

Growing fast.

The value of a Microsoft Trusted Cloud to
Canada's small and medium-sized businesses.



A few words from Janet Kennedy President, Microsoft Canada.

Dear Sir or Madam,

At Microsoft, our mission is to empower every person and organization on the planet to achieve more—and that mission includes you. Whether you're in a start-up, a family business, a sole proprietor working from a home office or a larger organization, cloud services can help you compete and excel, even in a tough economy.



This year, Microsoft opened two datacentres—in Ontario and Quebec—to provide local cloud solutions to organizations like you. For small and medium-sized organizations, these solutions help level the playing field by providing access to powerful but cost-effective platforms, tools and services.

In a challenging marketplace and in a time when budgets are tight, Microsoft's investment in local cloud services reflects our deep commitment to Canada. The entrepreneurial spirit that fuels our economy inspires us and we're excited to be able to provide you with unprecedented solutions to help you on your journey.

We hope you enjoy this guide, which helps explain how Canadian organizations of any size and in any sector can realize cost savings, achieve new efficiencies and boost their productivity in the Microsoft Cloud.

Warmest regards,

A handwritten signature in black ink that reads "Janet H. Kennedy".

Janet Kennedy

President, Microsoft Canada



“At our core, Microsoft is the productivity and platform company for the mobile-first and cloud-first world. Our mission is to empower every person and every organization on the planet to achieve more.”

Satya Nadella, CEO, Microsoft

7 reasons why every Canadian small business should fall in love with the cloud.

Cloud, cloud, cloud. You keep hearing about it, but what is it and why should anyone running a small business care?

Here's a definition: Instead of hosting your applications and data on traditional "on-premises" servers, you can have them hosted for you in a datacentre where your team can access them through the internet on their devices. On top of that, your team can try out new services and get access to powerful tools in the cloud—all very quickly and cost-effectively.

This model is *not* just for big business or only for organizations with in-house technical expertise. In fact, let's take a few minutes to go deeper on the benefits with seven good reasons why every small business should fall in love with the cloud.

1

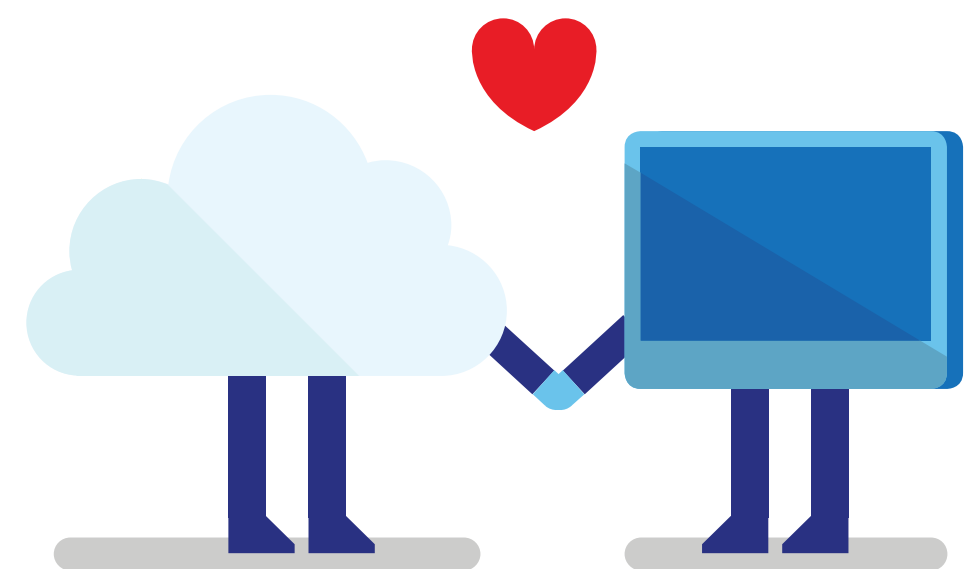
Keep your data at rest in Canada.

Microsoft opened two new datacentres in 2016—one in Ontario and one in Quebec—to deliver cloud services. Customers and partners are already using Azure as a locally hosted service in these datacentres. These state-of-the-art facilities give any Canadian organization concerned about data residency peace-of-mind.

