



Infrastructure. Anywhere.

A CPP PERSPECTIVE



A DAY IN THE LIFE OF AN IT CONSULTANT

In my role as an IT consultant to both clients and prospects, I spend time every day meeting with decision makers who are on the frontline of businesses large and small. While over my many years in the business there have always been “hot topics” on everyone’s mind, today there are three topics that bubble to the surface in virtually every conversation I have. As organizations seek robust solutions that empower them to streamline operations, enhance security, and drive innovation, three powerful tools—**Microsoft Azure Stack**, **Centripetal**, and **Microsoft Copilot**—stand out as game-changers. And those who have their ear to the ground in the technology sector are paying close attention.

Let’s explore their benefits and how they can revolutionize your digital journey.



About the Author: Paul O'Dell *CPP Principal/Sales Director*

Paul O'Dell is CPP Associates' Principal/Sales Director. With nearly 25 years in complex technology solution sales, Paul O'Dell held varied sales positions at a variety of pre- and post-IPO organizations including 3PAR, Xiotech Corporation, Berkshire Computer Products and Hewlett Packard Enterprise (HPE). While at the latter company, he was a Top 10 storage representative for nearly a decade.

A partner at CPP, Paul is responsible for leading the sales and marketing teams. His strong consultative nature and technical experience has also made him instrumental in developing CPP's proprietary Infrastructure Anywhere Assessment approach.



MICROSOFT AZURE STACK: Bridging the Gap Between Cloud and On-Premises

HPE Azure Stack is a hybrid cloud solution that bridges the gap between public cloud services and on-premises infrastructure. It brings the agility and scalability of Azure to your data center, empowering you to build and deploy applications consistently across both environments.

BENEFITS:

1. Consistency:

Develop once, deploy anywhere. HPE Azure Stack ensures consistent APIs, services, and management tools, allowing seamless transitions between public and private clouds.

2. Data Sovereignty:

Sensitive data can stay within your organization's boundaries while still benefiting from Azure services.

3. Edge Computing:

HPE Azure Stack enables edge scenarios, supporting applications in remote locations with limited connectivity.

4. Cost Optimization:

Opt for pay-as-you-go pricing, reducing operational costs and maximizing resource utilization.

5. De-Risk:

HPE Azure Stack helps organizations lower operations risk from Broadcom and VMware by providing viable options for virtualization for data center apps and edge computing.

If you haven't already read the [blog we recently published on Microsoft Azure](#) (specifically how it plays into the Broadcom/VMware acquisition), take the time now. It's definitely worth a read.

CENTRIPETAL: Navigating Security Challenges with Precision

Centripetal is a cybersecurity platform that takes threat intelligence to the next level. It provides real-time threat detection, blocking, and orchestration, ensuring proactive defense against cyber threats.

Most organizations deploy all the "modern" security measures but are still subject to daily security incidents. According to Veeam's Data Protection Trends Report 2024, 75% of all enterprises report that they have had a cyber incident in the last 12 months. Yet these organizations have endpoint detection and response (EDR), managed detection and response (MDR), Firewalls, etc.

I like to use the analogy of a feudal king's castle. It has towers (EDR), walls (firewalls), and archers (MDR) which was adequate protection against outside threats for hundreds of years. But those same dependable defenses were grossly inadequate once cannons (think modern cyber-attacks) were invented.

By operationalizing the world's largest collection of high-fidelity threat intelligence in real-time, Centripetal is able to protect businesses from all known threats with intelligence powered cybersecurity, a virtual shield of protection around all your organizational assets.

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BENEFITS:

1. Threat Intelligence Ingestion:

Centripetal aggregates threat feeds from various sources, enhancing your security posture.

2. Real-Time Blocking:

It instantly blocks malicious traffic at the network perimeter, preventing attacks before they reach your systems.

3. Orchestration:

Centripetal integrates seamlessly with existing security tools, automating responses and minimizing manual intervention.

