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| “Being able to leverage so many off-the-shelf services and tools from Azure enabled us to go from zero to a full-fledged e-commerce marketplace in just about 12 months” —Mike Hanrahan, CTO, Jet.com  [Read](https://customers.microsoft.com/en-us/story/jetcustomerstory) the story. |

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PROPOSAL FOR CUSTOMER NAME

There’s never been a better time to start migrating on-premises apps to the cloud. While organizations have built new cloud native apps, many older projects remain in datacenters. Some of these apps can easily be moved to the cloud to help lay the foundation for a modern data estate.

Moving your data to Azure is straightforward and economical. The Azure Database Migration Service (DMS) is the quickest and easiest way to move to the cloud. Whether you’re migrating from SQL Server or moving from Oracle, Sybase, DB2, or MySQL, this fully managed migration service uses a guided, easy-to-implement process to streamline tasks.

Moving to the cloud can help you move closer to your goals:

* Do you need to start exploring cloud opportunities without expending too much effort or resources?
* Do you want to optimize operational costs?
* Do you need a platform that can enable hybrid scenarios and provide built-in artificial intelligence (AI) and business intelligence (BI)?

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| **If you have….** | **Move it with little or no code change to…** | **And benefit from having a….** |
| SQL Server | Azure SQL Database Managed Instance | Fully managed relational DB with built-in intelligence & security; provisions & scales quickly |
| MongoDB | Azure CosmosDB | Globally distributed multi-model database, with industry leading performance and SLAs |
| MySQL, PostgreSQL | Azure Database for MySQL, PostgreSQL | Fully managed scalable MySQL, PostgreSQL DB with high availability & security at no extra cost |

# Gain more time for business enablement and innovation

Migrate seamlessly: Using the fully automated Azure Database Migration Service, you can migrate seamlessly at scale. Move your existing databases to Azure with customer isolation—with no code changes. As a result, you can position your organization to modernize across SQL Server, PostgreSQL, MySQL, and MongoDB. DMS will support on-premises SQL Server migrations to Azure SQL Database free of charge as part of a limited time promotion that runs until June 30, 2018.

**SQL Database Managed Instance** is a deployment option that enables you to lift and shift SQL Server data to the cloud, with no code changes. A full SQL Server programming surface arearemoves the need to re-architect apps, saving time and resources, allowing you to experience the operational and financial benefits of the intelligent, fully-managed Azure SQL Database, including:

* Intelligent features to optimize performance and security
* Built-in HA and active geo-replication
* Automated backup and point in time restore
* Azure Active Directory for identity management

**SQL Server in Azure Virtual Machines.** For those who want performance at an even lower total cost of ownership, run your SQL Server in an Azure virtual machine tuned by the team that built SQL Server. Set up and manage your SQL Server deployments in minutes, and then scale up or down on the fly.

Accelerate your app development: Make maintenance easier and more productive using familiar SQL tools and resources, such as native backup and restore, cross-database queries and transactions, SQL Agent and Alerts, Service Broker, and CLR and more.

Automate administration: Running your data estate on Azure SQL Database is like putting it on autopilot. Azure SQL Database delivers predictable performance at multiple levels. With near-zero administration, you gain dynamic scalability with minimal or no downtime, built-in intelligent optimization, global availability, and advanced security options.

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| Save money when you move to the Cloud with Azure |  | * Save up to 30% on Azure SQL Database with Azure Hybrid Benefit for SQL Server, and up to 40% on Windows Server VMs with [Azure Hybrid Benefit for Windows Server](http://azure.microsoft.com/pricing/hybrid-benefit/). * Azure Hybrid Benefit for SQL Server provides SQL Server Enterprise Edition customers with Software Assurance four cores in the cloud for every one core they own on-premises when selecting the General Purpose option. * Schedule a free data estate assessment\* to help identify ways to optimize your estate. * Request a free proof of concept (PoC)\* to learn firsthand how much you could gain. |

Here are more reasons to move to the cloud:

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| “Elastic pools are a perfect fit for our SaaS offering because we can dial capacity up and down as needed. Provisioning is easy, and with our setup, we can keep utilization at a maximum.” —Morten Christensen, Technical Lead, Umbraco  [Read](http://customers.microsoft.com/story/umbraco-uses-azure-sql-database-to-quickly-provision-and-scale-services-for-thousands-of-tenants) the story. |

* A seamless and compatible hybrid experience.
* Breakthrough productivity and performance, offering unprecedented speed with in-memory OLTP, for a powerful hybrid transactional/analytical processing (HTAP) platform.

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| Start  with a free  assessment  and PoC\* |  | * Schedule a free data estate assessment to help you identify ways to best optimize your data estate. * Request a free proof of concept (PoC)\* to learn firsthand how much you could gain – and save. The PoC will enable you to test the solution in your environment. * Speak with your Microsoft Account Representative to request this free data estate assessment and PoC. |

* Reduced Capex & Opex, self-tuned performance, built-in intelligence, advanced security, and dynamic scale.

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| Work with Microsoft and partners such as Movere, Cloudamize, and DB Best to determine what you need to do to support your organization’s data types.  By taking the steps to transforming your data estate – with the ultimate goals of faster performance, reduced time to value, cloud-first innovation, and enhanced analytics – you can help your IT dept. accelerate business growth.  Get more value from your existing license investments:   * Maximize your current investment in Software Assurance through [Azure Hybrid Benefit](https://azure.microsoft.com/en-us/pricing/hybrid-benefit/) (AHB): save up to 30 percent on Azure SQL Database with AHB for SQL Server, and up to 40 percent on Windows Server virtual machines with AHB for Windows Server. * Azure Hybrid Benefit for SQL Server provides SQL Server Enterprise Edition customers with Software Assurance 4 cores in the cloud for every 1 core on-premises when selecting the General Purpose option. * [Use License Mobility through Software Assurance](https://www.microsoft.com/en-us/Licensing/licensing-programs/software-assurance-license-mobility.aspx) to extend the value of your server applications by deploying them on premises or in the cloud, and to take advantage of the lowest-cost computing infrastructure for changing business priorities.   Need more reasons to move data to Azure? Here are a few:   * [Try Azure SQL Database for free!](http://azure.microsoft.com/pricing/details/sql-database/) * Read the e-books: [Invest in your data with the cloud](https://info.microsoft.com/rs/157-GQE-382/images/EN-CNTNT-eBook-InvestInYourDataFutureWithTheCloud.pdf) to learn how companies are successfully migrating their data to the cloud and realizing benefits. [Choosing your database migration path to Azure](https://azure.microsoft.com/en-us/resources/choosing-your-database-migration-path-to-azure/en-us/) to learn how to plan, assess, migrate, and optimize your workloads. * [Take advantage of $200 in Azure credits](http://azure.microsoft.com/offers/ms-azr-0044p/)! * [Familiarize yourself with Cloud Transformation Agreement (CTA) discounts](http://www.microsoftlicensereview.com/?p=8091) that might be available for your organization, including commercial licensing mechanisms and pricing to incentivize adoption of Microsoft cloud services such as Office365 and Azure. |