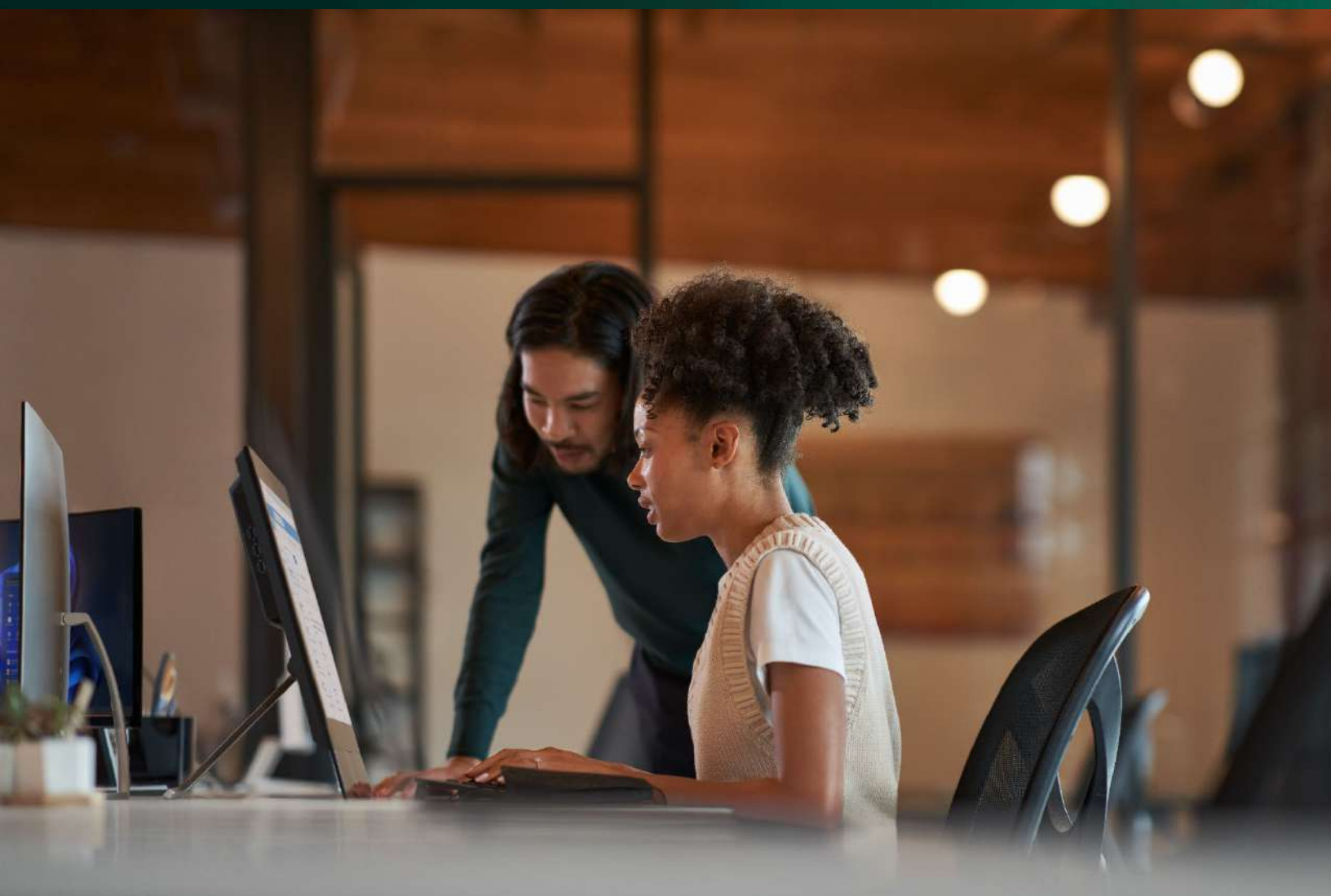




# Migrate your VMware workloads with Microsoft Azure



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# Executive summary

Cloud adoption is accelerating, and it's easy to understand why so many consider the cloud for their IT needs. Whether it's security threats, software or hardware refreshes, resource constraints, or end-of-life support, the cloud provides an on-demand, scalable infrastructure, better total ownership costs, and flexibility that encourages innovation.

When modernising VMware workloads and applications, Braintree and Microsoft understand that there is no one-size-fits-all solution. Businesses need safe, fast and easy options with minimal disruption and maximum return.

