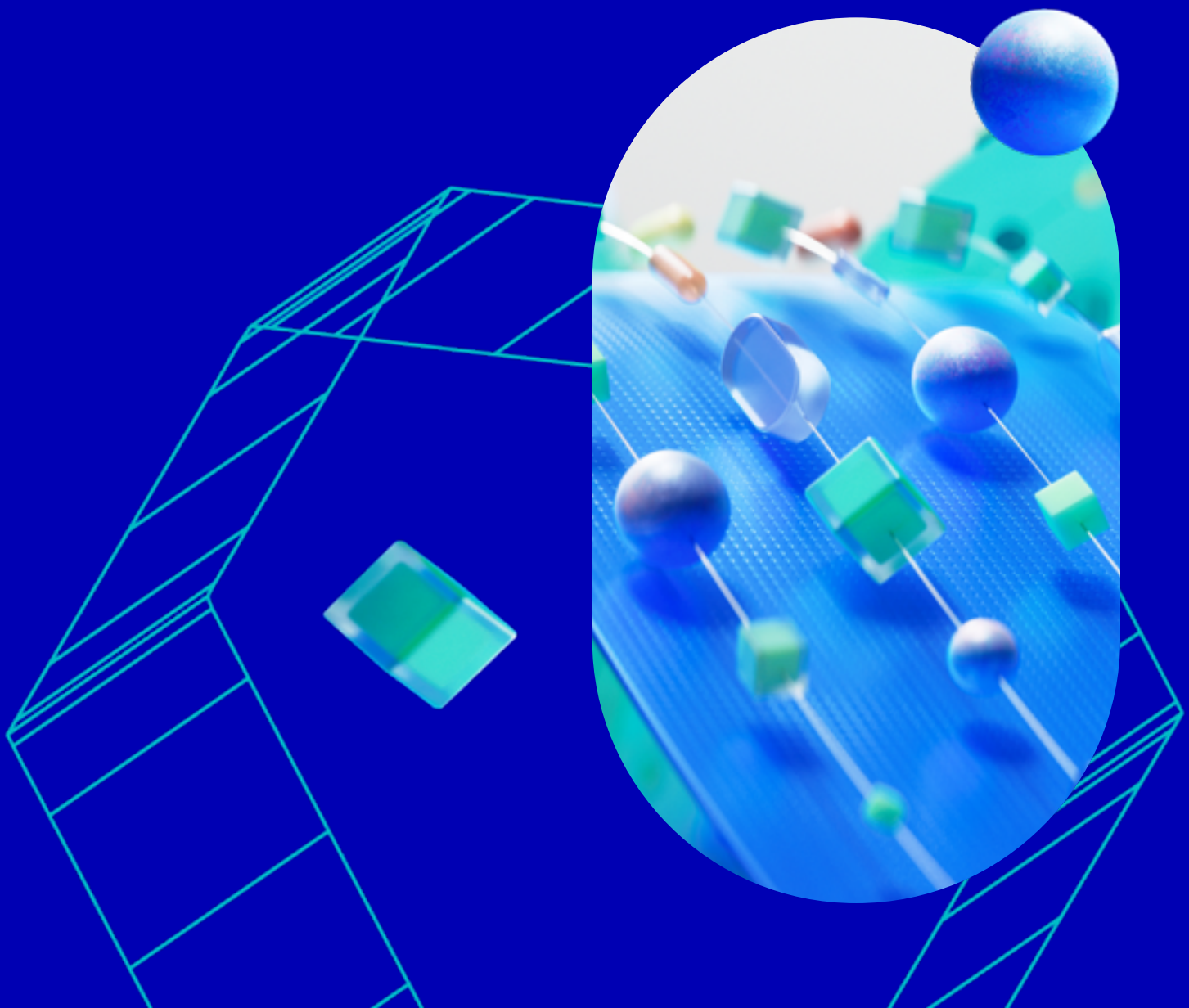
Microsoft Azure

AMD

# Simplify Data Management, Strengthen Your Business

A practical guide to connecting and using your data across Azure



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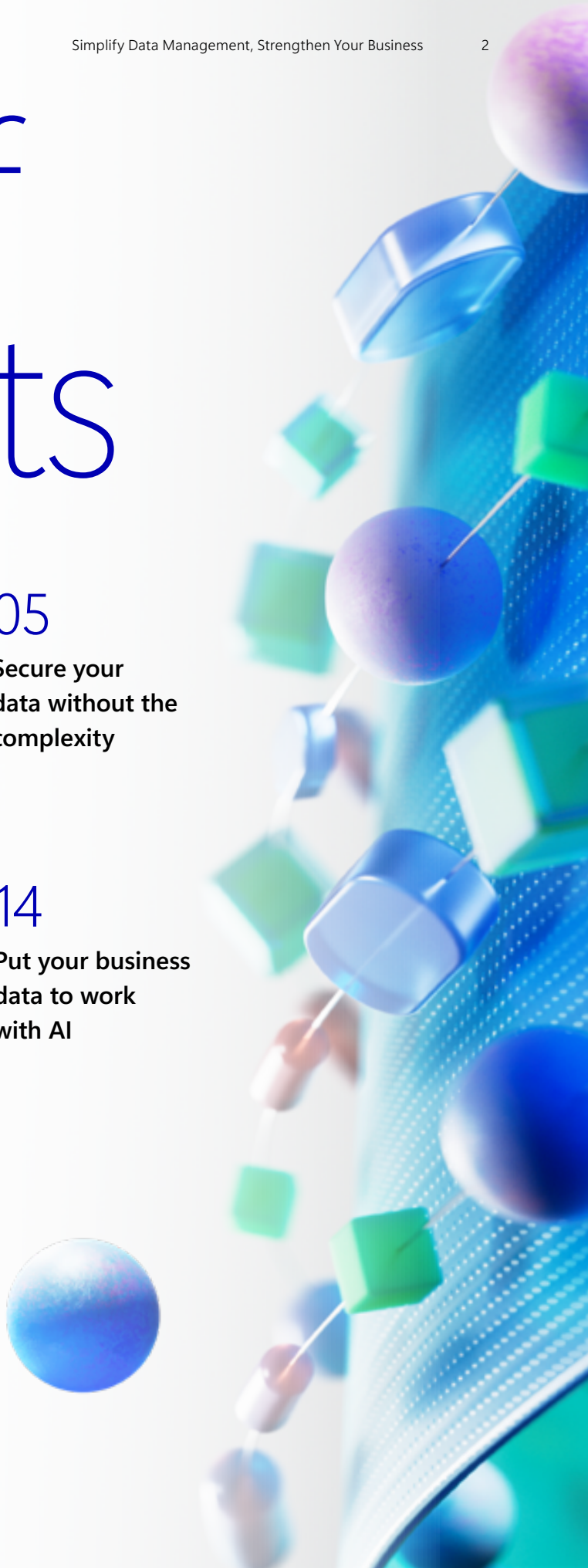
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# Simplify how your business runs on data

Your databases support more of your business than you may realise. They sit behind transactions, applications, reporting and day-to-day operations, helping everything run as expected.

As your business grows, so does the number of systems that depend on data. Yet most businesses don't think about their databases until something slows down or breaks. If you run a mix of databases as many businesses do, such as using SQL Server for core workloads, and PostgreSQL, MySQL or NoSQL for web and customer-facing apps, you're patching, running backups, monitoring, troubleshooting and securing access control for each one to keep systems healthy and secure.

## What this guide helps you do

- ✓ Identify where disconnected data and manual processes are limiting growth.
- ✓ Choose the right data services for your needs – without adding complexity or lock-in.
- ✓ Connect and use your data across systems in a way you can manage day to day.
- ✓ Take practical steps toward analytics and AI using the tools and skills you already have – and Azure databases.

For growing businesses with limited IT resources, those everyday database decisions become part of the cost of moving the business forward.

