



# Cloud on your terms

Four ways leading organizations  
innovate on Microsoft Azure

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# Executive summary

Cloud strategy is now central to staying competitive, controlling costs, strengthening security, and accelerating innovation. This guide highlights where organizations are experiencing the greatest impact with Azure and the opportunities that may matter most to you:

- Staying competitive and driving innovation for the future
- Optimizing and controlling IT costs while improving resiliency and security
- Unlocking the full power of AI in an ever-changing business landscape
- Learning from organizations that are successfully innovating and growing
- Simplifying app development and deployment without sacrificing security

Keep reading to discover practical ways to achieve these goals and accelerate what's possible with the cloud.



# Unleash the power of the cloud, on your terms

Your organization is likely already utilizing the cloud, but are you using it in the most impactful, cost-effective ways?

Staying competitive means expanding your cloud presence strategically. [According to Gartner](#), by 2028, cloud computing services will no longer be a competitive advantage, but a requirement for business survival.

How organizations leverage the cloud will define their ability to adapt, innovate, and lead in the era of AI. But that doesn't mean you need to follow a rigid path to success.

Whether your business goals are to respond faster to market changes, build AI-powered agents and tools, enhance security and resiliency, or optimize costs, there's a cloud migration and modernization path tailored to where you are today and where you want to go next. Azure Copilot can support this journey by using AI to simplify and speed up key migrations steps.

## Look ahead

Discover four opportunities to grow your business on the cloud:

Flexible cloud migration, endless business possibilities

Modernize, quickly respond to market changes

Unify data and AI, accelerate innovation

Build a resilient and secure solution architecture

A woman with shoulder-length, wavy grey hair is looking directly at the camera with a slight smile. She is wearing a light-colored, ribbed sweater. She is holding a black tablet computer with both hands in front of her. The background is a blurred indoor setting with warm lighting.

Explore four key ways organizations  
are growing on the cloud

# 1. Flexible cloud migration, endless business possibilities

Unlocking the full potential of the cloud starts with an approach that adapts to existing infrastructure, while accelerating the outcomes required for tomorrow.

Organizations follow flexible migration paths across on-premises, hybrid, and multi-cloud environments, modernizing infrastructure, applications, and data at their own pace. Azure Copilot can help accelerate these migration paths with AI-driven automation.

By adopting a migration strategy powered by Microsoft Azure, they unlock new capabilities, increase efficiency, and future business growth opportunities.



43%

## What does that mean for your business?

- **Accelerate and simplify with AI-enabled cloud services**, including automated threat detection.
- **Break down IT silos** with a unified cloud environment that provides simplified access to organizational data without comprising access controls.
- **Strengthen security and compliance** with comprehensive coverage across your entire IT ecosystem.
- **Gain the flexibility** to integrate services from multiple providers while maximizing the value of Azure's capabilities.
- **Scale resources up or down** to meet evolving customer and employee needs.

faster time-to-market for new apps, products, and services, enabled by Microsoft Azure through fully managed platform services and modern application architectures.<sup>1</sup>

# Simplify and transform complex work processes

## Business opportunity

Delta Dental of California faced an aging operating system and needed to modernize its critical payor system. By moving to the cloud, the organization reduced legacy application costs, gained the flexibility to scale quickly, and strengthened security.

## Solution

Delta Dental of California turned to Azure to extend its on-premises infrastructure while gaining the connectivity, management, and operational capability of the cloud. Delta Dental could run its payor system as a secure, modernized app.

## Impact

After migrating to the cloud, Delta Dental increased throughput, reduced costs, boosted revenue, enhanced security across its hybrid environment, and minimized downtime. The organization can now deploy a full Kubernetes cluster in just 30 minutes.

[→ Read the full story](#)



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Using Azure, we could keep MetaVance on-premises, keep it close to our Oracle Real Application Clusters (RAC), and modernize it in a way that meant we could take a journey to the Azure cloud platform in the future when the rest of the pieces fall in line.

**Andrew Irving, Solutions Architect, Delta Dental of California**

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## 2. Modernize, quickly respond to market changes

Staying competitive in today's rapidly evolving markets requires organizations to continuously improve how they operate. Application modernization is becoming critical in delivering streamlined customer experiences and driving exponential growth.

Leveraging an agile, future-forward cloud environment allows for uninterrupted innovation and faster time to market.

With Azure Copilot, organizations can automate key modernization tasks such as configuration updates, dependency checks, and infrastructure optimization so teams can focus on delivering new value.



### What can this do for your business?

- ➔ **Innovate seamlessly in the cloud** through a secure, reliable, and scalable ecosystem.
- ➔ **Improve customer satisfaction and engagement** with new experiences like AI-driven support, personalized recommendations, and interactive interfaces.
- ➔ **Develop tailored services rapidly** to break into new markets and expand your customer base.
- ➔ **Unlock data insights** and use predictive analytics and reporting to enhance customer experiences.

Modern app architecture enables:

58%

faster adoption of new technology <sup>2</sup>

69%

more time to focus on innovation.<sup>2</sup>

# Boost efficiency and enhance customer experiences

## Business opportunity

Scandinavian Airlines (SAS) wanted to increase operational efficiency, empower developers to build innovative solutions, and deliver seamless support to more than 30 million customers across every touch point.

## Solution

SAS moved to a fully managed platform as a service (PaaS) model on Azure, quickly migrating critical databases and applications. Microsoft helped the company assess applications, prioritize workloads to migrate first, and determine the migration approach.

## Impact

The airline's updated environment streamlined DevOps workflows and improved its security posture. With Azure, SAS can proactively meet customer demands and ensure seamless travel experiences. The platform also supports continuous evolution, allowing SAS to maintain a competitive edge.