This e-book highlights the flexible solutions for organisations migrating their on-premises VMware workloads to Azure to meet their diverse needs. As an alternative to modernising VMware workloads with native Azure IaaS or PaaS services, this guide will also discuss the advantages of migration workloads 'as is' with Azure VMware solution.

Let this e-book serve as a resource to guide your organisation through a successful VMware migration process, so you can leverage the full potential of Azure while preserving operational continuity.



# Introduction

In today's rapidly evolving digital landscape, organisations are recognising the critical importance of embracing cloud technologies as part of their digital transformation initiatives. Digital transformation has become a top priority for enterprises seeking to enhance their business agility, streamline operations, deliver exceptional customer experiences and drive innovation through the launch of new products and services.

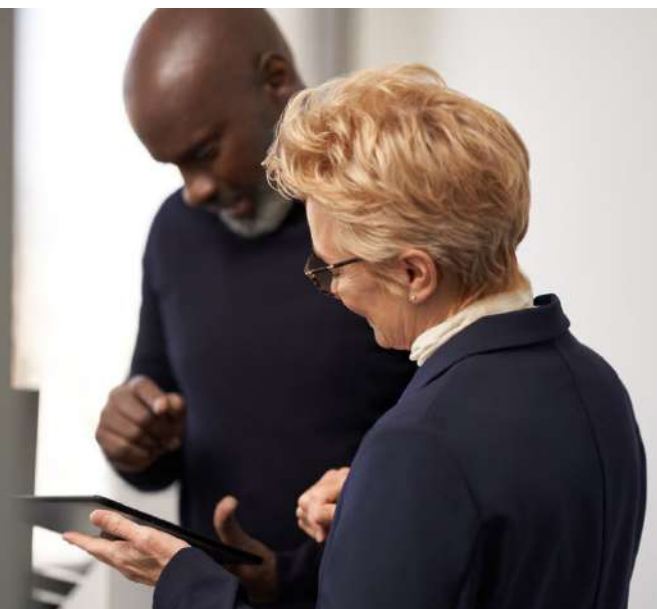
We understand that cloud migration has many considerations: upcoming data centre changes, evaluating how to modernise your applications and workloads, potential impacts for operational consistency, and more. What if there was an easy route to help you move to the cloud now and continue supporting your business growth targets?

With Braintree and Microsoft Azure, there is. Businesses can modernise their VMware workloads with native Azure IaaS or PaaS services and take advantage of many cloud benefits and existing licences, or they may join the many organisations which have found that the fastest path to the cloud is migrating VMware workloads 'as is' with Azure VMware Solution (AVS). Either option takes advantage of Azure's management, security and compliance services. Both options can be used in various configurations across Azure and on-premises workloads – an excellent choice for hybrid cloud management.

We're committed to bringing our resources and partnerships together to meet you where you are when it comes to making progress on your evolving digital transformation journey, along with great options to migrate and modernise at your pace.



**By 2024, 70% of workloads will be on the cloud.<sup>1</sup>**



<sup>1</sup>Gartner Research, "Approaches to Avoid Common Cloud Strategy Pitfalls," October 2022.

<https://emtemp.gcom.cloud/ngw/globalassets/en/doc/documents/774666-approaches-to-avoid-common-cloud-strategy-pitfalls.pdf>

# Meeting you where you are

Every organisation is at a different place in its migration and modernisation journey. Before, cloud adoption might have signalled an investment to fuel business growth. Now, more organisations are taking advantage of the cloud's cost, capacity and savings benefits to make it easier for employees to work remotely, or to shift critical applications to the cloud to ensure business continuity.

While many business leaders want to take advantage of some of the more advanced uses of the cloud, like AI or machine learning apps, the reality is that business leaders must undertake some foundational work before advancing cloud projects.

Companies still rely on apps and workloads running in data centres, and plenty of these legacy apps are essential to business. In some cases, it may not be financially viable for a business to modernise these apps, even if it could benefit from the scale and flexibility of a cloud model. Companies have spent years investing in these technologies and the skillsets required to operate and manage them.

Just 'moving everything to the cloud' is not as simple as pressing a button. Or is it? With the Azure VMware solution, it can be. You can free up your teams to work on higher-value projects while Azure handles ongoing patching, provisioning and maintaining your solution environment.

A pragmatic approach to using technology to advance your business objectives may be to continue getting value from your existing technology investments and licences by modernising to native Azure IaaS or PaaS. This option also puts your business on the path to take advantage of more cloud benefits.

