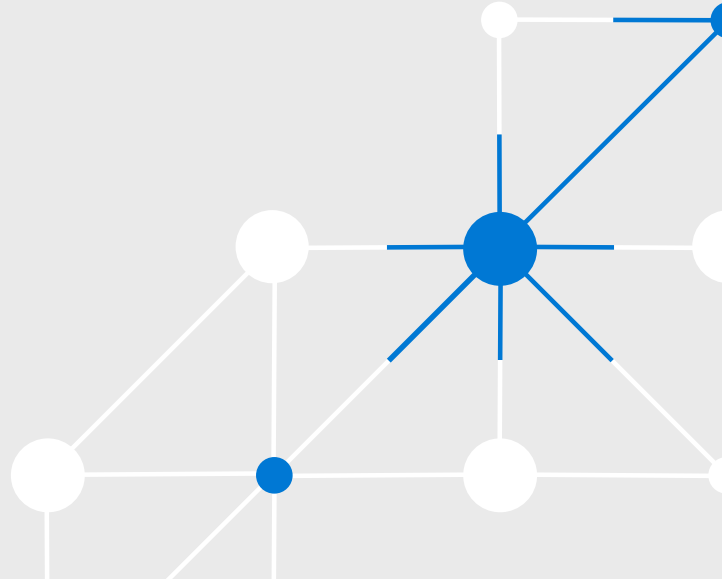


# A guide to cloud benefits and migration resources



## The promise of the cloud

The cloud promises many benefits to organizations. Initially seen as a way for companies to cut computing costs, today the cloud is unlocking new benefits, including resiliency, security, scalability, and especially agility both for IT and the overall business. Companies that once were hoping simply to reduce costs are finding their businesses transformed as they rely more and more on the cloud. Not surprisingly, cloud computing is enabling many newly remote business processes and helping companies become more agile in the face of new realities.

While global health and economic events may have shifted or even accelerated your company's move to the cloud,<sup>1</sup> it's important to stay focused on both short-term needs and longer-term goals as you form your cloud adoption strategy. This paper summarizes several of the key reasons for cloud migration and provides a resource list designed to help with next steps.

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<sup>1</sup>As many as 59 percent of respondents to Flexera's State of the Cloud Report 2020 expect their cloud activity to exceed planning because of the pandemic. This is due largely to a need for extra capacity for current cloud-based applications to meet increased demand as online use grows in the new working landscape. Forbes, "[10 Key Takeaways From RightScale 2020 State Of The Cloud Report From Flexera.](#)" May 2, 2020.

## Cut costs with cloud computing

At a time when sudden budget constraints may be limiting businesses, it pays to examine the cost savings that can be part of moving to the cloud. Datacenters are expensive, with the costs of real estate, power, servers, storage, and networks, plus operations staff weighing on a company's bottom line. It's no wonder that organizations see the cloud as a way to reduce or even eliminate some or all of these expenses.

Healthcare software provider Allscripts moved to the cloud to curb datacenter sprawl. They also took advantage of the Azure Hybrid Benefit program to reuse existing on-premises Windows Server and SQL Server licenses, which led to significant savings.<sup>2</sup>

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<sup>2</sup> ["The Allscripts prescription for agility: lift and shift to the cloud."](#)

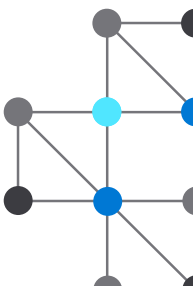
<sup>3</sup> ["Eight things this media giant likes about Microsoft Enterprise Mobility + Security and Azure Active Directory."](#)

<sup>4</sup> ["BP strengthen cybersecurity and regulatory compliance with Microsoft Azure and Azure Security Center."](#)

## Improve security with the cloud

Companies such as the Hearst Corporation<sup>3</sup> and British Petroleum<sup>4</sup> rely on the advanced security technologies found in Azure to protect themselves against an ever-changing threat landscape.

The right cloud provider can improve your security profile, while simultaneously empowering more efficiency and productivity for your workers. With finite security resources of their own, many companies are able to benefit from the expertise of Microsoft and advanced security of Azure. Rather than being entirely responsible for the security of a datacenter that you have on-premises, moving to the cloud allows you to benefit from the [shared responsibility model](#) for both security and regulatory compliance in the cloud. What we mean by "shared responsibility" is that the cloud vendor—in this case, Azure—assumes some of the responsibilities of information security, while you are responsible for others.



