Microsoft

FIRST DISTRIBUTION™
Epsidon Technology Holdings

MASTERING THE CLOUD

A Comprehensive Guide to Microsoft Azure

TABLE OF CONTENTS

Microsoft

Introduction

Welcome to the comprehensive guidebook for Microsoft Cloud resellers, dedicated to First Distribution and the dynamic world of Azure! As technology continues to revolutionise the way businesses operate, cloud computing has emerged as a game-changer, empowering organisations to achieve unprecedented heights of efficiency, scalability, and innovation. At the heart of this transformation stands Microsoft Azure - a cloud platform that unlocks endless possibilities for both resellers and their valued customers.

In this guidebook, we embark on a journey to explore the ins and outs of Microsoft Cloud solutions through the lens of First Distribution, a pioneering leader in the distribution of cutting-edge technology products and services. Together, we'll uncover the myriad benefits, strategic advantages, and revenue-boosting opportunities that await resellers as they navigate the Azure landscape.

Whether you are a seasoned Microsoft Cloud reseller or just starting on this exciting path, this guidebook aims to equip you with the knowledge and tools needed to thrive in the ever-evolving cloud market. From understanding Azure's core features to leveraging First Distribution's expertise and resources, we'll delve into all aspects that can help you drive success and build lasting partnerships with your customers.

So, let's embark on this journey together - dive into the world of First Distribution and Azure, and unlock the potential to revolutionise your business and propel it to new heights of success in the thriving cloud ecosystem. Get ready to embrace innovation, enhance your expertise, and embark on a transformative experience that will shape the future of your business.

Welcome aboard!

Introduction to Microsoft Azure

Hey there! Imagine a vast, virtual world in the sky, where you can store your photos, videos, and files safely and access them from anywhere in the world. That's Microsoft Azure! It's like a magical cloud that can do amazing things for businesses and individuals, even if you're not a tech expert.

So, What is Microsoft Azure?

Microsoft Azure is a cloud computing platform created by Microsoft. But what's "cloud computing"? Think of it as a collection of powerful computers and services spread across the internet, just like a huge network of virtual machines and software. Azure provides various tools and services that let you do incredible things, like hosting websites, running apps, and analysing big data without having to own and maintain physical hardware.

What Can You Do with Azure?

Azure offers a wide range of capabilities for all sorts of needs, even if you're not a tech whiz. Here are some cool things you can do with Azure:

1. Store and Share Data:
You can use Azure to store your digital goodies, like pictures, videos, and documents, securely in the cloud. You can also share them with friends or colleagues, making it easier to collaborate on projects.

2. Create Websites and Apps:
With Azure, you can build and host your websites and web apps without worrying about the technical stuff. It's like having your own virtual playground for creativity!

3. Powerful AI and Machine Learning:
Azure has smart tools that can learn from data and make predictions, just like your favorite storybook character with magical powers.

4. Protect Your Stuff:
Azure takes security seriously. It's like having a superhero shield around your data, protecting it from hackers and other threats.

5. Scale Your Business:
If you have a business, Azure can help you grow and reach more customers. It's like having a rocket booster for your success!

Why Should You Care?

Even if you're not a tech expert, Azure can make your life easier and more fun. It can save you time, help you be more productive, and even turn your ideas into reality without needing to be a computer genius.

Whether you're a student, a business owner, or just someone who loves exploring new possibilities, Azure has something for you. It's like having a magic box full of tools and services that can make your digital life better and more exciting.

So, don't be intimidated by the tech jargon. Microsoft Azure is here to make your digital world a little brighter and more magical, no matter who you are!

Microsoft Competencies:

Microsoft Azure competencies refer to specialised areas of expertise that Microsoft recognises and awards to partners who have demonstrated a high level of proficiency and success in delivering solutions and services within specific Azure-related domains. These competencies serve as a recognition of a partner's capabilities and commitment to delivering top-notch solutions in the Microsoft Azure ecosystem.

Some of the common Azure competencies include:

1. **Azure Cloud Platform:**
   This competency recognises partners who have demonstrated expertise in delivering solutions and services on the Azure cloud platform. Partners with this competency have a deep understanding of Azure infrastructure, networking, and application development on Azure.

2. **Azure Apps and Infrastructure:**
   This competency is for partners who specialise in deploying and managing applications and infrastructure on Azure. It covers areas like virtual machines, networking, storage, and application services.

3. **Azure Data and AI:**
   This competency is for partners who excel in providing data-related solutions on Azure, including data analytics, machine learning, artificial intelligence, and data management.

4. **Azure DevOps:**
   This competency focuses on partners who are skilled in implementing and leveraging Azure DevOps tools and practices to enable continuous integration, continuous delivery, and automated software development.

5. **Azure Security:**
   This competency is for partners who demonstrate a strong understanding of Azure security services and best practices. They help customers secure their Azure environments and protect against threats.

6. **Azure IoT:**
   This competency is awarded to partners who specialise in designing and implementing Internet of Things (IoT) solutions using Azure IoT services.

7. **Azure Migration:**
   This competency recognises partners who have expertise in helping customers migrate their applications and workloads to Azure, ensuring a smooth and successful transition.

8. **Azure Virtual Desktop:**
   This competency focuses on partners who can deploy and manage Windows Virtual Desktop solutions to provide virtual desktop infrastructure to customers.

Achieving these competencies involves meeting certain requirements, such as having a specified number of certified professionals on the team, demonstrating successful customer projects, and meeting specific revenue or consumption thresholds related to the respective competency.

By attaining these Azure competencies, partners gain various benefits, including access to specialised support, marketing resources, co-selling opportunities with Microsoft, and enhanced visibility in the Microsoft Partner Network.

