



The business case for the cloud:

4 reasons businesses should make the move





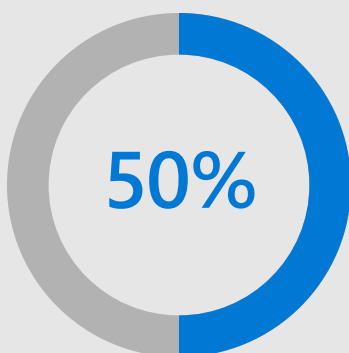
Our challenge is to empower people to achieve a product launch pace unprecedented in 104 years. We see the collaboration tools in Microsoft 365 as essential for our business transformation.

Simon Sproule
Vice President and CMO,
Aston Martin Lagonda¹

Introduction

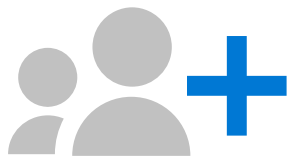
As global competition heats up and customers demand of greater innovation, businesses are adopting cloud services at an increasing pace. A survey of almost 1,000 IT professionals found that more than half of enterprises now spend over \$1.2 million annually on public cloud services.² Companies are turning to the cloud because it lets them:

- Improve security by making use of the massive investments and dedicated expertise of cloud providers.
- Lower total cost of ownership and improve return on investment in technology.
- Reduce the cost and complexity of managing IT infrastructure through the elimination of on-premises datacenters.
- Innovate with agility, rapidly experimenting with new solutions without having to deploy new capital-intensive hardware and software.



Benefits such as these are why Forrester predicts that, in 2018, more than 50 percent of global enterprises “will rely on at least one public cloud platform to drive digital transformation and delight customers.”³ Let’s look at how your business can compete more effectively by using cloud services.

Why businesses should make the move



Reason 1

Improved teamwork drives creativity and efficiency



Reason 2

Increased ROI



Reason 3

Stronger security and compliance

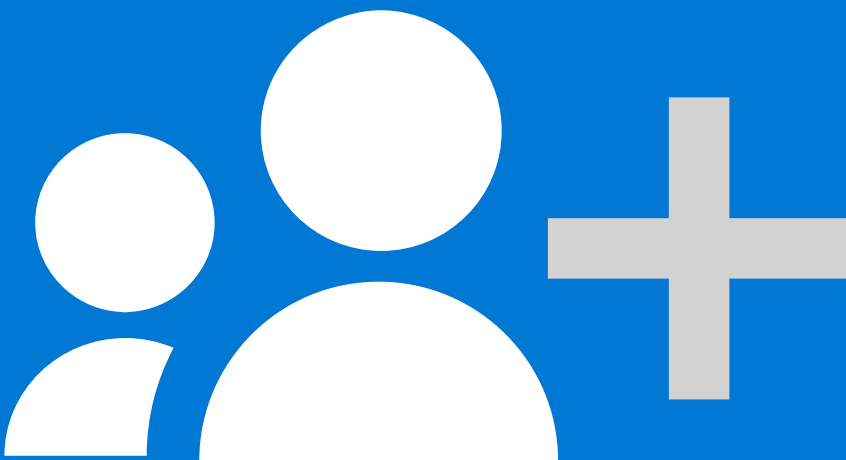


Reason 4

Simplified and agile IT management

Reason 1:

Improved teamwork drives creativity and efficiency



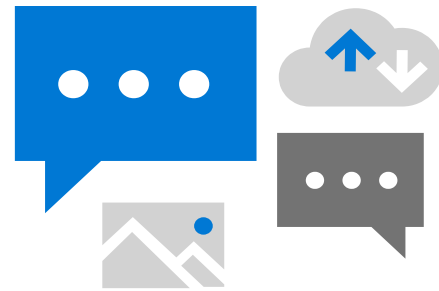


We chose Office 365 to replace about 30 tools in our environment. Now we have one productivity platform that matches how we love to work: fast, connected, and mobile.

Bill Hall

*Director of Service Desk Operations,
Rackspace⁴*

Flexible, mobile-enabled workplace technology is no longer “nice to have.” Employees in a modern workplace expect it. Additionally, organizations need to innovate faster to outpace the competition, requiring increased creativity and collaboration.



The cloud simplifies these efforts by providing ready-to-use tools wherever users are. From field service personnel accessing the knowledge they need from anywhere or a distributed product development team working together across geographies and time zones, cloud productivity solutions empower everyone to give their best. Employees can ask questions and get answers quickly from across the organization using digital teamwork hubs, enabling community-based solutions and speeding time to market. They can access familiar tools whether they are at work, at home, or on the road, so they can work when and where they can have the greatest impact.

