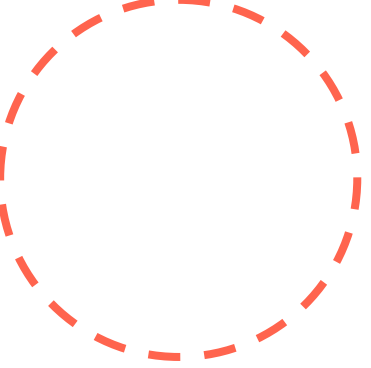
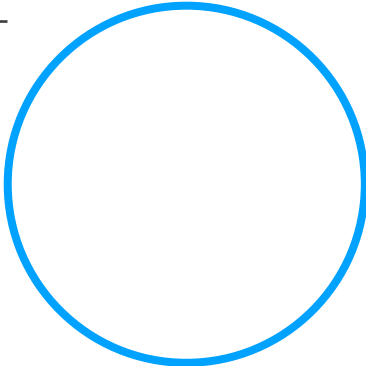


WHY DO WE ALWAYS SAY 'IT DEPENDS' ?

A ~~RANT~~ PRESENTATION ON WHY WE NEED TO STOP
SAYING THE MAGIC WORDS



ABOUT ME



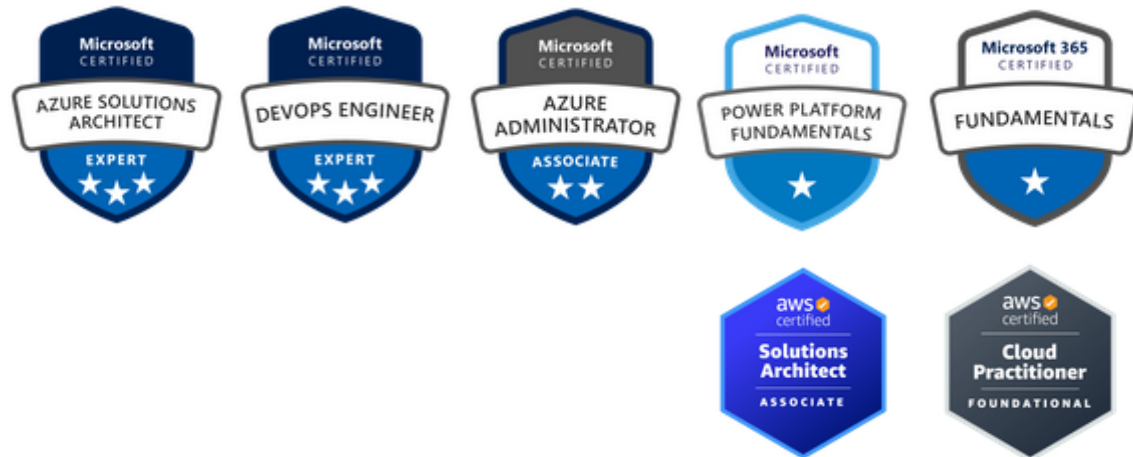
NATHAN SWEENEY

KPMG

Senior Business Manager – Azure Solutions Architect

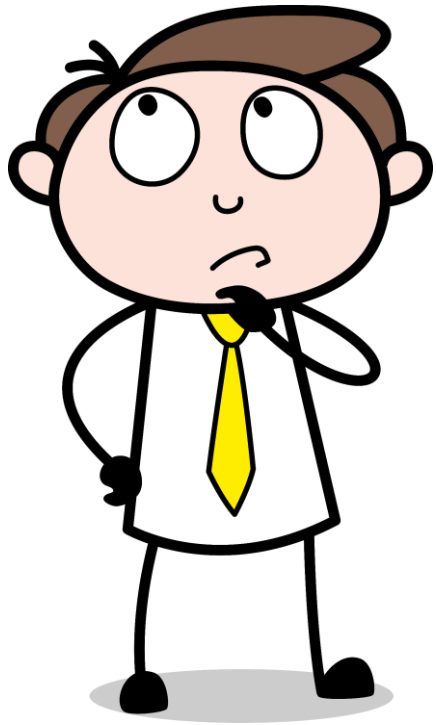
IT – 15 Years

Aided in the development of around 60 MSP cloud businesses



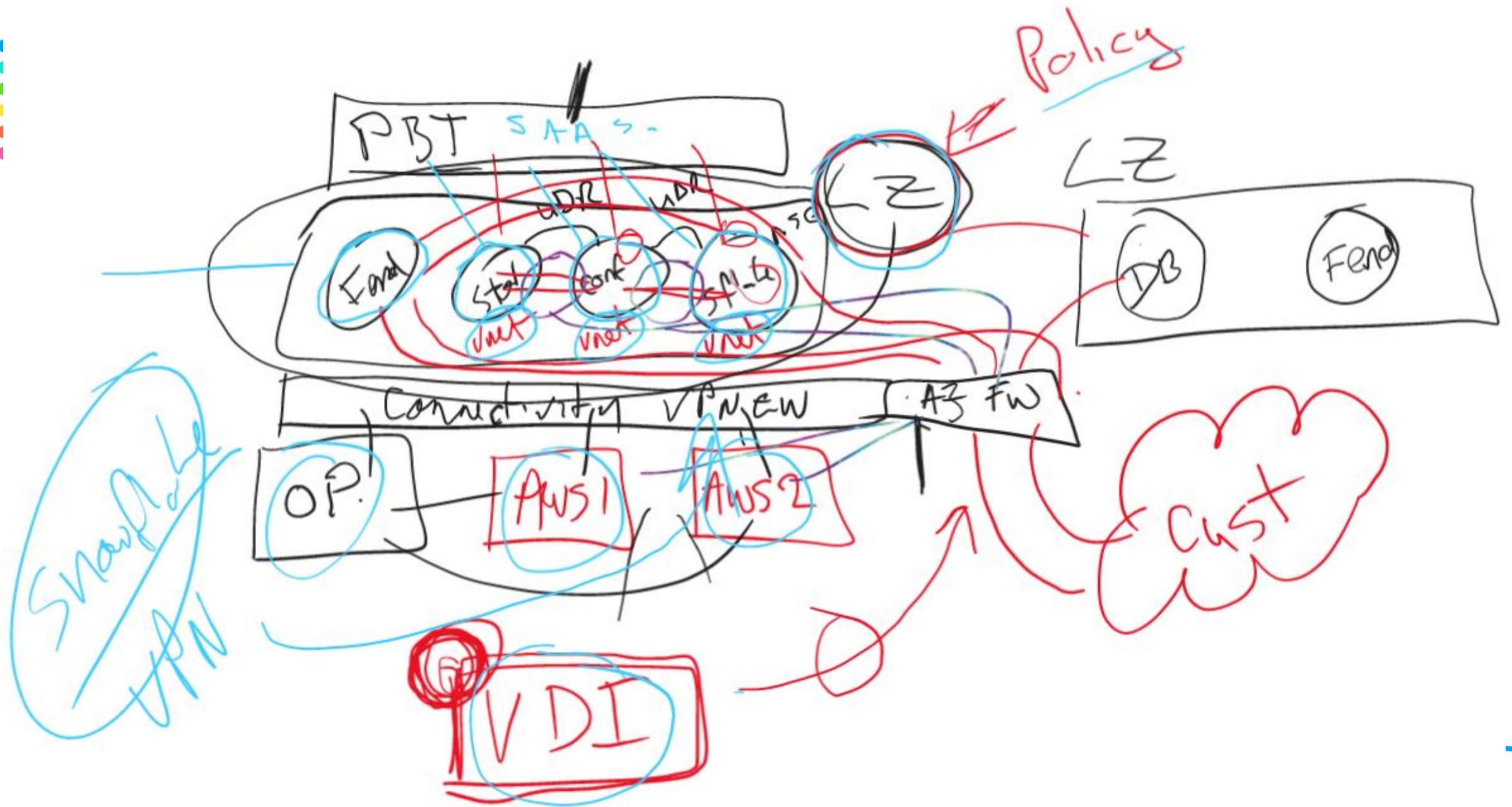


CUSTOMER CASE STUDY



Dave

Alright mate,
we have a few websites we
would like to move into the
cloud, do you think you
could help?

