

Episode 20: Innovation at the edge: Unlocking business value with Azure Local

Host and Moderator:

[Dr. Andy Packham](#), Chief Architect and Senior Vice President, Microsoft Ecosystem Unit, HCLTech

Speakers:

[Avtar Singh](#), Deputy General Manager, Hybrid Cloud Business Unit, HCLTech

[Dion Ubert](#), Global Sales Chief, Azure Local, Microsoft

Speaker: Dr. Andy Packham

0:05

Good morning, good afternoon, good evening.

0:06

I'm Andy Packham, Chief Architect at the Microsoft Ecosystem at HCLTech, and I'm your host for this Elevate podcast where we discuss new technology and the innovation between technology and business value.

0:21

I'm thrilled today to talk about something that I think shows how kind of we're revolving in a in a maturity and this is around as your local edge lot of big announcements build a little while ago.

0:38

Now AI has really driven a conversation about business change.

0:45

A lot of that has been about data.

0:47

AI is all about data, but at the fundamental unique compute.

0:53

And today a lot of that has been the cloud and cloud has driven innovation.

0:59

But sometimes the cloud isn't the right solution.

1:02

There may be there may be problems with latency, there may be problems with sovereignty or compliance.

1:09

And I'm joined today by Avtar from from HCLTech and Dion from Microsoft to discuss that and talk a little about the differences and the values.

1:20

So Avatar, why don't you kick off and tell us a little bit about your role here at HTL Tech?

Speaker: Avtar Singh

1:27

Sure.

1:27

Thanks Andy for this wonderful opportunity.

1:29

So my name is Avtar and I'm product manager in hybrid cloud business units and taking care of multiple offering and Azure hybrid cloud is one of them where I'm going to take care of Azure Stack local, Azure native cloud as well as AVS solution.

1:42

And I'm totally agree with the with Andy, what he talks about, because right now I'll say, you know, the industry is evolving, right?

1:50

And the data and AI plays a very pivotal role into it.

1:53

And sometimes that cloud is not the right answer.

1:57

And that's why Azure and ABA solutions are there primarily that can help the customer for innovation at a very optimized cost.

2:05

That's about me, Annie.

Speaker: Dr. Andy Packham

2:07

Yeah, Dion.

2:10

Yeah.

2:10

A little bit about yourself, your role.

Speaker: Dion Ubert

2:13

Yeah, absolutely.

2:14

So good morning, everyone.

2:15

My name is the Dion Ubert and I'm the global sales leader at Microsoft for hybrid clouds.

2:21

And so in my role in capacity, I work together with HCLTech and their customers, with my specialist team to help customers who have hybrid cloud needs.

2:31

And it could be really edge computing, it could be an ITH, it could be FIDI solutions, it could be like data solutions that we help customers to really unlock their potential in their scenario.

Speaker: Dr. Andy Packham

2:47

Dion, thanks.

2:47

And you know, I both of you appreciate and I know you're both busy and there's an, you know, there's a massive amount carrying on at the moment.

2:54

So I really appreciate both of you taking your time out for this.

2:57

And and Dion really appreciate the partnership with Microsoft.

3:01

I think it drives a lot of value for our joint customers.

3:04

So you know, to kick off then as you're local, right?

3:09

What does it really mean for businesses?

3:10

Is it you know, how is it different?

3:12

Is it just on Prem or is it something that's that's creating kind of a different kind of story?

3:21

So maybe if you if you want to kick off and then after, yeah, I'm happy to kick off.

Speaker: Dion Ubert

3:28

So what we have really noticed in the recent years is that data applications on Prem are still quite significant amount.

3:37

If you look to the total market, we have some data insights where we know that 68% of data applications are currently outside private clouds.

3:46

And when you think about that, that's a really big portion of the market.

3:51

And what we really notice with customers is that customers are basically telling us, Dion, Microsoft, like such a like what you have built in the cloud is what we truly love.

4:01

All of that goodness with your tools, your assets, your security, your management, but how can I use all of that goodness for my infrastructure and applications that stays on Prem?

4:13

And there's where we as Microsoft are really pivoting in the recent years where we maybe started with the stack family, like in 2020 with a Stack HCI, a stack hub, we pivoted in 2024 to Azure Local one single product.

