# Microsoft

# Canadian customers discover the value of a Microsoft-trusted cloud

## Thoughts from the President

Dear valued customer,

At Microsoft, our mission is to empower every person and organization on the planet to achieve more. Microsoft's investment in local cloud services reflects the deep – and growing – commitment to Canada, and how strongly we believe in the future potential of Canadian private and public sector businesses and organizations. The cloud offers unprecedented solutions, cost savings, efficiency, productivity and reliability. It enables organizations – of any size, and in any sector – to collaborate, compete and excel in an increasingly mobile world.

I invite and encourage you to join us on this journey as we strive to make a positive impact in Canada and ultimately achieve more together.

Warm regards,

**Janet Kennedy**
President, Microsoft Canada

## Microsoft cloud, your data, one resilient and trusted relationship

> " At our core, Microsoft is the productivity and platform company for the mobile-first and cloud-first world.
>
> - Satya Nadella, CEO, Microsoft

With over 2 billion devices connected to the internet today, and more than 14 billion predicted by 2022[i], cloud computing has become a leading strategic initiative for most enterprises.

The analogy is simple. Think about other massive service platforms; like electricity, gas or water. Cloud serves up computing for users following the same model, and the results can be transformational for business.

Agile, flexible and available, cloud computing helps business do more, faster, by letting them tap into the power of massive datacenters and IT services without having to build, manage or maintain them. This helps enable the enterprise to cut costs, improve business, enter new markets and innovate.

As stories of cloud-enabled business transformations emerge across the world stage, Canadians feature among the leaders. For many of these Canadian success stories, the behind-the-scenes partner is Microsoft.

# Why a trusted cloud?

The world population is growing quickly.  As we approach 10 billion people on earth, more and more of us rely on technology to connect.

We may process orders, manufacture parts, ship products, operate in virtual and brick and mortar locations. We transact across multiple platforms in multiple currencies.

We service, educate, innovate and inspire.

And we do it all 24/7.

We expect instant access and rely on every device to deliver that access. Cloud is shaping our new normal. The most significant challenge that comes from moving into that world is simply this: *do you trust your cloud*?

Microsoft understands that for you to realize the benefits of cloud, you must be willing to entrust your most valuable asset - your data - to the cloud.

> " We're very proud to be delivering the Microsoft Cloud right here in Canada, for the benefit of Canadian innovators, entrepreneurs, governments and small businesses. Delivering the flexibility of hyper-scale, enterprise grade, locally deployed public cloud services is the ultimate Canadian hat trick.

- Janet Kennedy,
  President, Microsoft Canada

# Industry-leading steps to help protect your data

Organizations won't use technology they don't trust.  We get that. Microsoft has developed cloud service offerings that help meet the security and privacy requirements of Canadian customers.  And, with the announcement of two Canadian datacenters, designed specifically with Canadian organizations in mind, customers can meet their data residency requirements.

Microsoft is guided by a set of Trusted Cloud Principles that articulate our vision of what enterprise organizations should expect from their cloud provider:

| Security: | Privacy & Control: | Compliance: | Transparency: |
|---|---|---|---|
| We work to help keep your data safe. Security and privacy are embedded into the development of Azure | You own and control your customer data. | Customer content is stored and managed in compliance with applicable laws, regulations and standards. | Customers have visibility into how their data is being handled and used. |

When you entrust your data to the Microsoft cloud, not only do you get high quality solutions that are cost effective and easy to use, but the security and privacy that's built right in helps your business meet its compliance requirements.

# Moving email to the cloud is just the beginning for TD Bank

When it comes to technology, TD Bank prioritizes three key areas: rationalization, standardization, and modernization. TD Bank looks to continuously improve efficiencies and assess where they can reduce their footprint.

As a highly regulated industry, compliance and security concerns needed to be thoroughly understood before a decision could be made to move to a dedicated TD cloud environment. Jeff Henderson, Executive Vice-President and CIO, said the bank worked closely with Microsoft's control designs to ensure that security measures met TD standards.

As of the end of October, approximately 98,000 employee mailboxes are now on Office 365. The success of this email migration is just the beginning, TD Bank is determining what other applications can now be migrated to the cloud to help drive down cost and increase efficiencies. [i]

> " The conversion has gone well and the impact has been very minimal. Employees have been vocal about the improved performance of their email compared to what was previously deployed across TD.

- Jeff Henderson,
  Executive Vice-President & CIO, TD Bank

# Genetec trusts a Microsoft cloud

From its corporate offices in Montreal, Genetec delivers video surveillance solutions to help provide safer, more secure physical environments for organizations in over 80 countries on six continents. Customers range from Avis Budget Group, to the City of Calgary, to the University of Brussels.  Genetec Solutions are also used by the some of the world's most travelled airports, the largest retailers, and Fortune 500 businesses.

