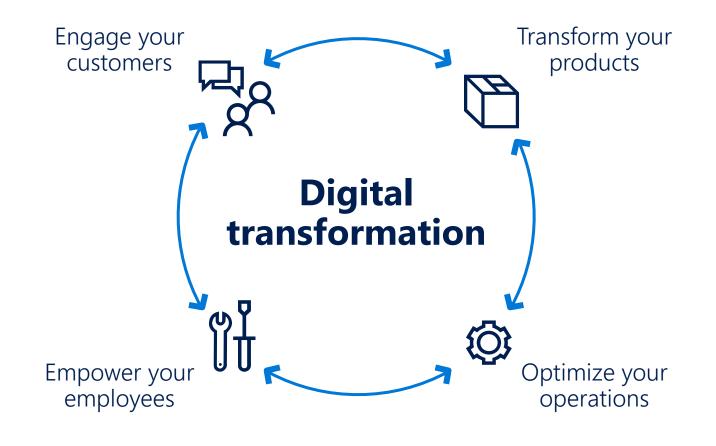
Modernize in the Cloud with Azure SQL Database

Dirk Johann Cloud Solution Architect dirk.johann@microsoft.com



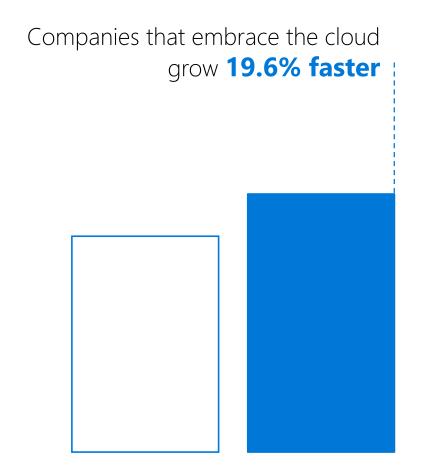


TECHNOLOGY IS SHAPING HOW BUSINESSES INNOVATE AND GROW





GETTING AHEAD MEANS GETTING TO THE CLOUD

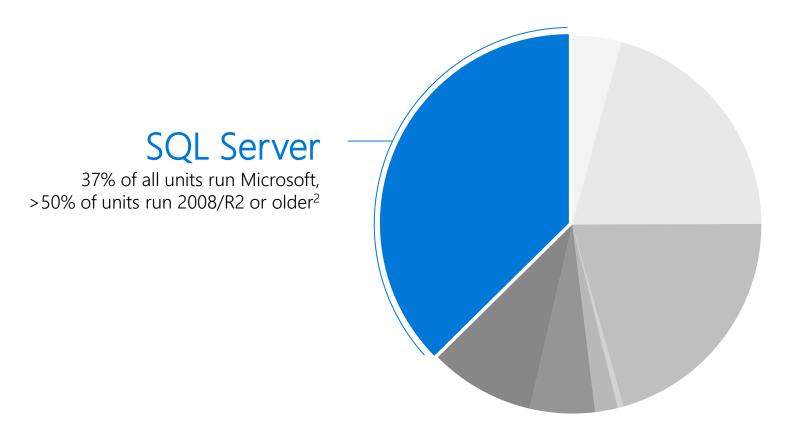






IT OPTIMIZATION IS KEY TO DIGITAL TRANSFORMATION

IDC Worldwide Database Server Forecast



Priorities

- Eliminate time spent managing "long tail" of applications—lift and shift to managed cloud
- Free up limited IT resources to drive transformation
- Migrate business critical apps to cloud—extend and innovate

¹ Pie Chart *IDC Worldwide DB Forecast Dec 2016

² Microsoft Internal Sources



AZURE SQL DATABASE THE BEST AND MOST ECONOMICAL CLOUD DESTINATION FOR YOUR SQL SERVER APPS

Built-in intelligence



Breakthrough productivity and performance



Seamless and compatible



Competitive TCO



Realize up to a 406% ROI over on-premises and hosted solutions

AZURE SQL DATABASE MOMENTUM

4.5 million databases

 154_{PB} total size

 421_{K} subscriptions

3 trillion batch requests/day

1.4 million HTAP transactions/sec 100 million queries analyzed/hour

"We had an incident lasting for about 6 months. Before Intelligent Insights we have not had a way of figuring out where do we even start troubleshooting. Intelligent Insights gave us a list of things to do...it enables us to pinpoint where the problem is and to get a fix deployed within 24hrs."

"Intelligent Insights proactively finds a database performance problem in a more efficient way and much faster than humans. With it we can proactively help customers until we have a fix for the problem."

"SQL Threat Detection helps us to be ahead of the threats instead of chasing them."

Bauke Stil, App Manager, SnelStart

snel**start**

Shahin Kohan, CTO AIMS36७

"SQL Threat Detection helps us respond to activities, which were not visible beforehand."

Frans Lytzen – CTO, New Orbit neworbit

Manrique Logan, architect & technical lead **ASEBA**°



INTRODUCING AZURE SQL DATABASE MANAGED INSTANCE

Azure SQL Database



Managed Instance

Instance-scoped programming model with high compatibility to SQL Server



Best for modernization at scale with low cost and effort



Single

Standalone managed database for predictable and stable workloads



Elastic Pool

Shared resource model for greater efficiency through multi-tenancy

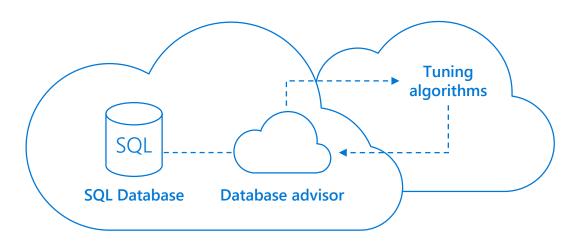


BUILT-IN INTELLIGENCE TO PROTECT AND OPTIMIZE

Built-in intelligence learns unique database patterns and automatically tunes for improved performance

Intelligent Threat Detection monitors, detects, and alerts on malicious activities

Vulnerability Assessment discovers, tracks and remediates potential database vulnerabilities











CONTINUOUSLY OPTIMIZED BY THE PLATFORM

One-click to enable

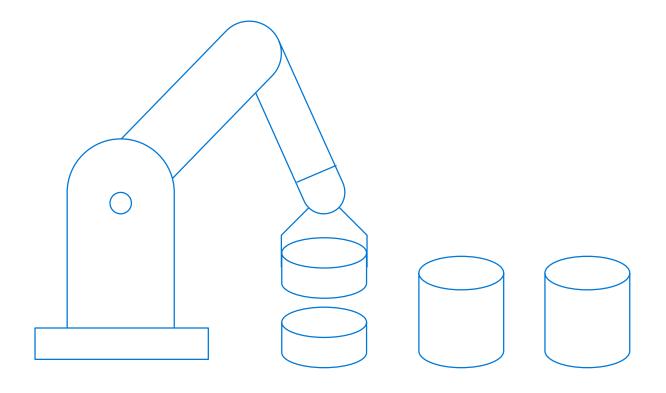
Prevent and mitigate issues

No app changes needed

Tuning actions

Create missing indexes
Drop unused/duplicate indexes
Force last good plan

Automatic tuning







FOCUS ON YOUR BUSINESS

Your work so far	How PaaS helps	
Hardware purchasing and management	Built-in scale on-demand	
Protect data with backups (with health checks and retention)	Built-in point-in-time restore	
High availability implementation	Built-in 99.99% SLA and auto-failover	
Disaster recovery implementation Built-in geo-redundancy and geo-repl		
Ensure compliance with standards on your own Built-in easy to use features		
Secure your data from malicious users and mistakes	Built-in easy to use features	
Role out updates and upgrades Built-in updates and upgrades		
Monitor, troubleshoot, and manage at scale Built-in easy to use features		
Tune and maintain for predictable performance Built-in easy to use features		

We take care of your database chores



BREAKTHROUGH PRODUCTIVITY AND PERFORMANCE

Realize the benefits of real-time operational analytics

Enable scale-up with near zero downtime through cloud-born innovation



30x

faster transactions with in-memory OLTP



100x

performance gains with in-memory analytics



near 100%

uptime with dynamic scalability





SAVE TIME WITH FAMILIAR SQL SERVER TOOLS AND RESOURCES

Eliminate app changes with full SQL Server programming surface

Use familiar SQL Server features in SQL Database Managed Instance

Native backup and restore

Cross-database queries and transactions

Broad security features including Transparent Data Encryption, SQL Audit, Always Encrypted and Dynamic Data Masking

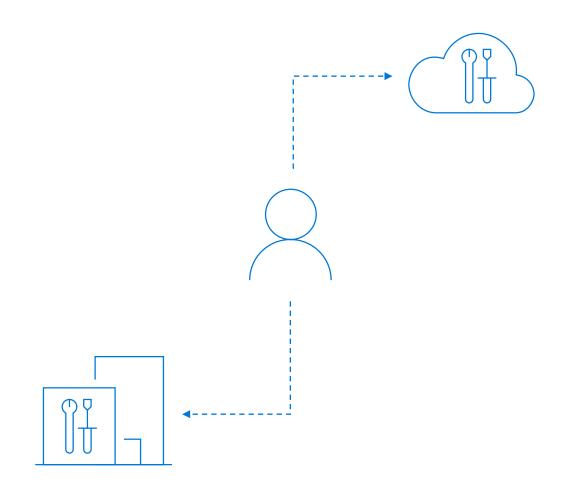
SQL Agent, DBMail, and Alerts for workload orchestration improved awareness

Scenario enablers including Change Data Capture, Service Broker, Transactional Replication, and CLR