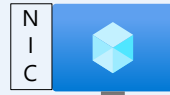




Customer



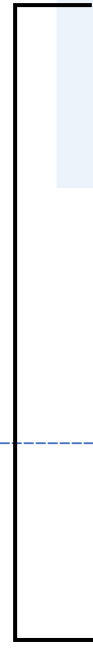
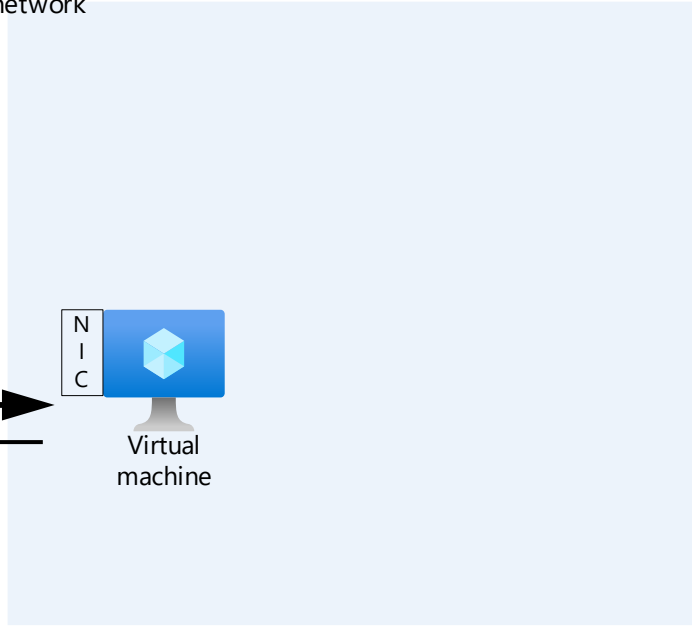
Browser



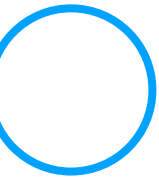
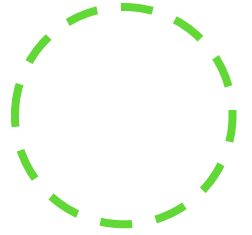
Virtual
machine



Virtual network



SQL Database
Product catalog





Customer



Browser



Application
Gateway



Virtual network



App Service Environment



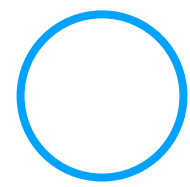
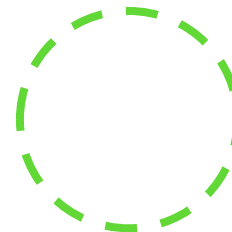
Web app
Public website

