

# Data Migration and Modernization

Data is your customers' most strategic asset. And where that data resides and what you can do with it makes a huge difference to their business.

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1 "The Economic Value of Migration On-premises SQL Server Instances to Microsoft Azure SQL Solutions," a commissioned study conducted by The Enterprise Strategy Group on behalf of Microsoft, October 2020.

2 "The Total Economic Impact™ of Azure SQL Database Managed Instance," a commissioned study conducted by Forrester on behalf of Microsoft, May 2020.

3 Principled Technologies (2022). Azure SQL Managed Instance is the premier destination for SQL Server modernization on Azure, combining the best of SQL Server with the benefits of a fully managed and always up to date service. In this commissioned study by Principled Technologies, SQL Managed Instance performed up to 5x faster and cost up to 93% less than AWS RDS across three distinct workloads.

4 <https://www.nist.gov/>

## Migrate and modernize your data estate for business agility

Maybe your customers are spending too much on on-premises hardware and software. Perhaps they need applications to run faster, be more available and scalable. Or maybe your customers' current data estate just isn't meeting their needs. Azure databases can help your customers:

- Innovate and engage more customers through fast product and services development cycles.
- Put your customers' databases' management on auto-pilot and free team capacity for high value initiatives with Azure fully-managed solutions.
- Adapt fast to business changes with Azure's elastic, highly available, secure and intelligent capabilities that enable cost savings.
- Reduce security complexity & identify and protect their data against rapidly evolving threats.

### Benefits of Data Migration and Modernization to Azure:



**Grow the business:** Innovate and engage more customers through fast produce and services development cycle with Azure databases.



**Enhance digital security:** Reduce complexity and identify and protect your data against rapidly evolving threats.



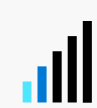
**Keep staff engaged and productive:** Put your databases on auto-pilot and free the data team's capacity for more strategic initiatives with Azure fully-managed solutions.



**Increase business agility and savings:** Adapt fast to business changes with Azure's elastic, highly available, and intelligent capabilities that enable higher cost savings.

### Opportunities and use cases

- SQL Server 2012 has reached End of Service (EOS); Windows Server 2012 reaches EOS October 2023. Use the opportunity to talk to customers about migrating their databases to the cloud.
- SQL 2022 on-prem price increased on January 1, 2023.
- Customers who are experiencing high costs of on-premise hardware/software or having trouble finding experienced employees to manage them.
- Customers with multiple types of databases or strict regulations / compliance needs.



# 53%

Lower cost of application administration.<sup>1</sup>



# 90%

Lower cost of systems administration.<sup>2</sup>

## Azure helps customers do more with less

Azure can help you transform your business with database solutions that help reduce the cost and complexity of managing databases on-premises. But that's not all. Here are some of the other benefits you can expect.

**Unparalleled value.** The savings add up: a Forrester study demonstrated a return on investment in just six months.<sup>2</sup>

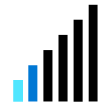
**Unmatched security.** Azure databases include built-in security backed by a Zero Trust model and the full weight of Microsoft security. Trust the SQL Server platform that has had the least security vulnerabilities of any database in the last 10 years.<sup>4</sup>

**A true hybrid cloud platform.** Near real-time insights from edge to cloud meet your business needs while programs and free migration tools enable a seamless move to Azure.

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Cloud migration and modernization  
Accelerate innovation and value

Learn more

### Why migrate and modernize data?

#### Grow the business:

Innovate and engage more customers through fast produce and services development cycle with Azure databases.



#### Enhance digital security:

Reduce complexity and identify and protect your data against rapidly evolving threats.



#### Keep staff engaged and productive:

Put your databases on auto-pilot and free the data team's capacity for more strategic initiatives with Azure fully-managed solutions.



#### Increase business agility and savings:

Adapt fast to business changes with Azure's elastic, highly available, and intelligent capabilities that enable higher cost savings.



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## Data Migration and Modernization Quickstart guide

Data is your customers' most strategic asset. And where that data resides and what you can do with it makes a huge difference to their business.

### Partner Opportunity. Help customers:

- Address evolving business needs with their data estate.
- Protect their data and comply to regulations.
- Get rid of the high cost of legacy hardware/software
- Shift from CapEx to OpEx to reduce strain on IT budgets. (Learn more about telling the CapEx to Op story [here](#).)
- Avoid upkeep fees and employee salaries by moving off on-prem solutions to the cloud.
- Create a true hybrid cloud platform with near real-time insights from edge to cloud.

### Customer benefits:

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**Keep staff engaged and productive:** Put your databases on auto-pilot and free the data team's capacity for more strategic initiatives with Azure fully-managed solutions.



**Increase business agility and savings:** Adapt fast to business changes with Azure's elastic, highly available, and intelligent capabilities that enable higher cost savings.

## Learning tools: Learn how to help customers protect hybrid cloud



### Whitepaper

Explore common migration and modernization solutions.

[Get started](#)



### Guidance and best practices

Get an overview of Azure SQL Database in Microsoft Docs, including guides and tutorials.

[Learn more](#)



### Video tutorial

Learn more about how to migrate SQL Server databases to Azure.

[Watch](#)



### Introductory training course

Understand the fundamentals of Azure database and analytics services and evaluate whether the solution is the right choice for your environment.

[Start course](#)