2

Safeguard your business.

The cloud helps safeguard your business from the growing threat of cyberattacks, likes hacks and viruses. When you choose to host your data and apps in a Microsoft datacentre, you leverage the hefty investment we make in state-of-the-art security equipment, practices and personnel. You're getting industrial-strength security on a small biz budget.



3

Avoid aggravation & downtime.

Technology like redundant servers and premier disaster recovery systems also allows a modern datacentre like Microsoft's to offer a 99.9% financially-backed uptime guarantee. That means your apps, data, services and tools will be more accessible to you and your team when you need them and you can help minimize your downtime due to events like outages or updates.

4

Get a better IT ROI.

The cloud can help you reduce or avoid costs—in many cases, dramatically. By moving to virtual instead of physical servers, for example, you can avoid the cost of buying and managing your own hardware. Similarly, instead of getting locked into long-term software licensing agreements, you can subscribe to the latest and greatest new services and "pay as you go," only paying for the technology you actually use.

5

Access powerful new services.

Cloud services give small businesses access to solutions that were once only practical on a big business budget. With Microsoft Dynamics CRM, for example, a small business can get a cost-effective, reliable and powerful platform to understand, manage and connect with their customers. Microsoft Dynamics CRM provides a single, versatile platform to manage marketing, social media, sales and customer service. And it's just one example of how a cloud service can help level the playing field, allowing a small business to compete on a whole new level.

6

Always stay up-to-date.

One of the nicest things about subscribing (versus licensing) software in the cloud is that you run the latest version of software and don't have to worry about buying new versions. Office 365 is a fantastic example. When you subscribe to Office 365, you get the latest Office 2016 apps. When new versions of Office apps come out, you automatically get those with the same subscription. No fuss or muss.

7

Empower your dev team.

If you're technically oriented, you can empower your IT staff and developers with fantastic new tools. Azure, Microsoft's integrated cloud toolbox, offers businesses all kinds of cost-effective computing, database, mobile, networking, storage, web and application services. From setting up a virtual server in a matter of minutes to app development, your tech team will love this collection of cloud services.

Whether you're using the cloud for simple things like data back-ups and email or for something as complex as app development, it's easy to see why thousands of Canadian companies have already made their move and why so many more are on their way.

Need a place to start?

Talk to a Microsoft Certified Partner about what you want to do or dream of doing. In Canada, Microsoft has built the largest network of certified IT experts—over 10,000 companies. These third-party solution-providers go through rigorous and ongoing training to get certified. They are professionals you can trust with both the deep technical knowledge and practical business smarts to help you take advantage of the Microsoft cloud.

If you're not working with an IT company already, you can find a Microsoft Certified Partner near you using [Pinpoint](#), a tool that allows you to search for a Microsoft partner or to request an introduction.

[Microsoft.ca/Pinpoint](https://microsoft.ca/Pinpoint)

Microsoft's cloud infrastructure: Datacentres and network facts.

Who we are.

Microsoft delivers more than 200 cloud services, including Bing, MSN, Outlook.com, Office 365, OneDrive, Skype, Xbox Live and the Microsoft Azure platform. These services are hosted in Microsoft's cloud infrastructure composed of more than 100 globally distributed datacentres, edge computing nodes, and service operations centers. This infrastructure is supported by one of the world's largest multi-terabit global networks, with an extensive dark fiber footprint, that connects them all.

Reliability.

Delivering services at huge scale requires a radically different approach to designing, building, deploying and operating datacentres. When software applications are built as distributed systems, every aspect of the physical environment — from the server design to the building itself — creates an opportunity to drive systems integration for greater reliability, scalability, efficiency and sustainability.

Environmental sustainability.

Microsoft is investing in the development of software and technology innovations to help people and organizations improve the environment and reduce their impact upon it. We continue to evolve our datacentre operations and build technologies to improve our efficiency, while sharing sustainability best practices with the industry.

Microsoft's datacentres.

