



Get to know the Microsoft Azure Platform  
—  
and its potential for your business



Azure is Microsoft's cloud platform. It is used to create, host, and scale web applications through Microsoft data centers. Thus, MS Azure offers so-called Microsoft Online Services – a suite of online applications running as services (without installation) that enable data exchange, sharing, online communication (online conferencing), etc., all based on the cloud. All of these applications and services are divided into three brands: Microsoft Azure (originally marketed as Windows Azure), SQL Azure and AppFabric.



Find out how Microsoft  
Azure operates?

<https://youtu.be/KXkBZCe699A>





Microsoft Azure Platform is an application platform that uses Microsoft's cloud and data centers to host and run applications. It includes a separate operating system the Microsoft Azure which serves as a so-called run-time system (it runs various applications, software, etc.) and offers a variety of services that enable the management, development and hosting of applications online – in the cloud.



## Microsoft Azure contains three main parts:

- **COMPUTING PART** – deals with the operation and operation of applications
- **STORAGE** – provides online storage of applications and various data
- **STRUCTURAL PART** – provides fast and reliable connection to the Internet and Microsoft datacenters, the structural part includes both the computing part and the storage

*GEM System is a Microsoft Gold Partner and is part of Microsoft's program to support Microsoft partners who sell the best and key solutions in the IT market ever. At the same time, GEM System is at the Assisted Growth level and in the group of the best IT market players globally.*

Gold  
**Microsoft Partner**



## Meet any challenge with Azure, your cloud partner

### — CREATE A UNIQUE CLOUD STRATEGY

Achieve short and long term goals using a proven transition architecture to cloud designed to help you create and align your business and technical strategy.

### — FASTER INNOVATION AND DELIVERY

Support the creativity of developers and accelerate the launch of your solutions and services. Remove obstacles and increase developer velocity.

### — SECURITY IMPROVEMENTS

Help to protect corporate assets and data from evolving threats with integrated multi-layered security and intelligent protection from the threats.

### — SAVINGS THROUGH COST OPTIMISATION

Get more value from Azure with tools, offers and guidance that make it easier to optimise your operational costs. At the same time you'll be able to predict them, optimize subtask costs, and manage expenses using sound cloud management principles.

### — MIGRATION WITHOUT FEAR

Get free information resources, tools and expert help with your server migration, applications, databases, and other tasks to Azure.

### — MORE DETAILED REPORTS ON YOUR DATA

Transform your data into real-time reports using highly secure, enterprise-grade analytics. And share data across your organization using dashboards and visualizations.



INTEGRATION AND  
DEVELOPMENT



BUSINESS  
INTELLIGENCE



SECURITY



ADMINISTRATION  
AND SUPPORT

## SCALE AS NEEDED AND ONLY PAY FOR WHAT YOU USE

The flexibility of Microsoft Azure is that you pay for services in ongoing payments and can quickly scale up or down as needed. You simply pay only for what you use. With per-minute billing and a commitment to match competitor pricing

on popular infrastructure services like compute, storage and bandwidth, you always get great value for money.



## DATA PROTECTION

We know that some organisations are still cautious about the cloud. Microsoft has made a commitment to adhere to strict EU data protection laws, and with industry-leading protection and privacy of your data, it is the first cloud provider to be recognized by the European Union's data

protection authorities. Microsoft was also the first major cloud provider to adopt the new ISO 27018 international standard on cloud privacy. They also launched Azure Government, a standalone version of Azure designed to meet the stringent requirements of the US government.



## RUN YOUR APPS ANYWHERE

The Azure cloud service runs in a global network of Microsoft-managed datacenters in +30 regions and are simultaneously in more countries and territories than Amazon

Web Services and Google Cloud together. This fast-growing global footprint gives you many options for running applications and guaranteeing superior customer performance.