When Genetec decided to develop a cloud-based offering to make its services more affordable to smaller organizations, they demanded a platform that provided the same high level of security and reliability as its own security center platform.

For Genetec, the Microsoft cloud was the right choice.[ii]

> " Microsoft has a reputation for proactively addressing the security of its infrastructure. Simply mentioning that our products are built on Microsoft services helps build trust with our customers.

- Christian Morin,
  Vice President, Cloud Services, Genetec

## Why a Microsoft hyper-scale cloud?

Hybrid, hyper-scale, enterprise grade. Microsoft offers a cloud that integrates seamlessly with your existing IT architecture, while delivering the enhanced security and reliability that your enterprise demands.

Microsoft cloud services are delivered using over a million processors, making cloud services hyper-scale. Delivering cloud at hyper-scale requires a radical restructuring of technology, processes and people. From the number of customers that need to be serviced, to the quality of data that needs to be hosted, the supply chain, the architecture, hardware reliability, security, network design, systems administration, and operations; the sheer scale demands a very different approach.

## With Microsoft Hyper-Scale, reliance is built-in

At hyper-scale, Microsoft has the ability to manage and deliver high quality services to you by drawing on its deep inventory of resources. By proactively monitoring the loads, equipment capacities, network performance and availability, you are assured that you get the premium quality demanded under your Service Level Agreement (SLA). The fact that the Microsoft Cloud is hyper-scale also means that most routine tasks are automated, requiring no human intervention at all.

Whatever your business, Microsoft is working to protect you with the most resilient cloud environment in market today.

> " With the Microsoft hybrid cloud storage solution, we have unlimited storage capacity through Windows Azure. StorSimple is the most impactful piece of hardware I've purchased in 25 years of IT.
>
> - James Proulx,
>  Information and Communications Technology Manager, CDSBEO

## Millions trust CBC to deliver election results, CBC trusts the Microsoft cloud

On election night in Canada, millions of people voted to elect a new government. But the story doesn't end there. Once votes were cast, Canadians turned to the Canadian Broadcasting Corporation/Radio-Canada as their trusted source for election results.

CBC/Radio-Canada decided to build a responsive app that would work across mobile and desktop devices to provide real time results in both English and French. To achieve the high performance, large scalability requirements (hundreds of thousands of

requests per second), and to provide a modern multi-channel application, CBC/Radio-Canada needed a flexible and powerful cloud partner. CBC/Radio-Canada decided to turn to Microsoft and Azure.

The decision paid off. CBC/Radio-Canada was able to scale their infrastructure across three different geographical regions: close to 1,300 compute cores to serve over 3.6 billion requests over a period of six hours, with peaks of over 800K requests per second.[iii]

# School district innovates, inspires and educates with Office 365

Calgary Catholic School District (CCSD) recently did an about-face in its approach to technology. Instead of maintaining a multimillion-dollar datacenter and forcing top-down standards, it opted to let teachers lead in deciding which devices and software to use in classrooms. The district is using Microsoft Office 365 as a key enabler in its strategic shift to flexible, teacher-driven IT services that are reliable, secure, and supportive of individualized learning. Another benefit? CCSD is also saving over a million dollars a year CAD with Office 365.[iv]

Microsoft cloud solutions are making a big difference in the bottom line for organizations today – a difference that can be reinvested in innovation and competitive strategies.

**CALGARY CATHOLIC SCHOOL DISTRICT**

" With Office 365, we've removed the remaining tethers that were holding our teachers back. They have the storage, reliability and device support they need to do innovative things in the classroom.

- John Schutte
  Director of Information Technology,
  Calgary Catholic School District

# Ricoh differentiates with streamlined customer service

Ricoh Canada delivers solutions and services that improve the interaction between people and information.  These solutions include the manufacture and sales of high-end production printing systems, document management technology solutions, multifunctional business printers and a host of cloud-based business solutions. To create a differentiator in the market, Ricoh Canada selected the Microsoft cloud to enable their full service, mobile-ready web portal, which offers customers online access to the services they need.

