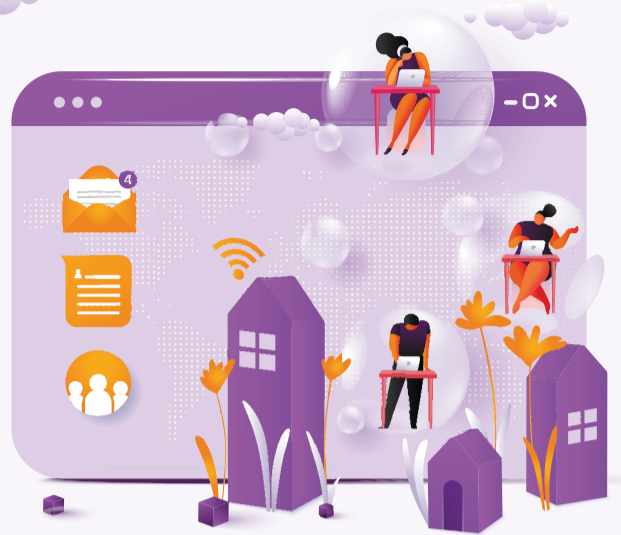


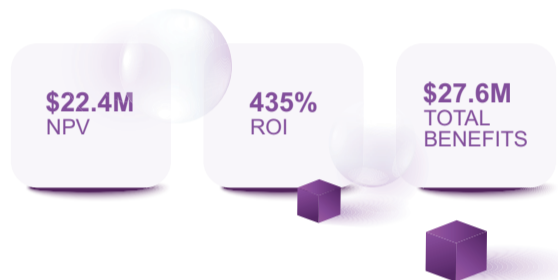
The Total Economic Impact™ of Microsoft Azure IaaS

Through six client interviews and data aggregation, Forrester concluded that Microsoft Azure Infrastructure-as-a-Service (IaaS) has the following five-year financial impact.



Challenges solved by Microsoft IaaS

- IT costs continuously growing.
- Limited ability to scale infrastructure.
- Global expansion complexity.
- High process costs.



Microsoft Azure IaaS by the numbers

- 73%** reduction in data centre footprint and costs.
- 83%** reduction in IT outsourcing costs.
- Up to **63%** increase in annual customer web sales.
- Up to **27%** increase in customer web transaction size.

“When someone says, ‘We need another 100 gigs,’ we can just add it.”

- Manager of web technologies, sporting goods manufacturer

Financial summary (5-years)

Profit - new, larger customer sales.	\$1.2M	“I could never build a service infrastructure as fast as Azure can.” - VP of product development, US services & hosting firm
Profit - new enterprise sales.	\$1.7M	
Process re-engineering.	\$2.8M	
Reduced IT outsourcing costs.	\$9.8M	
Reduced data centre costs.	\$12M	
Total	\$27.6M Benefits	\$5.2M Costs

This document is an abridged version of a case study commissioned by Microsoft titled: *The Total Economic Impact Of Microsoft Azure IaaS, June 2017.*
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Let's talk

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