Comparison (Huiya Gu)

AWS (Amazon Web Services)

Microsoft Azure

Google Cloud (GCP)

Oracle Cloud Infrastructure (OCI)

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| **Aspect** | **AWS (Amazon)** | **Azure (Microsoft)** | **Google Cloud (GCP)** | **Oracle Cloud (OCI)** |
| **Costs** | Broadest pricing options (on-demand, reserved, spot). Can be **more expensive overall**, especially for data transfer. Complex billing structure. | Competitive, especially **cheaper for Windows/.NET workloads** due to bundling. Discounts for Microsoft enterprise customers. | Often **lowest cost for compute & AI/ML workloads** with automatic discounts (sustained use, committed use). Pricing is simpler to understand. | Positioned as a **cost-effective alternative**, especially for database migrations. Transparent, consistent pricing across regions. |
| **Strengths** | First mover (2006). **Largest market share**. Richest service catalog (EC2, S3, Lambda, SageMaker, Bedrock). Best global infrastructure footprint. | Tight integration with **Microsoft products** (Office 365, Active Directory, Windows). Trusted in **enterprise & government**. Strong AI play with OpenAI/Copilot. | **Leader in AI & data analytics** (Vertex AI, BigQuery, Gemini, TPUs). Strong developer-friendly tools and open-source culture (Kubernetes). | Best for **databases & regulated industries** (Autonomous DB, Exadata). Strong security and compliance. Partnership with Azure strengthens hybrid options. |
| **Customer Support** | Multiple tiers. **Excellent enterprise support** (24/7, proactive). Massive documentation and community forums. Lower tiers can be slow/overwhelmed. | Strong enterprise support, often integrated with Microsoft enterprise agreements. **Local/regional presence** is strong. Smaller developers sometimes find it slower. | Simple support plans. Good technical depth, especially in AI/ML. Historically less enterprise “white glove” support than AWS/Azure. | **Personalized support** to attract customers. Often bundled into deals. Smaller support ecosystem and community compared to others. |
| **Financials (long-term trends)** | Consistently **#1 in cloud revenue** (~30% market share for over a decade). Steady double-digit growth since 2010s. | Consistently **#2** (~20% market share). Grew faster than AWS in recent years. Cloud is a big driver of Microsoft’s overall revenue. | **#3** (~10–13% share). Grew more slowly early on but accelerating thanks to AI/ML boom. Recently profitable. | **Smallest of the four (~3–4% share)**. Rapid growth from a low base. Cloud is now a major focus of Oracle’s strategy. |