Azure helps simplify that picture. Its managed database services build in core operational requirements such as backups, updates, availability and baseline security. These services run on high-performance infrastructure, including AMD EPYC™ processors, providing a trusted foundation for growth. Shared platform capabilities for identity, monitoring and cost management help you manage services more consistently across your environment, even as your data supports transactional systems, analytics and AI.

This continuity gives you a simpler way to build business capabilities without adding IT complexity. You can use the right database for each workload while keeping operations more consistent. Your data then turns into faster decisions, better customer experiences and automated processes that drive revenue growth as the businesses profiled in this guide show.

This guide focuses on a practical idea: build capability without adding complexity. It shows how Azure helps you simplify database operations, use data more effectively and adopt analytics and AI in manageable steps.

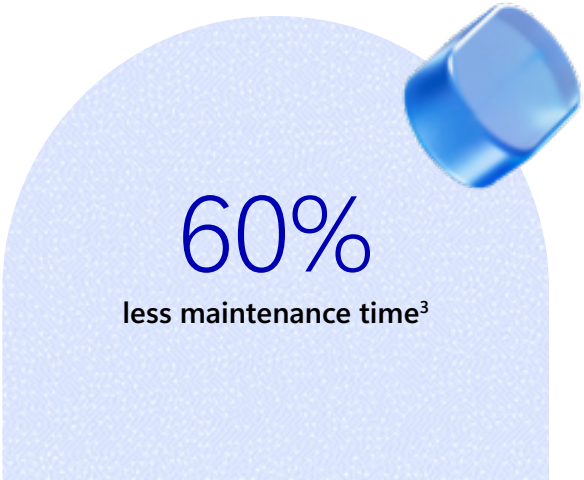
# Spend less time managing databases

**Keep routine database work contained, so you can focus on improving systems instead of constantly maintaining them.**

In smaller teams, database work rarely stays contained. Routine tasks such as patching, backups, performance monitoring, access management and scaling can spill into everything else you need to get done.