Differentiate your organisation

Demonstrate your organisation's proven capabilities to customers with easily identifiable badging.

LEARN NOW

Discover solution areas to scale your business

Microsoft solution areas are your greatest opportunity to scale to meet customer needs—and the best way for customers to identify your capabilities.

FIND OUT MORE

Take advantage of the Solutions Partner benefits guide

With the benefits guide, discover go-to-market services, co-sell eligibility, and skilling and sales enablement resources to help your business thrive.

READ HERE

Understanding cloud computing

Cloud computing is like having a virtual world of powerful computers and services connected through the internet. Instead of storing your stuff on your own computer or phone, you can use the magical cloud to save and access your digital goodies anytime, anywhere.

It's just like having a big, invisible backup that you can trust to keep your important stuff safe. You don't need to worry about running out of space on your device because the cloud has plenty of room for all your memories and projects.

Even better, cloud computing lets you do amasing things without having to be a tech expert. You can create websites, run apps, and use smart tools that learn from data, all without needing fancy hardware or special skills.

So, next time you hear about cloud computing, remember it's like having a magical storage box in the sky that makes your digital life easier and more exciting!

Understand Azure Licensing Models

Before diving into the toolkit, it's crucial to understand the different licensing models available in Azure. The primary licensing models are:

a. Pay-As-You-Go:

It's similar to how you pay for your electricity or water bill, where you only pay for the amount you consume.

In the case of Azure PAYG, you get access to a wide range of cloud services provided by Microsoft, such as virtual machines, databases, storage, and more. You don't need to commit to any specific contract or long-term plan. Instead, you only pay for the resources you actually use during a specific period, usually on an hourly basis.

Think of it as ordering food at a restaurant. You select the dishes you want to eat, and you're charged based on what you ordered when you receive the bill. Similarly, in Azure PAYG, you choose the cloud services you need, and you're charged based on the quantity and duration you use them.

This model is excellent for businesses or individuals who have fluctuating or unpredictable needs. It allows you to scale up or down easily based on demand. If you have a short-term project or don't know how much cloud resources you'll need, this model provides flexibility without any long-term commitments.

Keep in mind that while Azure PAYG offers convenience and flexibility, it might be more expensive in the long run compared to other licensing models, such as Azure Reservations or Enterprise Agreements, if you have consistent and predictable usage patterns. So, it's essential to choose the licensing model that best aligns with your specific needs and usage patterns.

b. Azure Subscription:

Imagine Azure is like a digital supermarket that provides various services and products to help people with their online needs, like storing data, running websites, or making applications. In this digital supermarket, you need to become a member to start using the services, and that's what an Azure subscription is.

An Azure subscription is like becoming a member of this digital supermarket club. When you sign up for an Azure subscription, you get access to a wide range of services, just like how a club member can access all the products in the supermarket. These services include things like creating virtual computers, databases, cloud storage, and much more.

Now, just like in a supermarket, the things you pick from the shelves cost money. In Azure, the services you use also have costs associated with them. Some services might have fixed prices, like buying a specific product in the supermarket, while others might have charges based on how much you use them, like paying for the amount of electricity you use at home.

The nice thing about being an Azure club member is that you can choose how you want to pay for these services. You can either pay as you go, just like buying products whenever you need them, or you can commit to using specific services for a longer time, which often gives you a discount, like buying in bulk at the supermarket.

So, an Azure subscription is like being part of a digital supermarket club, where you get access to a variety of online services, and you can choose to pay as you go or commit for a longer time to get better deals. It's all about flexibility and getting the right services you need to build and run your digital projects smoothly.

c. Enterprise Agreements (EAs):

Imagine you're a big company, and you want to use Microsoft's Azure cloud services to run your business applications and store data securely. Instead of paying for each service separately and keeping track of multiple bills, you can sign an Azure Enterprise Agreement with Microsoft.

An Azure Enterprise Agreement is like a big deal or contract between your company and Microsoft. It's like when you sign up for a phone plan with a specific carrier. With this agreement, you commit to using Azure services for a specific period, usually three years.

Here's what you get with an Azure Enterprise Agreement:

1. **Cost Savings:**
   Just like when you buy things in bulk, an EA gives you discounts for committing to use Azure services for a more extended period. The more services you commit to, the bigger the discount.

2. **Flexibility:**
   You get more flexibility in using Azure services. You can add or remove services as your needs change without starting a new contract for each change.

3. **Simplified Billing:**
   Instead of receiving separate bills for each service, you'll get one single invoice. It's like getting a bundled bill for all your phone lines and internet services instead of separate bills for each.

4. **Support Options:**
   EAs often include additional support options, so if you run into any issues or need help, you can get it faster and more efficiently.

5. **Centralised Management:**
   If your company has multiple teams or departments using Azure, an EA allows you to manage everything centrally. It's like having one person in charge of handling all the phone and internet services for your whole company.

6. **Consolidated Purchasing:**
   If you have subsidiaries or affiliated companies, you can include them in the EA, making it easier to handle their Azure services under the same agreement.

Overall, an Azure Enterprise Agreement is designed to simplify and streamline how large organisations use and pay for Azure services, providing cost savings, flexibility, and centralised management.

Keep in mind that EAs are most suitable for larger organisations with substantial and consistent Azure usage. For smaller businesses or those with varying needs, other licensing models like Pay-As-You-Go or Azure Subscriptions might be more appropriate.

d. Azure Reservations:

Imagine you are planning a trip to your favorite amusement park. Instead of buying tickets at the gate, you have the option to purchase a "Season Pass" in advance. The Season Pass allows you to visit the amusement park as many times as you want for a fixed duration, like one year or three years. Because you bought the Season Pass upfront, the amusement park offers you a significant discount compared to buying individual tickets each time you visit.

