



# Navigating the Cloud: A Buyer's Guide to Microsoft Azure

A strategic framework for UK organisations evaluating Microsoft Azure — from platform fundamentals to competitive advantage.



# The Power of the Platform

Azure offers **over 200 cloud services**, providing a global foundation for digital transformation. Organisations shift from owning infrastructure to renting on-demand capabilities — compute, storage, databases, and AI — delivering speed, scale, and cost-efficiency.

## Compute

Scalable virtual machines and serverless processing on demand

## Storage

Resilient, globally distributed data storage solutions

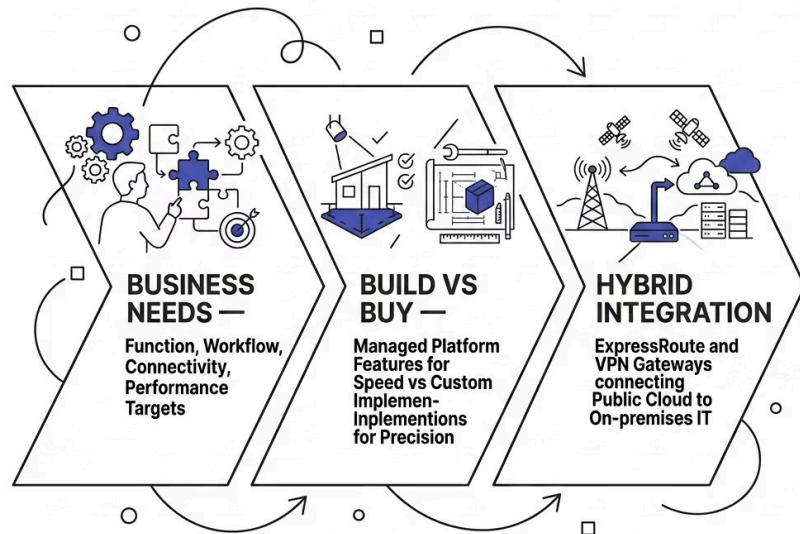
## Databases

Managed relational and NoSQL database services

## AI & Analytics

Intelligent services to unlock insight from your data

# Strategic Selection Framework



## How to Choose the Right Azure Services

Start by mapping your **business requirements** — function, workflow, connectivity, and performance targets — before selecting services.

- i Balance the speed of **managed platform services** against the precision of custom-built solutions to find your optimal approach.

For organisations with existing infrastructure, **ExpressRoute** and **VPN Gateways** enable secure, reliable hybrid connectivity between on-premises systems and the Azure public cloud.



# Your Competitive Edge

Future-proof your business by adopting **scalable, secure, and resilient** cloud tools designed for long-term growth.

## Modernise Workflows

Deploy **Azure SQL, Virtual Machines**, and intelligent **AI services** to streamline operations and accelerate delivery.

## Scale With Confidence

Azure's global infrastructure supports growth across regions without the burden of capital expenditure.

## Your Next Step

Audit your performance requirements and align them with Azure's flexible, innovation-ready service ecosystem.

# Azure AI: Powering Intelligent Transformation

Discover how Microsoft Azure's comprehensive AI capabilities can drive innovation and efficiency for UK businesses. From advanced machine learning to intelligent cognitive services, Azure provides the tools to build, deploy, and scale AI-powered applications that transform operations and customer experiences.

## Machine Learning

Develop, train, and deploy custom models at scale with managed services.

## Cognitive Services

Integrate ready-to-use AI for vision, speech, and language understanding.

## AI Infrastructure

Leverage scalable compute and data processing specifically for AI workloads.

[Read more about Azure AI solutions](#)

