

KEEP TO THE FAIRWAY

Migrating Microsoft
Windows Server and SQL
Server to Microsoft Azure



WHEN THE COMPETITION GETS THICK, CAN YOUR INFRASTRUCTURE WIN OUT?

IT Directors ask themselves this question every day. As aging systems create data bottlenecks and cybercriminals adapt to new defenses, modernizing IT has become a top priority for enterprises. Organizations that embrace dynamic, cloud-based operating models are primed for increased competitiveness and are positioned to be early adopters of innovations in the future.¹

No wonder: cloud services provide a cost-effective and ultra high-performance alternative to datacenters for enterprises facing increased digital business, a shift to remote work, and the looming threat of ransomware.

Still, cloud migrations come with their own set of sand traps and water hazards—or so it seems.

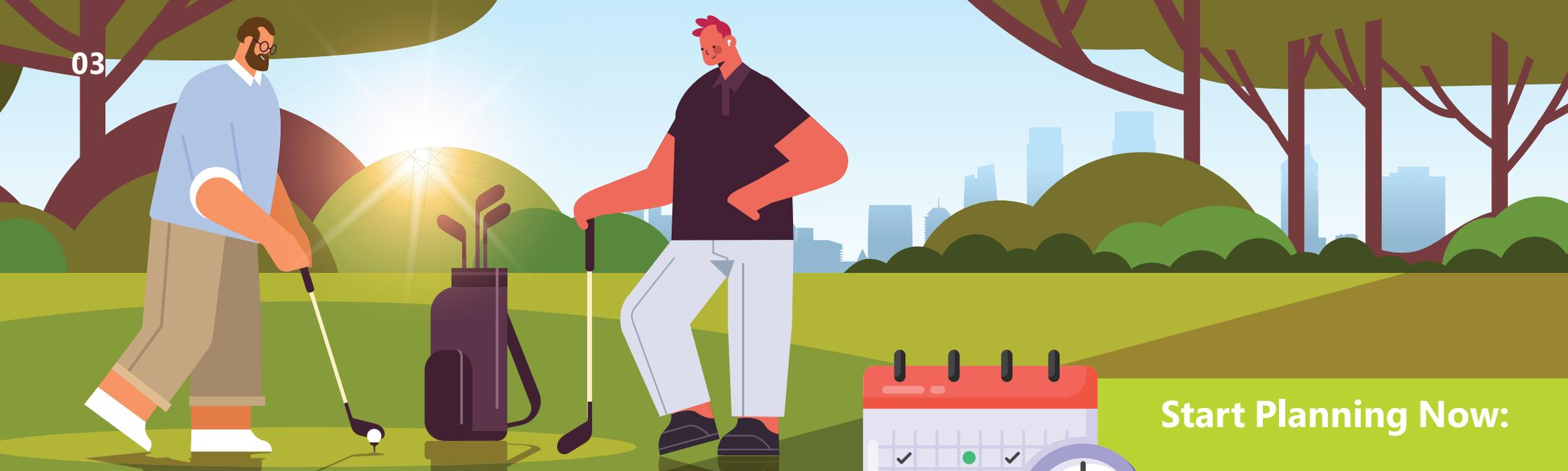


In this eBook, we explore common misconceptions about migrating Windows Server and SQL Server to Microsoft Azure. Keep reading to discover how IT Directors can take back their workday and liberate their teams from aging systems to drive real innovation where it matters.

Enterprises who run SQL on Windows Server on Azure have experienced more than

3x faster performance.





OVER PAR, UNDER PAR

John and Donovan are finally getting together again. The two IT Directors, and college friends, connect on the links every few months to stay in touch.

This year's been harder for John to find time than normal, as the daily minutia of leading his company's data strategy has gradually overwhelmed him.

"We had a data breach in January thanks to some outdated software and now our customer satisfaction is plummeting because we can't keep up with their expectations," John was already complaining as they hopped in the golf cart. "Not to mention our Windows Server and SQL Server are reaching their end of life soon—yet another hurdle in my path."



Start Planning Now:

End of support for SQL Server 2012 is

July 12, 2022

End of support for Windows Server 2012 and 2012 R2

October 10, 2022

"Don't take it out on the tee," Donovan laughed as John struck dirt on his first swing. In fact, Donovan was in a great mood, having just completed a Windows and SQL migration. "Until you migrate, you're going to be spinning your wheels."

"Easier said than done," John responded as he watched his friend's ball sail smoothly across the fairway.

"Easier done, than not," replied Donovan.