## Increase business agility with the cloud

H&R Block, a US-based tax preparation firm, has multiple retail locations and a highly seasonal business that has to scale up and down quickly. By moving its workloads to Azure and using Azure data services, the company has been able to enhance service delivery, scale to meet its peaks in demand, and accelerate innovation.<sup>5</sup>

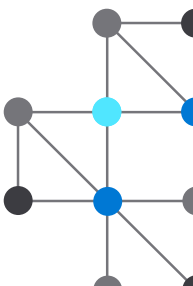
Companies are discovering that with the on-demand, pay-as-you-go nature of the cloud they can quickly and inexpensively create new capabilities and respond rapidly to emerging business opportunities or sudden shifts in the business environment.

Explore more case studies at [customers.microsoft.com](https://customers.microsoft.com)



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<sup>5</sup> ["H&R Block delivers scalable, multichannel tax preparation services with Microsoft SQL Server 2017."](#)



## Key goals for cloud migration

A successful cloud strategy takes into account the impact and implications of cloud computing across the entire organization. In addition to the broader benefits around agility, cost savings and security, here is a summary of some of the specific reasons organizations are moving to the cloud.

### Business agility

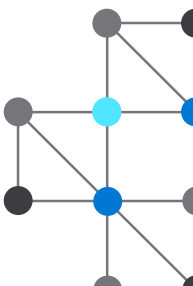
Reach new markets; get products to market faster; get better, and faster, insights into customer needs and behaviors; and implement new business models.

### Reducing capital expenditures to help with cash flow challenges

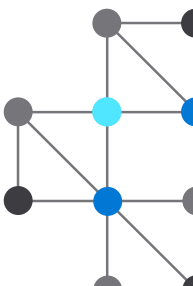
You pay for cloud services on a subscription basis so that the large capital expenses associated with on-premises computing—servers, networking equipment, software licenses, and so on—and depreciation can be reduced or eliminated.

### IT resource and budget savings

Operational burden is reduced so staff can focus on higher value tasks.



<p><b>Consolidate and/or close datacenters</b></p>	<p>Reduce costs for facilities, operations, environmental measures (air conditioning, humidity control), and physical security. Reduce your datacenter footprint.</p>
<p><b>Reducing risk from legacy applications</b></p>	<p>Upgrading applications and systems software as part of a cloud strategy can improve security, scalability, and productivity.</p>
<p><b>Improve application and data security across the organization</b></p>	<p>Protections offered by your cloud partner may include physical security of the cloud datacenter, cloud anti-virus and distributed denial-of-service protection, encryption and key management, identity and access controls, and defense-in-depth capabilities.</p>
<p><b>Take advantage of cloud scale for urgent capacity needs</b></p>	<p>Microsoft Azure is a hyperscale cloud, meaning that resources are available as you need them. Want to collect data from thousands or even millions of IoT devices? Need to scale up during holiday periods and back down at other times? The cloud provides you the most cost-effective way to do this.</p>
<p><b>Business continuity</b></p>	<p>Cloud provides a backup location as well as built in resiliency.</p>



# Migration resources

The next steps that you take will depend on several factors, including not just the benefits and migration triggers listed above, but also your role, how far into cloud adoption your organization already is, and the type of training or information you might need to get started. Consider the following resources, which will help you move forward with cloud adoption.

## Learning and getting started

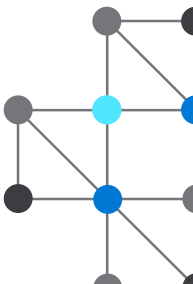
Self-guided learning courses from Microsoft Learn:

- [Azure Fundamentals](#) >
- [Migration Learning Path](#) >

[Assess your capabilities and receive Microsoft guidance: Strategic Migration Assessment and Readiness Tool](#) >

[Financial impacts and business benefits report: The Total Economic Impact™ of Microsoft Azure IaaS](#) >

[Estimate your cost savings by migrating to Azure: Total Cost of Ownership Calculator](#) >



## Ready to start migrating

[Get expert help, lower your migration costs and risk: Apply to the Azure Migration Program](#) >

[Visit the Azure Migration Center](#) >

[Find an Azure partner](#) >

[Migrate your workloads using our free Azure Migrate tool](#) >

[Optimize your workloads once on Azure](#) >

[Accelerate cloud adoption: Microsoft Cloud Adoption Framework for Azure](#) >

## Explore Azure

[Learn about Azure Security and compliance](#) >

[Tools to optimize your cloud costs](#) >

[Why Azure is the best cloud for Windows and SQL Server workloads](#) >

[Contact an Azure sales specialist](#) >