4. Zero Trust Architecture:

Adopt a zero-trust approach by enforcing policies based on context and behavior.

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MICROSOFT COPILOT:

Your AI Companion for Azure Operations

Copilot for Azure is an AI companion that simplifies cloud operations and management. It unifies knowledge across Azure services, providing insights, personalized solutions, and natural language interactions.

BENEFITS:

1. Enhanced Productivity:

- Copilot seamlessly integrates with familiar tools like Teams, Word, Outlook, PowerPoint, and Excel. It’s like having a knowledgeable colleague who assists you in real time.
- Imagine drafting an email while Copilot suggests relevant phrases or even entire paragraphs. It’s like having an AI co-writer, saving you precious minutes.

2. Amplified Creativity:

- Copilot isn’t just about productivity; it’s a creativity booster. Need inspiration for a presentation? Copilot generates design ideas, suggests visuals, and even crafts compelling narratives.
- Whether you’re writing a report, creating a pitch deck, or designing a flyer, Copilot’s creative input elevates your work.

3. Streamlined Workflows:

- Copilot resides within Word, PowerPoint, Excel, and other Microsoft 365 apps. No need to switch between tools; it’s all in one place.
- Collaborate seamlessly with Copilot in Microsoft Loop and Whiteboard. Brainstorm, ideate, and visualize together effortlessly.

4. AI-Powered Chat:

- Copilot isn’t just a static tool; it’s conversational. Ask questions, seek advice, and get instant answers.
- Need data from third-party apps? Copilot Studio connects you, making data retrieval a breeze.



5. Security and Compliance:

- Copilot adheres to enterprise-grade security standards. Your data remains confidential.
- Trustworthy AI practices ensure responsible usage.

6. Licensing Flexibility:

- Copilot is available for Microsoft 365 Business Standard, Business Premium, E3, E5, and Office 365 E3/E5 licenses.
- Add Copilot to your existing plan and unlock its potential.

Of course, Copilot can harness the power of AI to transform productivity for everyone—from sales and customer service representatives to IT pros and DevOps. But the first step is for companies to define and prioritize business objectives such as customer experience, productivity, revenue growth, employee experience, and other key goals. CPP can support you in that journey.

CONCLUSION: Empowering Your Digital Transformation

HPE Azure Stack, Centripetal, and Copilot are not just tools; they are enablers of transformation. Whether you're modernizing legacy systems, securing critical assets, or navigating complex cloud environments, these solutions empower you to thrive in the digital age. Embrace them, unlock efficiency, and propel innovation—your journey awaits!

QUESTIONS:

For more information, please contact us today at **866-277-4621**.

ABOUT CPP ASSOCIATES

Founded in 2008, CPP Associates is an award-winning IT Solution Provider serving mid- to enterprise sized organizations throughout the U.S. Northeast region. Our solution portfolio includes the most urgent technology needs today, including **Cloud Optimization, Intelligent Automation** (Front Office/Back Office), **Modern Infrastructure, Cyber Protection and Recovery, and Managed IT Services**.

With a 2:1 ratio of engineers to sales staff (the reverse of what is typical in the industry), we lead with technical acumen, a stringent analytical focus, and a vendor-agnostic perspective. With the highest level certifications and strong, long-standing relationships with the leading IT manufacturers – such as **Hewlett Packard Enterprise, Microsoft, Fortinet, Palo Alto Networks, Morpheus, Automation Anywhere, and Artic Wolf** – we provide our customers with unparalleled expertise and “concierge-level” consulting and support 24/7/365.

Our proprietary “**Infrastructure Anywhere Assessment**” factors in more than 100 variables to determine the ideal approach for our clients to deploy “cloud-like” infrastructure to maximize agility with increased utilization while at the same time, meeting demanding business requirements with a focus on technology, service level, security, and costs. Keeping with our philosophy that “**high tech without high touch**” will ultimately fail, we are proud of the powerful human connection we establish with our clients which leverages the synergies of trust and respect and drives our respective success.



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