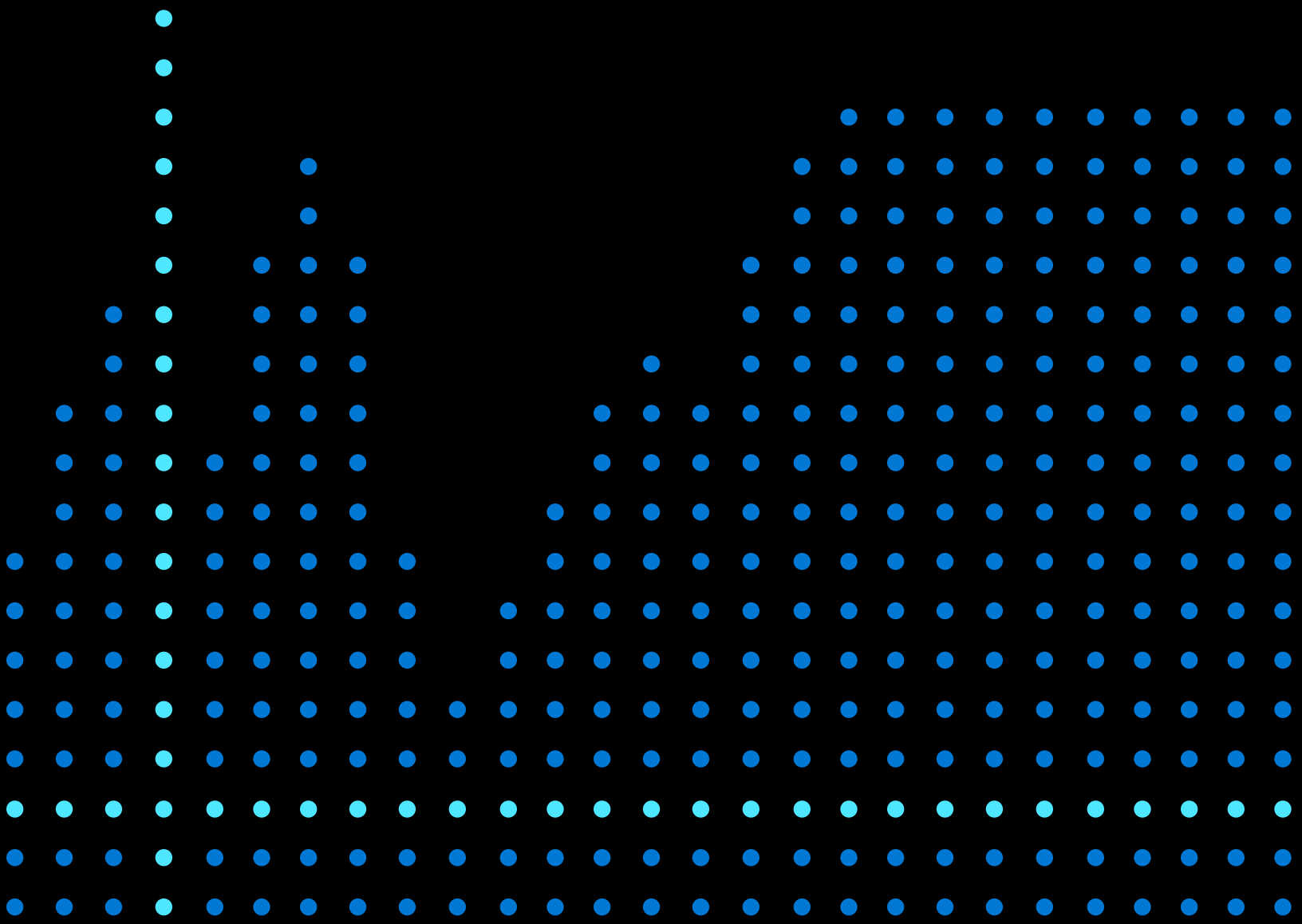
E-book

Microsoft Azure

# Microsoft Azure for ISVs
# Calculate your competitive edge



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# Who should read this e-book?

This e-book is designed for growing technology companies wanting to understand and calculate the challenges, opportunities, and tradeoffs faced in building and scaling their software business.

**This guide covers:**

- How Azure's capabilities and built-in services help level the playing field with enterprise competitors
- How both business and technical processes can be more efficient and affordable with Azure services
- Specific savings you could realize by leveraging the Azure Pricing Calculator to better predict costs

# Introduction

This e-book shows how Azure can help optimize business processes, extend capabilities, and empower your team to do what they do best: change the world with code.

Azure provides the capabilities to extend the power of smaller ISVs, leveling the playing field against competitors so they can focus on building great ideas and disrupting markets.

Throughout, we offer real-world pricing through the Azure Pricing Calculator, designed to estimate the specifics of what an individual Azure service will cost.

There are many more Azure services available than are outlined in this e-book, so if you don't find what you are looking for here, try using the pricing calculator on your own.

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# Protect your IP with Azure

Building a new vision and launching it into the market is the basic motion for any successful company.