DMVs, XEvents, and Query Store for troubleshooting



Full compatibility with SQL Server 2005+





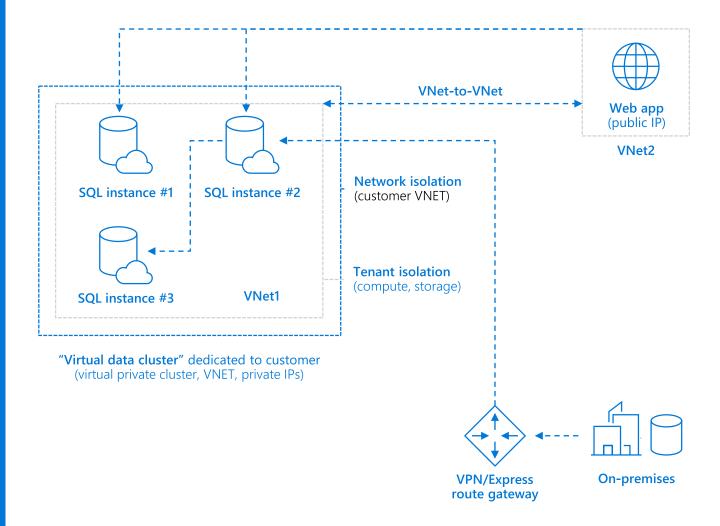
DEDICATED RESOURCES THROUGH CUSTOMER ISOLATION

Enable full isolation from other tenants without resource sharing

Promote secure communication over private IP addresses with native VNET integration

Enable your on-premise identities on cloud instances, through integration with Azure Active Directory and AD Connect

VNET support in SQL Database Managed Instance







COMPETITIVE TOTAL COST OF OWNERSHIP

Reduce capital and operational costs with fully-managed service and achieve up to 406% ROI¹

Financially-backed 99.99% availability SLA²

Promote business continuity with built-in capabilities

Maximize your on-premises investments with Azure Hybrid Benefit for SQL Server

Right-size on-premises workload requirements for the cloud with independent control of storage and compute

Up to 406% ROI with Azure SQL Database

Cost-Benefit Analysis per Azure SQL Database

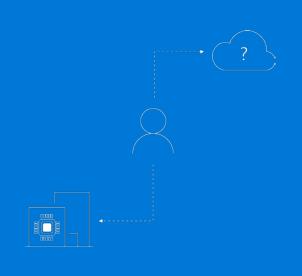


Adapted from The Business Value of Microsoft Azure SQL Database Services, IDC, March 2015.



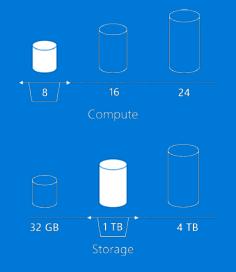


DTUs SIMPLIFY CERTAIN ELEMENTS FOR CUSTOMERS BUT CAN MAKE ON-PREMISES TRANSITIONS DIFFICULT



Challenges with translating on-premises workload requirements to the cloud when migrating

More flexibility desired to optimize resources for SQL Database workloads





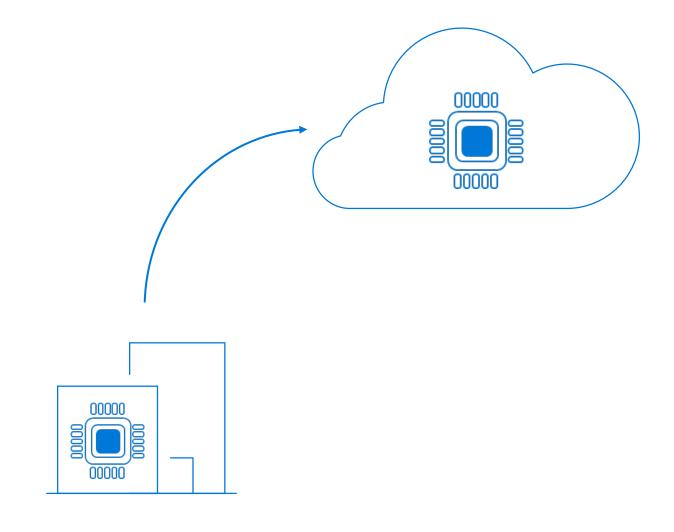
RIGHT-SIZE YOUR WORKLOADS FOR THE CLOUD

Easier to right-size the destination environment by removing the guesswork of DTUs

You pay only for what you use

1 on-premises core = 1 vCore on Gen4 hardware

Introducing vCores







COMMITTED TO CUSTOMER CHOICE

Choice drives our approach to resource management and pricing

- Simplicity: We remain committed to the DTU-based model and the simplicity it offers customers who want a pre-configured solution
- Flexibility: The vCore-based model reflects our commitment to customer choice and to simplify the hybrid benefit for customers migrating from on-premises

You pay for:

Service tier + number of vCore Type and amount of data storage Number of IO* Backup storage (RA-GRS)*

The vCore-based model will exist alongside the DTU-based model

<u>Learn more</u>

- *Free during preview
- **4TB available on Gen 5 only
- ***Coming soon

Choose from two tiers in the vCore-based model

	GENE	RAL PURPOSE	BUSI	NESS CRITICAL
Best for	Most business workloads. Offers budget oriented balanced and scalable compute and storage options.		Business applications with high IO requirements. Offers highest resilience to failures using several isolated AlwaysON replicas.	
Compute	Two hardware generations to choose from			
tiers	Single/Elastic Pools	Managed Instance	Single/Elastic Pools	Managed Instance
	1 to 80 vCores	8, 16, 24, 32, 40, 64, 80 vCores	1 to 80 vCores	8, 16, 24, 32, 40, 64, 80 vCores
Storage	Premium remote storage (per instance)		Super-fast local SSD storage (per instance)	
	Single/Elastic Pools	Managed Instance	Single/Elastic Pools	Managed Instance
	5GB – 4TB	32GB – 8TB	5GB – 4TB	32GB – 4TB**
Availability	1 replica, no read-scale		3 replicas, 1 read-scale, zone- redundant HA***	
Backups	RA-GRS, 7-35 days (7 days by default)		RA-GRS, 7-35 days (7 days by default)	





SELECTING THE RIGHT PURCHASING OPTION

Flexibility

vCore-based

Independently configure compute, storage, IO

Most economical with Azure Hybrid Benefit for SQL Server

Simplicity

DTU-based

Blended measure of compute, storage, IO

May be more economical for < 3 cores

- Compare vCore-based and DTU-based options using this rule of thumb: 100DTU ~ 1 vCore
- Convert from DTU to vCore using the API or portal with no downtime and same SLO update as today



AZURE IS THE MOST ECONOMICAL DESTINATION FOR SQL WORKLOADS*

Use your on-premises SQL Server licenses with active Software Assurance to save up to 55% on vCore-based SQL Database deployment options with Azure Hybrid Benefit for SQL Server

Pre-pay your SQL Database compute capacity on a one or three-year term and save up to 33% with SQL Database reserved capacity

Combine the Azure Hybrid Benefit for SQL Server and SQL Database reserved capacity for even more savings, **up to 80%**.

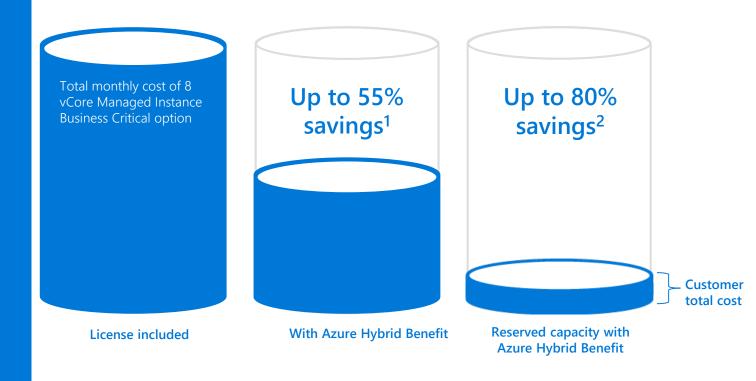
Learn more:

Azure Hybrid Benefit

Azure SQL Database reserved capacity

*Based upon comparison of on-demand pricing on Azure for Managed Instance versus running SQL on AWS RDS.

Save up to 80% with Azure Hybrid Benefit for SQL Server and SQL Database reserved capacity



¹ Savings based on eight vCore Managed Instance Business Critical in East US Region, running 730 hours per month. Savings are calculated from full price (license included) against base rate (applying Azure Hybrid Benefit for SQL Server), which excludes Software Assurance cost for SQL Server Enterprise edition, which may vary based on EA agreement. Actual savings may vary based on region, instance size and performance tier. Prices as of May 2018, subject to change.

² Savings based on eight vCore SQL Database Managed Instance Business Critical in West 2 US Region, running 730 hours per month. Savings are calculated from on demand full price (license included) against base rate with Azure Hybrid Benefit plus 3-year reserved capacity commitment. Savings excludes Software Assurance cost for SQL Server Enterprise edition, which may vary based on EA agreement. Actual savings may vary based on region, instance size and performance tier. Prices as of May 2018, subject to change.



EXCLUSIVE TO AZURE: GET MORE FOR YOUR VIRTUALIZED WORKLOADS

Take an inventory of on-premises licenses to determine potential for conversion

Convert on-premises cores to vCores to maximize value of investments

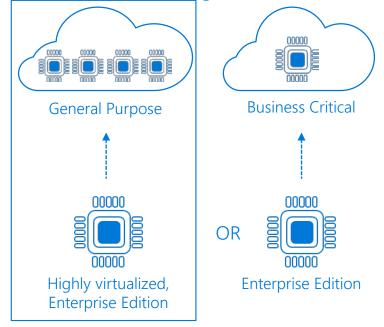
1 Standard license core = 1 General Purpose core

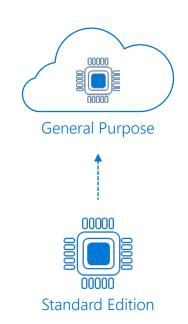
1 Enterprise license core = 1 Business Critical core

1 Enterprise license core = 4 General Purpose cores (virtualization benefit)

SQL Server license trade-in values

SQL Database Managed Instance





SQL Server with Software Assurance



Tools for your migration journey

SQL Server Migration Assistant (SSMA)

Automates database migration to SQL Server from Microsoft Access, DB2, MySQL, Oracle, and SAP ASE.

