


Business Challenge Leading to Azure

- Aging application footprint
- Penetrate new market segment – SMB
 - Few customers  Many customers
 - Enhanced self service capabilities
 - Scale to market needs
 - Costs aligned with revenue
- Pilot SaaS for rest of company

Ideaca Solution

- TCO study and business case
- Product blueprint and release strategy
- Pilot to prove the technology
- Assistance with building out the product
- Client life-cycle management
- GTM strategy