With Azure managed database services, you can rely on the platform to help keep systems current, secure and available with less ongoing manual intervention. This approach can reduce time spent on database maintenance by up to 60%.[2]

As your business grows, managed services help keep your database environment stable and predictable, so routine maintenance is less likely to disrupt your priorities. You have more room to plan improvements, strengthen reporting and support better customer and business outcomes instead of reacting to day-to-day operational demands.




## Built-in management across all your databases

Managed services help contain routine operational work, so you can stay focused on what comes next.

→ **Use different databases without the overhead.**

You can choose the right database for each job while keeping operations simple and consistent. Backups, patching, updates and failover are built into Azure databases.

→ **Respond to demand without constant rework.**

Databases can scale with usage, so growth or spikes in traffic don't automatically create more administrative work.

→ **Meet location and compliance needs more predictably.**

Regional deployment options help support data residency requirements within the same Azure management and governance framework.



# Secure your data without the complexity

**Protect your data with built-in security and governance that reduce manual effort and keep protections consistent across your data platforms.**

Security is always part of the job, whether you have dedicated time or staff. Data must be protected across databases, analytics, AI workloads and shared storage. When access rules, monitoring or policies vary by system, the same work gets repeated and audits become harder than they need to be.

Azure reduces that friction. Azure databases are designed as a secure cloud database platform with built-in security, compliance and high availability. Azure provides encryption, network isolation, identity integration and continuous monitoring by default, helping your business run mission-critical cloud database services with confidence. That consistency matters because security complements governance – making sure access, usage and policy controls stay aligned as your data moves across systems.

Governance means applying consistent rules so the right people can work with your data and sensitive information stays controlled. In Azure, those controls are easier to manage across databases and connected services, helping reduce risk and effort as compliance needs grow.




Azure makes guaranteed performance, resilience, comprehensive compliance coverage and AI-enhanced security accessible to data, analytics and AI workloads.

## Built-in security and compliance for your data

A consistent set of controls for access, threat detection, encryption and monitoring is available across Azure database services, reducing set-up effort and ongoing management.

→ **Protect your data automatically.**

Data is encrypted at rest by default, and secure connections help protect data in transit, without extra set-up for most common scenarios.

→ **Manage access consistently.**

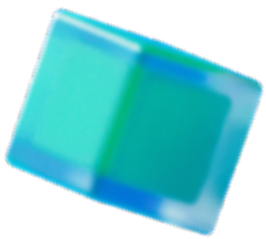
Microsoft Entra ID gives you one place to manage users, applications and permissions. You can apply policies like multifactor authentication and role-based access once, and they carry across your environment.

→ **Monitor and detect threats continuously.**

Microsoft Defender for Cloud monitors activity and flags suspicious behaviour, such as unusual access patterns, so you can respond quickly.

→ **Stay compliant as complexity grows.**

Azure supports a broad set of regulatory standards,[4] while Microsoft Purview helps you discover sensitive data, classify it and apply policies consistently across systems.



## Help protect sensitive data – even while it's in use.

Azure infrastructure powered by AMD EPYC™ processors supports confidential computing capabilities that help safeguard sensitive information while it is being processed, providing an additional layer of protection for critical workloads.



# Choose the right database for each job

**Use managed databases that fit the needs of each application, while keeping operations, security and scaling easier to manage.**

Some workloads need strong transactional reliability. Others need open-source compatibility, fast response times or room to scale. The goal is to use the one that fits the workload, without creating more work as your environment grows.

Azure provides a range of managed database services for different workloads, including those based on open source, NoSQL and SQL You can choose the database that fits each use case, including databases with built-in AI capabilities, without multiplying tools, processes and day-to-day overhead.

As your business grows, you can add new database capabilities one workload at a time without making the overall environment harder to run.



## Modernise existing workloads

Bring cloud performance to existing databases. Order processing, customer-facing web and mobile apps, line-of-business systems and other business-critical workloads keep running on the engines your team already knows, with the reliability and continuity of a managed service.




### Azure SQL Managed Instance

Get near full SQL Server compatibility in a fully managed environment. Azure SQL Managed Instance is well suited for mission-critical transactional systems that require instance-level features and for lift-and-shift migrations from SQL Server with minimal code change.



### Azure Database for PostgreSQL

Benefit from PostgreSQL extensibility and ecosystem compatibility, including common extensions and developer-led innovation. You get a fully managed, enterprise-ready environment with high availability, automated patching and flexible performance tiers, keeping the power of the open-source ecosystem with the reliability and security of an Azure managed service.




### Azure Database for MySQL

Use when your applications run on MySQL and you want a managed service experience with familiar APIs and tooling. The service offers built-in high availability, autoscale and advanced performance features. You get predictable reliability and lower transactional overhead while maintaining compatibility with the broader MySQL ecosystem.

## Build new, AI-ready workloads

Use databases with built-in AI capabilities like vector search. The latest AI use cases – customer support chatbots, product recommendations, intelligent search across your catalogue or documents and real-time personalisation in web and mobile apps – rely on databases that handle large volumes of data with consistent performance.



