



Maximizing Cloud Potential with Managed Azure Solutions

Microsoft Azure offers unmatched flexibility and scale; a trusted cloud expert and partner ensures teams gain the most value and optimize costs from any Azure investment.

Microsoft Azure has gained recognition as the gold standard for delivering data-intensive enterprise workloads from the cloud. Azure's SQL and NoSQL data services help teams uncover deeper insights from all manner of data, and the solution continuously improves on its capabilities, extending to machine learning, chatbots and more. Its strong integration with other Microsoft products and services make it a frequent choice for organizations that lean on other Microsoft solutions to perform their day to day work. While many rely on Azure to fill a variety of important needs, tapping expert IT management services allows many organizations, like [Whole Earth Brands](#), to successfully leverage Azure to optimize costs and achieve scalability. (Read the case study [here](#).) Gaining immediate access to Azure-certified professionals allows teams to understand everything that's required to stand up Azure cloud computing projects; streamline transitions to Azure from other services; monitor, manage and maintain security and compliance; contain costs and much more. Managed Azure helps organizations simplify and scale growth in many areas.



Simplify Azure adoption with certified experts. Managed Azure IaaS and Azure SQL ensure teams gain access to the full value of the solutions from day one.



Optimize costs and right-size for today's needs as well as anticipated growth.



Azure's **security and compliance** features make it a top choice for data-intensive workloads and organizations that have gone all-in on the Microsoft ecosystem.



Beyond standing up an Azure instance, managed services offer **ongoing support**, including training, assessments, design and engineering support and more.

What Can Azure Do?

The Microsoft Azure cloud platform connects organizations with more than 200 services that enable digital transformation and smarter workloads to solve their toughest challenges. Azure's highly adaptable and customizable solutions allow teams to build, run and manage in-demand applications across multi-cloud and hybrid environments, or at the edge, on a truly global scale. When working with a third-party provider to establish cloud environments and adopt Azure solutions, it's critical to understand how they support teams and add value to any Azure investment. Here are some key considerations to keep in mind when opting for managed Azure services, and what to expect from a third-party managed services provider.

Security

Some of the first questions that arise whenever teams consider whether and how to build applications in the cloud center around data security. Organizations operating in healthcare, finance and manufacturing — and any other sectors that handle personally identifiable information — must strictly follow industry-specific regulations and guidelines aimed at protecting personal data, public health and more. Maintaining compliance means not only proving or showing the appropriate security and governance around data and digital operations have been established and maintained, but also that third-party partners uphold those same standards and protections.

- Third-party cloud vendors should be able to show that their [compliance](#) and security practices meet the latest requirements stipulated by HIPAA; HITECH; HITRUST; SSAE18; SOC 1, 2, 3; PCI-DSS; and ISO 27001, not only for hosting but also for colocation and disaster recovery/backup cloud services (where needed).
- Cloud-hosted data should be encrypted when it's there, as well as all along its paths there — that's what's known as encryption “in transit and at rest.” Encryption and networking traffic protection ensures data is kept confidential or private, and ensures data's accuracy and integrity is maintained in every workload.
- A company using Microsoft Fabric to analyze financial data might implement Microsoft Entra ID to enforce MFA for all users accessing Fabric; use conditional access policies to restrict access from outside approved geolocations; assign different roles to business analysts, data engineers, and admins to ensure proper access control.
- Third-party providers should also provide threat analysis, detection and monitoring, as well as remediation, to ensure the ongoing security of cloud-hosted resources and data. Complete maintenance of Azure infrastructure should include security patching, data protection services, firewall provisioning and activity audits to monitor the security as well as the availability and overall health of the environment.

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A Smart Choice for Backup and DR

Azure's end-to-end backup and disaster recovery solutions provides simple, secure, scalable and more cost-effective means for establishing on-premises or hybrid and multi-cloud protection of critical data and applications. When disaster or service disruptions strike, or data is accidentally deleted or otherwise corrupted, Azure helps organizations recover sooner and maintain continuity of operations.

