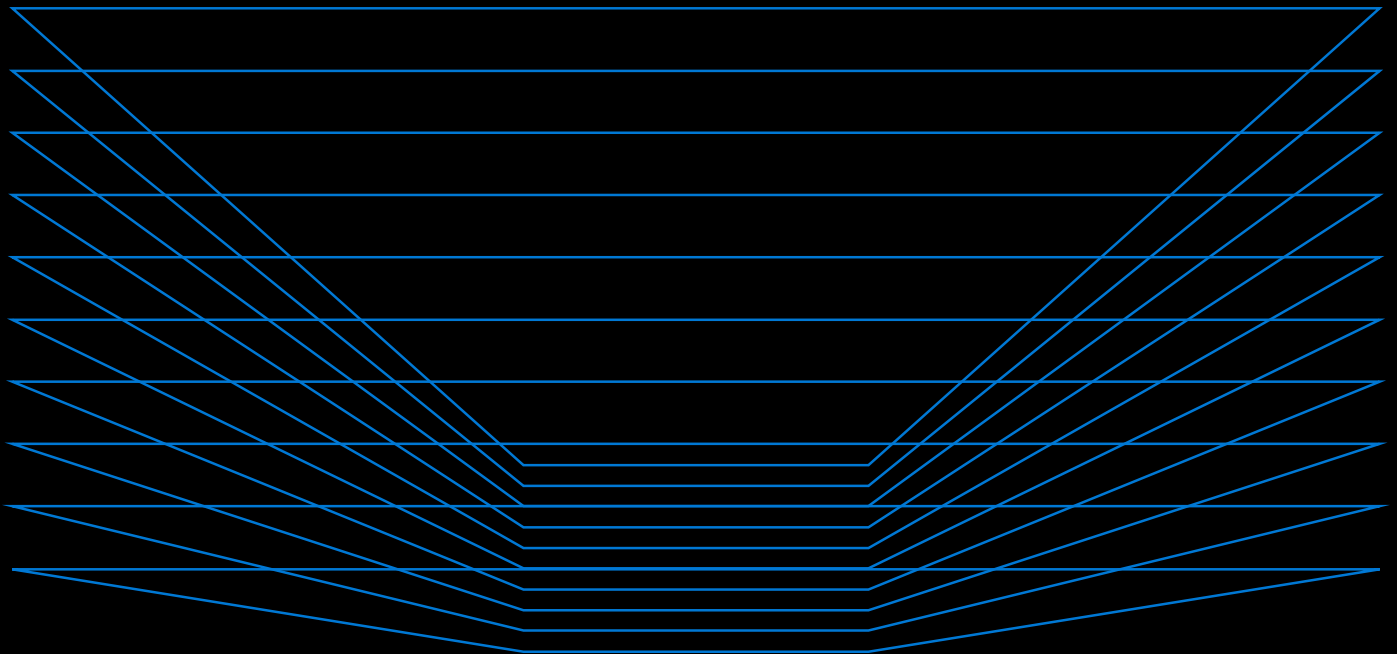**Microsoft** | **elastic**

Search, analyze, and secure your apps with Elastic on Azure
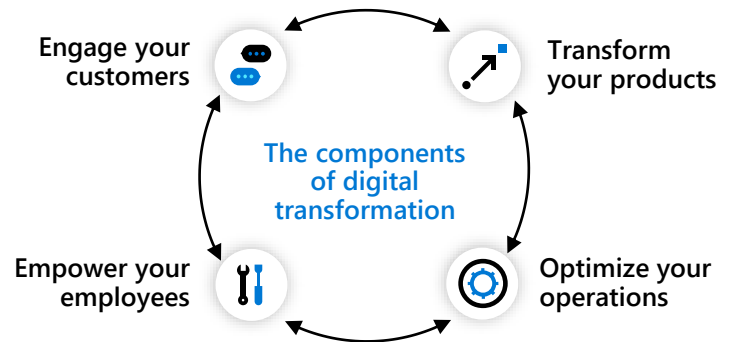
Solution guide