[→ Read the full story](#)



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With our [Azure] migration, we got what we wanted: greater scalability, reliability, security, agility in managing our IT infrastructure—and greater peace of mind—all without the cost and hassle of doing this ourselves.

**Mikael Perhult, Tech Lead-Cloud, Scandinavian Airlines**

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# 3. Unify data and AI, accelerate innovation

AI-driven innovation is changing the way businesses turn data into value—breaking down silos so information is easier to access, understand, and act on.

With a centralized, trusted platform, the full potential of AI becomes accessible, enabling innovation at scale while maintaining control, compliance, and security. Organizations can turn insights into action faster, drive smarter decision-making, and create AI-powered applications that deliver measurable business impact by unifying data and AI with Azure.

GitHub Copilot can support this by automating routine code updates and guiding application modernization to accelerate AI readiness.



## What does that mean for your business?

- ➔ **Merge AI with existing applications** to enhance customer experiences, operational efficiency, and innovation while optimizing cost.
- ➔ **Handle complex workloads at any scale** with built-in security, compliance, and responsible AI practices.
- ➔ **Build more sophisticated applications** and deliver remarkable customer and employee experiences.
- ➔ **Enhance customer experience and engagement**, improving time to market, and maximizing ROI.
- ➔ **Accelerate AI app development** with seamless platform and data integrations for data sources, AI models, and frameworks.

40%

of enterprise apps will feature task-specific AI agents by 2026, up from less than 5% in 2025.<sup>3</sup>

# Seamlessly scale AI and workflow operations globally

## Business opportunity

ServiceNow, a leader in technology-powered business transformation, needed a high-performance, globally scalable cloud foundation to power its AI and workflow automation platform.

## Solution

The company uses a hybrid cloud model, working closely with Microsoft to benchmark Azure against its on-premises environment. This infrastructure enables ServiceNow to achieve low-latency performance, high IOPS, and rapid regional scalability across 14 regions for its entire AI stack.

## Impact

ServiceNow delivers seamless performance parity, 99.99% uptime, and faster global expansion. Running on Azure provides the company with more than just infrastructure—it delivers a trusted, high-performance foundation that underpins its AI-driven enterprise platform.

[→ Read the full story](#)



Now, with Azure, we can pivot rapidly to newer hardware and virtualization technologies—delivering better performance and agility for our customers.

**Charles McDaniels, Director, Systems Engineering Management, Global Cloud Services, ServiceNow**



## 4. Build a resilient and secure solution architecture

Downtime can happen unexpectedly, but fast, reliable recovery starts with intentional planning. Building resiliency into systems from the beginning gives teams the confidence to respond when it matters most.




Azure enables organizations to design for their specific business needs, plan for growth, and manage costs while embedding flexibility and security at every layer. Azure Copilot enhances this foundation by automating routine configuration reviews and surfacing modernization opportunities that strengthen overall resilience.

Using zone-redundant architectures as a foundation, organizations can extend to multi-region deployments to ensure high-availability for their most critical workloads.



88%

### What does this mean for your business?

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**Recover quickly during outages or climate impact** and prevent financial loss with adaptable design patterns and support for migration and modernization.
- 
**Start and stay resilient** by proactively aligning security and governance and implementing continuous validation and improvement cycles.
- 
**Address gaps in existing deployments** with Microsoft-approved assessments, targeted remediation plans, and high-availability strategies.

of organizations in a recent study said they had ineffective data loss prevention controls.

50% had unmanaged operational technology and legacy systems.<sup>4</sup>

# Scale securely and provide seamless global access

## Business opportunity


First Databank (FDB) Vela was looking to improve its ePrescribing network's security and compliance posture. The network manages personal health information, a common target for malicious activity. Failure to protect this data could lead to massive financial and reputational damage.

## Solution

FDB Vela leveraged Azure's AI-powered security solutions to enhance data security while ensuring resiliency and providing seamless access for pharmacies and healthcare providers writing prescriptions. This created a multi-layered approach to security that ensures that no single vulnerability can lead to a breach of sensitive data.

## Impact

The company strengthened e-prescription security with Azure, ensuring HIPAA compliance while scaling to handle 15,000 scripts per day—on track to process 10,000 per hour in the future. AI will proactively identify potential threats across transactions, before they escalate.

 [Read the full story](#)



Our decision to work with Azure was driven by more than just scalability. It was about finding a cloud platform that could offer the security capabilities necessary to meet our privacy requirements and regulatory demands—all with the customer support we could count on.

**Sean Taylor, Director of Research & Development, FDB Vela**



# Faster innovation. Reduced complexity. A foundation for AI-driven growth.

## Take control of your cloud transformation

Microsoft Azure provides the flexibility and security to help safeguard your entire estate, including AI workloads, with built-in intelligence that streamlines essential migration and modernization steps—all while delivering a future-forward, resilient, compliant architecture.

Ready to innovate faster and grow your business?

Explore the Microsoft Solution Assessments to help your company prepare for cloud migration.

**Get started**



#### Source:

<sup>1</sup> [Building the Frontier Firm with Microsoft Azure: The business case for cloud and AI modernization](#), August 18, 2025.

<sup>2</sup> [Improve agility and boost productivity by modernizing your apps, infrastructure, and data with Azure](#)

<sup>3</sup> [Gartner Predicts 40 Percent of Enterprise Apps Will Feature Task-Specific AI Agents by 2026](#), August 26, 2025.

<sup>4</sup> [Microsoft Digital Defense Report 2022: Cyber Resilience](#), November 4, 2022.

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