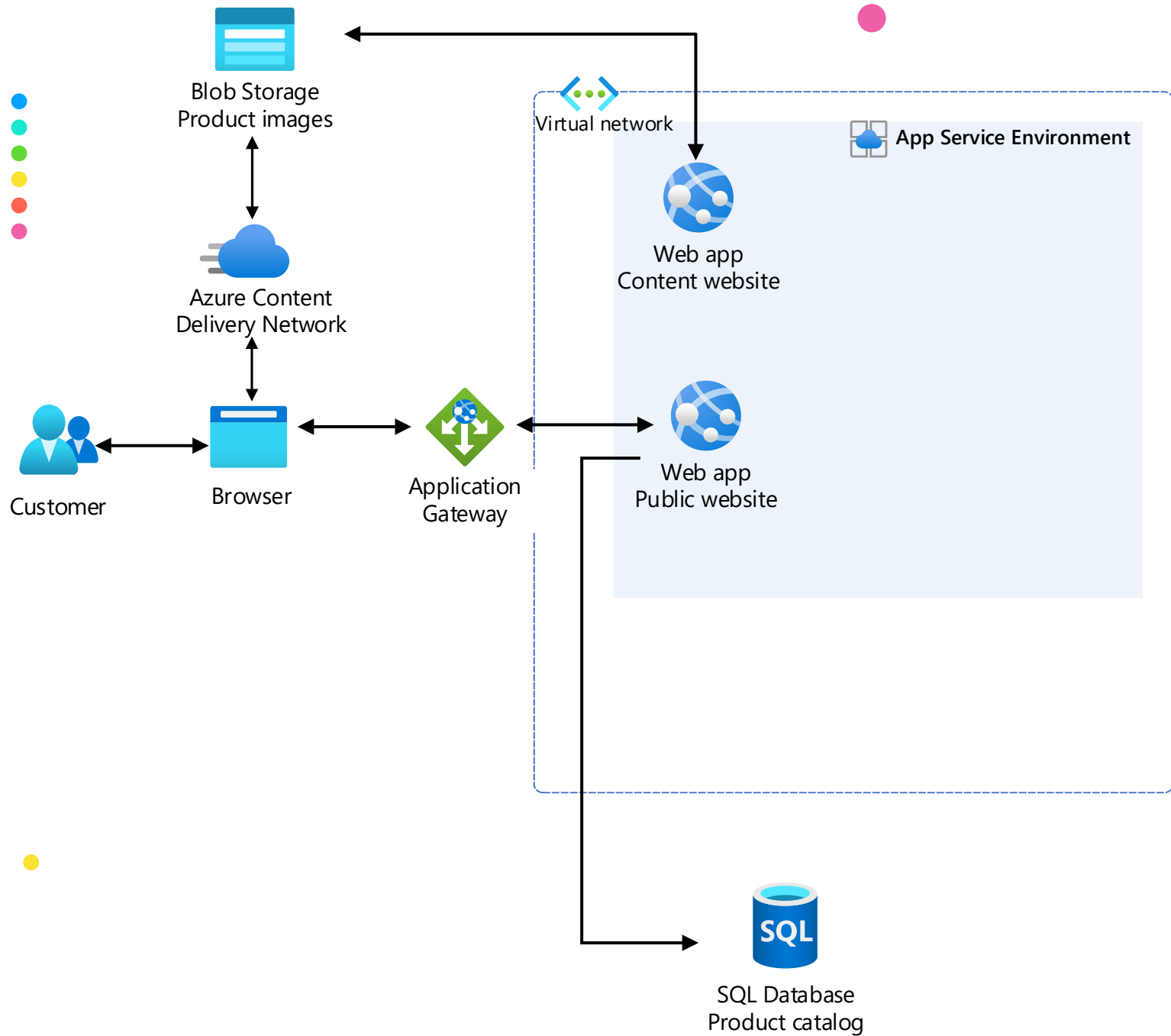


SQL Database
Product catalog

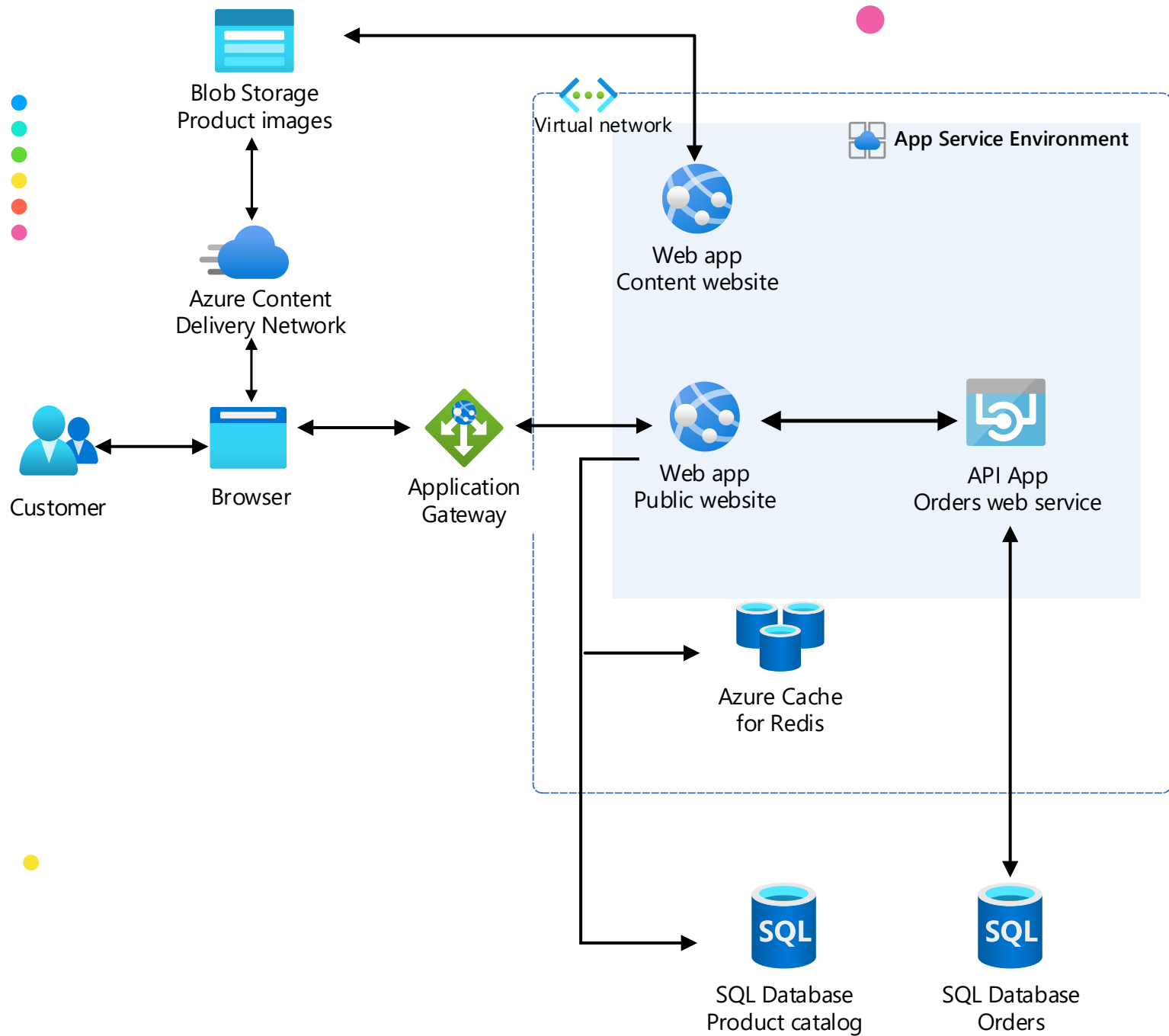


Application
Insights

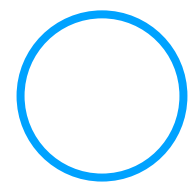
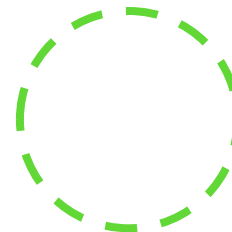


