
1. **Maturity and Time-to-Market:**

- **AWS:** Amazon was an early mover in the cloud space, launching AWS in 2006. This head start allowed them to capture significant market share and establish themselves as the dominant player.
- **Azure:** Microsoft Azure was launched in 2010, about four years after AWS. While it took some time for Azure to catch up, Microsoft's extensive enterprise customer base and software ecosystem have played crucial roles in its growth.

2. **Enterprise Relationships:**

- **AWS:** Initially, Amazon didn't have the same kind of enterprise relationships that Microsoft had. However, the quality and breadth of AWS services attracted startups, tech companies, and gradually, larger enterprises.
- **Azure:** Microsoft's deep-rooted relationships with enterprises, thanks to its dominance in the OS (Windows) and productivity software (Office) spaces, gave Azure a solid footing. Many businesses already using Microsoft products found it convenient to integrate Azure into their operations.

3. **Service Breadth and Depth:**

- **AWS:** AWS has been recognized for its wide array of services and deep feature sets, stemming from its longer time in the market.
- **Azure:** While Azure has rapidly expanded its services portfolio, it sometimes plays catch-up to AWS in terms of specific features or service availability.

4. **Pricing Models:**

Both AWS and Azure offer complex, varied pricing models with opportunities for discounts. While AWS has traditionally been known for a pay-as-you-go model, Azure has leveraged Microsoft Enterprise Agreements to offer better deals to existing Microsoft customers.

5. **Integration with Other Products:**

- **Azure:** Azure seamlessly integrates with Microsoft's software products, such as Windows Server, Active Directory, and SQL Server, which can be appealing to businesses already invested in the Microsoft ecosystem.
- **AWS:** While AWS offers integration and migration tools, its strength is more in the breadth of native cloud services rather than integration with pre-existing, on-premises

Continue this conversation

[Report content](#) | [Terms of use](#) | [Privacy policy](#)