Microsoft Azure

Modernize Your Web Apps

Creating better customer experiences with flexibility, scalability, and cost-efficiency

Why modernize web apps in the cloud?

Modernizing your web apps with Azure allows you to rapidly develop new features to deliver quick, reliable customer experiences—without overextending your budget, talent, and resources.

Slow, unreliable customer interactions can cost you potential business in a matter of seconds.

40%	47%	49%
of people will abandon a mobile site if it takes longer than three seconds to load.	of people expect a web page to load in two seconds or less.	Bounce rates increase 49% on pages that take longer than two seconds to load.[†]

What can you achieve by modernizing apps in the cloud?

1 **Innovate and increase efficiency**
Swiftly iterate enhanced digital experiences that boost customer engagement and increase operational efficiency.

2 **Enhance customer convenience**
Remove purchasing roadblocks by creating new channels for communication and customer engagement.

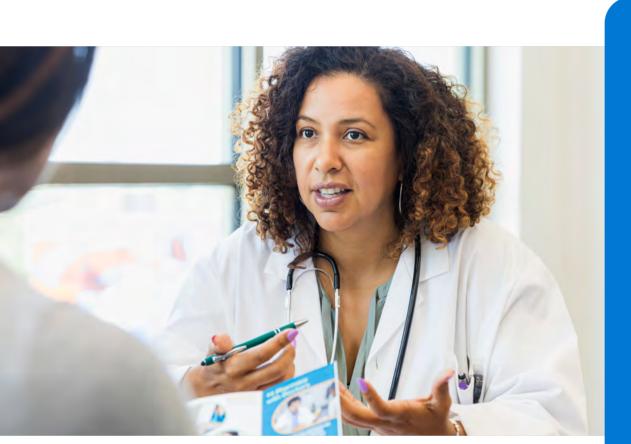**3** **Reduce complexity and improve user satisfaction**
Manage high volumes of complex and sensitive data in a secure, one-stop environment.

Customer Story
Sentara

When Sentara Healthcare's electronic medical record (EMR) data became **too complex and costly** to store in its **on-premises datacenters**, the company moved its environment to the cloud using Azure Ultra Disk Storage, Azure Hybrid Benefit, and Azure Virtual Machines (VMs) to connect doctors, patients, and data in a secure and compliant digital portal.

> "Moving to Azure is bigger than just a billing impact—it's a **paradigm shift** on how we manage resources. Now we can **dynamically allocate resources** based on utilization, availability, and time of day, dramatically changing the cost equation."
>
> **Dan Bowden**
> Vice President and Chief Information Security Officer
> Sentara Healthcare

4 **Deliver e-commerce success at scale**
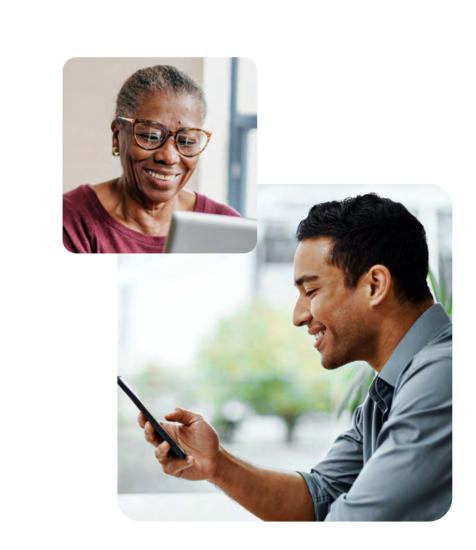Create speedy, secure, and always-available e-commerce experiences for an expanding customer base.

5 **Meet evolving customer needs with modernization**
Give teams the tools they need to keep pace with rising expectations without buying or maintaining additional servers and hardware.

Customer Story
Banco Millennium Atlântico

Banco Millennium Atlântico (BMA) wanted to create modern virtual customer banking experiences, but their **deprecated servers** couldn't sustain an app modernization strategy without **overblowing their budget and timelines**. Implementing Azure Active Directory (Azure AD, now part of Microsoft Entra), Azure Information Protection (AIP), and Azure Kubernetes Service (AKS) allowed them to develop and deploy apps rapidly, as well as discontinue local servers.

> "We are **saving significant time** on processes such as editing, document sharing, and adding security criteria. All of this ultimately impacts the satisfaction levels of our customers. It's just fantastic."
>
> **Osvaldo Manuel**
> Cloud Specialist
> Banco Millennium Atlântico

Read the full **Modernize Your Web Apps** e-book for more app customer stories.

[Read now]

Take the next steps

Discover a path to modernizing your apps on the cloud that works for your teams.

→ Get started with an Azure free account

→ Connect with an Azure sales specialist

[†] Essential Website Load Time Statistics to Know in 2023 | Moneyzine.com, 2023