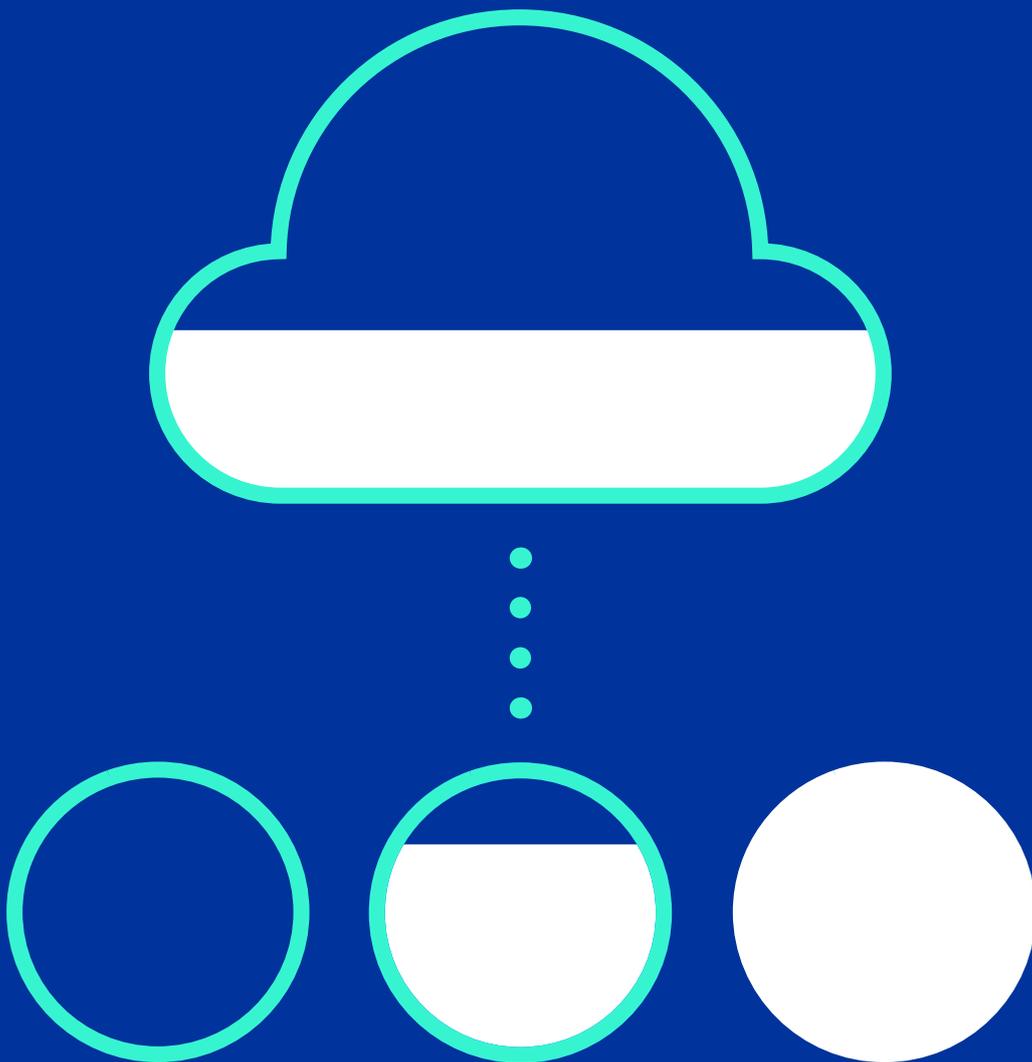


# Circle.

**Azure: The reliable solution  
To your organisation's  
challenges**

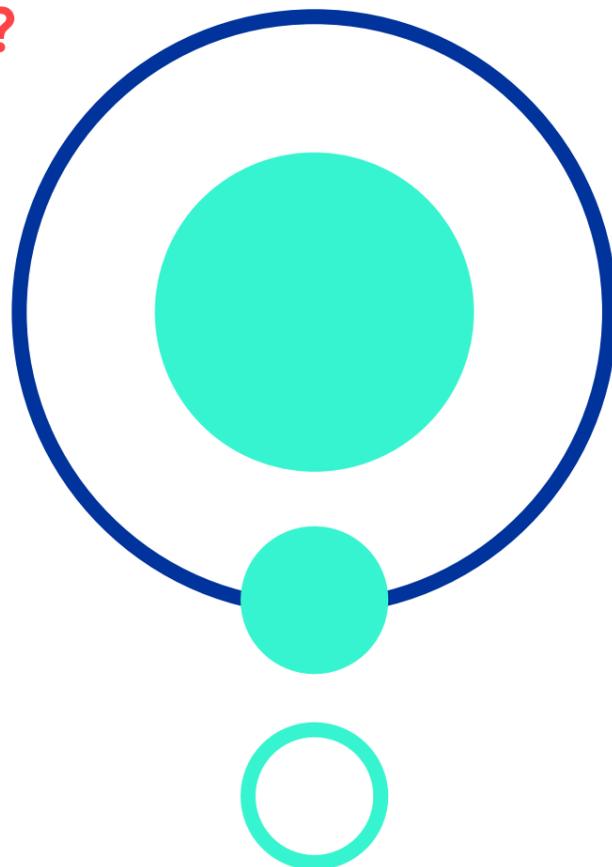




## What is Microsoft Azure?

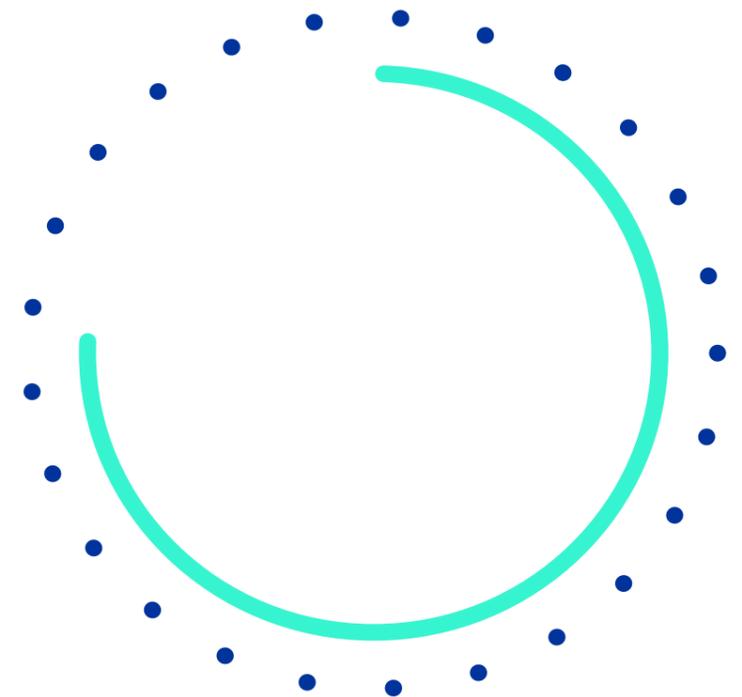
Microsoft Azure is a public cloud service, providing flexible and scalable solutions that can be built around your specific business requirements. The Azure Cloud platform consists of more than 200 products and Cloud services designed to help you bring new solutions to life. Solve today's challenges and future proof your organisation.

Build, run and manage applications across multiple clouds, on-premises and at the edge with the tools and frameworks of your choice. Developed and built on industry-leading architecture and reliability, Microsoft Azure provides a reliable solution to many organisation's challenges.



## Get flexibility

With traditional on-site equipment purchases, it can be difficult to predict scale and capacity of your storage/ compute requirements and it can be a lengthy and costly process to manage. With Azure, you can respond quickly to changes, whether that is increasing capacity or reducing it to meet requirements.



No forward planning required for growth – just scale as required.

Match requirements during 'dark hours' where less capacity is required for users.

Add capacity during peak times and reduce it when you need less.

## Leverage the power of public cloud

With Azure, you can migrate your services to the cloud or establish a hybrid environment, enabling these services to be accessible anywhere, any time without the need for a physical office. So, you can easily access everything you need remotely. Access enterprise-grade server infrastructure without having to run them on-premises by running Windows servers on Azure virtual machines.