## What does Microsoft Azure enable?

*In Microsoft Azure, you can, among other things, create and configure your own servers and install your own applications on them just like you would in any other data center. However, unlike other datacenters Microsoft Azure brings additional benefits:*

- Within Azure, you can buy individual services directly without having to create and manage the HW on which they run.
- The MS Azure service differs significantly from local datacentres, especially with a completely different and several levels higher security. All scenarios here should be verified and functional due to the high number of installations.
- Another key advantage is that you are configuring a server that is usually orders of magnitude weaker in performance than is required in a standard local datacenter. In fact, Azure allows to set up automatic processes to increase performance or disk capacity when, for example, 90% performance is reached. Subsequently, after the peak drops, the process itself will remove the performance again. If some applications do not require running 24/7, it is

possible to servers can be shut down and started only when they are in use. This system brings you to an attractive and interesting model, where you pay transparently only for what you use, and not for the unused power of infrastructure oversized to handle the highest performance peaks.





## Azure is global. Azure is local.

Create extraordinary environments for all your customers, whether they are local or on the other side of the world. With datacenters in multiple global regions, the most comprehensive compliance portfolio of any cloud providers, and a strong commitment to sustainability, you don't have to create solutions and services for your clients in Azure and choose between quantity and quality.



## Pay less with Azure

Take advantage of unique savings programs and find out why AWS is up to 5 times more expensive than Azure for Windows Server and SQL Server.



## Transforming your business using Azure industry solutions

### PRODUCTION

Increase operational efficiency, reduce costs and create new business opportunities.

### RETAIL SALES

Customize the environment for customers, provide support employees and optimize your supply chain.

### STATE GOVERNMENT

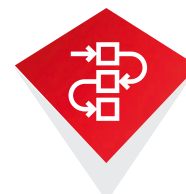
Provide highly secure remote voter access and strengthen cooperation between authorities.

### HEALTHCARE AND MEDICAL TECHNOLOGY

Improve patient engagement, improve collaboration healthcare teams and gain better insight into data.

### FINANCIAL SERVICES

Provide differentiated environments, modernize financial systems and optimise risk management.



## MS Azure tools group (most common variants and their usage)

### COMPUTE SERVICE

*Represents access to cloud computing capacity and scaling on demand and on a pay-for-resource-only basis, that you actually use and need:*

- VIRTUAL MACHINES SERVICE / Setting up virtual machines with Windows or Linux in seconds
- VIRTUAL MACHINE SCALE SETS / Administration and vertical capacity increase of up to thousands of virtual machines with Linux and Windows
- AZURE KUBERNETES SERVICE (AKS) / Simplify deployment, management and operation of Kubernetes
- AZURE SPRING CLOUD / Fully managed Spring Cloud service, created and operated together with VMware
- APP SERVICE / Fast creation of powerful cloud applications for web and mobile environments
- AZURE FUNCTIONS / Event processing with serverless code
- AZURE DEDICATED HOST / Dedicated physical server for hosting your Azure VMs for Windows and Linux
- BATCH / Scale job scheduling and compute management to the cloud
- SQL SERVER ON VIRTUAL COMPUTERS / Hosting SQL Server business applications in the cloud

### CONTAINERS

*They enable faster development and management of containerized applications with integrated tools by:*

- AZURE KUBERNETES SERVICE (AKS) / Simplify deployment, management and operation of Kubernetes
- CONTAINER INSTANCES / Easy containers launching in Azure without managing servers
- SERVICE FABRIC / Microservices development and container orchestration in Windows or Linux
- CONTAINER REGISTRY / Storage and manage container images across all types of Azure deployments
- WEB APP FOR CONTAINERS / Easy deployment and launching of containerized web applications that scale to meet the needs of your business
- AZURE FUNCTIONS / Event processing with serverless code
- AZURE RED HAT OPENSIFT / Fully managed OpenShift service operated together with Red Hat

### DATABASE

*Supporting rapid development and faster innovation using secure and fully managed enterprise-level database services:*

