





# The Total Economic Impact™ Of Microsoft Azure IaaS

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Through six customer interviews and data aggregation, Forrester concluded that Microsoft Azure Infrastructure-as-a-Service (IaaS) has the following five-year financial impact.

## CHALLENGES SOLVED BY MICROSOFT AZURE IAAS

-  IT costs continuously growing
-  Limited ability to scale infrastructure
-  Global expansion complexity
-  High process costs

**435%**  
ROI

**\$22.4M**  
NPV

**\$27.6M**  
TOTAL  
BENEFITS

## MICROSOFT AZURE IAAS BY THE NUMBERS

**73%**

Reduction in data center footprint and costs


**83%**


Reduction in IT outsourcing costs

“When someone says, ‘We need another 100 gigs,’ we can just add it.”

*Manager of web technologies, sporting goods manufacturer*



 Up to 63% increase in annual customer web sales

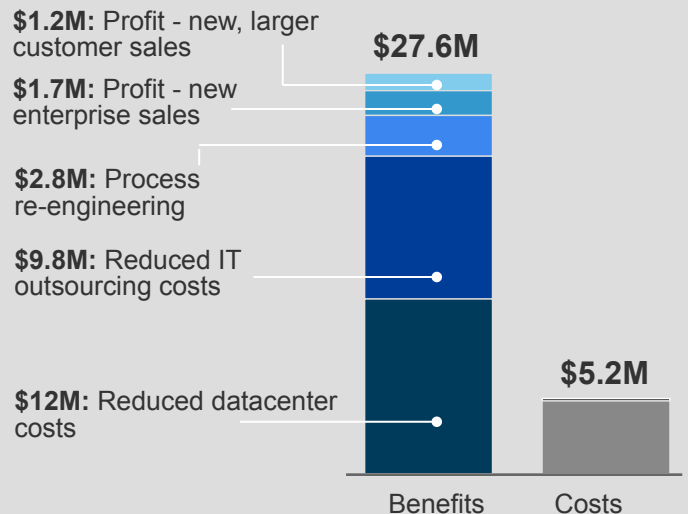
 Up to 27% increase in customer web transaction size

“I could never build a service infrastructure as fast as Azure can.”

*VP of product development, US services and hosting firm*



## FINANCIAL SUMMARY (5-YEAR)



Read the full study

This document is an abridged version of a case study commissioned by Microsoft titled: The Total Economic Impact Of Microsoft Azure IaaS, June 2017.

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