4:27

What allows you to run Azure anywhere and everywhere with the tools that you're used to and the tools you love from our cloud infrastructure?

4:36

And that really allows our customers to innovate at their act scenarios.

4:41

If this manufacturing, retail, healthcare, financial services or data sovereignty scenarios, but allows them to use the goodness that we have in the cloud, but still have their data and applications on Prem and really innovate together with ACL tech as their trusted partner.

Speaker: Dr. Andy Packham

5:00

Yeah, I'm thanks.

5:01

Yeah, you're right.

5:01

It's you've got innovation at one side, you've got compliance latency at the other.

5:06

How do you bring those together?

5:07

So I'm sorry, you're seeing the same sort of patterns.

5:09

What do you see when you talk to customers?

Speaker: Avtar Singh

5:12

So the very first thing is I just want a brief introduction about what is Azure Stack Local is all about.

5:17

And we all know earlier we used to call it Azure Stack at ACI and it's a Microsoft hybrid cloud platform, you know, that brings, I'll say Azure services to customer owned infrastructure, right?

5:28

And this will help you to run Windows, Linux VMS, containers and Azure services like Azure cumulative services, your vertical desktop while maintaining centralized management.

5:39

You know why Azure rock that is the best part of that, right?

5:42

So I agree with the, you know, dying the kind of use cases we discussed.

5:46

And if I talk about the my customers, right, because that's what we are experiencing in the market, because lots of customer, they are, you know, trying to leave the cloud, right?

5:55

Well, I'll say re cloud reparation is happening right now because I'll say there are a few, you know, reason behind that.

6:03

The very first thing is cloud is very, very expensive, right?

6:06

And that's what Andy said.

6:08

The second reason is data security sovereignty, because if you look into the Europe market, right, they're quite concerned about the sovereign cloud and confidential computing.

6:17

And beside this, I'll say, you know, the cloud is something I won't say the customer won't trust, right?

6:26

But the customers somehow, you know, try to build their own infrastructure, but with the cloud native capabilities, right?

6:34

And that's why Azure Stack Local comes into picture.

6:36

And if I look into the Azure Stack Local, the kind of capability Azure brings on top of the Azure Local is, is mind blowing because at the end of the day, you can leverage all the Azure services on a store store Azure Stack Local.

6:49

And on top of that, if we talk about the security perspective, so this is the best part of the Microsoft, because Microsoft, you know, brings all and sit the entire replicate, or I'm saying entire security features, you know, replicate from Azure local to, I'm so sorry, Azure public cloud to Azure Stack local.

7:06

So I completely agree with Dion and you know with the Andy, that's what you talked about because Azure local is one of the purpose build very stable platform that can help the customer to run any kind of workload on top of it.

7:20

No matter if you talk about the compute intensive workload like deep learning, machine learning, if you talk about the VM also if you talk about the Kubernetes solutions also.

7:28

So it's A1 solution that is best for everything.

7:32

That's what I figured it out so far.

Speaker: Dr. Andy Packham

7:35

Cool.

7:36

Thanks Dionne.

7:38

Actually both of you, you mentioned compliance and sovereignty.

7:41

It's very important, Yeah.

7:44

And and for regulated industries, this is this is parallel.

7:47

So where does, where does as your local stand out here?

7:50

Where's the real value?

Speaker: Dion Ubert

7:53

The real failure for me basically is that you can use that goodness that many of our customers, joint customers love from the cloud and really bring that to the edge in your own environment on your terms and conditions, right.

8:07

And that's one of the reasons that we as Microsoft call the adaptive cloud strategy.

8:11

We as Microsoft adapt to the circumstances of our customers to allow them to run Azure services and Azure management services and Azure workloads anywhere and everywhere on their terms and conditions.

8:24

And that is a failure prop that not many other solutions, sorry, not many other companies can offer in the market.

8:31

And if you then combine, if you combine that with like, hey, one single orchestration for your security, one single orchestration to manage all of your infrastructure with extra arc through the extra portal.

8:41

I mean, you can still buy the heart rate as you're used to and the underlying technology is still hyper fee.

8:47

It's really allows our customers to innovate on their terms and their conditions.

Speaker: Dr. Andy Packham

8:55

So with the customers you're saying, do you, how do we use this specifically?

