
Business Strategy of Microsoft Azure

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Overview

- Microsoft Azure is Microsoft's public cloud computing platform.
- Microsoft Azure offers a range of on-premise, hybrid, multi-cloud and edge options to set the foundation of secure, future-ready cloud solutions.

Business Model of Microsoft Azure

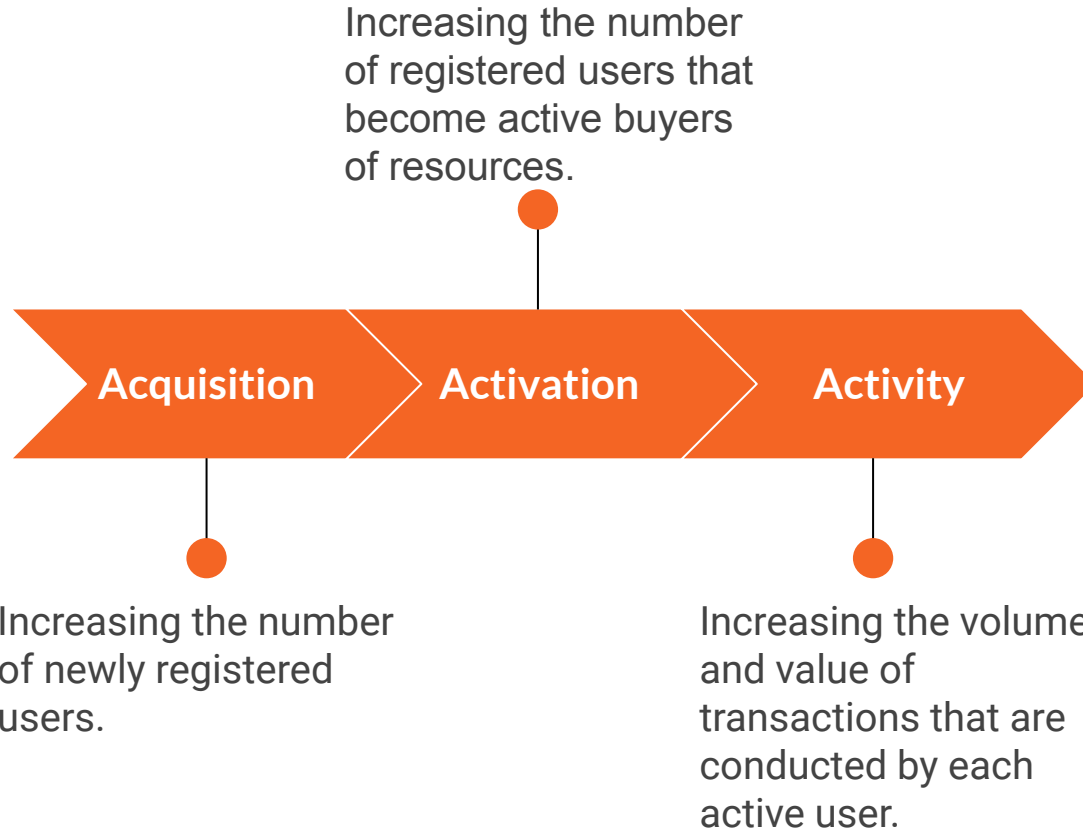
Business to Business (B2B)

B2B ecommerce utilises online platforms to sell products or services to other businesses.

Business to Consumer (B2C)

B2C ecommerce targets personal consumers.

Business Objective of Microsoft Azure



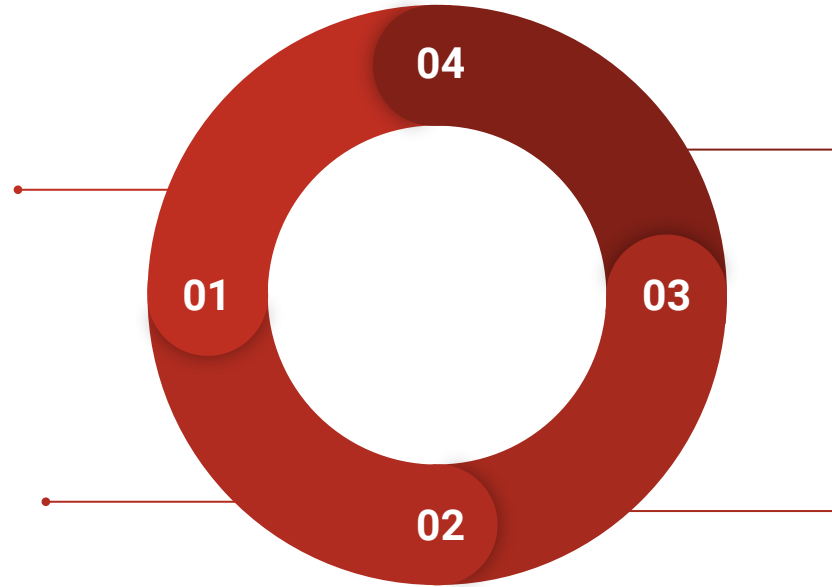
Business Strategy of Microsoft Azure

According to IDC, the industry cloud market represents one of the largest vertical growth opportunities for technology suppliers. More than 500 industry clouds have already been created globally, and revenue in this space is expected to exceed \$20 billion by 2022.

Business Strategy of Microsoft Azure

Breaking down data silos, helping organisations to take a first data approach with a common data model that unifies information while adhering to industry compliances.

Maximising productive workflow and business applications that provide the right information at the right time.



Usage of modular solutions with built-in industry standards that augment an organisation's current investments

Delivering more value in less time, enabling organisations to quickly adopt solutions built for their industry or augment existing ones.

Conclusion

Microsoft Azure is one of the biggest cloud service providers in market right now. To ensure the strength of their market, Azure has come up with numerous beneficial features such as Power Platform, AI Implementation etc.

Thank You!