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AWS vs Azure vs GCP

A Practical Cloud Selection Playbook for Enterprise Leaders

How to Evaluate, Compare, and Choose the Right Cloud Platform

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Start with Business Goals, Not Cloud Providers

Before comparing AWS, Azure, and GCP, align your cloud strategy with business priorities.

Key Questions to Ask

STRATEGIC GOAL	PRIMARY EVALUATION FOCUS
Faster Innovation	AI, Automation, Cloud-Native Services
Cost Optimization	Pricing Models And Resource Efficiency
Global Expansion	Infrastructure Footprint And Regions
Regulatory Compliance	Security And Governance Capabilities
Legacy Modernization	Hybrid Cloud And Migration Support

Quick Self-Assessment

- ☐ Are we migrating existing applications?
- ☐ Are we building new cloud-native products?
- ☐ Do we require hybrid cloud capabilities?
- ☐ Do we have strict compliance requirements?
- ☐ Is AI a strategic priority?

Takeaway: Define business outcomes first. Technology selection should support strategic objectives, not drive them.

Evaluate Your Technical and Operational Requirements

Cloud adoption success depends on matching platform strengths with workload requirements.

Enterprise Workload Fit Matrix

WORKLOAD TYPE	BEST FIT
ERP & Microsoft Applications	Azure
Large-Scale SaaS Platforms	AWS
Data Analytics & AI	GCP
Kubernetes Workloads	GCP
Global Enterprise Applications	AWS
Hybrid Infrastructure	Azure

Key Evaluation Criteria

CRITERIA	QUESTIONS TO ASK
Scalability	How Quickly Will Workloads Grow?
Security	What Compliance Requirements Exist?
Integration	What Systems Must Connect?
Operations	What Skills Exist Internally?
Resilience	What Uptime Requirements Exist?

Technical Readiness Checklist

- ☐ Cloud governance framework defined
- ☐ Security requirements documented
- ☐ Existing architecture assessed
- ☐ Application dependencies mapped
- ☐ Migration complexity evaluated
- ☐ Internal cloud expertise assessed

Compare Cost, Scalability, and Hybrid Cloud Readiness

Cloud pricing should be evaluated beyond simple infrastructure costs.

WORKLOAD TYPE	AWS	AZURE	GCP
Service Breadth	High	High	Medium
AI & Analytics	Strong	Strong	Leading
Hybrid Cloud	Strong	Leading	Strong
Enterprise Integration	Strong	Leading	Moderate
Kubernetes	Strong	Strong	Leading
Global Reach	Leading	Strong	Strong

Warning Signs Before Migration

- ☐ No cloud cost governance plan
- ☐ Undefined migration roadmap
- ☐ Lack of executive sponsorship
- ☐ Unclear workload prioritization
- ☐ Security controls not established

Cloud transformation projects are most successful when governance, cost management, and architecture planning happen before migration begins.

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Enterprise Cloud Decision Framework

Use this framework to narrow your selection.

Decision Matrix

Choose AWS If:	Choose Azure If:	Choose GCP If:
You need maximum scalability	You use Microsoft technologies extensively	AI and machine learning are strategic priorities
You operate globally	Hybrid cloud is a priority	Data analytics drives business decisions
You require the broadest service portfolio	Governance and compliance are critical	Kubernetes is central to your architecture
You support diverse workloads	You want seamless Microsoft integration	You want strong cloud-native capabilities

There is no universally "best" cloud provider.

Final Evaluation Checklist

- ☐ No cloud cost governance plan
- ☐ Undefined migration roadmap
- ☐ Lack of executive sponsorship
- ☐ Unclear workload prioritization
- ☐ Security controls not established

The right choice depends on your organization's technology landscape, business priorities, operational maturity, and long-term transformation goals.

- Choose **AWS** for flexibility, scale, and breadth.
- Choose **Azure** for Microsoft integration and hybrid cloud leadership.
- Choose **GCP** for AI, analytics, and cloud-native innovation.

Next Step: Assess your business objectives, map workload requirements, and build a cloud roadmap that supports future growth.

THANKYOU