

Insight® 

Join the Hybrid @evolution



We build meaningful connections
to help businesses run smarter



Dear Service Provider,

Today, the benefits of the hybrid cloud manifest themselves primarily as lower-cost and higher-speed; however, without proper management of the provisioning and de-provisioning cycles, the cost equation can quickly turn upside down. A properly configured hybrid cloud solution changes the conversation between IT and the business as it shortens time frames and expands possibilities.

What's next beyond today's hybrid clouds?

Hybrid clouds represent an important step in the transition of IT from technology manager to solution provider. Deploying hybrid cloud solutions will help companies become comfortable with public cloud security, operations, and financial management. Although there will be challenges and hurdles. Over the next coming years companies will seek to offload as much of their technology stack as possible to the public cloud, driven not only by the economic benefits and shared resources, but also the freedom to choose among multiple vendors on their terms. Cloud-dependent technologies, such as Internet of Things (IoT), real-time analytics and collaboration, will continue to evolve the end-customer relationship, which in turn will require public cloud solutions to meet scale and time-to-market-challenges. As private data centers give way to the public cloud, public cloud itself will transform from a regional to a local focus. Deploying hybrid clouds is the next step beyond private

clouds in the evolution of cloud computing. The stakes are high, as those who figure it out first will gain a significant advantage in agility, efficiency, and elasticity unshared by their market rivals. Now is the time to start plotting the path to the future and to move up the cloud learning curve. Let's get started with the '@Hybrid Evolution'

Insight goes beyond the cloud

Insight is not only Microsoft's number one partner in EMEA in the service provider space but we have been providing solutions globally for over 25 years, and support the biggest portfolio of pay-per-use licensing programs in the world. Being Pioneers in the service provider space the Hosting Solutions business unit was established when Microsoft launched their SPLA licensing program in 2001, making Insight one of the first SPLA partners.

Within Insight we have a team of dedicated hosting licensing experts with an accumulated experience of over 150 years. We are able to help you understand the cloud business and know how to capitalize on this by understanding your requirements, challenges and business needs. Insight offers Service Providers a whole set of consultancy services, tools and support to help you onboard smoothly and maximize your cloud business. Together with our wide range of vendor solutions we can create the best offering for your market and guide you through the best Hybrid Licensing opportunity.

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'It is not the strongest of the species that **survive**, nor the most intelligent, but the one **most responsive to change.**'

Charles Darwin

The Hybrid @evolution

When Charles Darwin wrote his famous 'On the Origin of Species' in 1859, the first programmable computer was just engineered by Charles Babbage. Little could both know that the technology of that computer would rapidly evolve and change life as we know it, while the quote of Charles Darwin would never lose its value.

Many of the hosting companies we have the privilege of working with for more than 15 years, have gone through change on more than one occasion. Where just a decade ago, it was a smart decision to build a full HMC environment in your own datacenter, today it would be a lot harder to find volunteers to invest their capital in that. Also finding start-ups that are successful in offering plain 'vanilla' Infrastructure as a Service is close to impossible.

With large and capital intensive companies like Microsoft, IBM, Amazon and Google mingling in the commodity space of IaaS and SaaS, it is becoming more and more challenging for many of our hosters to find their place in this 'Cloud Revolution'. Some try to follow this race to the bottom in pricing and efficiency. Others fully adopt one specific vendor solution and put their bet on that.

So will this 'revolution' be the end of your business? Well, let's look closer at the definition;

Revolution

1. a dramatic and wide-reaching change in conditions, attitudes, or operation.
2. an instance of revolving; rotation, round cycle

Being the largest Hosting Reseller, working with close to 1/3rd of the global hosting companies, we do acknowledge you need to take your company through this 'revolution'. However not through the first, but the second definition. Let us help you to get a 360 degrees view of how you can use the strength of your company and align that with the powerful capabilities of these public cloud solutions such as Office365 and Azure. Get the best of both worlds by going hybrid!

If you offer online desktops, perhaps Microsoft EMS could be that extra mobile and identity management offering that could cement your customer relationship. And do you really understand all the close to 100 Azure solutions that are available, or do you still think Azure is 'just' IaaS?

As Charles Darwin stated; 'It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.' Make sure you are ready to embrace the strongest and intelligent ones and let us be your guide in this hybrid transformation.

Today's Service Providers (SP's) are struggling to adapt to a world which has already changed. Some SP's rapidly evolved to public cloud centric while ignoring private data center, others doubled down on private data center while ignoring public cloud, all while the world chose to move toward hybrid. This phenomenon applies to internal and external SP's alike thus shifting the marketplace. Hybrid fluent SP's are required for everything from data architecture to workflow redesign to creating an engaging client experience. Hybrid fluent organizations will dominate the near and mid term as they are the only ones truly enabled to transform today's enterprise organizations. Are your SP's positioned for success?

