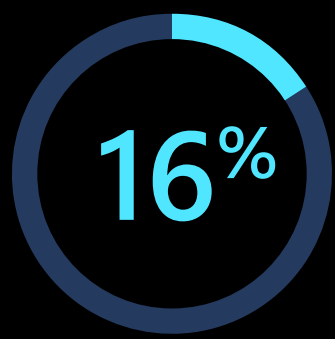


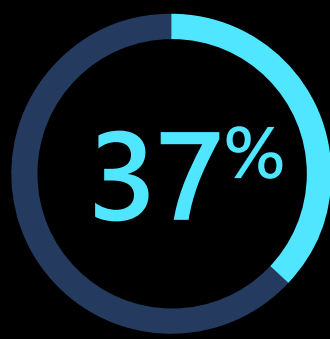
Future proof your business and do more with less on Azure

Navigate changing markets and accelerate growth

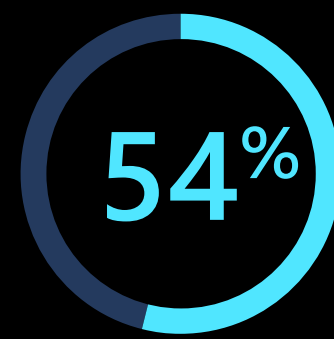
Position your business to become more innovative and resilient. And, adapt more quickly to evolving markets—with expert help, guidance, tools, and offers for Azure. Doing more on Azure means getting more value from your IT investments—with less cost, less disruption, and less risk.



16% average savings of direct infrastructure-related costs with Azure.¹



37% average three-year cost savings when you run equivalent workloads on Azure.²



54% potential total cost of ownership savings on Azure versus running on-premises.³

Customers can realize up to 391% 3-year ROI on migrating to Azure⁴



Migrate

Save on energy and datacenter costs, and gain efficiencies across your environments when you migrate to Azure.

Achieve up to 85 percent savings over standard pay-as-you-go rates when migrating Windows and SQL Server licenses with the Azure Hybrid Benefit.

Manage escalating energy costs while reducing your energy usage and carbon emissions.

Save on IT infrastructure costs and improve operational efficiency, while maintaining agility.



Optimize

Realize savings and improve agility by increasing the efficiency of your cloud investments.

Understand, monitor, and forecast cloud costs by using Microsoft Cost Management. In one study, organizations saved up to 34 percent on Azure spending in the first year of use.

Optimize savings automatically and reduce compute costs with the Azure savings plan for compute.

Reduce costs, increase security, and improve reliability by using Azure Advisor to ensure that your workloads are well-architected.

Manage your on-premises, edge, and multicloud environments more efficiently by implementing Azure Arc.



Reinvest

Become more resilient and drive innovation in your business by reinvesting your savings.

Minimize downtime and data loss by securing your hybrid and multicloud environments, focusing on backup and data recovery.

Achieve a 93 percent reduction in unplanned downtime with Azure Site Recovery and Azure Backup.

Drive growth and modernize your applications using the developer skills your organization already has, with Azure AI services and Azure App Service.

Develop sustainable, innovative solutions to reduce your carbon footprint and create new business value.

¹IDC, "The Business Value of Migrating and Modernizing to Microsoft Azure," sponsored by Microsoft Azure, September 2022.

²Ibid.

³GigaOm, "Costs and Benefits of .NET Application Migration to the Cloud," 2022.

⁴IDC (n 1)