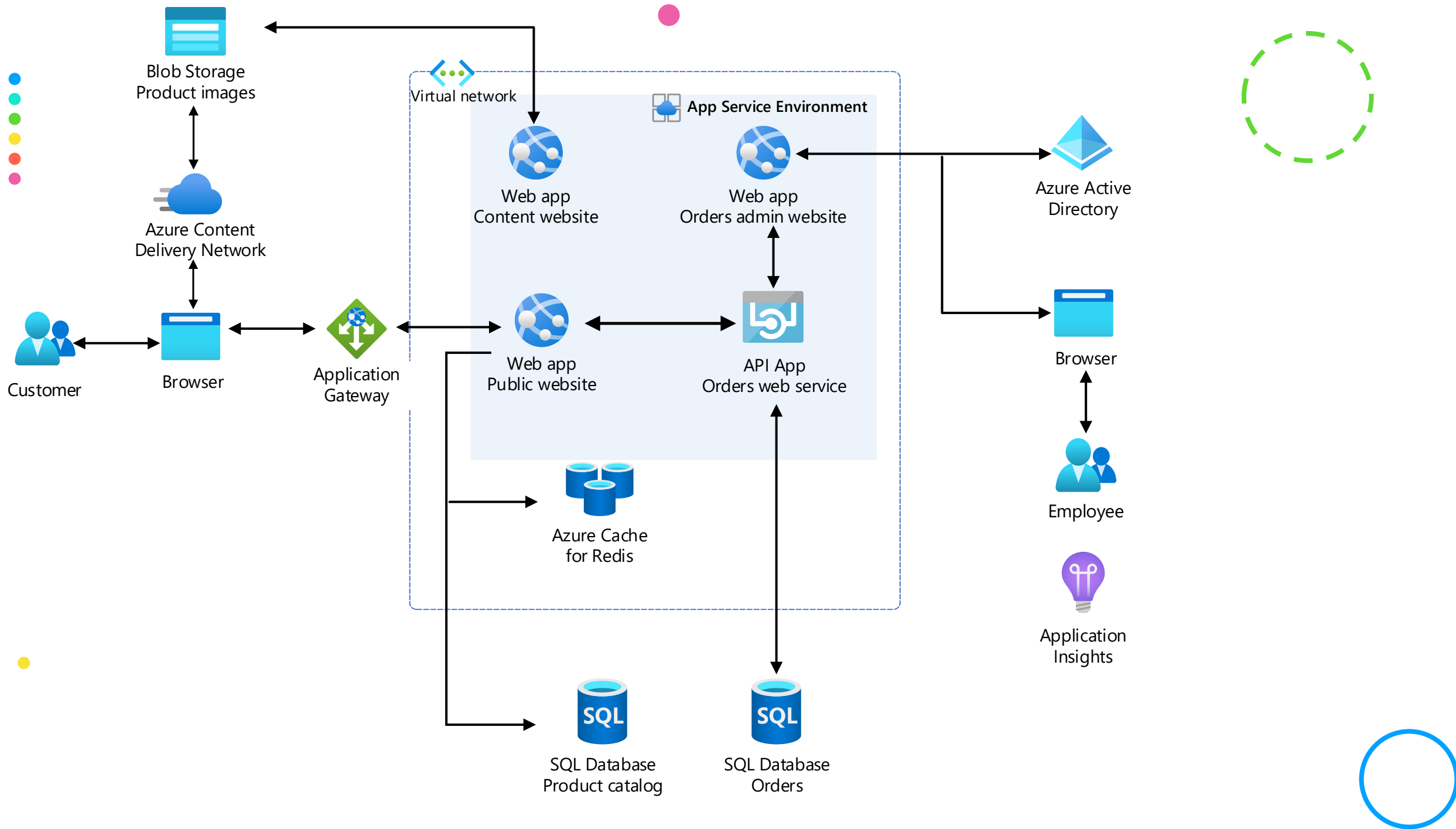


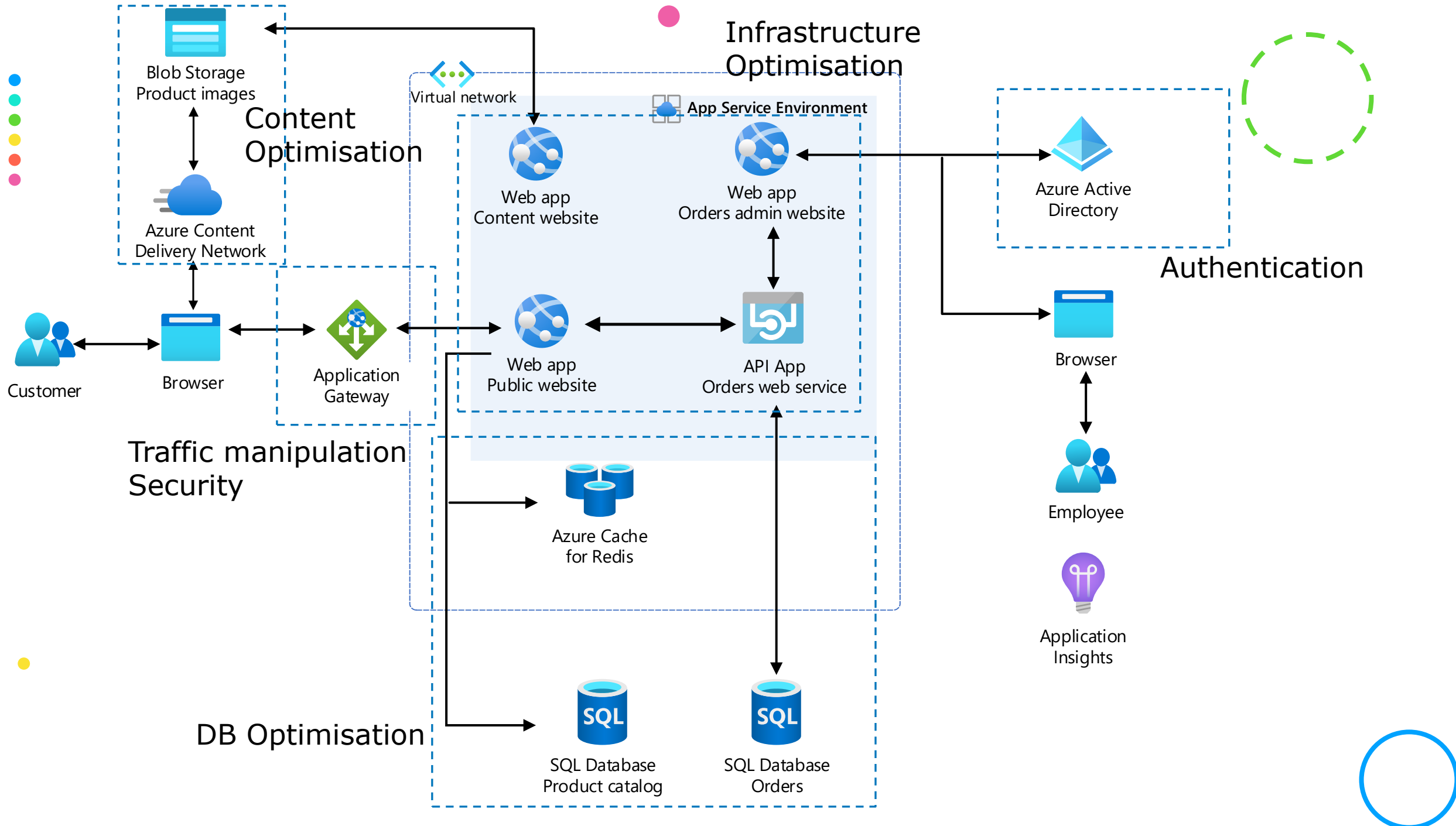
Application
Insights




Application
Insights

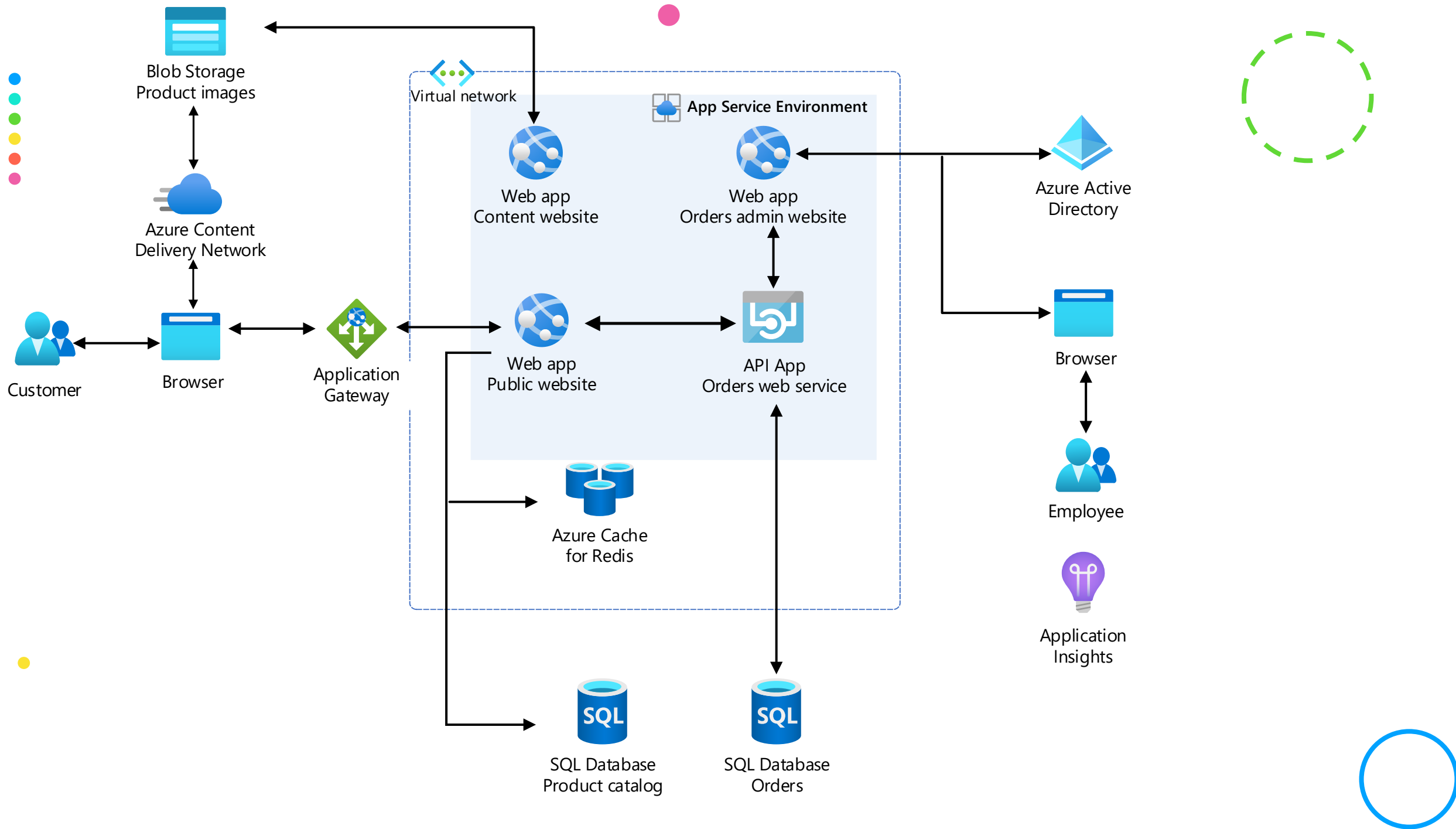




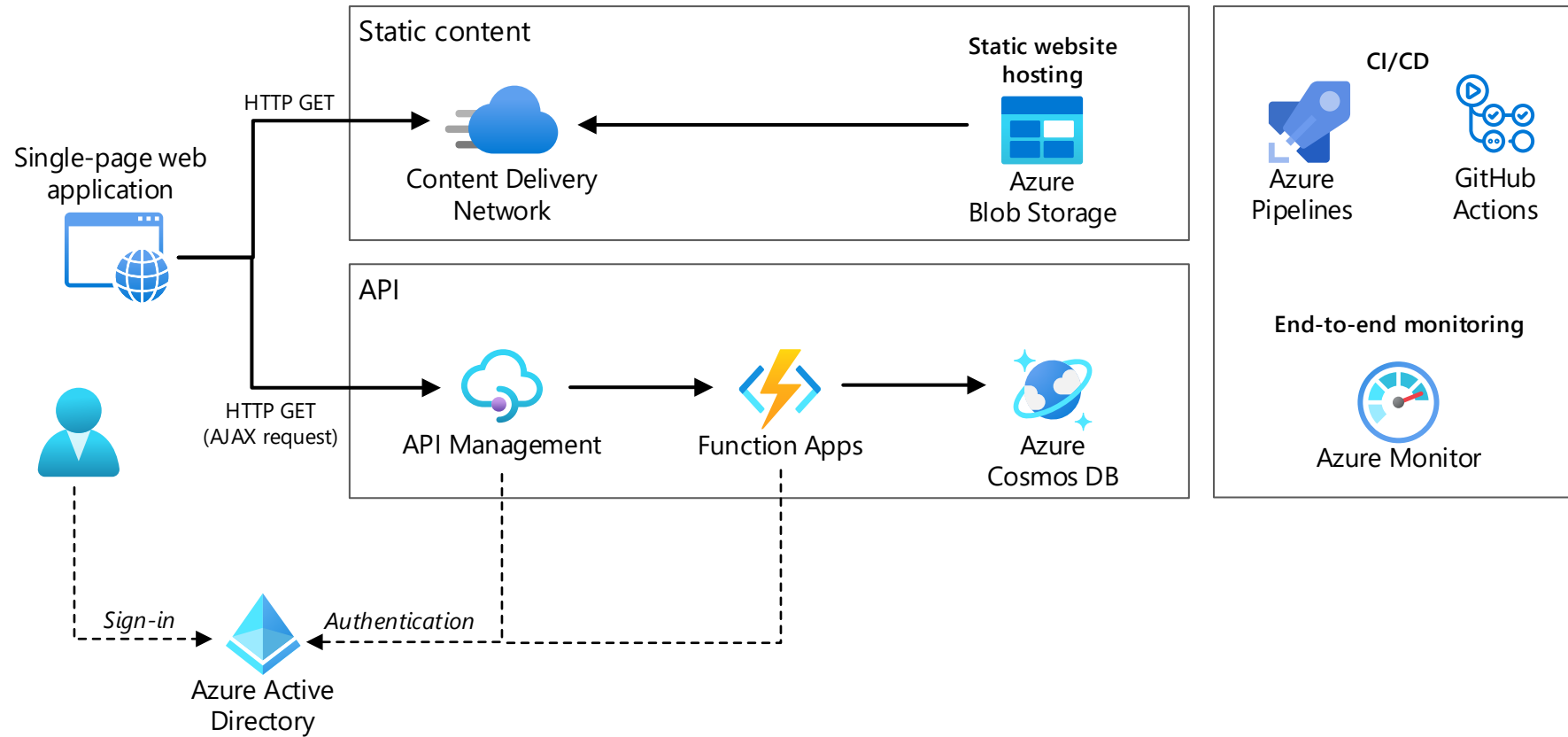


The image features a minimalist design with two thick, curved pink lines that sweep across the frame. In the top left, a dashed orange circle is partially visible. In