Now, let's apply this concept to Azure Reservations:

In the Azure cloud, you use various services like virtual machines, databases, and other resources. Normally, you pay for these services based on how much you use them (like buying individual tickets each time). But with Azure Reservations, you have the opportunity to commit to using a specific resource (e.g., a virtual machine) for a certain period, like one year or three years. By making this commitment upfront, you receive a substantial discount on the regular pay-as-you-go price.

Here's how it works:

1. You identify the resource (e.g., a virtual machine) that you expect to use regularly over a specified duration (1 or 3 years).

2. You purchase an Azure Reservation for that specific resource.

3. By doing this, you are reserving the right to use that resource for the agreed-upon time at a reduced cost.

4. Once the reservation is in place, you continue to use the resource just like before, but now you're paying the lower reserved price rather than the regular pay-as-you-go rate.

The cost savings from using Azure Reservations can be significant, especially if you have predictable and steady resource usage.

It's important to note that the savings apply to the specific resource you reserved, and you are still billed at regular rates for any additional usage that goes beyond the reserved capacity.

In summary, Azure Reservations is like purchasing a Season Pass for your favorite amusement park. It allows you to commit to using specific Azure resources for a set duration, giving you a big discount compared to the regular pay-as-you-go pricing. This can help you save money on your cloud usage, especially if you have a clear idea of the resources you'll need over an extended period.

e. Bring-Your-Own-License (BYOL):

Imagine you have a favorite video game that you love to play on your gaming console. Now, let's say you want to play the same game with your friends at a gaming arcade. The gaming arcade already has the same game, but instead of buying it again, you bring your own copy of the game from home to play on their gaming machines.

In the world of cloud computing, the BYOL model is quite similar. When you want to use certain software applications or services in the cloud (specifically in platforms like Microsoft Azure or Amazon Web Services), you often have the option to use licenses you already own for those applications. This means you don't have to purchase a new license from the cloud provider; you can "bring your own license" that you acquired before.

Here's a breakdown of BYOL in cloud terms:

1. **Software you own:**
   Let's say you've already purchased licenses for certain software products or services from a software vendor before deciding to move to the cloud.

2. **Cloud Provider Option:**
   When you decide to use cloud services, the cloud provider (e.g., Microsoft Azure) may offer you the option to use your existing software licenses on their cloud platform instead of buying new ones from them.

3. **Cost Savings:**
   The benefit of BYOL is that you can save money because you're not purchasing additional licenses from the cloud provider. You're essentially using what you already paid for.

4. **Compliance:**
   However, it's essential to make sure that the software vendor's licensing terms allow you to use their software in the cloud. Some software vendors may have specific rules about using their licenses in a cloud environment.

5. **Flexibility:**
   BYOL gives you flexibility. You can take advantage of cloud computing benefits without having to re-purchase licenses you already own.

Remember, BYOL is not always an option for every software product or cloud service, and the specific rules may vary from one software vendor to another. So, if you're considering moving your applications to the cloud, it's a good idea to check with the software vendors and the cloud provider to see if BYOL is possible and compliant with their licensing terms.

Utilise Azure Cost Management and Billing

"Imagine you have a magic piggy bank called 'Azure Cost Manager.' This special piggy bank helps you keep track of how much money you spend on your cloud toys, like virtual games and pictures you store on the computer.

1. **Counting Cloud Coins:**
   The Azure Cost Manager counts special coins called 'Cloud Coins' that you put inside. Each Cloud Coin represents some money you spend on your cloud toys.

2. **Tracking Your Cloud Toys:**
   When you play with virtual games or save pictures on the computer, the piggy bank keeps track of how many Cloud Coins you use.

3. **Setting Spending Goals:**
   You can tell your magic piggy bank how much you want to spend on cloud toys each month. It will help you remember when you're getting close to that amount.

4. **Spending Wisely:**
   The Azure Cost Manager gives you tips on how to spend your Cloud Coins wisely. It shows you which toys are using more coins, so you can decide if you still want to play with them or try something else.

5. **Saving Coins for Later:**
   Sometimes, you might want to save your Cloud Coins for later. The piggy bank helps you understand how much money you have left to spend whenever you want to play with your cloud toys again.

6. **Talking to Grown-Ups:**
   Your magic piggy bank also talks to your grown-ups, like mom and dad. It tells them how much you're spending on your cloud toys, so they can help you make good choices.

Remember, it's essential to use your Cloud Coins wisely, just like you would with your pocket money. So, whenever you play with your cloud toys, make sure to check your Azure Cost Manager piggy bank and see how many Cloud Coins you're using!" By using simple and relatable examples, you can begin to understand the basic concept of Azure Cost Management and Billing. Of course, the actual implementation and use of these tools are much more complex, but this explanation lays the foundation for introducing the topic in a easier way.

Leverage Azure Reservations for Cost Savings

Azure Reservations enable you to save costs by committing to a specific resource for a 1- or 3-year term. You can reserve virtual machines, databases, and other services. The toolkit should cover:

To purchase Azure Reservations through distribution, you will need to work with a Microsoft Cloud Solution Provider (CSP) partner. CSP partners are authorized by Microsoft to resell Azure services and can assist you in buying and managing your Azure Reservations.

Here's the process to purchase Azure Reservations through distribution:

1. Find a Microsoft CSP Partner:
Start by finding a Microsoft Cloud Solution Provider (CSP) partner in your region. You can search for CSP partners on the Microsoft website or get recommendations from other businesses using CSP services.

2. Discuss Your Requirements:
Contact the CSP partner and discuss your cloud infrastructure needs, including the specific Azure resources you want to reserve. They will help you determine the most suitable reservation type (1-year or 3-year) and the quantity of reservations you need.