### Azure HorizonDB

Build new AI-ready applications on PostgreSQL with the performance and resilience those workloads require. Azure HorizonDB is the next generation PostgreSQL cloud database that gives you room to scale as data and demand grow.



### Azure Cosmos DB

Use Azure Cosmos DB to power globally distributed applications that require low-latency access, elastic scale and high availability for non-relational data models. You get predictable, sub-millisecond performance at global scale, with multi-region distribution and flexible APIs so you can build responsive applications without managing infrastructure complexity.




### Azure SQL Database

Start new cloud-native SQL applications that can grow with your business, scaling storage and compute independently as demand changes. You get fast restores, high availability and the familiar SQL experience your team already knows.

## Build apps that connect to analytics and AI

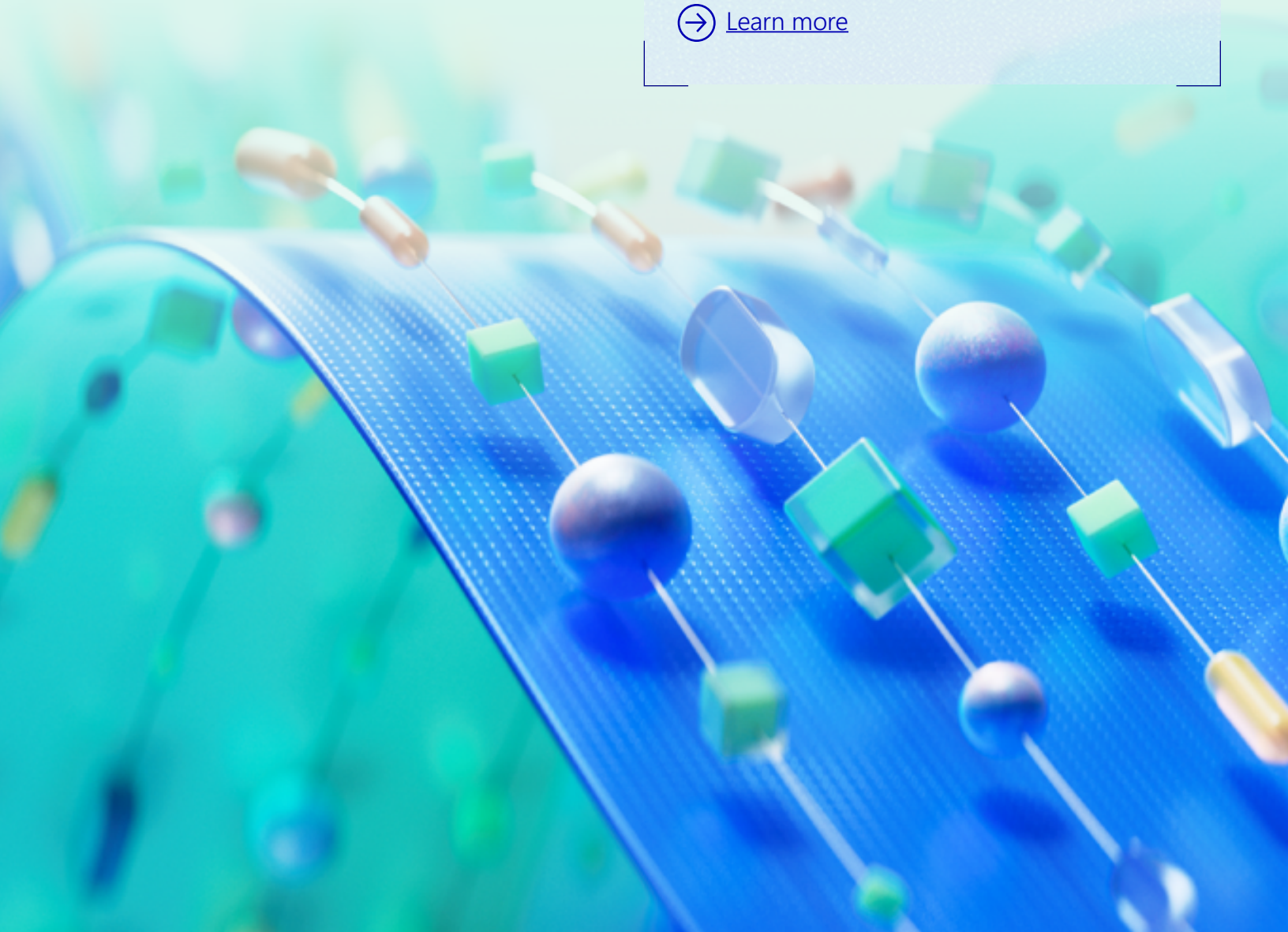
Make your data ready for analytics and AI from the start. Structured, transactional data and flexible, globally scalable data come together in a single platform with Microsoft Fabric. You can connect trusted, near real-time data from Azure SQL Database, Azure Cosmos DB, Azure Database for PostgreSQL and other sources to analytics, applications, AI models and Real-Time Intelligence.

