

# Webinar series: Digital Transformation with Microsoft Azure

Learn to use Microsoft Azure over 5 webinar sessions

**These days, online shoppers receive personalized offers based on their purchase history and profile. Got a question about something? Just talk to an online chatbot. All businesses and government bodies are now looking at digital transformation, and moving towards a personalized service level made possible by data analysis. Embark on this process, and make the switch to Microsoft Azure. Our series of five webinars outlines a practical approach, from laying a firm, secure foundation to the simplified administration of virtual desktops and the rapid analysis of business data using artificial intelligence.**

These days, it's quite normal to expect customer service representatives to have immediate access to all our information based on the phone number we're calling from. Businesses that do this are already digitally transformed: in the blink of an eye, they retrieve relevant information from all corners of the organization in order to help their customers. In our on-demand society, it's all about getting the right data to the right person at the right time – extracting it from the databases, then combining it to make correlations and predictions as fast as possible. Doing so requires a platform that brings all the information together, and uses innovative tools to convert data into action-ready information. That platform is Microsoft Azure.

## 1. Key services from Microsoft Azure

Microsoft Azure offers more than just cloud storage and scalable processing power: it is a modular collection of hundreds of building blocks, that can be used to digitize processes and aid organizations in making a fully-scalable digital transition. Take cucumber growing, for example: the internet of things can be mined for information on the speed of growth, soil conditions, temperature, wind, fertilizer and light, after which an AI tool calculates the values for optimum growth. ERP, marketing and sales data can be analyzed in the same manner in order to increase the likelihood of sales. The possibilities are endless, no matter what sector. But which parts of Azure do you need to get started? Tune in to the [first webinar](#) to find out.

## 2. Choosing the right migration strategy

When starting with Azure, you'll want to ensure a solid build. That's why it's important to lay a strong foundation, to avoid any messy cleanup later. Security, identity management and governance are all aspects that deserve proper attention from a strategic and regulatory standpoint. It's also important to consider what type of migration is best for you. A lift-and-shift approach to app migration is fast and inexpensive, and everything will keep working the way it always has. Existing apps can also be converted to SaaS-variants, which make better use of the advantages offered by the cloud. Or will you switch to native SaaS solutions, to get the most out of what the cloud has to offer? Find out in [the second webinar](#) how to lay a secure foundation, and decide on the best-fit strategy for you, from migration to adoption of the latest new tools.

## 3. Create a modern, intelligent data warehouse

Rapid data analysis is the key to new insights and success. Traditionally, organizations used a data lake and a data warehouse; Azure Synapse unites the two worlds of enterprise data warehousing and

big-data analytics. Data virtualization now allows all data sources to be tapped and analyzed simultaneously, using machine learning and AI. The location and type of data is no longer relevant. Synapse offers an ecosystem for partners such as Databricks, Informatica, Accenture, Talend, Panoply, Attunity, Pragmatic Works and Adatis that allows simplified collaboration, construction and administration within a single service. To find out how to convert data into useful, action-oriented insights, be sure to check out the [third webinar on the modern data warehouse](#).

#### 4. Optimizing data security

Some organizations are still hesitant to migrate to the cloud, and cling to the misplaced sense of security offered by a server in the cupboard. Your data is secure with Azure thanks to 'security by design', the investments made by Microsoft and the certifications it has earned. Take a zero-trust approach, and make use of strictly managed, enterprise-ready cloud solutions. Azure Sentinel provides an overview of all security options in a single command center. To find out how to set up multi-factor authorization and use Azure Backup to correct errors before problems arise, [check out the fourth webinar on security](#).

#### 5. Easier and simpler virtual-desktop management

With the entire office now working at home due to coronavirus, perhaps you now need a fast way to visualize 600 workstations? What was once an enormous virtual headache has now been made simple with Windows Virtual Desktop. Hardware in the data center is no longer necessary, and deploying/recalling workstations is a piece of cake. The only required management is of the golden image, the rest is all taken care of automatically by the Azure service SLAs. It's simpler, more transparent, more secure, and above all, more efficient. For an overview of the advantages offered by Windows Virtual Desktop, [sign up for the fifth webinar on virtual desktops](#).

### Get started with Azure, and get moving

Microsoft Azure is a rich set of reference architectures for all companies in the sector. See it as a box of Lego, with blocks in all different shapes and sizes. It comes with an instruction book on how to assemble proven architectures, so you can get off to a flying start without needing to reinvent the wheel. A website or an entire ERP can be put together with just a few clicks. But there is nothing stopping you from experimenting with the building blocks yourself, to innovate with new, modern technology. So get to know Azure, and sign up for one or more of our interactive webinars.

Getting started with Microsoft Azure: Digital Transformation & Azure Overview

June 2, 2020 | 14:00 - 16:00 > [Register now](#)

Getting started with Microsoft Azure: Azure Landing Zone & Migration

June 3, 2020 | 11:00 - 13:00 > [Register now](#)

Getting started with Microsoft Azure: Modern Data Warehouse

June 3, 2020 | 14:00 - 16:00 > [Register now](#)

Getting started with Microsoft Azure: Secure & Well-managed

June 4, 2020 | 14:00 - 16:00 > [Register now](#)

Getting started with Microsoft Azure: Windows Virtual Desktop

June 5, 2020 | 14:00 - 16:00 > [Register now](#)