Michael Guggemos,
Chief Information Officer at Insight





Growing Your Cloud Business with the Microsoft CSP Program

What is the Microsoft CSP program?

The Microsoft Cloud Solution Provider program allows you as a cloud provider to sell Microsoft Cloud Services along with your own offerings and services. Customers are now enabled to get all IT services they need from one single cloud provider: you. You own the complete customer lifecycle through direct billing, provisioning, management, and support, which strengthens your customer relationship.

In addition, the CSP program enables you to:

- Create a customer offer, set the price, and own the billing terms.
- Integrate your own service offerings with Microsoft cloud services.
- Stay at the center of the Microsoft cloud customer lifecycle.

The way in which Microsoft is now offering its cloud program is revolutionary for two main reasons. First is that, finally, IT cloud solution providers are in the driver seat themselves to build the best possible cloud experience for their customers from one cloud provider. Second is that cloud providers are now enabled to add their own cloud products and services to a full suite of already familiar Microsoft cloud services within the MS Cloud platform with only one bill for all services.

Microsoft Cloud platform as part of CSP

Launching the CSP program, Microsoft introduces a new offering for IT cloud solution providers to really start benefitting from current and new cloud and hosting developments. The Microsoft Cloud platform constitutes an integral part of the CSP program, as

it provides service providers with a whole suite of familiar Microsoft products in the cloud as a customer offering. In addition, providers can bundle the Microsoft services and/or integrate with their own services and thus differentiate in the market. Microsoft Cloud platform helps service and hosting providers build a custom cloud platform tailored to their own and their customers' needs.

Why CSP?
Microsoft has introduced the CSP program out of a strong believe that cloud is core. The past IT decennium has been turbulent with many productivity waves one after the other, from which cloud and mobile stand out and collide in a new era of IT. A mobile-first, cloud-first world in which IT is always on and always up.

What is included in the Microsoft Cloud platform?

Microsoft Cloud platform comes with the following products and services:

- Office365
- Intune
- Enterprise Mobility Suite
- Azure
- CRM Online

What are the benefits of Microsoft CSP for the IT cloud solution provider?

The CSP program allows you to expand cloud sales opportunities by selling familiar Microsoft cloud services, e.g. Office 365, along with your own offerings and services directly to your customers. You create a customer offer, set the price, and own the billing terms yourself. You own the complete customer lifecycle through direct billing, provisioning, management, and support.

A third major benefit is that transforming from a project-based business model towards a managed services model is a solid way into recurring revenue, revenue predictability and successful business. Microsoft summarizes the benefits as follows:

- You are the first point of contact for your customers' needs.
- You own and control the billing cycle.
- You create unique financing options.
- You sell integrated offers and services – one sales motion to drive services, attach, and upsell.
- You receive in-product tools to directly provision, manage, and support your customers.



What are the benefits for your customers?

Customers will be able to purchase integrated software solutions from you – expert software tools, products and/or services developed by your organization in combination with Microsoft cloud services - completely tailored to the needs of their specific vertical industry. They can more easily add or cancel services to or from their subscription and receive one predictable monthly bill for all services they use. Finally, next to the inherent benefits of the cloud, customers will interact with you more frequently which can serve to deepen your relationship with them. Our advice is to take it step-by-step. First of all, contact

Insight. We have a team of experienced consultants to discuss your business opportunities with you. Together, we will take you through all the relevant issues in order to formulate your needs and wishes.

- Scenarios applicable to your business
- Opportunities to differentiate and build your 'package' offering
- Hybrid licensing for your environment
- Program details & program pricing

Once you have signed your CSP Reseller Agreement with us, we help you select the subscriptions you need. After that, we will help and support you in many ways to make you benefit the most.

- Tooling & management (e.g. CSP Dashboard)
- Training & education (e.g. CSP Boot Camp)
- Differentiating 3rd party add-on solutions (e.g. Lync Enterprise Voice)
- Technical Support
- (white-labelled) Cloud enablement services
- Guidance through the Hybrid Licensing opportunity

If you are interested growing your business or want to more information on the CSP program, contact your Insight account manager. He or she will advise you and help you onboard the Microsoft CSP program so you can start expanding your cloud business. The cloud is now.

How can you get started?
Knowing that cloud offers huge opportunities for IT cloud solution providers is one thing. Understanding the cloud business and knowing how to capitalize on it is another. In co-operation with Microsoft, Insight offers you a whole set of consultancy services, tools and support to help you onboard smoothly and maximize your cloud business.

The Insight Cloud Management Platform



CSP Dashboard is an advanced solution to manage, control, and obtain unique and valuable information on all aspects of Microsoft Office 365



The Platform of Choice for Leading Service Providers

The Platform of Choice for Leading Service Providers

- Fastest time to market for upcoming new services sell Office 365 today, and sell Azure, EMS, Dynamics and other cloud services as soon as they are available.
- Unified and automated processes access unified management across multiple services and automated provisioning, billing, and customer management.
- SmartStart for service providers, fast-track your cloud services with a standardized and cost-effective offer.

