

Ebook

# Ready, Set, Transform: Modernise your Database with Azure Data Services

**rackspace**  
technology.

 **Microsoft**



# Now is the time to modernise your databases

With the ever-increasing volumes of data companies are collecting today, most are trying to harness that data and use it to power their decision-making processes. But the fact remains that despite the rapid uptick in data collection, much of it is still improperly stored, hard to access and impossible to interpret in its raw state.

Adding to the challenge is many companies are still utilising legacy onpremises databases that come with escalating licensing fees and rising costs associated with managing and maintaining physical infrastructure. In addition, these legacy databases require that companies hire, train and retain staff with a certain level of expertise — a task that's increasingly difficult as companies face budget constraints and fallout from the great resignation.

To extract data to drive meaningful business decisions, create operational efficiencies or improve customer experiences, it first needs to be migrated to the cloud in a modern database platform.

There are numerous benefits of migrating to a modern database in the cloud, including:

- A predictable OpEx cost model
- The ability to accelerate innovation
- Agile storage and compute resources
- Streamlined data backup and disaster recovery processes
- The ability to scale as business needs change
- Secure, controlled access to data by your global teams

The sooner you migrate your data to the cloud, the sooner you can begin to capitalise on these benefits.





## The value of moving your SQL Server to Azure SQL

Most legacy databases in today's enterprises are costly to manage and ill-equipped to meet modern analytics demands. This makes integration with predictive maintenance, real-time analytics and internet of things (IoT) solutions difficult, if not impossible, to achieve.

Across every industry, you'll find companies that have made poor hardware decisions or invested in applications – both customer- and client-facing – that didn't fully serve their needs. Modernising your databases and migrating to the cloud is a sure way to differentiate your organisation from the status quo, drive efficiency and improve outcomes.

Azure SQL is a family of SQL cloud databases providing flexible options for application migration, modernisation, and development. Azure SQL allows you to have a consistent, unified experience across your entire SQL portfolio and a full range of deployment options from edge to cloud. Intelligent and secure Azure SQL database services make it easy to:

- Migrate your SQL workloads with SQL Server on Azure Virtual Machines.
- Modernise your existing applications or enjoy hybrid flexibility with Azure SQL Managed Instance.
- Support modern cloud applications with Azure SQL Database.
- Use your existing SQL skills in the cloud on the same SQL Server engine.
- Keep making the most of your current license investments.
- Learn more about saving time and money on your migration.

## Strategy: the key to database modernisation

Deciding to migrate your data to the cloud is a big step toward an innovative future. But once you've been given the green light, where do you start?

Moving databases and systems from an onpremises data centre to the cloud requires a strategy. A successful migration requires advanced planning and the commitment of dedicated resources. You must take special care to limit disruption, avoid downtime and ensure that your data remains secure throughout the migration. This is especially true in highly regulated industries like healthcare, defence and finance.

When you don't have the expertise or resources to create and execute a migration strategy, engaging a partner like Rackspace Technology™ from the outset is the best way to help ensure the successful completion of your Azure migration. Rackspace Technology's certified cloud migration consultants start by conducting a holistic assessment of your IT environment and business goals.

Next, we'll create a customised cloud migration strategy. Then a dedicated team of architects and engineers will execute your strategy, migrating your databases and workloads while minimising the risk of downtime and security breaches. After your migration is completed, we can continue to work with you through ongoing management and optimisation services.

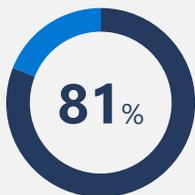
# Introducing the Application and Database Modernisation Assessment

By 2024, Gartner predicts that 75% of databases will be deployed to the cloud. The benefits of the cloud, which include increased capability, scalability and flexibility, are driving organisations of all sizes and across all industries to transform and migrate to cloud technologies. Unfortunately, most companies lack the skills, competencies, experience and resources to perform a migration while minimising risk and avoiding downtime.

That's where Rackspace Technology comes in. As part of our migration service, we will discuss your business goals, develop a migration strategy, prepare a detailed migration plan, manage your transformation and migration process, and put each of your databases back into production.

With the Application and Database Modernization Assessment, we take a four-phased approach

- 1 Planning**  
Help you identify your business goals and objectives
- 2 Data collection**  
Give you a clear picture of your current data estate
- 3 Data analysis**  
Optimize your investment with our analysis of your data and infrastructure
- 4 Action**  
Implement a strategic plan created for your cloud journey



81% of organizations have at least one application or a portion of their computing infrastructure in the cloud<sup>1s</sup>

<sup>1</sup>IDG 2020 Cloud Computing Study



# Start your database modernisation journey with our FREE two-day database modernisation discovery workshop

Get started on your data modernisation project today by partnering with experts who understand the interplay between cloud technologies and rigorous compliance standards.

What you can expect from our two-day workshop:

- Undertake a **review** your environment to determine a migration approach
- Define a **roadmap** and **considerations** for migration
- Deliver **recommendations** of migration scenarios and a **detailed assessment**

## Talk to our experts to learn more.

AU: 1800 722 577

New Zealand: 0800 451 613

Hong Kong: 800 900 330

India: 000800 100 8796

Singapore: 800 120 6726

Malaysia: 1800 812 620

Contact Us

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## About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimising returns into the future. As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes, and Glassdoor, we attract and develop worldclass talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers' success — our Fanatical Experience™ — so they can work faster, smarter and stay ahead of what's next.

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