Data Migration Assistant (DMA)

Enables upgrade to SQL Server and Azure SQL Database.

Database Experimentation Assistant (DEA)

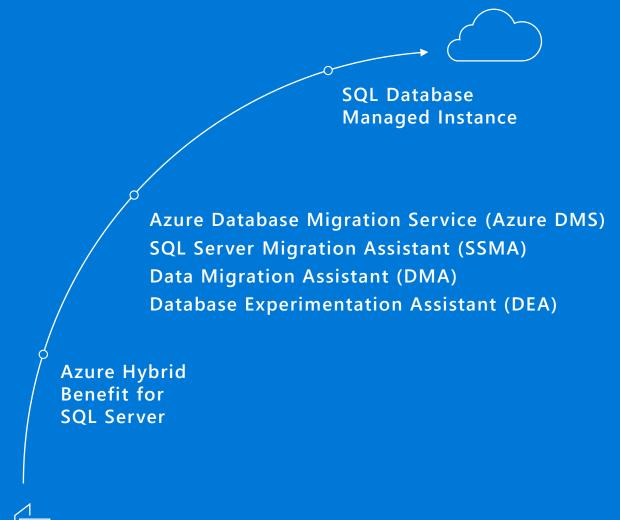
Assists in evaluating a targeted version of SQL for a given workload.

Azure Hybrid Benefit for SQL Server

Maximizes current on-premises license investments to facilitate migration.

Azure SQL Database Managed Instance

Facilitates lift and shift migration from on-premises SQL Server to PaaS.







ACCELERATING THE CLOUD

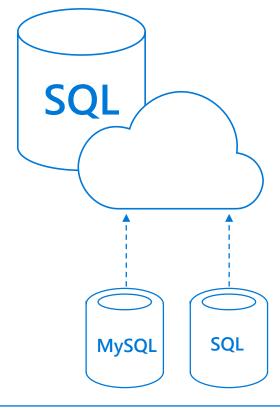
Fully managed database migration service for both operational databases and data warehouses

Enables reliable and seamless migrations to the cloud at scale and minimal downtime

Migrate SQL Server & 3rd party databases to Azure SQL Database



Azure Database Migration Service



SQL Server	Azure SQL Database single, elastic pools and Managed Instance
MySQL	Azure Database for MySQL
PostgreSQL	Azure Database for PostgreSQL
Oracle,	Azure SQL Database & Managed Instance
Netezza,	Azure SQL Data Warehouse



YOUR SINGLE DESTINATION FOR ALL THINGS MIGRATION

Provides guidance, tools, and partners in context of your migration scenario

Enables you to:

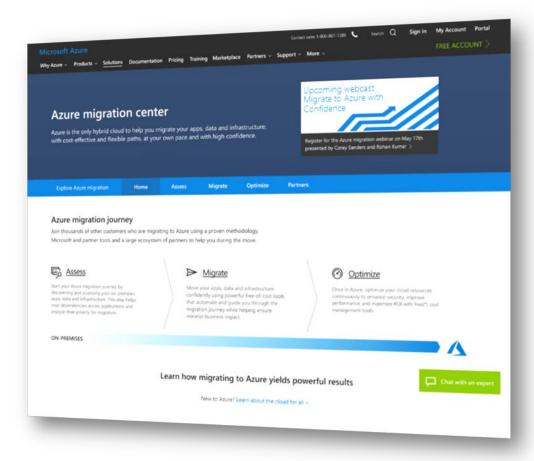
- Build your case, find others like you
- Assess your environment
- Identify the right migration strategies
- Optimize your cloud resources

Connects you to a migration expert

- Chat enabled, backed by engineering resources
- Guides you to FastTrack, partner, seller, or DIY outcomes

Azure.com/Migration

Azure migration center



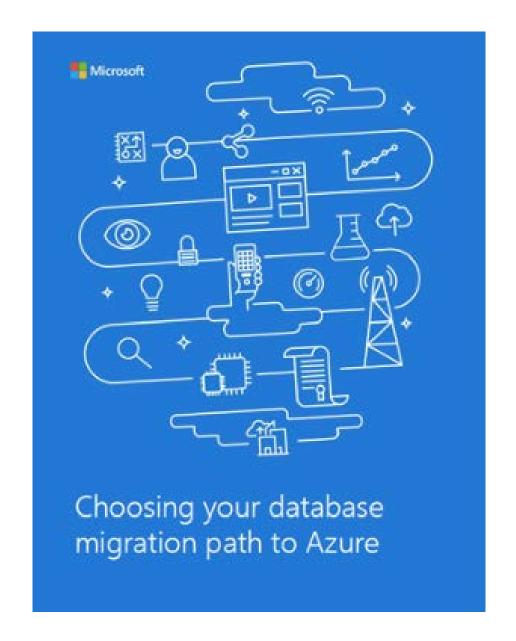


MIGRATION COOKBOOK

Migrate an on-premises SQL Server database to Azure SQL Database

The Migration Cookbook describes various approaches you can use to migrate an on-premises SQL Server database to the latest Azure SQL Database Update

Download: https://azure.microsoft.c
om/en-us/resources/choosing-
your-database-migration-path-to-azure/en-us/



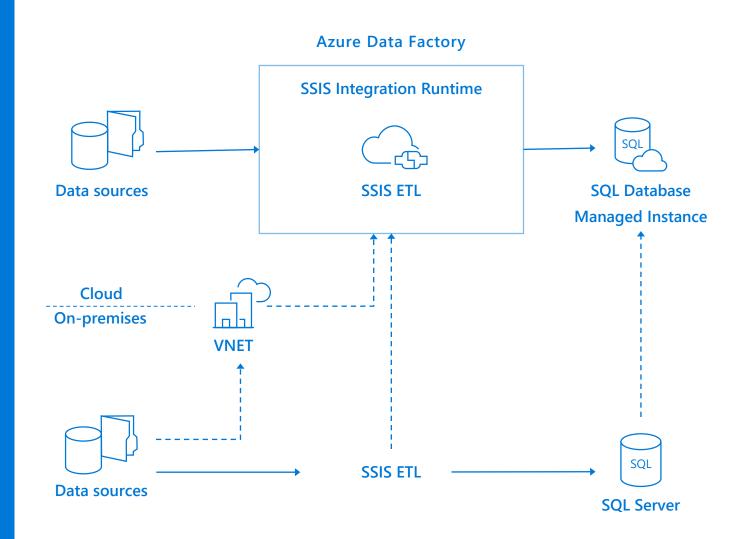
LIFT YOUR SQL SERVER INTEGRATION SERVICES (SSIS) PACKAGES TO AZURE

Easily execute and schedule your SQL Server Integration Services (SSIS) packages in managed execution environment for SSIS in Azure Data Factory (ADF)

Gain high availability, scalability and lower TCO by lifting your SSIS packages to Azure

Continue to build, monitor and manage packages with existing tools like SQL Server Management Studio (SSMS) & SQL Server Data Tools (SSDT)

Learn more





AZURE SQL DATABASE MANAGED INSTANCE PREVIEW

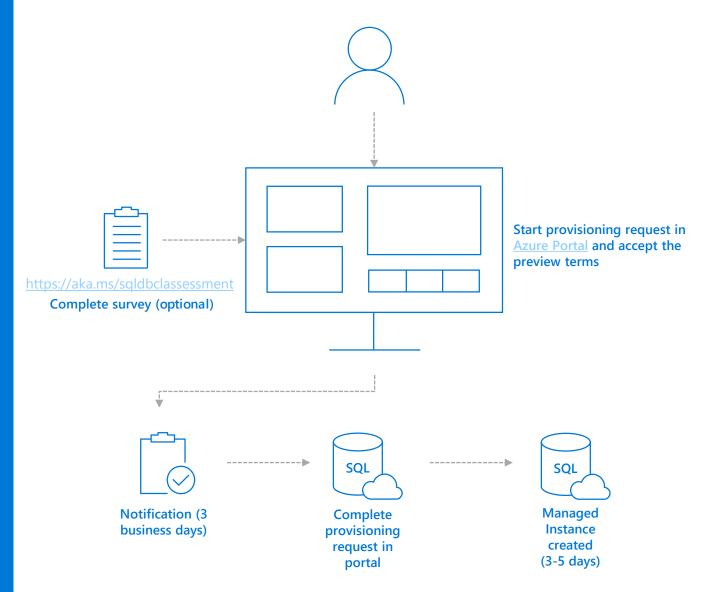
Submit a provisioning request for Managed Instance via <u>Azure portal</u>, accept the preview terms and complete the short form.

You will receive a response from Microsoft within 3 working days

Once approved, return to the portal to complete the provisioning request

Managed Instance created within 3-5 working days upon completing the provisioning request

Enroll today in Managed Instance preview



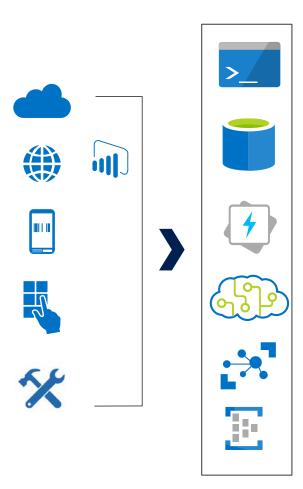
LEARN MORE

- Announcement blog
- Azure SQL Database
- SQL Database Managed Instance
- Create a Managed Instance
- Azure Hybrid Benefit for SQL Server
- Azure Database Migration Service
- Migration Guide
- SQL Server Integration Services
 - Hands-on-lab to lift SSIS to Azure with Azure Data Factory: <u>aka.ms/adflab 2</u>

Azure SQL Data Warehouse

Where does a data warehouse fit? Everywhere!