3. Get a Quote:
The CSP partner will provide you with a quote for the Azure Reservations based on your requirements. This quote will detail the number of reservations, the resource types, the term, and the total cost.

4. Review and Finalise the Quote:
Review the quote provided by the CSP partner, ask any questions you may have, and make sure everything aligns with your needs. Once you are satisfied, finalise the purchase agreement with the CSP partner.

5. Payment and Activation:
Make the payment to the CSP partner for the Azure Reservations. Once the payment is processed, the CSP partner will help you activate the reservations on your Azure subscription.

6. Manage and Monitor Reservations:
After the reservations are activated, you can view and manage them through the Azure portal or the Azure Cost Management and Billing service. You will see the discounted pricing applied to the resources covered by the reservations.

7. Renewal and Support:
Azure Reservations purchased through a CSP partner typically have a defined term (1-year or 3-year). Your CSP partner will work with you to ensure timely renewal before the expiration date. They can also provide ongoing support and help with any changes or adjustments you may need during the reservation term.

By working with a Microsoft CSP partner, you can benefit from their expertise in Azure services, licensing, and cost optimisation. They can guide you through the process, help you make informed decisions, and provide ongoing support to ensure you maximise the cost savings and benefits of Azure Reservations.

How to manage reservations and assign them to resources

Managing Azure reservations and assigning them to resources is like having special tickets for your favorite amusement park rides. Let's break it down:

1. **Getting Special Tickets:**
   When you buy a ticket to the amusement park, you can either get a regular ticket or a special ticket called a "Reservation Ticket." The Reservation Ticket allows you to go on your favorite rides at a discounted price.

2. **Choosing the Right Rides:**
   You have different types of rides at the amusement park, like roller coasters, carousels, and bumper cars. Similarly, in Azure, you have various resources like virtual machines, databases, and other services that you use for your computer stuff.

3. **Buying Reservation Tickets:**
   If you know you'll be using specific resources a lot, you can buy a Reservation Ticket for that resource. This means you pay for the resource in advance, but you get a discount, just like buying a cheaper ticket for your favorite roller coaster.

4. **Using Your Reservation:**
   Now that you have your Reservation Ticket, when you want to go on a ride (use a resource), you show your ticket, and you get to enjoy the ride at the discounted price.

5. **Seeing Your Savings:**
   With your Reservation Ticket, you'll see the discounted price for the resource on your receipt (bill) when you leave the park (end of the month).

6. **Moving Around:**
   Sometimes, you might change your mind and want to go on a different ride (use a different resource). No problem! You can use your Reservation Ticket for any ride of the same type that you reserved. For example, if you reserved a roller coaster, you can use it for any roller coaster in the park.

7. **Checking Your Ticket:**
   Before you get on a ride, you can check your ticket to see how many rides you have left (how much you've used your reservation). If you run out of rides on the ticket, you'll need to use the regular ticket (pay the regular price) until your Reservation Ticket renews.

8. **Renewing Your Ticket:**
   At the end of the year (or three years if it's a long ticket), you can get a new Reservation Ticket for your favorite rides. It's like buying another ticket to the park but with more discounts.

So, managing Azure reservations is like having special tickets for your most-loved amusement park rides. It helps you save money on resources you know you'll be using a lot, just like getting discounted rides with your Reservation Ticket.

Manage Azure Subscriptions Effectively

Large organisations often have multiple Azure subscriptions, making it essential to manage them efficiently.

a. Best practices for organising and naming subscriptions

Organising and naming Azure subscriptions is essential for effective management, control, and security of your cloud resources. Here are some best practices to consider:

1. Purpose-Based Naming:
Use descriptive names that clearly indicate the purpose or project associated with each subscription. Avoid generic names or abbreviations that may not be easily understood later on.

Example: "Marketing-Website" or "Dev-Test-Environment."

2. Avoid Long Names:
While being descriptive is crucial, try to keep the subscription names relatively short and concise. Long names can become unwieldy and challenging to manage.

3. Consistent Naming Conventions:
Establish a consistent naming convention across all your subscriptions. This makes it easier to search for and identify specific subscriptions when you have many of them.

4. Use Tags for Additional Information:
In addition to names, use tags to add more details about each subscription, such as the department, owner, or cost center. Tags provide extra metadata for better organisation.

5. Group by Environment or Lifecycle:
If you have different environments like development, testing, staging, and production, consider grouping subscriptions accordingly. This helps to distinguish and manage resources based on their lifecycle stages.

6. Leverage Azure Policy:
Utilise Azure Policy to enforce naming conventions and tagging standards across your organisation. This ensures consistency and helps prevent misnamed or mismanaged subscriptions.

7. Logical Separation for Security:
Consider separating subscriptions based on security requirements. For example, critical applications or sensitive data might be better off in a dedicated subscription with stricter access controls.

8. Limit Resource Count per Subscription:
Avoid putting too many resources in a single subscription. If you have too many resources, it can become challenging to manage and control access effectively.

9. Centralised Billing:
Group subscriptions that belong to the same billing entity under a management group or enterprise agreement. This simplifies billing and reporting for those subscriptions.

10. Regular Review and Cleanup:
Perform regular reviews to check if subscriptions are still necessary and relevant. Remove any unused or deprecated subscriptions to keep your environment clean and organised.

11. Role-Based Access Control (RBAC):
Implement RBAC to control access to subscriptions and resources. Limit permissions to only those who need them to avoid unauthorised changes or access.

12. Documentation:
Maintain documentation that explains the purpose and ownership of each subscription. This helps newcomers understand the organisation's Azure environment better.

