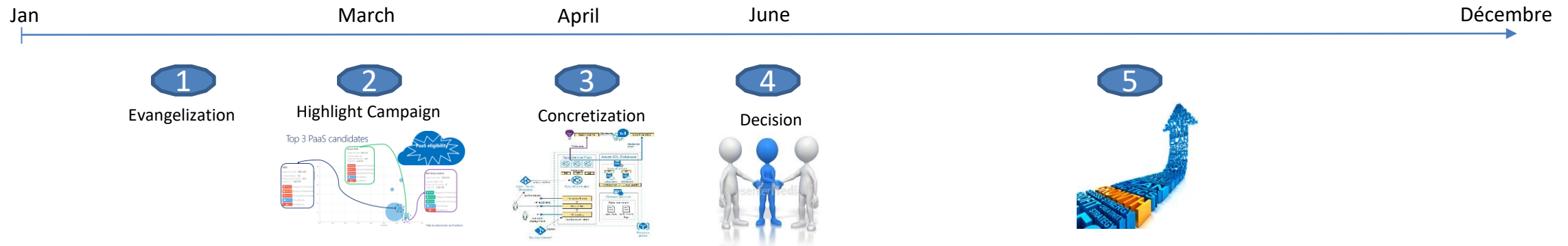


DAHER Case Study



Microsoft Azure

2017 Story Line and decision from DAHER



- 1 **Before March:** Evangelization, XX meetings, no concrete steps. Customer targeting 1 IaaS in 18 months
- 2 **March:** 1 Week Highlight Campaign led by Cellenza with CIO to spot PaaS Value for legacy and Transformation
- 3 **March/April:** Cellenza and MS co-building with DAHER a to-Be architecture with Transformation Case, timeline & SOW
- 4 **June:** DAHER Decision to accelerate on Azure with PaaS with June 200 K€ MC 2017. Cellenza starting onsite consulting (\$\$\$)
- 5 **September:** DAHER Cloud and Innovation Roadmap on the way
 - ✓ 540 K€ MC on Apps on 3 years with 5 new legacy applications moved to PaaS per year, a new "Airline AirBnb app" (2017)
 - ✓ 410 K€ MC for Azure Data consumption on 3 Years
 - ✓ Ambition for 2018: 25 or more Azure intelligent/AI Apps to be sold to external customer

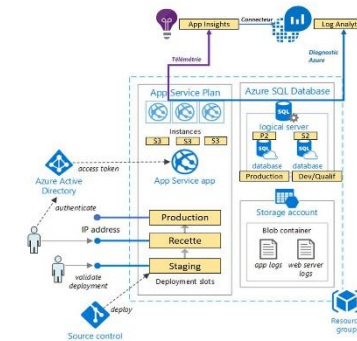
Highlight campaign promise and Feedback

- **Customer Promise**
 - Get a simple first PaaS modernization experience spotting why and how a couple of Legacy apps could become PaaS-Native applications and from there qualify PaaS role in the overall strategy

- **Activities and deliverables during the Highlight campaign (1 week)**
 - For 6 apps DAHER filled online surveys to score the PaaS Opportunity (need for agility, cost reduction, Intelligent workloads), scanned the code with local agent and loaded results in Azure
 - Cellenza MS proposed an architecture for Apps & data workload App Services, SQL Database, Application Insights, Log Analytics
 - At the end DAHER had a modernization architecture, roadmap, SOW, Planning and macro-Business case

- **Qualitative Feedback from the DAHER CIO**
 - **Approach:** Before Highlight we had many non-conclusive meetings. I needed Campaign outputs that Product Marketing could not deliver alone
 - **Cloud strategy:** The Cloud & Platform strategy changed my vision on PaaS and my capabilities and I got confident to accelerate on data, IOT, API
 - **Communication:** With the joint approach I communicated to CxO as a Business Partner based on clear vision & materials and got financing

- **Qualitative Feedback from Cellenza**
 - TBC



The DAHER/Microsoft Story just begins !

- DAHER chose Microsoft Azure for hosting all their actual and future web & mobile Apps with PaaS services such as App Services, Logic Apps, Azure Data Lake Store & Analytics, Azure Machine Learning, IoT Suite, Power BI...
- Microsoft helped DAHER to find new business models and develop disruptive applications. Some of those built with Azure were showcased at the Bourget Air Show, with very good response from the market! Cortana Intelligence suite solutions like Azure Data Lake Store, Azure Data Lake Analytics and Azure Machine learning were deployed and assure DAHER of the platform ability to scale and to answer every advanced scenario. For example, remote monitoring and advanced analytics on flight data and containers, automated production chain optimized with Connected Kuka Robots to Azure.
- More projects are on the way like predictive maintenance on batteries. Visual Studio Team Services combined with Azure enhanced DAHER ability to increase the cadence of value delivered to the business by providing a DevOps tool to manage and deploy code.
- DAHER re-architected its Apps using Microsoft Azure platform services to deliver faster response to the people who visit its websites, and to speed the development of new digital services. For the Bourget Air Show, the idea was to develop a BtoC mobile application (developed in Xamarin), that enabled aerospace companies to rent on time warehouses