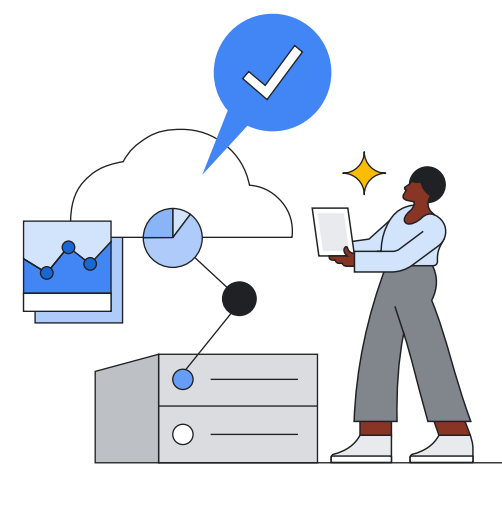
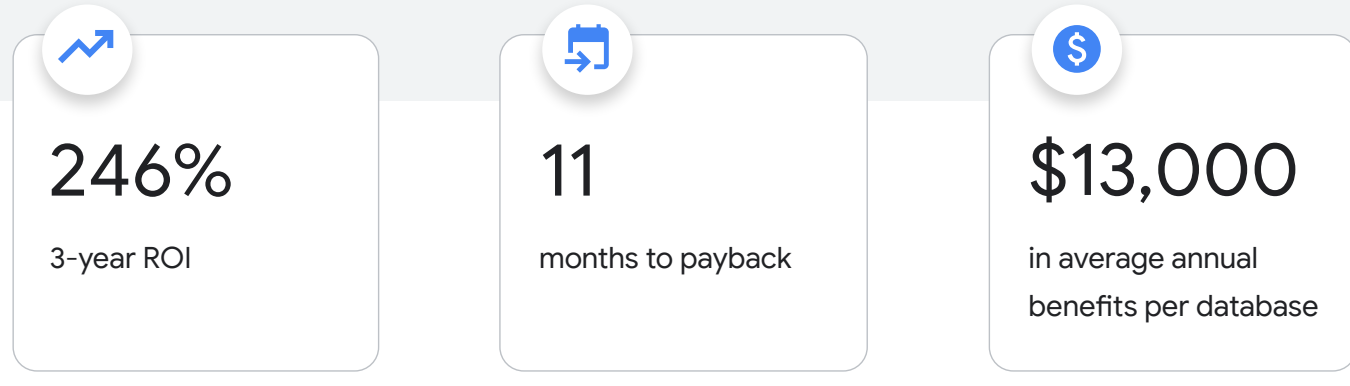


# Spend your resources running your business – not your databases.

Migrating to Google Cloud's fully managed Cloud SQL can lower costs, boost agility, and speed up deployments.

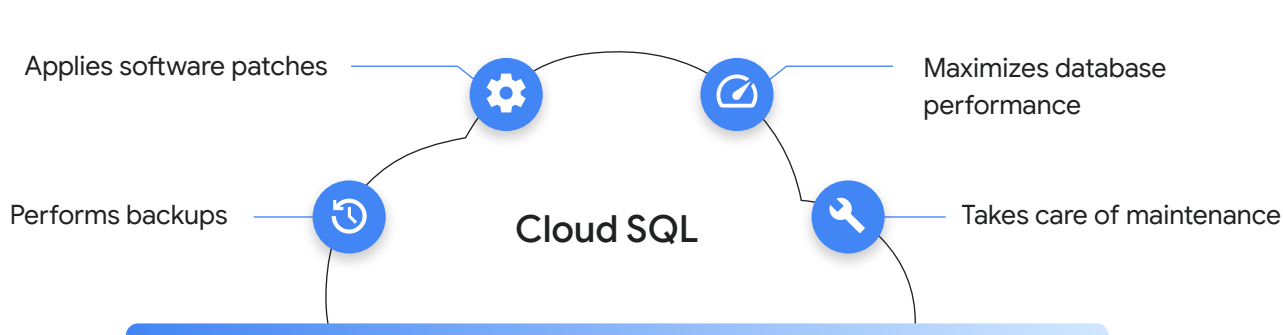


Cloud SQL is a fully managed relational database service for MySQL, PostgreSQL, and SQL Server that makes your databases reliable, secure, and scalable – keeping your business running without disruption. IDC conducted in-depth interviews with companies that switched from self-managed databases to Cloud SQL, and calculates these companies will realize significant benefits.