8:59

I mean it's not just about putting a server locally, is it?

9:02

There's, there's audit, there's all sorts of other stuff.

9:04

How do you see as your local helping with all of the reporting of compliance as well as just being compliant?

Speaker: Avtar Singh

9:11

Let's see if we're looking for the compliance perspective, The very first thing I would like to highlight out here, but the very first thing is completely agree with what Dion said, right?

9:20

But beside this, the best part of the Azure local is because that the Microsoft has collaborated with, I believe 200 plus local partner rights and that actually gives a real value for the money because they have seen a lot of organization, right?

9:35

They have already developed the expertise in a people process and technology.

9:39

So for example, let me take an example.

9:42

If I talk about the Azure tech local, right?

9:44

So for example, if the customer has already developed an expertise in a Dell or Cisco infrastructure, right?

9:49

So they can I'll say, you know, bring Azure local on top of a Dell and Cisco OEM, you know, on top of Cisco OEM, right?

10:00

That's, that's, that's our first reason.

10:02

That's why this Azure local, you know, brings value on table.

10:07

And if we talk about the compliance and security perspective that Andy talks about.

10:11

So Annie, I'll say because data is something, right, that the customer is very concerned about that because data is something if you talk about the application data or the financial data.

10:21

And that's why lots of customers are looking for sovereign cloud or data sovereignty and something like that, right?

10:27

And as your local out here plays a very pivotal role because at the end of the day, you are going to keep everything in your data center and you can play either with the Azure or IoT or on the public cloud on your own terms, right?

10:39

Because on top of that, you can manage your entire infrastructure either by leveraging Azure portal as well as you know as your right.

10:46

That's why I believe these features makes the solution very compelling, very secure and very compliant for the customer who are really concerned about the data security and sovereignty of you know, their ecosystem of the landscape.

11:00

Yeah, thanks.

Speaker: Dion Ubert

11:01

I think And then yeah, maybe one thing to add to that, this like and I think that's a great example of how it all comes together.

11:09

So Sacha was like I think six weeks ago in the Netherlands at Microsoft AI Tour and one of the things he announced there was Data Software NT private cloud offering for actual local.

11:19

And it really comes down back to like what's European customers are asking for, right, is a Data Software NT having my tools within the European Union and my data and applications as well.

11:30

And so one of the things that we as Microsoft that we're working on right now is to enable that at skill for actual local.

11:35

What allows you basically to run SharePoint Exchange and 365 directly on actual local instead of in the cloud.

11:44

I think that's a perfect example around how you can meet data software MTV requirements while still having this in your own country on your terms and conditions.

Speaker: Avtar Singh

11:52

Well, that that's great.

11:53

We, we guys were not aware about that.

11:55

This is this is one of the additional feature that definitely help our customer to go for the solutions.

Speaker: Dr. Andy Packham

12:02

Yeah, I think Dion, it's a you know, it's a critical point, but yeah, I mean, yeah, I mean you're, I see all the time customers are asking for that, that focus on privacy, that focus on that.

12:12

But they're also asking they also need that ability to compete globally.

12:17

And I think that's where as your local comes in, you know, it's, it brings all of the the innovation and the value plus what they need in Europe.

12:26

But kind of moving on to, yeah, maybe in the bottom line, isn't this expensive?

12:30

What's the, you know, does this, what are the cost advantages over a traditional yeah, data centre?

Speaker: Dion Ubert

12:37

That's a really good question.

12:38

So first of all, Microsoft's have been working with the right aid system of hardware partners to build all kinds of solutions.

12:45

So when you talk around the big OEMs that we're all used to or smaller OEMs or the local device partners, we have built a portfolio of 169 different platforms with different brands across the world and customers can order one single note.

12:59

What is a small form factor, what could be like around \$1400 to all the way to like really high end expensive like data wreck stack surfers that can be placed as a true data center solution as well.

13:12

And there's a lot that sits in the middle with like rocket Ice or X scenarios as well.

13:17

So from a cost perspective, like on the hardware side, it you can make it crazy as you want, right?

13:23

It really depends on your specs and in your use case scenarios.

13:26

When you think about licensing, I think our licensing has something really unique compared to anyone else in the market.