By following these best practices, you can create a well-organised and manageable structure for your Azure subscriptions, making it easier to manage, secure, and optimise your cloud resources effectively.

b. Guidelines for implementing RBAC (Role-Based Access Control) to control access

Organising and naming Azure subscriptions is essential for effective management, control, and security of your cloud resources. Here are some best practices to consider:

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By following these best practices, you can create a well-organised and manageable structure for your Azure subscriptions, making it easier to manage, secure, and optimise your cloud resources effectively.

c. Strategies for consolidating or segregating subscriptions based on requirements

Implementing RBAC (Role-Based Access Control) in Azure is like having different levels of access cards in a building to control who can enter different rooms. Here's a simple guideline in layman's terms:

1. Different Access Cards:

Imagine you have a big building with many rooms. To enter each room, you need a special access card. Each access card allows you to do different things in the rooms. Some cards let you open all doors, some only specific rooms, and some only allow you to look inside without touching anything.

2. Azure Resources as Rooms:

In Azure, think of your cloud resources (like virtual machines, databases, or storage) as rooms in the building. Each resource is like a different room with its own stuff inside.

3. Roles as Access Cards:

In Azure RBAC, roles are like different access cards. Each role has certain permissions that define what you can do with the resources (rooms). Some roles give you full control (like an admin card), some let you manage specific resources (like a room manager card), and some only allow you to see what's happening (like a viewer card).

4. Assigning Roles to People:

Just like you give access cards to specific people, you assign roles to different users or groups in Azure. For example, your IT manager might get the admin card to control everything, while your developers might get room manager cards to manage specific resources, and your testers might get viewer cards to see what's happening but not change anything.

5. Controlling Access:

By assigning roles carefully, you control who can access and do what in the different resources (rooms). This helps keep your Azure environment secure and organised.

6. Easy Changes:

If someone's role needs to change, you can easily give them a different access card (role) without changing the locks (resource permissions) on the doors (resources).

7. Avoiding Unauthorized Access:

With RBAC, you make sure only the right people have access to specific resources. This prevents unauthorised changes or mishaps in your Azure environment.

By implementing RBAC in Azure, you create a well-organised and secure environment, just like controlling access to different rooms in a building with various access cards. It allows you to manage who can do what, where, and keeps your cloud resources safe and under control.

Monitor and Optimise License Utilisation

It's essential to keep track of license usage to avoid unnecessary costs. The toolkit should cover:

a. How to use Azure Advisor to review license recommendations.

Using Azure Advisor to review license recommendations is like having a helpful advisor who gives you suggestions on how to save money while using your favorite apps and games. Let's break it down in layman's terms:

1. Meet Your Azure Advisor:
Imagine you have a friendly advisor who knows a lot about the apps and games you use on your computer (in this case, the cloud services in Azure). This advisor is called "Azure Advisor."

2. Saving Money Tips:
Your advisor is always looking out for you and wants to help you save money. It knows the best ways to use your apps and games efficiently without spending too much money.

3. Finding the Best Deals:
Azure Advisor checks all the cloud services you use and looks for special deals and ways to get discounts on certain services.

4. License Recommendations:
One thing your advisor does is check if you have the right licenses for your apps and games (in this case, the Azure services). It suggests the best type of license that suits your needs and might save you money.

5. Using What You Already Have:
Sometimes, your advisor notices that you already have a special license for a service, just like you already have a coupon for your favorite ice cream flavor. It reminds you to use that license instead of buying another one to save money.

6. Easy-to-Understand Advice:
Azure Advisor doesn't speak in complicated computer language. It explains everything in simple terms, so you can understand the recommendations and make smart decisions.

7. Checking Regularly:
Your advisor is always there to help. It regularly checks if there are any new recommendations or changes that could save you even more money.

8. Being a Money-Saving Buddy:
Ultimately, Azure Advisor is like having a buddy who helps you make the most of your cloud services while being mindful of your budget. It wants you to have a great experience without overspending.

So, by using Azure Advisor to review license recommendations, you have a friendly guide who looks for the best deals, helps you use what you already have, and ensures you're making the most cost-effective choices while using Azure cloud services.

b. Monitoring license utilisation for services like Azure Active Directory Premium, Azure Information Protection, etc.

Quick sizing tool

CLICK HERE

Technical Pieces

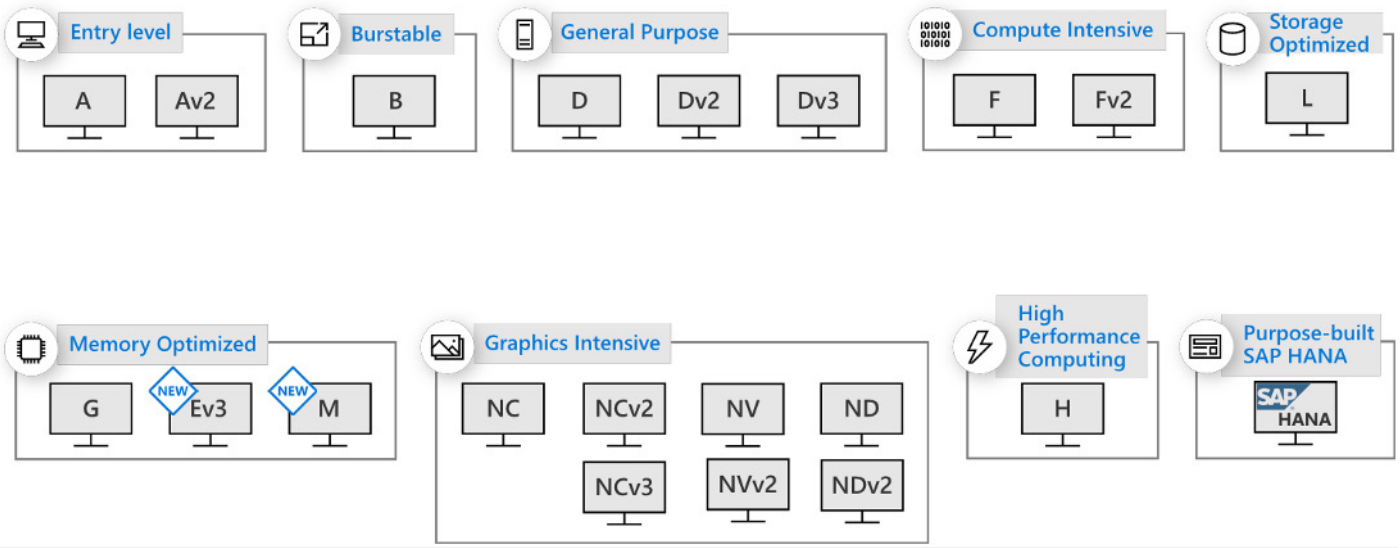
- Quick technical overview
- VM migrations
- VM lift and shift
- Any technical information pertinent to a customer understanding the benefit of computing via Azure