- Spend less time managing servers that are running locally and more time adding business value
- No updates or patching required for physical infrastructure
- No physical back up tapes, so you don't have to go to site just to change them
- There is no need to monitor physical hardware – it's all done for you

## Only pay for what you use

**Predict and manage cloud costs with Azure tools that easily track utilisation and follow cost savings recommendations. For short or seasonal cloud needs, you can scale up and down and only pay for what you use, rather than having to pay for your maximum requirements all year round. For always-on critical servers, you pay a predictable and transparent rate.**

**For the servers which are static, take advantage of reserving that instance with 1 or 3 year reservations. This offers a significant saving over Pay as you go models.**

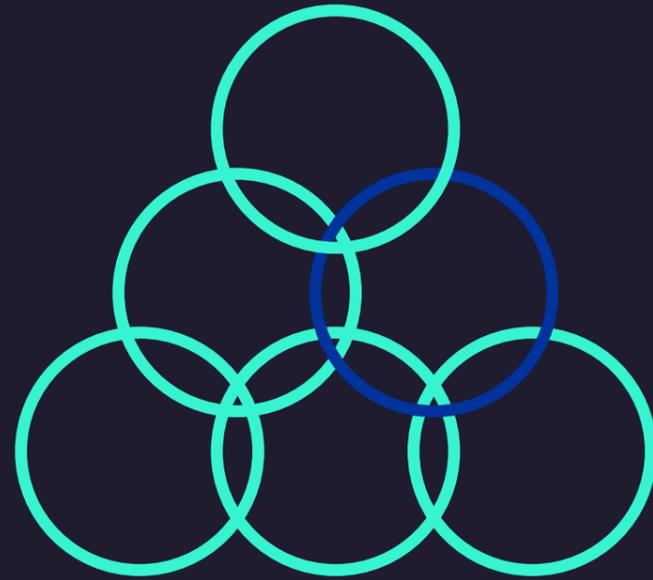
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## Modernise how you operate



As a Cloud-based solution, it enables your organisation to be more agile and adaptable. With Azure, you can get unlimited innovation with the ability to build new apps and services which can span many geographical regions.



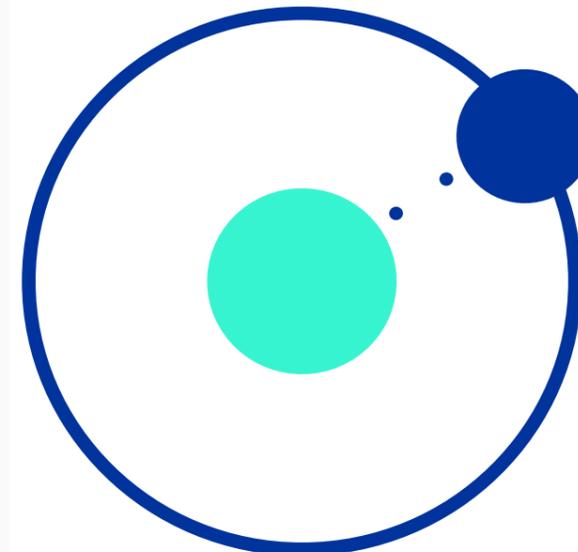
Benefit your organisation and better serve your customers with applications such as web apps and chat bots which drive enhanced interaction and automation delivered at scale.

## Still life left in your existing solution? No problem

### The hybrid approach

Whether you have exceeded the capacity of your existing equipment or you are looking to migrate fully to the cloud in future, Azure allows you to utilise a hybrid solution.

Benefit from the aspects of the cloud that you need now, with the ability to fully migrate your solution whenever you need to.



Compliment on-premises servers and storage with some Cloud.

Utilise the Cloud for your back up solution.