13:32

We have something called Azure Hybrid Benefits.

13:35

What basically means if a customer is installing Windows Server Data Center license with software assurance on their physical hardware, they have something called Azure Hybrid Benefits, meaning we will not charge them for the host OS in this case as your local.

13:52

So they will get that for free.

13:53

They get unlimited Windows VMS for free, unlimited containers built in, so unlimited actual Kubernetes services are included.

14:01

Then they get as well free extent security updates.

14:04

So there's many customers out there that are still using Windows Server 2012 for SQL 2012 and are paying for extended security updates that will be waived those costs if they moved into actual local Azure R what gives you the single control plane is included as well.

14:18

So no charge for that.

14:20

And then one of the most important things is hot patching for like hot patching your surfer, for example, overnight is for free as well with actual local.

14:30

And then the last thing, but I think it's really interesting is many customers who are looking to leave a certain ISV and maybe move over to Azure local for the data center at scenario Microsoft offers now as well as your migrate to for free, meaning you can install the agent or your old appliance, install the agent or your actual local appliance and can migrate acting over without any charge per VM.

14:53

And so when you take they get together from a software perspective, I think we have a unique value prop that no one else can offer in the market with a high value.

15:01

They combine it with the hardware.

15:02

We have a variety of solutions.

15:04

And then the last thing is like if you take the expertise of HCLTech right, where your expertise come in as an advisory migration, I think you get something really high end value for a low cost.

15:17

Yeah, right.

15:19

I'm talking to the customer conversation.

Speaker: Avtar Singh

15:22

Yeah, my, my own point of view, because to be very honest with you, Dion covered each and every aspect from the hardware and the software perspective as well as from the, you know, the managing perspective, right?

15:33

Because lots of customers looking for unified pane of glass that can help them to manage, operate and orchestrate the entire ecosystem.

15:39

And that's where the Microsoft brings the value on the table by introducing Azure Arc on top of no matter whether you have Azure local on cloud or right.

15:48

But if you ask me from the cost perspective, so I look from a different lens because you covered very well because I was about to, you know, I'm sorry, I was about to talk about these pointers, but you have already covered that.

16:01

But from the, I'll say from the people perspective, right, that is very, very important because to be very honest with you, whenever I get into the conversation from the customer who are very interested to, I'll say, you know, to work in a data life cycle management where you need to clean the data, where you have to do the feature engineering, where you have to create a different data pipeline, right?

16:21

And the customers are struggling from the expertise perspective because there are a lot of new, I'll say that gears are coming into picture and new tools are coming into picture.

16:29

And, and hence, you know, there are a lot of cost is going up and the cost is going to rise, right?

16:34

But as your local, the kind of years you have, but that's what I said, because at the end of the day, you are going to leverage the same year.

16:42

I, for example, that's what I said in the very beginning.

16:44

Because if you have already developed this for Dell, Cisco or let's say HP of the world, right?

16:50

So you can install as your local operating system on top of it and you can integrate or interoperability on top of your existing perspective and you can manage that.

16:58

So from the resource perspective, you are start saving a huge cost as well as from the integration interoperability perspective.

17:05

Also on top of that, if I look into the Zoom lab local, right, So I believe it's bundled with all the tools, softwares and the enablers and everything, right?

17:15

That gives you a full functionality to manage, operate, orchestrate from the innovation perspective.

17:22

On top of that, if I look in from the sustainability perspective, from the carbon utilization, from the power perspective.

17:27

So again, this is one of the best tag that I have, you know, figured in the market, you know, that will help you to manage the cost from the sustainability perspective, power perspective, as well as from the liquid cooling perspective that that actually, you know, creates a huge cost whenever we go for our data center landscape or whenever, you know, create a bill of material for the data center landscape.

17:50

So that's, that's my point of view, Andy yeah, no, I think that I'm not.

Speaker: Dr. Andy Packham

17:54

I think you're, you're spot on this.

17:56

The skills cost, you know, the investment in, in training, in developing skills.

18:02

I think that sometimes, sometimes we forget that we kind of focus on the bill.

18:07

We don't focus on that continual complexity of managing a stack.

18:11

And that simplification of the stack I think helps many organisations focus on really adding, adding value to their businesses rather than managing complexity of it.

