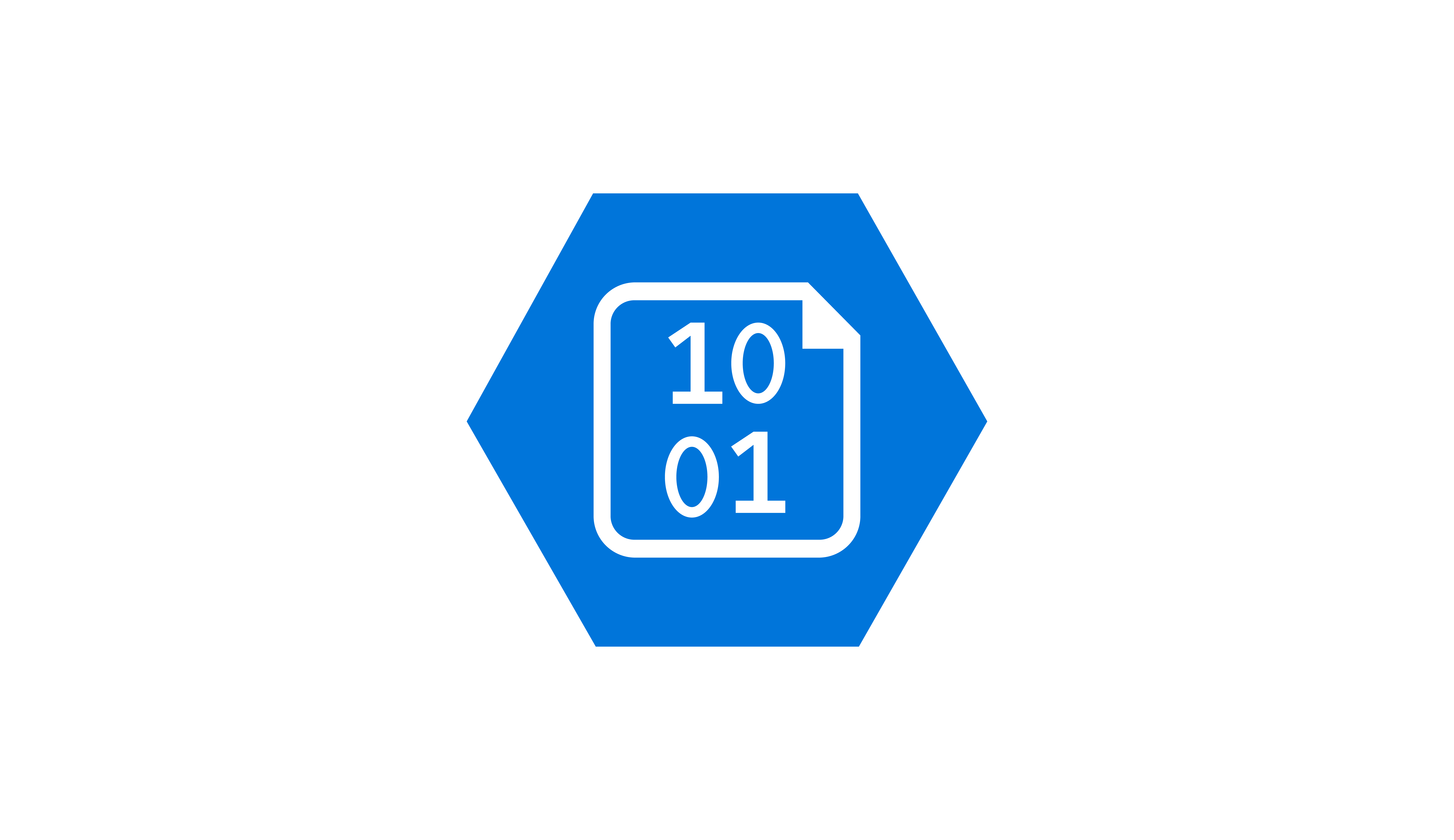
**Azure Blob Storage**



**Azure Blob Storage** is Microsoft’s object storage solution for the cloud, optimized for storing massive amounts of unstructured data like images, videos, and backups. It supports scalable, secure, and cost-effective data storage with tiered access.

**Features :**

1. **Massive Scalability** – Stores petabytes of unstructured data like text, images, videos, and backups.
2. **Tiered Storage Options** – Offers Hot, Cool, and Archive tiers to optimize cost based on access frequency.
3. **Secure Access** – Supports encryption, role-based access, and shared access signatures (SAS) for secure data handling.
4. **High Availability and Durability** – Provides geo-redundant storage (GRS) to ensure data resilience and availability.
5. **Integration Friendly** – Easily integrates with Azure services, REST APIs, and SDKs for various platforms.