Data & service architecture











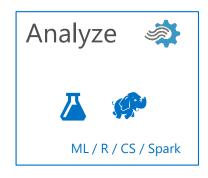






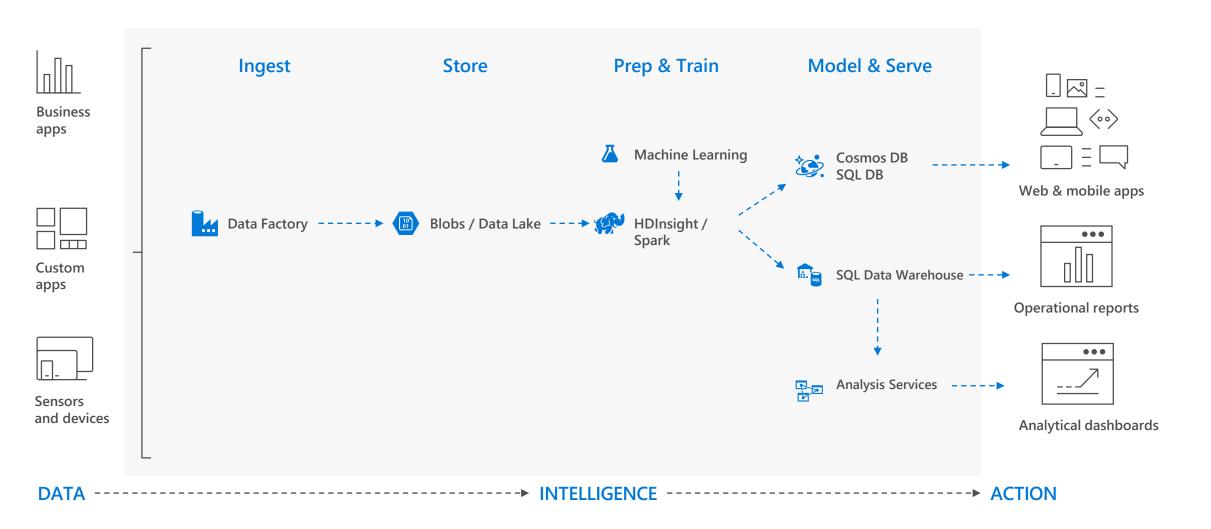








CLOUD DATA WAREHOUSE SOLUTION



Changes in Enterprise Data Warehouse space

Organizations are changing with increasing demand to:

- Integrate with new or unstructured data
- Drive to the cloud

Reduce or remove hardware renewal

Reduction in support costs



Introducing Azure SQL Data Warehouse

A relational **platform-as-a-service**, fully managed by Microsoft. **Elastic scale** cloud **data warehouse** with **proven** SQL Server capabilities. Built for businesses of all **shapes**, **sizes**, and **industry**.

Elastic scale & performance



Scales to petabytes of data

Massively Parallel Processing

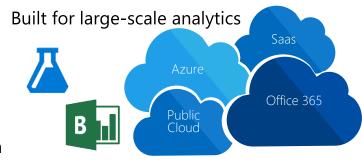
Instant-on compute scales in seconds

Query Relational and Non-Relational data



Query large datasets in minutes

Full hub-and-spoke support



Market Leading Price & Performance



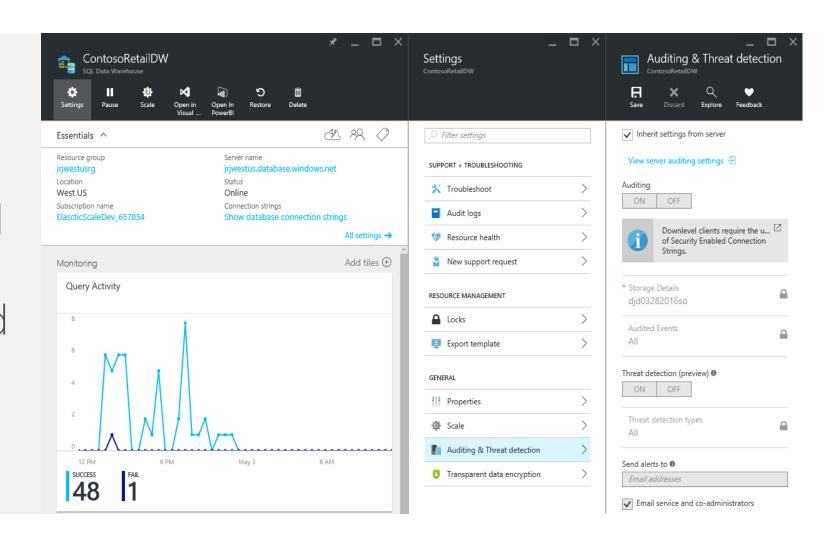
Simple billing compute & storage

Pay for what you need, when you need it with dynamic pause

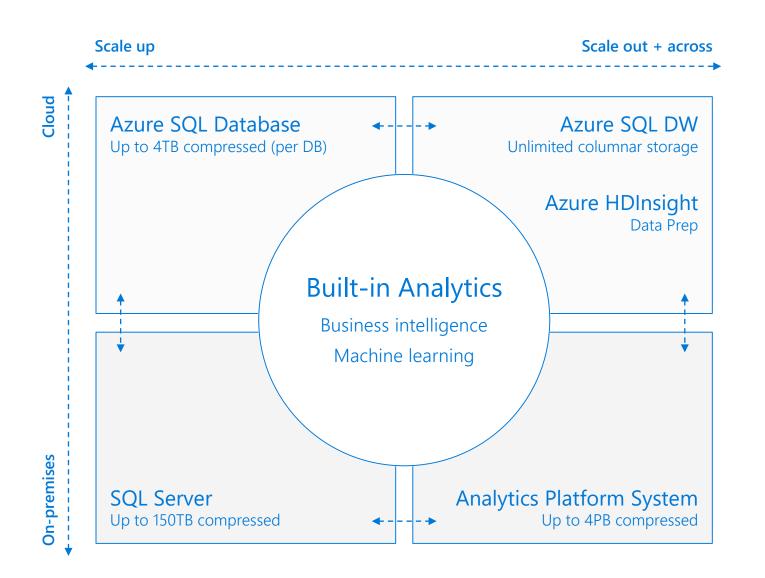


A fully managed Platform-as-a-Service

- Azure cloud data warehouse service
- Elastic scale
- Separate storage and compute
- Use existing tools and skills
- Deploy and use in minutes!



WHEN TO USE WHAT





AZURE SQL DATA WAREHOUSE - PERFORMANCE TIERS

Optimized for elasticity

Elastic-scale performance tier provides high performance for regular workloads and analytics

DATA WAREHOUSE UNITS (DWU

Optimized for compute

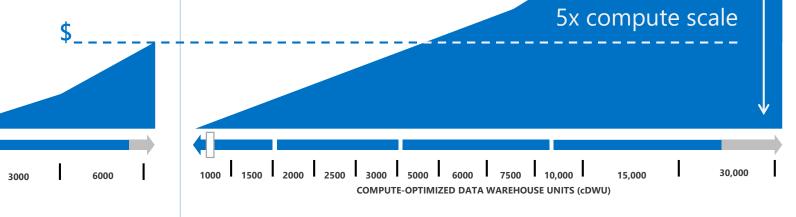
Ultra-high performance, compute intensive, elastic-scale performance tier delivers the highest performance for the most demanding analytical workloads

Preview

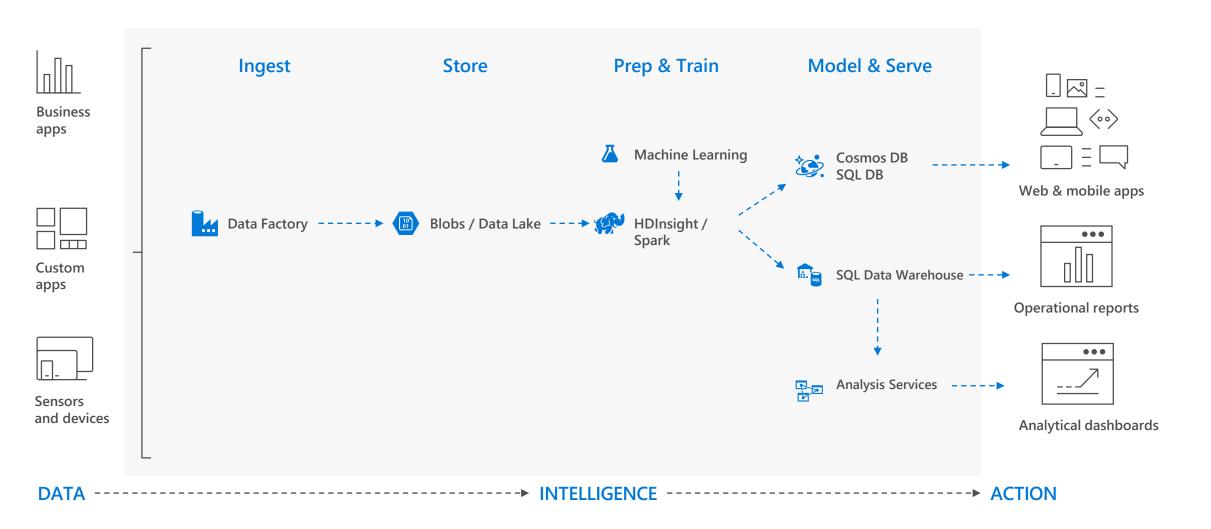
available now!