Get to market faster with the Insight Cloud Management Platform

Are you a service provider who wants to successfully launch and sell Cloud services? With the Insight Cloud Management Platform, service provider can automate and streamline the Cloud program end-to-end process on a single platform.

Office 365 could be a large investment for a company. But how much are you in control of all its aspects? Are the benefits of the investment fully adopted? Are you running your services with full safety and compliance? CSP dashboard answers to all these needs, and many more

Maximize Office 365 investment benefits by understanding real usage and driving adoption

- Run 100+ pre-defined Reports to analyse Office 365 services usage and drive improvements in benefits vs investment.
- Limit waste of unused licenses by knowing the exact status of assignment and activations of the purchased licenses.
- Identify real usage of each Office 365 service by user, in full detail.

Achieve full control by easily access all Office 365 information

- Run daily operations via simple and smart GUI console.
- Access all information and manage actions for any given user in a single view (User Card).
- Receive automated alerts triggered by anomalies or specific events (On-Event Alert).
- Obtain information on security status with reports on external accesses, malware, shared resources, etc.
- Identify policies' compliance violations using Full Audit capabilities.



Top five reasons to choose the Insight Cloud Management Platform

- Accelerate time-to-market for cloud services
- Increase revenue with cloud service bundles
- Streamline migration and integration of cloud solutions
- Increase sales through multiple channels
- Maintain control of you cloud business and customer lifecycle

Improve Office 365 management security with advanced user delegation, even in a hybrid environment

- Delegate restricted number of actions to operators for an assigned group of users, without giving full admin rights (Role-Based Access).
- Assign to each group a limited number and type of licenses (License Pool), delegating license management.
- Use a single console to consolidate data and perform actions, both on-premises and cloud, in a Hybrid Environment.
- Reduce risk of human errors thanks to embedded guided actions, even performing Bulk Actions.

With CSP Dashboard you can easily and efficiently manage your Office 365, without limitations.

CSP Dashboard is the most advanced Office 365 Management Suite, and it requires no installations as it can be accessed via web. It gives customers, in a smart graphical user interface, all the necessary tools in order to:

- Understand and drive Office 365 adoption and usage;
- Manage Office 365 in an efficient and simple way;
- Improve its security and governance;
- Achieve full control of what really happens in Office 365.

Get in Touch

Automate Cloud Service Delivery
Ask your Insight Account Manager for more information or a live demo!

Get in Touch

Please ask your Insight Account manager for more information on CSP Dashboard

We believe in providing the end user with complete freedom



When Services Providers look to make the leap to the cloud they start focusing on the hybrid cloud model to accelerate their go-to-market, one key aspect is regularly overlooked: the end user

Everybody is talking about moving into the cloud – whether it be hybrid, private or public – and many major technology providers are fighting for supremacy in this space. But when it comes to the end user, all the end user wants is a simple way to access applications. Instead they encounter complexity.

At Clevir, we've reimagined what a workspace should be. We believe the end-user shouldn't be tied to their desk, as they want to access their work or personal information, and for it to look, feel and act the same way all the time, wherever they are and on any device.

We believe in providing the end user with complete freedom. We place the end user at the center, and through the Clevir Workspace portal, enable them to easily access all applications, on-premise or in the (hybrid) cloud. The portal is highly secure and can be accessed from any location, on any device.

The majority of applications are still not served in the cloud, often because they are considered legacy. Corporations are also tentative to move their data out of the data center and see setups with the so-called hybrid cloud. With our focus on the end user however, we can allow all applications to be accessible from any type of cloud setup including 'legacy' applications.

Although we do offer a full stack back end, including application virtualiser and provisioning server, we have designed a non-proprietary cloud portal that can work with existing virtual applications and infrastructures. This helps

Clevir's designers are top-notch security experts, and our Cloud Portal has been designed to offer a variety of options to users in order to meet the highest levels of security. Our solutions has also been designed to ensure no data is ever cached on a network and susceptible to security threats.

preserve the existing investments of users and helps Service Providers to use their existing infrastructure. The Clevir solution also helps Service Providers to add new cloud services (apps and collaboration solutions) to the workspace easily in a hybrid way.

Clevir has made a conscious decision to heavily align our continued development efforts with the Microsoft architecture. We are fully integrated with Office 365 and Azure.

Learn more

For more information on Clevir, visit www.clevirsolutions.com



RES Software Service Provider Program

The business is demanding technology that empowers today's workforce to be more agile and productive. But cost control and security simply cannot be compromised. IT's role must shift to support and enable this agile workforce, and your role as their trusted service provider is crucial for their success.