## Leave it to the experts.

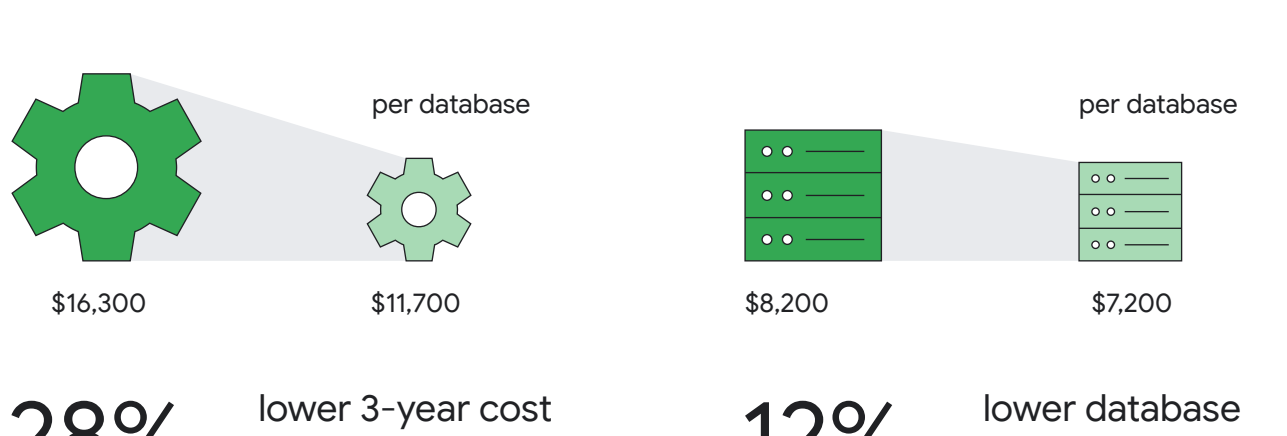
Cloud SQL eliminates manual database management work – our managed database service automatically:



We specialize in database management so you don't have to.

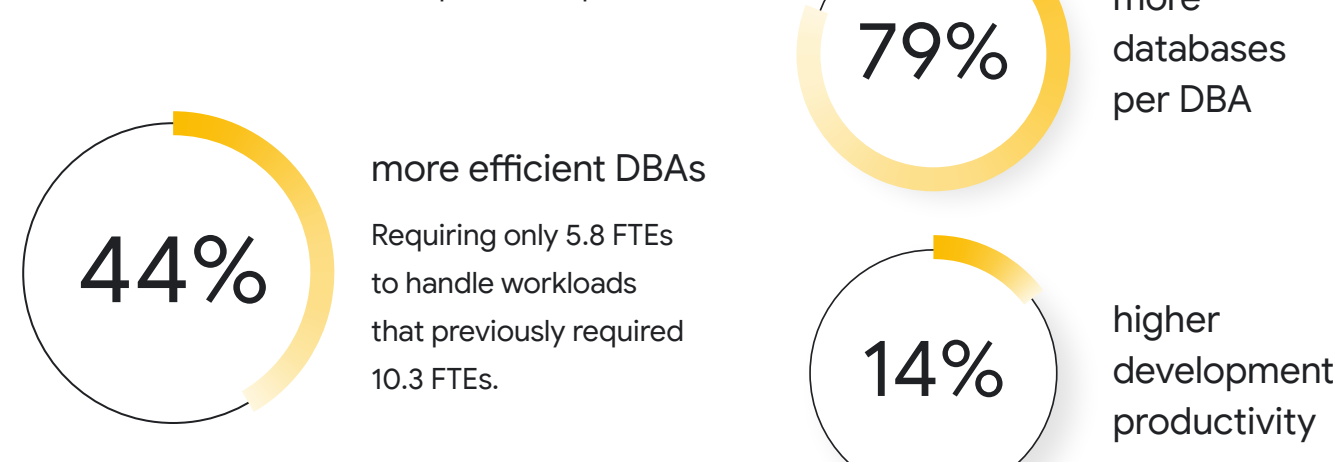
## Save money.

Companies that switched to Cloud SQL reduced their costs.



