



# 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

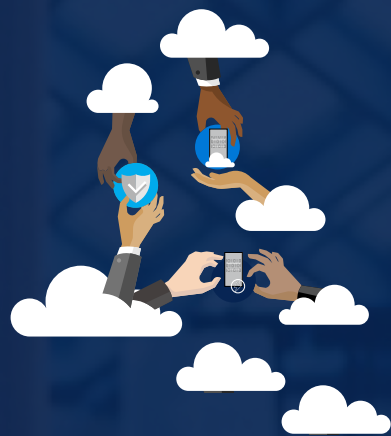
Customers need to ensure **availability** and infrastructure **reliability**.



### 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

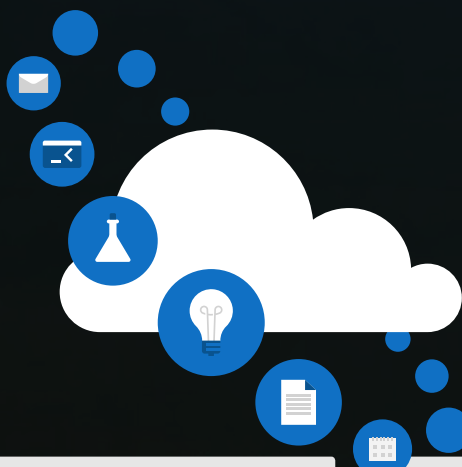
Even a minor outage can put you at a competitive disadvantage. Be ready with a business continuity plan that includes **disaster recovery** for all your major IT systems—without the expense of secondary infrastructure.

#### 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.