Deployment options:

Databases:

SQL virtual machines	Managed instances		Databases	
Best for migrations and applications requiring OS-level access	Best for most lift-and-shift migrations to the cloud		Best for modern cloud applications. Hyperscale and serverless options are available	
SQL virtual machine	**Single instance**	**Instance pool**	**Single database**	**Elastic pool**
• SQL Server and OS server access • Expansive SQL and OS version support • Automated manageability features for SQL Server	• SQL Server surface area (vast majority) • Native virtual network support • Fully managed service	• Pre-provision compute resources for migration • Enables cost-efficient migration • Ability to host smaller instances (2Vcore) • Fully managed service • In public preview	• Hyperscale storage (up to 100TB) • Serverless compute • Fully managed service	• Resource sharing between multiple databases to price optimize • Simplified performance management for multiple databases • Fully managed service

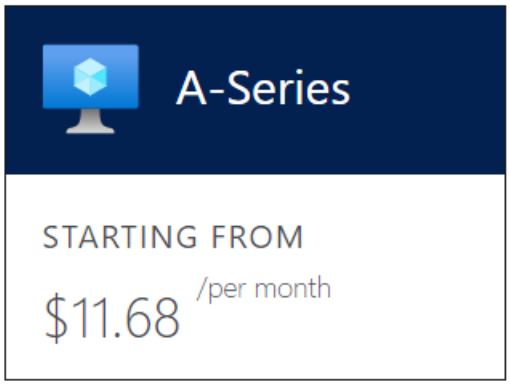
VMs:



Virtual Machine Series

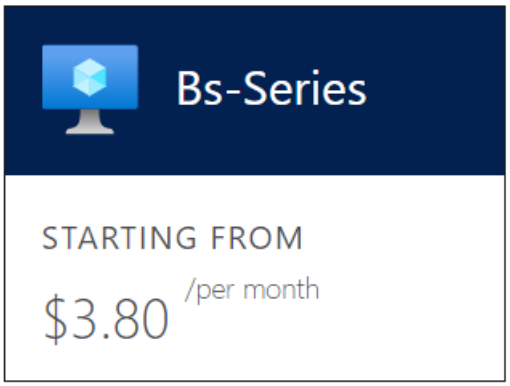
A-Series

Entry-level VMs for dev/test



B-Series

Economical burstable VMs

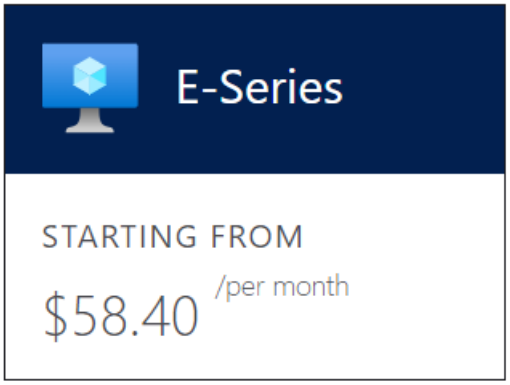


D-Series

General purpose compute

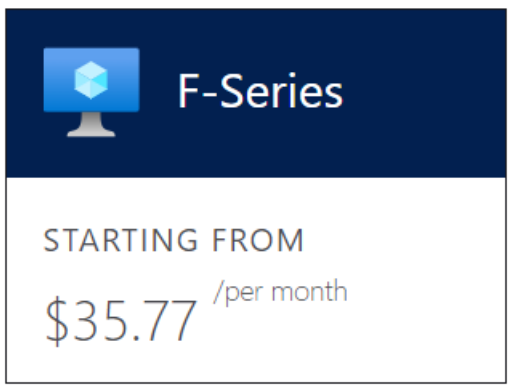
E-Series

Optimised for in-memory applications



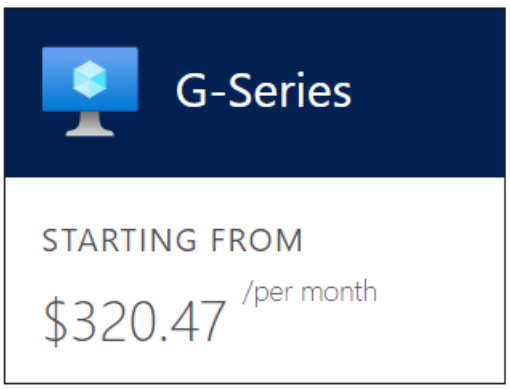
F-Series

Compute optimised virtual machines



G-Series

Memory and storage optimised virtual machines



Virtual Machine Series

H-Series

High Performance Computing virtual machines

H-Series

STARTING FROM

$581.08 /per month

L-Series

Storage optimised virtual machines

Ls-Series

STARTING FROM

$455.52 /per month

M-Series

Memory optimised virtual machines

M-Series

STARTING FROM

$1,121.28 /per month

Mv2-Series

Largest memory optimised virtual machines

Mv2-Series

STARTING FROM

$16,286.30 /per month

N-Series

GPU enabled virtual machines

N-Series

STARTING FROM

$657 /per month

FIND OUT MORE

Storage:

