

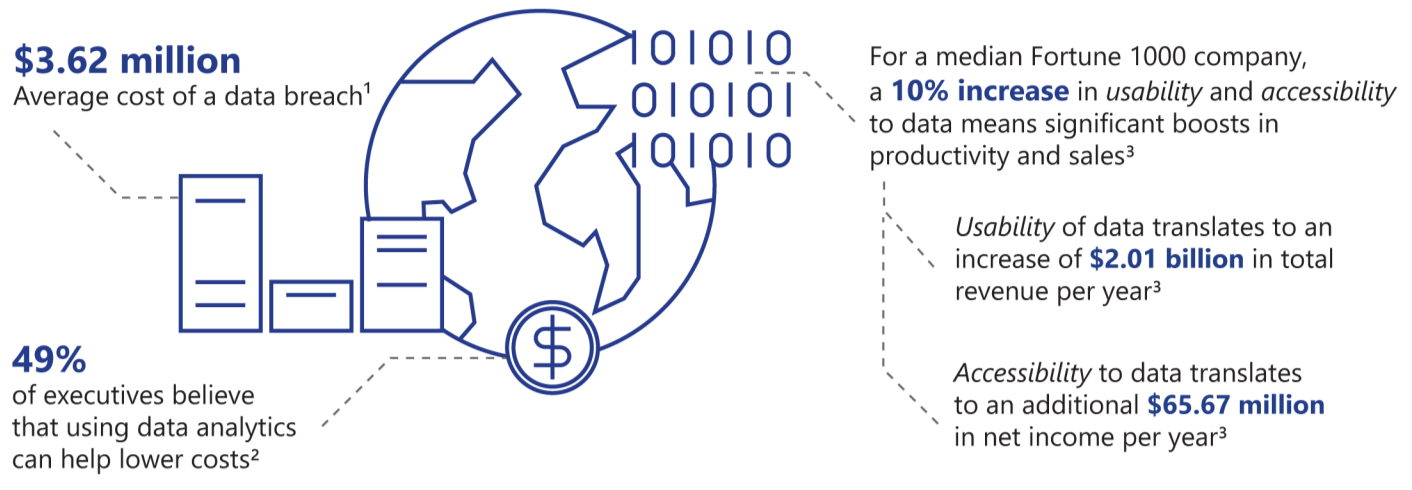
# 3

## reasons to modernize your data estate today

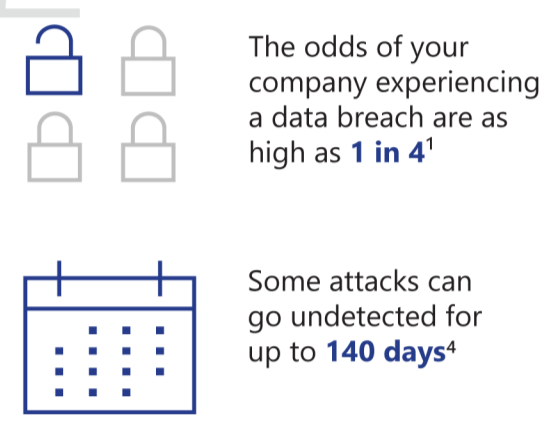
There are major benefits awaiting organizations that modernize their data estate, including enhanced security and compliance, significant cost savings, and the ability to empower employees with business insights and advanced analytics capabilities.

### With an out-of-date data platform,

you could be missing out on game-changing cost benefits...



### ...opening your business to potential vulnerabilities...

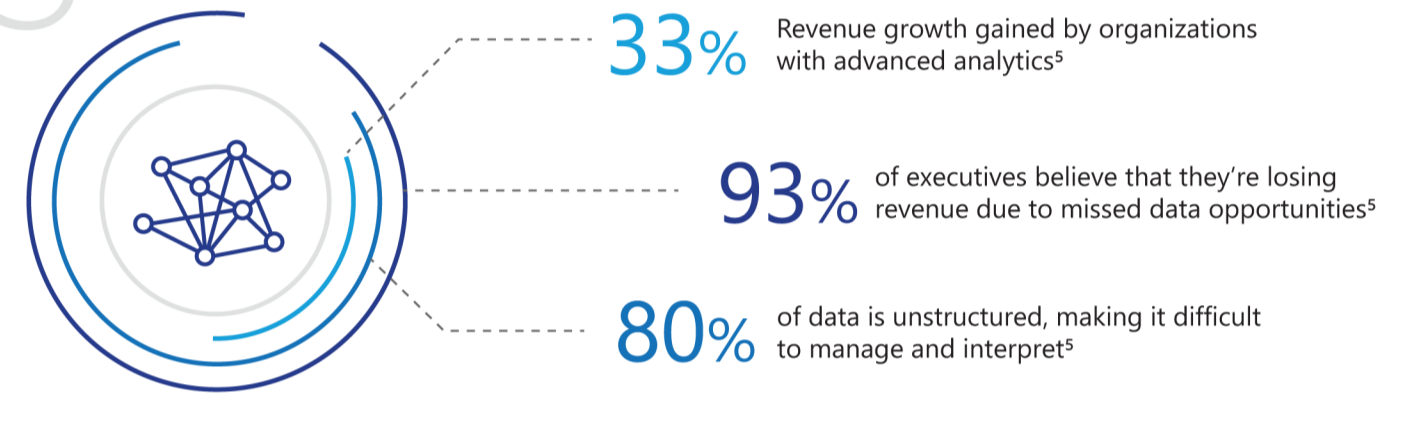


**As support ends, your organization may fail to meet compliance standards and industry regulations**

Support for SQL Server 2005 has ended, and extended support for SQL Server 2008 and SQL Server 2008 R2 will end on July 9, 2019.