The best next step will depend on your unique business needs. While you may be hearing that you need to build new apps in the cloud, why not take advantage of your existing investments by moving your apps 'as is' to the cloud and using the familiar tools you already know and love?

Braintree and Microsoft want to support you in this significant move. We have created solutions to simplify migrating VMware and Microsoft-powered apps to the cloud. And we will meet you wherever you are on your migration journey.

<sup>2,3</sup>IDC, "The Business Value of Migrating and Modernizing to Microsoft Azure," #US49665122 September 2022. <https://azure.microsoft.com/en-us/resources/idc-white-paper-the-business-value-of-migrating-and-modernizing-with-azure/>

<sup>4</sup>GigaOm, "Costs and Benefits of .NET Application Migration to the Cloud," 2022.

## 16%

Average savings of direct infrastructure-related costs with Azure.<sup>2</sup>

## 37%

Average three-year costs savings when you run equivalent workloads on Azure.<sup>3</sup>

## 54%

Potential total cost of ownership savings on Azure vs running on-prem.<sup>4</sup>

# Accelerate the journey to cloud

Executives are more focused on security than ever, especially in light of employees working remotely and accessing critical apps outside traditional domains. By moving workloads to the cloud, you gain a greater level of security through native Azure security services. In addition, for companies that are already relying on Windows Server or Microsoft SQL Server, a move to Azure can enable a significant reduction in CapEx costs by taking advantage of savings available from Microsoft.

## 89%

of enterprises have a multi-cloud strategy.<sup>5</sup>

## 70%

of today's applications are being run in the corporate data centre and private/hybrid clouds.<sup>6</sup>

## Migrate and modernise VMware in Azure

- Save with consumption-based licensing
- Stop over-provisioning hardware
- Gain business and IT agility
- Access global scale and elasticity
- Increase security and resilience
- Use hybrid cloud options, if needed



### Migrate existing assets as-is

You can accelerate the value you receive from the cloud by replicating existing IT systems, apps and workloads natively in Azure (also known as a 'lift and shift' migration) without needing to change them beforehand.



### Reducing your data centre footprint

Another option for organisations is to use the scale of Azure to enable decommissioning legacy infrastructure, once resources have been brought over into the cloud.



### Disaster recovery and business continuity

You can also deploy VMware resources on Azure for a primary or secondary on-demand recovery site to provide business continuity for your existing on-premises data centre resources.



### Modernisation

Lastly, you can take advantage of Azure tools and services to modernise your data centre and applications, at the pace that's right for your business. With Azure, you'll be able to lay the foundation for your development teams to build new cloud-based applications or modernise existing resources to align with your digital strategies.

<sup>5</sup>Flexera, "Cloud computing trends and statistics: Flexera 2023 State of the Cloud Report," April 2023. <https://www.flexera.com/blog/cloud/cloud-computing-trends-flexera-2023-state-of-the-cloud-report/>.

<sup>6</sup>Techspot, "Survey: New research shows it's a hybrid and multi-cloud world," January 2020. <https://www.techspot.com/news/83539-opinion-new-research-shows-hybrid-multi-cloud-world.html>.

# Choose your migration path

Many customers find that migrating VMware workloads 'as is' to Azure VMware Solution is the fastest path to the cloud.

- The same VMware technology used on-premises is offered in an Azure service.
- It includes all VMware licences – bundled with Azure compute costs – in an easy monthly subscription (no more on-prem licences required).
- Customers continue to leverage their familiar VMware skills – this is an excellent option for customers with low cloud skills. No re-factoring of applications is required.

The other option is modernising your workloads with native Azure IaaS or PaaS services.