12 Deliver Innovation through Self-Service and Proactive IT

With RES Software, you can help your customers enable their workforce with a proactive approach to IT that is centered on the changing needs of their people. Enhance your desktop offering to customers with the following:

- A sophisticated service app store that is personalized for each employee, making it simple to request and access technology as they need it, including virtual and traditional apps, cloud services and mobile apps
- Automated workflows that request approval for and then instantly deliver the services and apps employees need, while ensuring proper processes and tracking
- The ability to predict technology needs of the workforce based on the requester's identity, delivering them automatically

- Adapt the workspace dynamically as workers change their context including device type, location, time of day and more
- Automatic offboarding, including the return of services and revocation of access to company data when employees leave their roles
- Integration with ERP systems to ensure that customers are only being billed for the services they use
- Together these capabilities allow you to offer any IT application or service to employees across device types, in any context, while maintaining the control and security required by IT. The end result is technology being delivered seamlessly, just as expected. It's IT as Service.

Automate for Efficiency

Transforming IT from reactive to proactive also requires a desktop that is automated and standardized enough to keep management time and costs to a minimum. RES Software offers a suite of technology that centralizes management of the user experience across virtual and physical desktop environments, and adapts automatically based on the changing context of each user. IT will have full insight into each workspace, making it much easier to diagnose and resolve issues.

Improved management is only part of the equation. Automation plays a key role in standardizing processes and common tasks across desktop environments, including delivering apps and repetitive IT services. The end result is fewer service desk tickets, and less resource requirements for handling day-to-day IT maintenance. More time can be dedicated to projects and activities that deliver value back to the business.



Every customer will be in a different part of the journey to a fully digital workplace.

RES Software offers a variety of starting points, so organizations can focus on areas that will have the most immediate impact on their businesses. Some initiatives where customers see fast return from their investments in RES Software include:

- Employee onboarding and offboarding
- Service desk ticket automation
- Workspace modernization
- Automation of business processes
- Workforce enablement/self service
- Securing an agile workforce

Kaseya Traverse

Unified Monitoring of Hybrid Cloud & Network Infrastructure

Private and hybrid clouds, virtualized infrastructure and distributed network infrastructure all multiply monitoring headaches, even as businesses are demanding higher levels of service. Monitoring these components using older generation products to determine root cause of application degradation is no longer an option.

Kaseya Traverse is an advanced software solution for monitoring the performance of hybrid cloud and IT infrastructure. Traverse is the perfect solution as today's evolving IT environments transition to the cloud.

With Kaseya Traverse's unified proactive monitoring, actionable alerts, and predictive analytics, you can:

- Quickly identify which IT services or groups are affected by network, server or application problems
- Rapidly isolate, conduct root cause, and resolve complex performance and availability problems
- Deploy within hours no matter the complexity, breadth, or scale of your IT infrastructure

Business Application Service and SLA Monitoring of IT Infrastructure

Traverse's innovative Service Container technology provides a correlated and service-oriented view of the IT infrastructure, and links the underlying IT infrastructure to the supported business services and processes. The open API provides integration with popular service management platforms and application performance management tools. Traverse also supports integrated features such as SLA Management, Network configuration and change management (NCM) and Netflow.



Trend Reporting and Baselineing

Traverse's predictive analytics capability enables automatic baselineing and behavioral learning of cloud and physical infrastructure based on historical data analytics, to enable optimal resource provisioning. The analysis can be applied to all underlying components of an IT or business service, creating a demand-based performance profile of an IT service.

Hybrid Cloud Monitoring

Traverse supports monitoring of public and private cloud environments such as AWS, vCloud Air, Azure, VMware, HyperV, Xen, UCS, vBlock and FlexPod environments. The system automatically discovers virtual-machine and hypervisor dependencies and tracks virtual machines as they move across hypervisors. Traverse offers a multi-environment, scalable and rich platform for monitoring both public and private cloud environments, with features that allow troubleshooting performance degradation of services across hybrid cloud networks.

Scalable, Distributed Processing Architecture

Traverse has a patented, fully distributed, real-time architecture that can scale to millions of metrics without performance degradation. It supports a distributed processing and data storage model with no centralized data warehouse which is a traditional bottleneck in other products.

Learn more

Learn how global enterprises use Traverse to monitor their hybrid IT infrastructure and distributed data centres at <http://www.traverse-monitoring.com>.

Kaseya VSA

Manage and Secure Widely Distributed Environments

Extend your reach, maximize efficiency and improve service levels using remote monitoring and management to discover and connect to any device from any location using only a web browser.

