

# The benefits of Microsoft Azure

## The Four Pillars



Productive



Hybrid



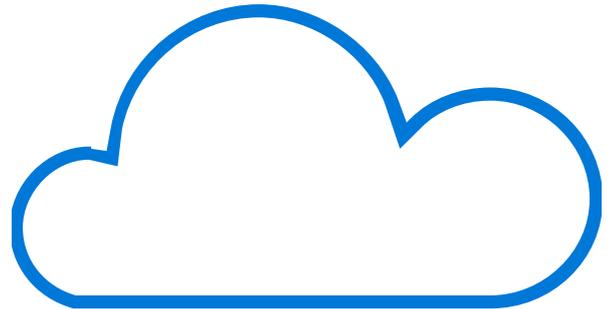
Intelligent



Trusted

## What is the Cloud?

A pool of shared resources accessible via the Internet, accessed on demand, and charged for based upon resource usage. These compute resources: networks, servers, storage, apps, and services, can be quickly provisioned and managed by a cloud provider. Resources are accessible to users on demand, and can be used by many people simultaneously.



## What is Azure?

Azure is a cloud provider that supplies:



Unparalleled productivity with over 100 services, integrated tooling and unified management.



A solution for on-premises or in the cloud, and the only consistent, hybrid cloud.



The ability to create intelligent apps including AI, bots, and machine learning



Trustworthy computing with the most certifications and compliance coverage of any cloud provider

### Reduced total cost of ownership

*"We can start moving workloads straight into the cloud, which will extend the lifecycle and reduce the total cost of ownership of our current infrastructure – delivering better value for us and our customers."*

– **BDO**

<https://customers.microsoft.com/en-us/story/cio-spotlight-on-the-front-line-of-innovation-with-bd2>

### Scale up or scale down on demand

*"Azure Service Fabric is a sophisticated toolbox for creating a mix of stateless and stateful services that can be scaled and extended as our user base grows and we add new functionality."*

– **Dr. Sean Patterson: Senior Software Architect, BMW Technology Corporation**

<https://customers.microsoft.com/en-us/story/bmw-enables-driver-mobility-via-azure-service-fabric>

### Flexible tailor-made solution

*"The new platform is flexible, scalable, environmentally responsible, and designed to support the growth of Societe Generale's business in a rapidly changing economy."*

– **Authored by Stephane Bonniez from Societe Generale; Gregoire Sirou, Nicolas Duran, and Erik Ferrand from Qarnot Computing; in conjunction with Eric Grenon from Microsoft.**

<https://customers.microsoft.com/en-us/story/societe-generale-complex-financial-simulation-platform-expands-on-azure-service-fabric-architecture>

### Enhanced cloud security, data ownership, and sovereignty

*"It's brought data protection sharply into focus for us, which is where Azure's superlative security brings strong reassurance, particularly with GDPR compliance being critical."*

– **Siobhan Fagan, IT Director, Pizza Express**

<https://customers.microsoft.com/en-us/story/pizza-express>

### Key Takeaways

Recently, Microsoft was named in the Leaders Quadrant by Gartner in every category that covers the cloud.

According to GitHub statistics, Microsoft has been the #1 contributor to open source projects of any organization. AWS doesn't even show up in the top 10.

Azure has over 70 compliance certifications – more than any cloud provider as of Dec 2017.

Azure provides free cost management tools to help customers control costs once they're deployed. AWS charges for AWS Cost Management.

*"Instead of telling people to wait for six months for a new feature, we can give it to them in a few weeks. Our lead cycles are getting much shorter, and we have business stakeholders involved so that our solutions are more aligned with business requirements."*

– **Johan Krebbers, IT CTO and VP TaCIT Architecture, Shell Global Solutions International**

*"With Azure PaaS, customers were able to streamline and automate processes across key functions and lines of business, enabling them to meet their objectives, keep costs in check, and increase revenue."*

– **The Total Economic Impact™ of Microsoft Azure Platform-As-A-Service (PaaS), Forrester Research**

### The Value of Microsoft Partners



Microsoft Partners are the expert guides for businesses just starting to use Microsoft Azure or need help with their existing Azure infrastructure



Microsoft Partners work with customers to transform their business with Microsoft Azure



Cloud adoption journey is complex and challenging for many businesses



Journey might be painful and costly — or it can be planned and coordinated with a skilled guide supporting each step of the way

### Further Reading

Case Studies

<http://customers.microsoft.com>

<https://azure.microsoft.com/en-us/case-studies>

Azure Solutions

<https://partner.microsoft.com/solutions/microsoft-azure-platform>

Azure Training

<https://www.microsoft.com/en-us/azureessentials>

<https://www.microsoft.com/en-us/azureessentials/Pivot/AzureEssentials/AzureInfrastructure/Watch>

E-book

<http://aka.ms/designedtodisrupt>