Technology is transforming business innovation

Technology shapes how businesses innovate and grow

Today, technology is crucial business strategy – from finding new ways to reach customers, to building new business models, to enhancing the productivity of your team and operations. Digital transformation shapes how businesses navigate their futures.

**Technology is a business disruptor**

Digital transformation encourages the disruption of markets, steadily decreasing the average lifespan of companies on the S&P 500 over time.

Companies that embrace digital transformation can manage increasing volatility regardless of their industry.

**Digital transformation happens in the cloud**

This disruption occurs because technology is changing faster than ever before. Breakthrough innovations in sensors, social media, apps and data are causing the volume of data to explode. Fortunately, the scale and economics of cloud computing make it possible to capture and harness data, creating new opportunities to innovate, grow faster, and achieve more than ever before.

Digital transformation and the cloud are intertwined. Studies show that companies that embrace the cloud grow faster than those who do not. It’s no wonder that in the near future almost all workloads will be based in the cloud.

- **91%** of business leaders see Digital Transformation as a way of sparking innovation and finding efficiencies\(^1\)
- **68%** say Digital Transformation is increasing profits\(^2\)
- **85%** say they must offer digital services or become irrelevant\(^3\)
- **64%** say they have less than 4 years to complete a Digital Transformation or they may go out of business\(^3\)

Azure is a leading cloud destination

Azure is the cloud that helps your customers turn ideas into solutions.

Build, deploy, and manage applications in the cloud, on-premises, and at the edge with heterogenous environments (Linux and Windows workloads).

Unique partner ecosystem for accelerated growth

Azure has built a portfolio of partner-driven solutions to help customers achieve more.

By integrating popular partner tools and frameworks, the Azure platforms enables customers to easily bring their existing workloads and tools to Azure and build the way that best serves their business.

Azure is the best cloud for Linux

Azure enables a seamless migration of Linux workloads through a platform of services.

Choose from a variety of Linux distributions, workloads, and fully managed open source databases on Azure. Compatibility with the latest open source extensions and tools helps streamline development.

Azure open source momentum

>50% of VM cores are Linux

>60% of Azure marketplace images are Linux-based

>47K customers using Azure open source databases

>100K Azure Data Studio instances with Azure open source database extensions

Leading global businesses run Azure on Linux

Adobe, HEINEKEN, SAMSUNG, KPMG, TOYOTA, bp, XEROX
### Azure and VMware together

Azure offers leading infrastructure and open-source databases that are built for where you are today and where your modernization takes you.

#### Best-in-class Linux infrastructure and tools
- Seamless migration to Linux and container offerings
- Built-in tools and support for existing software and hardware

#### Choice of open source databases
- Fully managed databases services for MySQL, PostgreSQL & MariaDB
- Linux infrastructure for SQL and open source databases

#### Hybrid anywhere
- Innovation anywhere with Azure for your hybrid architecture
- 60+ Azure regions around the world and 700+ VM size options

---

**VMware Tanzu**

#### Hybrid cloud with VMware Tanzu on Azure

The VMware Tanzu portfolio of services simplifies hybrid and multi-cloud operations to deliver business results at scale.

<table>
<thead>
<tr>
<th>% Increase</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>82%</td>
<td>Increase in software to production</td>
</tr>
<tr>
<td>37%</td>
<td>Increase in developer productivity</td>
</tr>
<tr>
<td>78%</td>
<td>Increase in operational efficiency</td>
</tr>
<tr>
<td>93%</td>
<td>Increase in scaling the platform</td>
</tr>
<tr>
<td>92%</td>
<td>Less time to patch operating systems</td>
</tr>
</tbody>
</table>

---

**Automated developer experience**

Reliably run all your app at scale with a consistent dev and ops experience with [Tanzu Application Service](#).

**Kubernetes that runs everywhere**

Deploy Kubernetes to power apps across on-prem, public clouds, and edge with [Tanzu Kubernetes Grid](#).

**Container build automation**

Automate container creation, management and governance at enterprise scale with [Tanzu Build Service](#).

**Unified, global multi-cluster operations**

Centrally manage and secure Kubernetes infrastructure and apps across teams with [Tanzu Mission Control](#).

**Full-stack observability**

Monitor and analyze hybrid and multi-cloud applications and infrastructure at scale with [Tanzu Observability](#).

**Microservices networking and control**

Connect, protect and monitor your microservices across any runtime and any cloud with [Tanzu Service Mesh](#).
The VMware Tanzu portfolio on Azure makes it easier to deliver, run, and scale apps in production. It simplifies hybrid cloud operations and improves developer productivity by providing a consistent user experience across all clouds, public or private.

**CODE**
cloud native application dev framework
Spring Runtime

**ASSEMBLE**
apps from internally written source
Tanzu Build Service

**CURATE**
data services & projects from public OSS
Tanzu Application Catalog

**BUILD**

**RUN**
**DELMER** software to a secured and automated platform

**OPERATE** consistent K8s across every cloud
Tanzu Kubernetes Grid

**MANAGE**

**OBSERVE**
from application to infrastructure
Tanzu Observability by Wavefront

**UNIFY**
single namespace across clusters
Tanzu Service Mesh

**GOVERN**
multi-cluster K8s policy operation
Tanzu Mission Control
Let’s get started

Ready to start?
Reach us at tanzu-azure@vmware.com

Useful resources

Customer Success with VMware Tanzu on Azure

Drive developer velocity and innovation
Problem: Disruption of retail from online competition
Outcomes:
- 30 min. to create a new production-grade environment
- 40% increase in developer productivity
- Consistent operation across on-premises and public clouds

Deliver for customers in a time of crisis
Problem: COVID-19 driving immediate demand for online ordering and delivery
Outcomes:
- 7x increase in online traffic and 450% increase in orders
- 38% YOY revenue growth
- 55,000 new employees onboarded

Linux on Azure resources
Learn more about Linux on Azure
Build skills with the Linux on Azure learning path
Work with your sales lead and ISV partners to develop a plan with Azure Migration Program
Thank you.