the top right, a dashed green circle is partially visible. A solid blue circle is located in the bottom right. Three small dots are scattered: a yellow one in the bottom left, a cyan one on the right pink curve, and a small cyan dot near the top right. The text "WHAT ELSE?" is centered in a bold, black, sans-serif font.

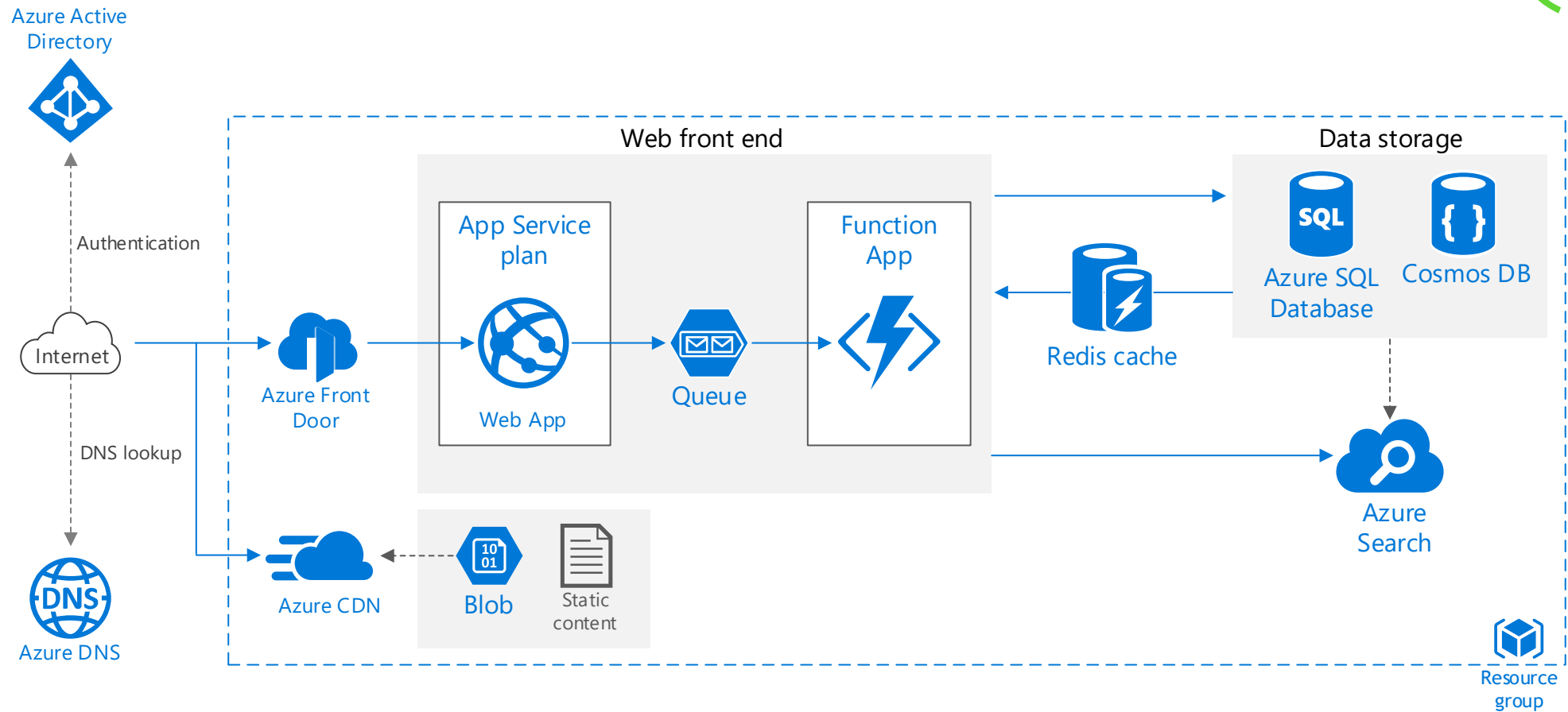
WHAT ELSE?