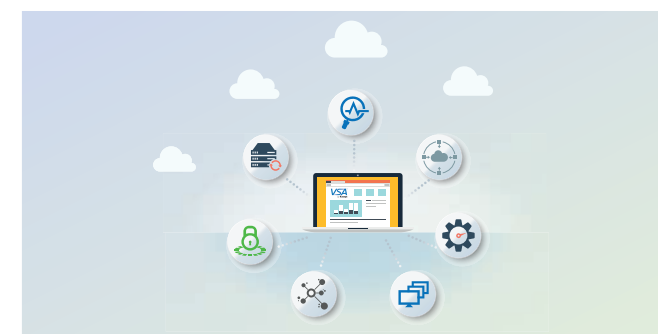
Kaseya VSA is an integrated IT systems management platform that can be leveraged seamlessly across IT disciplines to streamline and automate your IT services. Kaseya VSA integrates key management capabilities into a single platform. Kaseya VSA makes your IT staff more productive, your services more reliable, your systems more secure, and your value easier to show. With VSA, you can:

- Reduce operational costs
- Improve efficiency and increase productivity
- Provide consistent IT service levels
- Implement an automated, process-driven model
- Exceed internal and external customer expectations
- Focus on strategic initiatives
- Manage IT as your company continues to grow

You can accomplish this with a comprehensive, secure, reliable and full-service IT Systems Management solution that will meet your needs today and provide the scalability you need for the future.

Remote Control

Access and manage computers from anywhere at near instantaneous connect times with extraordinary reliability, even over high latency networks.



Audit and Inventory

With Audit and Inventory, discovering and tracking every system and software detail becomes simple, efficient, and reliable no matter where the machines you need to manage are located – even off.

Patch Management

Kaseya Patch Management Software automatically keeps servers, workstations and remote computers up-to-date with the latest important security patches and software updates.

Network Performance Monitoring

Centralized control and visibility of critical system and application backup, with automated remote disk backup, disk imaging, offsite replication, file level remote backup and bare metal restore for Windows servers and workstations.

Remote Monitoring

Proactive monitoring of servers, workstations, remote computers, networks, Windows event logs and applications, with in-depth analytics and role-based reporting.

Anti-virus

Administrators can configure and deploy Kaseya Network Antivirus across the network while providing real-time status updates and alerts to ensure maximum security.

Offered as both an industry-leading cloud solution and on-premise software, Kaseya VSA empowers businesses to command all of IT centrally, manage remote and distributed environments with ease, and automate across IT management functions. Kaseya VSA currently manages over 10 million endpoints worldwide and are in use by customers in a wide variety of industries, including retail, manufacturing, healthcare, education, government, media, technology, finance, and more.

Learn more

For more information on Kaseya, visit www.kaseya.com

Citrix powered apps and desktops from the Windows Azure Cloud

Microsoft has enabled licensing that permits RDS-enabled compute instances running on the Windows Azure cloud. This opens up the Azure platform for use as infrastructure for hosting Windows virtual desktops and applications. Citrix is proud to be one of the first Microsoft partners to support our world-class desktop virtualization solutions on the Windows Azure cloud platform. Using Citrix design guides, customers and Service Providers alike can now leverage industry-leading XenDesktop and XenApp virtualization solutions to deliver Windows desktops and apps to any user leveraging Windows Azure as the deployment platform.

How can Citrix customers get the most out of Windows Azure?

Citrix customers who are looking to deploy some of their Windows app and desktop workloads on public clouds now have the ability to choose Azure, the best cloud for Windows workloads and Citrix XenDesktop, the best solution for delivering high performance, scalable and secure Windows workloads to any user. This allows for creation of a true cloud service and delivers on the promise of mobile workstyles to Enterprise users. Key use cases include:

- **Flexing to the cloud** – customers can leverage Azure public cloud infrastructure to increase capacity on-demand during peak usage periods throughout the year. Once demand wanes they can take environments down and return to normal operations. Using Azure as infrastructure for a Citrix-powered desktop and app solution allows customers to grow the environment gradually and predictably without having to over-size a solution for the worst-case load scenarios.

- **Reducing or eliminating on-premise infrastructure** – customers can build out new solutions or initiatives on Azure public cloud infrastructure and avoid the large capital expense associated with build outs. This allows them to shift to a more “pay as you go” model for IT services and manage overall costs in a more predictable fashion.
- **Hybrid scenarios** – some may choose to move some apps or services to the Azure cloud while maintaining mission critical or highly sensitive apps, data and services inside their private clouds. Linking premise-based environments to Azure-based XenDesktop deployments, via Citrix NetScaler and Secure Gateway, enables customers to seamlessly extend their users’ computing environments to the Azure cloud
- **Business continuity** – customers may wish to leverage XenDesktop on Windows Azure during business disruptions caused by power outages, natural disasters or other unforeseen disruptions.

For Service Providers

Citrix Service Providers can also leverage the Azure platform as infrastructure on which to build out Citrix-powered Windows app and desktop services. Service Providers can create complete hosted desktop services for their customers and provide their users with an Enterprise-class virtual desktop experience without the need to build their own datacenters. Expansion can happen at the pace of new business acquisition so that the pace of infrastructure cost does not exceed the pace of revenue.

This approach allows Service Providers to focus on tailoring solutions for their customers and providing a world-class service, rather than having to focus on the hardware needed to deliver the service.

