

3

reasons to modernize your data estate today

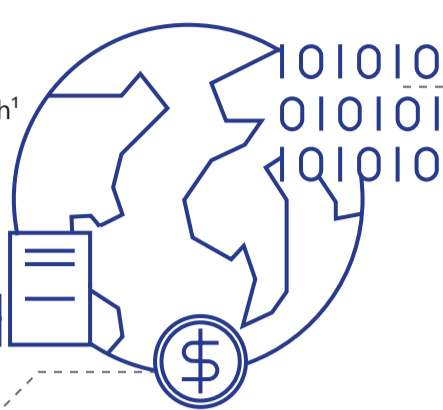
There are major benefits awaiting organizations that modernize their data estate, including enhanced security and compliance, significant cost savings, and the ability to empower employees with business insights and advanced analytics capabilities.

With an out-of-date data platform,

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

\$3.62 million
Average cost of a data breach¹

49%
of executives believe that using data analytics can help lower costs²



For a median Fortune 1000 company, a **10% increase** in *usability* and *accessibility* to data means significant boosts in productivity and sales³

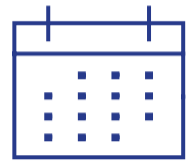
Usability of data translates to an increase of **\$2.01 billion** in total revenue per year³

Accessibility to data translates to an additional **\$65.67 million** in net income per year³

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



The odds of your company experiencing a data breach are as high as **1 in 4**¹



Some attacks can go undetected for up to **140 days**⁴

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



33% Revenue growth gained by organizations with advanced analytics⁵

93% of executives believe that they're losing revenue due to missed data opportunities⁵

80% of data is unstructured, making it difficult to manage and interpret⁵

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

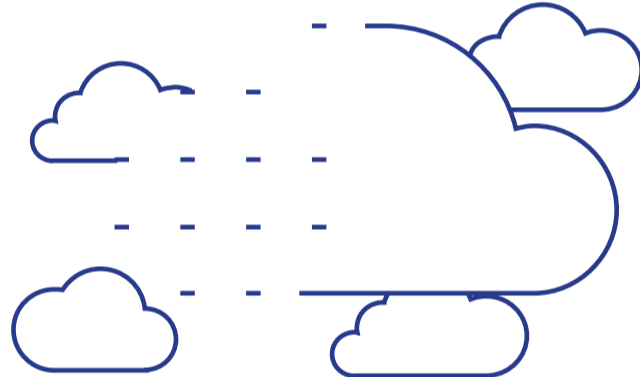
Move to a database with industry-leading performance and security—now on Windows, Linux, and Docker containers.

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/performance⁶

Unmatched Total Cost of Ownership (TCO) with everything built in⁷

Get a comprehensive solution at **one-fifth the cost** of other self-service solutions with comprehensive BI⁸

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 applications⁹

Optimize costs for database workloads with different VM sizes

75% lower costs on software licenses with Azure¹⁰



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

SQL Server 2017

Least vulnerable of any enterprise database over last 7 years¹¹

Encrypt data at rest and in motion with Always Encrypted

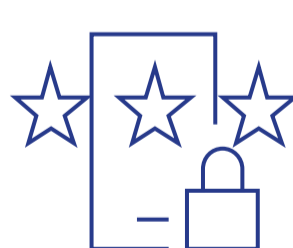
Conceal sensitive data with Dynamic Data Masking

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

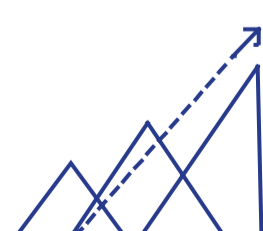
Visualize data anywhere with Mobile BI

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.

Sources: ¹ 2017, Ponemon Cost of Data Breach Study, ² 2016 State of Enterprise Data Quality, Blazent and 451 Research, ³ Measuring the Business Impacts of Effective Data, University of Austin, commissioned by Sybase, ⁴ 7 Steps to a Holistic Security Strategy, Microsoft, ⁵ The Chartered Institute for IT, ⁶ Benchmark Status Report, TCP, ⁷ SQL Server 2017 on Linux: Top Six Reasons Companies Make the Move, Microsoft, ⁸ Microsoft, ⁹ DC Velocity, ¹⁰ Azure Cost Savings, Microsoft, ¹¹ National Institute of Standards Technology

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