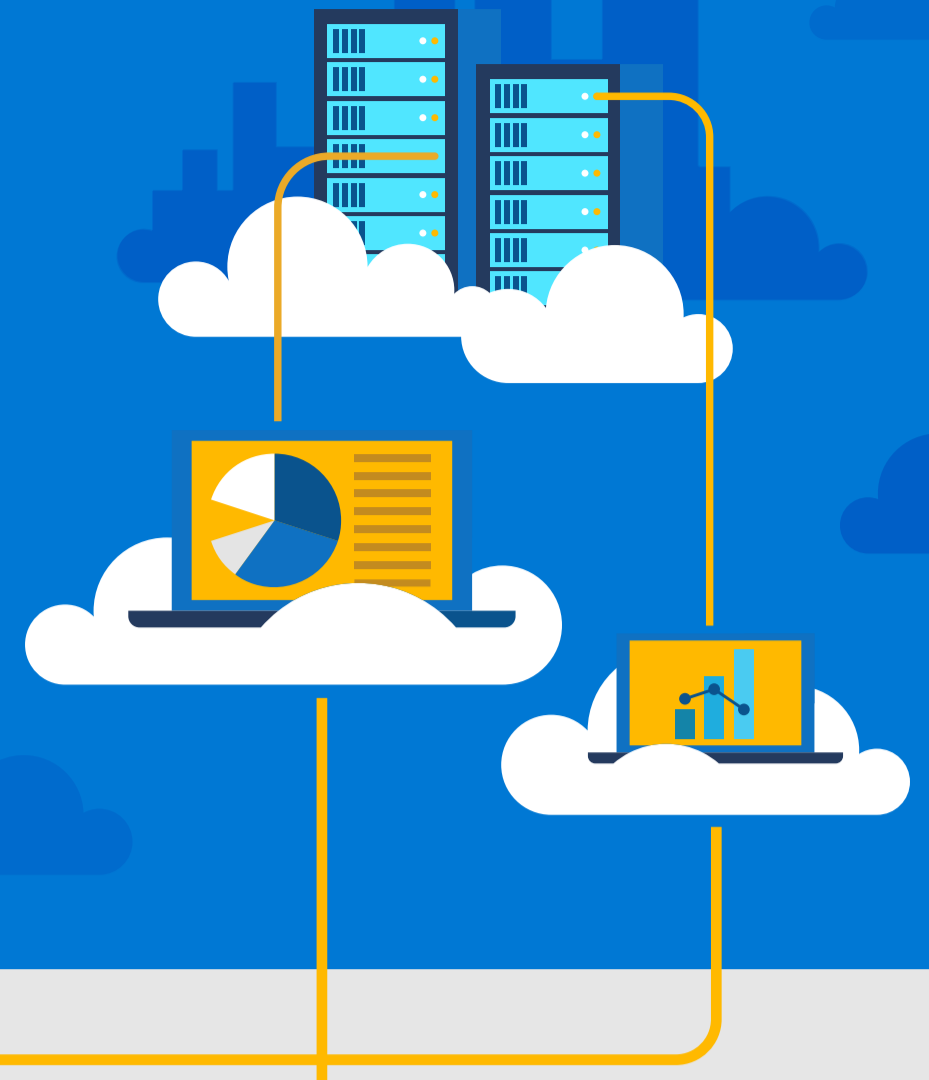


# Host your .NET application and data on the most cost-effective cloud

Optimize costs so your resources are better spent on increasing operational efficiencies, supporting new business priorities, and improving customer experiences.



Save up to

Cost per 10k sessions (4VM)

54%

**\$0,79**  
**Azure**

App Service + Azure SQL Database  
(with Azure Hybrid Benefit)

VS

**\$1,75**  
**On-premises**

30%

**\$0,79**  
**Azure**

App Service + Azure SQL Database  
(with Azure Hybrid Benefit)

VS

**\$1,12**  
**AWS**

Elastic Beanstalk  
+ Amazon RDS

Price-performance comparison. Lower is better.\*



“Had we continued with an on-premises infrastructure, we were looking at an upfront capital investment of \$2-3 million. Azure gave us built-in scalability and high availability, which allowed us to take more risks.”

- **Bev Kite, CIO, Academy of Motion Pictures Arts and Sciences**



### Reduce costs

Cut expenses and optimize spend to support changing business priorities.



### Operate confidently

Seamlessly scale .NET apps and data by migrating to fully-managed services with built-in auto-scaling.



### Evolve quickly

Adjust to new realities and quickly ship new features to meet users' changing needs.

\*Price-performance claims based on data from a study commissioned by Microsoft and conducted by GigaOm in October 2020. The study compared the price performance of the following environments: On-premises web servers running Windows Server 2016 with a database running Windows Server 2016 and SQL Server 2017; App Service running the PremiumV3 SKU, at the P1 size, with four instances and Azure SQL Database running the Gen5 server type with 4 vCPUs; and an AWS environment on m5d.large EC2 instances provisioned by Elastic Beanstalk with an Amazon RDS db.m5.xlarge database running Microsoft SQL Server 2017. The test application deployed was a Parts Unlimited web store, an ASP.NET application using IIS for a web server and Microsoft SQL Server for the backend. Performance was assessed by running home page load, item search, and item purchase tests, which ran for 60 minutes each. The cost of each environment was calculated using the AWS TCO calculator, AWS Pricing Calculator, and Azure Pricing Calculator. The pricing calculation for Azure used reserved capacity pricing for App Service and Azure SQL Database and the US East region for hosting, while the pricing calculation for AWS used reserved instance pricing and the us-east-1 region for hosting. Pricing includes Azure Hybrid Benefit, which allows existing Windows Server and SQL Server licenses to be applied to Azure virtual machines and Azure SQL Database instances. The total cost is an estimate of running the application for three years. Actual results and prices may vary based on configuration and region.