Service Providers with their own datacenters may also wish to leverage XenDesktop to flex to Windows Azure during times of peak demand from their customers or during periods where they are still growing their internal capacity.

To learn more, please contact your account manager at insight

Veeam® Cloud Connect for Service Providers takes Availability for the Modern Data Center™ higher with Microsoft Azure

The fast and secure way to back up and restore from Azure

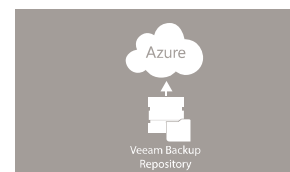
Veeam® recognizes the challenges companies across the globe face in enabling their Always-On Business™. Now service providers can quickly add multi-tenant Azure services for backup repositories with Veeam Cloud Connect, available in Microsoft Azure Marketplace. Azure allows Veeam partners to scale their services as needed, without heavy up-front expense. So grow your web services infrastructure as your business grows with Veeam Cloud Connect for Service Providers powered by Azure.

It's easy to add Cloud backup

Ready!
Set!
Go!

Easy to get started

Join the Veeam Cloud Provider Program and you can host Veeam cloud backup repositories for Veeam's large and thriving customer base. Veeam even helps you acquire new customers and grow your Azure-based service offerings.



Easy for customers

Veeam Cloud Connect is a part of Veeam Availability Suite™ v8 and Veeam Backup & Replication™ v8, making it easy for customers to extend their backup infrastructure to Azure with no additional licensing required. Plus, they get complete visibility and control right from their backup console.



Easy for business

Veeam Cloud Connect was designed from the ground up for multi-tenant hosting and has convenient, pay-as-you-grow licensing for your business. An integrated service provider listing helps customers find service providers and cloud repositories.



Secure

Easy, complete security

End-to-end encryption gives you and your customers compliance and peace of mind. Veeam encrypts all customer data at the source, in flight and at rest, and moves data to Azure repositories quickly with built-in WAN Acceleration.

Benefits

Everyone needs a place to store their backups off site and recover quickly in case of disaster. With just few clicks in the Azure Marketplace you are ready to start. Veeam Cloud Connect and Microsoft Azure makes it easy to expand your business with hosted backup repositories or a complete backup service with Veeam Backup and Replication v8. The result is a solid, secure cloud offering on which Veeam partners can grow their business and offer services to the more than 130,000 Veeam customers worldwide.

Learn more

Visit www.veeam.com/cloud-connect-service-providers to learn about the Veeam Cloud Provider program.

European Managed Service Center

Fast and effective technical support

Whether you need direct support for end users or to enhance your in-house IT team's services, we at Insight provide comprehensive technical support for your software estate. Our specialist team of analysts provide flexible support services, delivered quickly and efficiently through phone and remote access.

Operations

- 24/7 (option)
- Extended business hours (option)
- Pan EMEA support
- Part of Insights Global Managed Services Practice
- Local Language (Key Countries)
- L1 Help desk through to L3+ Consultants with escalation to key vendors and Partners
- Part of comprehensive managed support services
- Assigned Service delivery Manager focussed on Continual Business and Service improvement

Capabilities

- Basic O365 and Azure support
- Azure Expert support
- Cloud Consultants
- Advanced End Used help desk (O365+ Device support)
- Premium O365 Support (O365 Sharepoint and Lync)
- DRaaS support
- IaaS support

Get in Touch

Please contact Insight for more information on our European Managed Service Center

Service Provider Baseline Services

Having grown your business providing world class IT services to your clients, it is essential to ensure you are meeting compliance with your own obligations to your software vendors. Particularly so in the metronome of a monthly reporting cycle, ensuring the correct processes and record keeping are in place is essential to maximise your return on the investments you make in the software that powers your business. Furthermore avoiding potentially costly outlays during a vendor driven audit, is a key benefit of a better managed software estate. Through the Insight Service Provider Baseline Service our experts are able to add the clarity you need, via a robust set of forensic discovery and analysis services.

What is the Service Provider Baseline Service?

- A forensic analysis of what software you have deployed versus what software you are legally entitled to be using.
- A risk assessment identifying for you the areas of non-compliance, or indeed of over licensing, that exists in your environment.

Why do I need it?

- The chances of a Service Provider (SP) being audited by a software vendor has risen sharply in recent years.
- The proliferation of services SPs are able to offer their clients has matured dramatically, and with it the complexity of the licensing required to underpin the services.
- Software vendor agreements are more complex than ever, whilst new software titles are being developed and added to software inventory on a near daily basis.

Get in Touch

To find out more please contact your hosting account manager today, or email our LCS team: lcsteam@insight.com

What benefits can I expect?