Up to 100x query performance!

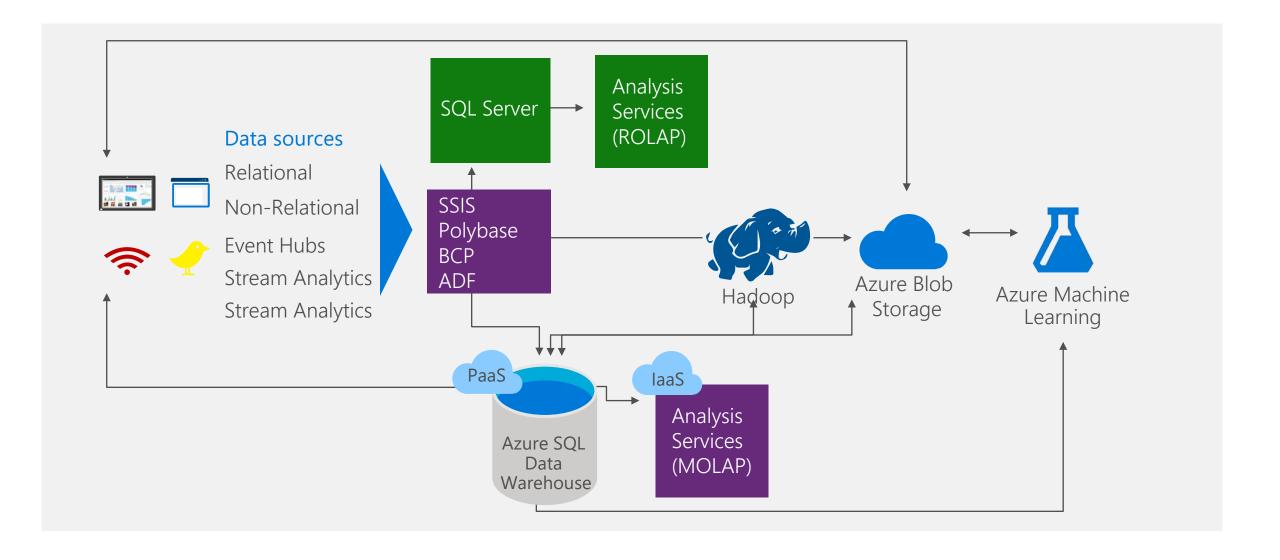
Data Warehouse Units (DWUs & cDWUs) are a measure of reserved compute performance or 'power.' A customer's DWU or cDWU needs can vary depending on the characteristics of the workload.



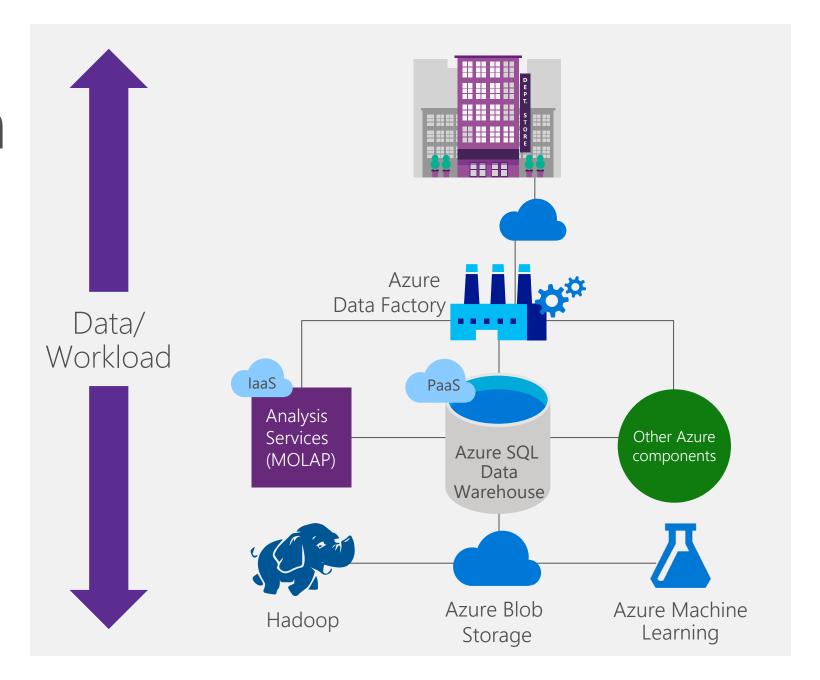
CLOUD DATA WAREHOUSE SOLUTION



Integrates with existing processes



Supports data ingestion from literally anywhere...





Technical capabilities

Industry's **first** enterprise-class cloud data warehouse that can **grow**, **shrink**, **and pause** in seconds



Petabyte scale data warehousing leveraging massive parallel processing

Full enterprise-class SQL Server experience



Two performance tiers designed for businesses of all sizes

Seamless compatibility with Power BI, Azure Machine Learning, HDInsight, and Azure Data Factory



Query and load big data from Hadoop, HDInsight, Data Lake and Blob Storage using Polybase



The Microsoft Data Platform delivers everywhere

BI AND ANALYTICS



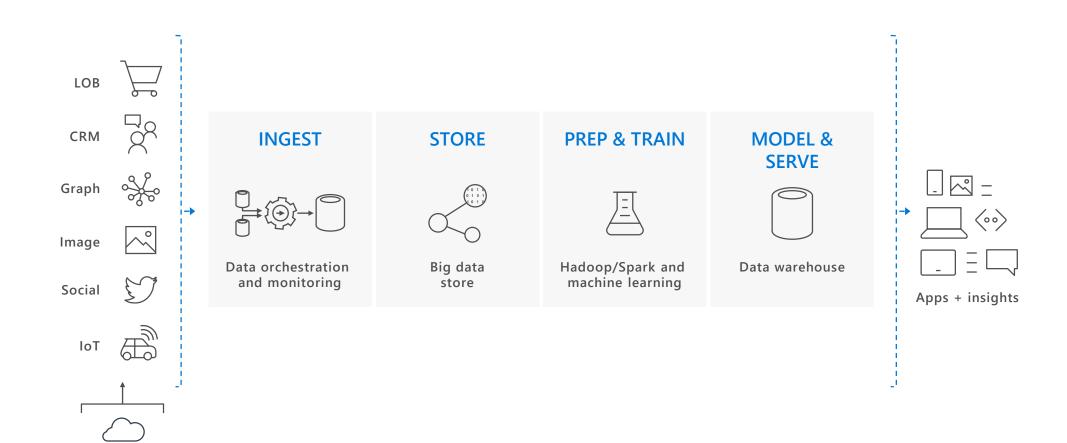
DATA ENRICHMENT AND FEDERATED QUERY





EVOLUTION OF THE DATA WAREHOUSE

Increasing data volumes. New data sources and types. Big Data + DW workloads



Cloud



SQL Server Upgrades Done the Right Way

Why upgrade?



Is it the right time to modernize?





Winter is coming...





~45%+ customers still use SQL Server 2008R2 or older.



Database Compatibility Level based certification

Stop certifying for any given platform (Cloud, on-prem)! Stop certifying for a named SQL Server version!

Any certification process should be thought in terms of "which target database compatibility level am I certifying to?"

Updated public documentation: http://aka.ms/dbcompat

Microsoft stands by DB Compat based certification

Microsoft Database Compatibility Level Protection

Full Functional protection once assessment tools runs clean with no errors.

Query Plan shape protection on comparable hardware. Maintaining backward compatibility is very important to SQL Server team.

Key Benefits

Simplified application certification on-premise and Azure (e.g. Azure SQL DB MI).

Ability to provide customer a choice of latest SQL Server platform based on certified DB compat level.

Improved risk management by decoupling application upgrade cycles from Database upgrade cycles.

Upgrade Process



Upgrade Strategies

Side-by-side

- Allows for upgrade of OS
- Easier testing
- Easier rollback strategy
- Less downtime

In-place

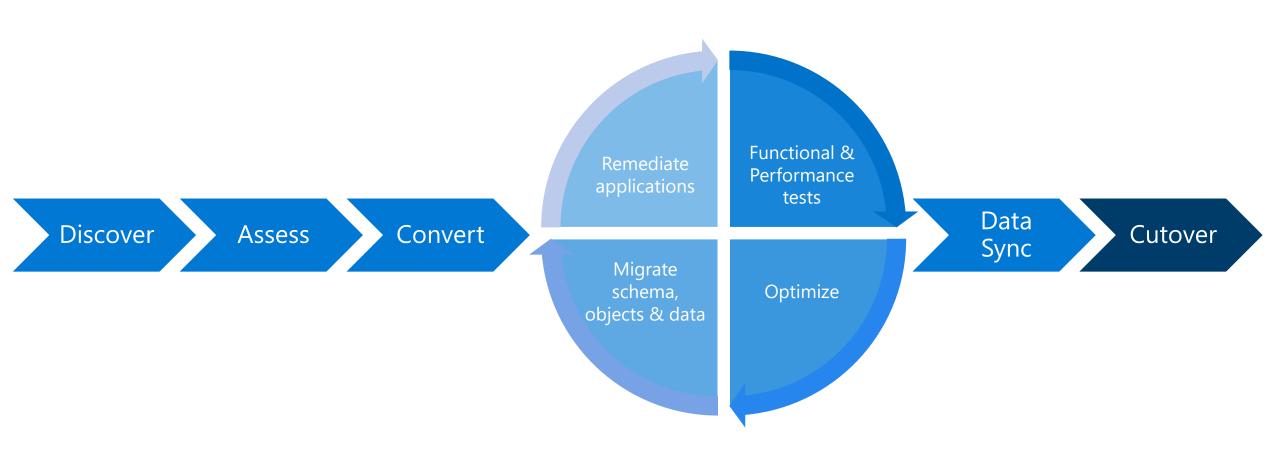
- Doesn't require additional hardware
- No data migration required

