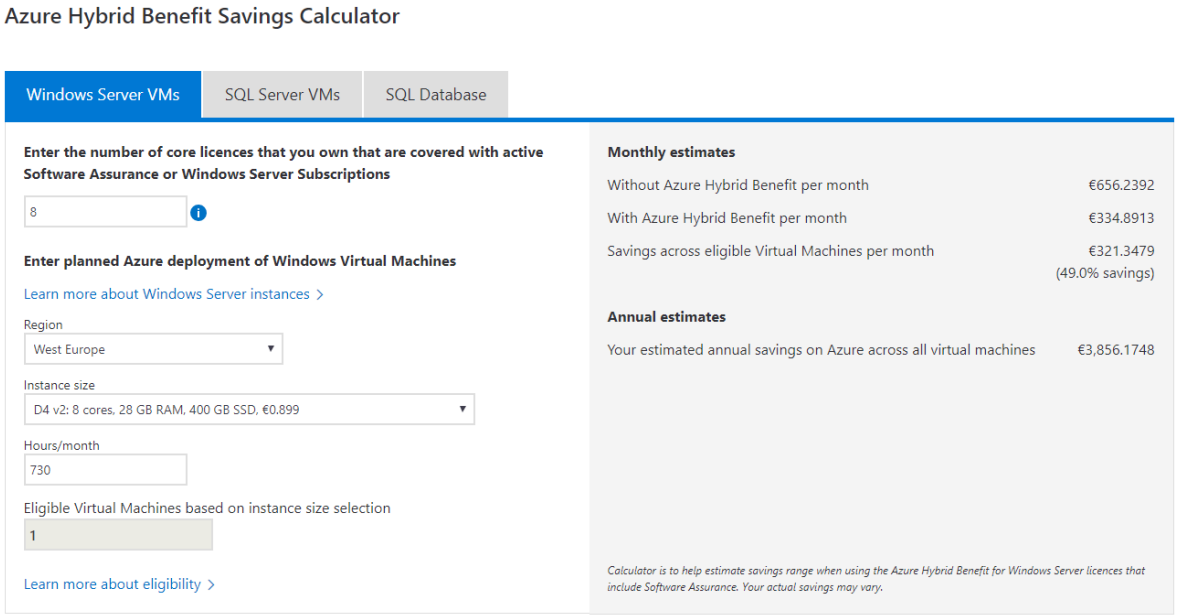
Azure Hybrid Benefit

Online Calculators

Azure Calculator



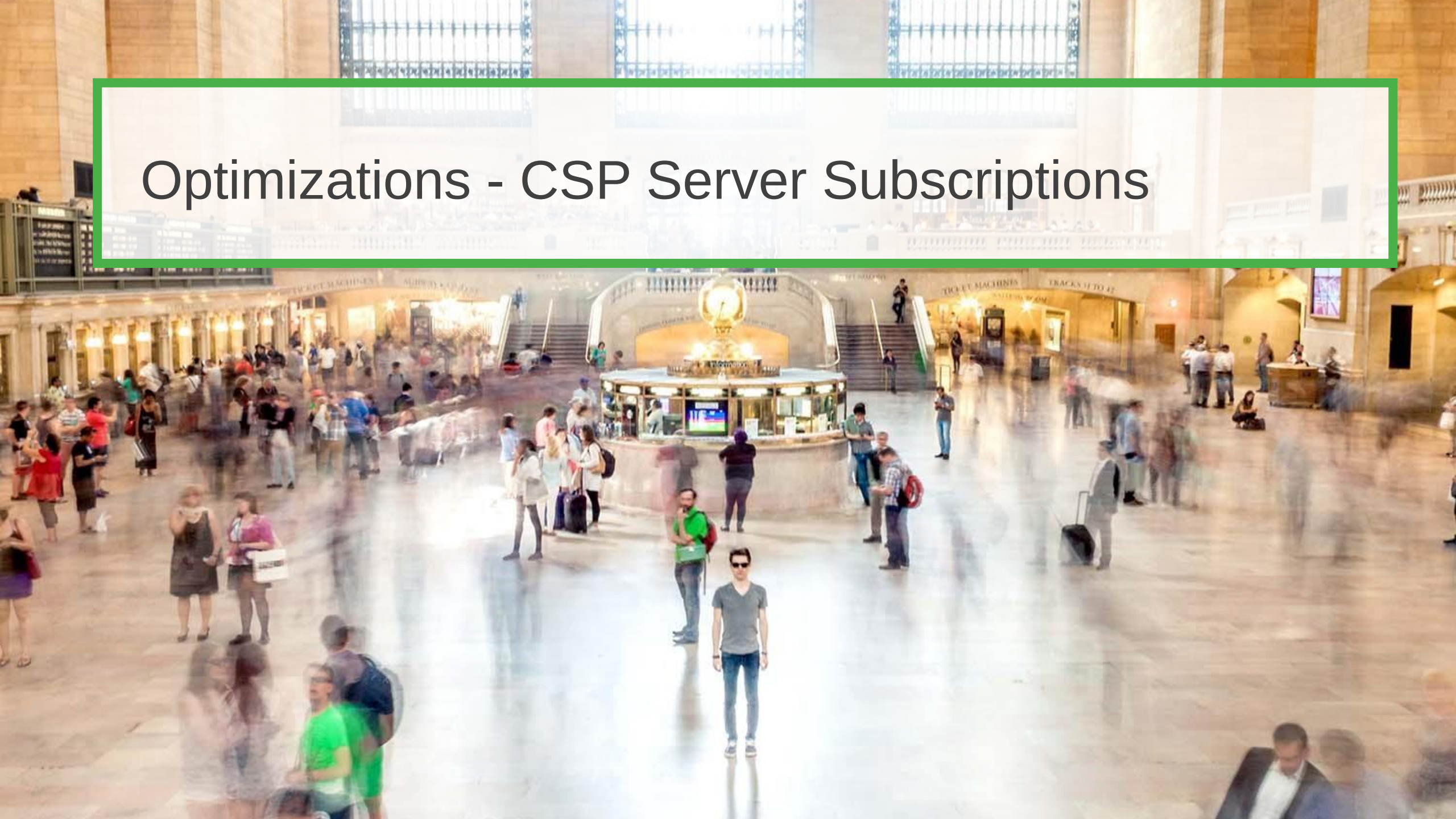
Azure Hybrid Benefit Savings Calculator



https://azure.microsoft.com/en-us/pricing/calculator/