TIME IS MONEY

"How am I supposed to convince our CFO to modernize these databases, when our resources are focused on supporting remote work and a new eCommerce channel?" John asked.

"It's not the leap of faith you think it is. We're on track to save \$10 million over the next few years just from our datacenter costs alone," said Donovan. He explained that on Azure, it's easy to manage costs, track utilization, and optimize savings. "We only pay for what we use, which means we've been better prepared to handle seasonal peaks in demand."

John knew that the capital expenditure wasn't the only cost his friend was avoiding. Donovan had been spending less time managing servers and running routine maintenance on-site which meant he had more free time to focus on other projects.

Meanwhile, John was working with a patchwork back office, muddled by decades of growth and acquisitions—much like the rough where he found his ball.



Businesses save

84%

reduction in average data recovery time.



The **WINDOWS ADMIN CENTER** helps IT personnel simplify management of Windows Server, both in Azure and on their own servers.

478%

the typical 3-year ROI on Windows Server and SQL Server migrations.



AZURE HYBRID BENEFIT: Significantly reduce the cost of running your workloads in the cloud by letting you use your on-premises Software Assurance-enabled Windows Server and SQL Server licenses on Azure.



BREAK IT DOWN

Azure SQL provides modern, cloud-native capabilities including Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and edge computing. This innovative family of SQL cloud databases offsets the costs of traditional on-premises architectures—and more.

Impact of Microsoft Azure IaaS

Up to

\$10M **\$30M**

savings from avoided on-premises infrastructure and staff costs

avoided in on-premises FTE costs

RESPONDING TO CHANGES

"Let's say I get our CFO on board," John offers. "How is my team going to manage the cloud workloads? Our hands are full enough during our busy seasons."

In the Spring, John's website broke down after a promotion attracted too much traffic. He has no intention of returning to that scenario.

For Donovan, migrating to Azure only made management easier. He unlocked access to enterprise-grade server infrastructure without having to run his own on-premises servers and storage. Now, he can create thousands of load-balanced VMs in minutes.

"We're nimbler now because we can adjust our storage capacity rapidly with usage peaks. It's almost effortless," Donovan exclaimed with a smooth chip onto the putting green.

Automation Tools in Microsoft Azure



Azure Autoscale can scale automatically to match demand to workload requirements



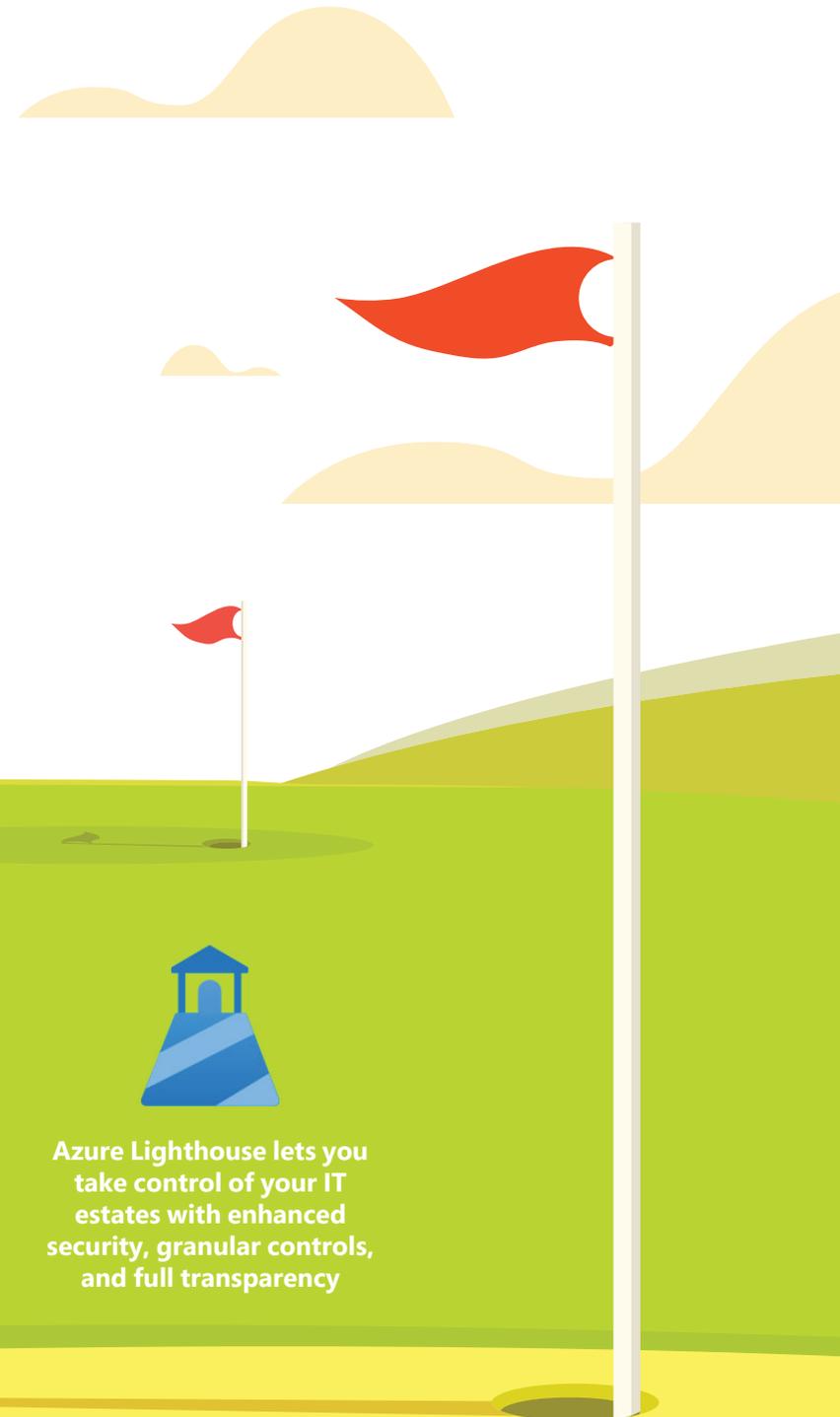
Azure Automate optimizes and automates IT operations



