



# Migrating Microsoft Windows Server and SQL Server to Microsoft Azure



Reseller Logo



# When the competition gets thick, can your infrastructure win out?

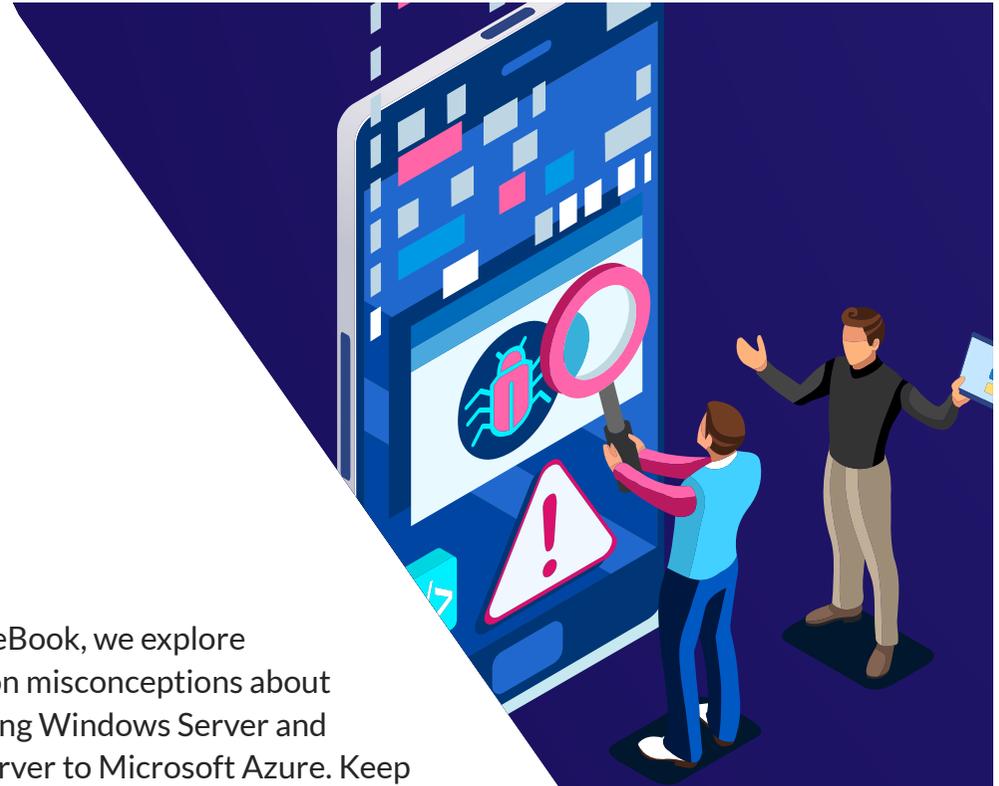
IT Directors ask themselves this question every day. As aging systems create data bottlenecks and cybercriminals adapt to new defenses, modernising IT has become a top priority for enterprises. Organisations that embrace dynamic, cloud-based operating models are primed for increased competitiveness and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

No wonder: cloud services provide a cost-effective and ultra high-performance alternative to datacentres 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 or Windows Server on Azure have experienced more than

**3x** faster performance.



# Keeping up with customer expectations

John and Sarah are two IT directors with very different approaches to cloud adoption.

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"We had a data breach in January thanks to some outdated software and now our customer satisfaction is plummeting because we can't keep up with their expectations," John explained. "Not to mention our

Windows Server and SQL Server are reaching their end of life soon—yet another hurdle in the path."

Sarah, having recently completed a Windows and SQL migration sympathised and said, "Until you migrate, you're going to be running on ice."

"Easier said than done," John responded.

"Easier done, than not," replied Sarah.