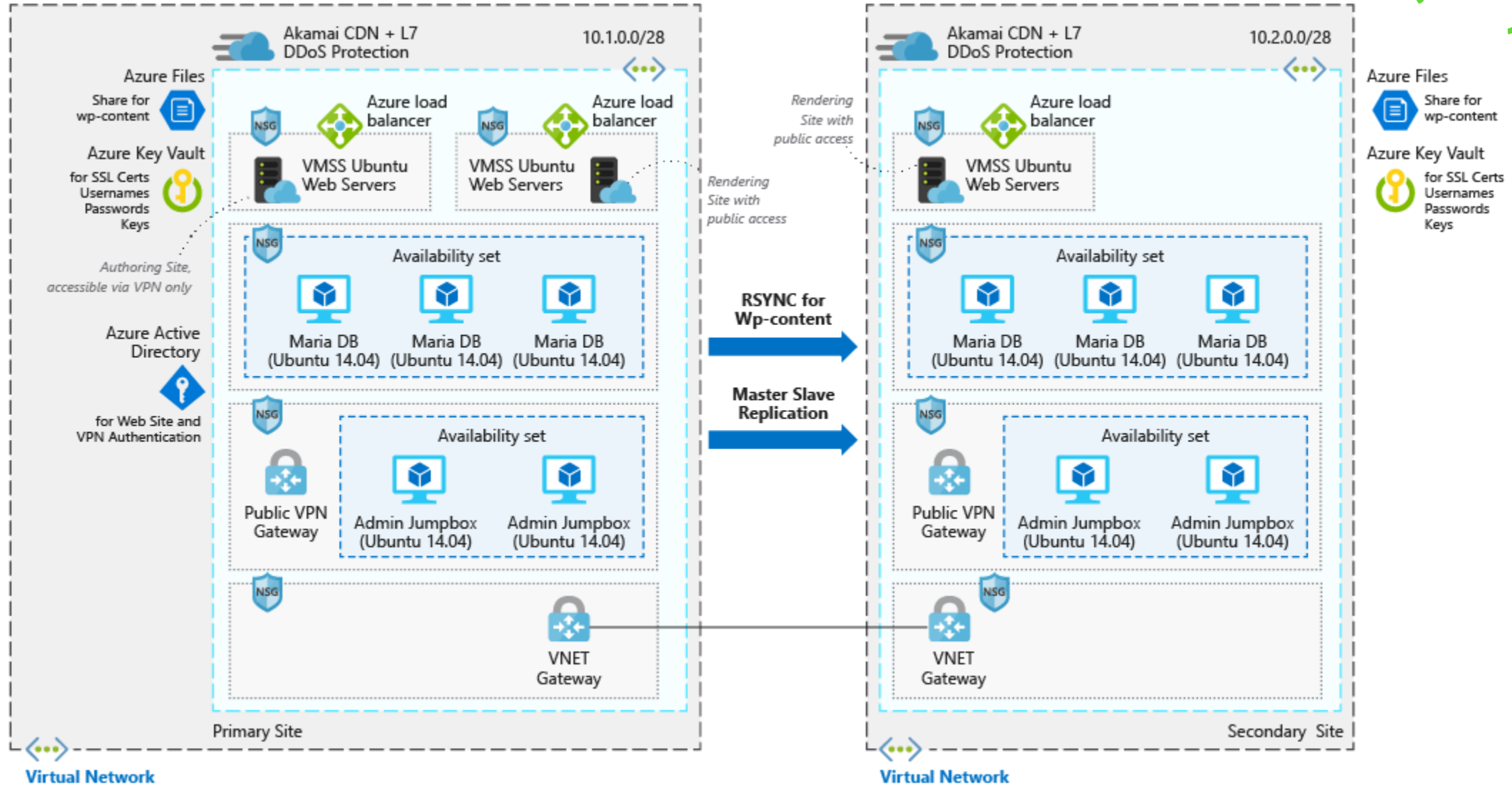
SERVERLESS



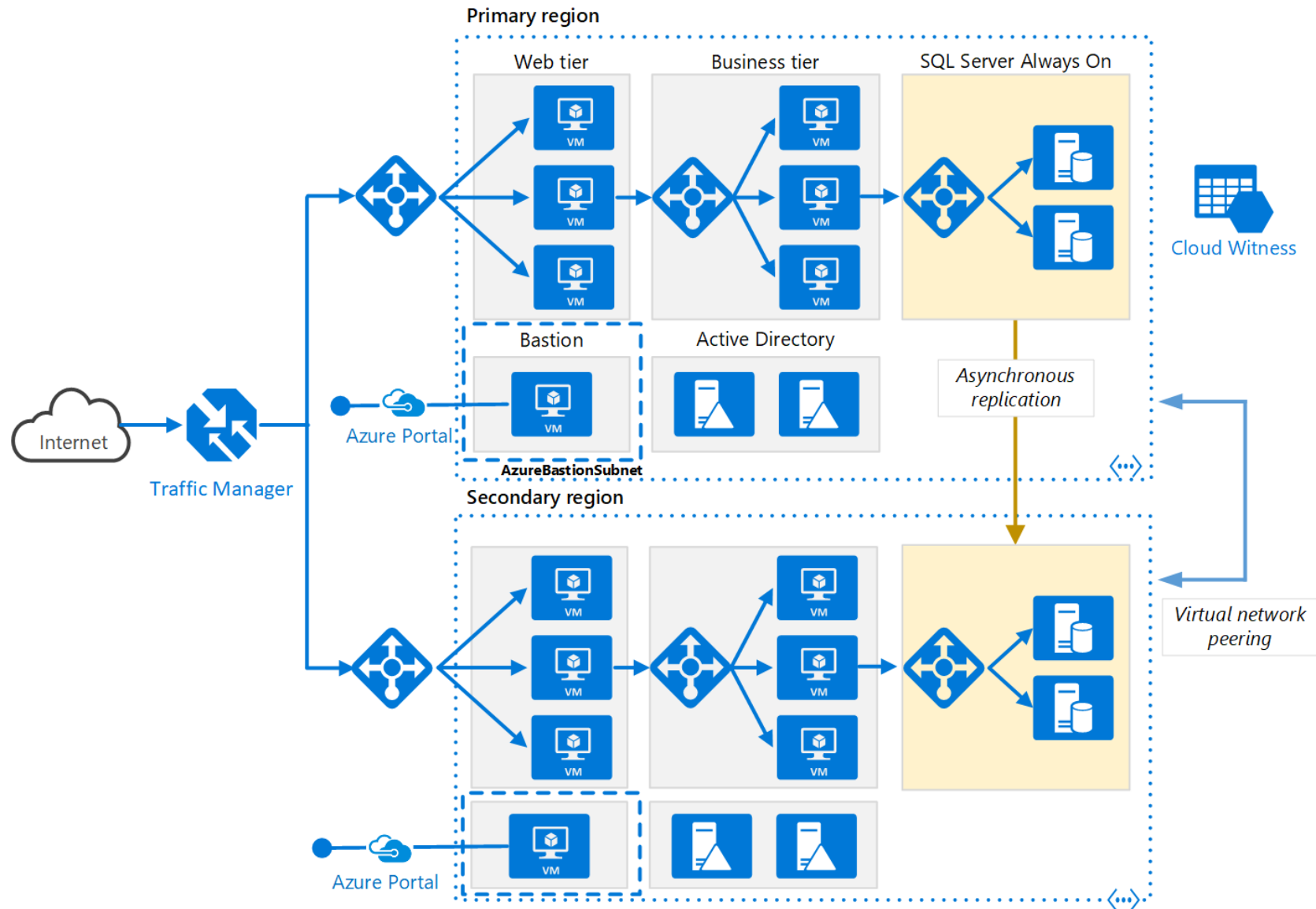
SCALABLE WEB APP



SCALABLE AND SECURE WP SITE

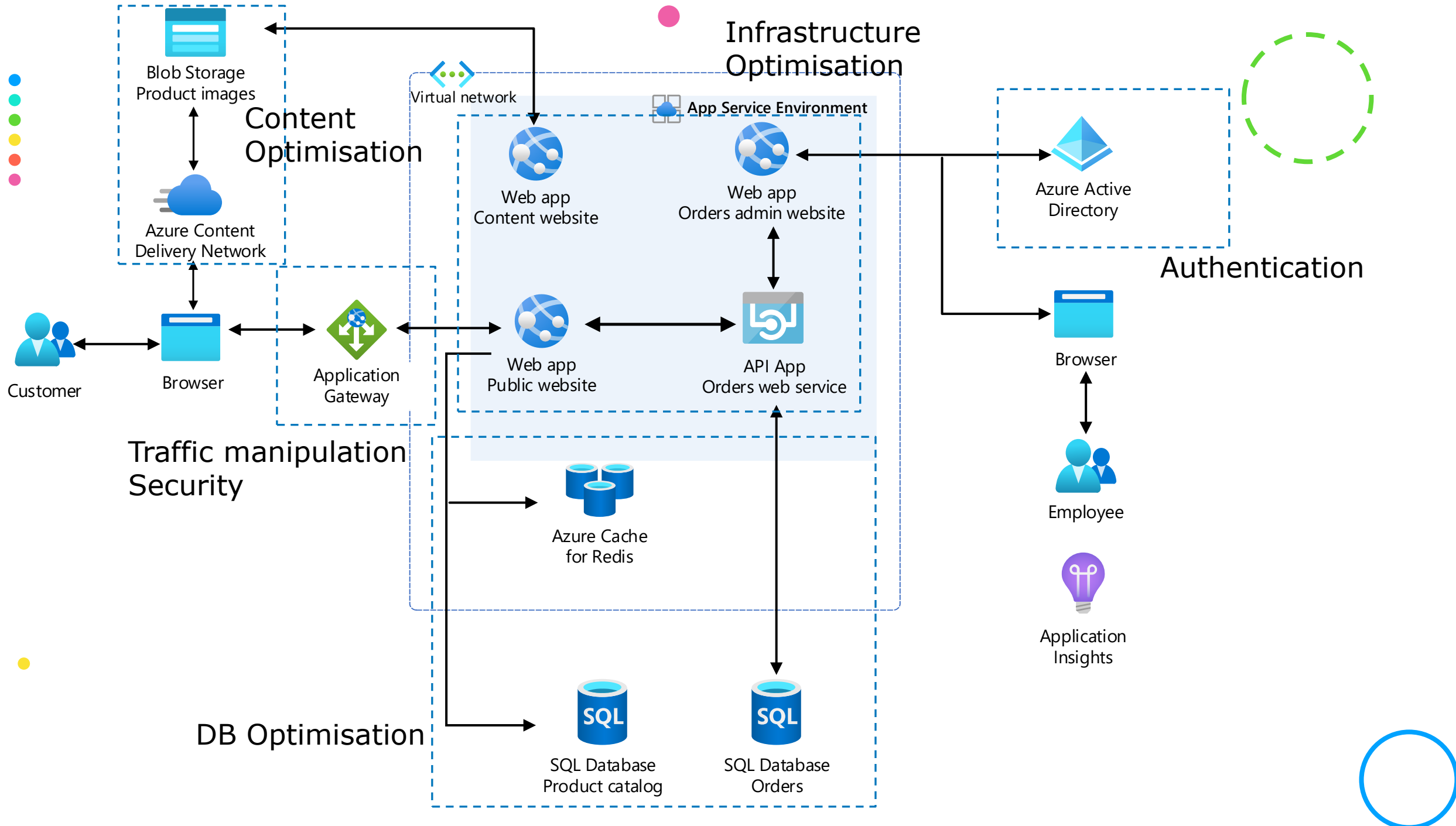


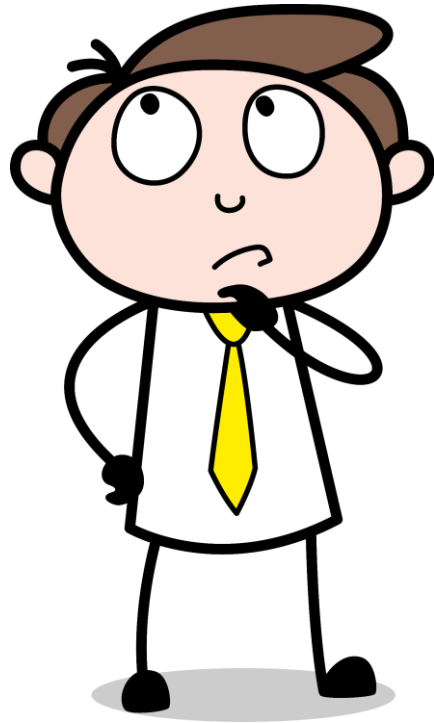
MULTI-REGION N-TIER APPLICATION



The image features a minimalist design with two thick, curved pink lines that sweep across the frame from the top corners towards the bottom. In the top-left corner, a dashed orange circle is partially visible. In the top-right corner, a dashed green circle is partially visible. On the right side, a solid blue circle is positioned. A small yellow dot is located on the left side, and a small teal dot is on the right side, both near the pink curves. The word "Why?" is centered in a large, black, sans-serif font.

Why?



