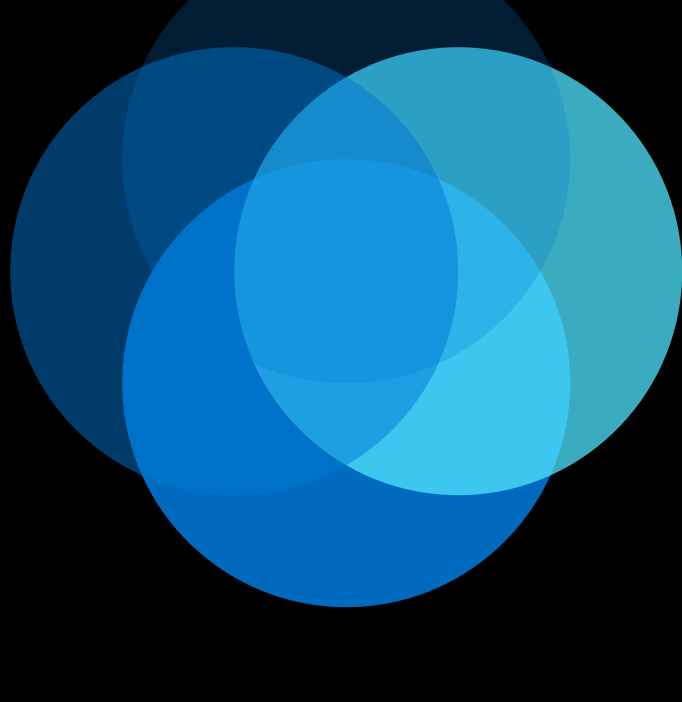


Increase business productivity with Windows Server and Azure



60%+

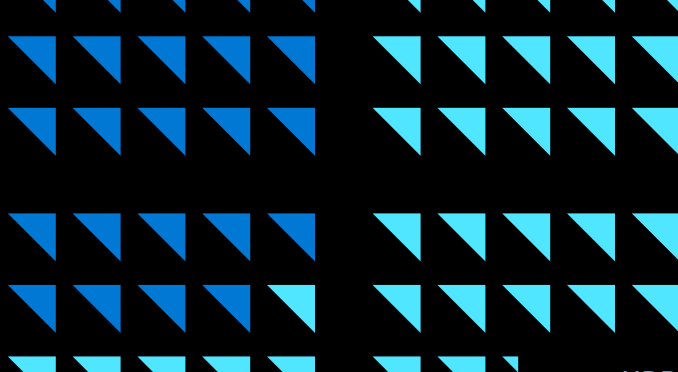
Over 60% of enterprises will adopt open source and open APIs for their cloud integration strategies.¹

2018



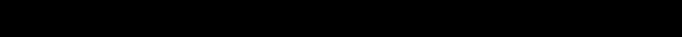
IDC predicts that the Global Datasphere will grow from 33 zettabytes (ZB) in 2018 to 175 ZB by 2025. To keep up with the storage demands stemming from all this data creation, IDC forecasts that over 22 ZB of storage capacity must ship across all media types from 2018 to 2025, with nearly 59% of that capacity supplied from the HDD industry.

2025

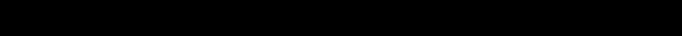


HDD

Previous 20 years



Next 4 years



IDC currently calculates Data Age 2025 storage capacity shipments across all media types (HDD, SSD, NVM-flash/other, tape, and optical) over the next 4 years (2018–2021) will need to exceed the 6.9 ZB shipped across all media types over the past 20 years.

Business pains



Businesses demand consistency when changing from on-premises to cloud environments.



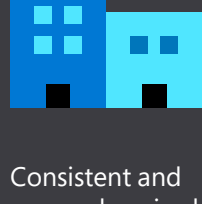
In an ever-changing technology workplace, more businesses want automated platforms.



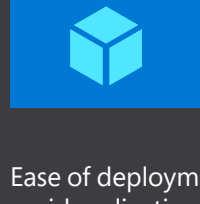
With an uncertainty of platform use, more businesses need cost-saving options.

Why choose Azure?

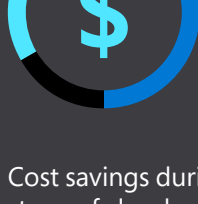
Solutions built on Microsoft Azure offer:



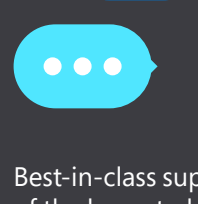
Consistent and comprehensive hybrid approach across the entire stack.



Ease of deployment with rapid replication of VMs, minimizing downtime.



Cost savings during every stage of cloud migration.



Best-in-class support of the largest global footprint, with datacenters available in 54 regions.

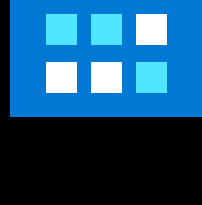
Proof points



Migrate Windows Server or OSS workloads to Azure and gain cloud agility and efficiency—maintaining consistency between on-premises and cloud environments.



Pay for what you use and save up to 80% by migrating your Windows Server apps to Virtual Machines in Azure when you combine the Azure Hybrid Benefit with Reserved VM Instances.²



Migrate existing apps with few or no code changes. Build always-on, scalable, distributed apps with familiar dev tools, and add Azure services for increased automation.



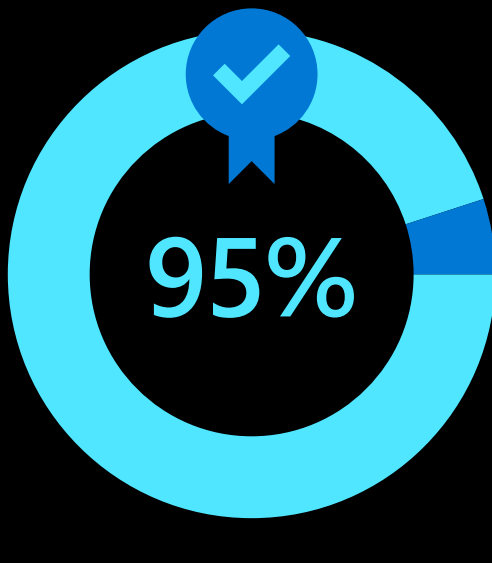
Centralized support across the entire Azure portfolio is available 24/7 in multiple languages. Products are built for each other—better integration means less support is required.

Why the Microsoft Cloud?

54 global Azure regions—more than any other cloud provider.



70+ compliance offerings—the largest portfolio in the industry.



95% of Fortune 500 companies trust their business on the Microsoft Cloud.

Visit [Azure Migration Center](#) to get started with flexible, cost-effective, high-confidence cloud migration.

¹ IDC FutureScape: Worldwide Cloud 2016 Predictions, November 2015

² Based on comparing 3-year Azure D8_v3 RI prices with Azure Hybrid Benefit in US West 2 to AWS m4.xlarge 3-year Standard RIs in US West (Oregon).