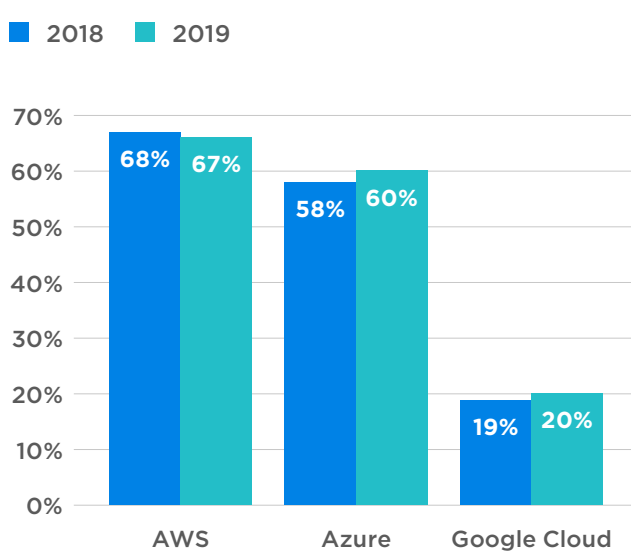


What Makes Azure the Fastest Growing Public Cloud

Microsoft Azure is becoming a top public cloud choice, especially for enterprises. Here's a look at its growth and the factors behind it.

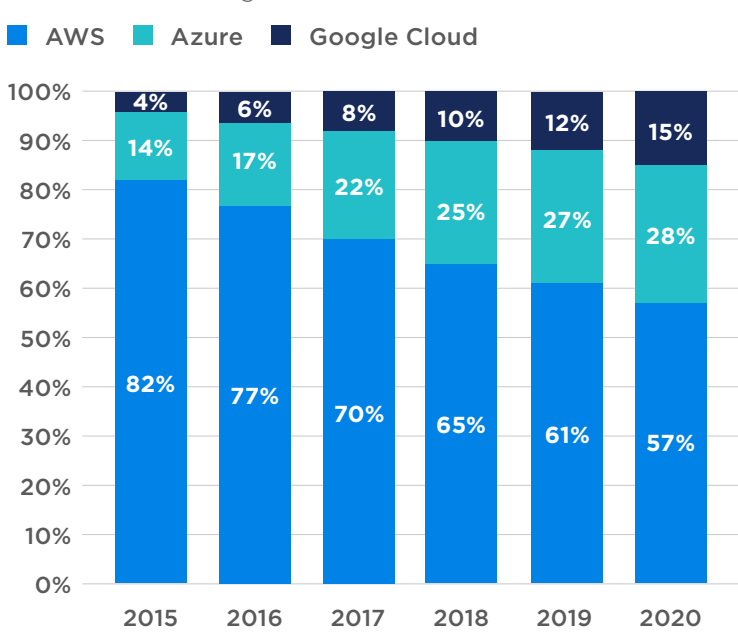
Public Cloud Adoption: Enterprise¹

Microsoft Azure was launched in 2010 and is now the fastest growing public cloud provider and the second largest overall. Among enterprises, Azure adoption now stands at 60%.