Traditional Upgrade Strategies

Feature	Notes
Log Shipping	Cutover measured in (typically) minutes
Replication	Cutover measured in (potentially) seconds
Backup and Restore	This is going to take a while!
Filesystem/SAN Copy	Ditto - the latter being significantly faster
Availability Groups (NOT available in < 2012)	Cutover measured in (typically) seconds



Minimize Risk with the Database Migration Guide





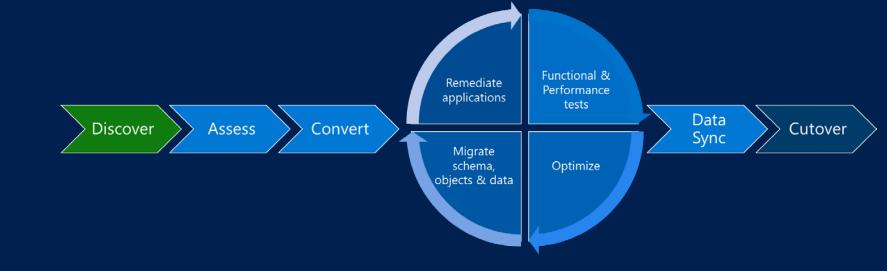
Reliable Upgrades Discover **Fully** automated using free tools **Asses** from Microsoft Test

"With tools like Database Migration Assistant and Database Experimentation Assistant, we were able to reduce the time and effort required for the upgrade, enable automated A/B testing capability to minimize risk and provide a high confidence upgrade plan for a mission critical, Tier-1 environment spanning over a 1000 instances of SQL Server within 3 months."

Salesforce – PASS Summit 2017

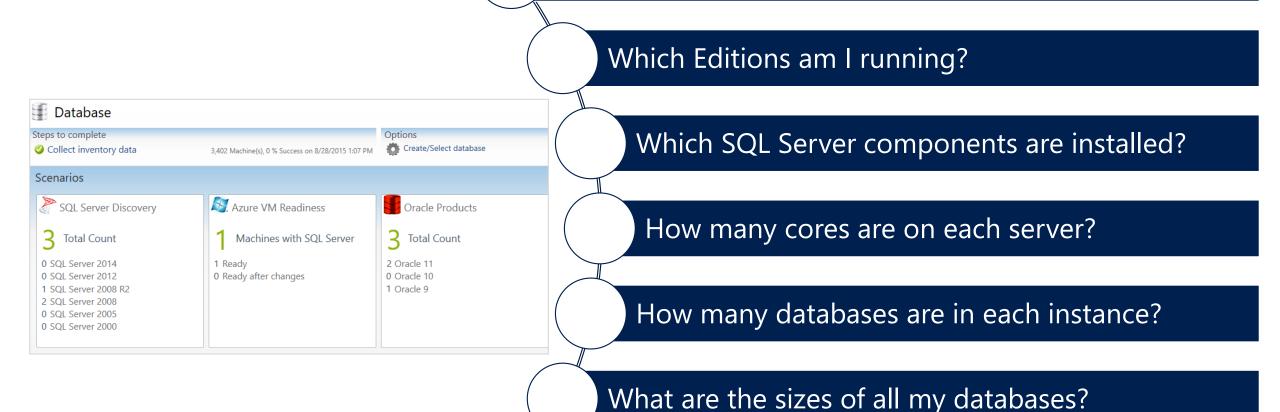
Assir

Discover



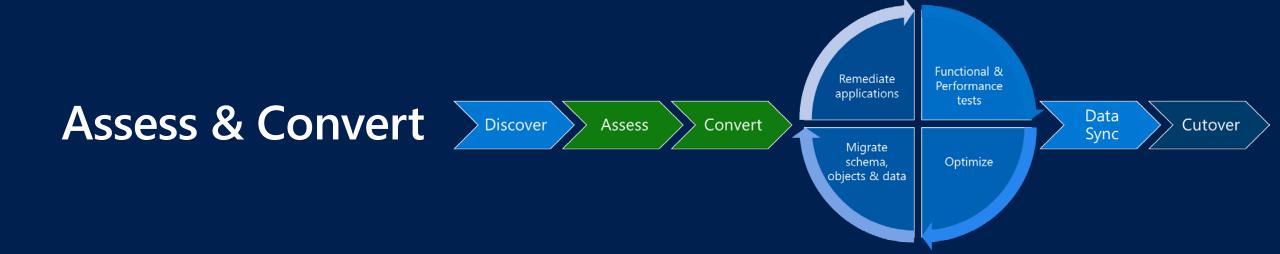


Discover with MAP Toolkit



Which SQL Server versions do I have?

What are the settings for each instance and database?





Assess & Convert with DMA

Data Migration Assistant "Upgrade readiness assessment was delivered with the help of Database Migration Assistant which helped us analyze our template databases to identify potential pitfalls and suggested automated remediation for our development teams to act on."

Salesforce – PASS Summit 2017

features

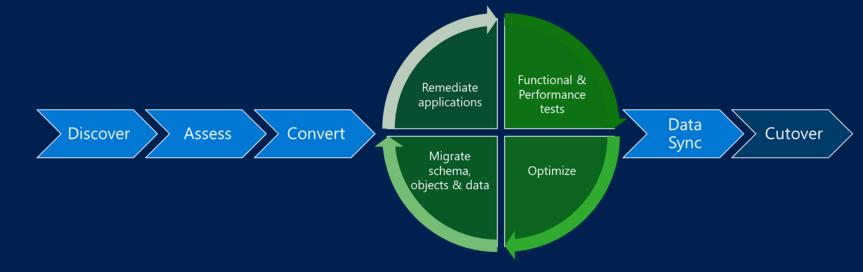
Security

Perform Migration

Cor

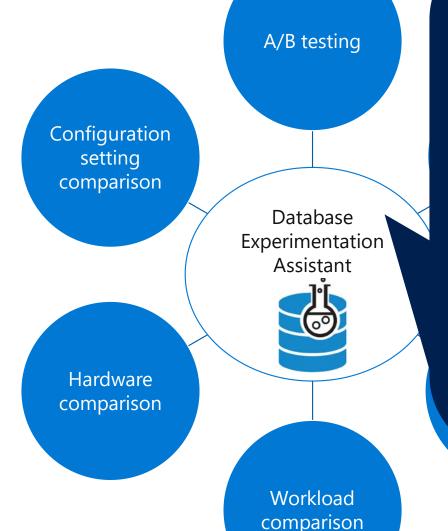
- Connect to source and target servers
- Choose databases
- Monitor migration
- Review final report







Test & Optimize with DEA



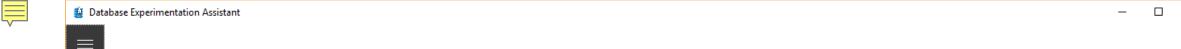
"Database Experimentation Assistant helped us perform comparison tests between our current environment and a test SQL Server 2016 environment to identify regressions, breaking changes and performance characteristics. Because of the automation, we were able to repeat such an exercise with multiple iterations using different configuration settings."

Salesforce – PASS Summit 2017

Database Migration Assistant

Database Experimentation Assistant





Welcome to Database Experimentation Assistant

To get started, click on the left side navigation bar.

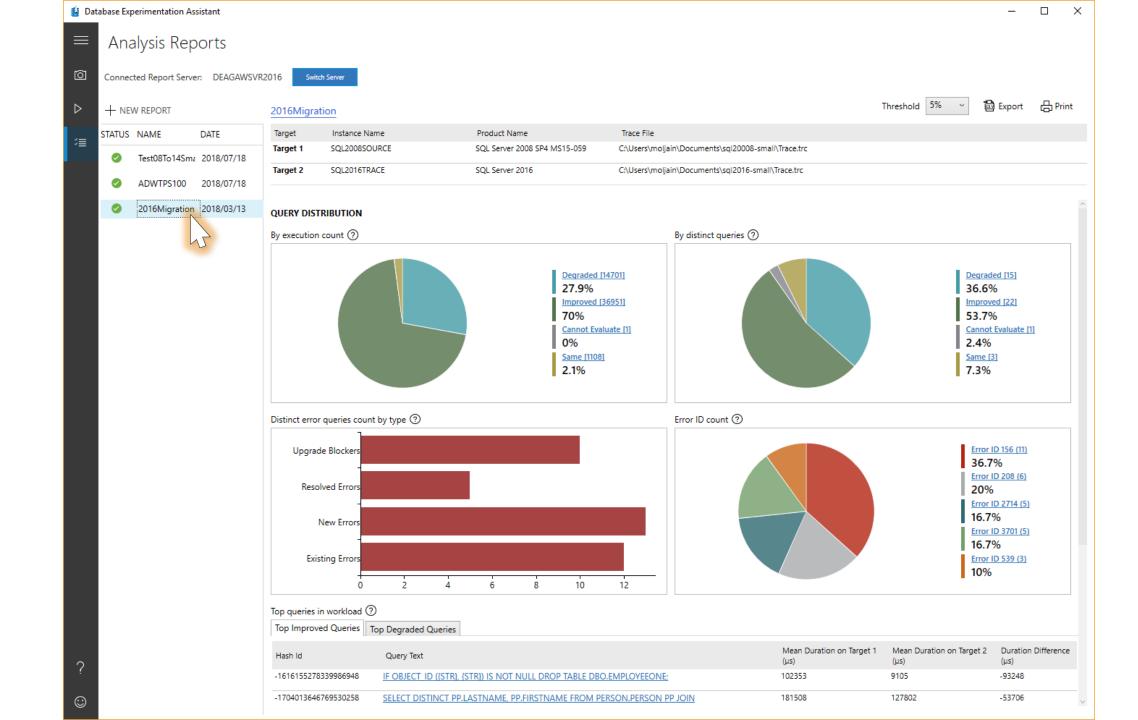
Analyze replayed traces collected from target 1 and target 2.

