



# What is Azure?

With more than 200 products and cloud services, the Azure cloud platform is designed to help you bring new solutions to life. Build, run, and manage applications across multiple clouds, on-premises, and at the edge, with the tools and frameworks of your choice, so you can unleash new business growth, efficiently and securely.

## Trust your cloud

Security from the ground up. Backed by a team of experts, and proactive compliance trusted by enterprises, governments, and startups, Azure can reduce costs and complexity with a highly secure cloud foundation managed by Microsoft.

## Operate hybrid

Azure meets you where you are. Integrate and manage your existing on-premises, multicloud, and edge environments by leveraging Azure's seamless, more secure services designed for hybrid.

## Be future-ready

Continuous innovation from Microsoft supports your development today, and your product visions for tomorrow.

### Benefits for Microsoft partners

- Less than 8% of Microsoft partners transact all Microsoft clouds, yet they're responsible for over 60% of annual revenue <sup>1</sup>
- Selling Azure solutions, alongside Modern Workplace and Dynamics leads to an increased opportunity for managed services <sup>2</sup>
- 50% of SMBs (small- to medium-sized businesses) have increased their spending on managed services since COVID-19 <sup>3</sup>
- Partners transacting all Microsoft clouds average 2,500% more billing revenue each year than partners transacting just one cloud <sup>4</sup>

### Benefits for your clients

- Seamless integrations with Microsoft 365
- Increased productivity, agility, and customer value over traditional infrastructure solutions
- Reduced total cost of ownership when compared to traditional infrastructure solutions

### Build your Azure practice with Pax8

- Continued partner enablement
- Microsoft and Pax8 support resources
- Professional Services for deployment
- Solutions Partner Designations attainment
- GTM resources available via Azure Partner Portal

Already a Pax8 partner? See our [User Guide to Azure Plan](#) to find out how you can begin transacting Azure at the published prices and schedule a call with us.

Not yet a partner? Sign up now to see how Azure can take your business to new heights.

[Schedule a call](#)

<sup>1</sup> Internal Pax8 research, 2023.

<sup>2</sup> Internal Pax8 research, 2023.

<sup>3</sup> Karthik Pannala and Bob Takacs, 'The impact of COVID-19 on SMB IT spending: latest insights from the SMB Technology Forecaster,' Analysys Mason, March 11, 2021, <https://www.analysismason.com/research/content/reports/smb-it-spending/>

<sup>4</sup> Internal Pax8 research, 2023 (<https://usc.pax8.com/resource/display/83087>)