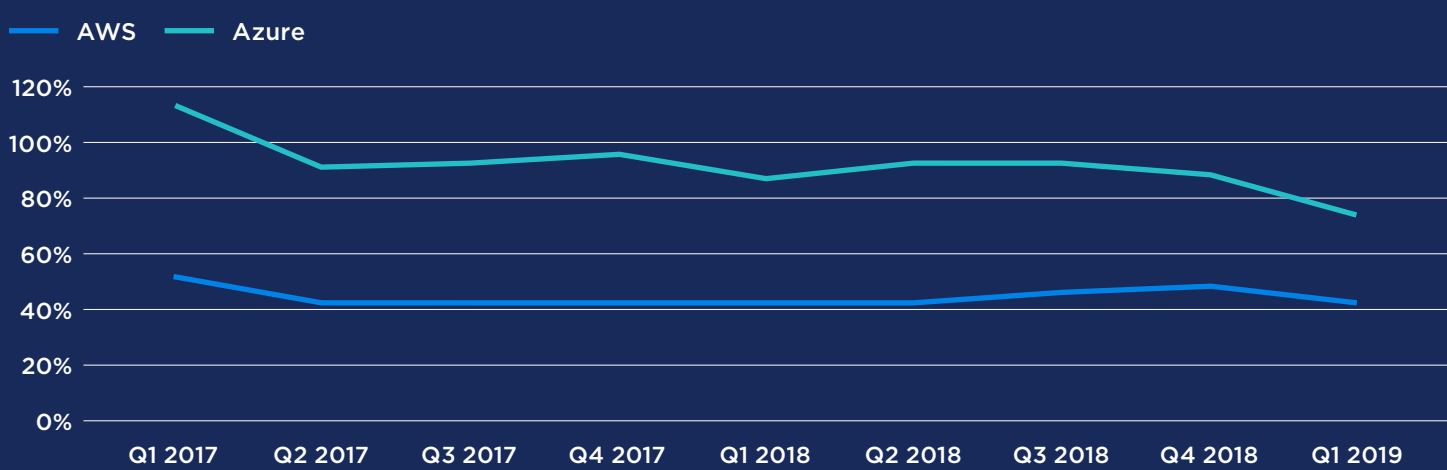


Market Share Among the Major Clouds²

By 2020, Azure's share of the public cloud market will more than double. AWS remains the largest public cloud platform, but its share is falling.

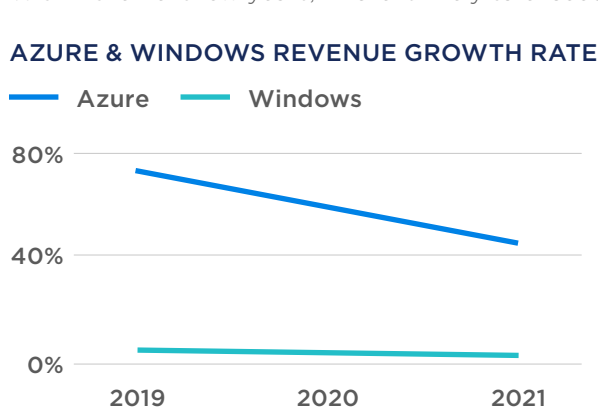


Azure vs. AWS: Year-on-Year Sales Growth²

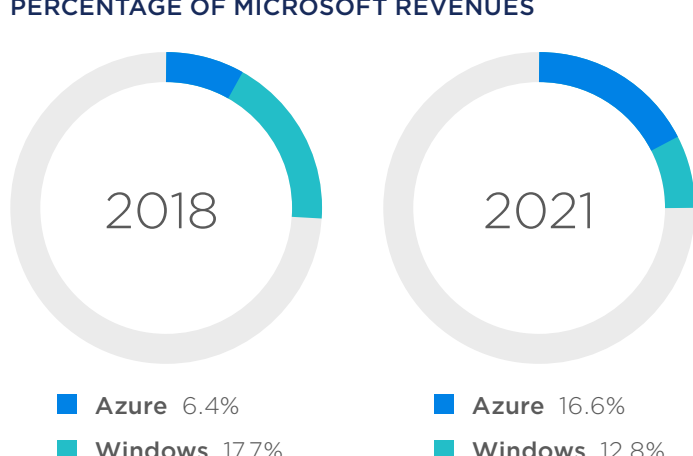


Azure Will Be Bigger Than Windows by 2021³

While Azure is no longer growing as dramatically, it is still substantially greater than that of Windows. Within the next few years, Azure is likely to exceed Windows in Microsoft's revenue base.



