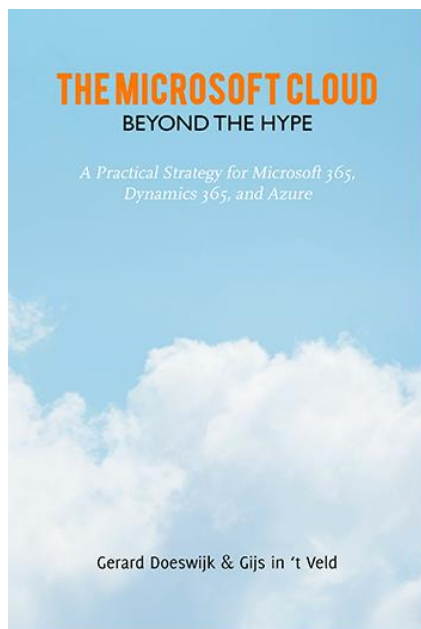# Gerard Doeswijk & Gijs in 't Veld - The Microsoft Cloud: Beyond the Hype

A Practical Strategy for Microsoft 365, Dynamics 365, and Azure

IT | ORGANIZATIONS | STRATEGY | PROJECTMANAGEMENT

In the last decade or so, Microsoft's cloud services have undergone significant transformations. Microsoft's presence in the cloud domain was not as pronounced until the launch of Office 365 in 2011.

Now Office 365 has evolved into Microsoft 365, and its online business productivity services, combined with Dynamics 365 and Azure, have compelling advantages for business users, developers, security professionals, and IT administrators. Microsoft's cloud offerings have gained significant traction, and the company is now considered "the" major player in the cloud industry serving businesses and the public sector in every domain.

Since their previous books together CIOs, CTOs, CFOs, and other industry peers have continued to seek guidance from the authors on cloud adoption strategies to drive value and adoption for their cloud investments. Either to embrace the cloud due to the diminishing returns on their existing IT investments, or to address the regulatory, compliance and financial challenges they face. Many of the authors' partners and customers still find it challenging to create a solid business case for these cloud solutions and to maintain their durability.

In *The Microsoft Cloud: Beyond the Hype* Gerard Doeswijk and Gijs in 't Veld further explore how to successfully adopt and practically apply the Microsoft cloud services offerings in an efficient and effective manner. The authors discuss this based on more than a decade of experience in driving successful change through demystifying Microsoft cloud services with their partners and customers. In the book they provide the reader insights into the model office approach that they devised together and how this has and continues to enable value creation with the Microsoft Cloud in various sectors, settings, and organizational contexts whilst keeping both the implementation and run costs in check.

The Microsoft Cloud: Beyond the Hype provides the reader with a practical strategy to deconstruct complex problems and business challenges to create value with Microsoft 365, Dynamics 365, and Azure, both from a governance, risk management, and compliance as well as from a concrete cost optimization and management perspective.

The book covers a myriad of topics which are of interest to IT professionals––working on projects ranging from small proof-of-concept tests to large-scale organization-wide cloud transformation projects––as well as topics for business professionals in security, compliance, and financial roles.

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ABOUT THE AUTHORS

Gerard Doeswijk has been directly involved in the Microsoft ecosystem since 1998 when he began his software career at FINEOS, a Dublin based CRM vendor. From 2002 onwards he worked in software consulting roles at various organizations, such as Principal Consultant at Motion10 where he co-authored whitepapers and the book *Applying Office 365 Strategically* with Gijs in 't Veld.

In early 2016 Gerard started working at the Microsoft ISV startup SkyKick, a Seattle based SAAS & PAAS provider. SkyKick now serves over thirty thousand Microsoft Partners worldwide from its offices in Amsterdam, London, Sydney, and Tokyo with Azure based solutions to assist organizations to migrate to, protect, secure, and manage Microsoft 365 and Azure. ConnectWise acquired SkyKick in the summer of 2024 where Gerard continues to serve as the Global Data Protection and Compliance Officer.

Gerard is a Certified Information Security Auditor (CISA), ISO 27001 Sr. Lead Implementer, ISO 27001 Sr. Lead Auditor, and ISO 22301 Lead Auditor. Next to this Gerard is actively involved with the Cloud Security Alliance on the Open Compliance Program and serves on their AI Safety Leadership Counsel.

Gijs in 't Veld has helped hundreds of organizations worldwide with their cloud strategy and ROI during his career, which has been revolving around the Microsoft ecosystem since 1995.

Gijs started his adventure in software in 1987 as a system developer and later architect and R&D lead, building platforms for rapid software development and system integration. From 1995 to 2007, he was CTO and co-founder at the B-2-B integration software company Covast (with offices in Rotterdam, Atlanta, and Redmond). After Microsoft acquired their technology in 2007, Gijs cofounded the Dutch Microsoft Gold Partner Motion10 in 2008. As their CTO he was awarded Microsoft MVP status for 7 years in a row

acknowledging his many contributions to the adoption of the Microsoft platform, through his white papers, presentations, articles, books, and blogs.

In 2022 Gijs cofounded Nubovi, where he serves as the CEO, a Microsoft ISV focused on helping organizations get the most out of their Microsoft cloud investments with self-learning intelligent FinOps solutions that focus on the business and insights instead of just data.

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