

A new blueprint for cloud success



The appeal of public cloud, with its scalability, flexibility, and innovative capabilities, is undeniable. However, many midmarket companies to Small-to-Medium Businesses (SMBs) encounter significant obstacles on their journey to successful cloud transformation.

Traditional approaches often prove overly expensive, complex, and resource-intensive, hindering businesses from truly realizing the cloud's potential without compromising security or compliance.

Cloud adoption hurdles for the underserved market

While large enterprises possess the resources to navigate complex cloud adoption frameworks and engage in extensive consulting engagements, mid-market organizations and SMBs face substantial challenges.

The Consulting cost barrier

Designing and implementing a secure and compliant cloud environment necessitates significant upfront investments. Traditional professional builds can easily require over 500 hours of work, resulting in considerable consulting fees that strain budgets.

The specialist skill gap

Effective cloud adoption and operation demand specialized expertise, including Cloud Architects, Engineers, and Security Specialists. Hiring these roles in-house is difficult and expensive, and relying solely on external consultants adds to the financial burden.

Complexity and lack of transparency

Frameworks like Microsoft's Cloud Adoption Framework (CAF), while valuable, can lead to overly complex and bespoke setups when implemented through traditional consulting models. Plans from large global system integrators can also be intricate and opaque. This complexity makes ongoing operation challenging for organizations lacking deep expertise.

Fear of lock-in

Deep engagement with specific consultant methodologies or overly customized builds can create concerns about significant vendor lock-in, making future changes difficult and costly.



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The high cost of cutting corners

Faced with these challenges, some organizations may be tempted to take shortcuts, such as adopting a minimal "do-it-yourself" approach or skipping crucial governance and security steps. However, cutting corners in cloud is a high-risk endeavor.

Increased cyber risk

Without proper governance, risk, and compliance (GRC) guardrails, organizations expose themselves to significant cyber risks. Misconfigurations and overlooked vulnerabilities are common entry points for attackers.

Compliance failures

Failing to implement necessary controls can lead to non-compliance with industry standards and local regulations, resulting in fines and reputational damage.

Operational inefficiency

Poorly designed environments can lead to performance issues, unexpected costs, and increased administrative overhead, negating many of the cloud's intended benefits. Hybrid environments suffer from limited operational efficiency with inadequate tools and approaches.

Lack of accountability

Without clearly defined responsibilities, critical tasks like security monitoring or patching can be overlooked, leading to a situation where "failure to separate responsibility leads to no responsibility".



Simplifying the path to cloud value

Disruptive innovation often challenges established, expensive models by offering simpler, more affordable, and convenient alternatives. In the cloud adoption market, disruption means moving away from lengthy, bespoke consulting projects towards models that leverage:

Standardization: Using pre-defined, best-practice architectures and configurations.

Automation: Deployment, configuration, security, and routine maintenance tasks.

Managed services: Providing evergreen updated services.

Transparent pricing: Offering predictable cost models.

This approach is to democratize access to secure, compliant, and well-managed cloud environments, making the benefits accessible beyond large enterprises.

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A disruptive approach to azure adoption & operation

MyPlatform is designed to directly address the traditional cloud adoption/operational challenges, and at the same time disrupt the current habitual thinking.

Standardized and automated foundation

Instead of starting from scratch, **MyPlatform** provides a standardized and automated Microsoft Azure Cloud platform. It adapts best practices, such as CAF, into an agile, standardized model, incorporating necessary local controls and identity management from the outset. This automates the initial setup and takes out complexity.

Managed cloud operation excellence

MyPlatform offers a managed cloud platform designed to keep the environment secure, compliant, and efficient. An always updated - evergreen platform, proactive management and transparent configuration compliance. Rich catalog to add new services like IAAS services, apps like Sentinel, Fabric etc. This approach reduces the burden on the customer to maintain a large team of specialists.

Built-in governance and compliance

Recognizing the risks of cutting corners, **MyPlatform** includes all necessary prebuilt controls to support IAM, Cloud security, and Governance as part of its mandatory subscription service. This provide robust GRC guardrails from day one.

Transparency and faster ROI

MyPlatform emphasizes a simplified and transparent model. It aims to ensure a low barrier to entry, minimize ongoing governance costs, and allow customers to harvest value immediately with predictable maintenance costs, contrasting with the slow ROI often seen in traditional consulting. Pricing models include defined enablement fees, monthly operation charges, and platform cost percentages, with options suitable for SMBs.

Accessible onboarding

Leveraging the Azure Marketplace allows for streamlined deployment and access to the platform's management board in minutes after configuration and approval.

By productizing best practices, leveraging automation, and offering a managed service with transparent pricing, **MyPlatform** aims to disrupt the traditional, high-cost consulting model. It provides a viable path for mid-market organizations and SMBs to adopt and operate Microsoft Azure effectively, securely and cost-efficiently, without needing the scale or deep pockets previously required.