PERCENTAGE OF MICROSOFT REVENUES



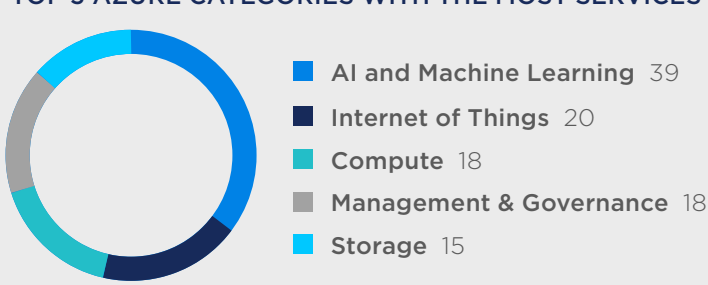
6 Key Factors That Are Driving Azure's Growth

1. Comprehensiveness

Today, Azure offers nearly 200 services to streamline IT operations including services for compute/virtual machines, web applications, storage, analytics, networking, disaster recovery, artificial intelligence and more.

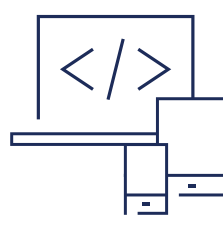


TOP 5 AZURE CATEGORIES WITH THE MOST SERVICES



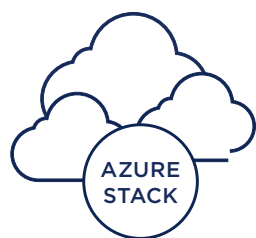
2. Streamlining Migrations

- Infrastructure as a Service (IaaS) has been a key part of Azure since 2012.
- Azure supports Windows & Linux Virtual Machines.
- Azure focuses on supporting transitions that require no changes/minimal changes to your current environment.



3. Strength as PaaS

- Azure is a top choice for Windows developers.
- Azure supports leading development frameworks (.NET, Java, Ruby, Node, etc.)
- Microsoft spent \$7.5 billion on GitHub—the software development platform used by 28 million developers.
- Azure is consistently ranked by numerous respected analysts firms as global leader for Platform as a Service (PaaS).



4. Hybrid Support

- Hybrid is big—58% of enterprises have a hybrid strategy.¹
- Azure has led the way in support for hybrid, and solutions like Azure Stack keep it at the forefront.

5. Geographical Reach

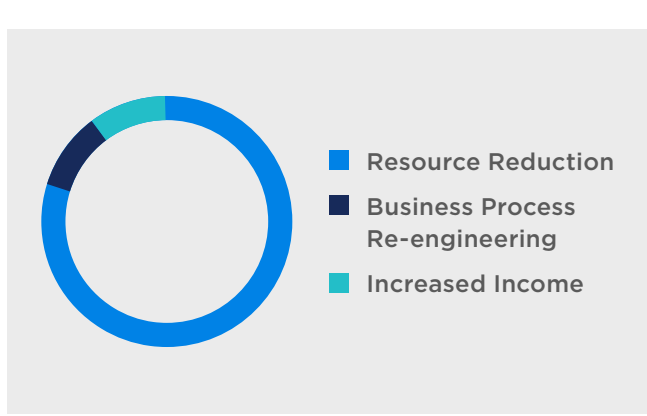
Azure has more global regions than any other cloud provider—offering the scale needed to bring applications closer to users around the world, preserving data residency, and offering comprehensive compliance and resiliency options for customers.⁴



6. ROI

Azure delivers value in three key ways:

- 1 Resource Reduction:** Fewer data centers, IT services, less staff, etc. typically accounts for up to 80% of total ROI.
- 2 Business Process Re-engineering:** Streamlined processes can account for up to 10% of an organization's ROI.
- 3 Increased Income:** More sales, greater frequency of sales and larger sales account for nearly 10% of total ROI.



¹RightScale 2019 State of the Cloud Report from Flexera

²Jefferies Company Reports

³<https://www.cnbc.com/2018/12/07/microsofts-azure-cloud-could-be-bigger-than-windows-in-2021-keybank.html>

⁴For the latest figures, see <https://azure.microsoft.com/en-us/global-infrastructure/regions/>

As an Azure Expert MSP, Navisite can help you determine the optimal path to successfully migrate to Azure. Let us show you how today.

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