To protect ISVs and help germinate their products in the market, Microsoft offers Azure IP advantage, a unique set of benefits for businesses of any size that uses the cloud and IoT.

Azure IP advantage is free to Azure qualifying customers, protecting innovation so ISVs can focus on sharing their ideas with the world:

- **Uncapped indemnification coverage** across Azure services, Azure Sphere, and Windows IoT, including open source components in these products and services.
- **Access to 10,000 Microsoft patents** across a wide range of cloud and IoT technologies to deter baseless lawsuits.
- **Access to a springing license** that will "spring" into effect in certain circumstances.

We also offer special benefits for startups to get Microsoft patents to boost their business. Learn more about Azure IP Advantage here.

Access to

**10,000**

Microsoft patents

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# Build a high-performing DevOps organization

Building a high-functioning DevOps environment requires visibility across teams and projects, interoperable tools and technologies, and the ability to automate processes—especially when it comes to testing at scale.

And today, it's more important than ever to enable these processes from wherever your developers happen to be.

Azure supports effective DevOps with end-to-end solutions to empower DevOps practices across each of the application lifecycle phases: plan, develop, deliver, and operate.

With Azure, ISVs can spend more time creating reliable and secure app experiences that users will love, and less time on repetitive tasks.

**Azure Pricing Calculator scenario: DevOps**

## Azure DevOps tools, including boards, repos, artifacts, pipelines, and test plans for 10 users = $520/month

Example

CALCULATE YOUR SCENARIO

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# Fine-tune your AppDev pipeline

The application development pipeline is the gearbox that turns your team's development horsepower into roadway torque.

Azure provides the platform and tools to empower organizations of any size to continuously build, test, and deploy to any platform and cloud:

- Respond faster and scale solutions quickly with continuous integration and delivery capabilities that can push changes automatically to your web apps.
- Get cloud-hosted pipelines for Linux, macOS, and Windows.
- Build web, desktop, and mobile applications and deploy to any cloud or on premises.
- Automate builds and deployments so you spend less time with the nuts and bolts and more time being creative.

**Azure Pricing Calculator scenario: AppDev**

## Mobile app development with Azure App Service, Azure Maps, Visual Studio App Center = $194/month Example

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# Security and compliance in a sea of complexity

Today security and privacy are organizations top concerns.

Not only must applications be developed with security in mind from the ground up, they must also comply with relevant regulations wherever their data resides and travels to.

With Azure, the smallest startup can get access to the same cybersecurity tools it's enterprise competitors have, protecting it from cyberattacks and helping ensure compliance across today's tangle of security and privacy laws:

- Multilayered security across physical datacenters, infrastructure, and operations.
- Compliance with dozens of regulatory authorities and guidelines across the globe.
- Customized hardware, security controls integrated into the hardware and firmware components, and added protections against threats such as DDoS.
- A team of more than 3,500 global cybersecurity experts working together to help safeguard your business assets and data.

**Azure Pricing Calculator scenario: Security**

## Azure Policy, Azure Monitor, and Azure Automation along with other services included with Azure = $1.60/month

Example

## Azure Security Center + Azure DDOS projection for 100 resources = $2,934/month

Example

CALCULATE
YOUR SCENARIO

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# Create intelligent apps with AI

Machine learning, cognitive capabilities, bots, intelligent search, speech, character, and image recognition—cutting-edge capabilities like these are opening up a new frontier for developers.

But not every company has a data scientist or a machine learning engineer to build AI applications, or to train and optimize them.

Azure provides the tools to make AI real for your solutions today. Reason over data at enterprise scale. Develop machine learning models quickly. Build mission-critical solutions that can analyze images, comprehend speech, make predictions using data, and imitate other intelligent human behaviors—all using Azure AI.

With Azure AI services, you get proven, secure, and responsible AI capabilities on your terms.

**Azure Pricing Calculator scenario: Text analysis**

## Cognitive Services: 100,000 text analyses/month = $250/month + Azure Bot Service that is free

Example

CALCULATE YOUR SCENARIO

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# Migrate seamlessly in a multicloud, hybrid world

Nearly every company today is living in its own version of a multicloud, hybrid environment.

For ISVs, this means that each customer's infrastructure portfolio could be unique—and ISVs must be able to serve them all.

Azure provides the ability to migrate simply, whether that means moving workloads from on-premises, shifting solutions between clouds, deploying across multiple clouds, or any combination of those.

Azure empowers ISVs to be as nimble as their customers demand.

**Azure Pricing Calculator scenario: Database migration**

## Azure Database Migration Services of 10 instances at 8 hours per month = $496/month

Example

## Azure Site Recovery is free to use for cloud migrations (from AWS to Azure, for example) and Azure Migration Center*

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# 07 / Take the next step

**To learn more about using Azure as your trusted platform you can:**

- Talk to an Azure sales specialist
- Sign up for a Free Azure Trial
- Use the Azure Total Cost of Ownership calculator

If you have an application or solution to scale, consider listing it in the Azure Marketplace.

You can also learn more about the Azure marketplace here and decide if it is a good option for scaling your reach to enterprise customers.