Microsoft has both owned and leased datacentre capacity to support customers in regions throughout the world. Microsoft's global network of datacentres include more than one million servers in more than 100 datacentres, including Amsterdam; Australia; Boydton, VA; Brazil; Canada; Cheyenne, WY; China; Chicago, IL; Des Moines, IA; Ireland; Hong Kong; Japan; Quincy, WA and San Antonio, TX.

What we do.

Microsoft provides cloud services to customers 24x7x365, and the Microsoft Cloud Infrastructure and Operations team designs, builds, operates and helps secure every facet of the infrastructure. Since opening our first datacentre in 1989, we have invested more than \$15 billion on our infrastructure and remain focused on delivering reliable, scalable and security-enhanced online services, while efficiently managing operations and costs as we grow.

Security and compliance.

Microsoft is committed to helping keep customer data secure, maintain privacy and meet compliance regulations, while providing high service availability. We have risk-based information security and privacy controls and a compliance framework to ensure that our infrastructure meets our commitments while helping customers meet their complex compliance requirements.



Microsoft's cloud infrastructure by the numbers.

90+

The number of marketplaces that our cloud services are available in today.

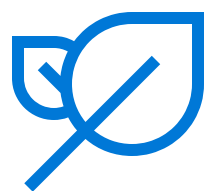


100+

The number of datacentres Microsoft has in its global cloud infrastructure portfolio.

1 million+

The number of servers hosted in our datacentres.



2.3 billion kWh

The amount of green power purchased by Microsoft as part of our carbon-neutral goal — ranking as the third most purchased by any U.S. company, according to the U.S. Environmental Protection Agency.

16

The number of carbon offset projects Microsoft has invested in, including projects in Brazil, Cambodia, China, Guatemala, India, Kenya, Mongolia, Peru, Turkey and the United States. (including Keechi Wind Power investment announced November 4, 2013)



200+

The number of online services delivered by Microsoft's datacentres 24x7x365.

1.5 million+

The average number of requests our networks process per second.



\$15 billion+

Microsoft's investment in building our huge cloud infrastructure.

100%

The percentage of our servers and electronic equipment that we send to a third-party vendor for recycling and/or reselling after it has been securely decommissioned.



2007

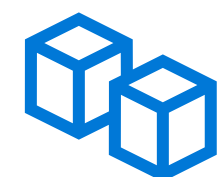
The year Microsoft began sharing its best practices for cloud infrastructure with the industry.

1989

The year Microsoft opened its first datacentre on the Redmond, Washington campus.

3

The number of times Microsoft's fiber optic network, one of North America's largest, could stretch to the moon and back.



30 trillion+

The number of data objects we store in our datacentres.

1.125

Microsoft's average PUE for its new datacentres. Power usage effectiveness (PUE) is a metric of datacentre energy efficiency and is the ratio of the power and cooling overhead required to support our server load. The industry average is 1.8.



2016

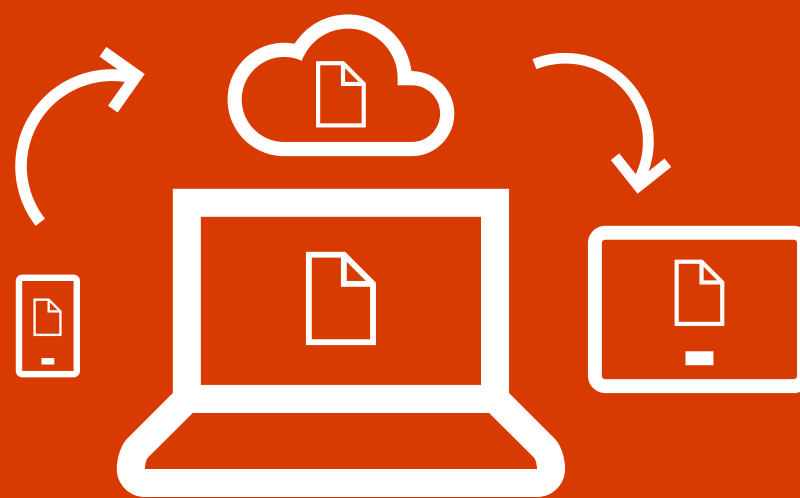
The year Microsoft opened two new Canadian datacentres in Ontario and Quebec.

