

# Everpure Cloud Azure Native for Azure VMs

## Enterprise-grade block storage, built natively into Azure

Cloud migrations are often expensive and complex, but they don't have to be. Everpure™ Cloud Azure Native for Azure Virtual Machines (VMs) delivers fully managed, enterprise-grade block storage that integrates seamlessly into your Azure environment. Compared to alternative storage solutions, you can reduce cloud storage costs by up to 40%, simplify operations with native Azure tooling, and scale performance flexibly to match your workloads, all with industry-leading support led by Everpure and backed by Microsoft.

### The challenge: Cost and complexity

Cloud migrations represent one of the most significant IT investments organizations undertake, yet most encounter serious friction. According to McKinsey, the majority of cloud migrations run over budget, more than a third are delayed by a quarter or more, and organizations globally have wasted an estimated \$100 billion over three years.

75%

of cloud migrations  
run over budget

38%

delayed by a  
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\$100B

wasted globally  
over three years

Source: McKinsey and Company, "Cloud-migration opportunity: Business value grows, but missteps abound," Oct. 2021.

This friction can show in how storage is consumed for Azure VMs. When capacity is billed on what's provisioned rather than what's written, and capacity and performance scale together, companies face unpredictable costs, operational overhead, and rigid performance constraints. Traditional cloud storage options exacerbate these challenges in four key areas:

- 1. Cost predictability:** Storage costs are hard to control when pricing is variable and resources are not utilized efficiently (for example, when disks are overprovisioned or sit idle, or there are duplicate copies of the same data).
- 2. Security and protection:** Organizations often expect native cloud storage to provide the same enterprise-grade data protection capabilities they rely on from their on-premises storage, including immutable snapshots, built-in resilience, and rapid recovery capabilities. This can leave gaps in protection and recovery for business-critical workloads.
- 3. Management:** Managing storage at scale often requires provisioning and administering numerous individual disks, along with manual tasks for snapshots, resizing, and monitoring, increasing operational overhead as workloads grow.
- 4. Scalability:** Scaling storage can be challenging when capacity and performance are tightly coupled or constrained by per-disk and per-VM limits, often leading to overprovisioning, added costs, and operational complexity.



### Up to 40% cost savings

Reduce storage costs through thin provisioning, deduplication, and consumption-based pricing, and pay only for what you use.



### Native Azure integration

Manage via the Azure portal, and get consolidated and unified billing through Microsoft Marketplace.



### Integrated onboarding

Integrated onboarding through Azure Resource Manager templates, SDKs, the Azure CLI, and the Azure portal.



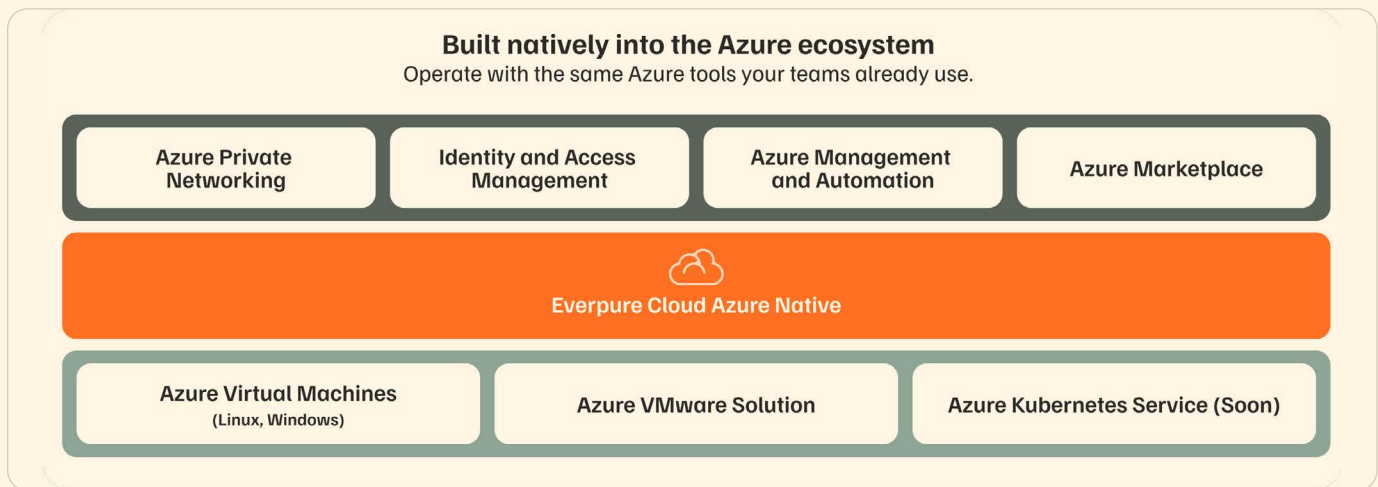
### Everpure-led support, backed by Microsoft

Get expert assistance from Everpure, backed by Microsoft, to help ensure a reliable deployment and operational experience.

