

Maximize performance and value with Windows Server and SQL Server in Azure

Reduce costs while maintaining security and flexibility with a robust cloud foundation

Migrating your Windows Server and SQL Server workloads to Azure helps maximize your IT investment, saving on storage and computing resources and helping to fuel innovation.

Customers migrating to Azure spend 54% less than AWS EC2 on a price-performance basis*

Get reduced licensing costs on top of pay-as-you-go pricing

Customers using on-premises Windows Server or SQL Server licenses already have the advantage when it comes to saving. Through the Azure Hybrid Benefit program, eligible customers with existing Software Assurance licenses will save up to:

40%

on Azure Virtual Machines (IaaS)

55%

on Azure SQL Database (PaaS)

55%

on SQL Server on Azure Virtual Machines

Azure Hybrid Benefit vs. pay-as-you-go pricing

Save up to 85% over standard pay-as-you-go rate using Windows Server and SQL Server licenses with Azure Hybrid Benefit

Save up to 80% over standard pay-as-you-go rate for Windows Server with Azure Hybrid Benefit and Azure Reserved VM Instance

180 days of migration rights for Windows Server and SQL Server for dual use on-prem and Azure workloads

Optimize performance across systems

One of the biggest cost impacts for IT-driven enterprises is the performance of their systems—or lack thereof. Poor performance can lead to higher maintenance costs, inefficient scaling, and application downtime.

By migrating to Azure, businesses can break free from legacy infrastructure and adopt modern, efficient, and resilient cloud systems purpose-built for automation and AI.

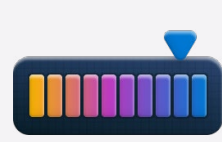
Up to 57% faster mission-critical performance for SQL Server on Azure Virtual Machines

20–30% faster query performance on the Hyperscale service tier

Manage costs with long-term monitoring and analytics

Optimized performance and reduced licensing costs are already a step in the right direction. However, managing massive cloud infrastructure requires a deeper understanding of resources and their use.

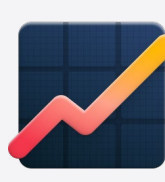
With Microsoft Cost Management, you can easily manage your cloud investment using tailored optimization recommendations:



Track and visualize usage



Set cost alerts and identify anomalies



Forecast expenditures and budgets



Distribute cloud costs across business units, projects, or customers



Use Microsoft Copilot in Azure to help analyze and optimize costs

Build scalable AI applications across hybrid and multicloud environments

- Optimize search operations for large data and knowledge bases
- Extract text, tables, and data from documents to get insights into a large body of content
- Build your generative AI apps using your data, leveraging language and vision machine learning models

Protect your AI initiatives in the cloud

Migrating to Azure also helps you secure AI workloads across the entire application lifecycle with real-time protection and continuous monitoring.

Windows Server and SQL Server are better on Azure

Save on costs and allocate more funds to innovative initiatives by migrating your critical workloads to Azure.

Explore the full range of Azure benefits for Windows Server and SQL Server workloads:

- ✓ Reduce overall expenses for migration to the cloud
- ✓ Run parallel on-prem and cloud workloads during migration
- ✓ Embed crucial cost-monitoring systems for full, transparent resource control
- ✓ Prepare your apps and infrastructure for integrated AI

[Read the e-book](#)

*With Azure Hybrid Benefit and a three-year commitment

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