Types:

Disk storage

Premium
Standard

Reliable, persistent, high performing storage for Virtual Machines

Object storage

Azure Blobs

Secure, centralized storage target for backup/disaster recovery

File storage

Azure Files
Azure NetApp Files

Lift and shift of legacy applications that require file shares to the cloud

Data transport

Azure Import/Export
Azure DataBox

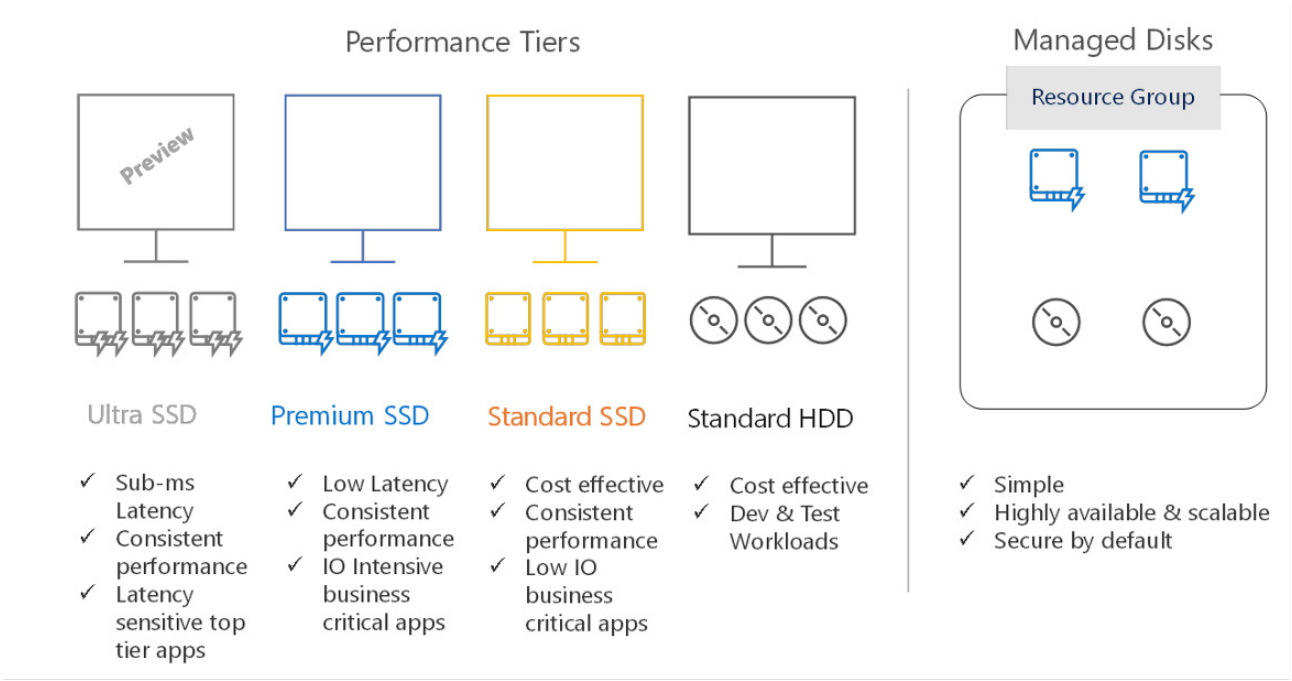
