

Reasons Enterprises Use Microsoft Azure

Data in this infographic is from an IDC web-based survey of 824 IT decision makers and 8 in-depth interviews with IT decision makers with responsibility for or influence over cloud purchases, conducted in February 2020. Responding organizations are Microsoft customers that have adopted Microsoft Azure.

Enterprise Needs from Cloud Extend Beyond Agility and Scalability – Security, Trust and Breadth of Portfolio are Important Priorities

By 2025

60% of enterprise IT infrastructure spending will be allocated to **public cloud**



Customer expectations from enterprise IT organizations

- 82%** report it is very important that their cloud provider **invest in security**, and
- 90%** report the importance of **compliance certification**
- 75%** of respondents report that it's very important that their cloud provider is **not a source of competitive threat**
- 78%** report that it's very important that their cloud provider **does not mine their data**
- 84%** report it is very important that their cloud provider have a **deep understanding of enterprise technologies**

Trust, security, and skillsets transferability are critical to enterprises, and **Microsoft is uniquely positioned** to address these needs as enterprises accelerate cloud adoption

Enterprises Believe Microsoft Understands Their Technology and Business Needs

Among enterprises:

90%

believe Microsoft understands their **enterprise technology** needs well

90%

believe Microsoft understands their **industry-specific** needs well

78%

believe it is important to have a **common provider** for cloud and **broader enterprise IT technologies**

Top benefits of using core enterprise technologies and cloud services from a **common provider**

Security through built-in integrations

Transferable skillsets, enabling speed and flexibility

Improved economics

Trust and Security are Especially Important for Enterprises – And Enabled in Multiple Ways by Microsoft Azure

94%

report Microsoft Azure meets their **compliance needs** very well

86%

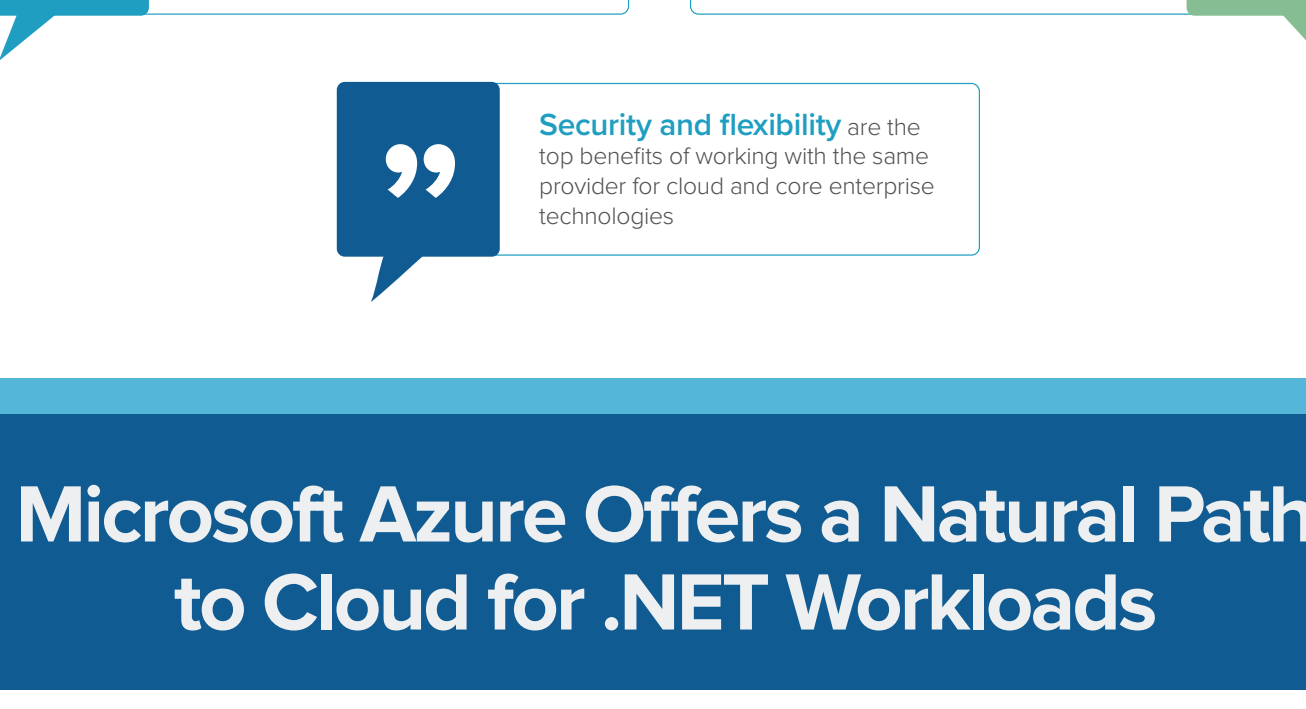
report they are very satisfied that Microsoft Azure is **not a source of competitive threat**