- AZURE SQL / Managed and always up-to-date SQL instance in the cloud
- AZURE COSMOS DB / Fast NoSQL database with open APIs for arbitrary scaling
- AZURE SQL DATABASE / Managed intelligent SQL service in the cloud
- AZURE DATABASE FOR POSTGRESQL / Fully managed, intelligent and scalable PostgreSQL
- MANAGED AZURE SQL INSTANCE / Managed and always up-to-date SQL instance in the cloud
- AZURE DATABASE FOR MYSQL / Fully managed and scalable MySQL Database service
- SQL SERVER ON VIRTUAL COMPUTERS / Hosting SQL Server business applications in the cloud
- AZURE CACHE FOR REDIS / Accelerate applications with high throughput and low caching latency
- AZURE DATABASE MIGRATION SERVICE / Simplification of the migration of local databases to the cloud

## DEVOPS

*Simple and reliable continuous delivery tools enable faster innovation:*

- AZURE DEVOPS / Team-based services for sharing code, tracking work and shipping software
- AZURE PIPELINES / Continuously build, test and deploy to any platform and cloud
- AZURE BOARDS / Plan, monitor and discuss your work across your teams
- AZURE REPOS / Get unlimited private Git repositories hosted in the cloud for your project
- AZURE ARTIFACTS / Create, host and share packages with your team
- AZURE TEST PLANS / Test and deliver with confidence using a suite of manual and exploratory testing tools
- AZURE DEVTEST LABS / fast creation of environment with reusable templates and artifacts
- DEVOPS TOOL INTEGRATION / Using popular DevOps tools in Azure
- AZURE MONITOR / Complete overview of applications, infrastructure and network

## IDENTITY

*Management of user identities and access to protect against advanced threats across devices, data, applications and infrastructure:*

- AZURE ACTIVE DIRECTORY / Synchronization of local directories and enabling single sign-on
- EXTERNAL IDENTITY AZURE ACTIVE DIRECTORY / Management of customer identities and access in the cloud
- AZURE ACTIVE DIRECTORY DOMAIN SERVICES / Connecting Azure VMs to domains without domain controllers
- AZURE INFORMATION PROTECTION / Better protection of sensitive information – anytime, anywhere

## INTEGRATION

*Seamless integration of local and cloud applications, data and processes within the company:*

- AZURE LOGIC APPS / Automation of data access and use in the cloud without writing code
- SERVICE BUS / Connection to private and public cloud environments
- API MANAGEMENT / Secure and scalable publishing API for developers, partners and employees
- EVENT GRID / Reliable delivery of events on a large scale

## INTERNET OF THINGS (IOT)

*Deploying IoT on any device and any platform without changing the infrastructure:*

- AZURE IOT HUB / Connect, monitor and manage billions of IoT resources
- AZURE IOT EDGE / Extension of intelligent cloud functions and analyzes to border devices
- AZURE IOT CENTRAL / Accelerated creation of IoT solutions
- AZURE IOT ACCELERATORS / Creating fully customizable solutions with templates for common IoT scenarios
- AZURE SPHERE / Secure connection of silicon MCU devices to the cloud
- AZURE DIGITAL TWINS / Building next-generation IoT space intelligence solutions
- AZURE TIME SERIES INSIGHTS / Investigation and analysis of time series data from IoT devices
- AZURE RTOS / Facilitate connectivity and development capabilities for integrated IoT devices
- AZURE MACHINE LEARNING / Accessible AI for all thanks to comprehensive, scalable and a trusted platform for managing experiments and models

## MIGRATION

*Simplifying and accelerating your migration to the cloud with guidance, tools and resources:*

- AZURE MIGRATE / Easily discovering, evaluating, right-sizing and migrating on-premises VMs to Azure
- AZURE SITE RECOVERY / Ensuring business operations using an integrated disaster recovery service
- AZURE DATABASE MIGRATION SERVICE / Simplifying the migration of local databases to the cloud
- DATA BOX / Devices and solutions for offline data transfer to Azure
- AZURE COST MANAGEMENT AND BILLING / Managing expenses in the cloud with confidence