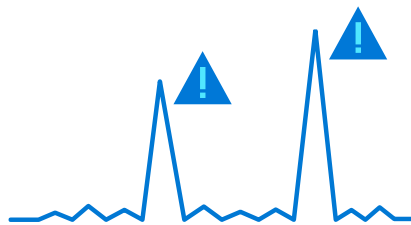


Azure SQL Database serverless

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.

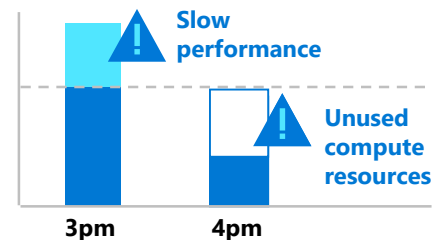


Databases can have unpredictable usage patterns

Contoso struggles with highly variable workloads based on seasonality, unexpected changes in consumer demands, and unknown requirements to support new apps.

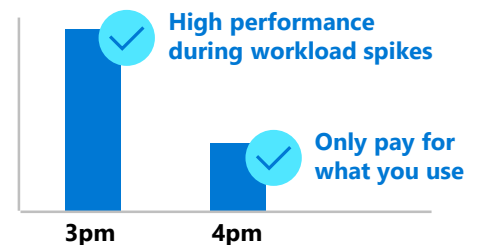
Alicia struggles to align compute resources with unpredictable workload demand

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!



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