18:21

So we've spoken, we've spoken a bit about cost, we've spoken about compliance, something else incredibly important there is resilience.

18:28

So, you know, Avtar, maybe if you kick off, where do you kind of see the role of as your local in, in disaster recovery?

18:38

And then, you know, Dion, once we spend that, I kind of also like, you know, maybe the the further edge scenario.

18:45

Yeah, Yeah.

18:47

Can I yank, can I yank the cable out the back?

18:49

So Akhtar, why don't you kick off and talk a little about disaster recovery and then we'll talk about disasters.

Speaker: Avtar Singh

18:55

Sure.

18:56

So if you look in the Azure local, that's what I said as well as June Alpha discussed, because on top of that, because you know, you can leverage all the Azure services, right, No matter if you talk about the data Dr.

19:07

and the backup, right.

19:08

So that's the best thing.

19:09

For example, it's a very resilient because at the end of the day, the kind of migration tools that are, I do understand, still in, I'm say still not in Age, but Microsoft is working on that and coming up lots of migration tool that can help the customer to migrate the existing infrastructure from, I'll say, from the cloud to Azure local or from, you know, from to any other maybe, you know, to core or edge, you know, different part of the world, right?

19:33

And if you look into the and I'll say, you know, the seamless migration and seamless disaster recovery from on Prem to cloud and vice versa, that actually plays one of the important value for the disaster recovery kind of, you know, the kind of resiliency the customer is looking for.

Speaker: Dr. Andy Packham

19:53

Brilliant.

19:53

Look, So yeah, like I said, right, there's kind of, I think there's two elements to this.

19:59

And it's an area about as your local that fascinates me is it's ability to be interrupted.

20:04

You can't interrupt the cloud, then you have nothing but this let this lets you think about not just the kind of, you know, the edge scenarios where maybe your network goes up, goes down, maybe you have in your service interruptions.

20:19

Just tell me a little bit about how's your local handles intermittent connection?

Speaker: Dion Ubert

20:26

Yeah, good, good question.

20:27

So like extra local is really built that can really handle tough situations.

20:33

We have customers who take actually local in the middle of the ocean or to areas where there's a lot of mining in the middle of nowhere.

20:42

And so connectivity or fall over scenarios or high availability or to accessory coffee is really critical if you use actual local.

20:51

And I'm really happy to share that Microsoft has some really great strategy around that.

20:55

We support of course, first party tools for Microsoft itself if this extra site recovery acts your backup.

21:02

But we support as a third party tools, tools that are like built by other ISV's that customers use today, for example, Theme or Cobalt or some of those other like third party ISV's.

21:15

So the customer has the opportunity to choose what works for them the best to meet their requirements for example with likely with data recovery or with low latency or those other things.

21:27

When you talk about them really around as your local itself and the use cases that you were alluding to earlier is we see a lot of growth really happening across the board.

21:37

And we've seen a couple of things.

21:39

First, as we all know, there's a really big ice fee bought by another big company and it has created a lot of price increases.

21:46

And I see a lot of customers looking for Azure local as an alternative hyper fee solution and they are basically looking into Asher as like that main platform in their database, this centre or at scenarios.

21:58

So that's like one thing that's really driving our business.

22:01

The second thing that's really driving the business right now for the both of us is really around FDI.

22:06

We know that Horizon, the like a FDI solution is being sold off by Broadcom.

22:12

We know that there's another FDI solution taken off the stock market and owned by a private active company.

22:18

And you see a lot of customers are really uncertain around that situation and looking for ways to create more stability for their future.

22:24

And so we see more demands for Azure Virtual Desktop running on Azure Local as well, where you have low latency and you can run RFIDI solutions on their own hardware.

22:33

So that's the second thing.

22:35

The third thing that we really see happening in the market as well as like latest platforms from Microsoft where customers are going for hybrid.

22:41

So there's still many customers out there on Windows Server 2012 for SQL 2012.

22:46

Some customers are on Windows Server 2016.

22:48

That's going end of life soon as well.

22:50

And so when you think about those products, customers have been sitting on those platforms for 10 years, eight years and they are now ready to go hybrid.

22:58

And so that's driving our hybrid cloud business as well.

23:01

The last two things that I think is really important to share with you as well is the the following.

