

# Microsoft Azure



## Overview

With the fast pace of innovation constantly accelerating, it's becoming increasingly expensive to keep investing in the latest and greatest IT solutions. At the same time, relying on older solutions while your competitors invest in new ones gives them a leg up on you to anticipate, manage, and respond more quickly to change.

By turning to Microsoft Azure and the cloud, you can keep your competitive edge without expanding your budget. Azure helps you bring products and services to market quickly. You can instantly scale globally, with everything needed to support worldwide business growth. You can run your operations more cost-effectively, paying only for what you use as opposed to for what you don't. You can also free up your budget to spend on other business needs by eliminating the cost of new hardware. And you can gain enterprise-level security with the same data protection and datacenter security that many of the world's largest organizations receive today.

### Break boundaries without breaking your bank

You want to focus on running your business, not your infrastructure and the bottom line. With Azure, you can build, deploy, and manage applications in the cloud without worrying about the cost of purchasing new server hardware. You can easily scale up or down as needed and gain peace of mind knowing you have the added protection of multiple data backups in Microsoft-managed datacenters.

### Don't let your business miss a beat

Many businesses lose critical data because they don't have a data backup solution. Azure offers simple, reliable backup for your data and applications that's affordable because you pay only for the storage you use. There are no typical infrastructure costs or per-server or data transfer fees. Plus your applications receive the same level of protection that Microsoft enterprise customers, including many of the world's largest financial institutions, receive.

### Boost your customer experience

Any business can host its own website, but is the risk of poor performance, security breaches, and skyrocketing costs worth the price? With Azure, you can quickly and easily host scalable websites in the cloud. Microsoft uses multiple datacenters around the world, helping provide you and your customers with a reliable, satisfying, and secure experience that enables you to deploy your applications close to your customers.



### Why Microsoft?

Only Microsoft uniquely offers a flexible platform that lets you choose the path that's best for your business, whether that's on-premises, in the cloud, or a hybrid combination. Working seamlessly with other Microsoft software and services such as Windows Server, SQL Server, and SharePoint, Azure helps make the cloud a seamless part of your IT in a way that's best for your company's specific needs.



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