Technology is transforming business innovation

Technology shapes how businesses innovate and grow

Today, technology is crucial business strategy – from finding new ways to reach customers, to building new business models, to enhancing the productivity of your team and operations. **Digital transformation shapes how businesses navigate their futures.**

The components of digital transformation

Engage your customers

Transform your products

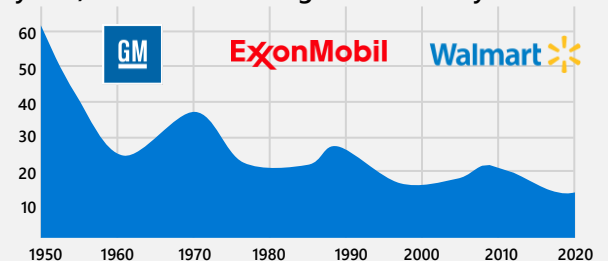Empower your employees

Optimize your operations

Technology is a business disruptor

Digital transformation encourages the disruption of markets, steadily decreasing the average lifespan of companies on the S&P 500 over time.

Companies that embrace digital transformation can manage increasing volatility regardless of their industry.

Average company lifespan on S&P 500 Index (in years) and select leading businesses by era

GM   ExxonMobil   Walmart

60 50 40 30 20 10

1950 1960 1970 1980 1990 2000 2010 2020

Digital transformation happens in the cloud

This disruption occurs because technology is changing faster than ever before. Breakthrough innovations in sensors, social media, apps and data are causing the volume of data to explode. Fortunately, the scale and economics of cloud computing make it possible to capture and harness data, creating new opportunities to innovate, grow faster, and achieve more than ever before.

Digital transformation and the cloud are intertwined. Studies show that companies that embrace the cloud grow faster than those who do not. It's no wonder that in the near future almost all workloads will be based in the cloud.

91% of business leaders see Digital Transformation as a way of sparking innovation and finding efficiencies[1]

68% say Digital Transformation is increasing profits[2]

85% say they must offer digital services or become irrelevant[3]

64% say they have less than 4 years to complete a Digital Transformation or they may go out of business[3]

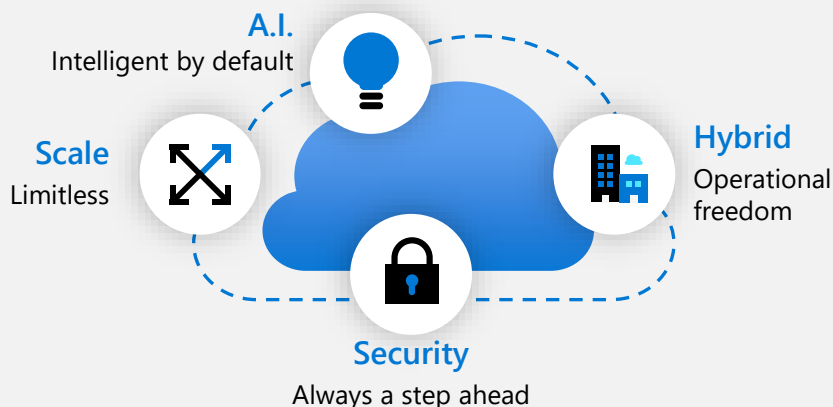**94%** of all workloads will be run in the cloud by 2021[4]

1. Research Report, ISACA, Information Systems Audit and Control Association, 2018
2. Survey, DXC Technology and the Economist Intelligence Unit, 2019
3. Survey, Couchbase, August 2018
4. Report, Cisco Global Cloud Index, 2018

Azure is the leading cloud destination

Azure is the cloud that helps your customers turn ideas into solutions.

Build, deploy, and manage applications in the cloud, on-premises, and at the edge with heterogenous environments (Linux and Windows workloads).

A.I.
Intelligent by default

Scale
Limitless

Hybrid
Operational freedom

Security
Always a step ahead

Unique partner ecosystem for accelerated growth

Azure has built a portfolio of partner-driven solutions to help customers achieve more.

By integrating popular partner tools and frameworks, the Azure platforms enables customers to easily bring their existing workloads and tools to Azure and build the way that best serves their business.

Azure is the best cloud for Linux

Azure enables a seamless migration of Linux workloads through a platform of services.