Without support, organizations risk non-compliance with industry regulations, such as the General Data Protection Regulation (GDPR), and will not receive critical security patches, leaving their data unprotected.

### ...and falling behind without modern analytics capabilities



## What does it mean to modernize?

Modernization means taking advantage of the latest technologies to create transformational business benefits. With Microsoft, you have the flexibility to modernize your data estate in the way that's right for your business:

#### Upgrade to SQL Server 2017

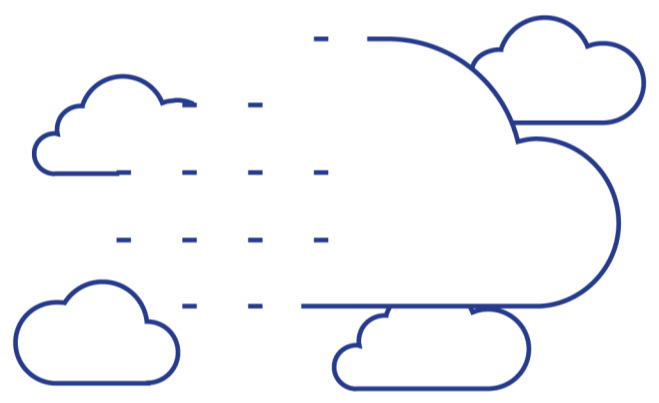
Move to a database with industry-leading performance and security—now on Windows, Linux, and Docker containers.

#### Modernize in the cloud

Move to Azure to get greater cost efficiencies, state-of-the-art security, and powerful data and analytics services—with fully-managed database-as-a-service (DBaaS) solutions.

#### Take a hybrid approach

Deploy across on-premises and the cloud to extend your infrastructure and improve business continuity.



## 3 reasons to modernize now

### 1 Reduce costs and maximize your investment

- SQL Server 2017**  
**#1 database** in Online Transaction Processing (OLTP) price/performance<sup>6</sup>
- Unmatched Total Cost of Ownership (TCO)** with everything built in<sup>7</sup>
- Get a comprehensive solution at **one-fifth the cost** of other self-service solutions with comprehensive BI<sup>8</sup>
- Reduce costs and create efficiencies with **faster transactions** with In-Memory OLTP and up to **100x faster analytics** with in-memory Columnstore
- Cut productivity losses and **speed query performance** without tuning using Adaptive Query Processing

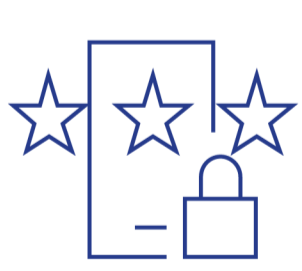
- Microsoft Azure**  
Scale up or down quickly with **pay-as-you-go, consumption-based pricing** and reduce licensing and hardware costs
- 50% of businesses** reported reaching ROI at a faster rate with cloud applications<sup>9</sup>
- Optimize costs** for database workloads with different VM sizes
- 75% lower costs** on software licenses with Azure<sup>10</sup>



### 2 Gain state-of-the-art, award-winning security

- SQL Server 2017**  
**Least vulnerable** of any enterprise database over last 7 years<sup>11</sup>
- Encrypt data at rest and in motion** with Always Encrypted
- Conceal sensitive data** with Dynamic Data Masking
- Control access to database rows** with Row-Level Security

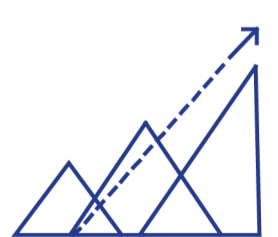
- Microsoft Azure**  
**Meet a broad set** of international and industry-specific compliance regulations
- Continuous security-health monitoring** across Azure, on-premises, and public clouds



### 3 Solve bigger problems with advanced business insights

- SQL Server 2017**  
**Real-time operational analytics** when you combine in-memory technologies
- Visualize data anywhere** with Mobile BI
- Scale and accelerate machine learning** by pushing intelligence to where the data lives with in-database R and Python analytics

- Microsoft Azure**  
**Leading AI innovation** to discover insights faster
- Advanced machine learning** capabilities at your fingertips



Modernize your data estate now and transform your business.

Contact us to learn more:

<https://www.narolasolutions.com/cloud-solutions-microsoft-azure>