



Move your data to the cloud with Azure



CUSTOMER JOURNEY

What's happening in the industry?

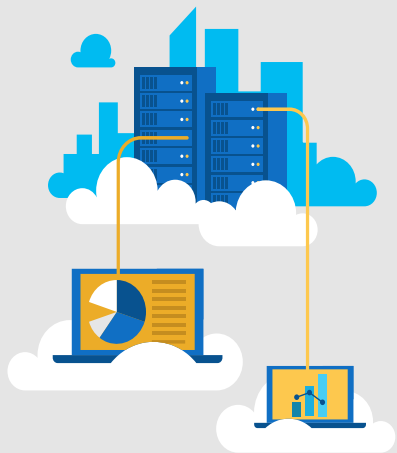


2018
80%
of SMBs deploy the cloud.



2020
60%
of Global 2000 companies will double their productivity via the cloud.

How can the cloud help me?



Data capacity

By **2020**, the amount of high-value data will double.

Compliance

Industry standards must be met for **data compliance**.

Secure data

Customers need constant **secure technology**; 76% of enterprises are restricting access to sensitive data to limited individuals.

Costs

Public cloud is growing at 6x the rate of IT spending through 2020. Moving to the cloud **reduces costs**.

Data and infrastructure availability

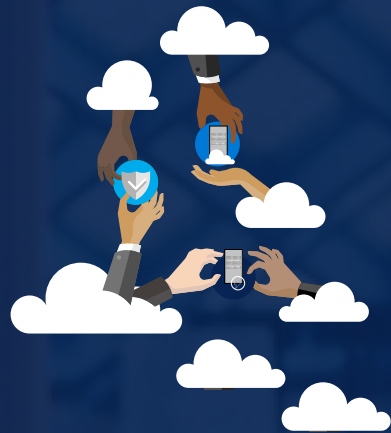
Customers need to ensure **availability** and infrastructure **reliability**.



Where do I start?

Take these steps:

- 1 Back up your data to the cloud
- 2 Mitigate the impact of disasters
- 3 Secure your data in the cloud



Data Backup

With Azure backup solutions, you can **protect your data and applications** to avoid costly business interruptions and meet compliance requirements. Securely extend your on-premises backup storage and data archiving solutions to the cloud—reduce cost and complexity, and achieve **efficiency** and **scalability**.

Disaster Recovery

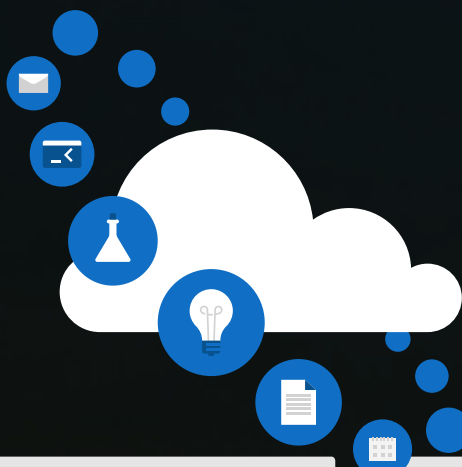
Even a minor outage can put you at a competitive disadvantage. Be ready with a business continuity plan that includes **disaster recovery** for all your major IT systems—without the expense of secondary infrastructure.

Security

With an increase in security breaches and cybercrimes, companies are rightfully concerned about the security of their data in the cloud. Stay protected with **Azure security**.



Why Azure?



100

or more services are provided by **Azure Cloud**, including Virtual Machines, Storage, Databases, Backup, Azure Active Directory, Analytics, and more.

Forrester Consulting concluded that datacenter costs are reduced by **\$12M** when switched to **Azure**.

90%

of Fortune 500 companies trust the **Microsoft Azure Cloud**. Take advantage of the most compliant of any cloud provider.

Data Backup

- Simplify tape management with significant cost savings, short recovery times, and up to **99 years of retention**.
- Stored in geo-replicated storage, maintaining 6 copies of data across 2 Azure datacenters.
- 99.9% service **availability**.



Security

- **Leverage** advanced **analytics** and threat intelligence to detect attacks.
- **Simplify** investigation for rapid threat response.
- **Use** access and application controls to block malicious activity.



Disaster Recovery

- **Restore** services during a site outage at the primary datacenter.
- **Protect** Hyper-V, VMware, and physical servers with System Center and SQL Server Always On.

