



Grow your business with Azure AI

An e-book for small and medium-sized businesses



AI isn't just for enterprises anymore

Small and medium-sized businesses (SMBs) are at a defining moment. AI is no longer out of reach or built only for large enterprises. It is a practical way to save time, work smarter, and grow without adding headcount. While adoption is accelerating, many teams struggle to turn interest into tangible results.

For small teams, complexity is the enemy. You need solutions that work with what you already use, do not require specialized skills, and deliver value quickly. AI should remove friction, not create it.

35% Microsoft-commissioned research shows Azure AI and cost-optimization tools can reduce cloud spend by up to 35%—helping growing businesses scale AI without runaway costs.¹

[FORRESTER TOTAL ECONOMIC IMPACT STUDY](#) COMMISSIONED BY MICROSOFT, JUNE 2025



BACK — NEXT

2

For many businesses, the path to AI still feels overwhelming.



AI evolves too quickly for small teams to keep up.



Legacy systems make modernization feel out of reach.



Security and compliance concerns are growing.



Disconnected tools slow teams down.



Limited time and budget make every technology decision critical.

You need AI that is simple, safe, and cost effective. Microsoft Azure is built to meet that reality.

Empower lean development teams with an integrated AI-native developer experience

Azure gives small development teams a streamlined, AI-native toolchain that reduces repetitive work and unifies the entire development lifecycle. Your developers can build high-quality AI apps and agents with fewer steps, fewer tools, and far less repetitive work.

GitHub and Microsoft Foundry integration simplifies AI app and agent creation.

- Developers can discover, test, and compare models in **Microsoft Foundry** and take advantage of a seamless workflow: **GitHub** → **Microsoft Foundry** → **Azure App Services/Container Apps**.
- Jump-start development with customizable AI solution templates offering secure, end-to-end building blocks for common AI use cases.
- **Azure Copilot** acts as virtual IT staff, automatically diagnosing issues and suggesting fixes.

GitHub Copilot and GitHub Models accelerate developer output.

- Used by over 15 million developers, including thousands of SMBs that rely on it to offset limited staff capacity.
- AI coding, brainstorming, test generation, refactoring, and remediation dramatically reduce developer toil.

Agentic DevOps: AI agents are embedded across the full software development lifecycle.

- Coding agents write, test, and validate code through automation and can monitor application health, predict issues, and recommend or trigger fixes.
- AI agents reduce backlog and increase throughput while improving quality.



AI-powered DevOps means your developers spend more time building and less time maintaining.



GitHub + Azure = one integrated workflow from ideation to deployment.



GitHub Copilot accelerates coding, testing, refactoring, and remediation.



Prebuilt models, templates, and agent components reduce setup time.



Developer experience is consistent, familiar, and reduces cognitive load.



BACK — NEXT

3

Orchestrate AI apps and agents on unified system

Microsoft Foundry combines the full AI development lifecycle into one cohesive platform—from model selection and RAG to agent orchestration, monitoring, and governance. With native business integrations and open-protocol support such as Model Context Protocol (MCP), your teams can deliver custom AI solutions faster while reducing operational overhead.

Azure is now the only hyperscaler offering both OpenAI and **Anthropic** models.

11,000

Access to 11,000 plus AI models, with instant benchmarking and evaluation

Enable innovation with a unified and interoperable AI platform.

Streamline development using seamless hosting and integration of the most popular open-source agent frameworks. With a native Integrated Development Environment (IDE) experience and broad language support, your developers can move at the speed of AI with **Microsoft Agent Framework**, **LangChain**, **CrewAI**, and **LlamaIndex**.

Access the widest selection of models on any cloud.

Access over 11,000 foundational, open-source, reasoning, multimodal, and industry-specific models, including models from **Azure OpenAI** and **Anthropic**. Instantly benchmark and compare models for your use case or enable intelligent model routing to improve performance in real time. Train, fine-tune, distill, and automatically upgrade models with minimal coding and standardized tools.

Deploy locally and scale to sovereign infrastructure purpose-built for global AI.

Run AI apps at the edge or in the cloud. Spanning over 70 regions and 400 datacenters and growing quickly, Azure offers the most extensive global footprint of any cloud provider, robust data residency, and record-breaking AI performance at an unprecedented scale.



BACK — NEXT

4

Scale with confidence at your speed

You need predictable performance, low operational overhead, and simple scaling—not hyperscale engineering. Azure helps you scale your AI ambitions with future-proof, high-performance, and AI-optimized applications, database, and infrastructure services.

Build and run AI apps at scale whenever you are ready.

Azure provides services that are hyperscale-ready, predictive, and with built-in control, so you won't need to build and rebuild your AI solutions for bigger impact.