## Start Planning Now:

End of support for SQL Server 2012

**July 12, 2022**

End of support for Windows Server 2012 and 2012 R2

**October 10, 2023**

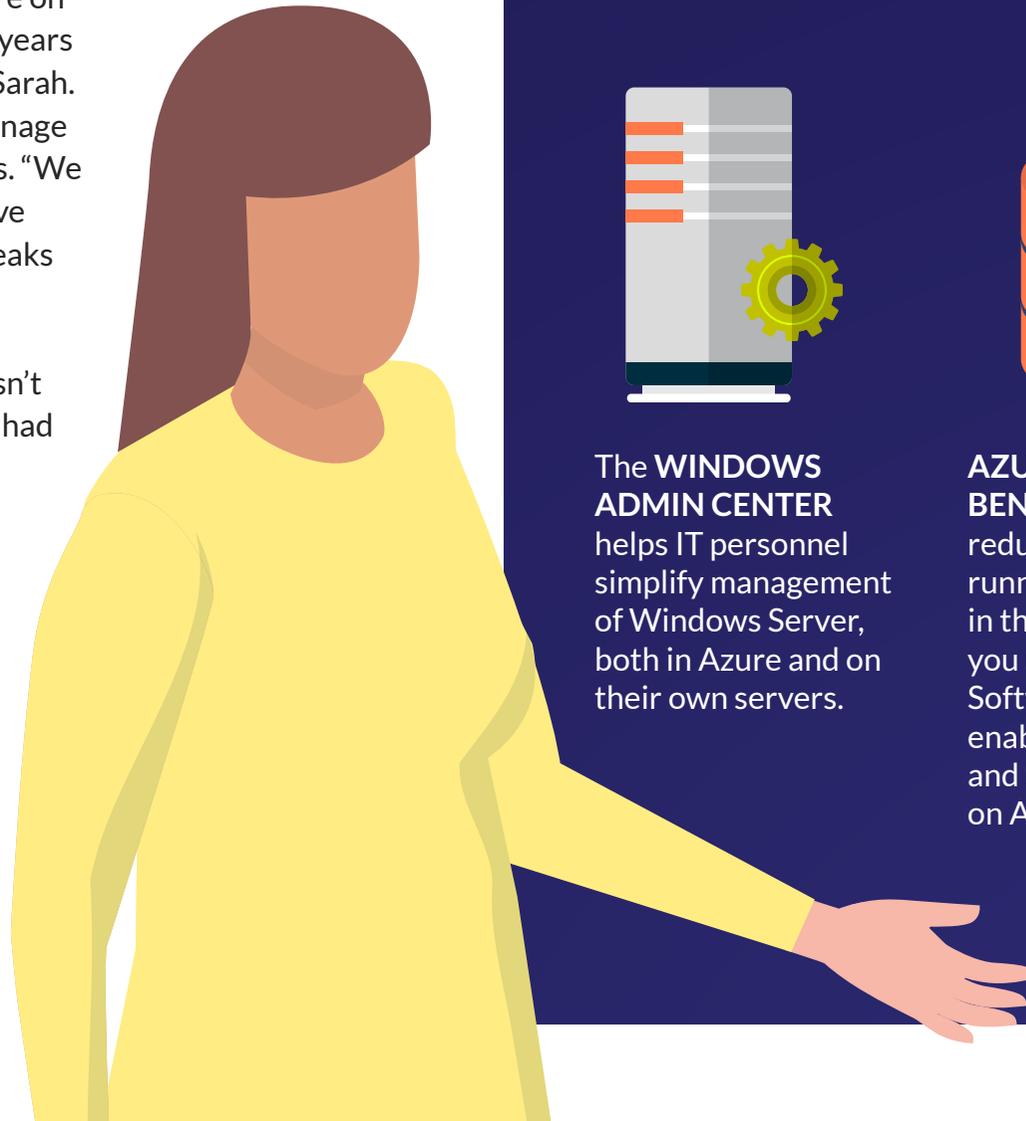


## Time is money

“How am I supposed to convince our CFO to modernise 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 datacentre costs alone,” said Sarah. She explained that on Azure, it’s easy to manage costs, track utilisation, and optimise savings. “We only pay for what we use, which means we’ve been better prepared to handle seasonal peaks in demand.”

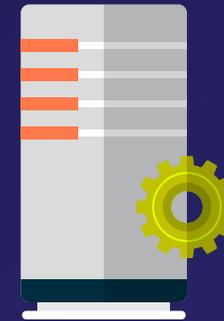
John knew that the capital expenditure wasn’t the only cost his friend was avoiding. Sarah had been spending less time managing servers and running routine maintenance on-site which meant she had more free time to focus on other projects. Meanwhile, John was working with a patchwork back office, muddled by decades of growth and acquisitions.



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 licences on Azure.



## Weigh the benefits

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**

savings avoided on-premises infrastructure and staff costs

**\$30M**

avoided in on-premises FTE costs

## Make management easier

“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 Sarah, migrating to Azure only made management easier. She unlocked access to enterprise-grade server infrastructure without having to run his own on-premises servers and storage. Now, she 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,” said Sarah.



## Automation Tools in Microsoft Azure



Azure Autoscale can scale automatically to match demand to workload requirements



Azure Automate optimises 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

# Room for innovation

“So, what are you doing with all of your free time anyway?” John asked Sarah.

“The team and I finally have time to innovate! We’re customising our AI algorithms, building APIs and building out the business infrastructure that my bosses have been craving.” Replied Sarah.



## 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

# Get started, lean on the experts

“What gave you the confidence to go through with the migration? I can see us planning and planning this migration and never going through with it.”

“Once we had made the decision to migrate, we got in touch with some experts to help us get started.” Sarah explained that she brought in a Microsoft Services Provider for their Windows Server and SQL Server migration. They helped her teams navigate licensing, configure security protocols, and customise their databases. “It was easy to sell the migration to our senior team once our MSP helped us break down our workload priorities, timelines, milestones, and budget.”



## 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 specialise in Microsoft products and have passed Microsoft certification exams.



### FAST-TRACKED CUSTOMER SERVICE:

Microsoft Partners have access to prioritised Microsoft customer service.



### SPECIALISED PRODUCT AND CLOUD SUPPORT:

Microsoft Partners have access to specialised 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.



## Winning with security

“How did you win over your CSO? Did you run into any security incidents when you modernised to Azure?” Asked John.

“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.” Replied Sarah.

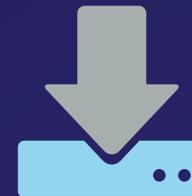
## Security Top of Mind



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.

Contact us to get started  
on your Azure migration.

RESELLER CTA INFORMATION

1. [www.gartner.com/smarterwithgartner/cloud-shift-impacts-all-it-markets](http://www.gartner.com/smarterwithgartner/cloud-shift-impacts-all-it-markets)

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