

# 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.