**Cloud Migration Analysis and Business Proposal for Jewelry Store**
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**As technology evolves, more small businesses are making the move to the cloud, and for good reason. For our jewelry store, which sells many luxury items to our local clientele, moving to a cloud-based setup goes far beyond keeping up with trends. It’s about staying competitive, improving reliability, and setting ourselves up for long-term growth. We currently are reliant on an antiquated on-site system to run the business, but as customer expectations rise and e-commerce becomes the norm, we need a more flexible, scalable, and secure way to operate and grow. This report compares three major cloud providers, Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP) to help you determine which one is the best fit for our business. After comparing each provider's strengths, pricing models, and service-level agreements (SLAs), AWS clearly stands out as the best overall option to me, and here is why.**

**Amazon Web Services (AWS) is currently the market leader in cloud computing. It’s trusted by businesses of all sizes, from startups to enterprise-level organizations, because of its wide range of services and global infrastructure. One of AWS’s biggest strengths is its flexibility. You only pay for what you use, which is ideal for a small business like ours to which maintaining expenditure is of the utmost importance. AWS also offers a generous free tier for new users, which gives us a chance to experiment without committing to major expenses up front. The SLA for AWS guarantees 99.99% uptime on critical services like S3 (for file storage) and EC2 (for virtual servers), giving us confidence that our online store will be accessible when customers need it most. The platform also offers powerful tools for security, analytics, and even mobile development, all of which could support our business as we grow.**

**Microsoft Azure is another strong option, especially for businesses that already use Microsoft products. Its integration with Microsoft 365 and Windows-based systems makes it easy to transition into the cloud if we’re already familiar with those tools. Azure’s SLA guarantees range from 99.9% to 99.99%, depending on the service, and its hybrid cloud capabilities allow for more control over what delegations stay on-premises with us, and what moves to the cloud. Pricing is relatively predictable, and there are discounts available for reserved instances, which could help lower long-term costs keeping a move to the cloud affordable. That said, Azure can be more complex to configure, and its support options tend to be more expensive compared to AWS.**

**Google Cloud Platform (GCP) brings a few unique advantages to the table, particularly in network performance and data analytics. It’s built on the same infrastructure that powers Google Search and YouTube, so it’s fast and reliable. GCP’s SLA guarantees 99.95% to 99.99% uptime, and its sustained-use discounts can make it more affordable for certain workloads. However, Google Cloud’s service catalog is smaller than AWS’s, and its global presence is more limited. For small businesses, especially those without a dedicated IT team, GCP may not offer the same level of support and community resources as AWS or Azure. While it’s strong in areas like artificial intelligence and machine learning, while impressive, these capabilities do not align with our current business needs.**

**After weighing all three options, AWS emerges as the best choice for our jewelry store. It offers the right balance of cost, flexibility, and reliability. Its pay-as-you-go pricing means we can start small and scale up as we grow. Its uptime guarantees are strong, and its tools are user-friendly for small business owners. Most importantly, AWS gives us room to evolve, whether that means expanding our inventory, launching a mobile shopping app, or even reaching international customers. It’s a platform that can grow alongside our business.**

**In summary, moving to AWS will help us modernize our operations, improve customer experience, and reduce downtime, all without locking us into a one-size-fits-all solution. The transition to the cloud isn’t simply a tech upgrade; it’s a smart investment in the future of our business. With AWS, we’ll be positioned to serve our customers better and adapt to whatever comes next, ensuring a successful future.**

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