

Top 10 reasons to choose SQL Server 2019

Bring the industry-leading performance and security of SQL Server to your choice of language, platform, and data—structured and unstructured

1. Harness the power of big data



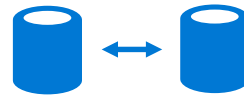
Big data clusters with scalable compute and storage composed of SQL Server, Spark, and HDFS. Cache data in scale-out data marts.

2. Bring AI to your workloads



A complete AI platform to train and operationalize models in SQL Server ML Services or Spark ML using Azure Data Studio notebooks.

3. Eliminate the need for data movement



Data virtualization allows queries across relational and non-relational data without movement or replication.

4. Explore and interact with visual data



Visual data exploration and interactive analysis using SQL Server BI tools and Power BI Report Server.

5. Run real-time analytics on operational data



In-memory technologies for analytics on operational data using HTAP. Higher concurrency and scale through persistent memory.

6. Automatically tune SQL Server



Intelligent Query Processing improves scaling of queries and Automatic Plan Correction resolves performance problems.

7. Reduce database maintenance and increase business uptime



Greater uptime with more online indexing operations. Now run Always On availability groups on containers using Kubernetes.

8. Boost security and protect data in use



SQL Server enables layers of security including protection of computations in Always Encrypted secure enclaves.

9. Track compliance with sophisticated resources



Data Discovery & Classification labeling for GDPR and Vulnerability Assessment tool to track compliance.

10. Optimize with choice and flexibility



Support for your choice of Windows, Linux, and containers. Run Java code on SQL Server and store and analyze graph data.

 **Apply to join the SQL Server Early Adoption Program**

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