



Target Customers

- All customers using SQL; old version users, end of support users, those considering upgrade, those will be making new SQL investments, those who have SQL in a local hoster
- Customers who develop in-house applications and do not want to invest in extra hardware and software for their database needs
- Customers who need SQL seasonally
- Customer have Database administration problems

Solution Overview

Accelerate your on-premises SQL Server migrations without changing the application code with Managed Instance. Always have the latest SQL Server capabilities in the cloud with an evergreen SQL database that requires no patching or upgrading from you. Use the Azure Hybrid Benefit for industry leading TCO.

Solution Explanation

1. On Azure, SQL Single Database and Elastic Pool start options are available. For applications that do not have intensive SQL transactions, DTU or vCore based managed SQL database options are available. For in-house applications that do not have heavy traffic like helpdesk, payroll, warehouse, field sales tracking etc. applications, Single DB or Elastic Pool options can be used. In these database types, the customer does not manage a machine, the service is taken as PaaS. Maintenance and continuity are provided by Microsoft under SLAs.
2. SQL Managed Instance is a service provided by Microsoft. This service is offered to customers with 99.95% SLA. Managed Instance, priced at vCore, is also available with 7GB of RAM per vCore. Options up to 80 vCore levels are available.
3. SQL Managed Instance has different architecture / security options in different layers. Customers do not need to take any action on security updates, patches or versions.

Challenger Questions to Customers

1. Do you have applications internally developed exclusively for your organisation that only serve corporate employees? Do you develop and use such applications very often? (Ticket system, leave management application, shift tracking application, field sales tracking application, payroll management system, warehouse management application etc.)
2. Do you have any ideas about developing new applications or improving existing applications in the upcoming period?
3. How do you meet your database need for these applications? Are you opening a new database from existing database servers? Is the resource and load status of your existing database servers suitable for this?
4. Are there any difficulties in managing your existing database servers? (Such as backup, maintenance and continuity)
5. Are the company applications you have developed accessible only within the company, or do your users in different locations access them?
6. Are the URLs of these applications public, and if public, what extra measures do you take to ensure security?

Why Customers Choose This Solution

- The need for database for an internally developed application
- For this application to be accessed from 5 different locations abroad, connecting users to a server each time would create security vulnerability, they want a more secure and centralized platform to prevent this.
- They do not want to spend effort on backup, maintenance and licensing issues on the database that will keep application data
- Having management and backup problems in local databases (database backup systems are troublesome, they need technical support even in small problems in databases)
- Intent to move their internal applications slowly to Azure
Old version SQL usage, production interruption during each upgrade, security risks to be faced if no patch, update or upgrade takes place, risk of data loss
- The customer uses an old version of SQL, wants to upgrade it but there is not enough technical staff.
- Upgrade projects are both expensive and risky.
- Customer has multiple SQL Servers for multiple databases and plans to make consolidate project.
- SQL Server capacity is not enough, they have to make hardware investment. Hardware investment also means SQL investment and costs are getting higher.
- The customer is uneasy about providing SQL security besides SQL Maintenance. When protection of personal data law is considered, there are too many firms infiltrated personal data as a result of database attacks. Besides, zero day attacks are a big problem and huge investments are needed in this subject.

Sizing & Pricing Questions

1. What kind of application do you want to run on Azure?
2. What are the database requirements of this application?
3. What are the RAM, CPU and Disk requirements for application VM?

Sample Pricing

Pricing Items:

- Virtual machine type (App server)
- Virtual machine type (Additional DC)
- Azure SQL DB Type (MI, Single DB)
- VPN GW
- Bandwidth

Sample Pricing:

- B2S as Domain Controller
- D2sv3 as LoB App Server
- 2 Core General Purpose Azure SQL Single DB
- 128 GB SQL Storage
- VM Disks
- Basic VPN Gateway
- Bandwidth - 250 GB

Average Azure Consumption Revenue / month (\$)

\$650/month

More Information

<https://azure.microsoft.com/en-us/services/sql-database/>

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