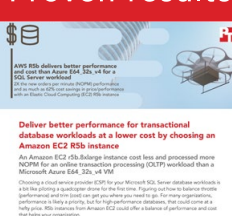


Proven results



What they might mean to you



Give in-store shoppers and staff the gift of a faster cloud

Everyone wins with lightning-quick, power-packed cloud instances. Improve customer and employee experience—and your bottom line—with the ability to do twice as much transactional database work.¹



Plus: A better value to cut costs and boost profits²

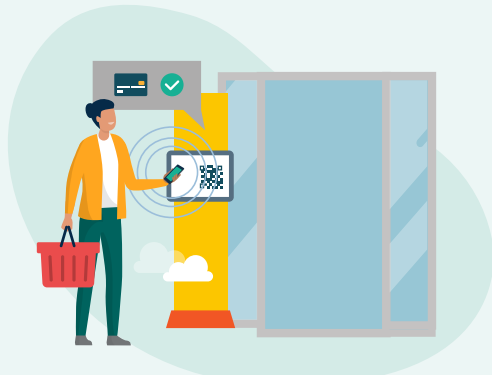


Straightforward shopping

Tessa and Kat are lifelong adventurers with an anniversary coming up. When they make time to shop at their favorite outdoor equipment store, the last thing they're looking for is a frustrating, unexpected side quest.

Painless price check, speedy self-checkout

When Tessa checks the price of a hiking jacket in Kat's size, the near-instant kiosk response confirms her purchase decision. She grabs some on-sale socks in the same visit, which goes off without a hitch at the intuitive, responsive self-checkout.

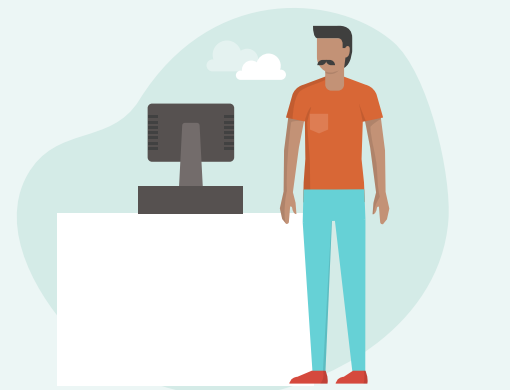


Register lines on the fast track

Standing in line with a rugged action camera for Tessa, Kat can't wait to give it to her. The customers ahead of her have a variety of needs—loyalty program signups, coupons, returns, and more—but Luis keeps the line moving with help from rapid POS system responses.

The momentum to meet goals

Now that he can assist more customers, Luis finds that he's surpassing his sales goals more often—and his manager has been taking notice, too. She's been dropping hints that he can expect a raise at their upcoming meeting.



Opening and closing without the wait

On days when he opens, the cloud-powered POS system responds faster, so Luis is ready to help customers sooner. And during end-of-day shifts, closing the POS system is reliably quick, so he gets home in time to tuck in his kids.

More time for management

Janelle has no time to waste on slow tech as she stays on top of employee raises, coverage schedules, corporate needs—not to mention customers. While each day holds surprises, she can depend on the store system to get her the data she needs fast.



A faster cloud: the gift that empowers giving.



Learn more about our findings: <https://facts.pt/5ro20rg>.



1 Based on the new orders per minute (NOPM) that the AWS r5b.8xlarge instance delivered vs. the NOPM that the Microsoft Azure E64_32s_v4 VM delivered, each while running an online transactional processing workload for Microsoft SQL Server 2019 Enterprise edition

2 Based on the price per 1,000 NOPM that the AWS r5b.8xlarge instance could provide in a 730-hour scenario vs. what the Microsoft Azure E64_32s_v4 VM could provide in a 730-hour scenario

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