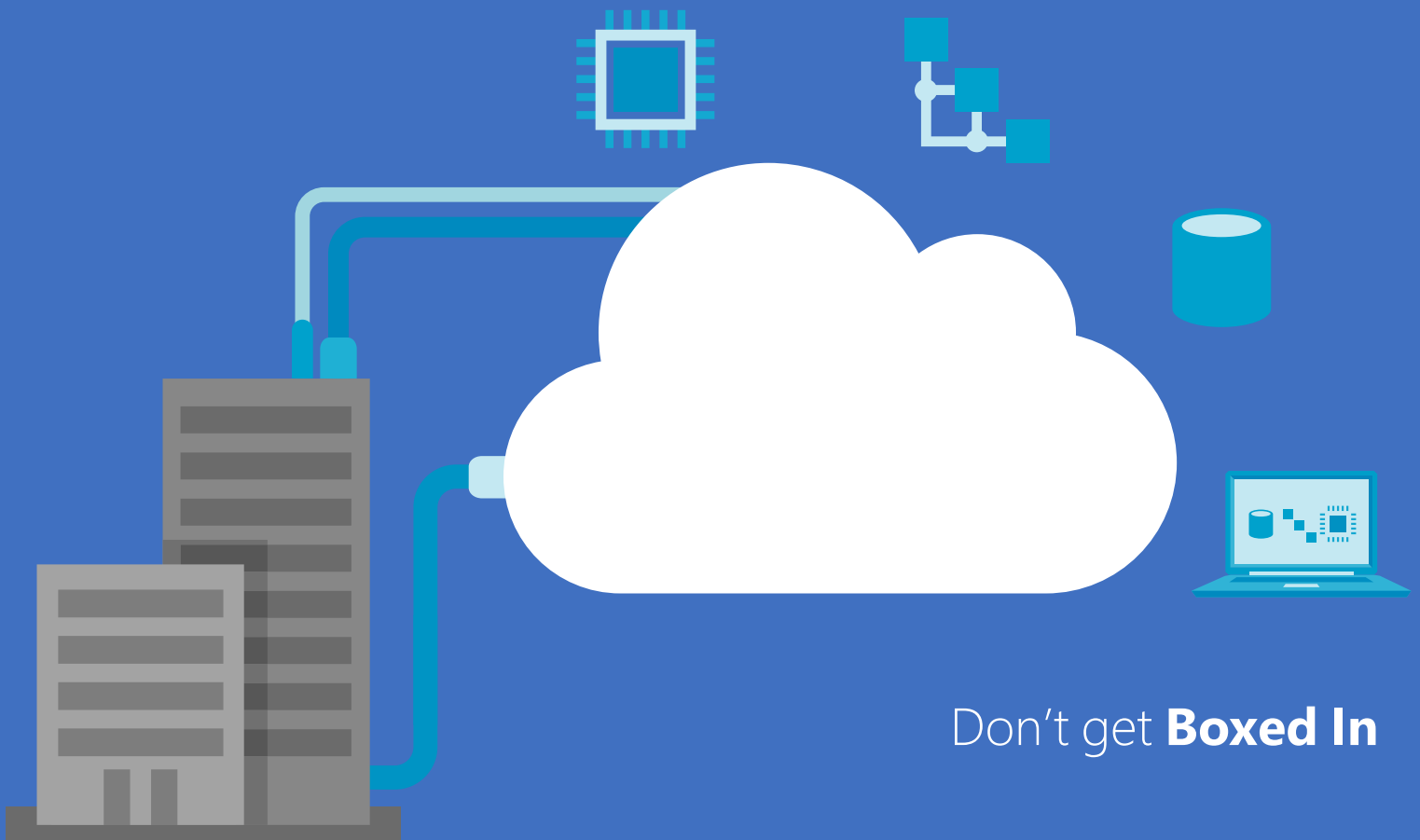


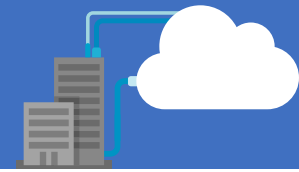
Microsoft Azure

The Complete Hybrid Platform



Don't get **Boxed In**

The Complete Hybrid Platform



In the rapidly changing mobile first, cloud first era, choosing a cloud platform is not an easy decision. Many vendors, such as Amazon Web Services (AWS), claim to have the solution that can best meet your requirements now and in the future. But because your cloud roadmap is unique to your business and your situation, the key question is this: which vendor enables you to capture the benefits of the cloud without limiting your options today and as your business needs change in the months ahead?

Microsoft is uniquely positioned to be your IT vendor of choice. It is the only vendor that has the depth and experience to support your evolving business needs, both on-premises and cloud. Because of its unique reach and experience, only Microsoft can deliver a unified hybrid platform that works across on-premises, partner, and public clouds, and enables you to realize the benefits of the cloud without boxing you in.

