

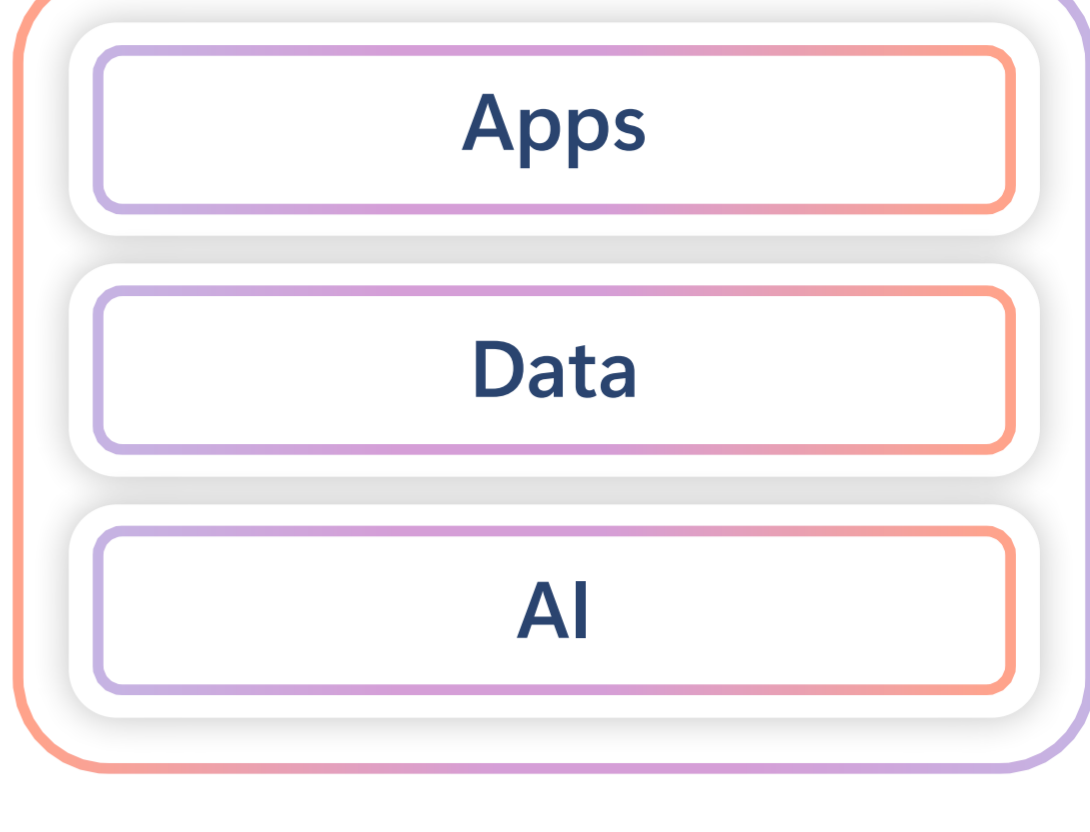
The business value of intelligent apps

Discover the business value and ROI of cloud-native app development and Azure AI

With Microsoft Azure and AI solutions, your business can deliver responsive, personalised experiences at scale. Deliver apps to market faster and boost ROI across apps and data infrastructure.

The intelligent app strategy that amplifies business value

Modern solution stacks that incorporate apps, data and AI have been shown to accelerate growth through innovation. Whether you're building new apps from scratch or modernising existing apps, Microsoft stack solutions empower your team to build and deploy apps rapidly, securely and confidently.



Go to market faster with diverse products and services

Azure Kubernetes Service (AKS) and Azure AI services are platforms to build and deploy cloud-native apps quickly, efficiently and on your terms. This means more efficient processes and increased scale and productivity at all points of your app development process.

Build apps fast, efficiently and at scale

50% increase in developer productivity¹

80% reduction in manual work through process automation³

1.5-month reduction of time-to-market for new apps²

USD 46.39M total value over three years¹

150% ROI over three years¹

Modern app development with modern productivity tools



Increase developer productivity and improve time-to-market for new products with centralised app management and AI.



Lower costs associated with long development cycles and inefficient refactoring processes.



Tighten manual workflows and give employees more time to focus on creative tasks.

Deliver your apps reliably and at lower cost with cloud scalability

It won't matter how fast you go to market if you cannot reliably support customer experiences. Legacy infrastructure is a significant tech debt for most business, accrued across maintenance, inefficiency and continual support. A modern application solution built on cloud-native tools like AKS, Azure Cosmos DB or Azure SQL DB allows you to retire these systems and eliminate your tech debt.

Reduce tech debt and operational overhead

USD 1.6M in legacy environment savings over three years¹

USD 930K Up to USD 930,000 in savings from consolidating legacy solutions and systems²

40% reduction in customer service tickets³

65% improved app stability¹

Up to 25% reduction in app downtime²

72% of survey respondents reported reduced risks from data breaches or compliance issues²

Modern app development with modern, cloud-native infrastructure



Significantly cut costs associated with tech debt from legacy systems and maintenance.



Reduce the need for costly support services around app stability, security and customer experiences.



Ensure app uptimes to maximise the value your application provides to customers.

Attract and empower top app developers

Your application development stack is only as effective as your team. Modern app development thrives when top talent focuses on solving complex problems, plugged into a larger ecosystem of business and tech stakeholders.

Build and support a team of talent across your organisation

30% reduction in developer churn¹

65% reduction in developer onboarding¹

7% reduction in costs with spending optimisation³

150% increase in work output³

Modern app development with modern, agile teams



Improve collaboration and innovation across technical and business teams with cloud-native app development tools.



Reduce reliance on legacy technologies to reduce costs and expand flexibility.



Improve employee experiences using AI to minimise manual tasks in favour of more engaging and creative work.

Learn more about how to build and modernise apps with Microsoft

[Read Forrester's TEI of Microsoft Azure for Cloud-Native Applications study >](#)

[Read Forrester's TEI of Microsoft Azure App Innovation study >](#)

[Read Forrester's TEI of Microsoft Azure AI study >](#)

Microsoft cloud data, managed apps and AI services were analysed in the Total Economic Impact (TEI) studies commissioned by Microsoft and delivered by Forrester Consulting. Results shown in this infographic are for a composite organisation based on interviewed customers.

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¹The Total Economic Impact™ of Microsoft Azure for Cloud-Native Applications, 2023.

²The Total Economic Impact™ of Microsoft Azure App Innovation Cost Savings and Business Benefits Enabled by Azure App Innovation Products, 2023.

³The Total Economic Impact™ of Microsoft Azure AI Cost Savings and Business Benefits Enabled by Azure AI, 2023.