Move or migrate data into Azure

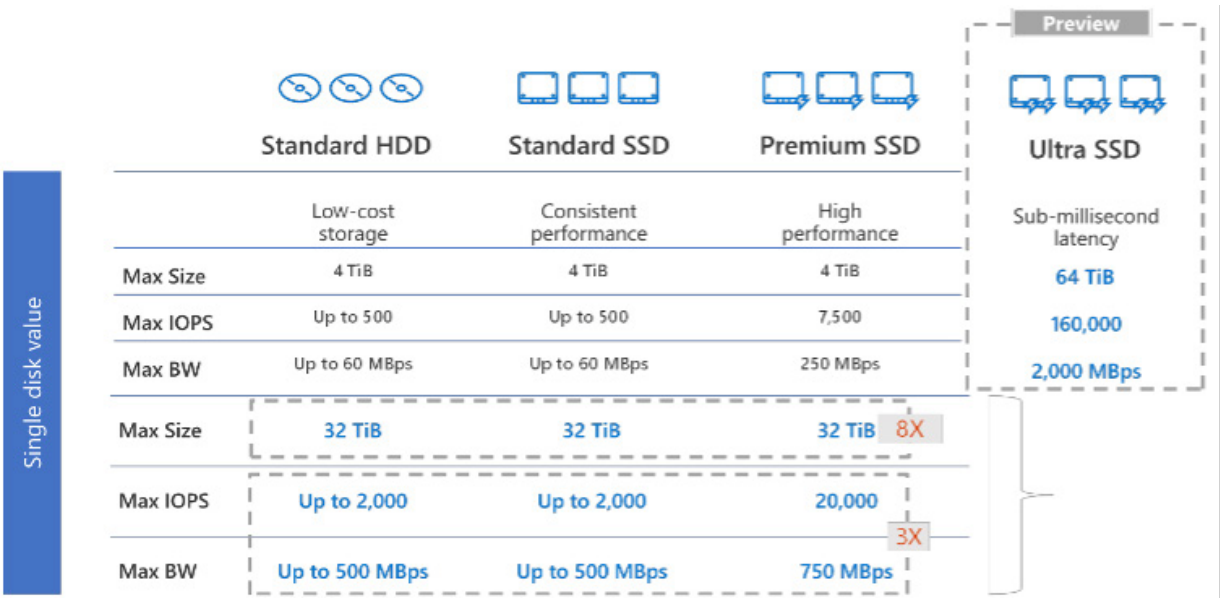
Hybrid storage

Azure StorSimple
Azure File Sync
Avere*

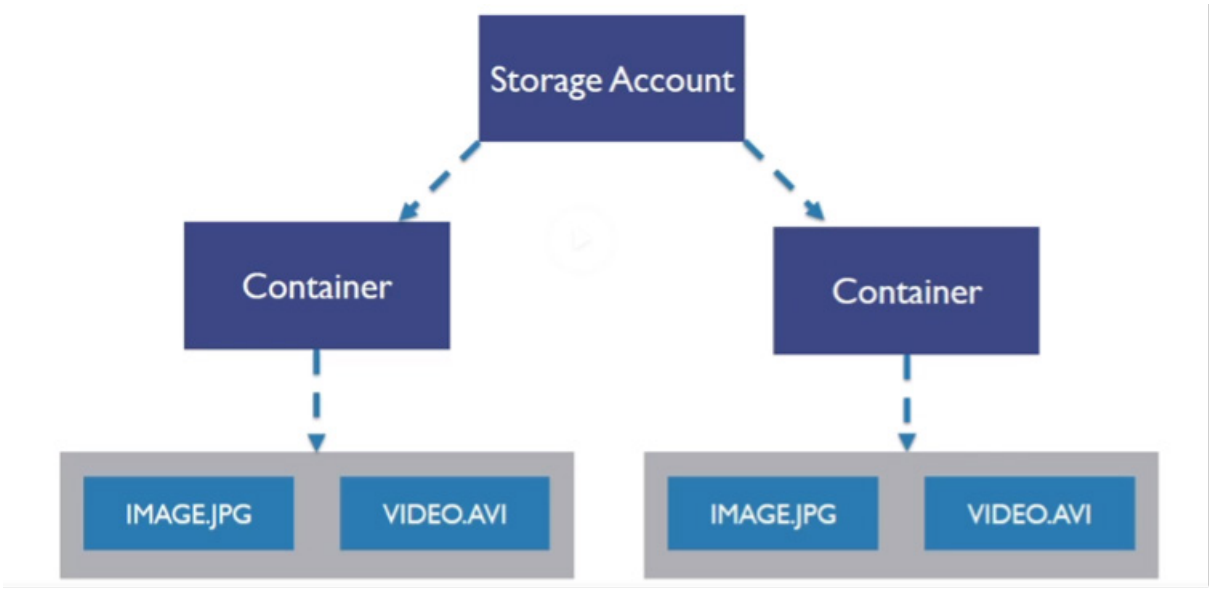
Secure, intelligent data tiering between on-premises and cloud storage

Managed Disks:

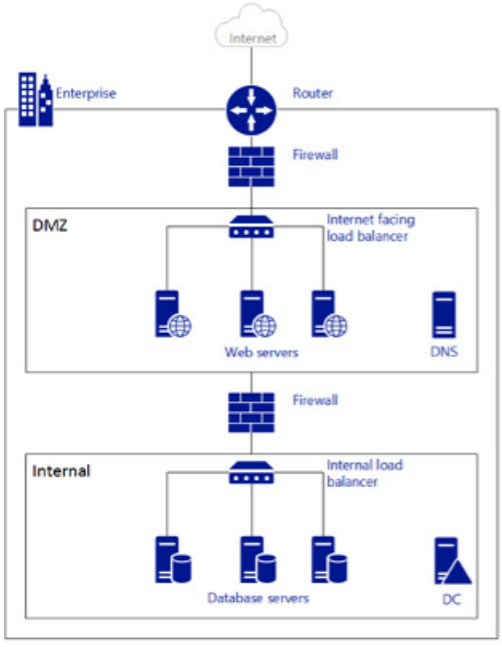


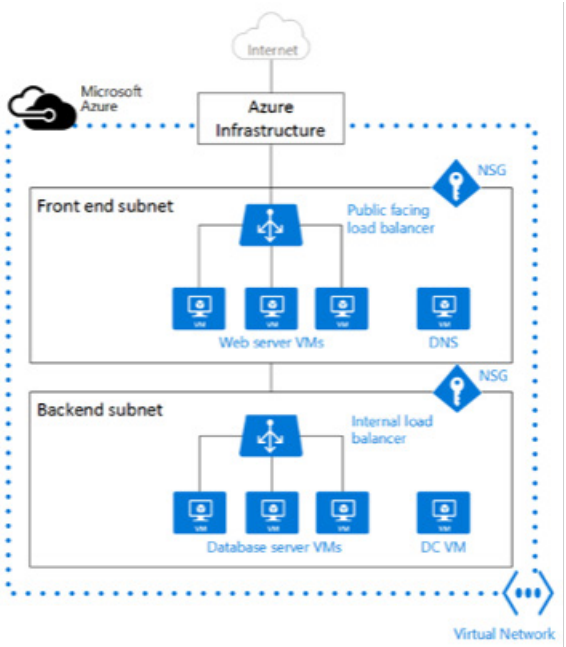


Blob Storage:



On-prem vs. Azure Network





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