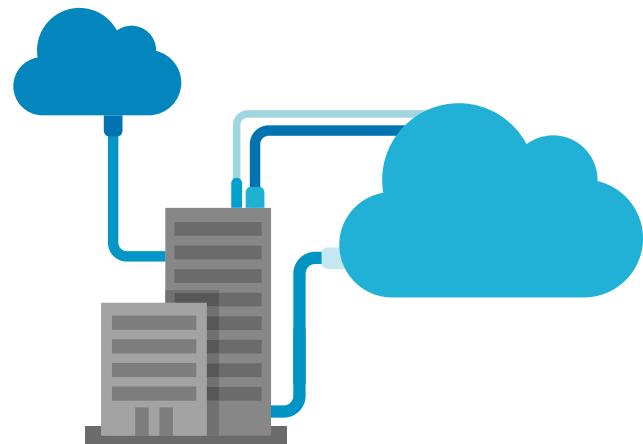
A Complete Hybrid Cloud Solution

Unlike AWS, Microsoft Azure offers a complete hybrid solution with five key elements: a common virtualization platform, common management, common identity, cross platform connectivity, and a unified development environment. Together, these capabilities deliver true integration capabilities, not just a connection to the cloud.

1. Common virtualization platform

A key value of hybrid cloud is agility. Because a virtual machine on Azure is the same as a virtual machine on Windows Server 2012, it can be efficiently moved between on-premises physical servers, servers at a company's hosting providers, Azure, and back again as needed, all while using familiar tools. This enables you to:

- Develop and test apps in the cloud using the same platform you deploy on-premises or with partners
- Scale up or down to address business cycles with more flexibility
- Deploy faster to decrease time to market by using a familiar platform both on-premises and in the cloud



As a public cloud services vendor, AWS offers no on-premises assets. Although they provide connectors, AWS does not support true commonality between the cloud and your on-premises data center. For example, when you import a virtual machine into the AWS public cloud, AWS converts your virtual machines into a proprietary AMI format. This makes it cumbersome and time-consuming to move your virtual machines to and from your on-premises data center. Additionally, the AWS virtual machine import and export service has number of limitations, and users can only export instances that they have previously imported from other virtualization platforms.

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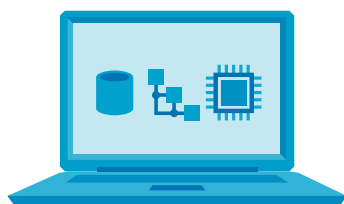
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2. Common management

Managing both your cloud and on-premises assets should not place an extra burden on IT. That's why Microsoft offers common management tools that:

- Deliver unified management across on-premises, service provider, and Microsoft Azure environments
- Increase visibility with one single view for all server management, on-premises and in the cloud
- Optimize IT by using a standard management platform



With Azure you can use your existing Microsoft System Center application to manage and orchestrate Azure and on-premises resources. In addition, Azure supports REST-based management APIs, PowerShell scripts, native integration with Chef and Puppet, a web-based management portal, and integration with third party management tools, such as Right Scale.

In contrast, AWS does not offer technology that provides compatibility between broader AWS services and private cloud stacks. AWS management tools do not give you access or visibility to assets on your or your partners' data centers. Even with their connectors, AWS has limited integration with on-premises management tool suites and lacks robust asset management capabilities.

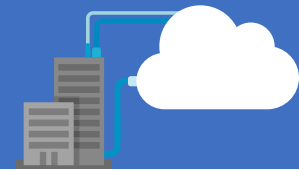
3. Common identity platform

Azure Active Directory (Azure AD) offers a common identity management platform for access control to applications. It enables a single identity platform across services, on-premises and in the cloud, and clouds outside the IT landscape. With Azure AD, you can:

- Leverage your existing on-premises Active Directory platform
- Implement Single Sign-On across cloud applications—over 2,000 SaaS applications are supported out-of-the-box.
- Increase monitoring and analytics of your ID platform across premises
- Improve security with multi-factor authorization, self-service password reset, and advanced security reports and alerts



With the Azure AD, you can manage a growing number of users and SaaS apps that live on other clouds from the same console with the same processes. Compare this to using AWS Identity and Access Management, which offers only identity for AWS services and does not address other cloud services or on-premises applications.



4. Rich cross-premises connectivity

Microsoft offers a rich cross-premises connectivity at all levels of the stack. This means you can:

- Flexibly extend your data center to the cloud, connecting at the layer you want
- Integrate your applications using Microsoft integrations solutions, such as BizTalk Server, across premises
- Simplify unification of cloud and on-premises data centers with purpose-built connectivity



With Azure, you have options for cross-premises connectivity at all layers of the stack:

- Database: Azure SQL Data Synch enables you to synchronize the data you select across multiple SQL Server and SQL Database instances, on and off premises.
- Storage: Hybrid storage with StorSimple combines the data management functions of primary storage, backup, archive and disaster recovery with Azure integration.
- Network: Azure Virtual Network extends your on-premises network through site-to-site VPN, much like how you would set up and connect to a remote branch office. Azure ExpressRoute enables you to create private, high-speed connections between Azure datacenters and infrastructure that's on your or your partners' premises.
- App to app: Connect apps running on Azure, on-premises or both using the Azure Service Bus messaging system.
- Business-to-business and Enterprise Application Integration: Azure BizTalk services offers advanced integration capabilities, which enable cloud applications to reach out to on-premises systems in a seamless way.

