

Modernizing Your SMB with Microsoft Azure

The Cloud Is No Longer Optional

Small and medium businesses currently stand at a crossroads: modernize or fall behind. With 61% of SMBs already adopting cloud solutions¹ and 50% already using artificial intelligence (AI) in some form², the question isn't whether to migrate—but how to do it strategically.

Microsoft Azure emerges as the clear choice, offering your business an unmatched combination of security, AI readiness, and cost efficiency.



Why SMBs Are Racing to the Cloud

The modern business landscape demands agility and SMBs have made cloud adoption and expansion a top strategic initiative. Consider that 80% of surveyed SMBs list managing cloud spend as their top priority³, 73% of them list security as a top priority⁴, and 78% of them are currently interested in adopting AI⁵.

That makes it critical to find the right cloud platform and the best cloud providers deliver services that meet your needs:



Cost-effectiveness: A cloud provider must offer desired features that fit within budget constraints and provide a clear return on investment (ROI).



Scalability: A cloud provider must provide products and services that can grow with and adapt to a business.



Security: A cloud provider needs to improve endpoint protection, network security, and identity and access management.



AI readiness: A cloud provider needs to incorporate built-in AI to improve efficiency and results.



Ease of use: A cloud provider must provide familiar, user-friendly platforms that let people focus on key business initiatives.



The Azure Advantage: More Than Just Migration

When it comes to cloud providers for SMBs, Azure stands out as a leader, capable of adapting to your unique needs and business style. Not only do you get the best experience with Azure infrastructure and the highest levels of cloud security, but your employees also get a familiar experience that optimizes the use of your existing productivity tools.

Here are just some of the benefits Azure can bring to your business:

- **Business growth and cost savings:** Boost productivity, reduce costs, and streamline operations with an AI-powered platform.
- **Unmatched security:** Stay protected with multiple layers of security, from code development to workload management.

- **AI ready:** Maximize performance and ROI with a platform that fully embraces AI.
- **Cloud agility:** Rapidly develop and scale apps and cultivate insights across operations using AI enhancements.

With all these advantages, it's no wonder that businesses are seeing up to a 284% increase in ROI with Azure AI Services⁶ and 77% of survey respondents agree that Azure makes it easy to innovate with AI and Machine Learning (ML)⁷.



Unmatched Business Value

Azure lets you rapidly respond to shifting market demands with reliable remote access and unlimited scalability. AI-powered tools streamline operations and free up resources for innovation. Seamless integration with Microsoft 365 helps your employees get more done and your products get to market faster.

Azure is also the most cost-efficient platform to handle your Windows Server, SQL Server, and Linux workloads. The cloud service offers significant cost-saving options, including unmatched price performance and the ability to reuse Windows Server and SQL Server licenses. Businesses can realize up to 406% three-year ROI by moving their SQL Server workloads to Azure SQL⁸ and a 60% reduction in costs compared on on-premises solutions⁹.

Security You Can Trust from Code to Cloud

Microsoft offers industry-leading cloud security with Microsoft Defender for Cloud that reduces risks and improves workload protection across hybrid and multicloud environments. AI-powered threat protection and intelligence detects and mitigates attacks in real time, while high availability ensures your systems run smoothly. Enterprise-grade security, built-in controls, and automation help keep your business protected and give you peace of mind.