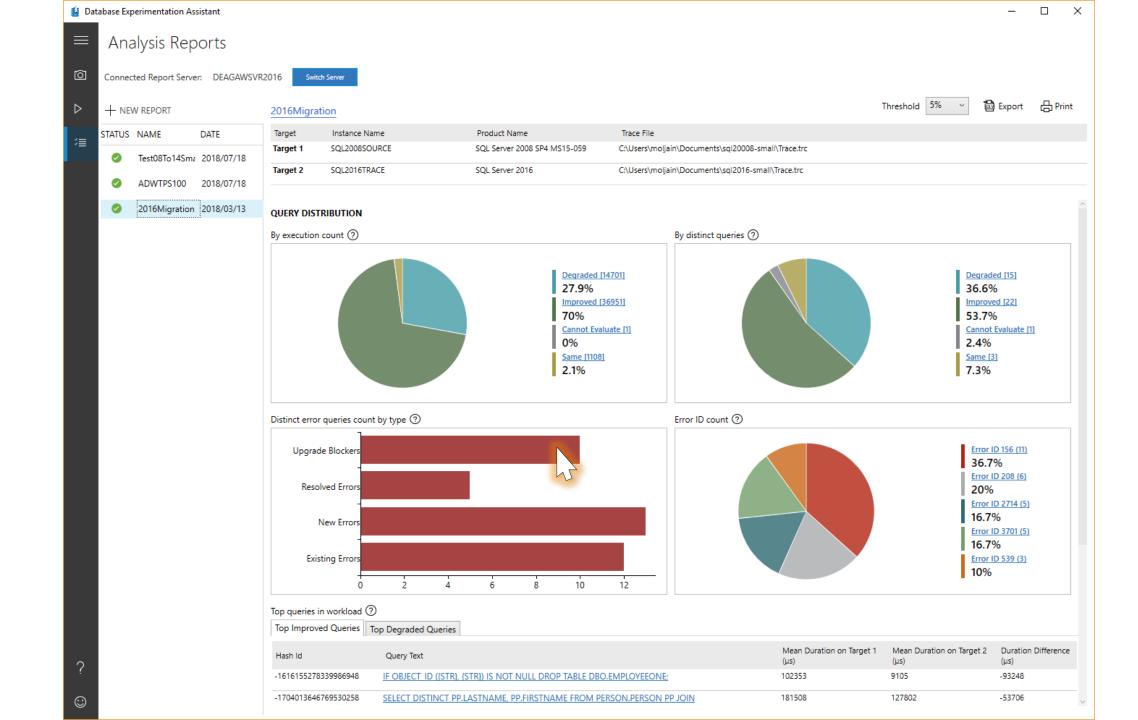


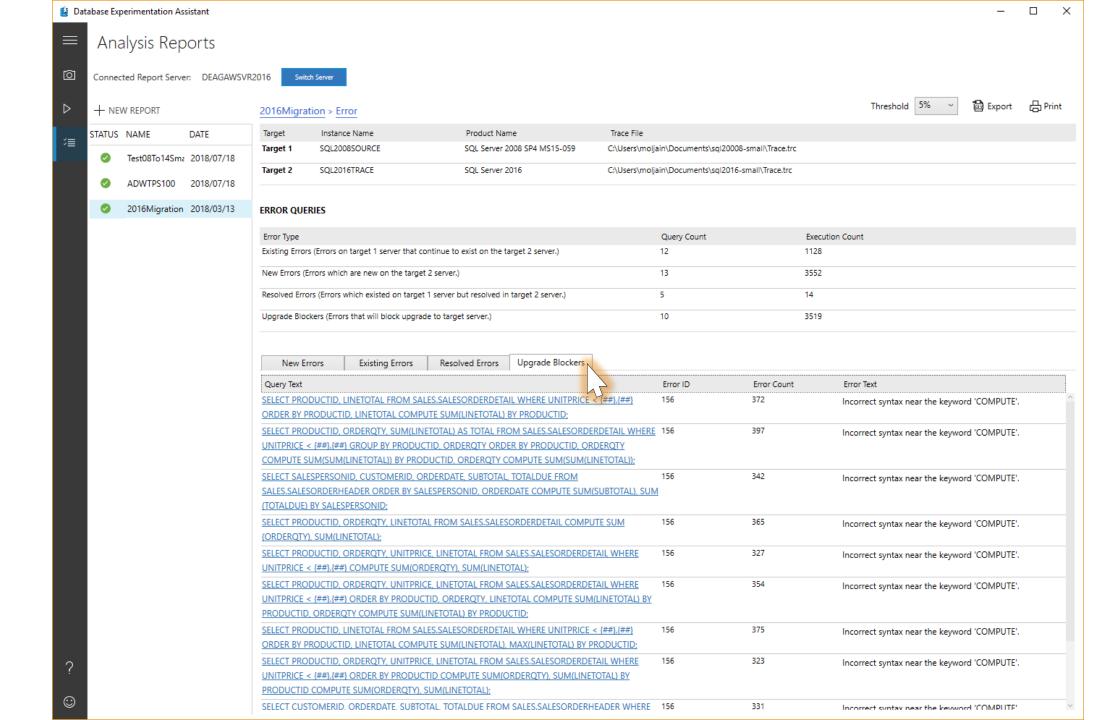
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Database Experimentation Assistant		_	×
ప≣ -			
	Connect to server to view existing reports or generate new reports		
	Server name (i)		
	Report Server e.g. localhost		
	Authentication Type (i)		
	Windows		
	Encrypt connection Trust server certificate		
			ı







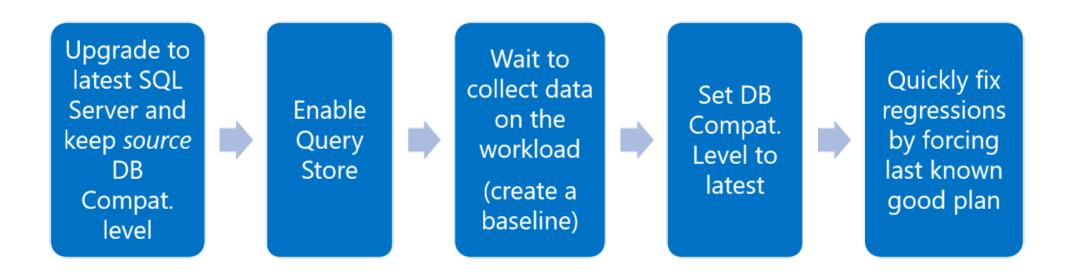
Post-Migration



I moved the data, am I done?

SQL Server post migration step is very crucial for reconciling any data accuracy and completeness, as well as uncover performance issues with the workload.

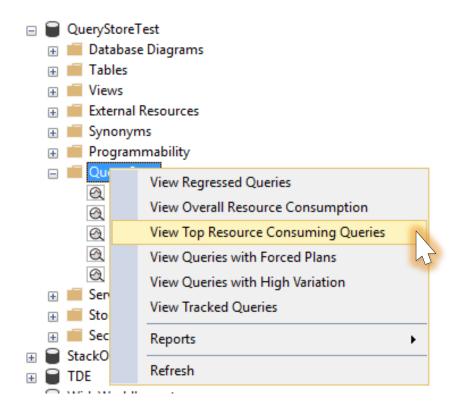
Recommended Upgrade Plan for latest DB Compatibility Level:



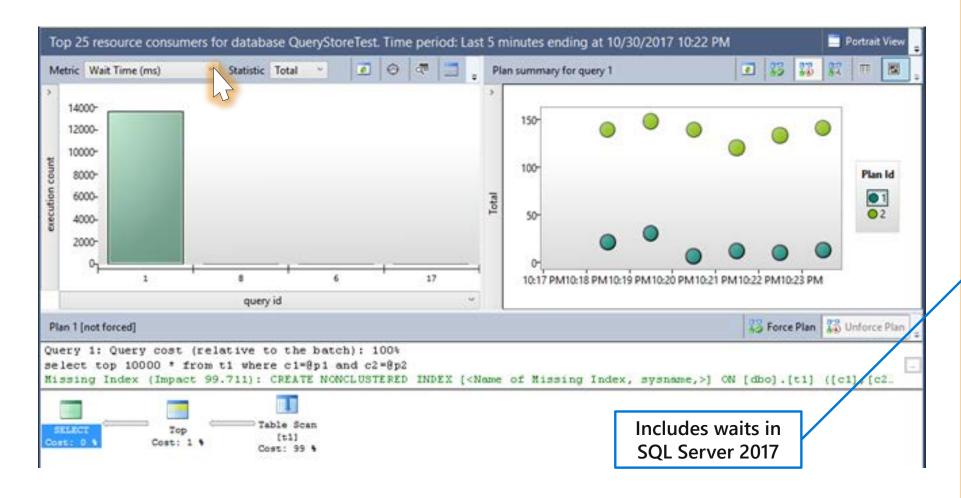


Query Store

Comprehensive query-performance information when you need it most!