Azure Portal provides a single pane of glass for Windows Servers management



Azure Lighthouse lets you take control of your IT estates with enhanced security, granular controls, and full transparency





Automate the Hard Stuff

Windows Server on Azure can help you achieve:



76%

faster backups



66%

reduction in average
data recovery time



160K

IOPS disk storage for
your most demanding
workloads



25%

increase in
productivity of
IT staff

ROOM FOR INNOVATION

“So what are you doing with all of your free time anyway?” John asked Donovan as they drove to the next hole.

“Remember in school when we used to dream about taking down cybercriminals and making breakthroughs in IoT technology? I finally feel like I’m out of the computer lab and out making changes. You should see my team—give them the room to run and they’re customizing our AI algorithms, building APIs and building out the business intelligence infrastructure that my bosses have been craving.”

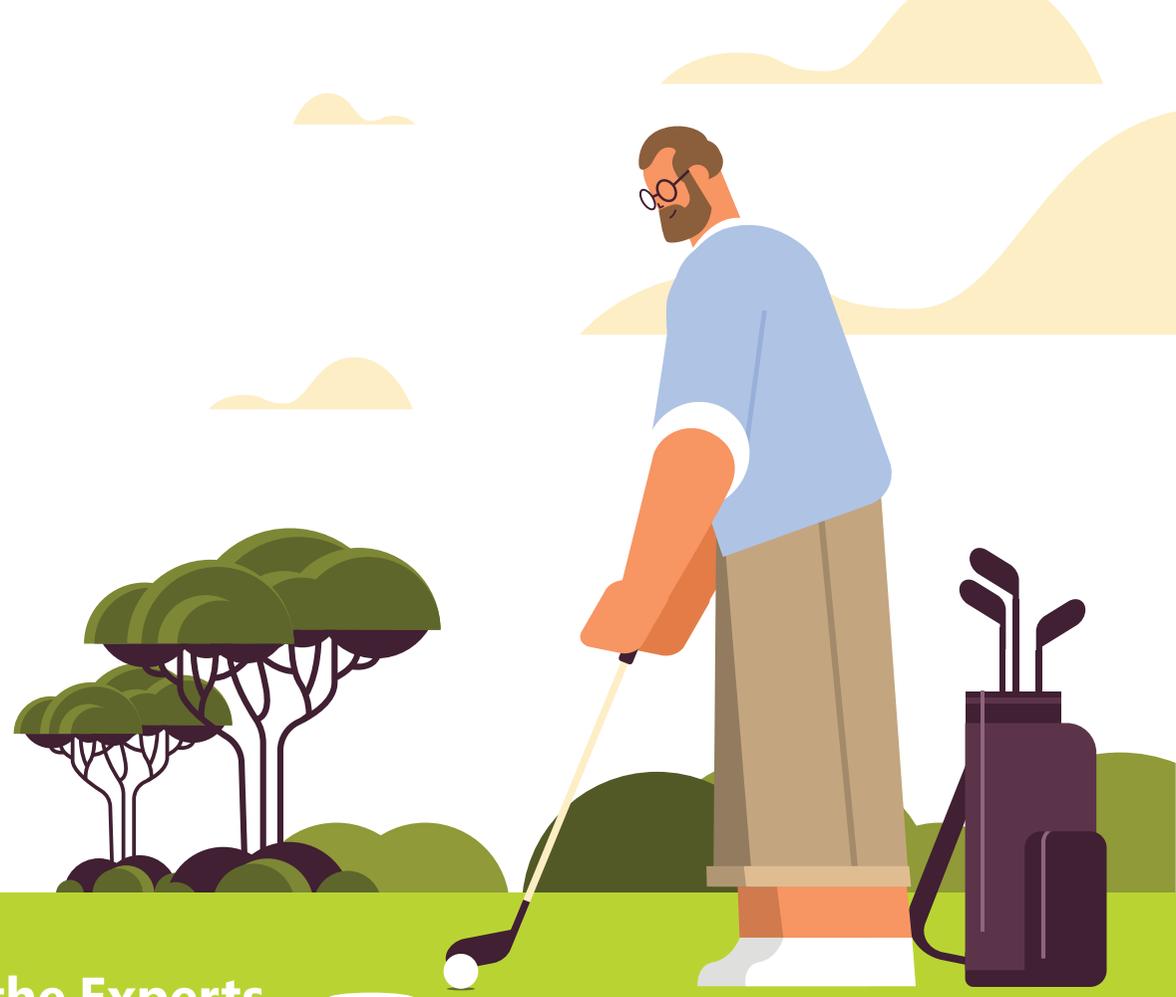
As they meandered to the 16th hole, John counted scores. He is eight over par while Donovan is having a great round at two over par.