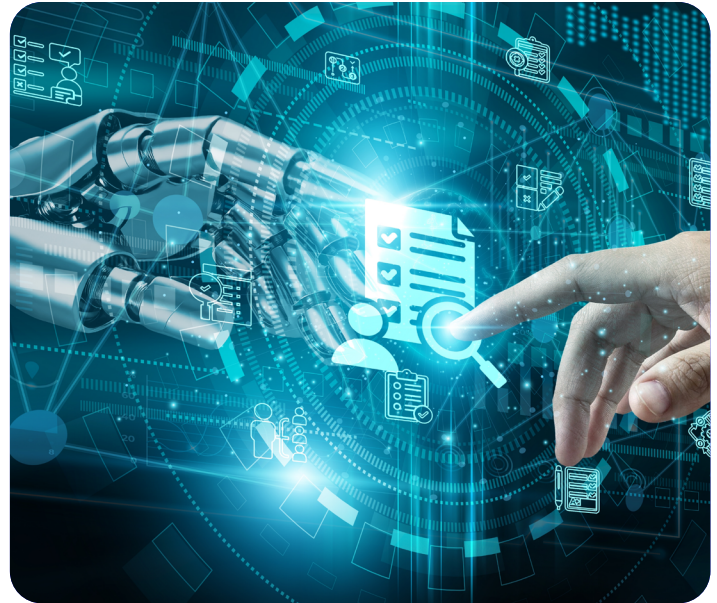
Thanks to its unified cloud-native application protection platform, large compliance portfolio (bigger than any other cloud provider), confidential computing, and location-agnostic server, data, and file protection, Microsoft Defender is the best choice to secure your business. In fact, it reduces the likelihood of a breach by 72%¹⁰ and Copilot for Security alone reduces incidents by 80%¹¹.



AI-Ready Infrastructure

Azure helps you scale AI adoption by accelerating the reliability, security, and ongoing performance of your AI and cloud investments. Migrating to Azure gives you an optimized platform to fully embrace AI without disrupting your current environment. A purpose-built AI supercomputing infrastructure improves AI performance and accelerates innovation, helping drive value faster while shaping the future of your business for success. And because Azure unifies data, apps, and infrastructure in the cloud for optimal latency, you gain cost savings and a path to effectively infuse AI into your organization.

Enjoy data collection and analysis from multiple sources, AI-enhanced central management, and rapid app development and scalability, secure in the knowledge that 81% of businesses surveyed reported that Azure increased their ability to change and improve AI¹².



Cloud Agility Anytime, Anywhere

Azure meets you where you are in your cloud journey with an adaptive approach that puts you in control of your migration pace. No matter the type of workloads—Windows Server, SQL Server, or Linux—Azure simplifies integration across hybrid, multicloud, and edge environments. The centralized platform connects your teams, sites, and systems, enabling secure and streamlined operations regardless of how complex your IT landscape may be.

It's the best cloud for Windows Server and SQL Server and a proven platform for Linux. With Azure AI, you can see up to a 150% increase in work output¹³ and a 295% ROI with Azure Integration Services¹⁴.

Ready to put your data to work?

Every business has different needs. The Tech Selector and Azure align to yours by offering a modern solution with the flexibility to mirror your business and goals. Your people get the tools they need to help them get more done and to help your business grow. Your data stays safe with industry-leading security. Whether you want to incorporate AI into your infrastructure today or tomorrow, Azure is ready when you are, and The Tech Selector is here to help.



Contact us today to start your cloud transformation.

¹ 2024 Flexera State of the Cloud Report

² 2023 Small Business Growth in the Age of AI

³ IDC FutureScape: Worldwide Small and Medium-Sized Business 2024 Predictions

⁴ Flexera 2023 State of the Cloud Report

⁵ Microsoft AI and SMBs: An Analysis of Their Adoption and Impact, 2024

⁶ Forrester, The Total Economic Impact™ Of Microsoft Azure AI April 2023

⁷ Forrester, The Total Economic Impact™ Of Migration For AI-Readiness June 2024, commissioned by Microsoft

⁸ IDC report, The Business Value of Microsoft Azure SQL Database and Azure SQL Managed Instance Workloads, IDC #US51073123, August 2023

⁹ Forrester, The Total Economic Impact™ Red Hat Enterprise Linux On Microsoft Azure January 2024

¹⁰ Forrester, The Total Economic Impact™ Of Microsoft Security February 2023

¹¹ Microsoft internal research

¹² Forrester, The Total Economic Impact™ Of Migration For AI-Readiness June 2024, commissioned by Microsoft

¹³ A commissioned study conducted by Forrester Consulting/ The Total Economic Impact™ of Microsoft Azure AI," April 2023

¹⁴ Forrester, The Total Economic Impact™ Of Microsoft Azure Integration Services July 2023