Smartbridge

Part 3: THE STRATEGIC ROADMAP

Modernization in Motion: Unlocking Growth and Innovation for AI Transformation

Microsoft Azure

Microsoft Solutions Partner
Digital & App Innovation
Azure

Microsoft Solutions Partner
Data & AI
Azure

Specialist
Data Warehouse Migration
Analytics





69%

Of enterprises report planning to accelerate cloud migration and modernization efforts in next 12 months.[1]

75%

Of enterprises say cloud migration is essential for AI adoption.[2]

Modernization in the Era of AI

Why now?

Business is moving faster than ever before and creating an urgency for change that brings with it rising expectations for agility, dynamic experiences, and innovation. Leaders not wanting to be left behind need to think in terms of performance and scalability as they overhaul how their enterprise is run.

Why it matters

Modernization can drive business outcomes. Keep in mind, modernization isn't just about updating tech—it's a strategic business imperative for growth spanning people, process, and technology. Taking a holistic approach entails the total transformation and reshaping of how a business operates and delivers value, leaning on the cloud as an enabler for growth and scale. Modernization also multiplies your ability to innovate faster than the competition.

The bottom line

Modernization is no longer optional: it's the engine for digital differentiation in an AI-first world.

1. IDC White Paper, sponsored by Microsoft, The Business Value of Migrating and Modernizing IT Estate with Microsoft Azure, doc #US53301225, April 2025
2. The Total Economic Impact ™ Of Migration For AI-Readiness June 2024, commissioned by Microsoft.

Tips for a holistic modernization strategy

Smartbridge can guide business leaders in harnessing the power of AI apps through modernization.



Upgrade technology stacks with strategic support.

1. Refine processes and ensure your people have the tools and skills needed to deliver the desired outcomes.
2. Empower your team to do their best work optimized by flexibility and interoperability.
3. Unleash productivity and creativity with AI to unlock the next generation of digital experiences.
4. Infuse secure and responsible AI practices into your development lifecycle.



Build a clear technology strategy focused on AI and training.

1. Assess your current state and prioritize based on AI potential.
2. Modernize your app and data estate to be AI-compatible.
3. Build a robust cloud-based infrastructure that creates an agile foundation.
4. Power your business with continuous learning and drive AI knowledge sharing

