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Executive Summary

Our Aim: Establish a Partnership which will Empower ABCCo to Accelerate Business Digitalization & Modernization

Faster time to market – ABCCo's core business goals and objectives will be supported by our cloud services to facilitate a faster time to market of secure and innovative processes.

Become a data-driven leader – Stay in control of your data to create a differentiated customer experience.

Increase the pace of Innovation – Providing highly standardized services with seamless integration to facilitate a faster time to market and time to value.

Industry presence and influence – Close research collaboration with universities and participation in industry and standardization bodies will allow you to influence how technology is developed.

Trust, security, and compliance – Providing compliant and secure services to you and your customers is core to your values and your responsibility in the market.

Right sizing & cost optimization – Our solution will enable the flexibility to meet the fluctuating and changing business requirements of ABCCo.



Empower ABCCo's Success

ABCCo's business plan initiatives aim to achieve strategic business challenges, maintain the momentum of digital transformation, and provide flexibility, efficiency, and agile access to new technologies.

ABCCo will achieve the required agility and flexibility, confident that Microsoft's innovation and technology is reshaping the insurance sector.

ABCCo, therefore, needs to strengthen its current multi-cloud environment with clear guidelines to maximize speed, agility, and flexibility in deploying new infrastructure services. This will be achieved at the pace of continuously rising business demands in a standardized, reliable, and secure way while optimizing costs.

ABCCo needs to engage with a strategic partner that fully understands current developments and how to help transform in line with your goals and priorities. We believe we are that partner.

The Moment is Now

We believe that Supplier is the only partner that can add value to ABCCo from day one. Your cloud security is founded on our technologies after years of collaboration. The commercial conditions you receive from us mean you can add benefit to existing workloads immediately by accessing our innovative investments. These investments are focused on the migration, modernization and creation of new cloud-native workloads. By implementing these investments, ABCCo can be more agile, flexible, competitive, and your IT (Information technology) can be a more responsive accelerator to business innovation and transformation.

In the following document you will find a practical proposal that clearly highlights why we think Supplier should be ABCCo's preferred cloud provider.

Why Should ABCCo Choose Supplier?

ABCCo will receive one of the lowest risk and highest value cloud platform solutions available, while being supported by our wide range of services, experience, and expertise:

- **Enterprise level relationship** - our commitment to customer success is part of our legacy, and this extends to a world-class recognized support structure that works together with customers. We are available to help with your operational needs 24/7 across both on-prem and cloud technologies. ABCCo and Supplier have been working together for a long time, beyond the cloud itself, when we have successfully built technological and security foundations and provided crisis management support.
- **Certainty of outcomes** – your planned benefits are carried out, and risks are mitigated through best-in-class implementation guidance and governance support for in-house employees and preferred service integrators.
- **Openness and flexibility** – to future-proof ABCCo's strategic objectives with the world's largest open-source technology provider, and the only hyperscale Cloud Service Provider (CSP) to embrace the hybrid cloud.
- **Ease of use** – through seamless integration of our end-to-end technical solution and the wider ABCCo ecosystem, including skilling, customer success, and support programs. 90% of Fortune 500 companies use Supplier cloud.
- **Partnerships** – via our partnership engagement model, ABCCo will receive direct value in the form of investments, innovation, support, and skilling, de-risking the transformation journey and significantly reducing time to value.