Office 365 for small business: software + services in the cloud.

Office 365 is a small business' best friend! One cost-effective subscription gives your organization the newest versions of the Office applications that you can run on Windows, Mac, iOS and Android™ devices. Plus, you can also get security-enhanced services in the cloud, like business-class email, data storage and video conferencing. With lots of plans available, you can get the cloud working for you with Office 365.



Office 365 provides access to familiar Office tools, business-class email, web conferencing, your documents and more—from virtually anywhere.



Experience the same Office look and feel on your PC and all major browsers and tablet devices, including Surface and iPad.

Office 365 is powerful collaboration.



Work on documents together in real-time.



Instant virtual meetings. Simply click to call, IM, video and share desktops.



Edit documents at the same time without version control issues.

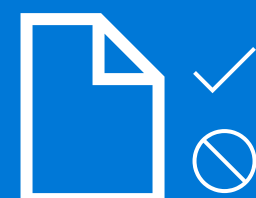


Share calendars with ease.

Office 365 is trusted security.



Premium anti-virus and anti-spam technology with rigorous security and privacy standards.



Control who can access, read, and share information and documents.



Financially backed 99.9% uptime guarantee.

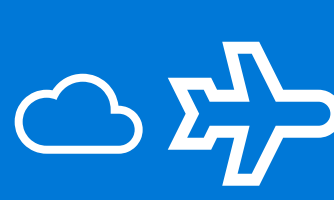


Lost your phone? Remotely wipe data.

Office 365 is built for efficiency.



No need for IT staff. Microsoft handles server maintenance.



Office 365 is cloud-based. Access your email and files anytime and from virtually anywhere.



Automatic data backup and IT level phone support is included.



Reduce costs. Never buy another upgrade. Pay-as-you-go licensing. Scale up and down based on your business needs.

Small business success stories.



Mabel's Labels cuts costs and boosts productivity.

Founded in 2003 by four moms frustrated by how easily their children's things were getting lost, Hamilton-based [Mabel's Labels](#) creates durable waterproof kids labels for customers around the world. Like many companies that take off and grow quickly, Mabel's Labels reacted to accelerating operational demands by introducing a number of disparate tech services and products. But by 2014, the company of 40+ employees found that its tech mix was often hampering productivity.

With modernizing their technology in mind, Mabel's Labels made a move to Office 365 and was able to dramatically reduce their IT costs—from \$21,000 to \$7,000 per year—improve their security, and empower their team with the newest productivity and collaboration tools.



By migrating to Office 365, we were able to cut our licensing costs and maintenance requirements dramatically, while boosting our security and reliability. And best of all, we empowered our staff to collaborate and communicate more effectively from anywhere by introducing modern, device-friendly productivity tools.

- Kimberley McKay,
IT Director, Mabel's Labels



Diply uses Azure to go global.

[Diply.com](#) is a user generated, social news and entertainment community dedicated to connecting audiences with the content they love to consume. Since forming in November 2013, the Toronto-based viral content website has become wildly popular, attracting 150M monthly unique visitors worldwide and becoming a top 20 website in Canada.

With such a huge audience to service, the Diply.com team needed a low-cost and highly scalable hosting solution. Instead of building, staffing and managing its own servers, datacentre and security team, Diply.com chose Microsoft Azure.

Today, the company relies on the Microsoft Cloud to provide its community with a secure, smooth and reliable online experience. Scaling to accommodate its growing audience and adding invaluable services, such as search, is now as easy as the touch of a button. And Diply.com keeps its costs way down, paying only 11¢/1000 users.



Back when we used datacentres, I needed to have an infrastructure guy sitting there, paying him his salary and then, no matter what he did, he was never going to be as good as Microsoft—a team of Microsoft people doing updates, managing security and staying on the forefront of everything.

- Gary Manning,
Co-Founder, Diply.com

