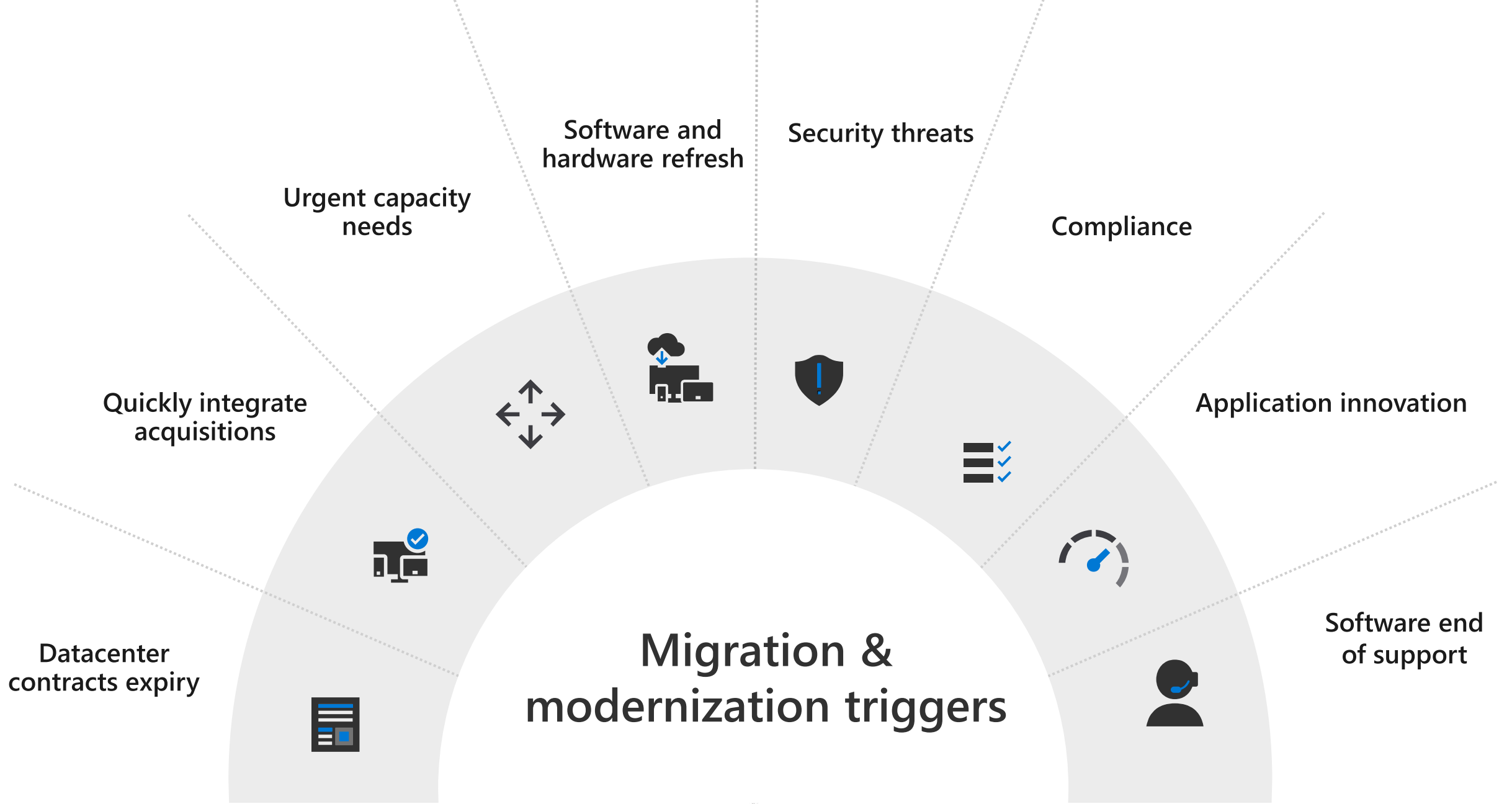


Azure migration & modernization



Migration & modernization triggers

Datacenter contracts expiry

Quickly integrate acquisitions

Urgent capacity needs

Software and hardware refresh

Security threats

Compliance

Application innovation

Software end of support

Pay less with Azure. AWS is 5x more expensive.

