Data Migration and Modernization – Windows Server on Azure

[Microsoft Windows Server Migration](link) →

Migrate and modernize your data estate

Azure can help you transform your customers' 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 your customers can expect:

- Address evolving business needs with their data estate.
- Protect data and comply to regulations.
- Get rid of legacy hardware / software high costs.
- 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.

Pricing estimate for SMB customer infrastructure.

Based on Azure pricing for a customer with 2 servers.[1]
For more information on the B-series server, click [here](link).

Deliver great value

You can move your customers to Windows Server on Azure even if they want to keep some resources on-premise.

1. See the table below for estimated costs.
2. Watch the Azure Pricing and Packaging Webinar for an in-depth discussion of Azure pricing principles
3. Test out your specific customer environment with the pricing calculator.

Pricing calculator →

Azure Pricing and Packaging Webinar →

Tier	Service type	Region	Description	Estimated monthly cost	Estimated upfront cost
Good[2]	Virtual Machines	East US	1 B2s (2 Cores, 4 GB RAM) (3 year reserved), Windows (License included), OS Only; 1 managed disk – P10; Inter Region transfer type, 5 GB outbound data transfer from East US to West US	$23.15	$0.00
	VPN Gateway	East US	VPN Gateways, VpnGw1 tier, 730 gateway hour(s), 0 additional S2S tunnels (beyond included amount), 0 additional P2S connections (beyond included amount), 500 GB, VPN gateway type	$156.20	$0.00
	Azure Backup	East US	Azure VMs, 3 Instance(s) x 500 GB, LRS Redundancy, Low Average Daily Churn, 15 GB Average monthly snapshot usage data	$75.66	$0.00
	Azure Active Directory P1	East US	Premium P1 - 50 users, Premium P2 - 0 users, Enterprise tier, User forest - 0 Hours, Resource forest - 0 Hours. (Without M365 BP: $300.00)	$0	$0.00
	Good Scenario		Estimated Total Monthly Cost with Microsoft 365 BP	$255.01	$0.00
			Without Microsoft 365 Business Premium	$555.01	
Better[3]	Virtual Machine (File Server)	East US	VPN Gateways, Basic VPN tier, 730 gateway hours, 10 S2S tunnels, 128 P2S tunnels, 500 GB, Inter-VNET outbound VPN gateway type	$37.89	$0.00
	Storage Accounts (File Server)	East US	Managed Disks, Premium SSD, LRS Redundancy, P20 Disk Type 1 Disks; Pay as you go	$75.69	$0.00
	Virtual Machine (App Server)	East US	1 DC4ads v5 (4 Cores, 16 GB RAM) (3 year reserved), Windows (License included), OS Only; 1 managed disk – P10; Inter Region transfer type, 5 GB outbound data transfer from East US to East Asia	$301.57	$0.00
	Storage Accounts (App Server)	East US	Managed Disks, Premium SSD, LRS Redundancy, P15 Disk Type 1 Disks; Pay as you go	$11.44	$0.00
	Better Scenario		Estimated Total Monthly Cost with Microsoft 365 BP	$426.59	$0.00
			Without Microsoft 365 Business Premium	$726.59	

Microsoft Azure

Data Migration and Modernization – SQL on Azure

Migrate and modernize your data estate

Azure can help you transform your customers' 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 your customers can expect:

- Address evolving business needs with their data estate.
- Protect their data and comply to regulations.
- Get rid of legacy hardware / software high costs.
- 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.

Pricing estimate for customer SQL infrastructure.

Based on Azure pricing for a customer with 2 SQL servers.[1]

To compare features between Azure SQL DB, Azure SQL Managed Instances, and SQL Server on Azure VMs, click here.

Deliver great value

Price out the cost of using Azure SQL for your customers to help them migrate and modernize their data estate.

1. See the table below for estimated costs.
2. Watch the Azure Pricing and Packaging Webinar for an in-depth discussion of Azure pricing principles
3. Test out your specific customer environment with the pricing calculator.