Agility and Scalability

Microsoft's global infrastructure provides organizations with access to more regions than any other provider, and offers the ability to scale and provision services or workloads as needed, or as business or needs demand.

Modern, advanced features help teams bring their ideas for AI/ML workloads to life, allowing organizations to quickly stand-up new applications or solutions while maintaining tight data protections and integrity.

Flexibility

Managed services should open new pathways to bring ideas to life, and help teams navigate those paths in more cost-effective and ways, leveraging new tools or customized resources that otherwise may be unavailable or inaccessible given existing resources or capacity. Organizations can lean on managed Azure services to bring a wide range of capabilities and provisioning options to the table, from managing migration to Azure to lowering TCO by streamlining options and gaining access to exclusive features and discounts.

Azure offers four different solutions throughout the cloud computing stack: Platform as a Service (PaaS), Infrastructure as a Service (IaaS), Software as a Service (SaaS) and serverless functions, all of which can be accessed or deployed faster and more adeptly when working with a managed service provider.

Industry-Leading AI Tools

Azure's wide portfolio of AI solutions help teams build intelligent applications at enterprise scale, whether working with generative AI or building on compute-intensive deep, machine learning containers.

Azure allows organizations to unify disparate assets using AI-enhanced management and security tools across cloud and edge environments, and realize value from data while generating near real-time insights through advanced cloud-scale AI analytics solutions.



Azure also supports and integrates with open-source technologies, including Linux, Python and Java. Managed Azure services allow organizations to navigate those customizations and integrations securely and effectively, without sacrificing security or otherwise unknowingly endangering compliance.

Managed Azure services can help organizations identify and migrate the right applications or workloads for an Azure environment. Azure offers unparalleled data portability, allowing data that's stored within an Azure cloud or another location to be easily transferred or moved. That portability also provides more seamless data migration between environments, in support of a variety of workloads, enhancing usability and speeding insight without limitations. An expert managed Azure service provider can help teams select the appropriate customizations and features required to ensure appropriate protections remain in place while opening up data in support of the specific workloads, facilitating offline data migration, for example, data storage locations or regions, or cross-region data transfers, which are essential to successful navigation of region-specific data portability and compliance regulations such as GDPR.



Why Azure?

As Microsoft rapidly unveils new AI-powered solutions as part of its [Fabric analytics suite](#), Azure offers a solid foundation from which organizations can take advantage of simplified data discovery, accelerated insights, and improved understanding of raw, unstructured data among many other benefits. Organizations across all sectors, of all shapes and sizes, increasingly adopt Azure as their preferred alternative to VMware, or simply migrate on-premises VMware environments to Azure without needing to refactor. This enables faster access to the cloud and takes advantage of all the benefits Azure provides developers, analysts and other data-intensive workloads.

Integration with Power BI, [Microsoft Fabric](#), and other analytics and data intelligence tools makes Azure a smart choice as teams consider new data use cases and developers seek proximity to the most up-to-date data alongside AI services.

68%

Of data within an organization goes unused for analytics.

Source: [Secoda](#)

61%

Of organizations are evolving their data and analytics operating models because of AI technologies.

Source: [Gartner](#)

Don't Do It Alone: Maximize the Value of an Azure Investment

Given all of the value and dizzying array of services Azure offers, it's essential to maximize any Azure investment, both financially as well as operationally. A managed Azure services provider helps organizations ensure the appropriate mix of capabilities and solutions are leveraged and licensed, and help teams work to enact their visions for the cloud and AI, not only for today but also in the quarters and years to come.

