**Microsoft**

# Why migrate to Windows Server and SQL Server on Azure?

## Modernize and scale with flexibility

**At your own pace**
choose to migrate one, a few, or all of your apps to Azure and bridge existing infrastructure.
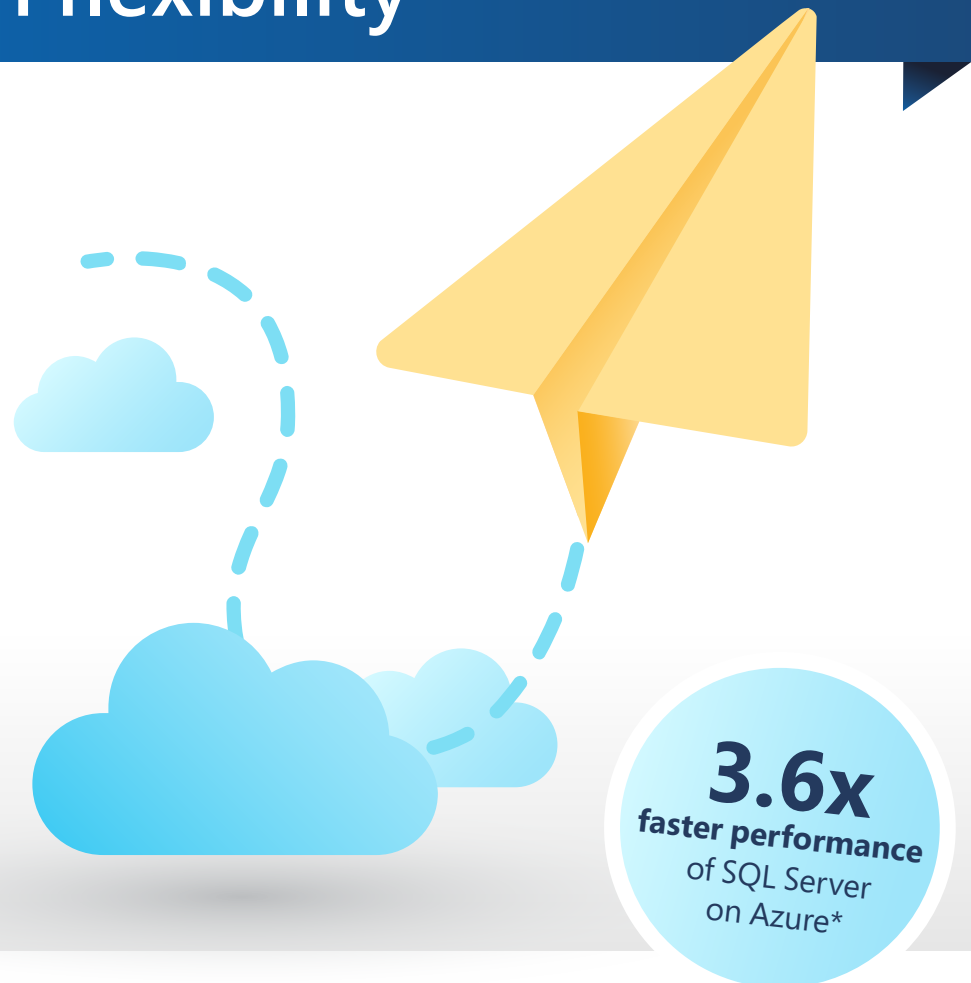
**Simplify management**
and use Windows Admin Center to manage Windows Server in Azure and on your own servers.

**Customize your experience**
by building new apps on Azure such as web apps or chat bots to better serve your customers.

**Access stellar server infrastructure**
and run Windows Server on Azure Virtual Machines to avoid having to run your own on-premises servers and storage.

**3.6x**
faster performance
of SQL Server
on Azure*

## Save money

**Save up to**
**84%**
compared
to AWS*

**Spend less and get more**
by running any part of your business in the cloud – on your terms and timeline.

**Easily manage cloud costs**
with Azure tools that track utilization and follow cost savings recommendations.

**Pay only for what you use**
for short or seasonal cloud needs or pay a predictable rate for always-on critical services.

**Add business value**
by spending less time managing servers that are running locally.

## Ensure data security

**Guard against threats**
using unmatched built-in security features across on-premises and cloud deployments.

**Make app access easy and safe**
with secure single sign-ons so that employees can safely access their apps and devices from anywhere.

**Protect against end-of-support**
by upgrading to the latest version in Azure or stay protected with 3 more years of extended security updates.

**Stay up and running**
with full backup and recovery to the cloud.

**$1B**
annual investment
in security