82%

are very satisfied with Microsoft Azure **security and data privacy**

84%

report they are very satisfied that Microsoft Azure **does not mine their data**



Customers find Azure **security offerings consistent** across cloud and on-premises, **reducing risk** and **accelerating adoption**

Customer Quotes/themes

“Microsoft is seen as a **“pure play technology provider,”** and not a potential competitor to enterprises' business

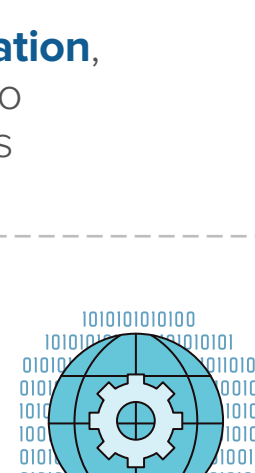
The **“designed to work together”** aspect of the stack reduces security risks and enables speed

“**Security and flexibility** are the top benefits of working with the same provider for cloud and core enterprise technologies

Microsoft Azure Offers a Natural Path to Cloud for .NET Workloads

Over **90%**

of respondents believe Microsoft Azure **supports their enterprise applications** – including business applications, data management applications like SQL Server, and Web Applications – very well



Ease of integration, ease of migration, and **security** are the **top reasons** to choose Azure for .NET applications

Over **92%**

of respondents feel Microsoft Azure **runs their Microsoft test and development environments well or very well**, a reflection of the strong integration between Microsoft development tools and Azure



“For .NET native applications, moving to Azure by extension of the existing on prem environment is a logical step. Having .NET apps on one platform reduces complexity, as opposed to running them on a variety of platforms”

[Microsoft Azure Study, Interviews, February 2020]

Microsoft Azure Seen as a Destination for Mixed Environments – Running Linux and Windows Workloads Equally Well

Over **90%**

of customers currently running their Azure workloads report that Azure **supports their Microsoft and non-Microsoft workloads** (including Linux based applications) very well

94% of customers are running some **non-Microsoft workloads** on Azure

95% of customers believe **Linux and open source workloads** run very or extremely well on Azure

Respondents believe Microsoft is a **good partner to the open source community** with high rating on **key Linux and open source community actions**, including no branching or forking of open source projects.



Microsoft Azure and the Azure Stack Portfolio Enable a Unified Hybrid Experience

Hybrid is the new norm for enterprise IT – a majority of enterprises are running a mix of public cloud services and on premises systems today.

believe that Microsoft Azure provides a hybrid cloud environment **extremely well**

88%

79% report that it is very important that their **cloud provider offers** a hybrid cloud environment

The Azure Stack Portfolio

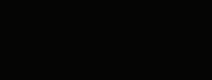
– with Azure Arc, Azure Stack HCI, Azure Stack Hub, and Azure Stack Edge Zones – offers multiple options for customers to **create a unified experience** across their IT footprint

Microsoft is Well Positioned to Be a Cloud Partner to Support Enterprise Digital Transformation



Microsoft commercial cloud now represents over **\$50 billion** in annualized business. Azure continues to grow faster than the overall market, at **over 60% YoY**

[Microsoft FY 20 Q2 Earnings, IDC Public Cloud Services Tracker]



Azure's competitive position in the market is enabled by the **security, trust, heterogeneous and hybrid capabilities** that Microsoft offers, as the survey responses show

The broad support for Microsoft, Linux, open source and cloud native workloads complements the security and trust, making Microsoft Azure **a compelling option for enterprise IT workloads** across the application portfolio spectrum