

Adapt to changing markets to emerge stronger

Achieve more with Azure

The shifting economy has made it essential to balance savings with investments in innovation. By migrating some of your workloads to the cloud, you can optimize cash flow while increasing operational effectiveness.

Finance Leaders everywhere are grappling with changing dynamics in the market



Inflation

8.2% YoY change in CPI in September 2022, fastest pace since 1982



Price spikes

3rd party vendor prices rising due to industry consolidation



Idle servers

Average 18-40% of servers sit idle on prem



Energy market volatility

High energy costs hitting Europe impacting margins



Labor challenges

Talent shortage and increased labor costs

Shift the status quo and gain flexibility to shape your future



Achieve more when you securely migrate and modernize



Achieve efficiency by optimizing cash flow



Maximize value by increasing operational effectiveness



Embrace technology to differentiate



Remove capital infrastructure costs

Migrate CapEx to OpEx to lower financial risk

65%

Save up to 65% on select compute services with Azure Savings Plan for Compute¹



Infuse AI into cloud apps to drive innovation

Shorten timelines from years to days

40%

Up to 40% lower costs

when you run Windows & SQL Server workloads on Azure with built-in security²



Upskill your workforce

Prioritize developing new applications, not managing infrastructure

50%

Increase the speed of secure app development by 50% with Azure PaaS³



Lower energy costs and carbon footprint

Power-efficient sustainable datacenters to meet your sustainability goals

206%

Potential 3-year ROI using Azure to manage hybrid & multi-cloud security and governance⁴

61%

Empower faster decision making and growth

Average revenue increase from data transformations⁵

The Business Value of Migrating and Modernizing with Azure, sponsored by Microsoft Azure, #US49665112 Published: 9/24/2022

Save big on Azure with the Azure Hybrid Benefit
By leveraging your existing on-premises licensing investment

AWS is **5x** more expensive than Azure for Windows Server and SQL Server⁶

Save up to **55%** over standard pay-as-you-go rate for Azure SQL Database⁶

Save up to **40%** over standard pay-as-you-go rate for Windows Server⁶



"We achieved a 15 to 20 percent benefit on the annual spend as a result of housekeeping. No one realized that the fruit of that was that big"

Kristina Moln-Page
Head of Finance at ASOS



1. <https://aka.ms/savingsplan-compute>
 2. IDC white paper: The Business Value of Microsoft Azure for SQL Server and Windows Server Workloadsxxx Oct 2022
 3. Total Economic Impact of Azure PaaS study | Microsoft Azure
 4. The Total Economic Impact™ Of Microsoft Azure Arc for Security and Governance – a commissioned study conducted by Forrester Consulting. Published June 2022
 5. The Total Economic Impact™ of Azure Cost Management and Billing—a commissioned study conducted by Forrester Consulting. Published: February 2021. Results are for a composite organization based on interviewed customers over three years.
 6. aka.ms/hybridbenefit

We can help you customize the right plan for your cloud adoption.
Let's set up a meeting to explore your options.