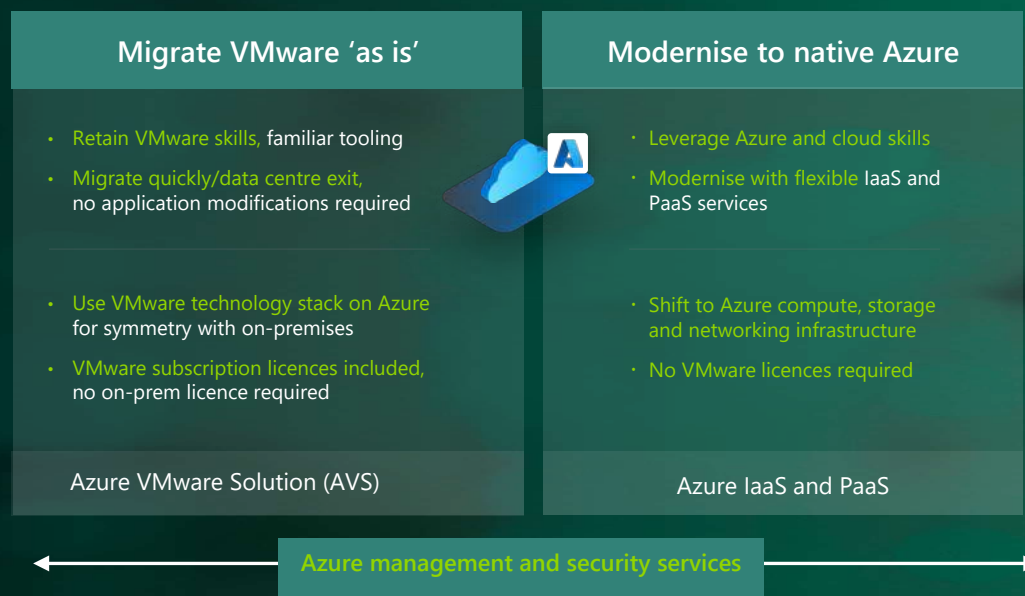
- Moving to Azure compute, storage and networking services means no more VMware licences are required.
- This option puts you on the path to more cloud benefits, like converting your VDI environment to Azure Virtual Desktop, or databases to SQL Database, for a fully managed service in Azure.

Both options can take advantage of the Azure management, security and compliance services, and many of these services work across both Azure and on-premises workloads – an excellent option for hybrid cloud management.

Choose one or a combination of both, and migrate on your terms with Braintree and Microsoft.

## Azure options for VMware workloads

Choose one or use a combination



# Helping you save


Moving to the cloud has clear economic benefits. The AVS route lets you convert upfront capital expenditures into operating expenditures and pay as you consume. Running your VMware environment in Azure allows you to scale up and down to meet demand.

Reduce data centre costs with benefits available to Microsoft customers. **Save by bringing existing licences to Azure**, lock in pricing for predictable workloads, and protect older Windows Server and SQL Server workloads in Azure at no cost.

As part of the migration to Azure, you'll have access to the Azure Hybrid Benefit and Azure Reservations. Azure Hybrid is a licensing benefit exclusive to Azure, enabling you to use your on-premises Software Assurance-enabled Windows Server and SQL Server licences on Azure. When combined with Azure Reservations and exchange options, you can meet your budget goals while planning for long - term success.

**Save up to 80%** when you combine Azure Reservations with Azure Hybrid Benefit.

## Optimise licensing costs and get predictable pricing on Azure

Get predictable pricing	+	Save with existing licences	+	Speed your migration
<p><b>Hourly Pay-As-You-Go</b></p> <ul style="list-style-type: none"> <li>Use PAYG billing</li> </ul> <p><i>Or</i></p> <p><b>Lock in pricing and discounts for 1 or 3 years</b></p> <ul style="list-style-type: none"> <li>Reserved Instances (RIs) for IaaS or AVS</li> <li>Azure Savings Plan for IaaS</li> </ul>		<p><b>Azure Hybrid Benefit</b></p> <ul style="list-style-type: none"> <li>Use Windows Server and SQL Server on-premises licences with Software Assurance to save on Azure</li> </ul> <hr/> <p><b>Free Extended Security Updates</b></p> <ul style="list-style-type: none"> <li>Up to 3 years free security updates on Azure for Windows Server and SQL Server 2008, 2008 R2, and 2012</li> </ul> <hr/> <p><b>Use VMware licences to save on Azure VMware Solution</b></p> <ul style="list-style-type: none"> <li>Use AVS Credit Offer, or</li> <li>VMware Cloud Universal Credits (VMCU)</li> </ul>		<p><b>Fast migration option with Azure VMware Solution and VMware skills</b></p> <ul style="list-style-type: none"> <li>Build on existing VMware skills and processes</li> <li>Work in a familiar operational environment</li> <li>Migrate your data centre fast and seamlessly</li> <li>Achieve symmetry across environments for seamless hybrid IT operations</li> <li>Minimise business disruption by migrating without any downtime while keeping your existing IP addresses</li> </ul>
 <p><b>Avoid potential price increases with predictable pricing</b></p>				



# Success story: Cloud journey takes flight

The Azure VMware Solution has provided organisations across many different industries with a way to rapidly scale their infrastructure without large upfront costs. That flexibility can provide an invaluable edge to organisations, especially in industries where changing capacity needs and agility are required.