AMD

### Under the hood

Select Azure database and infrastructure offerings run on Azure infrastructure powered by AMD EPYC™ processors, helping support performance and scalability for data-intensive workloads. Together, Azure and AMD provide a trusted foundation for growing applications while Azure continues to deliver the managed database capabilities, security and operational simplicity businesses rely on.

Learn more



Writesonic

## Increasing enterprise revenue tenfold

As AI marketing and SEO platform Writesonic grew in popularity, so did service outages and instability. The company moved to Azure, adopting Azure Database for PostgreSQL and Microsoft Foundry to dramatically improve latency, service availability and data privacy.

**10x**

**revenue increase**

"We have stability, reliability and data privacy with Azure – all the elements that allow us to move faster and make sure we are giving the latest and best to our customers."

Samanyou 'Sam' Garg
Founder and CEO, Writesonic

Read the full story

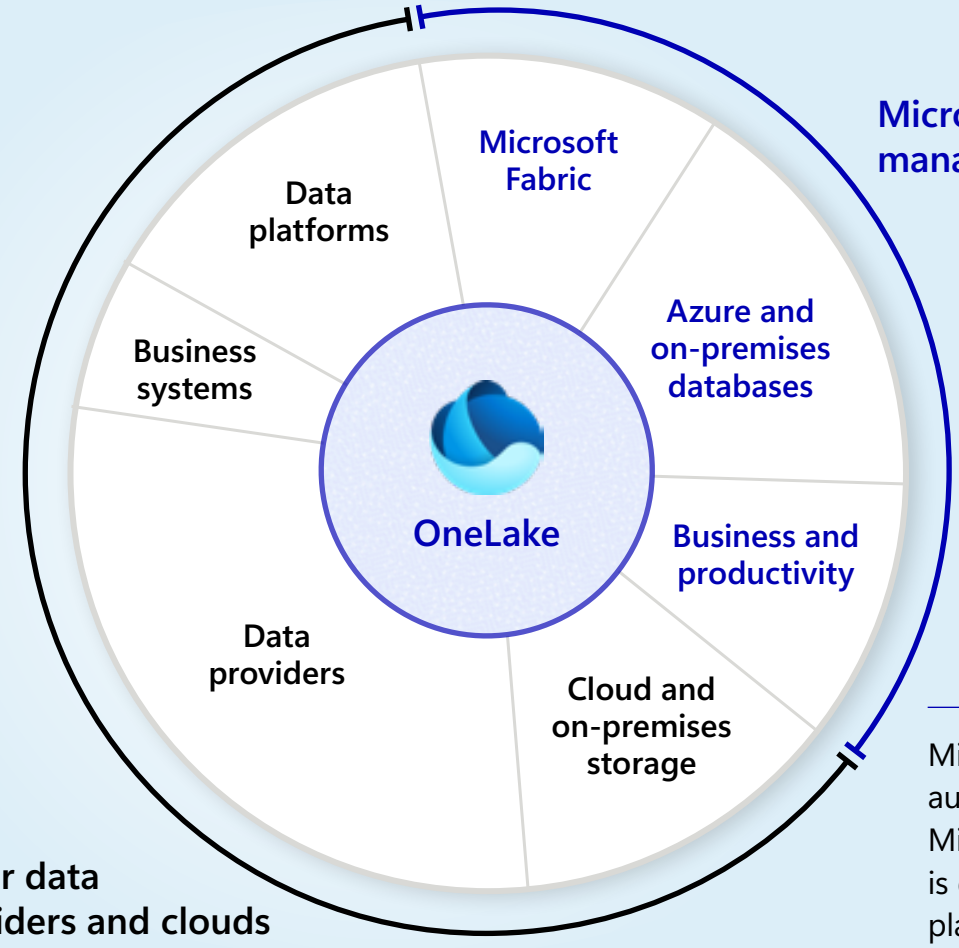


# Turn your data into better decisions

**Bring your data together in one place so you act on it – without managing duplicate data or separate systems.**

As your business grows, data spreads across spreadsheets, databases, applications and SaaS tools. Each system holds part of the picture. Reporting often means exporting data, combining it manually or maintaining separate copies. Those steps take time. They can introduce inconsistencies and make it harder to trust the results.

Microsoft Fabric provides a single place to work with your business data. OneLake, Fabric's single, unified, logical data lake, connects directly to your databases and brings data together into a shared layer that stays current as your business runs. Instead of exporting data or rebuilding pipelines, you work from the same underlying data across reporting and analysis.




Microsoft OneLake comes automatically with every Microsoft Fabric tenant and is designed to be the single place for all your data.

## One place for all your data

OneLake provides one copy of data for use with multiple analytical engines. Reporting reflects what's happening now rather than the last scheduled refresh.