23:05

We see huge amount of demand for AI at the edge.

23:09

So when you talk about tech protection and retail stores, if you talk about like cameras in manufacturing to find faulty products, when you talk about border control or when you talk about other analytics like AI at the edge is really, really growing fast.

23:25

And if it is visual audio, large language models, small language models or agents, that is a hot topic for many of our customers.

23:33

And one of the things we announced that Microsoft build is the enablement of AI Foundry from Microsoft on Azure Loco itself as well.

23:40

And then the last thing and then we talked around this earlier as a team, but release on top of customer minds right now is data software energy, right?

23:47

How do I make sure that certain data and applications stay on Prem and meet my country requirements or customer requirements or partner requirements?

23:57

And so we announced, as I mentioned earlier with Microsoft like run for weeks ago around the AI tour, a solution for that as well.

24:04

So I would say that's, I think 2 answers to the two questions you asked earlier about, hey, what are the solutions you can offer for data recovery or have those kind of accessory recovery, we support first party and 3rd party.

24:19

And then what are those scenarios at the edge and what some customer minds are those five things I just alluded to as well.

Speaker: Dr. Andy Packham

24:25

Yeah.

24:26

So I think yeah, I mean the announcement about Foundry, I think that's that's that's very important because it does show that, you know, does your local is, is your the same functionality that's there in Azure cloud is is going to be there as your local.

24:42

So I think, you know, that's the kind of announcement I think gives us and a lot of customers that kind of confidence that this is a this is an extension of all of the innovation capabilities they see in the cloud.

24:54

So now thank you that.

24:56

So after what do you recommend to, you know, in those customer conversations, right, they're talking about these challenges, what's the best practice?

25:10

How do you go about planning for this?

25:12

What do you need to think about when you implement as your local?

Speaker: Avtar Singh

25:18

We are because right now if you look into this, the ecosystems of the customer right from the landscape of the customers.

25:25

So it's very complicated, right?

25:27

First of all, the customer, if I'm not with the customer, what I figured it out because to be very honest with you, if you talk about from the cost perspective.

25:34

So again, you rightly said because post the creation of VM Ware by the Broadcom, right, the licensing cost of the VM Ware is I'll say you know, it's a mind blowing, right?

25:46

It's very, very expensive.

25:47

On top of that, the licensing is very complex.

25:50

In fact, I'll, I'll see because while working with my customer on AVS solution or other solutions.

25:55

So I believe the synergy has been changed because if you look in the AWS solution or the Google solution or our AVS solution.

26:02

So I believe AVS solution is far better than the solution available in the market.

26:06

So whenever I interact with the customer and trying to understand what they are looking for.

26:10

So I believe that the customer has three major concerns, right?

26:14

The very first is the customer are very smart.

26:17

They just want to extract the maximum value from the dollar they're going to spend on technology, right?

26:24

The first thing, right.

26:25

The second thing I will talk about that they're looking for the technology that can help them in business, that can help them to under revenue, right?

26:33

So I'll say they're looking for innovation, they're looking for seamless integration, They are looking for the people already there so that they can leverage their existing investments, right, primarily to adopt the new technology.

26:46

They don't want to invest more into it.

26:47

They are looking for the technology, they are already comfortable with that.

26:51

And the third is security.

26:52

That's a very, very outside the fundamental building block of the customer landscape, right?

26:58

And I believe as your local or not Azure local, if I look into the any Azure product, because we talk of the Azure native public cloud or if I talk about the ABS Azure local stack and earlier Azure stack at CI, it brings that you know the compelling value in the ecosystem.

27:13

So what we generally do because we generally do the workshop with the customer and trying to understand what kind of business case or what kind of ROI they are looking for, what kind of use case they have in mind.

27:23

So based on that we will come up with the right gear.

27:26

But that's what you guys are saying because I believe with Azure Local, right, you are gonna, this is a purpose, purpose build solution.

27:34

And at the end of the day, this Azure local has everything.

27:39

If you talk about, you know, the capability of Azure public cloud, if you talk about from the data sovereignty or the compliance perspective or the security perspective.

27:47

So again, Azure local brings value on the table because you can, it's, it's like, you know, you are gonna bring Azure in your premises, right?

