

# Publish to Azure Blobs Introduction

The Publish to Azure Blobs publisher will post documents into Azure Blob storage. Azure Blob storage is Microsoft's object storage solution for the cloud. Blob storage is optimized to store massive amounts of unstructured data, such as text or binary data. Blob storage is ideal for serving images or documents directly to a browser.

## Features

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Some of the features of the Publish to Azure Blobs publisher include:

- The documents are stored in the Azure Storage Blobs containers in JSON format.
- You can customize the JSON document by editing the Groovy script.
- This publisher is connector independent.
- It runs from any machine with access to the Microsoft Azure storage service. All storage services are accessible via REST APIs. Storage services may be accessed from within a service running in Azure, or directly over the Internet from any application that can send an HTTP /HTTPS request and receive an HTTP/HTTPS response.