

Microsoft SQL Server 2014 and Azure can help organisations reduce management and resource costs, enhance security, drive incremental revenue from improved performance and reliability of systems, and improve IT and end-user productivity. A recent [Forrester Study](#) looked at over 50 customer migration projects and found that a typical customer would see a ROI of 113% with a payback period of less than 10 months through implementing a Data Platform Modernisation project based on SQL Server 2014.

## Enhance Productivity and Customer Experience

- 20% Improvement in User productivity
- 25% increase in profitability from enhanced customer experience
- 15% reduction in customer churn.

## Increase Security

- Move to Common Criteria certified platform with lowest reported vulnerabilities
- Encrypt data at rest or through complete access lifecycle.
- Apply fine grained permissions to reduce data vulnerability
- Mitigate risk of privileged or 3<sup>rd</sup> party user accounts.

## Reduce Cost

- Reduce operational, management and security costs by average of 20%
- Fully automate database deployment via 'database as a service'
- Improve DBA and database developer productivity and config. management
- Extend your datacentre into the public cloud to increase capacity and lower costs.

### Relevant Issues:

- Are you facing repeated complaints from customers and/or internal users about poor application performance?
- Do your reports and business intelligence queries take too long to refresh or run?
- Is your existing storage and server infrastructure expensive to run, maintain, and operating at low levels of efficiency?
- Do you need to deliver high availability or disaster recovery but have no current secondary site?
- Are you struggling to maintain and patch the variety of database versions currently in operation?
- Is application development slowed through difficulty in creating and configuring test and development environments?
- Are your database developers struggling to co-ordinate development across large or geographically dispersed teams.

### Most value with:

- SQL Server customers with large installed base of SQL Server prior to and including SQL Server 2008 R2
- SQL Server customers with legacy non SQL Server database platform estates.

### Case Studies

- [TPP - Clinical Software Easily Supports Thousands of New Users and Helps Doctors Save Lives](#)
- [Bwin.party - Gaming Site Can Scale to 250,000 Requests Per Second and Improve Player Experience](#)
- [BMW - Global Premium Automaker Ensures High Availability and Improves Disaster Recovery Capabilities](#)
- [Blinkbox - Movie Streaming Business Uses Cloud Service to Save Millions of Dollars, Scale Quickly](#)

### Resources:

- [SQL Server 2005 End of Support Information](#)
- [Gartner Magic Quadrant – Operational databases](#)
- [Data Platform Modernisation Events](#)

### Interested Customer Roles

- IT Manager, Data Architect, BUIT/Developer; Central IT

### Microsoft Positioned as a Leader in Gartner Magic Quadrant for Operational Database Management Systems



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### Least vulnerable database 5 years in a row (Vulnerabilities 2009-2013\*)