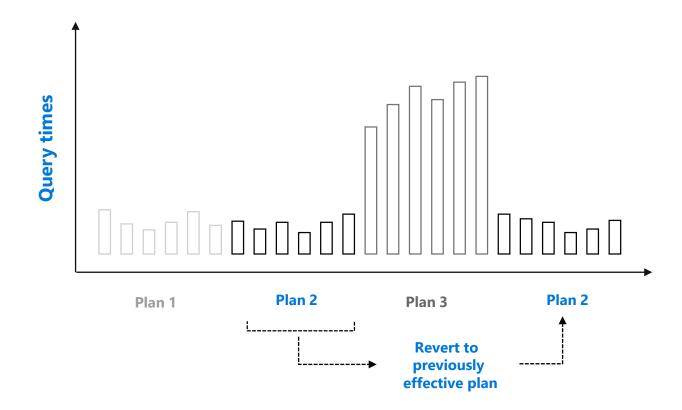
Query Store



🚶 Configure Top Resource Consu	-		×			
Resource Consumption Criteria						
Check for top consumers of:	Base	d on:				
Execution Count	\circ	Avg				
Duration (ms)	0	Max				
○ CPU Time (ms)	0	Min				
O Logical Reads (KB)	0 9	Std Dev				
O Logical Writes (KB)	● 1	Total				
O Physical Reads (KB)						
CLR Time (ms)						
○ DOP						
Memory Consumption (KB)						
O Row Count						
O Log Memory Used (KB)						
Temp DB Memory Used (KB)						
○ Wait Time (ms)						
Time Interval						
Last 5 minutes V From			-			
То						
Time Format: • Local	UTC					
Return						
○ All						
● Top 25						
Filters						
Minimum number of query plans: 1						
OK Cancel		Apply	/			

Query Store and Automatic Plan Correction

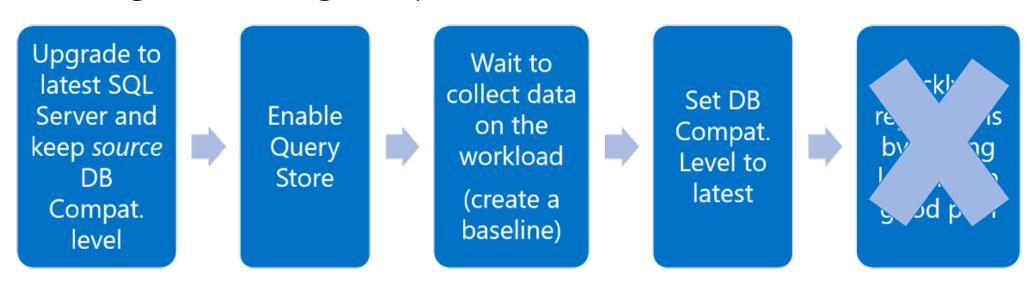
Identifies the problematic query plan and "fixes" it to be optimal In the scope of a DB Compatibility upgrade, only works if the recommended process was followed





Crucial to uncover query performance issues with the workload, as it runs on the newer version of SQL Server Database Engine.

User needs to follow documented DB Compatibility upgrade procedure, QTA will guide through steps.

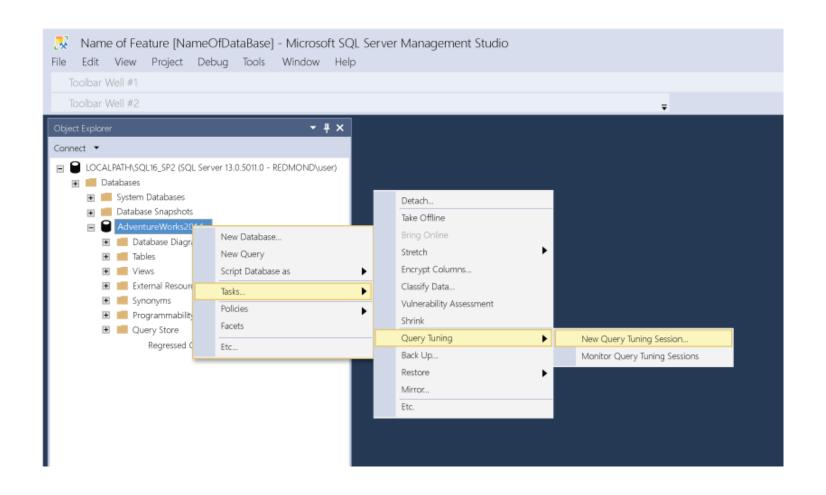


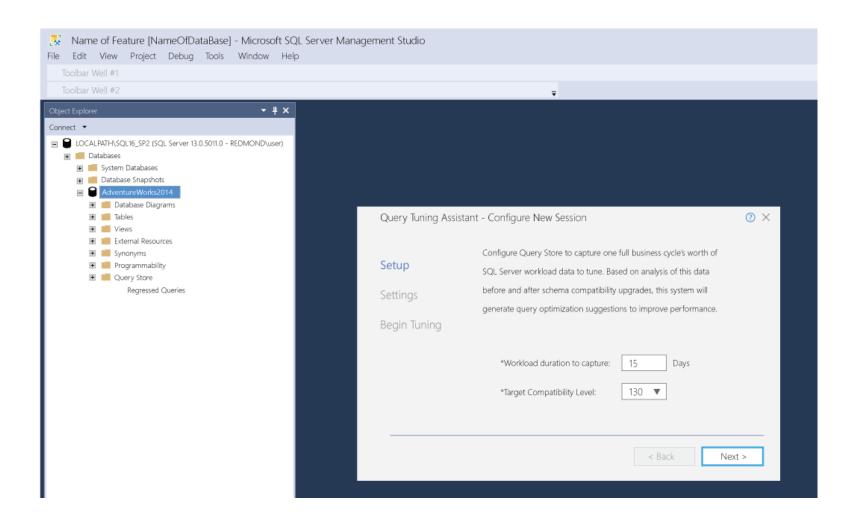
This first release targets known possible patterns of query regressions due to change in CE version.

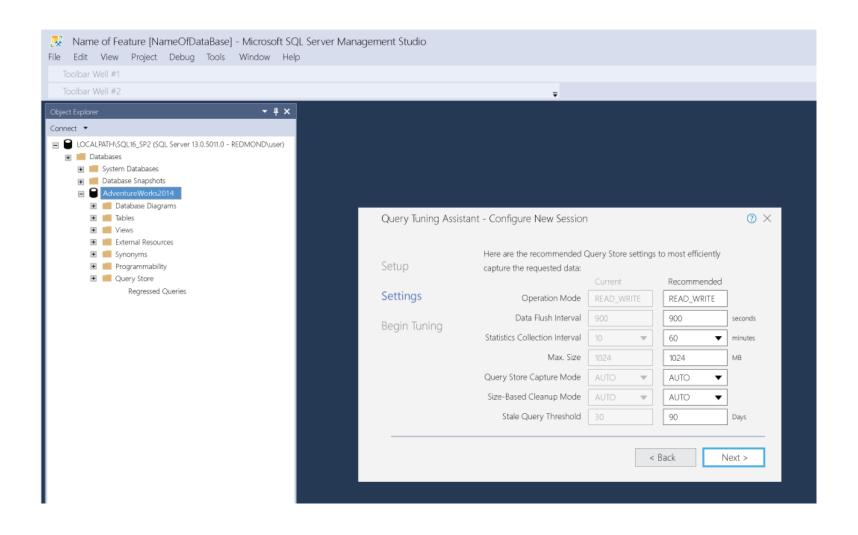
Workflow requires user interaction at well-defined stages, via GUI or PS. Available as:

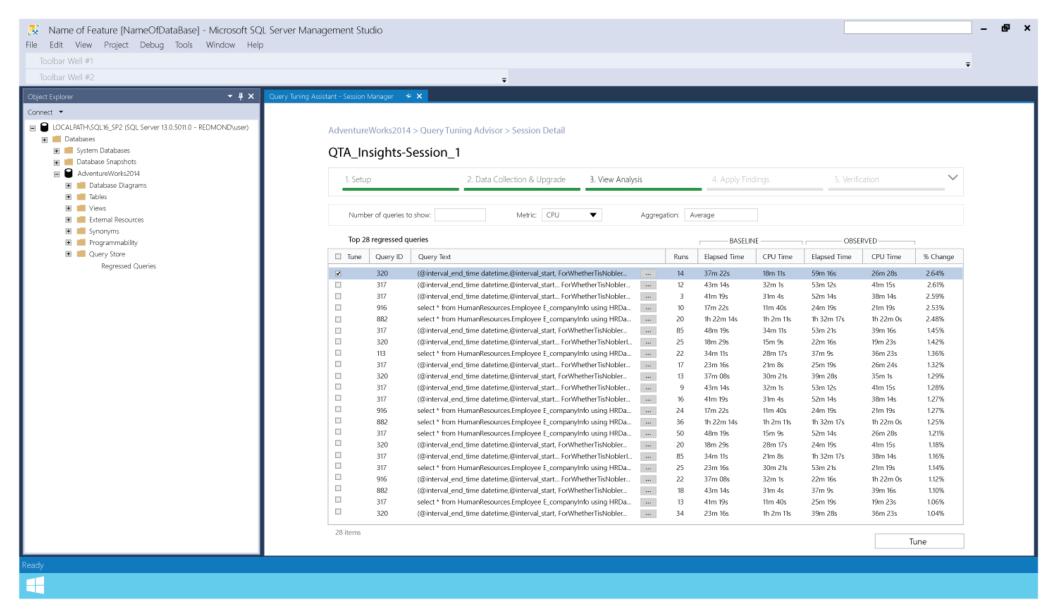
- SSMS-based wizard-like experience
- Powershell for use at scale

Powershell only private preview ongoing <u>now</u>. Target customers that are undergoing upgrades from older versions of SQL Server. Sign-up now: pedro.lopes@microsoft.com









Resources

- Upgrade SQL Server
- Database Migration Guide
- Microsoft Assessment and Planning Toolkit
- Overview of Data Migration Assistant
- DEA 2.1 General Availability: Release Overview Database Experimentation Assistant
- Post-migration Validation and Optimization Guide
- http://aka.ms/dbcompat (DB Compatibility Level based upgrades)