- Keep internal teams focused on mission-critical priorities, while working with Azure experts to ensure no essential business needs are overlooked or ignored. Drive value and improve the bottom line while unlocking new resources and solutions that empower lines of business with the data and toolsets they need to make sense of it all.
- Ensure costs are optimized not only by reducing the need for on-premises infrastructure and management, but also by taking advantage of Azure's Cost Management solution, which provides a unified view of cloud spending and Azure Resource Optimization, which saves on computing, storage and networking resources in Azure and prevents unwanted spending. Managed Azures services take those savings a step further by allowing organizations to offload the management and support of Azure infrastructure to a team of experts. Service providers that undergo annual compliance audits also bring the peace of mind of knowing that data is properly managed and that your organization remains in compliance with all applicable regulations.
- Rest assured that any necessary or critical security patches and updates are completed in a timely fashion, without risking downtime or sacrificing workload reliability.
- Expert troubleshooting and support are at the ready when the unexpected happens. Reliability in the face of the unknown, particularly when trying to achieve scale, requires more than time-strapped internal resources may have to give. Azure is a powerful and versatile platform, but it can also be expensive to maintain and support. Gain the most out of any cloud investment by working with a managed Azure provider. Organizations can migrate to Azure sooner, and ultimately achieve more while ensuring Infrastructures are always scalable, cost-effective, and reliable.

Ready or Not?

As teams demand greater variety of AI-enhanced applications and envision increasingly new and novel ways to leverage data, it's important to understand where and how the cloud and Azure services are poised to bring those ideas to life. OTAVA's free cloud-readiness assessment helps organizations pinpoint areas where the cloud can bring immediate value, and identify the cloud platform that's right for their workload or data requirements.

Challenge Spotting

Dive into your biggest pain points and explore cloud solutions that can quickly address them.

Cloud Framework Fit

Assess whether your environment aligns with cloud best practices.

Efficiency, Cost, & Skills Check

Assess your operations to understand where the cloud can improve efficiency and help teams optimize costs.

Cloud Assessment Report Card

Presentation-ready PDF that highlights the assessment's findings and allows you to easily share critical information with other decision-makers.

Put OTAVA's Azure Experience to Work for You

With OTAVA's Managed Azure solutions, organizations gain all the advantages of cloud computing, while leaving the management and maintenance to OTAVA's cloud experts. The service ensures continuous improvement with workload migration, cloud environment configuration, built-in governance, security solutions, data protection, and monitoring with analysis. OTAVA's deep expertise in cloud security, compliance, and cost containment helps customers achieve contain costs, achieve regulatory compliance and agility, accelerate app delivery, scale and much



Azure Security & Compliance

- Azure Compliance Support (HIPAA, HITRUST, PCI, SOC 1&2, and more)
- Azure Threat Detection & Remediation
- 24/7/365 Azure Security Monitoring
- Client-Side Data Encryption & Data Integrity Authentication
- Server-Side Encryption (File System and/or Data)
- Networking Traffic Protection (Encryption, Identity, Integrity)



Azure Management & Monitoring

- 24x7x365 Performance, Cost, and Security Monitoring
- Expert Azure Support and Troubleshooting
- Cost Optimization and Right-Sizing
- Azure Patches and Updates
- Azure Identity Management (IAM)
- Backups and Disaster Recovery



Azure Adoption & Professional Services

- Azure Cloud Migration Services
- Azure Architecture & Design
- Cloud Readiness Assessment
- Cloud Training & Consulting
- Application Modernization
- New Services Adoption
- Infrastructure-as-Code (IAC) Architecture Design
- On-demand Engineering & Development Support

Learn More

OTAVA solves modern, critical challenges for their customers via sophisticated secure and compliant multi-cloud solutions aligned with industry standards and people-centered, best-in-class professional services built on the foundation of collaborative relationships.

When it comes to implementing cloud solutions, OTAVA knows one size doesn't fit all, so its team of IT professionals will help you along your journey to migrate and integrate your cloud solutions in adherence to the S.E.C.U.R.E.™ Framework.

Contact an OTAVA expert today to learn more by visiting otava.com.

**Is your organization
cloud-ready?**

**Access OTAVA's "Cloud Ready
or Not? Assessment" today
to gain insight into where
your teams could gain
immediate value.**

OTAVA