


The background of the slide is a photograph of the London skyline, featuring The Shard skyscraper and the Tower Bridge. The image is overlaid with a semi-transparent orange filter. The main text is centered in white, bold font. A decorative teal graphic element is located in the bottom left corner.

# Your pocket book guide to achieving more with Azure

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Better storage, improved agility, lower costs; these are all good reasons to adopt cloud technology. But, for those businesses looking to achieve more with Azure, these advantages only tell half the story.

While many business leaders understand the base benefits of moving to a cloud platform – it's estimated that **83 percent** of enterprise workloads will be in the cloud by 2020 – it's the businesses that use Azure to its full potential that truly make an impact.

From creating more **productive workplaces**, to boosting predictive analytics capabilities, ambitious businesses all over the world are innovating and improving thanks to Azure.

In this guide, we talk you through some of the ways you can do more with Azure, helping you take your business to the next level.

1. How to improve data privacy and security
2. How to use Azure technology to create a modern, productive workplace
3. How to use Azure tools to innovate within your business

# Contents

- |  |    |
|--|----|
| 1. Keep your business safe and above board | 4  |
| 2. Promote a modern workplace              | 6  |
| 3. Drive innovation and core business      | 8  |
| 4. Get the most from your investment       | 10 |



## Keep your business safe and above board

No business can stay competitive without airtight security. In fact, 24 percent of businesses surveyed say an hour of downtime costs up to **£300,000**.

To get the most from Azure, you need to take advantage of its cutting-edge security and data protection tools.

### Improve security

**Myths surrounding cloud security** have been debunked in recent years. While security was once a leading concern for cloud migration, nowadays the majority of people understand just how safe Azure is. This is thanks to:

- Azure data centers having multi-layered security defenses. Including high fences, barbed wire, concrete barriers, guards that patrol the area, and security cameras.
- Dedicated professionals monitor cloud infrastructure at all times.

- Azure undergoing annual security audits, ensuring their defense stays effective.

While every Azure user benefits from these security features, there are plenty of criminally underused applications and properties within Azure that can make your business more secure.

Some of these features include:

- **The Azure Active Directory Seamless Single Sign-On (Azure AD Seamless SSO)**  
With Single Sign-On, users can access platforms without the need to continuously enter passwords. Not only does this offer a great user experience, but the feature can reduce the possibility of hacking.
- **Azure Site Recovery**  
Site Recovery reduce application **downtime** during IT interruptions, without compromising data compliance. With 24 /7 support you can be confident your business will continue to run smoothly.
- **Application Insights**  
With the Application Insight application you can monitor live web applications and automatically detect performance anomalies. This allows you to react to threats before they happen.

## Keep your data safe and compliant

With the introduction of GDPR early in 2018, businesses all over Europe are beginning to understand the critical importance of data compliance.

Thanks to Microsoft's impressive expertise, Azure users can rest easy knowing they are under the protection of state of the art **data security and privacy**. This is thanks to the **Trust Centre**. Not only does The Trust Centre give you complete ownership and control of your data, it also provides **industry leading security**, and meets a host of **compliance** standards.



In today's world of data-driven decision making, businesses can't grow unless they have the best data security in place. That's why, for those looking to achieve more in Azure, there are plenty of tools that can safeguard you against disasters:

- **Multi-factor Authentication**  
Having multi-factor authentication allows you to add another layer of security to your most sensitive data. As well as providing a password, users will also need to verify their identity with other methods. This could be via a mobile device or even via biometric security.
- **Role Based Access Control (RBAC)**  
RBAC restricts system access to authorised users. This creates a security hierarchy, which allows you to decide who can access sensitive data. RBAC is prominently used within large companies, although it's also very useful to those working with contractors.
- **Azure Key Vault**  
You can use the Key Vault to encrypt keys and passwords, making sure they don't fall into the wrong hands. You can even monitor your keys for suspicious behaviour, helping you stop **data breaches** in their tracks.

## Promote a modern workplace

The workplace is changing for good. As employees begin to shun traditional 9-5 working hours, rigid practises and old-fashioned values, **modern businesses** are using technology to create happier, more productive offices.