- A reduction in risk, by getting on the front foot, and understanding the true software license position for your organisation.
- The detail to allow you to optimise your software usage to accurately match your actual needs, rather than best estimates.
- We act as your trusted advisor, even if you are mid-way through a vendor driven audit, providing you with the expertise and advice to help reduce the cost impact of your situation.
- Access to a specialist team of licensing experts who have been delivering multi-vendor services to our Service Provider clients since 2005.

Why Insight for Hosting Solutions?

- World wide coverage and expertise in Hosting Solutions
- 17 languages, and 13 currencies supported
- Multi-vendor expertise, with strategic partnerships in place with Microsoft, VMWare, Veeam & Symantec
- Ranked #1 or #2 with all tier one vendors
- Access to certified, and experienced specialists, architects, consultants and engineers in hosting solutions



The Easiest Way to Office 365

SkyKick is a new kind of migration application that makes it fast, safe & easy to migrate business to Office 365

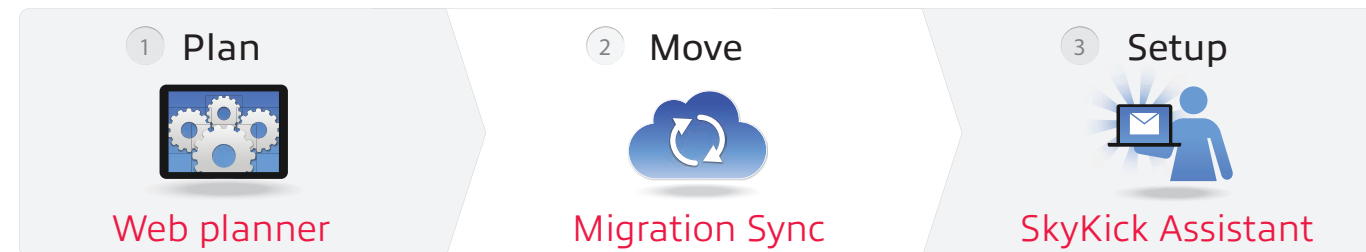
About SkyKick

SkyKick is a new kind of migration application that makes it fast, safe, and easy to move businesses to Office 365. SkyKick's Application Suite is a cloud based solution consisting of three products that work together to help plan, move, and setup the migration to Office 365.

Moving the Business and the Bits

Moving a business to Office 365 is no small task. Migration projects can be tedious and time-consuming, requiring significant planning, project management, and technical expertise. SkyKick is a new type of migration application that manages all the details of a move from start to finish. The result? Reduced time and risk. A seamless migration project. Happy customers.

SkyKick Application Suite Overview:



Mailbox discovery, configuration, licensing.

It's time consuming and costly to gather the information required to complete an SOW and develop the migration plan. SkyKick's Web Planner is a fast, easy-to-use sales assessment, planning, and configuration application that streamlines the process for you and your customers. The Web Planner discovers the customer's email mailboxes, simplifies licensing, and creates a personalized project plan to ready the customer for a seamless move to Office 365.

- Assess, sell, plan – all in one step
- No migration or Office 365 experience required
- Quick & easy – less back and forth with client
- No on-site visits required

Data and DNS. Automated everything.

After the plan has been submitted, Migration Sync orchestrates the entire migration project, keeping all the pieces of the migration in sync. First, the application pre-syncs all your customer's data to virtually eliminate data migration risk. Then DNS Sync goes to work to make the required email DNS changes to ensure a zero-downtime switch. Finally, Account Sync copies all your customer's account and user data to ensure a safe and efficient transition.

- Fully automated
- Zero downtime
- Fast migration time (hello weekend!)
- Lower risk

Setup, local migration, and more.

And last, but not least, the SkyKick Outlook Assistant^{Beta} addresses many of the last-mile challenges that make or break the overall migration experience. SKOA is a lightweight client app that works with Migration Sync to finalize the migration. It automatically sets up Outlook and retains extras like Address Autocomplete and Email Signatures. It also performs local PST migrations and checks the network to ensure timely transfer of all the company's email data.

- Easiest transition for employees
- No more desktop to desktop
- Enables easy POP3/IMAP migrations
- Autopatches Outlook

Get in Touch
If you want to know how it works and what they migrate? Please contact your account manager at Insight



How Hybrid Licensing with Microsoft CSP opens new business opportunities for service providers with Azure

Software licensing has never been an easy topic. Every vendor, every program has its own terms and conditions under which resellers and customers are allowed to purchase and use IT services. Licensing was already an expert job in the on-premises world, and it requires an even more in-depth insight, as many services are also offered as cloud-based subscriptions

The combination of on-premises and cloud solutions opens a whole new era of business opportunities for service providers. It enables them to differentiate in the market, add value to customers and find new business. Adequate and clever software licensing is a prerequisite to keep a critical eye on costs and seize the best options with an increasing focus on hybrid licensing.

What is hybrid licensing?

