

Eight Ways to Save Money and Maximize Value with Azure Infrastructure

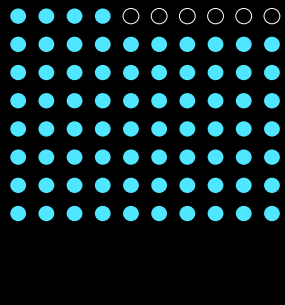
COVID-19 has transformed the way we work and live. Businesses around the globe have been adjusting IT priorities to enable remote work and optimize costs and efficiencies while investing in smart ways to prepare for recovery and future growth. Accelerating the adoption of cloud computing and taking advantage of modern cloud infrastructure with Azure will help you achieve these goals.



1

Enable productivity from anywhere

Provide a consistent work experience with desktops and apps—accessible from virtually anywhere—with [Windows Virtual Desktop](#). Give employees secure access to any resource they need through [Azure VPN Gateway](#).



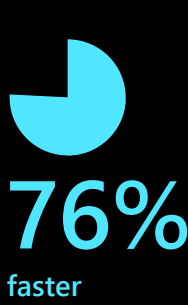
74% of companies plan to permanently shift some employees to remote work following COVID-19.

- ✓ **Deploy and scale in minutes** with a cloud Virtualized Desktop Infrastructure solution and take advantage of all the cloud benefits.
- ✓ **Significantly reduce operational costs** with the only virtualized multi-session Windows 10 desktop optimized to deliver the best Office 365 experience.
- ✓ **Migrate Remote Desktop Services (RDS) environment** with simplified management and deployment experience on Azure.
- ✓ **Ensure secure connectivity for remote workers** so they can access business apps and data in Azure or on-premises from any device—all with an improved user experience.

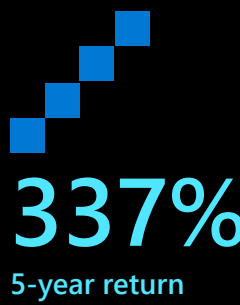
2

Maintain business continuity

Deploy simple, cost-effective, and efficient cloud backup and disaster recovery solutions with [Azure Backup](#) and [Azure Site Recovery](#) to minimize business disruption. To ensure always-on connectivity that sustains remote work, consider using [Azure Virtual WAN](#), along with supported partner SD-WAN devices.



76% faster backups¹



337% 5-year return on investment¹



66% reduction in average data recovery time¹

- ✓ **Reduce infrastructure and management costs** by eliminating the hassle and expense of secondary datacenters. Plus, only pay for the compute resources you need.
- ✓ **Minimize downtime with dependable recovery** that complies with industry regulations, such as ISO 27001, by enabling disaster recovery between separate Azure regions.
- ✓ **Protect your data against ransomware attacks** and human errors with multifactor authentication and default encryption.
- ✓ **Scale existing networks and achieve high availability** by taking advantage of the Azure global backbone and highly scalable connectivity services.

3

Help secure workloads from cyberattacks

Help secure your hybrid workloads and networks with industry leading intelligence and built-in security controls like [Azure Sentinel](#), [Azure Security Center](#), [Azure DDoS Protection](#), and [Azure Firewall](#).



\$ 1B+ annual investment in cybersecurity



3500+ security experts

Trillions of threat signals analyzed daily

- ✓ **Get AI-enabled threat protection** with Azure Sentinel—a cloud-native solution for security information event management (SIEM) and security orchestration automated response (SOAR).
- ✓ **Continually improve security postures** with vulnerability assessments, security risk alerts, and threat prevention recommendations that comply with industry standards.
- ✓ **Protect your web workloads** with Zero Trust security, which includes verifying identities on every access attempt and ensuring your networks are correctly segmented.
- ✓ **Defend against distributed denial-of-service (DDoS) attacks** with always-on traffic monitoring and real-time mitigation of common network-level attacks.

4

Manage and govern hybrid environments

Extend Azure management to any infrastructure across on-premises, multi-cloud, and the edge with [Azure Arc](#). Bring Azure data services to any cloud and any Kubernetes clusters, with [Azure Arc enabled data services](#).

➔ **Learn how to extend Azure services and management to any infrastructure with [Azure Arc](#).**

- ✓ **Centrally organize, govern, and secure IT resources** across hybrid environments with a single control plane, including Windows and Linux servers, Kubernetes clusters, and applications.
- ✓ **Deploy and manage Kubernetes applications at scale** across hybrid environments using DevOps techniques and consistent developer tools.
- ✓ **Run Azure data services anywhere** and get the latest Azure innovations, elastic scale, and unified management for data workloads with or without direct cloud connection.
- ✓ **Implement Azure security anywhere** with access to unique Azure security capabilities such as Azure Advanced Threat Protection. Set security policies, resource boundaries, and role-based access control for your workloads.