https://azure.microsoft.com/en-gb/pricing/hybrid-benefit/

Optimizations - CSP Server Subscriptions



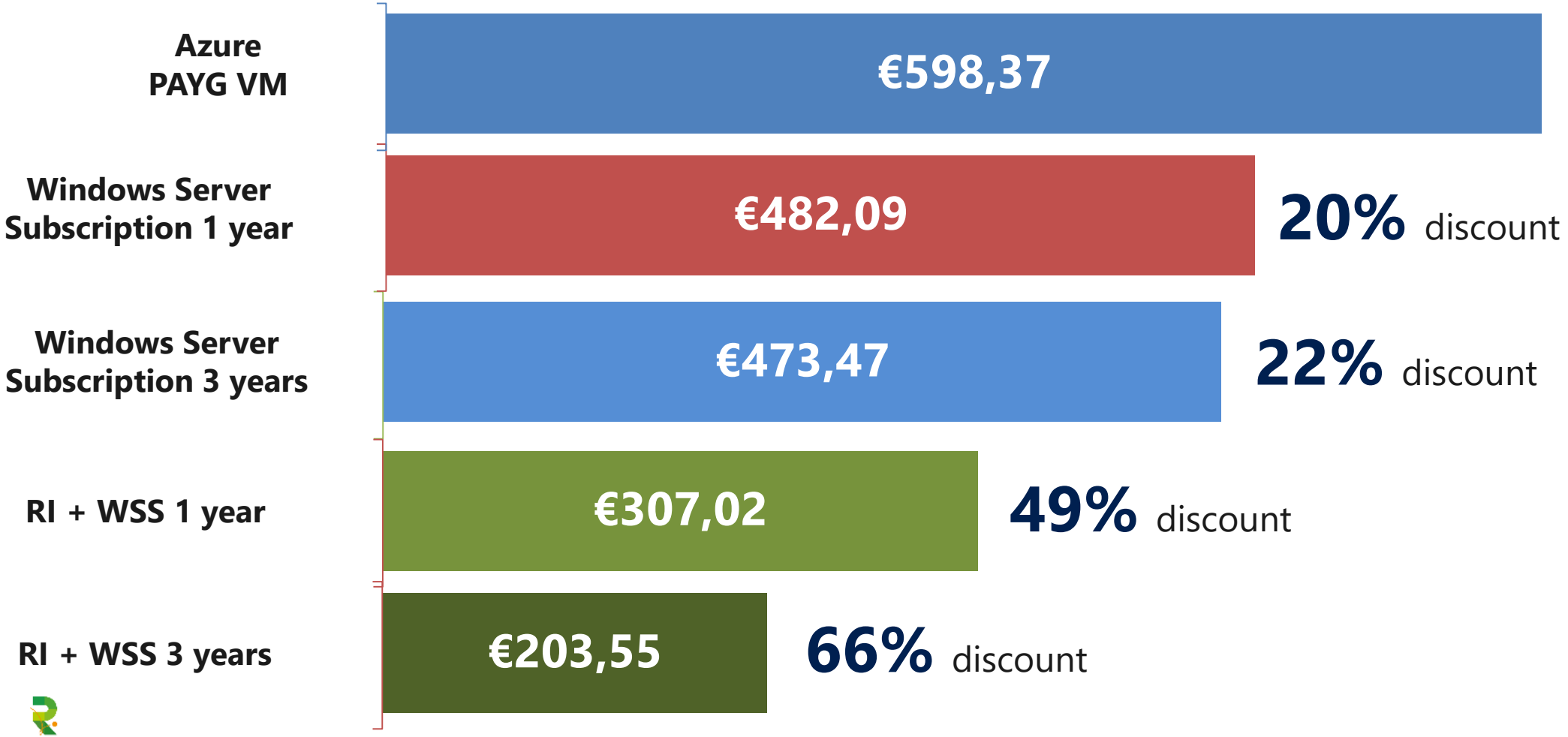
Server Subscriptions: quid?

- Way to **rent your licenses** through CSP
- Available for **Windows Server** and **SQL Server***
- Pay upfront for **1 year** or **3 years**
- Gives access to **Hybrid Use Benefit**
- Grants permission to install the products **on-premises** or in **Azure**