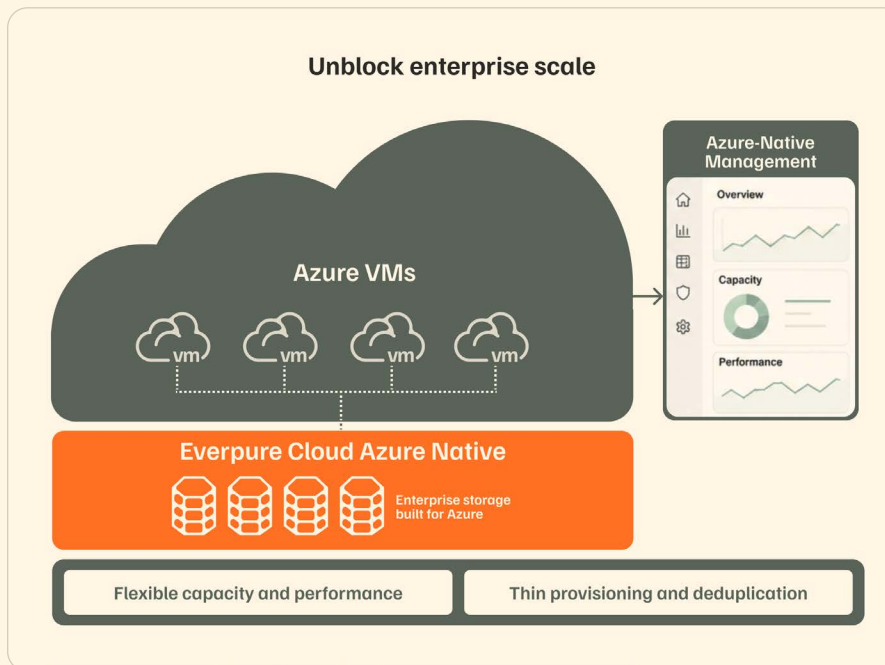
## The solution: Everpure Cloud Azure Native for Azure VMs

Everpure Cloud Azure Native for Azure VMs is a fully managed block storage service jointly engineered by Everpure and Microsoft. Natively integrated into Azure, it enables customers to provision, manage, and attach enterprise-grade block storage volumes directly to Azure VM workloads using familiar Azure workflows.

Designed to help organizations optimize cloud storage costs and simplify operations, the service delivers efficient storage consumption, enterprise data services, and streamlined management for business-critical workloads. It is managed through the Azure portal and billed through Microsoft Marketplace, eliminating the operational fragmentation that drives cloud cost and complexity.



## Key benefits



### Reduce cloud storage costs by up to 40%

Consumption-based pricing means you pay only for the data you actually use. Thin provisioning and deduplication align storage resources to real demand and eliminate waste from unused capacity or duplicate data copies, a leading FinOps optimization lever for Azure environments.

### Simplify and accelerate storage operations

Provision storage faster and streamline snapshot management directly from the Azure portal. Integrated onboarding through Azure Resource Manager templates, SDKs, the Azure CLI, and the Azure portal reduces manual steps and IT overhead. Single sign-on with Microsoft Entra ID further reduces complexity across teams.

Furthermore, the Azure VM extension automates iSCSI and Multipath Input/Output (MPIO) configuration on supported Windows and Linux hosts, reducing manual steps and helping teams reach a validated, best-practice configuration in a short time.

### Get the native Azure experience with enterprise-grade capabilities

Operate with the same Azure tools your teams already use. Benefit from consolidated billing through Microsoft Marketplace, with support led by Everpure and backed by Microsoft.

### Gain flexible performance for changing workloads

Scale performance based on workload needs without increasing capacity for more IOPS or introducing disruptive infrastructure changes and operational overhead.

### Feature highlights

The following capabilities help organizations maximize storage efficiency, streamline operations, and align costs more closely with actual usage:

- **Thin provisioning and deduplication:** Pay only for data you actually use, and reduce storage waste significantly.
- **Consumption-based pricing:** Align costs to real demand and eliminate overprovisioning expenses.
- **Native Azure private connectivity:** Get secure, built-in networking with no extra egress or gateway fees.
- **Azure portal management:** Operate with the same tools your teams already know and use.
- **Snapshot management:** Provision and manage snapshots faster to improve operational efficiency.
- **Microsoft Entra ID SSO:** Reduce complexity and access management overhead with single sign-on.

### The bottom line

Everpure Cloud Azure Native for Azure VMs helps organizations reduce storage costs, simplify operations, and scale performance more efficiently in Azure. With native Azure integration, consumption-based pricing, and enterprise-grade block storage, teams can spend less time managing infrastructure and more time delivering business outcomes.

### Additional resources

- [Learn more](#) about Everpure and Microsoft Azure collaboration.
- Review the Everpure Cloud [release notes](#) for detailed guidance on supported configurations, capacity points, and operational considerations.

Contact Everpure to get started, or experience Everpure Cloud Azure Native for Azure VMs firsthand with a free trial.

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