EXPERTS IN YOUR CORNER

"What gave you the confidence to go through with the migration? I can see ourselves planning and planning this thing and never going through with it."

"You know me, John. I always have a trick up my sleeve." Donovan explained that he brought in a Microsoft Services Provider for their Windows Server and SQL Server migration. They helped his teams navigate licensing, configure security protocols, and customize their databases. "It was easy to sell the migration upstairs once our MSP helped us break down our workload priorities, timelines, milestones, and budget."

In his confidence, Donovan missed an easy putt, giving John the chance to tie it up.



Trust the Experts

Teaming up with companies that are Microsoft Partners is one way of assuring you'll get expert services.



TRAINED STAFF:

A Microsoft Partner has team members that specialize in Microsoft products and have passed Microsoft certification exams.



FAST-TRACKED CUSTOMER SERVICE: Microsoft Partners have access to prioritized Microsoft customer service.



SPECIALIZED PRODUCT AND CLOUD SUPPORT: Microsoft Partners have access to specialized support centers for products like Azure for assistance with unique requirements and custom questions.



ADVICE FROM MICROSOFT ADVISORS: Partners have a number of hours they can use to talk with a Microsoft advisor.



ALWAYS UP-TO-DATE: Microsoft Partners have to renew annually, meaning their staff has to maintain and update certifications every year to ensure they stay current on new technology.



MITIGATING RISK

The sun was setting and the course's security lights turned on as John and Donovan headed back to the clubhouse.

"Well, the person who's really going to railroad our migration is our CSO. Did you run into any security incidents when you modernized on Azure?"

"There's always risk, but our MSP helped us avoid any unnecessary vulnerabilities. Plus, there's a ton of security built into Azure. Our backups are faster and more sophisticated, we can easily wipe remote devices for remote employees, and the threats we do see have greater context around them so we can act more decisively."

With an equally decisive motion, John chipped his ball up. Narrowly avoiding the sand trap, the ball curved slowly on the green and sunk neatly into the hole. "Nice to be back in the swing of things," he remarked with a laugh.

Security Top of Mind



Microsoft invests more than **\$1 BILLION PER YEAR** on cybersecurity research and development.



Azure and Windows Server have more than **90 COMPLIANCE CERTIFICATIONS**.



AZURE BACKUP: Built-in backup service that doesn't require any infrastructure for a simple, secure, and cost-effective solution to back up data and recover it from Azure.



AZURE SITE RECOVERY: Microsoft's native disaster recovery as a service (DRaaS) offers easy deployment, failover and recovery processes to help keep your applications running during planned and unplanned outages.

MIGRATE CONFIDENTLY

Don't get caught in the rough.
Contact us to get started
on your Azure migration.