For those looking to get the most from their Azure investment, technology-supported remote work is the ideal place to start.

## Champion employee mobility

There are plenty of studies that show a [mobile workforce](#) is a productive one. In fact, [75 percent](#) of workers believe working remotely has a positive impact on their productivity.

The following Microsoft applications, can help you champion remote work and boost employee mobility:

- [Remote desktop](#): In which remote users can connect via a centralised operating system.
- Communication tools such as [Yammer](#) and [Skype for Business](#)
- Multi-editing in [Office 365](#)

### Let's take a look at a case study.

[Rockwater Energy Solutions](#) is a fluids and environmental solutions provider, which has benefited greatly from their partnership with Azure. Not only is their platform highly scalable and flexible, but Azure has allowed them to support their mobile and remote teams.

Using [Microsoft Dynamics](#), [Excel Online](#) and [Power BI](#) the company have successfully built dashboards and analysis tools that are available to 100 people across the company via the web.

Azure has improved the company's growth and scale, and the energy provider have experienced a return on investment (ROI) of over 100 percent.



## Drive innovation and core business

*“We’re constantly expanding our global reach and adding new innovation to Azure – so all of our customers, everywhere, can succeed.”*

This is Azure Executive Vice President, [Jason Zander’s](#) take on the evolving capabilities of the cloud platform.

Azure gives its users the gift of innovation. For ambitious companies wanting to take their business transformation to the next level, can use Azure as a springboard to new technologies. Here are just a few examples.

## Discover The Internet of Things

The Internet of Things (IOT) is taking the professional world by storm. In 2017, the European IOT market was worth [£17 billion](#) and it’s expected to rise to [£72 billion](#) by 2023.

The [Azure IOT suite](#) allows you to build IOT applications that can revolutionise your business processes. Using the IOT suite, you can combine cloud services to create extremely powerful and scalable IoT systems in a matter of hours.

**Let’s take a look at another case study.**

[Johnson Controls](#) is a building technology and solutions provider, which has driven great success through [Azure’s IOT Core services](#).

By connecting using the Azure IOT solution, their building owners have remote access through web and mobile apps, allowing them to control and monitor heating and cooling features.

Not only does the solution have fantastic user experience, but the IoT device slashes heating costs and makes buildings more comfortable at the click of a button.





## Explore machine Learning

Machine Learning has had a massive rise in popularity in recent years. And it's easy to see why. **23 percent** of users say they have achieved cost reductions since investing in the technology, while **45 percent** have expanded their data analysis capabilities, improving business insight.

For businesses wanting to achieve more with Azure, Machine Learning software can:

- Enhance R&D projects
- Improve the efficiency of internal processes
- Accelerate data analysis
- Provide clearer insight into customer activity

**Azure Machine Learning Studio** is the driving force behind cloud machine learning. The interactive workspace allows you to build, test and deploy predictive analytic solutions on all your data.

You can then take these models and visualise them in other Microsoft tools such as Power BI and Excel. There is no programming required, so you can easily construct predictive analysis models from scratch.

### **Let's take a look at Azure Machine Learning in the real world.**

Tech company **Startit** helps its customers track valuable assets via satellite. They wanted to make their data more visual, their reports easier to use, and their data predictions more accurate.

Using Power BI and Azure Machine Learning Studio, the company developed advanced visualization and predictive analytics capabilities much faster than they could on their own infrastructure. They also saved time and money on development costs.

A night-time photograph of the Singapore skyline, featuring the Singapore Flyer Ferris wheel on the left and city lights reflected in the water. A dark grey rectangular box is overlaid on the image, containing white text.

## Get the most from your investment

No one can deny that the cloud is **revolutionising** the modern workplace. Thanks to its incredible scalability, agility and security, businesses all over the world are experiencing the advantages of Azure.

However, just as you would never buy an expensive toolkit and only use the hammer, those investing in Azure must explore its full capabilities to really reap the benefits. With so much on offer, from cutting edge security measures to innovation opportunities, Azure is a toolset designed with the ambitious business in mind.

If you want to know how your business can achieve even more with Azure, **get in touch** with one of our cloud experts today.