Extended security updates, free only on Azure

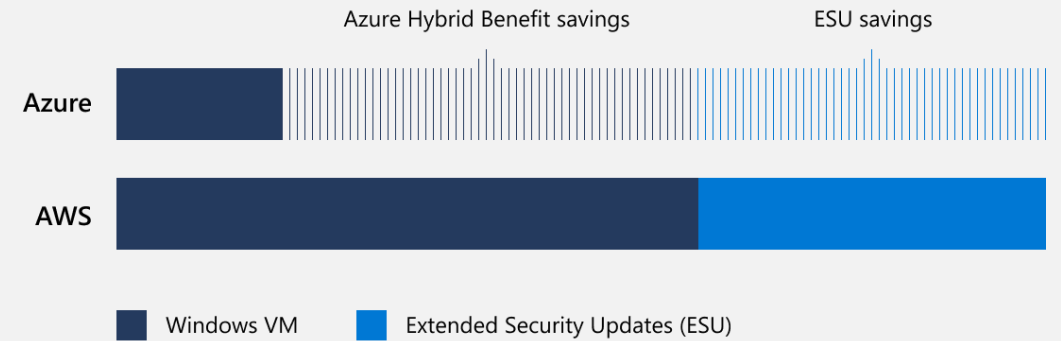
3 years of security updates after support ends

75% of the license cost to buy standalone

Reuse existing licenses with Azure Hybrid Benefit

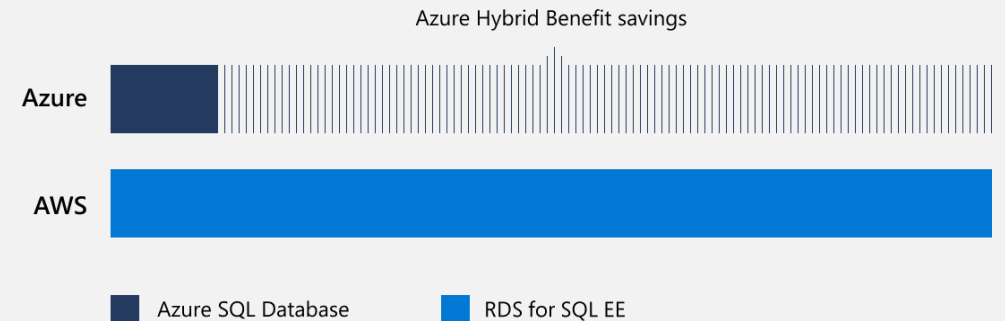


Windows Server savings illustration



Other cloud service providers may claim to have similar savings to the Azure Hybrid Benefit, but you'll need to repurchase your Windows Server license on those clouds. And only Azure offers free extended security updates for Windows Server 2008 and 2008 R2.

SQL Server savings illustration (PaaS)



Only Azure offers savings across both platform-as-a-service (PaaS) and infrastructure-as-a-service (IaaS) for SQL Server. With the [Azure Hybrid Benefit](#), you can use existing licenses with Software Assurance to pay a reduced rate on [Azure SQL Database](#) (PaaS). This is not included in SQL Server license mobility rights for other clouds.

Learn more: aka.ms/why5xmore

3 reasons to migrate and modernize to Azure now



Modernize with cloud innovation

Azure IaaS

Azure SQL Database Managed Instance

Azure App Service



Pay less with Azure

Free extended security updates (ESUs)

Azure Hybrid Benefit

Infrastructure optimization



Improve security and compliance

Go 'evergreen': ESUs or SQL managed instance

More certifications than other providers

Built-in, multi-layered security controls

Customer momentum



"Azure Site Recovery has helped us migrate several hundred business critical workloads—including Linux, MySQL, Windows, SQL Server, in a weekend—more quickly, reliably, and securely than we could ever before."



"Azure Database Migration Service was a life saver...we successfully migrated over 100 databases to Azure using the service over two months without any downtime or loss of data."



"We were able to migrate and modernize several critical Linux, Windows and Java applications to Azure while continuing to run on-premises operations, thanks to Azure hybrid capabilities."



"We were able to deploy our TimeXtender solution into production on Azure SQL Database Managed Instance in a matter of weeks. We immediately realized a 49% cost savings...."

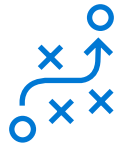


"We used SQL Database Managed Instance, a way to migrate huge databases into Azure cloud without changing any code, and stay compliant with all the applications so we can make a one-to-one transfer. "



"For our cloud journey, we were looking to engage in an emphatic relationship....and Microsoft was the only partner who was prepared to walk side by side with us. " – Ben Williams, CIO, Devon Energy

Azure is the best destination for Windows Server and SQL Server



Unique hybrid experiences: Server + Azure

Azure Security Center + built-in OS security

Windows Admin Center

Integrated backup, disaster recovery, & identity



Unparalleled consistency & innovation: Azure SQL Database Managed Instance

Full parity with 100% code consistency

Unmatched support & backward compatibility

Machine learning-based performance & security



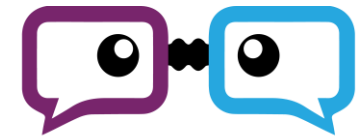
Deep trust with enterprises

More certifications than other providers

Single vendor support

Reuse familiar skills and toolsets

Get started today



Communication Square

1

**Build the case, define migration
scope/timelines**

2

**Start your
migration project(s)**

Ensure long term success by investing in Azure Fundamentals – we're here to help
<https://www.communicationsquare.com/azure-consulting/>