- **Value for money** – which facilitates and maximizes monetary value and the return on existing investments across ABCCo's organization by capitalizing on existing work.
- **Flexible and no lock-in** – because our proposed solution provides a Hybrid cloud with the ability to cater for hybrid multi-cloud environments, with architectures based on open standards that enable workload portability and design modularity.
- **Security by design** – historically, ABCCo and Supplier successfully partnered together to improve ABCCo's on-prem and cloud security. As we are an organization that invests heavily in the compliance of global and local regulations of our Clouds and in Security R&D, ABCCo will access recognized solutions and capabilities from Supplier, your key strategic provider, to help you face the threats in the cybersecurity context.
- **Our partners are our strength** – because our engineering teams continually work together with partners and customers to enhance product capability, performance, and scalability across dozens of dimensions. We also jointly plan new features and releases on Azure.
- **Executive sponsorship** – ABCCo, as a strategic Supplier customer, benefits from our executive sponsors at a corporate (Supplier Headquarters), European (Western Europe Region) and Local (Spain) level. These sponsors are committed to supporting the partnership, by being part of the governance model and making sure ABCCo has the required technology and resources to succeed available.
- **Bilateral partnership** – ABCCo and Supplier collaborate beyond technology on commercial topics only. 1) ABCCo is the exclusive insurance partner for employee's benefits portal; 2) ABCCo, along with Telefónica and Santander collaborate with Supplier for a National Digitalization Plan for SMEs and Independent Workers; 3) ABCCo collaborates with Supplier Treasury as a worldwide insurance preferred partner.
- **Supplier data privacy principles** – Our four key non-negotiable Data Privacy Principles:
 - 1) You control your data: Supplier does not reserve any rights on our customers data.
 - 2) You choose where to store your data: we have more than 60 regions and 150 data centers (with more coming soon in Spain), which comply with the "EU Data Boundary" (storage + processing within the EU).
 - 3) ABCCo can be assured that we are committed by contract to protect your data. We are committed to challenging all government requests for data from the public sector or business customers, from any government. We are committed to financially compensate the users of these clients if we disclose their data in response to a government request in violation of the GDPR.
 - 4) Your data will be protected at rest, in transit and in use.

Supplier will Help ABCCo Achieve ESG Objectives

Some of the main objectives of ABCCo include climate change, circular economy, inclusion and talent, financial education and insurance, the ageing economy, and the UN 2030 agenda.

ABCCo and Supplier share the same ESG objectives, and we are frequently rated highly in relation to ESG. Azure's datacenters and the development of a sustainable cloud infrastructure are more than just business to us; they also provide an incredible opportunity to give back to the community.



In January 2020, we announced a commitment and plan to be carbon negative by 2030 and remove from the environment all the carbon we have emitted since our founding by 2050.

ABCCo will be supported by us in your pioneering approach to sustainability and goal to achieve net zero GHG emissions by 2035. ABCCo can leverage the capabilities of our Cloud for Sustainability, which provides a clear Emissions Impact Dashboard to monitor your sustainability across scope 1, 2 and 3 emissions.

In the context of this RFP, initial conservative estimates show a 50 – 60% carbon footprint reduction potential over ABCCo's baseline after migrating cloud-ready workloads. This equates to 137-tonne CO2 reduction, the equivalent of the carbon absorbed by a 33-hectare forest.

1 Partnership Model

Your partnership model goes way beyond us being ABCCo's preferred cloud provider. Our collaboration has always been focused on core areas of ABCCo's modernization and transformation, and Supplier can continue to assist in these areas, particularly in the below core functions:

- **Foundational maturity** – Supplier and Azure were pioneers in building a reference foundation for cloud services. This now represents the baseline for other cloud foundations.

We suggest ABCCo continues investing in the continuous improvement of the Global Azure Foundation, improving your cloud teams with tools and capabilities to work as a Centre of Excellence to all the technology and business areas at ABCCo.

IT process automatization, traceability and agility are core concepts towards what we want to work together with ABCCo to achieve it under the ABCCo's leading Cloud Centre of Excellence.

- **Security** – ABCCo’s existing cloud security and identity core services are based on Supplier Security capabilities, with the hybrid landing zones and control plane as the core fabric for governance. Sponsored at the highest level at Supplier, our commitment is to keep evolving the Zero Trust Security strategy that aims to provide to ABCCo a global control plane to identify, protect, and act against cyber-threats while being an element of data protection and trust for new technology and business initiatives.

Supplier is the only hyperscale provider that has first-party services for identity, which is now the “new security perimeter.”

DevSecOps is a core element of the existing collaboration with MAFPRE, that achieved its highest demonstration of strength and commitment when both companies successfully fought together a cyberattack.