

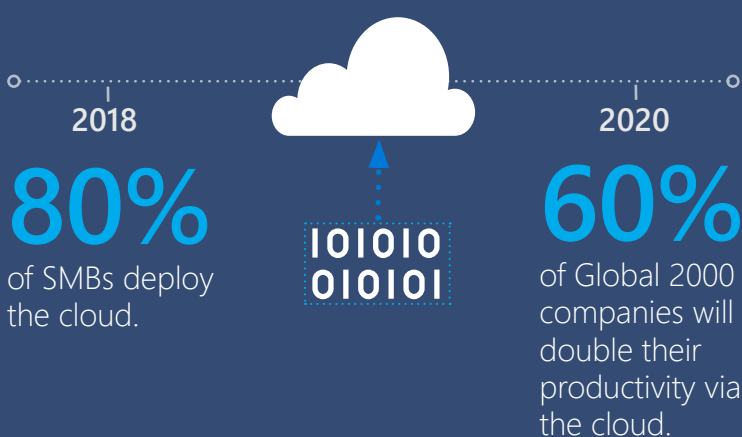


Back up your data in the cloud with Azure

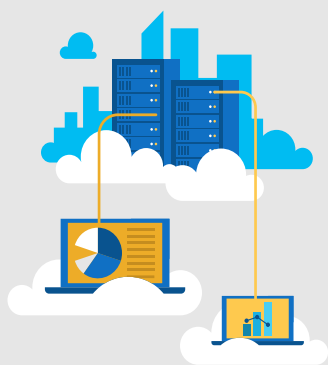
CUSTOMER JOURNEY



What's happening in the industry?



How can the cloud help me?



<p>Data capacity</p> <p>By 2020, the amount of high-value data will double.</p>	<p>Compliance</p> <p>Industry standards must be met for data compliance.</p>
<p>Data and infrastructure availability</p> <p>Customers need to ensure availability and infrastructure reliability.</p>	<p>Costs</p> <p>Public cloud is growing at 6x the rate of IT spending through 2020. Moving to the cloud reduces costs.</p>

Where do I start?

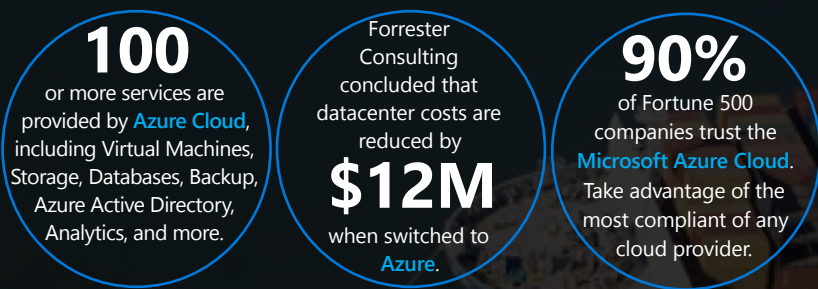
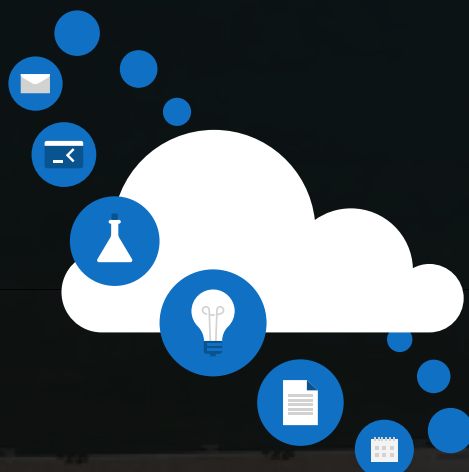
Take this step:
Back up your data to the cloud



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**.

Why Azure?



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**.

Learn more >

Learn more about moving your data to the cloud with Azure
[Azure site](#)
[Azure Backup site](#)