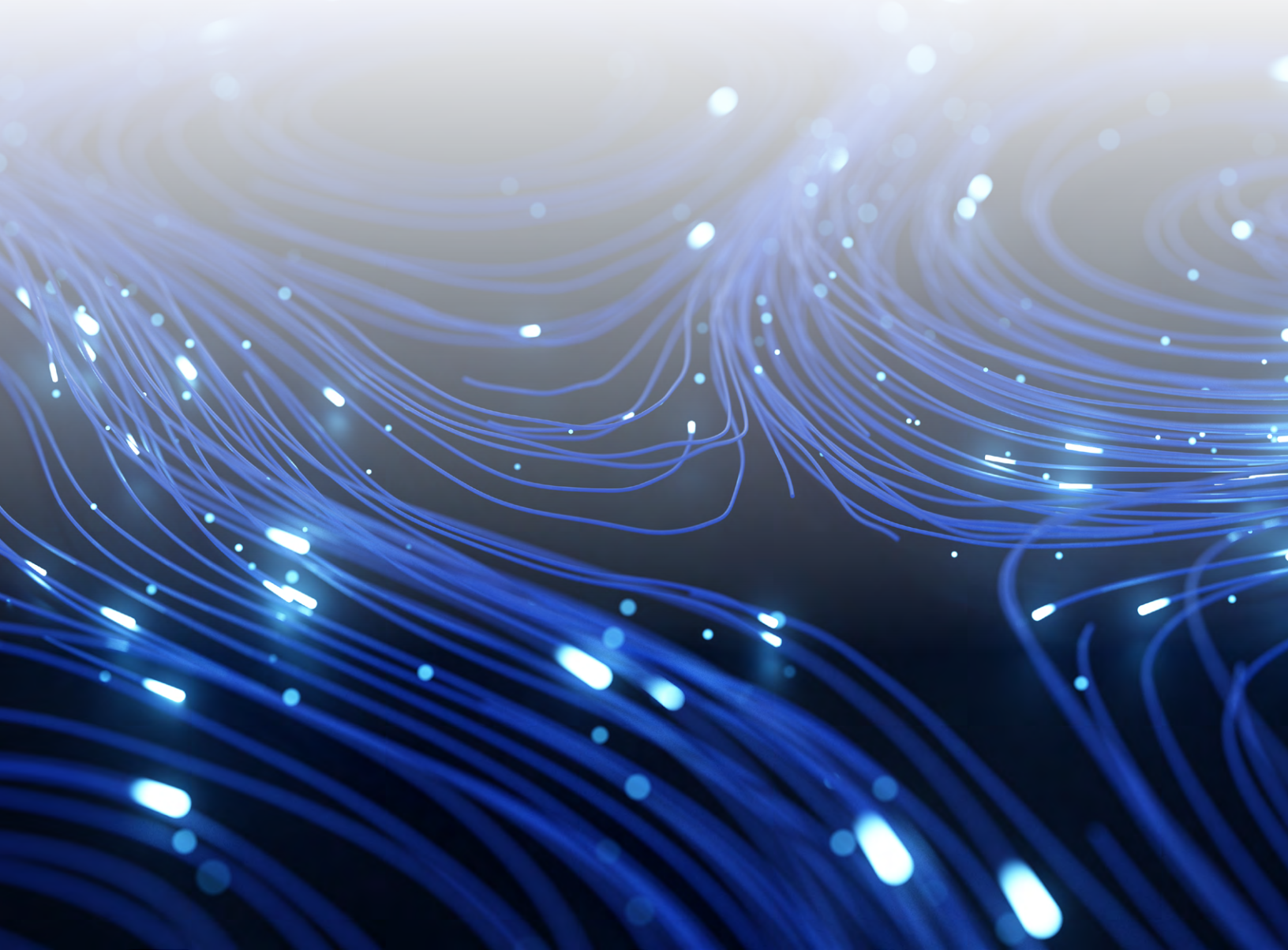REGION FOCUS: WORLDWIDE

The Business Value of Migrating and Modernizing to Microsoft Azure

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Executive Summary

Digital transformation is a priority for enterprises looking to increase business agility by automating operations, delivering rich customer experiences, and launching new products and services. Today, building and sustaining a competitive advantage is linked not to size or strength but to the ability to change — to move quickly, adapt, and seize opportunities.

To be successful, organizations need to modernize the applications that their business depends on. The process replaces older technology stacks with cloud-native ones, which enable applications to be more scalable, fault-tolerant, and secure than their traditional counterparts.

IDC assessed the impact of using Microsoft Azure as a platform for cloud migration and application modernization by conducting in-depth interviews with Microsoft customers about their experiences. Study participants reported that Microsoft Azure has provided an agile, high-performing, and efficient cloud platform for many of their most important applications and services.

IDC's research demonstrates that interviewed Microsoft customers are realizing significant value by migrating to and modernizing on the Microsoft Azure platform worth an annual average of $30.31 million per organization ($545,400 per 100 users) by:

- **Reducing infrastructure costs for running these workloads** by avoiding the need to overprovision infrastructure capacity, establishing hybrid environments, optimizing licensing costs, and taking advantage of cost-effective access to new technologies

- **Enabling IT infrastructure and security teams** by automating many day-to-day responsibilities and minimizing work associated with infrastructure silos

- **Empowering innovation** through flexible access to IT resources that drive increased agility and more impactful development activities

- **Providing a secure, reliable, and high-performing platform** to deliver the best possible user experience for employees and customers

- **Increasing revenue** by establishing and maintaining competitive differentiation through scalability, performance, data analytics, time to market, and user experience

Business Value Highlights

Click each highlight below to navigate to related content within this document.

391%
three-year return on investment (ROI)

10 months
to payback

37%
lower three-year cost of operations

16%
lower infrastructure costs

53%
more efficient IT infrastructure teams

87%
faster deployment of IT resources

46%
higher developer productivity

86%
less unplanned downtime

$139 million
higher revenue per year per organization