Service type	Region	Description	Estimated monthly cost	Estimated upfront cost
Virtual Machines: Web Servers	East US 2	Operating system Windows, OS only, Standard, All Category, All Instance Series, D2d v4: 2 vCPUs, 8 GB RAM, 75 GB Temp. storage, 4 virtual machines, 3 years saving plan Monthly, Managed Disks Standard SSD, LRS Redundancy, E10:128 GiB, 4 disks	$486.71	$0.00
Load Balancer	East US 2	Standard Tier, 5 Load Balancer Rules, 1000 GB data processed	$23.25	$0.00
Azure Backup	East US 2	Azure VMs, 4 VMs at 128 GB, Retains daily backups for 30 days, 4 weeks, 6 months. Retain instant restore snapshots for 1 Day, Moderate Avg. Daily Data Churn, LRS redundancy, 1,491 GB avg. monthly backup data, 15 GB Avg. monthly snapshot usage data	$75.43	$0.00
Azure SQL Database	East US 2	Single Database, vCore, General Purpose, Provisioned, Standard-series (Gen 5), 2 vCore, Locally Redundant, 2 Databases, 3 year reserved, Pay as you go, Data: 1024 GB, LRS redundancy, Point-In-Time Restore 0 GB, LRS Redundancy, 0 GB Average backup size during retention period, 0 weekly backup retention, 0 monthly backup retention, 0 yearly backup retention.	$798.07	$0.00
Support		Free level	$0.00	$0.00
Estimated Total Monthly Cost			$1,383.46	$0.00

Microsoft Azure

Data Migration and Modernization Conversation Guide

Conversation Starters

- Did you know that SQL 2012 went EOS on July 9, 2022 and Windows Server 2012 will reach EOS on October 10, 2023?

- SQL on-prem price increase went into effect January 1, 2023. Has that impacted your budget?

- Are you still managing on-premises databases?

- Are you reaching hardware/software end of support for your databases?

- Where are you in your cloud journey?

- How do you manage security for your databases?

Overview and benefits of data migration and modernization

When SMBs embrace digital transformation, a whole new world of opportunity opens up. They often start by migrating and modernizing apps and databases to Azure. This first step enables cost savings, improved productivity, and insights that can lead to new ways to meet business needs. Over time, a cloud-powered data estate drives higher savings, increased innovation, and faster business transformations.

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.

Objections and Responses

"Azure is too expensive."
Believe it or not, you can get the return over your investment faster with Azure. Here's how:

- Moving from CapEx to OpEx reduces the capital expenses for hardware/software, which means you have more opportunities to save. Learn more here.
- Some businesses have seen a 53% lower cost of application administration and a 90% lower cost of systems administration simply by shifting databases to Azure.[1]
- A Forrester study demonstrated a migration payback in 6 months or less. 40% of surveyed companies improved database administration productivity by 40% and saved up to 55% development and testing.[2]
- Two other recent studies show Azure database for MySQL and Azure database for PostgreSQL also enable the best TCO.
- Microsoft customers also have access to unique offers to alleviate migration costs, including Azure Hybrid Benefit and the Azure Migrate and Modernize Program.

"My corporate data is more protected on-premises."
Azure provides industry-leading security capabilities that, together with key DBaaS features like data encryption and threat detection help you strengthen your security posture. Microsoft has more than 3,500 cybersecurity professionals and spends $1 billion annually on security to help protect, detect, and respond to threats. Azure has more than 100 compliance certifications, more than any other cloud provider. View the comprehensive list.

"Why should I choose Azure instead of another cloud provider?"
We understand you have choices when it comes to modernizing your databases. However, Azure provides some clear advantages. For instance, it costs a lot less and performs better than AWS. You can save up to 93% with better price performance than the alternatives[3], and Azure fully-managed databases are up to 5x faster than AWS.[4] Migrating and modernizing your databases in Azure will get you unique capabilities, like built-in intelligence performance and the confidence to work with a provider that has more than 25-years experience with SQL Server and the cloud with more regional Datacenters across the globe.

"I don't have time to migrate my databases and/or it's too hard."
Migrating your databases is much easier than you think. Microsoft offers a lot of migration support and documentation. You can do it yourself using Azure Migrate, a tool that helps you assess and migrate your databases and allows you to see all your migrations in a centralized location for tracking or insight. **Tip:** *If customers are concerned about implementation complexity, this is an opportunity for you to offer managed services.*