Choose from a variety of Linux distributions, workloads, and fully managed open source databases on Azure. Compatibility with the latest open source extensions and tools helps streamline development.

Azure open source momentum

>50%
of VM cores are Linux

>60%
of Azure marketplace images are Linux-based

>47K
customers using Azure open source databases

>100K
Azure Data Studio instances with Azure open source database extensions

Leading global businesses run Azure on Linux

Adobe · HEINEKEN · SAMSUNG · KPMG · TOYOTA · bp · xerox

Azure and Elastic together

Azure offers leading infrastructure and open-source databases that are built for where you are today and where your modernization takes you.

Best-in-class Linux infrastructure and tools

Seamless migration to Linux and container offerings

Built-in-tools and support for existing software and hardware

Choice of open source databases

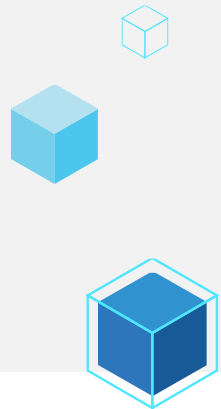**Fully managed databases services for MySQL, PostgreSQL & MariaDB**

Linux infrastructure for SQL and open source databases

Hybrid anywhere

Innovation anywhere with Azure for your hybrid architecture

60+ Azure regions around the world and 700+ VM size options

Search, observe, and protect with Elastic on Azure

Elastic helps organization explore and analyze data differently using the power of search. Bring your Elasticsearch and Kibana services to Azure, using either self-managed or cloud managed deployment options.

Elastic Cloud, based on the free and open Elastic Stack, gives users the full feature set from Elastic, options for integrated billing on Azure Marketplace, and out-of-the-box solutions like Elastic Enterprise Search, Elastic Observability, and Elastic Security.

Elastic Solutions

Enterprise Search
Workplace, website, app search

Observability
Unified logs, metrics, APM data

Security
SIEM, endpoint, threat hunting

Innovation
Take advantage of the modernization techniques such as incorporating inverted indices and clever algorithms on a mature platform, supporting SLAs without concern.

