

# NAVIGATING MICROSOFT'S AZURE PRICING ARRANGEMENT WITH CDW



The cloud is underpinning digital transformation in the public sector, enabling organisations to reduce costs and accelerate the delivery of essential services for UK citizens.

Cloud adoption has become such an important part of public sector transformation that the government now operates a 'Cloud First' policy. Public sector organisations are required to evaluate public cloud solutions first when looking to buy new or existing services.

**"Properly implemented cloud technology can improve speed of delivery, increase security and create opportunities for organisations to innovate. Government organisations and functions need to work together more effectively across functions to take full advantage of these benefits"**

– Cloud Guide for the Public Sector: 31 March 2020<sup>1</sup>

Recognising this, the Crown Commercial Service has signed a non-binding Azure Pricing Arrangement (APA) with Microsoft to provide discounted pricing and beneficial terms for eligible public sector organisations to use Azure cloud.

What does that mean? There are discounts available on all the Azure services that you can procure. It includes products such as Azure Cognitive Services and AI, Azure Analytics, Azure Synapse, Azure Arc and Azure Hybrid Benefits. These enable users to create new solutions, improve the management of their cloud services and help with the transition from legacy systems to the cloud.

- The APA supports existing eligible Azure customers in the public sector, who can continue to benefit from secure access to the public cloud to store data and receive discounts on services. It allows them to secure benefits for up to three years on existing or new Microsoft Enterprise Agreements.
- The APA also includes the opportunity for eligible public sector organisations to access implementation resources and training courses for public sector staff so they can learn new skills and unlock the benefits of using Azure. These include Microsoft FastTrack, Azure Migration Program and Technical Skills for Business.

- The APA treats the government as a single customer and every eligible organisation can benefit. This helps smaller organisations and wider public service entities to benefit from discounts which they would otherwise not be able to access.

As a customer you receive a price ceiling on any Azure goods or services you purchase, fixed at the beginning of the contract. That provides guaranteed pricing, which won't be subject to unexpected price fluctuations – helping you manage within fixed budgets and timelines.

The APA, which is an addendum to the current Digital Transformation Arrangement (DTA) MoU, is effective for one year from April 1, 2020 to April 30, 2021, when the DTA also expires.



The Cabinet Office and One Government Cloud Strategy (OGCS) asks cloud providers to treat all UK government entities as one customer. Removing the need for every organisation to negotiate terms and conditions independently with Microsoft has many benefits, including:

- Reduces duplication of effort
- Encourages organisations to share similar commercial, technical and security requirements
- Focuses efforts on delivering value to users and citizens
- Reduces the costs of moving to and using Azure
- Helps Microsoft to better meet the unique needs of UK public sector organisations

<sup>1</sup> <https://www.gov.uk/government/publications/cloud-guide-for-the-public-sector>

# What are the customer requirements?

There are three pricing levels, with a starting minimum annual purchase of £10,000 on a Pay As You Go (PAYG) model. The APA discount is available on existing Enterprise Agreements Subscription (EAS), or Server and Cloud Enrolment (SCE), or customers can request a new three-year Azure-only SCE.

This figure increases to £1 million and £15.9 minimum respectively, with a Microsoft Azure Consumption Commitment (MACC). This is a three-year commitment to consume an agreed level of Azure services. There is no upfront payment required, but there is a minimum consumption commitment.

Also, to access to the APA discount, you must agree to explore the value of Microsoft Power Apps, plus one other UK PS Innovation Azure Workload – for example, Azure Synapse, Azure Sentinel and Security Centre or VMware on Azure, as agreed with your CDW and Microsoft account team.



# Why are these features so important to the public sector?

2020's global health crisis accelerated digital transformation within the public sector. The need for agility and innovation, especially within the NHS, became paramount. This includes building and delivering essential applications without a lengthy development time and cycle. Features like Power Apps enable organisations to be more fluid, without the time and costs traditionally associated with bringing digital services to market.

Additionally, the pandemic pushed security to the fore for every organisation. Azure Sentinel provides a view across multiple clouds and internal security systems to ensure the new distributed workforce and all valuable data, networks and applications remain secure.



## Why CDW?

As a longstanding Microsoft Gold partner with both LSP (Licensing Solution Provider) and CSP (Cloud Solution Provider) status, CDW has the expertise you need to get the most out of your Microsoft products. We can supply the whole bundle (software, hardware, professional and managed services), saving you time, money and resources.

Moreover, we have recently seen our expertise and competency in Microsoft Azure recognised when we were awarded the highly prized Azure Expert Managed Service Provider (MSP) certification. This means CDW demonstrates the highest level of knowledge, skill, services capabilities and focus on customer service at a global level.

CDW becoming an Azure Expert MSP has some huge benefits to our customers.

- Access to Microsoft funding programmes to help support the cost of customers' migration to the cloud part of their modernisation plans. Funding can be applied to several different instances to help support those types of projects

- Priority access to Microsoft, guaranteeing a direct response to queries and ensuring any support requests are escalated quickly
- Special access to specific tools, dedicated technical training programmes, resources and Microsoft Engineering teams

As one of only a handful of organisations to be globally recognised as an Azure Expert MSP, you can be confident you're in the best hands when it comes to your cloud journey with Microsoft Azure. As such, CDW has the skills, experience and understanding to ensure you have the perfect fit for your organisation. Contact us to see how we can help you navigate the APA discounts available to ensure maximum, long-term value from your investment in Azure.

[Email us](#), or speak to your Account Manager today about how CDW can help you access discounted pricing under the Crown Commercial APA, to adopt Azure cloud with Microsoft unlocking efficiencies and increasing productivity across your organisation.

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