Flexibility, scalability, business transformation. It's what a cloud decision is about. For Ricoh Canada, Microsoft helped them meet a market demand for access and mobile functionality that the competition wasn't able to offer. "Our customers want to interact with us on mobile devices, and Microsoft Azure helped us quickly meet that need and set Ricoh Canada apart from our competitors." Nick Aloe, Director of Applications and Innovation at Ricoh Canada[v]

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" We wanted to create a differentiator in the market. We wanted to improve our customer experience, streamline business processes, and provide real-time visibility into business data while we reduced our infrastructure investment... Many companies spend 75% of their IT budget on operations and infrastructure. In three years, we expect to spend 25% of our budget on infrastructure and 75% on innovation. Microsoft Azure totally aligns with our vision of maximizing the business value of IT.

- Glenn Renton
  Vice President of IT, Ricoh Canada

# Microsoft leads the Magic Quadrant

Gartner[vi] is the world's leading information technology research and advisory companies, and uses their proprietary Gartner Magic Quadrant methodology to measure and rank technology and service markets. Customers of all sizes trust Gartner to help them make the right decisions.

Making it as a leader in any one of the Gartner Magic Quadrants means leading in both vision and execution in a particular market. Microsoft was named a leader across all four key Gartner Magic Quadrants for the ability to execute and completeness of vision. The four Magic Quadrants include:

- Cloud Infrastructure as a Service;
- Enterprise Application Platform as a Service;
- Public Cloud Storage Services; and
- x86 Virtualization Infrastructure.

Microsoft Canada is also proud to be recognized as a Leader in *IDC MarketScape: Canadian Hybrid Cloud Services 2015 Vendor Assessment* report. The report profiles the leading vendors in the Canadian hybrid cloud services market. [vii]

IDC reported that over the past number of years, Microsoft has invested heavily in creating a rich set of datacenter assets and public IaaS offerings. What sets the company apart is the way that the tools and technologies it has built to support hybrid computing can integrate with its large base of existing Microsoft client environments.

When you work with Microsoft, you are working with a recognized world leader, as ranked specifically against a set of well-known and well-trusted metrics.

# Your business, your cloud, your way

Some cloud providers make you choose between your own datacenter and the cloud. Not Microsoft. We let you easily integrate with your existing IT environment through the largest network of private connections with enhanced security, hybrid database and storage solutions, and encryption features. With the ability to select the region where your services are provided, including data residency in Canada, your assets stay right where you need them. The ability to leverage your existing IT investments and move to the cloud at your own pace is critical to your success, enabling you to focus on delivering business innovation, not technology components.

# Local datacenters, data residency and compliance

Microsoft has been building and managing datacenters for more than 25 years, investing over $15 billion in over 100 datacenters across 22 regions around the globe. Businesses choose Microsoft for a scalable platform to deliver their experiences globally.

Microsoft builds over 900 security and privacy controls into our online services, and has these controls independently reviewed by 3rd party auditors, so customers can be sure that the controls are implemented properly.  These third-party certifications of Microsoft datacenters are measured against a broad set of widely recognized international and industry-specific compliance standards, such as ISO 27001, HIPAA, FedRAMP, SSAE 16 SOC 1 and SOC 2.

Microsoft was the first to adopt the uniform international code of practice for cloud privacy -  ISO/IEC 27018 - which governs the processing of personal information by cloud service providers. The former interim Canadian federal privacy commissioner notes that ISO 27018 meets or exceeds the requirements of privacy legislation in Canada. Microsoft is continually adding to its compliance and regulatory commitments.[viii]

Azure
footprint

# Canadian business continues to innovate

The demand for cloud services in Canada is growing as more businesses shift to the cloud. Microsoft will be delivering Microsoft Azure, Office 365, and Microsoft Dynamics CRM from local Canadian datacenters in Toronto and Quebec in 2016.

**Canadian customers will now have the opportunity to:**

- Flexibly deploy applications close to customers wherever they are in the world;
- Take advantage of the economies of scale and economies of skill available with Microsoft cloud solutions;
- Leverage unique solutions built and/or delivered by more than 12,000 Canadian Microsoft technology partners;
- Scale up or down as business needs and budgets dictate;
- Tap into a global network of Microsoft specialists for envisioning, development, deployment and support;
- Remain confident that their data is resident on Canadian soil.

[i] IoTWG (2013, June). Internet of Things Working Group: Report to PPAB. BCS.org, http://www.bcs.org/upload/pdf/iot-report-jun13.pdf

[ii] https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=1916

[iii] https://azure.microsoft.com/en-us/blog/canadian-broadcasting-corporation-radio-canada-leverage-azure-for-smooth-election-coverage/

[iv] https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=24083

[v] https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=14794

[vi] *Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.*

[vii] IDC MarketScape: Canadian Hybrid Cloud Services 2015 Vendor Assessment.Nov 2015. Doc # CA10SSC15

[viii] https://azure.microsoft.com/en-us/support/trust-center/compliance/

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