## From data to reliable insights

Copilot in Fabric turns simple prompts into reports, dashboards and insights, making data analysis easier and more accessible.

## Real-time actions

Instead of tracking results, you can use Fabric's Real-Time Intelligence to query data, generate live dashboards and trigger alerts for immediate action.

## Efficient cost management

Fabric's single platform approach helps simplify billing. Instead of multiple invoices for different services, you have one billing unit of capacity and storage that you can adjust as needed.



GRUPPO multicedi

## Modernising data management in large-scale retail

A leading retail operator in Italy, Multicedi ran a sprawling data environment that began to slow reporting and caused product and sales delays. The company replaced its fragmented processes with a modern Azure architecture. Data stored in SQL Database in Microsoft Fabric supports near real-time analytics across the store network, improving overall data reliability while building a scalable foundation for advanced analytics and AI.

3×

**faster data preparation**

"With a unified data platform, we can now analyse large volumes of data more quickly and intuitively, leveraging AI to support everyday business decisions."

Livio De Prisco
CTO, Multicedi

Read the full story

Learn more about Microsoft Fabric

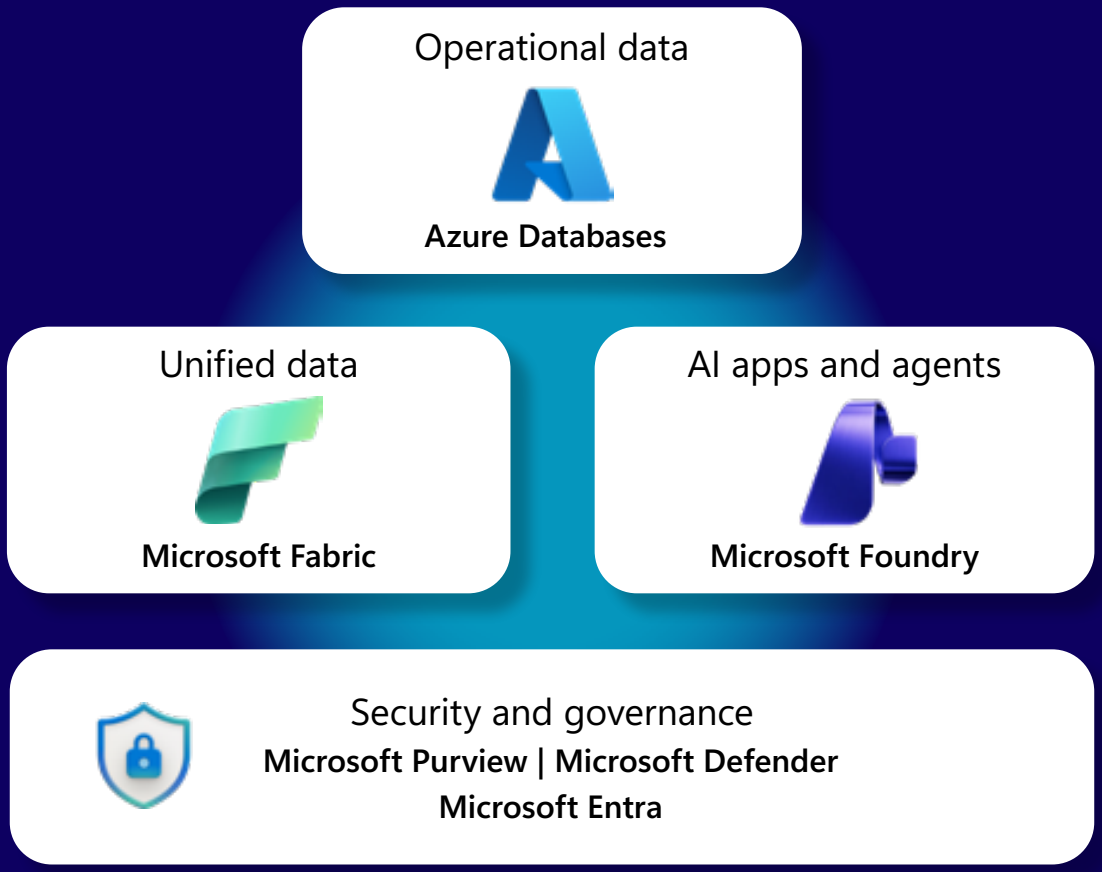
# Put your business data to work with AI

**Use your own data to support practical AI scenarios – automating routine tasks, improving decisions and reducing manual work.**

AI becomes useful when it's grounded in your business data: your customers, transactions, products and operations. Without that connection, results stay generic and disconnected from how your business actually runs.

On Azure, you can use your business data to power practical AI scenarios without adding integration work. Your databases store operational data, Microsoft Fabric brings it together and Microsoft Foundry gives you a managed environment for building, testing and deploying AI solutions based on that data.






## Your data lives in a managed database.

Operational data is stored in services such as Azure SQL or Cosmos DB, with built-in support for AI capabilities like vector data.

