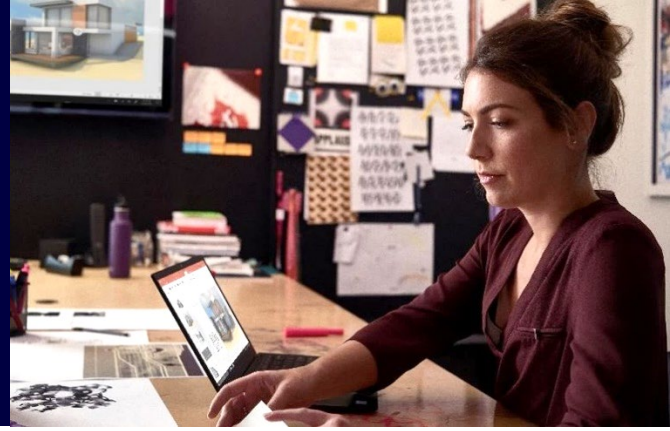


Are you still running databases on-premises?



Migrating to the Azure cloud just makes sense

Data is your most strategic asset. Where it resides and what you can do with it makes a huge difference to your business. As we transition into the era of AI, there's no better time to think about migrating and modernizing your applications and databases with Microsoft Azure. As a trusted Microsoft partner, we can help you optimize your data while reducing costs and strengthening your security and compliance posture..

Azure drives business agility

Maybe you're spending too much on on-premises hardware and software. Perhaps you need applications to run faster, be more available and scalable. Or maybe your current data estate just isn't meeting your needs. Azure databases can help you:

- **Innovate and engage more customers** through fast product and services development cycles.
- **Put your databases' management on auto-pilot** and free team capacity for high value initiatives with Azure fully-managed solutions.
- **Adapt fast to business changes** with Azure's elastic, highly available, secure and intelligent capabilities that enable cost savings.
- **Reduce security complexity** & identify and protect your data against rapidly evolving threats.



You get more options with Azure

With Azure, you can migrate SQL Server or other relational and non-relational databases, including open-source with the same ease. You get built-in intelligent performance, security, and savings. Plus, Azure Platform-as-a-Service (PaaS) solutions are always patched and updated—so you don't have to.

Microsoft also has programs and free migration tools that can help alleviate the costs and risks of moving to the Azure cloud.

If your business is not ready to move to the cloud yet, Azure Arc can enable fully-managed Azure services (PaaS) anywhere.

Save money by shifting databases to Azure

53%

Lower cost of application administration¹

90%

Lower cost of systems administration¹

40%

Improvement in productivity for database administration²

Azure can help you turn your vision into impact



We can help you transform your business with database solutions that help reduce the cost and complexity of managing databases on-premises. But that's not all. Here are some of the other benefits you can expect.

Unparalleled value

Azure databases are up to 5X faster and up to 93% cheaper than AWS.³ The savings add up: a Forrester study demonstrated a return on investment in just six months.²

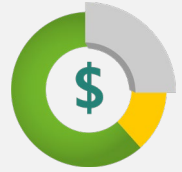
Unmatched security

Azure databases include built-in security backed by a Zero Trust model and the full weight of Microsoft security. Trust the SQL Server platform that has had the least security vulnerabilities of any database in the last 10 years.⁴

A true hybrid cloud platform

Near real-time insights from edge to cloud to meet your business needs and programs and free migration tools for a seamless move to Azure.

We want to help you succeed



Has the complexity of database migration held you back from modernization? Our migration tools and programs can help.

We can help assess your current infrastructure to develop a plan and implement cloud solutions so you can achieve your business goals faster and with confidence.

Azure Migration and Modernization (AMM)

Need more assistance? AMM uses a proven, end-to-end approach for all your needs with guided support at every stage.

Ready to modernize your data estate?



As an experienced partner we can help you develop and implement a secure cloud migration plan so you can adopt Azure with confidence!

1. Learn more about [Azure managed databases](#).
2. Sign up for [Azure Migrate](#).
3. For more assistance, check out the [Azure Migrate and Modernize](#).

¹"The Economic Value of Migration On-premises SQL Server Instances to Microsoft Azure SQL Solutions," a commissioned study conducted by The Enterprise Strategy Group on behalf of Microsoft, October 2020.

²"The Total Economic Impact™ of Azure SQL Database Managed Instance," a commissioned study conducted by Forrester on behalf of Microsoft, May 2020.

³Principled Technologies (2022). Azure SQL Managed Instance is the premier destination for SQL Server modernization on Azure, combining the best of SQL Server with the benefits of a fully managed and always up to date service. In this commissioned study by [Principled Technologies](#), SQL Managed Instance performed up to 5x faster and cost up to 93% less than AWS RDS across three distinct workloads.

⁴<https://www.nist.gov/>