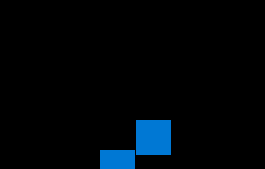
5

Increase return on investment by migrating to the cloud

Accelerate cloud migration to Azure to reduce capital expenditure, realize cost savings, and speed up time to value. Take advantage of offers and programs such as [Azure Hybrid Benefit](#), [free migration tools](#), and the [Azure Migration Program](#).



\$ 10M savings from avoided on-premises infrastructure and staff costs



478% 3-year return on investment

- ✓ **Achieve cost savings and more performance with Windows Server and SQL Server** with Azure Hybrid Benefit and free extended security updates. [SQL IaaS has the best performance on Azure](#).
- ✓ **Get performance, flexibility, and integrated support for Linux.** Azure supports common Linux distributions, including Red Hat, SUSE, Ubuntu, CentOS, Debian, Oracle, Linux, and CoreOS.
- ✓ **Scale business critical workloads on Azure without compromising performance.** Increase operational agility and take advantage of compliance and security certifications for your most critical applications.
- ✓ **Accelerate cloud migration to Azure** with Azure Migration Program, which offers guidance based on best practices, direct access to Azure engineers, free migration tools, and subsidized partner services.

6

Simplify and accelerate SAP migration

Bring the intelligence, security, and reliability of Azure to your mission-critical SAP applications. Accelerate cloud migration of SAP ERP and SAP S/4HANA workloads through a well-defined path designed by the [Embrace initiative](#).

“This partnership is all about reducing complexity and minimizing costs for customers as they move to SAP S/4HANA in the cloud. Bringing together the power of SAP and Microsoft provides customers with the assurance of working with two industry leaders so they can confidently and efficiently transition into intelligent enterprises.”

— Jennifer Morgan, Co-Chief Executive Officer, SAP SE

- ✓ **Run on the cloud platform optimized for SAP** with the performance, scale, and agility you count on.
- ✓ **Gain unmatched security, compliance, and business continuity** for your SAP workloads in the cloud and on-premises.
- ✓ **Access continuous innovation and insights,** tapping into Azure services, SAP Cloud Platform, and integration with Microsoft 365, Teams, Power Apps, and Power BI.
- ✓ **Take advantage of the preferred cloud partnership** between Microsoft and SAP with the Embrace initiative and accelerate your transformation to the cloud.

7

Modernize on-premises infrastructure

Bring the cloud to your on-premises datacenter with [Azure Stack Hub](#) to build and deploy consistent hybrid applications. Use [Azure Stack HCI](#) to consolidate on-premises applications on cloud-connected hyperconverged infrastructure—and get the best price and performance.

“We clearly needed a hybrid solution, but we wanted to use the same tool set, administration, and training for both platforms. Only Microsoft checked all the boxes—that’s why we chose Azure Stack HCI solutions.”

— Christopher Rivers, Director of Information Technology, Canadian Museum for Human Rights

- ✓ **Build and run cloud-native applications on-premises** in connected or disconnected scenarios. Use consistent tools, experiences, and app models across Azure and Azure Stack Hub.
- ✓ **Take advantage of hyperconverged efficiencies** for highly virtualized compute, storage, and networking on industry-standard x86 servers and components.
- ✓ **Deploy the most affordable HCI solution** to branch offices, retail stores, and field sites with a minimal hardware footprint and enjoy benefits such as high availability and resiliency.
- ✓ **Easily manage virtualized applications** with your choice of command-line automation or Windows Admin Center to access cloud management services.

8

Continuously optimize the cost of your workloads

Get clear visibility into cloud resource usage, identify new opportunities to optimize usage, and increase cost savings with [Azure Advisor](#) and [Azure Cost Management + Billing](#).

“We see value in Azure Cost Management added as a service on the Azure portal, as we can now view cost information under a single pane of glass.”

— Alexis Chauvin, Ops Tech Lead, IoT & Digital Transformation, Schneider Electric

- ✓ **Monitor and forecast cloud spending, set budget, and allocate costs to teams and projects** with Azure Cost Management.
- ✓ **Optimize cloud resources and architecture** with Azure best practices using Azure Advisor.
- ✓ **Save with Azure licensing and product offerings** such as Azure Hybrid Benefit, Azure Reservations, and Azure Spot VM.
- ✓ **Establish spending objectives and policies** with guidance from the Microsoft Cloud Adoption Framework for Azure.

➔ [Get started with your Azure free account](#)

¹IDC White Paper, sponsored by Microsoft, [Azure Site Recovery and Azure Backup is Helping Improve Business Operations](#), February 2019