

# Directions on Microsoft Optimizing Your Microsoft Agenda



## Directions on Microsoft At-a-Glance

- **Mission.** Help organizations maximize value from their Microsoft relationship
- **Services.** Focused *Information*, *Training*, and *Advisory* solutions to address on-going priorities
- **Clients.** Serving enterprise customers and partners worldwide since 1992
- **Expertise.** A team of industry and Microsoft veterans with an average 20+ years experience



*“A must-have for companies that want to maximize the impact of their Microsoft investments and aggressively control their Microsoft spend.” – Avanade*

# Today's CIOs Share Common Challenges

- > New World of Work
- > Cloud
- > Digital Transformation
- > Big Data & AI
- > Security & Compliance
- > Cost Management



## Microsoft Technologies are Part of the Solution

# Microsoft Provides Technologies to Help

But Selecting, Buying, and Deploying Them is Complex. Mistakes are Costly!

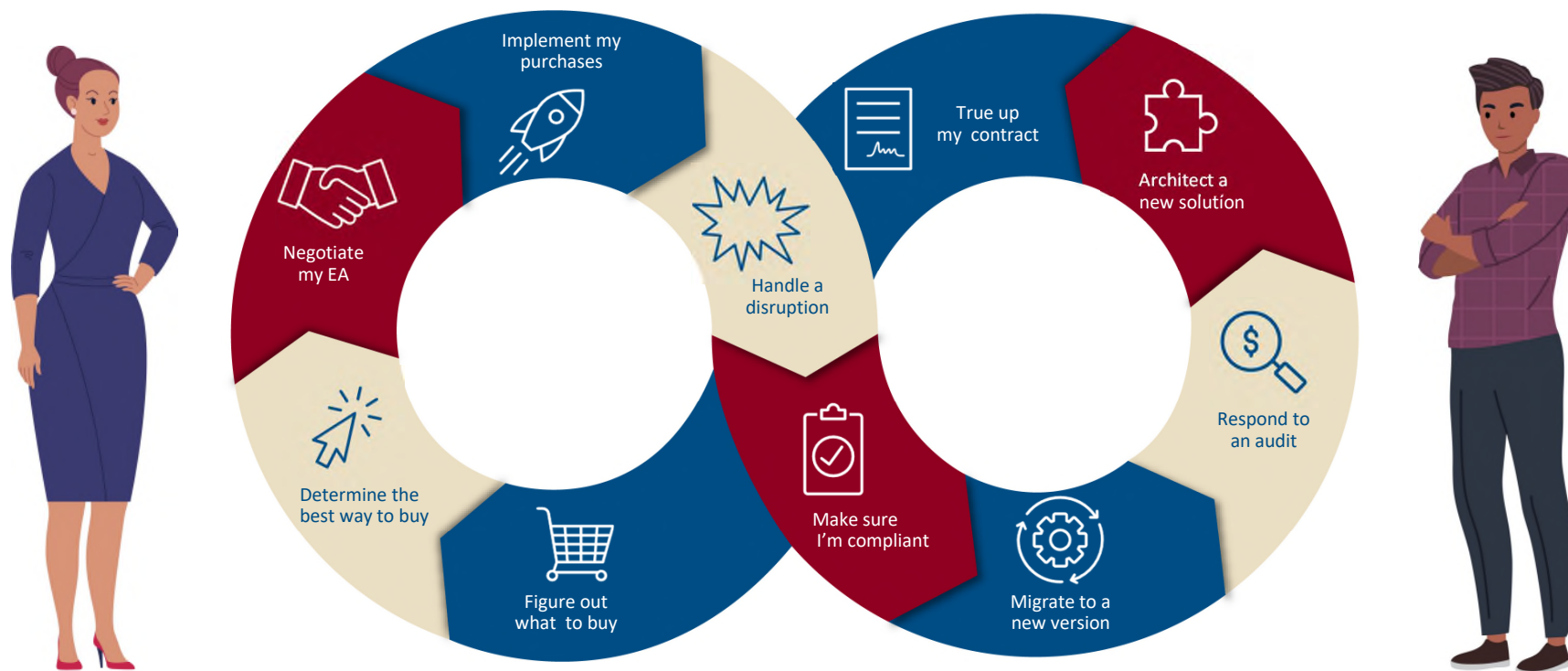
CHALLENGE	MICROSOFT WANTS YOU TO BUY
<b>New World of Work</b>	Teams, Microsoft 365, Dynamics 365, Azure Active Directory, Endpoint Protection, VPNs, Gateways & Front Doors
<b>Cloud</b>	SaaS platforms (Microsoft 365, Dynamics 365, Power ) and applications platforms (Azure), IaaS, cloud-native (AKS, serverless), migration, edge, hybrid, industry clouds
<b>Digital Transformation</b>	Machine learning, Internet of Things, data lake, data visualization, predictive analytics, low-code/no-code, DevOps
<b>Security and Compliance</b>	On-prem and cloud antivirus, intrusion detection, firewalls, updates, audit, eDiscovery, content scanning, alerting, management reporting
<b>Cost Management</b>	Huge variety of license types, complex cloud consumption charges, rightsizing and optimization, variety of cost reporting tools

## CIOs RIGHTLY ASK

- What is the right solution?
- On-premises or cloud?
- Microsoft-proprietary or open-source?
- What do I need now .. And what later?
- What's a prerequisite for what?
- Is it ready for prime time?
- Where will I be in a year? Five years?
- What processes need to change?
- What training do my teams need?
- How can I optimize costs?

# Your Microsoft Teams Face a Never-ending Cycle of Change

Specialized Skills and Constant Attention are Required to Get the Right Products at the Right Price



# Our Services Help You Optimize Your Microsoft Investments

Plan Your Projects and Purchases with Confidence

## Optimize Your Purchases

- Microsoft Strategy Assessment
- Architecture Advice & Guidance
- Licensing Negotiation Support
- Expert Desk



## Build Your Expertise

- Microsoft Licensing Boot Camp
- EA Negotiation Workshop
- Customized Briefings

## Access the Knowledge You Need

- Microsoft Roadmaps
- In-depth Product Analysis
- Decision Kits
- Licensing Reference Set
- Analyst Webinars

## Since 1992, Thousands of Organizations Have Relied on Directions

## What Our Customers are Saying



“*Directions on Microsoft is invaluable*, and you should not be without it...The breadth of knowledge and the depth of detail are *unmatched by any other firm* and their services would be a bargain at 10X the price.”

-- Alan Dye, IT Director, VMWare









“*Directions is an extension of our IT organization*. Directions’ trusted information and insights allow us to save time and focus on what’s important to our organization while providing *actionable intelligence to leadership and decision makers*.”

-- Jeff Garrard, PMO Director, QCHI



## How We Work With Clients

DIRECTIONS VALUE		STANDARD	ENTERPRISE
	Joint Account Plan	No	Yes
	Dedicated Account Team	No	Yes
	Information & Training	On Demand	Proactive Plan
	Advisory Services	On Demand	Proactive Plan
	Pricing	Standard Pricing	Preferred Pricing
	Business Value & ROI	Per Service	Accelerated & Compounded