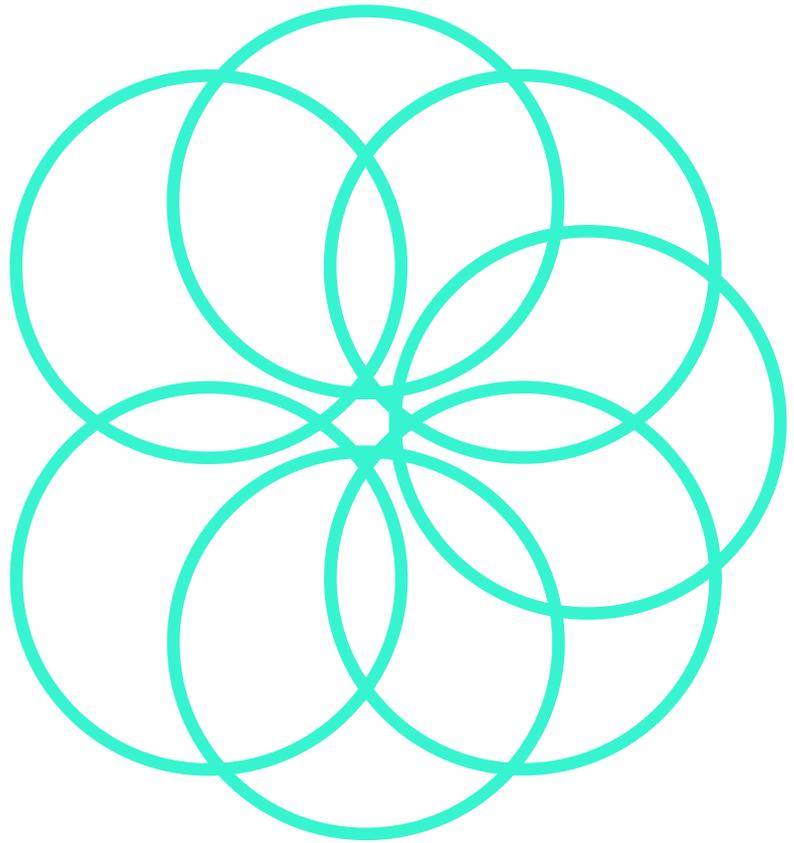
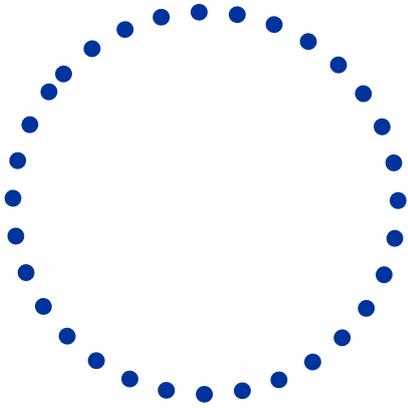
Use the Cloud for your development and testing environments.

## Ensure the security of your organisation

- With more people remote working than ever before, it's vital that your network and data are protected
- Guard against threats using built-in security features across on-premises and cloud deployments
- Stay up and running with full backup and recovery to the cloud
- Secure single sign-on so that employees can safely access their apps and devices from anywhere
- Protect apps running Windows and SQL Server by upgrading to the latest version in Azure or stay protected with 3 more years of extended security updates

Make significant costs savings by using Azure to replicate your live environment for testing. Rather than paying for and maintaining 2 systems of the same configuration for testing purposes, utilise Azure for your test environment and only pay for the time you use it. So, you won't pay for 2 infrastructures when you don't need them.

[Questions? Book your free meeting here](#)



## Why Circle?

When you work with us, you don't get an IT supplier but a partner with your best interest in mind. We look at your organisation as a whole, working with you to find the best solution to match what you need now and to support your future goals. As a Microsoft Tier 1 Partner, we provide expert design, deployment and support services for all Microsoft products and solutions. Our Technical Architects and Account Management will form a key part of building a long-term IT strategy and roadmap for you.

Our partnership with Microsoft means that we are recognised as a recommended re-seller for Microsoft products and services. It demonstrates that we've invested heavily into our infrastructure to deliver the quality of service that Microsoft demands. So, we do more than simply sell Microsoft subscription licenses. We have a direct relationship with Microsoft rather than via Distribution, which means that you benefit in several ways: enhanced commercials; consolidated billing and greater access to Microsoft resources.

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