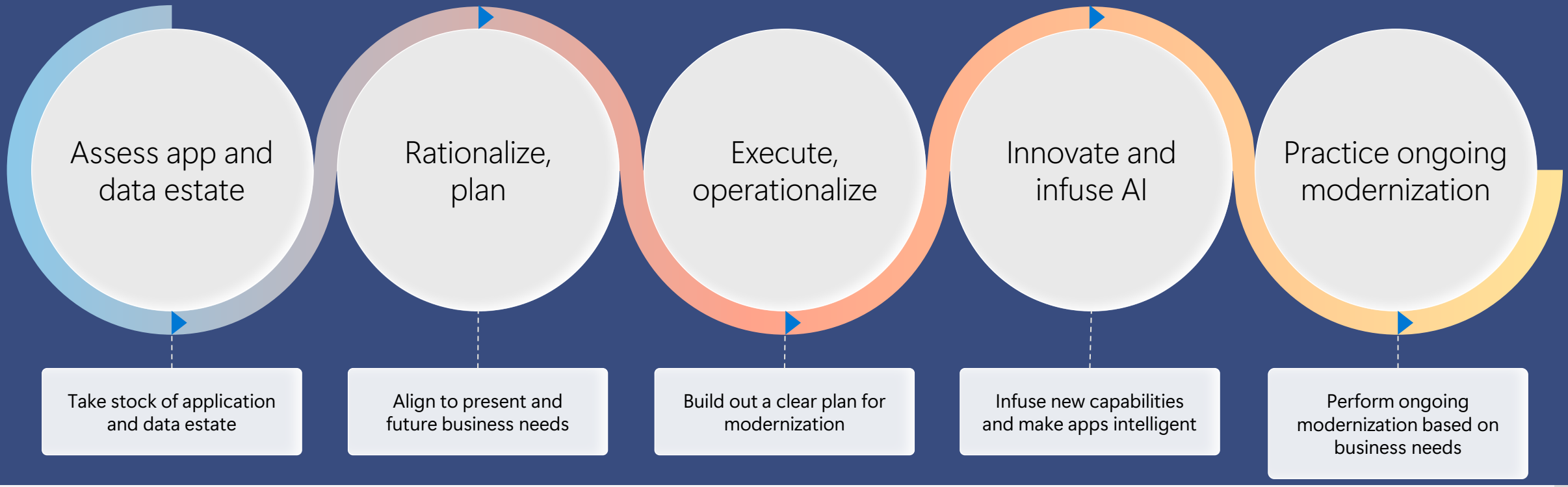


Integrate AI and key metrics tied directly to business outcomes.

1. Modernization is no longer just an IT initiative. It must be business led, driven by clear business outcomes.
2. Focus on delivering results backed with the right technology.
3. Align modernization initiatives to measurable KPIs and customer experiences.
4. Use outcome-based metrics and track behavioral change.

A strategic path to continuous modernization

Delivering continuous growth and driving business value requires treating modernization not as a one-off transformation but rather as an ongoing competitive strategy. The benefits of modernization are exponential when enterprises take an iterative and continuous approach. Moving through a thoughtful path can lead to significant competitive advantages for your business including increased adaptability and faster innovation cycles.





Business outcomes that matter

Faster time to market

Syneos Health reduces time for clinical trial site activation by about 10% with Azure OpenAI Service.

Read more

Reduce cost and complexity barriers

Iceland Foods is gaining insights into real-time business performance and making rapid, data-informed changes like special promotions, inventory, and staffing based on needs and shopping trends.

Read more

Operational efficiency

Textron Aviation enhances maintenance efficiency by using Microsoft Azure OpenAI Service to quickly parse 60,000 pages of documentation, providing faster access to technical maintenance instructions for frontline technicians.

Read more

End-to-end control

To continue improvements in performance and scalability, better optimize database sizing and costs, and position itself for advanced innovation, **PTC** needed better standardization and control over its deployment automation.

Read more

Modernize with purpose with Microsoft Azure

The Microsoft Azure platform services enable you take advantage of industry-leading AI technology, secure cloud-scale app, and data platform services so you can accelerate growth, and deliver modern digital experiences at scale. You can expect:

Faster time to market

43% Faster time to market for products or services[3]

Reduce cost and complexity barriers

USD1.9 Million per year in infrastructure savings[3]

Operational efficiency

78% Faster time to deploy infrastructure changes[3]

End-to-end control

34% Less time spent to secure applications end-to-end[3]

3. IDC White Paper, sponsored by Microsoft, The Business Value of Migrating and Modernizing IT Estate with Microsoft Azure, doc #US53301225, April 2025

Smartbridge

Smartbridge is your strategic ally and modernization partner.

We can help you become AI-ready faster with Microsoft Azure and future proof your business by modernizing your entire application estate for AI and continuous innovation. Modernization multiplies your ability to innovate faster than the competition because the faster you modernize, the faster you can capitalize on market changes.

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Begin your modernization journey now

The businesses that modernize today will lead tomorrow.
Let's build a path to modernization together and get your business:

- Launching new digital experiences faster.
- Operating with greater agility and lower cost.
- Creating smarter, more modern services.

Skip Sales! Book on an expert's calendar now.

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We know Microsoft

For 22 years, Smartbridge has been a Microsoft partner. When their partnership program evolved, we became one of the first partners to become Data & AI and Digital & App Innovation cloud solution designated, and ultimately a Specialized partner in Analytics & Data Warehouse Migration on Azure. We are also proudly a Fabric Featured Partner and Real-Time Intelligence Fabric Featured Partner.