AWS only provides infrastructure level connectivity through its Virtual Private Cloud and DirectConnect, and storage backups through AWS Storage Gateway. Compared to the built-in connectivity capabilities in the Azure platform, AWS requires you to use third-party providers for integration solutions, introducing complexity, uncertainty, and additional cost considerations to your cloud deployment strategy.

5. Common development platform



By using Azure as a common platform for test and development, developers can efficiently build new apps, conduct scale and performance tests, and run them in Azure or on-premises. Developers can readily move virtual machines between on-premises and Azure, leveraging common tools, technologies, and skills. This can translate to lower development costs and more rapid time-to-market.

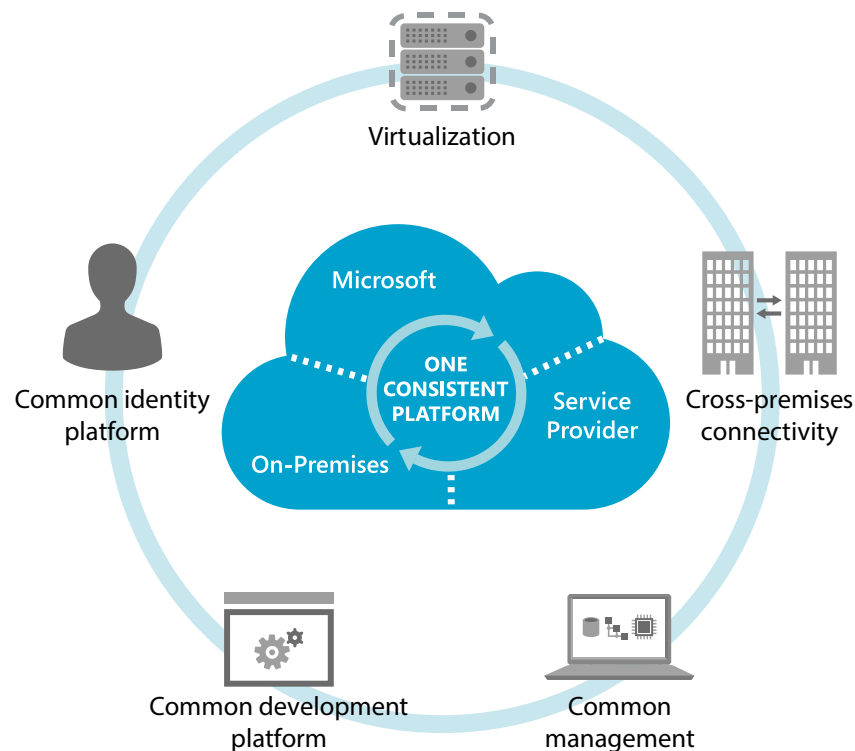
Developers use a variety of OSs, databases, middleware, and toolsets from multiple vendors. Their apps are often written in multiple languages and frameworks. In short, in a hybrid deployment, the cloud platform must support a complex and heterogeneous developer environment and legacy apps. Microsoft embraces an open approach to supporting a mix of app

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languages whether that be Java, php, or Drupal—and of course—ensuring your .NET developers have the tools to extend apps to support new opportunities. Microsoft also supports a variety of languages, platforms, and operating systems such as Windows, Linux, Oracle, SAP, and Apache Hadoop.

Without an actual DevOps solution, AWS offers a set of tools and puts the burden on customers to manage the development and operations processes as they can. Because AWS doesn't offer integrated developer resources, it can be labor-intensive and time-consuming for developers to make on-premises apps cloud-aware or integrate SaaS apps with on-premises resources.



Conclusion

Your cloud roadmap is unique to your business situation. Cloud providers such as AWS offer few built-in private or hybrid cloud options, so you have little flexibility to leverage or support your existing datacenter investments or must find additional solutions to make a hybrid deployment successful, or manage separate public and private cloud environments.

Microsoft believes that your cloud solution shouldn't leave you boxed in. It should enable you to leverage your existing IT investments and let you move to the cloud as your business needs evolve. That's why Microsoft offers proven solutions in private, public, and hybrid clouds, backed by decades of experience serving over one billion customers and 20 million businesses. That translates to consistent support and a consistent experience across the entire cloud landscape.

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Learn more about how Azure gives you more options than AWS at [Azure.com/Azure-vs-AWS](https://azure.com/Azure-vs-AWS)

For additional information, please visit:



Hybrid Cloud
Webinar



Easy Jet
Case Study



Gartner Magic Quadrants
for IaaS



Gartner Magic Quadrants
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