Most organizations currently run IT applications both on-premises in private clouds and in the public cloud. Expectations are that the hybrid cloud environment will become the mostly used environment: there will be hardly any businesses that are either 100% on-premises or 100% cloud-based. Hybrid cloud requires a different way of licensing: hybrid licensing, a model in which perpetual licensing and subscription models are both taken into account and deployed in the most cost-effective and lucrative way. Defined by Microsoft, hybrid licensing means licensing Microsoft technology across Volume Licensing programs to provide software services to your customers. Can you dive into the world of hybrid licensing on a lazy Friday afternoon? If you are an expert, maybe yes, but in most cases: no. Hybrid licensing requires a thorough insight into the terms and conditions of all licenses and contracts involved. It even goes one step further, since hybrid licensing is a great opportunity to redefine the business in terms of cost-effectiveness and new prospects.

Get in Touch
Please contact Insight. We have a team of experienced consultants to discuss your business options with you. Together, we will take you through all the relevant issues in order to formulate your needs and wishes.

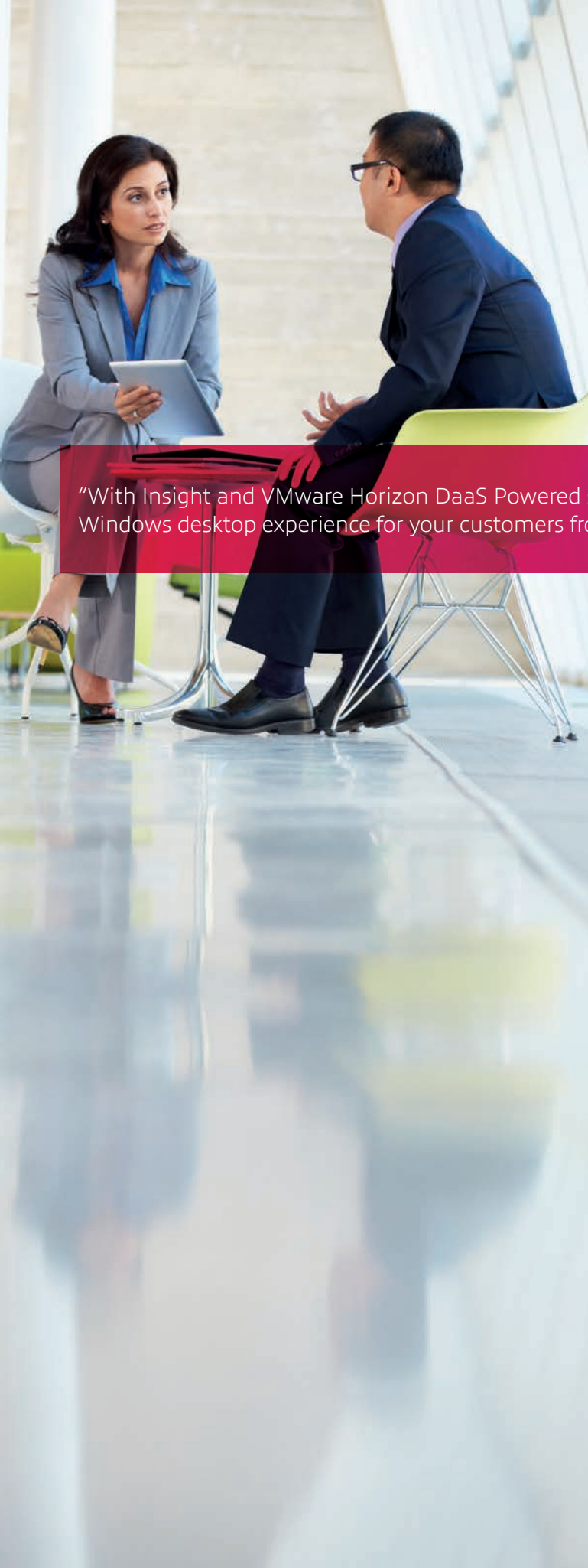
Hybrid licensing and Microsoft CSP

CSP is short for Cloud Solution Provider, a Microsoft program allowing service providers to sell Microsoft Cloud Services along with offerings and services which they themselves developed. CSP gives service providers new opportunities to offer value-added services based on the Microsoft cloud and to strengthen customer relationships.

In terms of licensing, CSP is another option for offering Microsoft services in the cloud. However, many service providers and their customers will already have various licenses and/or subscriptions to Microsoft services. So, instead of just taking out another subscription or license on CSP, hybrid licensing helps service providers to find the most convenient solutions within the complete licensing landscape, combining the best of all possible options.

More information

If you want to know:- what the advantages are for service providers with hybrid licensing in CSP;- opportunities how to build hosting and managed services on Azure;- and what your possible scenarios we might recommend for your business under hybrid licensing?



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Get in Touch

The experts at Insight are standing by to help you quickly roll out your new Horizon DaaS Powered services solution to your end-customer. Contact your account manager at Insight for a discussion today.



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