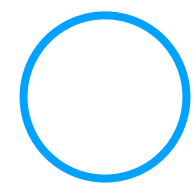
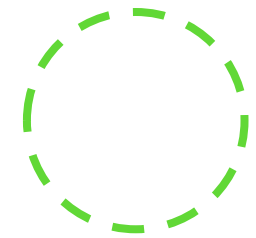
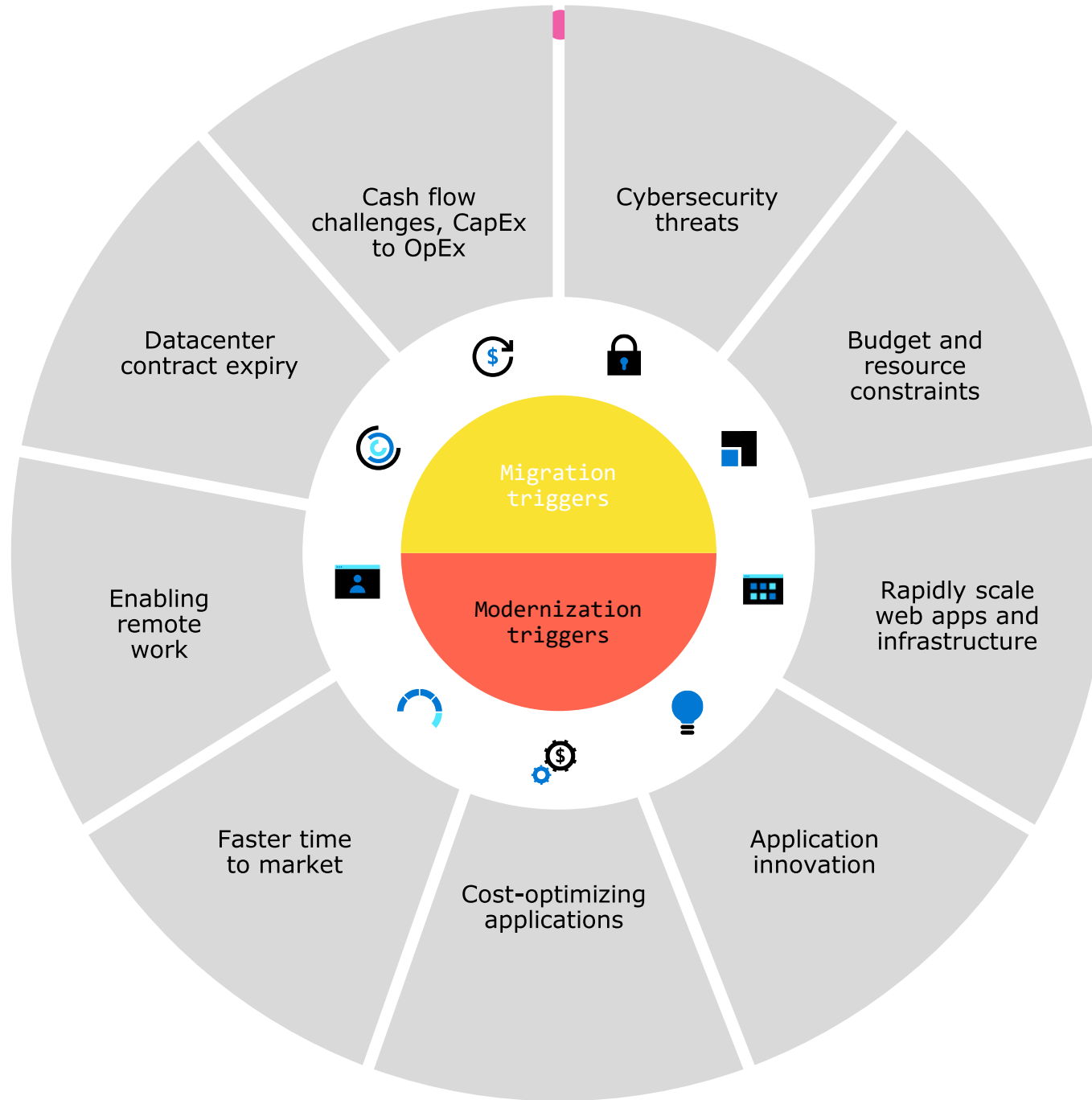


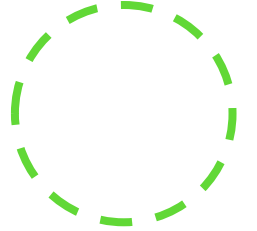
Dave

BUSINESS STRATEGY

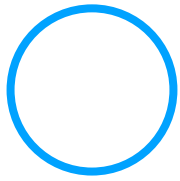
BUSINESS MOTIVATIONS

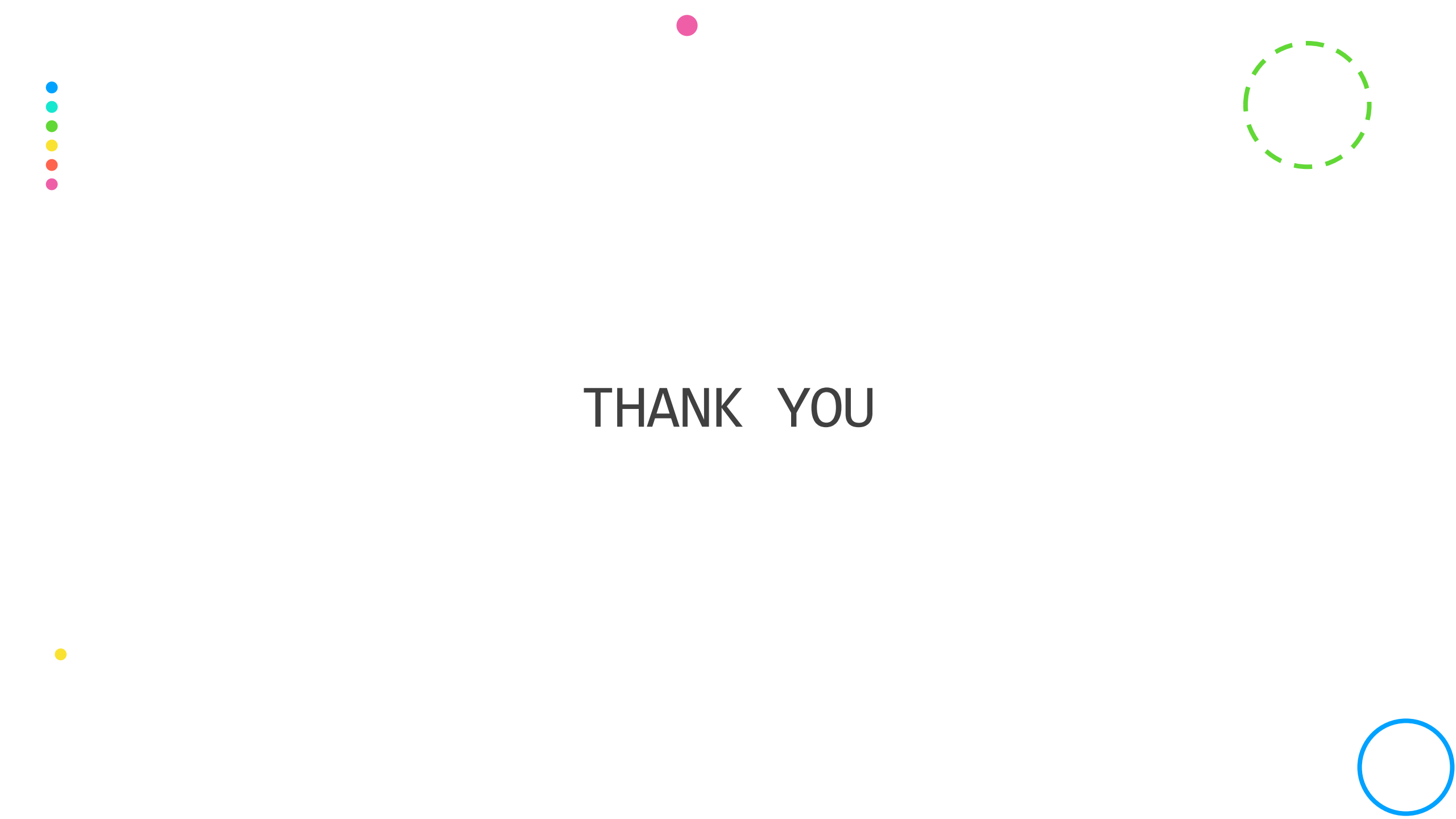
BUSINESS MATURITY





TAKE AWAY

1. TRY TO STOP SAYING “IT DEPENDS”
Or count how many times you say it
 2. ASK WHY
 3. ASK HOW
 4. WHAT DO YOU CURRENTLY DO
 5. WHAT'S THE END GOAL
 6. WHAT DOES SUCCESS LOOK LIKE?
- 
- 



THANK YOU