UPTON CONSULTING

Cloud provider comparison

AWS, Microsoft Azure and Google Cloud: where they differ and where they overlap

23 November 2026



The core is a commodity; the edges decide

1

Core parity

Compute, storage, Kubernetes, serverless, managed databases and AI platforms exist on all three with comparable maturity.

2

Differentiation at the edges

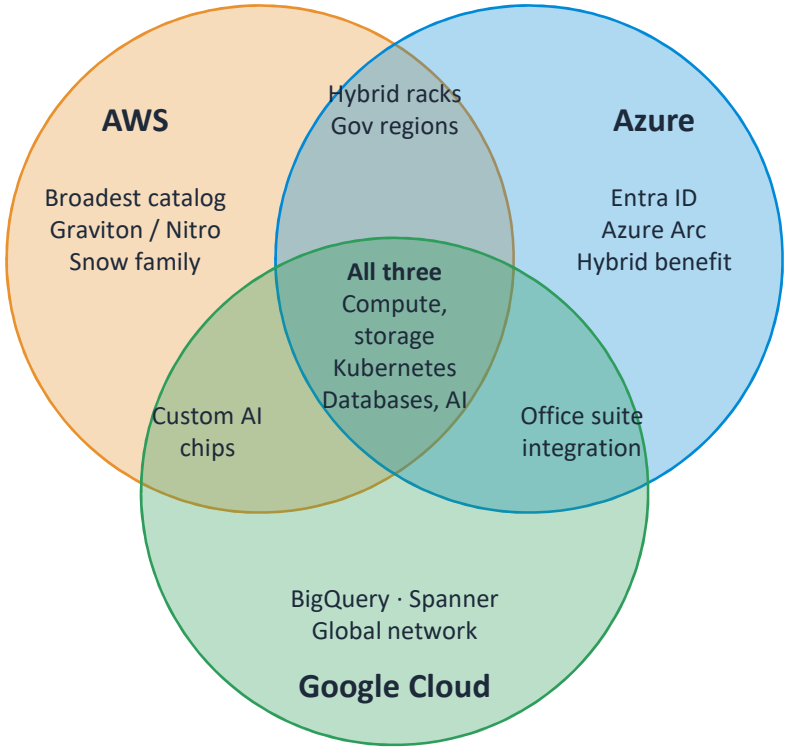
Each provider leads in a few areas: AWS in breadth, Azure in the Microsoft estate, Google Cloud in data and analytics.

3

Choose by workload and estate

The deciding factors are usually existing licences, identity, data gravity and team skills rather than raw features.

Three providers, one shared core



Single circle

What each provider is best known for

Two-way overlap

Shared by two providers, weaker or absent on the third

Centre

Table stakes: expect parity and compare on price and skills

UPTON CONSULTING

Where each provider stands out

AWS

- Widest service catalog
- Graviton CPUs and Nitro system
- Snow family for edge and data transfer
- Largest partner marketplace

Microsoft Azure

- Entra ID as enterprise identity
- Azure Arc for hybrid management
- Hybrid Benefit for Windows and SQL licences
- Azure OpenAI service

Google Cloud

- BigQuery serverless analytics
- Spanner globally consistent database
- Premium tier global network
- TPUs for large-scale ML

Equivalent services at a glance

Capability	AWS	Azure	Google Cloud
Virtual machines	EC2	Virtual Machines	Compute Engine
Kubernetes	EKS	AKS	GKE
Serverless functions	Lambda	Azure Functions	Cloud Run functions
Object storage	S3	Blob Storage	Cloud Storage
Relational database	RDS, Aurora	Azure SQL Database	Cloud SQL, AlloyDB
Data warehouse	Redshift	Microsoft Fabric	BigQuery
AI platform	Bedrock, SageMaker	Azure AI Foundry	Vertex AI
Identity	IAM Identity Center	Entra ID	Cloud Identity, IAM

Want to know more?

Reach out to us at:

- contact@uptonconsulting.ch
- Phone: +41 43 810 80 62