



CLOUD STRATEGY

Multi-Cloud Comparison Guide

AWS vs Azure vs GCP service mapping, selection criteria, and when to go multi-cloud



AWS



Azure



GCP



Compare

Core Compute Services

| Capability | AWS | Azure | GCP |
|----------------------|-----------|---------------------|-------------------|
| Virtual Machines | EC2 | Virtual Machines | Compute Engine |
| Containers (Managed) | ECS, EKS | AKS, Container Apps | GKE, Cloud Run |
| Serverless Compute | Lambda | Azure Functions | Cloud Functions |
| Container Registry | ECR | Container Registry | Artifact Registry |
| Batch Processing | AWS Batch | Azure Batch | Batch |

Selection Criteria

AWS

Best For

- Broadest service portfolio
- Mature enterprise adoption
- Complex architectures
- Startup friendly

Azure

Best For

- Microsoft ecosystem
- Enterprise integration
- Hybrid cloud
- .NET workloads

GCP

Best For

- Data & ML workloads
- Kubernetes native
- BigQuery analytics
- Developer experience

Data & Analytics Services

| Capability | AWS | Azure | GCP |
|-------------------|---------------------|-------------------------------|--------------------|
| Data Warehouse | Redshift | Synapse Analytics | BigQuery |
| Data Lake Storage | S3 + Lake Formation | Data Lake Gen2 | Cloud Storage |
| Stream Processing | Kinesis | Event Hubs + Stream Analytics | Dataflow |
| ETL/ELT | Glue | Data Factory | Dataflow, Dataproc |
| BI/Visualization | QuickSight | Power BI | Looker |

AI/ML Services

| Capability | AWS | Azure | GCP |
|-------------------|-------------------------|--------------------|-----------------------------|
| ML Platform | SageMaker | Azure ML | Vertex AI |
| Pre-built AI APIs | Rekognition, Comprehend | Cognitive Services | Vision AI, Natural Language |
| LLM/GenAI | Bedrock | Azure OpenAI | Vertex AI + Gemini |
| AutoML | SageMaker Autopilot | AutoML | Vertex AutoML |



Need Help Choosing?

Our cloud architects can help you evaluate options and design the right cloud strategy for your organization.

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