## Improve staff efficiencies.

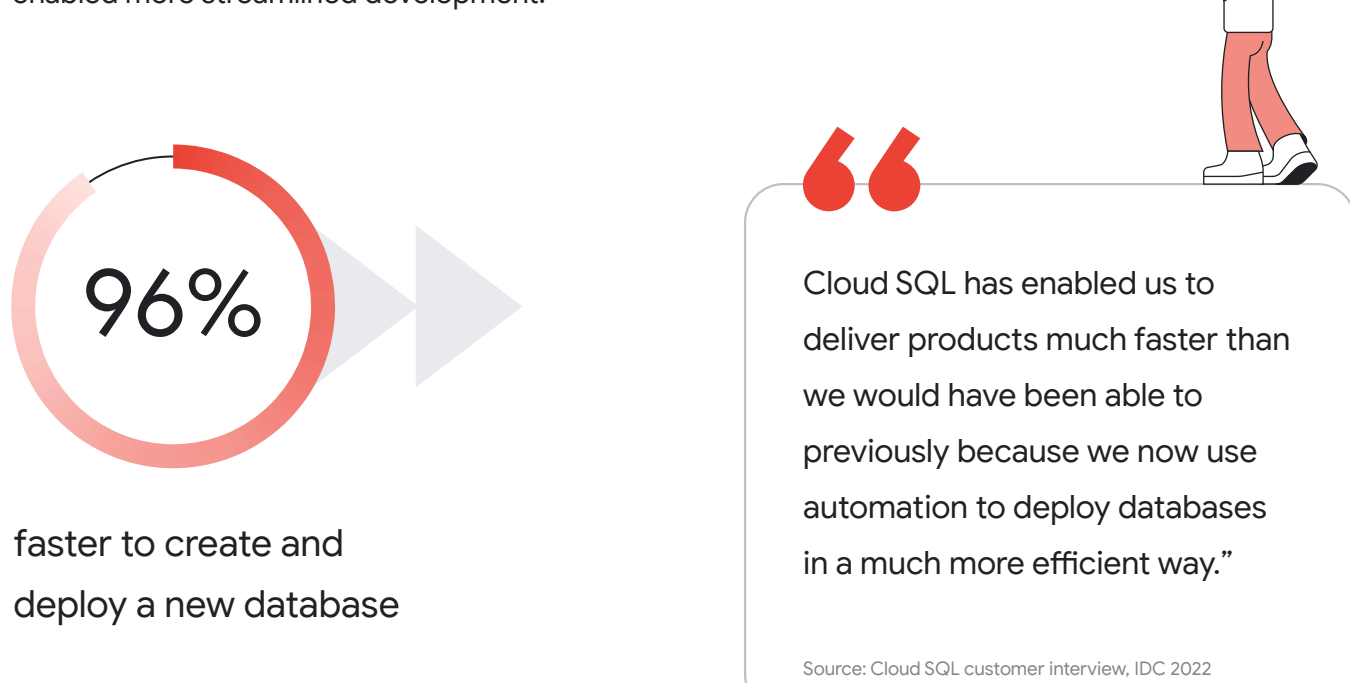
Database Administrator teams (DBAs) for companies that switched to Cloud SQL saw positive impacts.



Source: IDC, 2022

## Speed up deployments.

Cloud SQL's automated provisioning capabilities enabled more streamlined development.

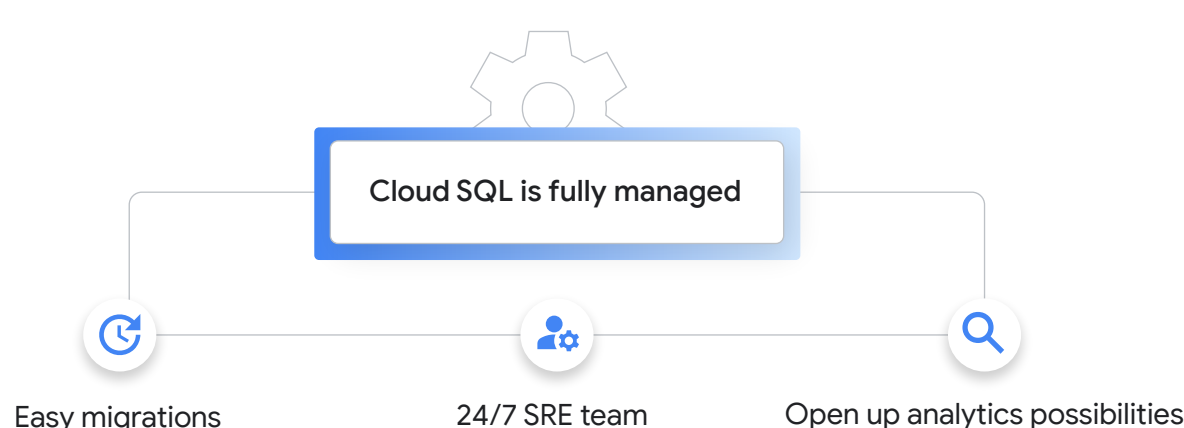


Source: IDC, 2022

## Focus on winning more business.

Cloud SQL helps you leverage your IT capabilities to drive business strategy and innovation.

- Free up DBAs to work on value-add activities
- Deliver higher-quality products and services to customers
- Realize faster deployment of database resources to support development projects
- Improve application performance and user experience



“ Maintaining and upgrading our own MySQL databases was too time consuming and nerve wracking with the risk of data loss, and it wasn't scaling in the way management was looking for. Moving to a managed service with **Cloud SQL checked most of the boxes we need to run our business.**”

Source: Cloud SQL customer interview, IDC 2022

Cloud SQL is the foundation that many Google Cloud customers use to build apps. Why?

- Simple to test and deploy
- Scale as you go
- Database observability is easy
- Secure and compliant

Want to learn more about the benefits of migrating to Cloud SQL?  
[Read the IDC report](#)

→ You may be eligible for a [free trial](#) Ready to get started? [Get in touch with the Google Cloud team](#)