## Data is brought together in Fabric.

Fabric connects to your databases and creates a shared data layer for reporting, business insights and the business context to power AI.

## Microsoft Foundry uses your unified data to ground AI solutions.

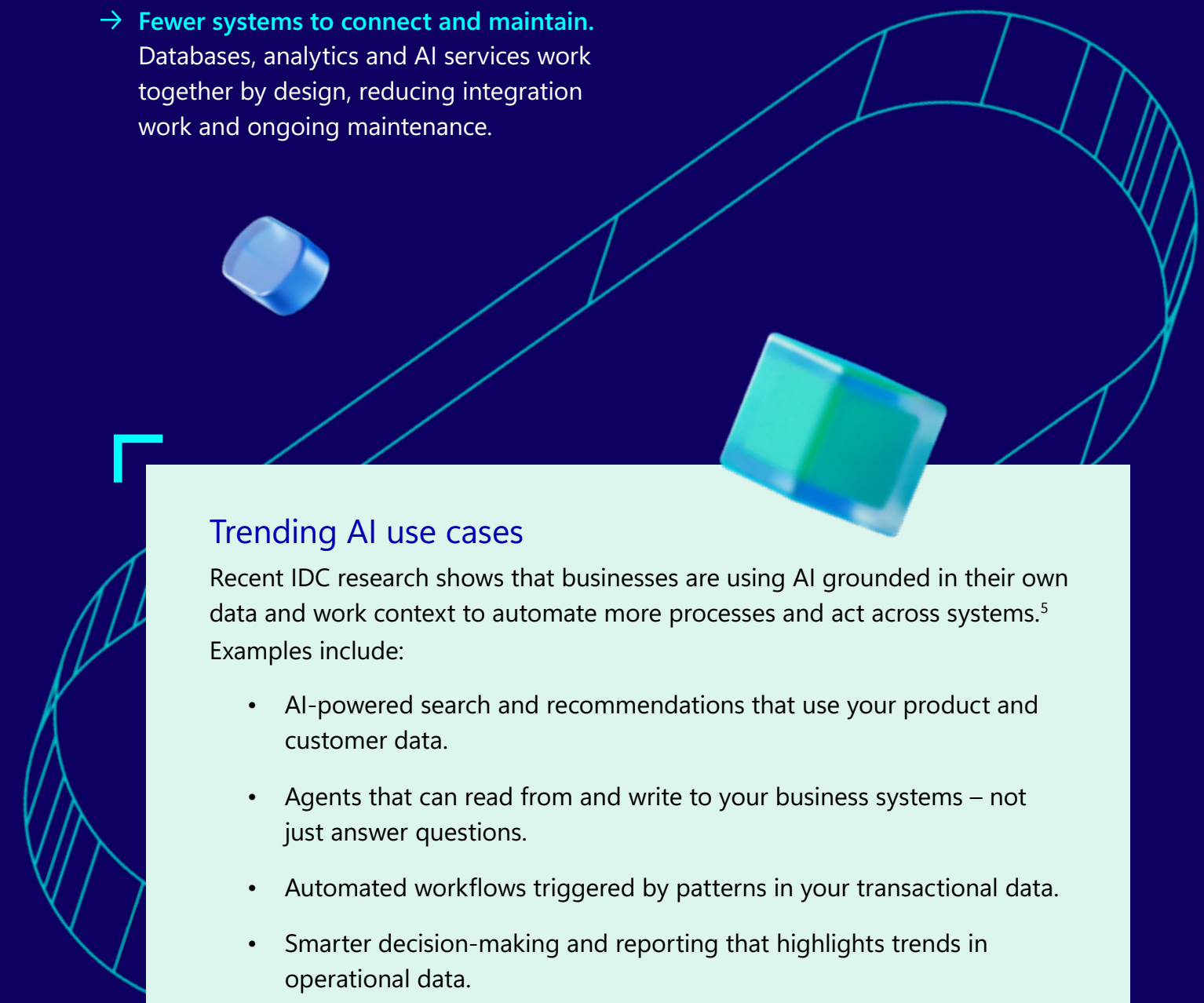
Foundry provides a managed environment to build, test and deploy AI solutions grounded in your business data.

## Security and governance at every layer.

Throughout the lifecycle, Azure security and governance controls enforce enterprise-grade protections for identity, access, compliance and monitoring.

## Making AI a practical tool for improving business

- → **Less set-up before you get results.** Managed services remove the need to build and maintain separate infrastructure for databases, analytics and AI.
- → **Fewer systems to connect and maintain.** Databases, analytics and AI services work together by design, reducing integration work and ongoing maintenance.
- → **Expanded scale without reworking your foundation.** You can add new AI scenarios over time using the same data, without rebuilding pipelines or duplicating data across systems.



## Trending AI use cases

Recent IDC research shows that businesses are using AI grounded in their own data and work context to automate more processes and act across systems.[5] Examples include:

- AI-powered search and recommendations that use your product and customer data.
- Agents that can read from and write to your business systems – not just answer questions.
- Automated workflows triggered by patterns in your transactional data.
- Smarter decision-making and reporting that highlights trends in operational data.

