Azure SQL Database serverless
Optimize price-performance with compute that automatically scales

Meet Alicia, the IT manager of Contoso Outfitters
Alicia manages transactions, inventory, and application databases for Contoso Outfitters, a large outdoor goods ecommerce business with thousands of products.

Databases can have unpredictable usage patterns
Contoso struggles with highly variable workloads based on seasonality, unexpected changes in consumer demands, and unknown requirements to support new apps.

Alicia struggles to align compute resources with unpredictable workload demand
Alicia can overprovision and pay for unused compute resources, or underprovision and risk poor performance. Provisioned compute databases do not suit intermittent and unpredictable usage patterns.

With Azure SQL Database serverless, Alicia only pays for compute resources she consumes
Alicia now relies on the service to automatically scale compute resources when needed to satisfy workload demand. At the same time, she also reduces costs by paying only for the compute resources she consumes. When the database is paused, she only pays for storage.

Key benefits of Azure SQL Database serverless

- **Automatic scaling**
  Operate at the true rhythm of your business

- **Cost-effective**
  Pay for only for storage when database is paused

- **Fully managed & intelligent**
  Focus on your applications, not your infrastructure
Examples of application scenarios well-suited for serverless

- **Line of business apps**
  - Expense reporting and employee tracking apps, and procurement systems

- **E-commerce apps**
  - Opening new marketplaces, marketing campaigns, sales promotions

- **Content management systems**
  - Web content publishing, and content clearinghouses that pull content from third parties

- **Dev/test workloads**
  - Dev/test databases with sporadic or idle usage periods

When to choose serverless vs. provisioned compute

**Serverless compute**
- Intermittent, unpredictable usage and lower average compute utilization
- New workloads with sizing uncertainty
- Continuous need for rescaling tasks

**Provisioned compute**
- More predictable usage and higher average compute utilization
- Workloads more sensitive to performance tradeoffs from scaling
- Multiple databases that can be consolidated into elastic pools

Campbrain jumps to accelerated performance at lower cost

**Situation**
Campbrain, a software company that streamlines camp administrative tasks, serves a diverse clientele subject to dramatic and unpredictable usage spikes. A bad guess on provisioned compute means either high cost or low performance.

**Solution**
SQL Database serverless enabled Campbrain to both save on compute cost and staff resources through instantaneously scaling to meet their compute needs (and nothing more).

“Performance on Azure SQL Database serverless is great, and it’s been a significant cost saving for us. By the time we’ve converted all of our databases, I wouldn’t be surprised at a 60 percent cost reduction.”

*Michael Aird, Chief Technology Officer, CampBrain*

Learn more about Azure SQL Database serverless today!

🔗 [Azure SQL Database serverless](#)
🔗 [Pricing information for Azure SQL Database](#)
🔗 [Get started today!](#)