Operations
Bringing all your logs and metrics together under one umbrella, significantly, and efficiently, helps operational teams perform RCAs, detect anomalies, and run reports suitable for any target audience.
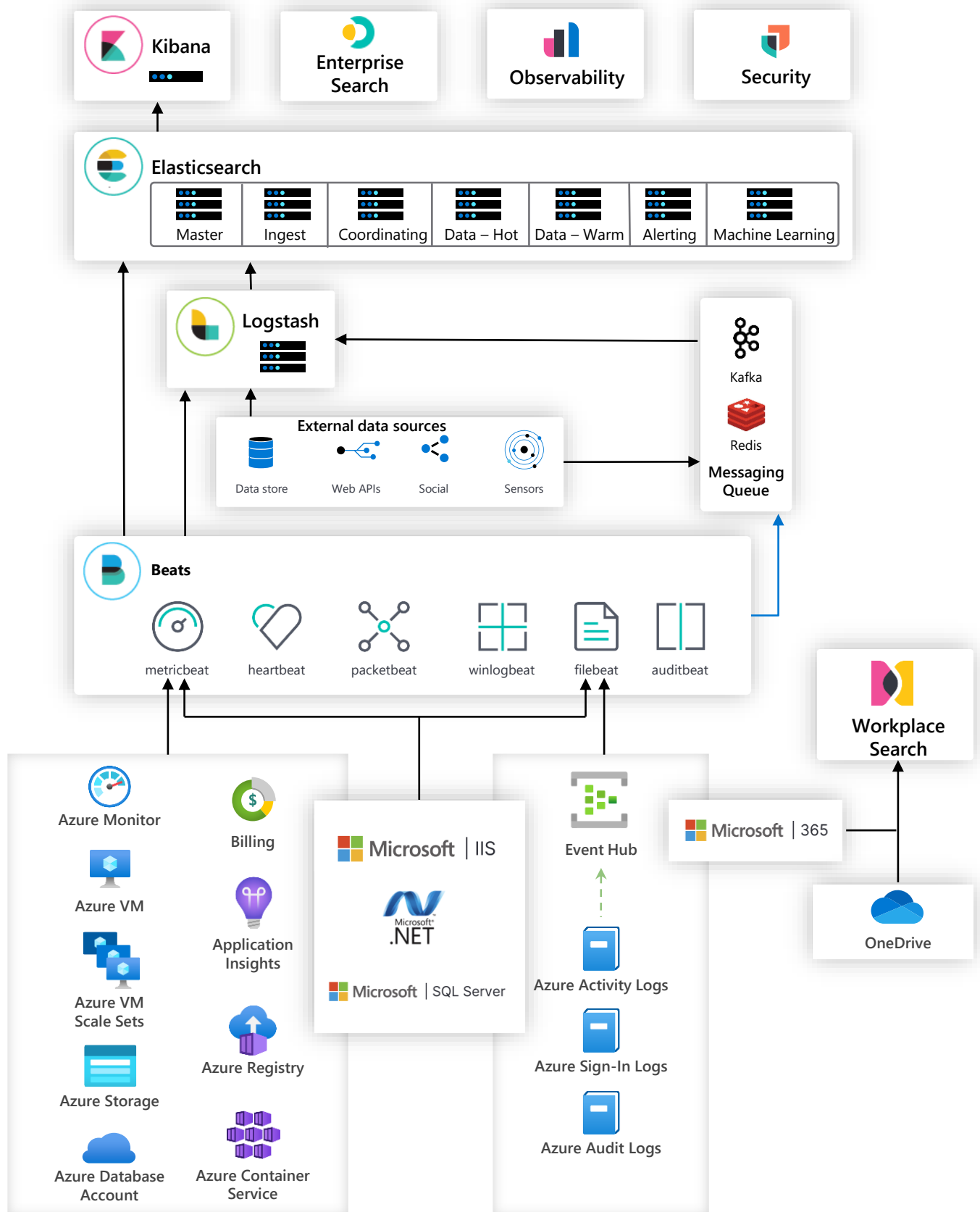
Infrastructure
Whether running Elasticsearch managed services or having a self-managed deployment, running on Azure means stability, consistent performance, greater flexibility, and security.

The breadth of Elastic services run on Azure

Azure supports and integrates with Elasticsearch, Kibana, Logstash, Beats, and related services from Elastic. Leverage these tools to search, analyze, monitor, and secure your apps and IT on Azure.

Kibana

Enterprise Search

Observability

Security

Elasticsearch

Master	Ingest	Coordinating	Data – Hot	Data – Warm	Alerting	Machine Learning

Logstash

Kafka

Redis

Messaging Queue

External data sources

Data store	Web APIs	Social	Sensors

Beats

metricbeat	heartbeat	packetbeat	winlogbeat	filebeat	auditbeat

Workplace Search

Azure Monitor

Billing

Microsoft | IIS

Event Hub

Microsoft | 365

Azure VM

Microsoft .NET

OneDrive

Application Insights

Azure VM Scale Sets

Microsoft | SQL Server

Azure Activity Logs

Azure Storage

Azure Registry

Azure Sign-In Logs

Azure Database Account

Azure Container Service

Azure Audit Logs

Getting started with Elastic on Azure

Ready to use the Elastic Stack on Azure? Learn more today!

Get started

Where to get
started with Elastic
Cloud on Azure

Getting Started
videos

Free Training

Key resources

Elastic features

Elastic Observability

Elastic Enterprise Search

Elastic Security

See how companies of all sizes use Elastic on Azure

Esri leverages
Elasticsearch to map IoT
data in real-time

Customer story

Mars uses Elastic to
build a sophisticated
supply chain solution

Customer story

Gaming startup quickly
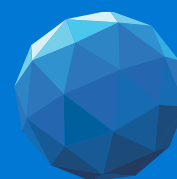searches and aggregates
data with Elastic Stack

Customer story

See more Elastic on Azure customer stories here

Linux on Azure resources

Learn more about Linux on Azure

Build skills with the Linux on Azure learning path

Work with your sales lead and ISV partners to develop a plan with Azure Migration Program

Thank you.