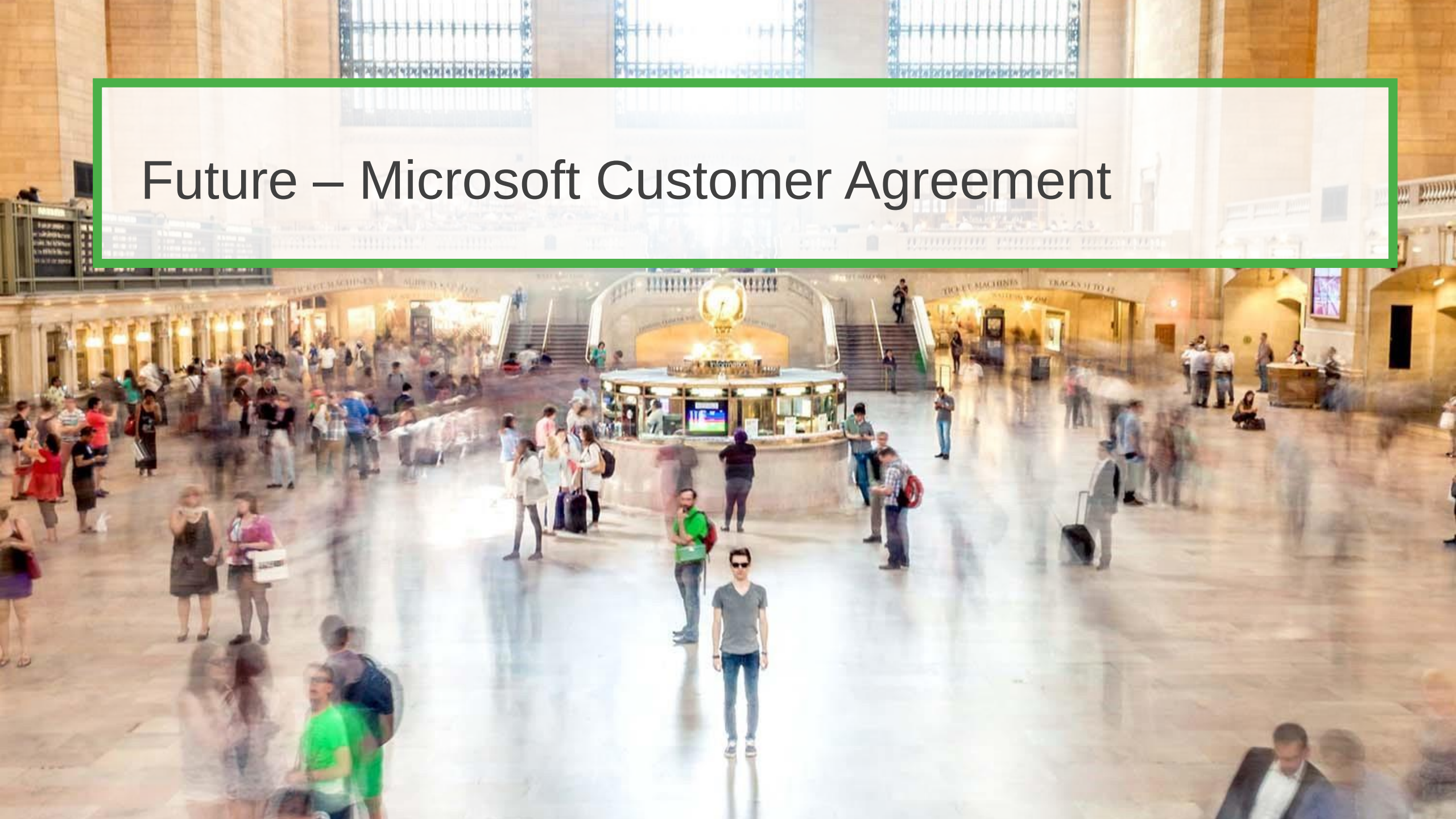
*: Remote Desktop Services coming soon

Windows Server Subscriptions Savings

- D13 v2 (8 cores, 56GB RAM, 400GB SSD) - North Europe



Future – Microsoft Customer Agreement



THE FUTURE: MICROSOFT CUSTOMER AGREEMENT (MCA)