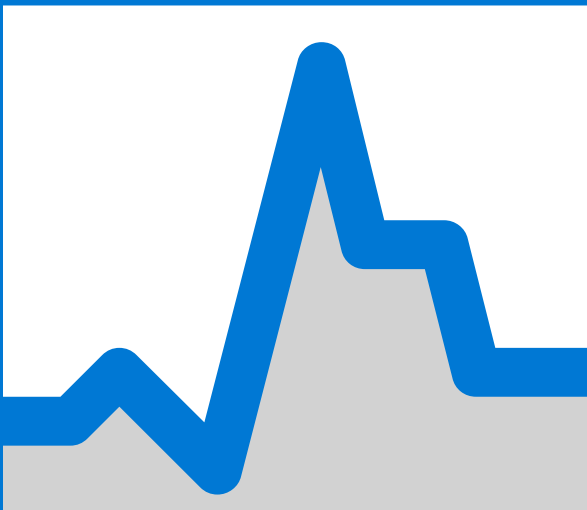
Microsoft Teams centralizes the most important collaboration tools with built-in access to SharePoint; Office apps like Word, Excel, PowerPoint, and OneNote; Power BI; and a rich library of third-party integrations.

Employees can see notifications easily and begin work on any shared team document quickly, regardless of where they are. They can access and edit documents securely from their mobile devices. Each person can contribute their best effort to the team, anywhere and anytime.

These expanded capabilities for team collaboration add up to real bottom-line benefits. The Total Economic Impact™ (TEI) Of Microsoft Office 365 by Forrester Research highlights the benefits of cloud services for teamwork⁵. The companies surveyed cited higher levels of productivity for all workers, especially their mobile workforce, and those employees dependent on data to make decisions. Improved process efficiency saved the composite organization featured in the Forrester study more than \$150,000 over three years.

Reason 2:

Increased ROI



Reason 1:
Improved teamwork drives
creativity and efficiency

Reason 2:
Increased ROI

Reason 3:
Stronger security and compliance

Reason 4:
Simplified IT management
and increased agility



We are saving more than \$411,000 annually in licensing costs by retiring our previous service and using OneDrive, which comes with Office 365 at no extra cost to us."

Bill Hall

*Director of Service Desk Operations,
Rackspace⁶*

When evaluating the associated costs of infrastructure, administration, and third-party point solutions required for full capabilities, it becomes clear that cloud deployments can significantly reduce total cost of ownership, as compared to installations on-premises. For example, the 2014 Forrester study found that Office 365 provides, on average:



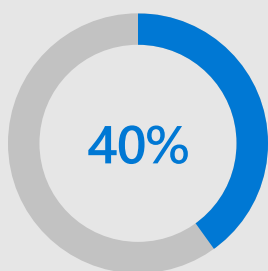
156% return on investment



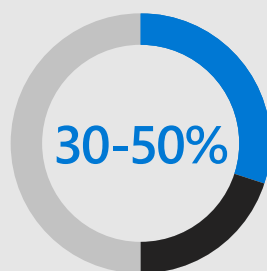
Net present value per user of \$2,800



A payback period of just 6.7 months



Administration costs



Deployment costs

Organizations typically saved 40 percent on administration costs, cut deployment costs by 30 to 50 percent, and achieved substantial infrastructure-related cost savings.⁷

Reason 3:

Stronger security and compliance





It gives me peace of mind to know that a large company like Microsoft is applying their high level of threat research and innovation to their cloud services; it means that my team and I can focus our efforts on protecting our customers and creating new products, which is, after all, why we are in business.

Jeff Schilling
Chief Security Officer,
Armor⁸

The purpose-built, expertly managed infrastructure of cloud services can enable much higher levels of security than most organizations can achieve using on-premises systems. The Forrester TEI™ study showed that organizations using Office 365 reduced data breaches by 73 percent. Moving to the cloud also frees your IT team from security patching and updates so they can focus on adding value. For example, Microsoft 365 includes Enterprise Mobility + Security, which offers the following features:



Advanced Threat Analytics and Azure Advanced Threat Protection deploy advanced intelligent protection to identify breaches and protect against cyberthreats with machine learning-powered behavioral analytics.



Microsoft Intune can manage user access to your enterprise network and monitor mobile devices, apps, and PCs from the cloud.



Multi-factor authentication provides an extra layer of protection by authenticating users of your company's apps and data.



Microsoft Identity Manager protects and manages identities and all access to your network with automated workflows and self-service features.



