

# 5 Reasons to Run your Business in Microsoft Azure

YOUR BUSINESS. YOUR CLOUD. YOUR TERMS.

The modern business runs in the cloud. And the successful modern business runs in Microsoft Azure. It's the perfect balance of security, flexibility, and affordability. Here's why.



1 No more capital expenditures

Why pay for expensive hardware when you don't have to? As a subscription service, Azure frees you from upfront capital expenses and the time it takes to manage services locally. And that means you can focus on what's important: running your business.



2 Business continuity, no matter what

We all know that a data disaster is a business disaster. Even a minor outage can put you at a competitive disadvantage. With Azure, ensure your apps work when you need them the most—without the expense of secondary infrastructure. Don't be the company without a plan.



3 Paying only for what you use

Sometimes you need more capacity, sometimes you need less. Azure can easily stretch to meet seasonal needs according to business growth and demands.



4 A tiered approach to the cloud

Moving to the cloud shouldn't be an all-or-nothing decision. And it certainly shouldn't be a hassle. With Azure, you can move any or all your business applications on your timeline and when you're ready. From accounting and HR to commerce and CRM, there's a place for everything in Azure.



5 Security, security, and more security

Safeguard your business with unmatched security management and threat protection for all applications and data, whether they're on-premises or in the cloud. Plus, Azure has more security and certifications than any other cloud provider.

**It's never been easier to get started.**

With Azure at your fingertips, you can bridge your current server technology to the cloud—and unlock new possibilities that drive your business forward.

Contact your Professional Advantage to get a free assessment today.