Power AI solutions with Azure Database services

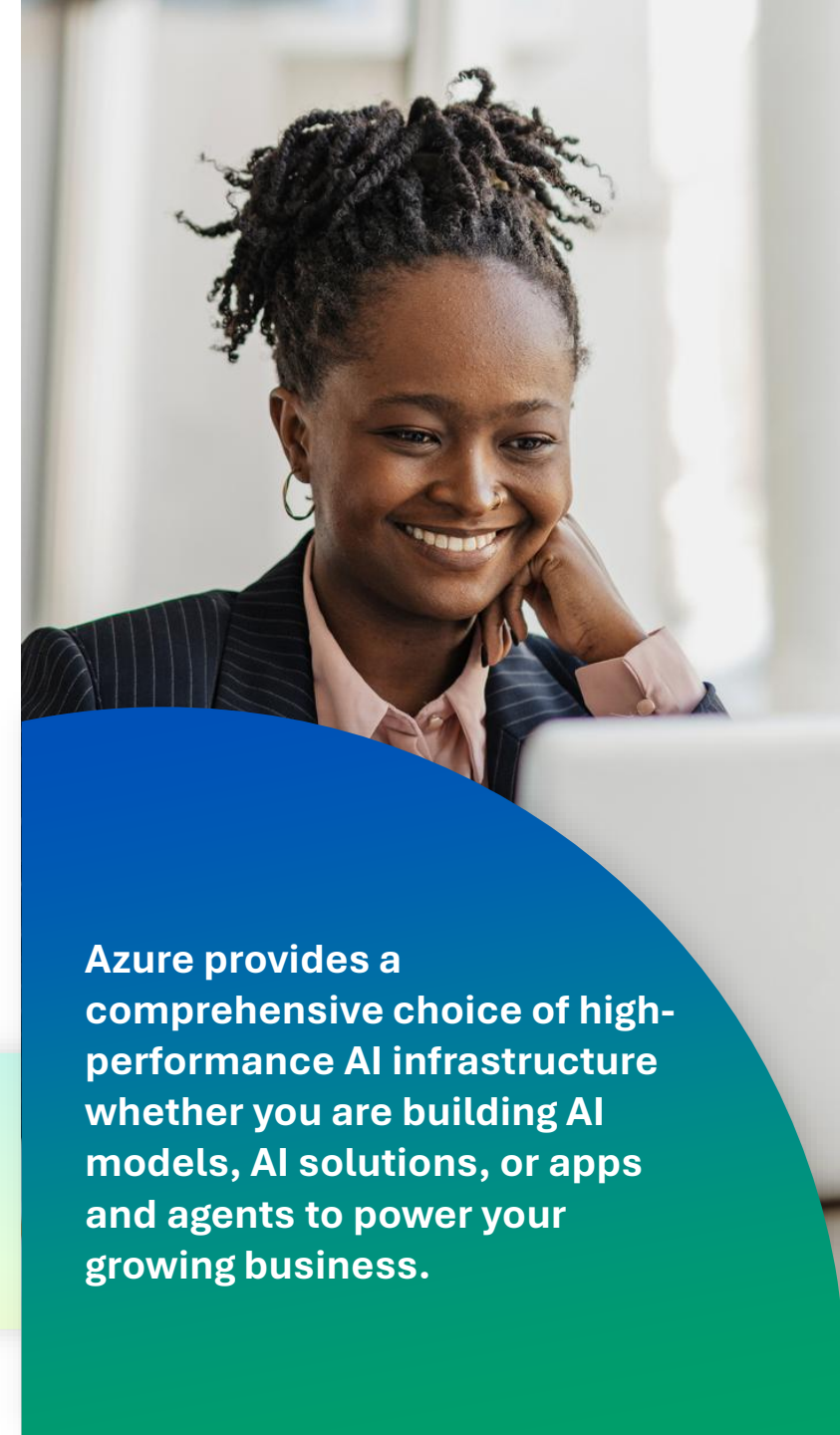
Unlock fully managed, secure, and scalable data storage without a dedicated database or operations team leading with **Azure DocumentDB** and **Azure Cosmos DB**.

Start small, keep costs predictable, and scale performance only when needed.

Azure handles updates, backups, and high availability and integrates seamlessly with your apps, analytics, and AI workloads. Scale your AI ambitions with future-proof, high-performance, and AI-optimized applications, database, and infrastructure services.



Balance performance and cost as you scale, aligning AI investment directly to ROI.



Azure provides a comprehensive choice of high-performance AI infrastructure whether you are building AI models, AI solutions, or apps and agents to power your growing business.



BACK — NEXT

5

Govern the AI lifecycle with security, observability, and control

Small businesses face the same threats as large enterprises but with far fewer security resources. Azure delivers built-in protection, safe defaults, and integrated governance across identity, data, models, agents, APIs, and runtime so you can innovate confidently without needing a dedicated security team.

