

Azure SQL Managed Instance and Azure SQL Database Experience up to 238% ROI – A migration success story

Background on the data in this document

The following information is based on real data from four different Azure SQL customers that were interviewed for a commissioned Forrester Consulting Total Economic Impact™ study. The information represented here is an illustrative composite of the four companies interviewed for this study. The anonymous quotes are from these real customers.

Spoiler alert: Migrating SQL Server data to Azure can make a major financial impact

After a three-month migration to Azure SQL's managed database solutions (detailed on page 2), the composite organization experienced the following financial benefits over three years:



Avoided costs

\$5.4M of on-premises infrastructure savings

\$695K of SQL license savings



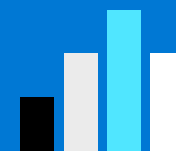
Improved productivity

40% increase in DBA productivity

25% increase in IT productivity



238% ROI

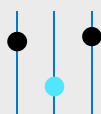


NPV \$7.6 million



3 months to recoup migration cost

Interviewed customers also experienced the following qualitative benefits with migration:



Ease of adjusting infrastructure, saving time and costs

Organizations easily monitored Azure usage and quickly adjusted levels as needs shifted.



DBAs and IT staff focus on high-value activities

Fewer repetitive tasks allowed customers to transform the roles of their DBAs and IT staff.



Stronger security and higher availability

Relying on Microsoft's scale and expertise increased the availability and security of the customers' databases.



Greater agility and shorter time-to-market

Faster provisioning and ease of scaling allowed DBAs and IT staff to more rapidly respond to business requests faster.

Behind the benefits

How customers successfully migrated to Azure SQL's managed databases

What drove customers to migrate?

On-premises SQL Server environments proved costly and cumbersome

Ongoing substantial infrastructure investments and increasingly heavy administrative burdens on DBAs and IT to plan, provision, deploy and manage the database environment were taking their toll. Interviewed customers indicated:

“We were spending too much on licensing and infrastructure that was underutilized.”
— Chief Architect, financial services company


“We needed our DBAs and IT staff to focus on improving the customer experience and other things critical to our company, not on patching databases and trying to manage our own infrastructure.”
— Chief architect, financial services company


“When I needed to spin up something new on-premises and had to go through our entire procurement process, it took more than six months to get that new hardware deployed.”
— Manager, Enterprise Data Analytics, business services company


What went into the migration?

Migration to Azure SQL's managed databases enables flexibility and savings

The migration took about three months and included deployment, integration, testing and rollout. Although it experienced immediate benefits after three months, the composite organization continues to refine its Azure SQL managed databases strategy to further improve efficiency. See more of the migration details below and quotes from interviewed customers:

 A team of six working 50% time on the migration for a continuous three months.

 \$252,138 total cost of migration

 700 SQL on-premises databases migrated to Azure SQL Managed Instance and Azure SQL Database.

“We are able to do much more on the database side with the same number of people. Their freed-up time has been utilized to do other important things.”
— Manager, enterprise data analytics, business services company

“Our capacity is elastic now. We can deploy new infrastructure in minutes. When we need less, we pay for less. We can optimize our costs by using the correct level of capacity.”
— Chief Information Officer, government agency

Learn more about the benefits of migrating to Azure SQL's managed databases

→ Read the complete Forrester TEI study here: aka.ms/AzureSQL_ForresterTEI_study

→ Learn more about your migration options here: <https://azure.microsoft.com/migration/>

→ Learn more about the Azure SQL family of products here: aka.ms/azure_sql