# Take the first steps

**Start with a focused, low-risk step that improves a real part of your business, then build from there.**

The best starting point is a specific problem that's worth fixing now. You can validate results early and expand based on what works.

Here are some ideas.

### High-impact moves

- ✓ Move one database to a managed service to reduce maintenance.
- ✓ Connect key data sources to improve a report or dashboard.
- ✓ Apply AI to automate a routine task.

### Small, useful moves

Choose a step that delivers value on its own while setting up what comes next:

- ✓ Migrate a single workload instead of the entire environment.
- ✓ Improve one reporting process rather than rebuilding analytics end to end.
- ✓ Pilot an AI use case tied to a practical function, such as customer support or reporting.

### Low-risk moves

Use approaches that limit disruption and let you adjust as you go:

- ✓ Start incrementally, moving and modernising in phases.
- ✓ Use managed services instead of configuring everything yourself.
- ✓ Work with a partner for planning and implementation guidance.



# Recommended resources

Start where the business impact is clearest. Whether the priority is reducing database maintenance, improving reporting or preparing data for AI, Azure services, offerings and partners can help you take the next step with confidence.

## Find a partner

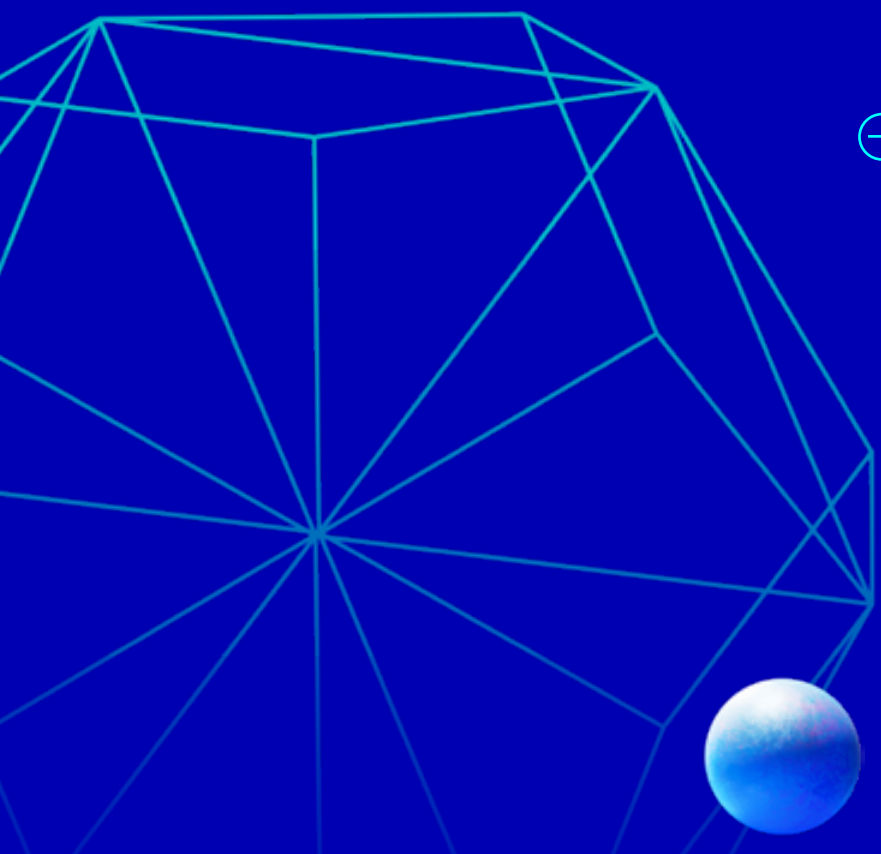
Get expert help planning, migrating, and managing your databases on Azure

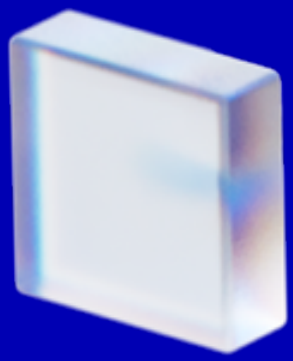
## Explore Frontier Accelerate for Databases

Get end-to-end guidance, connect with experts and see whether you qualify for zero-cost deployment support

## Get started with Azure

Explore Azure database services, compare options and review pricing





[1] McAfee, Nathan. Analyzing the Economic Benefits of Azure SQL Managed Instance. Enterprise Strategy Group. March 2025.

[2] McAfee, Nathan. Analyzing the Economic Benefits of Azure SQL Managed Instance. Enterprise Strategy Group. March 2025.

[3] McAfee, Nathan. Analyzing the Economic Benefits of Azure SQL Managed Instance. Enterprise Strategy Group. March 2025.

[4] For details, see Azure compliance documentation.

[5] IDC Futurescape 2026.

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