\$1+ billion annual investment in security across products and cloud services.



The most comprehensive set of certifications and attestations of any cloud provider.



Microsoft 365 has built-in security capabilities, such as data loss prevention policies, multi-factor authentication.

Businesses have the option to configure advanced, deeper security features to protect sensitive corporate data. Using Office 365 Message Encryption capabilities, manufacturers can ensure that trade secrets and proprietary information remain secure and protected across the enterprise.

The security benefits of Information Rights Management in Office 365 applications and services enable company officials to share information securely. It retains native security features that live with documents and data even after they have left the organization's direct control.

Compliance is another risk-related challenge that can be helped by cloud services. The ability to manage documents and business processes in an integrated fashion using cloud services can reduce cost and complexity while helping you stay up to date with the latest requirements. Forrester Research found that organizations were able to reduce compliance-related costs by 7 percent using Office 365.⁹



Reason 1:
Improved teamwork drives
creativity and efficiency

Reason 2:
Increased ROI

Reason 3:
Stronger security and compliance

Reason 4:
Simplified IT management
and increased agility

Reason 4:

Simplified and agile IT management





Using technology to collaborate, share, and access data is critical for employees to feel like they can deliver the best experience for customers. That's the value we get from Microsoft 365.

Susan Doniz
Group CIO,
*Qantas Airways*¹⁰

Using IT resources wisely leaves more bandwidth for focusing on digital transformation initiatives. With cloud services in general, it becomes easier for IT professionals to deploy and manage new features, support mobile workers, and connect services together to create new capabilities.

With Microsoft 365, Windows 10 with Office 365 ProPlus is included, and you can scale up your user base and push updates, enjoying the comprehensive monitoring against cyberthreats, malware, and unauthorized users with Enterprise Mobility + Security running in the background.

IT departments free up time previously focused on maintaining servers, software, and manual updates. With Microsoft 365, cloud-based tools like Microsoft Intune monitor user access, manage mobile devices and apps, and monitor compliance of devices with your company's security requirements.

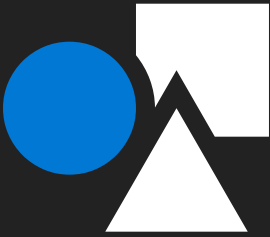
The 2014 Forrester TEI™ study found that the total number of resources required to maintain and grow productivity solutions was reduced, saving its composite organization more than \$1.42 million over three years.¹¹ And, with Microsoft managing the technology foundation, you can avoid disruptions and outages, backed by a financially guaranteed service level agreement.



Make your move to the cloud

Adopting new technology always presents challenges, but with cloud services it can be easier than you think. Forrester estimates that migration to the cloud is 30 to 50 percent less expensive than on-premises upgrades.¹² With Microsoft FastTrack, cloud migration is simplified further with support from best practices, tools, resources, and experts committed to making your experience with the Microsoft cloud a great one. [Get started with FastTrack.](#)

Businesses worldwide are realizing cloud services-driven benefits today: improved teamwork, increased ROI, and stronger security and compliance across the enterprise. As digital transformation becomes increasingly critical, the cloud is a key competitive advantage. Discover how Microsoft 365 can empower your employees, and enable you to profit in an increasingly fast-paced business world.



Resources

Try Microsoft 365 and discover the benefits of the cloud for your business >

Learn more about Microsoft 365 >

Learn how Microsoft keeps your data secure and private at the [Microsoft Trust Center](#)

Forrester, [Total Economic Impact of Microsoft Office 365 for Corporate Accounts](#)

¹ [Aston Martin drives into the next century with Microsoft 365.](#)

² [2018 State of the Cloud Report](#), RightScale, 2018

³ [Predictions 2018: Cloud Computing Accelerates Enterprise Transformation Everywhere](#), Forrester Research, 2018.

⁴ [Rackspace accelerates global collaboration and saves \\$411,000 with Office 365.](#)

⁵ [The Total Economic Impact \(TEI\) of Microsoft Office 365](#), Forrester Research, 2014.

⁶ Rackspace.

⁷ Forrester Research, 2014.

⁸ [Armor defends itself against security threats with Office 365, boosting productivity.](#)

⁹ Forrester Research, 2014.

¹⁰ [Qantas Airways uses Microsoft 365 to better connect airline personnel and people on the move.](#)

¹¹ Forrester Research, 2014.

¹² Ibid.

©2019 Microsoft Corporation. All rights reserved. Microsoft Windows, Windows Vista and other product names are or may be registered trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this document. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this document.