Build AI confidence with Azure and enable responsible, safe, and compliant AI without adding work or requiring security specialists.



Gain “mission control” visibility with the Foundry Control Plane.

- Unify identity and monitoring in one view, allowing lean IT teams to govern every agent's behavior and safety from a single dashboard.



Automate security posture with the Defender for Cloud + GitHub Advanced Security integration.

- Push security alerts and AI-suggested fixes directly to your developers, stopping vulnerabilities without slowing down business.



Guardrails and safety systems are *on by default*.

- Content Safety in Foundry Control Plane protects against harmful content, bias, hallucinations, prompt injection, and misuse.
- **Observability in Foundry Control Plane provides:**
 - Evaluation workflows simulating safety and model performance before and after release.
 - Full visibility into agent behavior, tool usage, safety events, and reasoning traces.



BACK — NEXT

6

CallRevu delivers real-time insights for auto dealerships with Azure AI Foundry

Challenge

CallRevu helps dealerships improve lead conversion, follow-up, and the customer experience. As demand grew, they needed faster, scalable ways to analyze calls, surface insights, connect marketing to results, and support teams across 5,000+ locations.

Outcomes

Dealerships using CallRevu's platform see a 15% lift in lead conversion, 20% fewer missed opportunities, and 10% higher satisfaction. The solution also cuts labor costs by up to \$500,000 annually while helping teams act faster and coach smarter.

[Read full story here.](#)



BACK — NEXT

7



“We’ve gone from surfacing problems to helping dealerships actually fix them, and Azure OpenAI is a big part of that shift.”

—Jeff DePascale

Chief Technology Officer, CallRevu

CALLREVU
Elevated Intelligence™

CustomerInsights.AI powers 100% accurate incentive pay calculations with Azure

Challenge

CustomerInsights.AI (CIAI) wanted to reimagine incentive pay management for pharmaceutical sales associates. Its customers relied on manual processes that contributed to inaccurate calculations and delayed payments to sellers.

Outcomes

With end-to-end automation and data validation, CIAI offers its customers 100% accuracy in incentive pay calculations. Customers can save up to 60% in operational costs using CIAI's app, and sales team engagement has increased by 30% among users.

[Read full story here.](#)



BACK — NEXT

8



“ Our collaboration with Microsoft showcases how shared innovation can deliver measurable business impact, combining Azure AI Foundry capabilities with our domain expertise to drive accuracy, transparency, and customer success.”

—Vishwadeep Singh

Head of Product Solutions, CustomerInsights.AI



healow evolves healthcare provider and patient engagement with Azure AI Foundry

Challenge

healow manages more than 50 million patient communications for its customers. The reality today is that healthcare staff are overwhelmed and not able to provide patients the support they expect when they need it while delivering quality care.

Outcomes

By automating routine tasks and providing real-time responses to patient inquiries, the AI contact center reduces healthcare staff workload and supports improved patient care. Success of the solution means expanding to serve new industries.

[Read full story here.](#)



BACK — NEXT

9



“The interoperability of Azure OpenAI means Genie can deliver the right answer right when it’s needed, significantly improving the patient experience. Also, we’re using PTUs for reliability, consistency, and predictability when it comes to cost and performance.”

—Sidd Shah

Vice President of Consumer Health Products, healow



Your AI-powered future starts now



Why Azure AI for growing businesses?

Today, businesses of all sizes face increasing pressure to innovate, operate efficiently, and stay secure all while managing lean teams and limited resources.



The Microsoft Azure AI advantage

The Azure comprehensive AI ecosystem empowers businesses to build, deploy, and scale AI apps and agents easily and affordably without compromising on security or compliance.



A platform for growth and agility

Whatever your business goals are for today and tomorrow, Azure AI offers the tools to enrich employee experiences, reinvent customer engagement, reshape business processes, and bend the curve on innovation.



BACK — NEXT

10



Why Dejas Consultancy and Microsoft?

As a Microsoft partner, we can help your business take advantage of AI with a secure, easy-to-manage platform that supports everything from idea to launch. When you work with us, you get:

- Certified Microsoft Experts
- Microsoft Technology Specializations

We work with growing businesses like yours to build AI-powered apps and tools that improve customer experiences, simplify operations, and help employees work more efficiently. With the right support and user-friendly tools, your team can confidently design, build, and manage AI solutions that deliver real impact without needing a large IT department.



AI is no longer out of reach for your business

Azure empowers businesses of all sizes to build smarter apps and agents confidently on a trusted cloud platform. With integrated tools, templates, and safeguards, the full-stack AI platform from **Microsoft** helps you improve operational efficiency and accelerate real innovation.

Schedule a personalized consultation.

Email us at info@dejasconsultancy.co.uk



BACK — NEXT

11