27:56

You don't need to, you don't need to share the data, right?

27:59

The entire, I'll say the ownership is with you.

28:02

It's all up to you how to control the entire data center on top of that, because that's what I was just reading in the morning.

28:08

Azure local, right?

28:09

The kind of operating system, I believe this is a small footprint of Hyper V and I believe that's one of the mind blowing innovation because even you can install as your local on top of a 4GB of memory.

28:22

Also I don't know whether I'm correct or not because I was just going to the third party website.

28:27

So I believe so there are a lot of innovation that is your local brings on the table and I believe that really makes the value at the end of the day, at the end of the day for the customer.

28:36

Cool.

28:36

Now.

28:36

Thanks Dionne.

Speaker: Dion Ubert

28:39

Based on that, then what do you see maybe as holding, maybe holding industries or companies back from moving down these pathways as your local?

28:49

It's, it's, that's a really good question because we don't see customers holding back at this point.

28:54

The amount of demand we see from a Microsoft perspective together with you, but there's obviously OEM's and our ecosystem is mind blowing.

29:02

We have driven overhead like significant growth over 200% year over year and we really see that customers are enjoying our solution at skill across like edge scenarios, latest scenarios.

29:15

One of the things that we sometimes get is like is actual local really new and should I be brought because it's so new and what's Microsoft long term commitment, right?

29:25

I'm here to share with you is like actual local is not basically new.

29:29

What we did and in 2020 is basically we split Window Server for an HCI in two separate products.

29:36

We created at that time, the Stack family, but it's inclusive of Ash Stack, Ash, Ash Stack Hub, Ash Stack HCI and Azure Stack for operators that were like 4 different platforms for four different scenarios.

29:48

But as X scenarios are growing significantly more or higher, cloud scenarios are growing significantly more.

29:54

We decided with Azure LOC to merge those four products into one single platform where you have all of the functionality from disconnected operations to data center deployments to extra deployments, all built on Azure local hardware and software, right?

30:10

And it allows us to really simplify our offering and make our customers basically help them on their journey.

30:16

So the question was like, sometimes, hey, is this new?

30:19

The answer is actually it's not new.

30:22

It's an elevation of something that we started like 6 years ago.

30:26

And that's where I think where Microsoft has really something unique on their hands.

30:29

This is our long term bet to help customers with their scenarios or hybrid cloud needs.

Speaker: Dr. Andy Packham

30:37

Yeah, Dionne, I, I agree.

30:38

Nothing.

30:39

Yeah, yeah, it's been around.

30:42

But suddenly AI creates a new conversation about that need to drive at the edge.

30:48

So I think, you know, you know, maybe, maybe have to, you know, I don't know if you're seeing the same, but I think it's an AI.

30:54

It's often an AI conversation now that's creating.

30:57

I've got a new problem.

30:59

Let me have a look at what we've got.

31:01

So I think that I think this is always interesting.

31:03

How separate bits come together.

31:06

You know, I know in many of our sort of stack conversations, you go back two or three years, the AI use case wasn't there, and now suddenly the AI use case is.

31:17

It is in every conversation that's changing.

31:22

Yeah.

31:22

What do you think?

Speaker: Avtar Singh

31:24

So you're right because whenever we interact with the customer, AI is something that is prevalent across I mean say all discussion rate no matter the customer is looking for even I'll say you know anything if you discussing around any kind of business case or any, any, any kind of stack or something.

31:41

And I believe here Azure lacks Azure local really brings a value because the kind of system that you have, if you talk about the far edge or AGI, right, the kind of system that you have developed or, you know, so I, I believe it's not AG right now.

31:57

I'm not sure about that because I was just going to a little old video.

32:01

So I believed you guys that developed this Azure local.

32:05

So you can run the AI use cases no matter if you're sitting on the IoT edge or I'll see you on the far edge, right?

32:12

So that's, that's really brings a compelling value in the ecosystem for the customer.

32:17

Like that's what you said, Dion, for the customer, like healthcare customer or the customer who are looking for, I'm say, who are sitting on the isolated location, like the construction companies or defense units, right?

32:28

Or I'll say, you know what you call it the shipping corporation, right?