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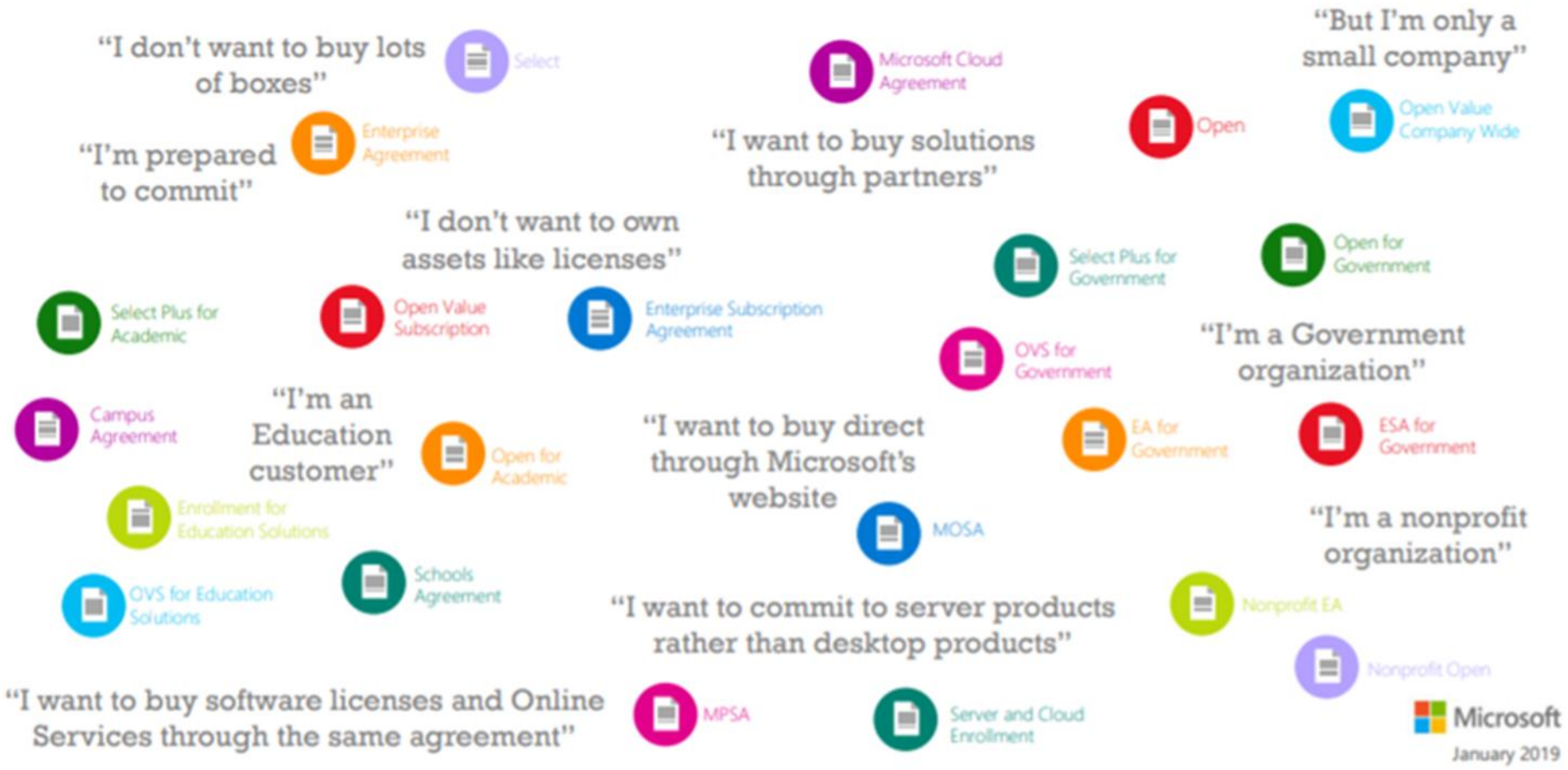
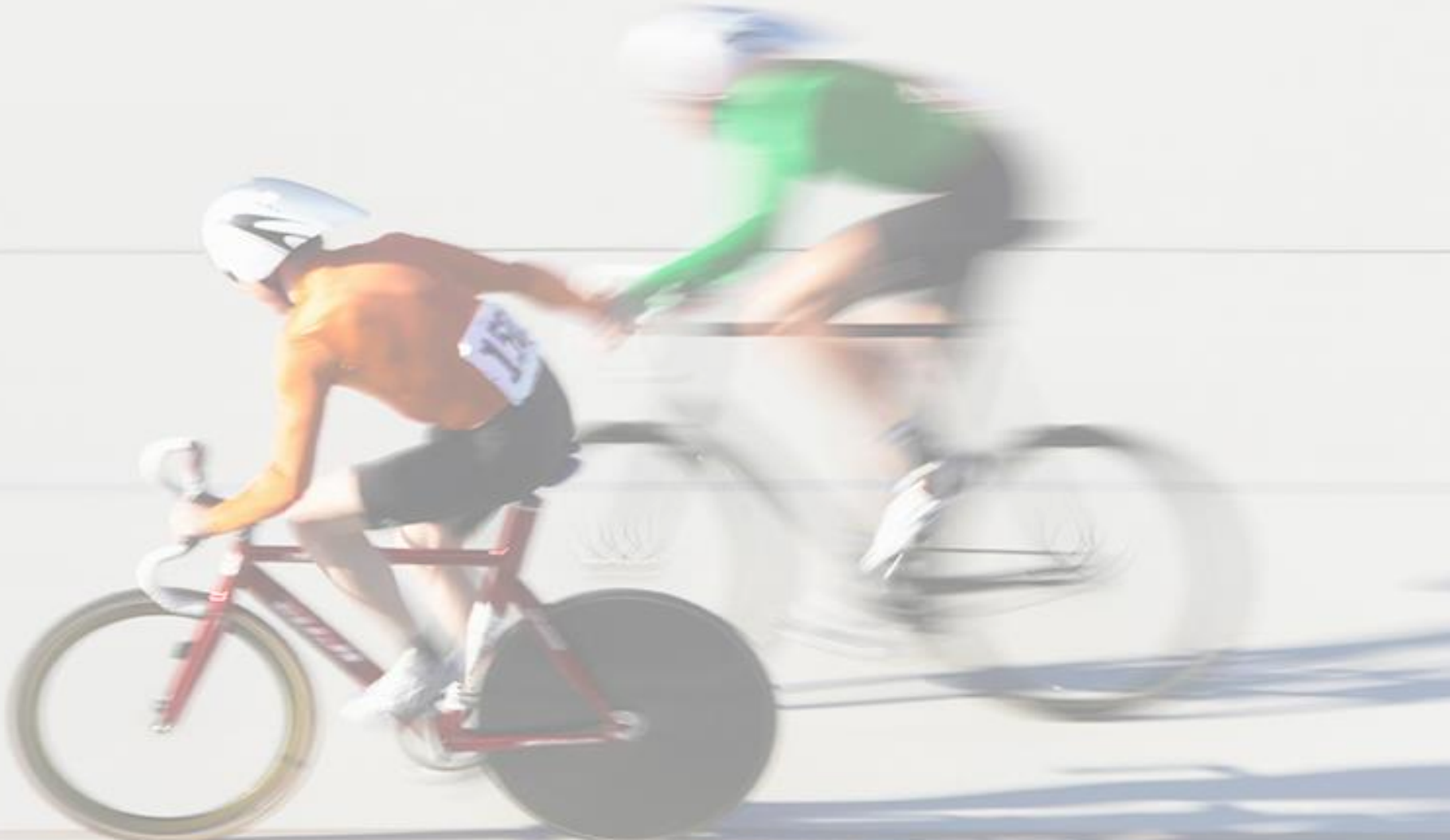


TAKEWAYS

- Choice of Contract is not just a financial thing
  - Governance
  - Support
  - Service Availability
  - ….
- Plenty of cost optimizations possible
  - Carefully investigate optimizations when calculating the budget
- Let us advise you on the best option
  - licensedesk@realdolmen.com
  - Rik.delva@realdolmen.com

New challenges
NEW IDEAS



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