

We will start very soon – stay tuned 😊

Partner Q&A Call – Oct 22
Primo Amrein – Cloud Lead



CH DC Updates under NDA

Call is recorded and shared on Partner Community

Partner Q&A Call – Oct 22
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Azure Workloads Launched in Recent Months



- **Sentinel** full data residency, despite “non-regional” in Azure.com
- App Service Premium v3 available in Switzerland North (enables Web App for Windows Containers)
- Azure Database for **PostgreSQL: Hyperscale (Citrus)** in CH North
- PostgreSQL Flexible Server launched in Switzerland North (as public preview like everywhere globally)
- **DB Migration Service** in Switzerland North
- Premium Block Blobs in Switzerland North and West
- New VMs Fsv2 & **GPUs** NCv3 & NVv3 in Switzerland North

Implications / Opportunities

- Unblocked many local cloud deployments
- Enables cloud Security Ops Center locally
- Unblocks higher scale PostgreSQL installations & migration of large on-prem DBs to cloud e.g. Oracle
- **Strong signal: significant investment to Swiss DCs, being enterprise-grade ready, new capabilities and premium offers supporting higher performance**
- Competitive advantage over GCP – no GPUs locally available

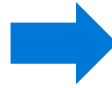
Updates from earlier calls



Azure Workloads Launched in Recent Weeks

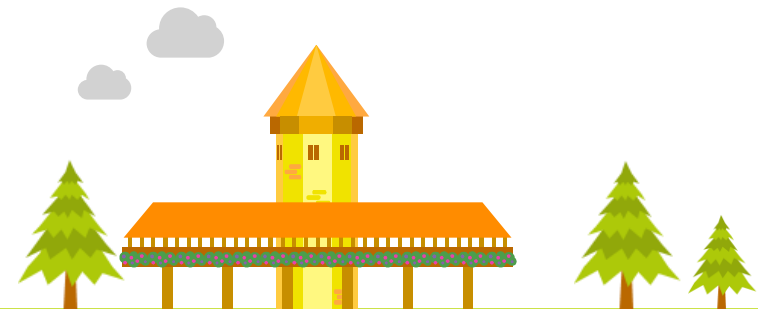


- **Azure NetApp Files** in Switzerland North & West
- **Data Box** in Switzerland North and West
- **Azure Active Directory Domain Services** in Switzerland North (already a year ago, missed the update then)
- Azure Route Server in Switzerland North
- Container Instances in Switzerland West
- Azure Batch in Switzerland West
- **Speech Services: speech-to-text STT & [text-to-speech TTS with Schweizerdütsch](#)**



Implications / Opportunities

- NetApp engagements unblocked
- Data Box enables backup scenarios and first cloud steps for new cloud customers in particular within PS
- Increased Swissness with STT & TTS, enables local bots and call center integrations
- **Strong signal: significant investment to Swiss DCs, being enterprise-grade ready, new capabilities and premium offers supporting higher performance**



Azure Services Roadmap



The official Azure Roadmap

is published under [this link](#)



→ Heads-up under NDA: Mv2 VMs (up to 11.4 TB memory) planned to launch in next month

Azure Archive planned in winter

TABLE KEY: Generally Available In Preview In Preview (hover to view expected timeframe) Future availability (hover to view expected timeframe)

SWITZERLAND			
Products	Non-regional	Switzerland North	Switzerland West

(mouse-over "Future availability" icons for target GA date; subject to change)



Build Further Azure Services Roadmap



Please approach me if you have any Swiss DCs leads for:

- Industry clouds
- Purview
- Azure Confidential Computing
- Azure Arc (enabled services)
- Machine Learning
- Spring Cloud
- IoT Hub



Azure Price Reduction for Swiss DCs



- Swiss Azure Prices were reduced to align better with European Azure prices
 - FYI: this has nothing to do with e.g. overall M365 price increase, this is based on our earlier feedbacks / pushbacks and to harmonize regional Azure pricing in Europe
 - Only Swiss Azure prices are adjusted
- The average Switzerland North premium vs EU West used to be 19% and was now reduced to 8.5%
 - Biggest drops for higher uplifts such as Backup, Premium Files and SAP-on-Azure (depending on exact type)
- Not all prices dropped:
 - Earlier uplifts already below approx. 10% stay as is, mainly higher uplifts were dropped
 - In some rare instances, Swiss prices were already lower than EU West: this stayed
- Switzerland West keeps higher uplifts compared to Switzerland North – while these prices often fell as well in line with the Switzerland North adjustments



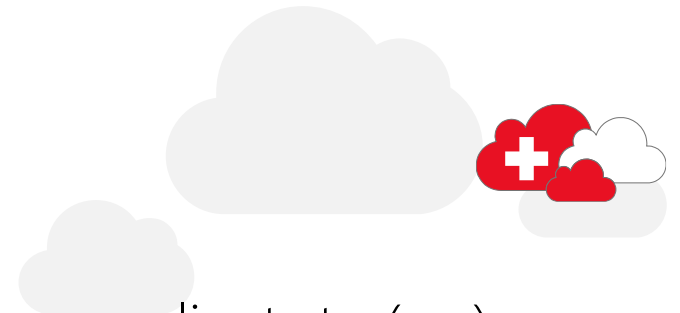
„Swiss DCs Main Message to the Market“



Swiss DCs have tremendously progressed over two years, now with a broad range of locally available services and even local Azure price reduction. Use Swiss DCs as your default deployment region.



„Swiss DCs as Default“ Positioning



- Use the price drop as a compelling event: please have a discussion with your clients to (re-) position Swiss DCs capabilities, remove potential myths & better understand Swiss regions blockers
 - Land main message per previous slide
 - What else needs to be done to enable Swiss DCs as default region? Report blockers back to Msft
- Use this conversation to inform about recent additions (such as NetApp Files, GPUs, Sentinel, DB Migration Service) and upcoming workloads (such as Archive & Mv2)
- Include main message in upcoming Azure workshops, events, prospect meetings, client newsletters etc