32:32

Or healthcare unit and those kinds of So at the end of the day, they can I'm say, you know, bring the AI capability on top of the smaller device also that was never ever possible before Azure local.

32:44

So that's that's the one of the I'll say one of the unique feature of the Azure stack local.

32:51

Yeah, that's all.

32:52

Sorry, Dion, Dion, go ahead.

Speaker: Dion Ubert

32:54

You know, I would say I humbly agree with you on that.

32:56

So we're definitely on the same page.

Speaker: Dr. Andy Packham

32:58

Awesome.

32:59

So look locking up.

33:02

I think this has been a fantastic, it's been really insightful conversation.

33:06

And I think there's a there's a lot of themes we're seeing how as your local is able to drive at the edge, incredible innovation, but with compliance.

33:16

So you get the best of really two world.

33:19

You're able to now bring in resilience.

33:22

So I've got that local locality of information of locality of data.

33:27

But you know, after you made a brilliant point about, you know, it's not just, it's not just platform cost, it's, it's cost of skills, it's the cost of operation and being able to kind of take that investment that you've made across as your cloud and extend it to those new scenarios.

33:48

I, I, I think that's really, really key.

33:51

Having said that, when you know, all the licensing things go there, it's always really complex.

33:55

There's huge opportunities, I think there to work for many of our customers to, to see a real benefit in kind of agility and, and, and compliance.

34:05

So, you know, Dionne, just we wrap up.

34:07

Any final words from any final thoughts from yourself?

34:11

Umm, I would say I'm really thankful for the partnership that we have together with you as our trusted partner, right?

34:18

We have most like a lot of joint customers were building new solutions today on hybrid cloud and they're looking at ACL tech to really help them on their journey.

34:29

And I think together with Microsoft and our OEM ecosystem, we can truly Dr.

34:34

innovation for all kinds of scenarios.

34:36

And if that is for AI, if that's for data solutions, if that is for feed DI, if it's for like alternatives for like large is fees where they want to move to their PMS over, we can help those customers on their journey.

34:49

And so I'm really thankful for our joint partnership and I'm looking forward the success that you're driving even more.

34:54

Yeah, dear, no, thanks for that.

34:56

No, no, I agree.

34:57

Yeah.

34:58

And it's not just about joint customers for us.

35:00

It's actually about the joint ecosystem.

35:03

You know, many of the OEMs that you partner with, we partner with.

35:06

And I think that's always been why our relationship is so strong because we, you know, we, we, we both exist in a very complex environment.

35:16

And Microsoft are, you know, have the full suite of services and we have the full suite.

35:21

So after I'll just any final thoughts from yourself?

35:24

So I do want one say because thanks to Microsoft and thanks to Microsoft business unit team also because in the last we haven't a partnership for the last like more than three decades, I believe more than 35 plus years.

35:35

And we are gold partner for Ms.

35:37

Azure, but the kind of ecosystem we had developed because if you look into that, we have around 70 K plus certified people across all, I'll say you know, all expertise, all Azure expertise we have out here, right.

35:50

On top of that, we have just, you know what you call it got Azure stack at CI local specialization as well as we have our ABS specialization also.

36:00

It means that we are good from all perspective.

36:03

We are good from the consultancy perspective.

36:05

We are good from the POC to pilot and pilot to production.

36:09

We know about the migration day zero, day one and day 2.

36:12

And I just want to say that the kind of the expertise we have developed was not possible without that CLMSBU and in a close, close collaboration with the Microsoft.

36:24

That's all.

36:24

Thank you so much for that.

36:26

Yeah.

36:26

Now look, both of you, thank you very much.

36:28

Really appreciate the time.

36:29

I think this has been an absolutely fantastic conversation.

36:31

I've really enjoyed it.

36:33

And I think we've got a lot of conversations to be going out there and having with customers about driving and solving their business problems.

36:39

It's not just technology, it's it's how we apply that technology about intersection of, you know, with technology with business value.

36:46

So after deal, thank you very much.

36:48

I'm Andrew Packham.

36:49

I'm chief architect, Microsoft ecosystem.

36:51

This is the Elevate podcast.

36:53

Thank you very much.

36:55

Thank you, everyone.

36:56

Thank you and thank you and you.

36:57
Bye for now.

36:59
Goodbye.

37:00
Thanks.