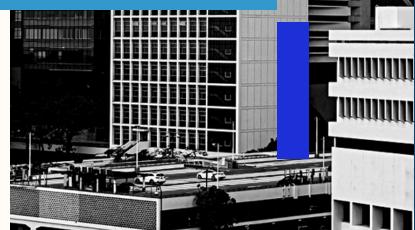# UpSearch
Authorize

NEW ERA OF MICROSOFT DATA ESTATE ASSESSMENT

The Unbiased Alternative to Microsoft's MAP Toolkit & Hyperscaler Migration Tools

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Remember Microsoft's MAP Toolkit?

We Sure Do.

Microsoft's Assessment and Planning (MAP) Toolkit was the Swiss Army knife of Microsoft product audits—free, agentless, and it made confidential license tracking possible.

Times have changed.

Microsoft's intentional drive towards Azure adoption has left a gap in the market. The MAP Toolkit was re-purposed into a cloud migration tool, and customers are now redirected to Azure Migrate to simplify that process.

Microsoft's focus is on streamlining Azure adoption, and its tools reflect that priority.

Today's hyperscaler tools may seem helpful, but make no mistake—they're designed to serve the cloud provider's interests. Azure Migrate, AWS OLA, and GCP DMA all offer "free" assessments, but they rely on telemetry and point to their own cloud services.

When cloud vendors both collect your data and recommend next steps, their incentives may not fully align with your long-term strategy.

For companies pursuing on-premises, hybrid, or multi-cloud strategies, these tools often promote outcomes aligned more with the vendor's goals than your organization's unique strategy.

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But Even The MAP Toolkit Didn't Tell the Whole Story

While the Microsoft MAP Toolkit was unbiased, it had drawbacks. It delivered raw data—multiple spreadsheets—but left IT teams to do the heavy lifting: interpreting results, applying analysis, and translating findings into business context.

Since 2019, UpSearch has been supporting customers through that process. And now, with the launch of UpSearch Authorize, we support both license inventory collection *and* the deeper analysis modern businesses need to make informed, confident decisions.

Whether managing a handful of SQL Server instances or navigating a complex enterprise environment, the game plan stays the same: gain visibility, ensure accountability, and never stop improving.

The Hidden Costs of "Free" Vendor Tools

Microsoft now promotes Azure Migrate as a replacement for the MAP Toolkit. But don't let the word "free" fool you. While hyperscaler assessments may come with no upfront cost, they often lead to unexpected cloud platform lock-in. These tools are increasingly persuasive—Azure Arc reaches into hybrid environments, AWS offers savings plans and reserved instances, and GCP continues to fund migration tools and consulting support.

Whether it's Microsoft, AWS, or GCP, each "free" tool was built with a single purpose: to accelerate adoption of their cloud platform. Once you commit, reversing course is difficult, costly—and often unrealistic. That's why an unbiased assessment is essential—especially for organizations exploring on-premises, hybrid, or multi-cloud strategies. **UpSearch Authorize** helps you understand and control actual costs *before* making infrastructure decisions.

Build a Compliance Foundation & Organizational Agility

Solid documentation isn't just for audits. It's how organizations prepare for change. Mergers, acquisitions, internal reviews, and board oversight all require a reliable, repeatable view of your SQL Server licenses—and the risks they bring.

Community scripts and hyperscaler's cloud migration tools weren't built with compliance in mind. **UpSearch Authorize was**, as it delivers detailed, historical reporting that satisfies auditors, supports continuous compliance, and helps you stay in control by focusing on your environment.

Enter UpSearch Authorize:

The Evolution of Microsoft Data Estate Assessments

We built UpSearch Authorize to fill the void left by the MAP Toolkit—and the gap created by inherently biased cloud migration tools from hyperscalers.

That absence left professionals without a secure, unbiased way to understand their SQL Server license risk. So we built UpSearch Authorize—an independent, agentless tool that *delivers clarity without compromise.*

With every assessment, you get:

- Total Instances and Version Breakdown
- Physical & Virtual Core Summaries
- Core Count by Edition (*with Trend Analysis*)
- Instance Changes Since Last Assessment
- Microsoft Support Status
- Security Upgrade Recommendations
- Raw Audit Results

The UpSearch Authorize Difference

> Secure
Zero telemetry collection—your data stays yours

> Accurate
Precise licensing and risk assessment

> Efficient
Time-saving automation that doesn't compromise thoroughness

> True Vendor Independence

We designed UpSearch Authorize for those responsible for the procurement, maintenance, strategic planning, or oversight of SQL Server operations—professionals who need more than inventory tools.

Whether you're preparing for a software True-Up, managing data sprawl, or strengthening your security posture, UpSearch Authorize delivers the insights you need—without steering you toward a specific cloud platform.

Discover Unbiased Insights

UpSearch Authorize stands apart as a truly independent solution. Unlike cloud vendor tools that push you toward their platforms, we provide unbiased insights that support informed decision-making—whether your future lies in on-premises infrastructure, single cloud, multi-cloud, or hybrid environments. **UpSearch Authorize gives you clarity, confidence, and control—on your terms.**

Immediate Impact vs. Complex Setup

You shouldn't have to wait weeks or months—or grant unnecessary access—to understand your infrastructure. Azure Migrate demands specific VMware versions and complex prerequisites. AWS OLA requires extensive preparation and access provisioning. Meanwhile, UpSearch Authorize delivers actionable insights from day one, with no telemetry, no agents, and no cloud dependencies.

No Telemetry. No Compromise.

Consider the implications of data-sharing when using vendor-provided tools. Each scan potentially transmits infrastructure details to the vendor's cloud. UpSearch Authorize takes a different approach: agentless assessment that keeps your data within your control. No cloud connections. No telemetry. No compromises.

True Vendor Independence

Assessment tools have a place—but only after you've selected a hyperscaler and committed to a hybrid strategy. What's missing is what Microsoft once offered for free: a discovery tool that gives you a complete SQL Server inventory and the insights needed to drive smart, business-aligned decisions.