Well - known South American airline Avianca enjoys a reputation in the travel industry built on more than a century of superb service, safety and punctuality.

Much of the company's success rests on its capacity for meeting regulatory demands and managing the unpredictability of the air travel market, as well as its continual innovation.

To protect its entire estate, maximise security and deliver productivity enhancements, the company envisioned a technological 'magic wand' — a solution that could overcome the limitations of older systems and form a digital beachhead for modernisation.

With multiple applications already running on VMware hypervisors on-premises, the company turned to Azure VMware Solution for the managed private cloud, clusters and elasticity offered by the solution. By transforming its operations, Avianca ensured that every process, internal and external, is as efficient as possible.

**"Microsoft solutions are driving our digital transformation. Maximising security and lowering operating costs for existing applications is a critical part of the journey, and with Azure VMware Solution, we were able to migrate these to Azure cost-effectively, easily, and quickly."**

Juan Pablo Sanchez Gandur  
Cloud Platform Manager, Avianca



# Next steps in your journey

With the Azure VMware Solution, organisations enjoy a seamless approach to receiving more value from existing technology investments. By migrating to Azure, you gain access to the platform's comprehensive suite of services and tools, opening opportunities to modernise apps and infrastructure components in a streamlined way, as needed by the business.

As you continue to gain momentum in the cloud, you can also benefit from advanced capabilities, over time, to build new cloud-native apps, create Internet of Things (IoT) solutions, or explore new business models and opportunities with Azure.

Together, Braintree and Microsoft are helping organisations to get more value from their technology assets while paving a path to digital transformation.

**"VMware and Microsoft have a long-standing partnership and a shared heritage in supporting our customers. Now, more than ever, it is important we come together and help them drive their enterprise cloud transformation. Azure VMware Solution gives customers the same modern infrastructure to support both existing and new modern applications spanning across both their on-prem and Azure environments. With AVS, our mutual customers benefit from a consistent cloud operating model that increases business agility and resiliency, reduces costs, and enables a native developer experience for all types of applications."**

Narayan Bharadwaj  
Vice President, Cloud Solutions, VMware

**"This is an amazing milestone for Microsoft and VMware to meet our customers where they are today on their cloud journey. The Azure VMware Solution is a great example of how we design Azure services to support a broad range of customer workloads. Through close collaboration with the VMware team, I'm excited that customers running VMware on-premises will be able to benefit from Azure's highly reliable infrastructure sooner."**

Jason Zander  
Executive Vice President, Microsoft

# Next steps in your journey

As you look to the cloud to turn your vision into impact, finding ease and simplicity may initially seem challenging. There are various routes to the cloud — let us help you with a solution that will enable you to accelerate your cloud migration at your own pace.

Allow us to introduce Azure VMware Solution (AVS) as it compares to native cloud migrations.

Azure VMware Solution gives you and your team the ticket to accelerate your VMware cloud migration, enabling you to continue to pursue your evolving business priorities. With platform symmetry between on-prem and Azure — and the ability to retain your familiar VMware environment and investment in people skills — there's a direct route to migration, on your terms, at whatever speed fits your operational model.



Together, Braintree and Microsoft are helping organisations get more value from their technology assets while paving a path to digital transformation. Connect with us today [enquiries@braintree.co.za](mailto:enquiries@braintree.co.za)



This is an amazing milestone for Microsoft and VMware to meet our customers where they are today on their cloud journey. The Azure VMware Solution is a great example of how we design Azure services to support a broad range of customer workloads. Through close collaboration with the VMware team, I'm excited that customers running VMware on-premises will be able to benefit from Azure's highly reliable infrastructure sooner."

**Jason Zander**  
Executive Vice President, Microsoft



Our business-critical workloads depend on cloud infrastructure that is 'always on' and Microsoft Azure VMware Solution will enable us to meet our disaster recovery and business continuity needs without having to change our existing VMware infrastructure."

**Infrastructure Architect**

# Continuing the conversation

Join Braintree as you embark on your digital transformation journey. Let our team provide valuable insights and guidance on leveraging your existing VMware skills, infrastructure and processes, and reduce migration complexities. We look forward to discussing how Azure VMware Solution (AVS) is your ticket to accelerate migration.

[aka.ms/AzureVmwareSolution](https://aka.ms/AzureVmwareSolution)

