



## THE POWER OF BEING UNDERSTOOD

## MICROSOFT AZURE®

*A cost effective cloud platform for backup, test and development environments.*

Middle-market businesses are turning to the cloud to optimize their technology investments while addressing their business and regulatory challenges. The cloud is providing businesses with reliable, secure solutions that maintain compliance, control costs and meet shifting workload demands. The question is which cloud services offer the best solutions to meet each company's specific needs? If your specific needs include a cost-effective solution for backups or test and development environments, Microsoft Azure might be the ideal cloud solution.

### Microsoft Azure

Microsoft Azure is an open cloud platform that can help you grow your business with greater efficiency and better responsiveness to change. With Azure, you can quickly get up and running, scale up or down as needed and avoid high capital costs—paying only for what you use. Azure also works seamlessly with other Microsoft software and services, such as Windows Server®, SQL Server®, Exchange and SharePoint®; this helps you back up and keep your most important company information safe.

### Back up your data

Today, backing up data is an essential requirement for middle-market businesses. With Azure you can perform a backup by taking a virtual snapshot of your systems and files and sending them directly to Azure. This approach offers a simple, reliable cloud backup for your data and apps.

By eliminating the typical infrastructure costs associated with storage, you end up paying only for the storage you use. Plus there are no per-server or data transfer fees. In addition, you can be confident that your Azure-hosted apps receive

the same level of protection chosen by Microsoft enterprise customers, including many of the world's largest organizations.

### Test and development environments

Azure is ideal for establishing a test and development environment for your data. Instead of buying more equipment for non-mission critical and sporadic test and development purposes, you can utilize Azure to easily create a customized environment in the cloud. The "pay as you go" nature of Azure allows you to only pay for these environments when they are in use—a significant cost savings to any business. Finally, having these non-production environments in the cloud keeps them segregated from your production business systems.

### Leveraging Microsoft Azure and the RSM Cloud Portfolio

At RSM US LLP, we understand your technology challenges, and can help you leverage Azure to optimize your storage, backup, and test and development environments. Our experienced advisors can design a customized solution for your organization, helping to save money, better align resources and ultimately develop a competitive advantage.

RSM offers a diverse set of cloud services via the [RSM Cloud Portfolio](#). The RSM Cloud Portfolio and other cloud solutions like Microsoft Azure can provide the resources your company needs to manage operations without the worries associated with buying and maintaining equipment and facilities. A strong cloud strategy can provide a competitive advantage by improving performance and reliability without sacrificing security. Our experience and industry knowledge helps us to understand your needs, and we can work with you to design

the most effective cloud solution for your business, meeting your current requirements and evolving as your technology demands increase.

## Let's get started

Trying to figure out where to start with the cloud? Our cloud computing *Rapid Assessment*<sup>®</sup> methodology is a proven way to help quickly identify which cloud solutions can provide the most meaningful impact to your business.

Unlike some providers, our national reach and local resources mean that we meet personally with you, evaluate your goals and design a platform to optimize performance while minimizing risk. We understand where you are and how to help you get where you want to be—in a new comfort zone with enhanced technology resources.

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