



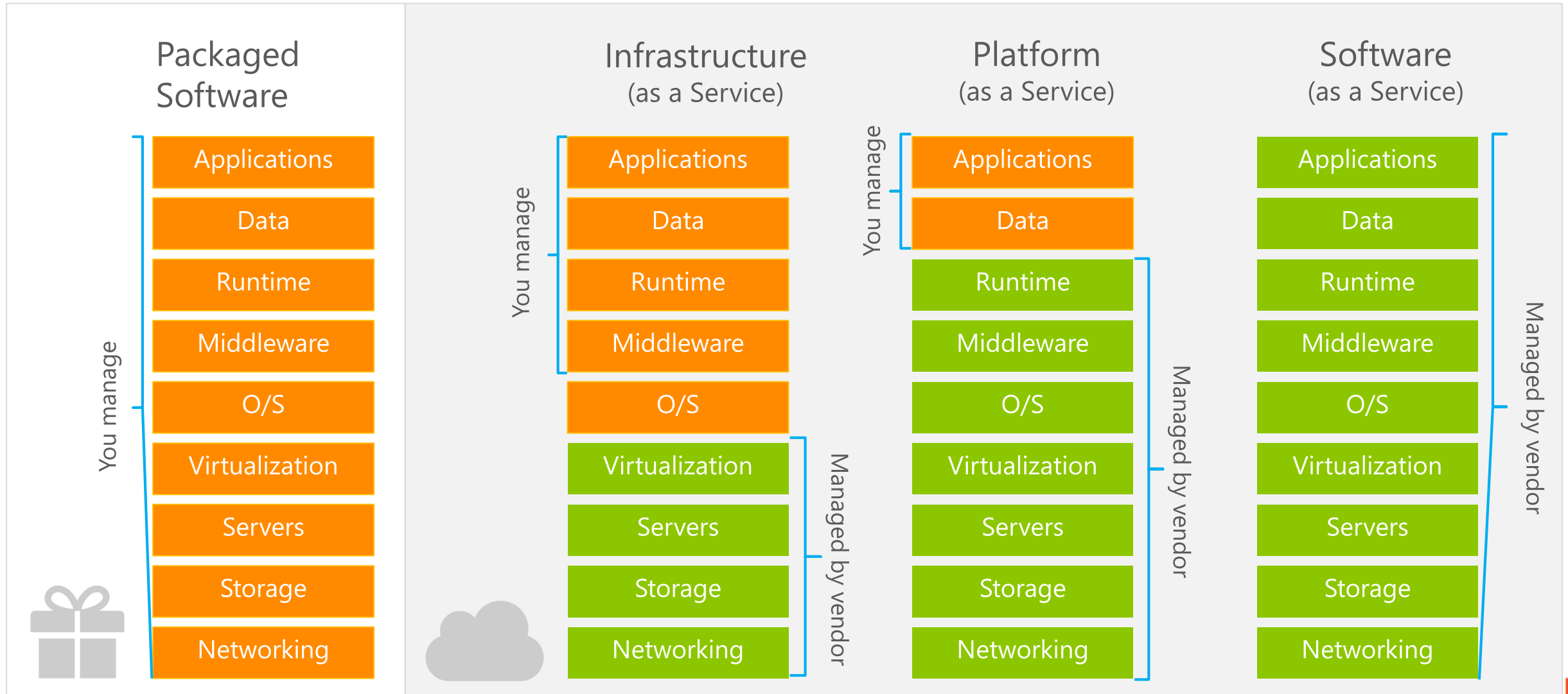
# Empowering Your Journey to the Intelligent Cloud with Microsoft Azure

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# Cloud Computing – Service Models



# Microsoft Azure



## Application innovation

Accelerate innovation with the cloud



## Data and intelligence

Power decisions & apps with insights



## Openness and flexibility

Build freely, deploy anywhere



## Trust

Protect your business

# Build apps faster and easier



## Build on PaaS



Existing frameworks



Web and mobile

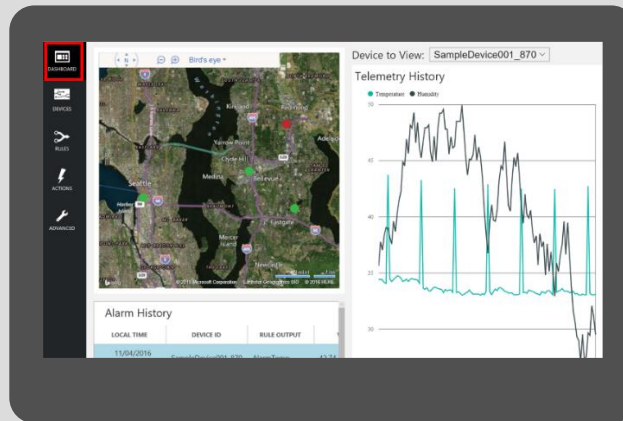


Microservices

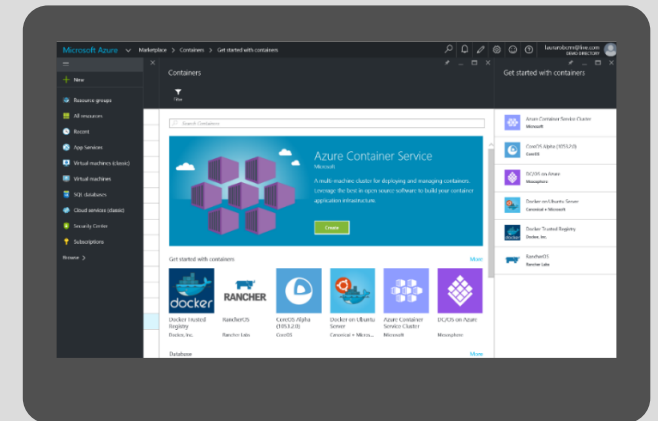


Serverless Compute

## Azure Internet of Things



## Azure Marketplace



## Build on IaaS



Storage



Virtual machines



Networking

# Customer Story – Alaska Airlines



Alaska Airlines serves more than 17 million customers a year with a route that spans 60 cities in three countries. To build on its reputation for pioneering technologies, the company is perfecting the mobile-centric customer and employee experience. In the Xamarin platform in Microsoft Visual Studio's integrated development environment, Alaska Airlines developers can reuse their C# skills to build native Android, iOS and Windows applications that deliver the right information to the right person at the right time.

# Actionable insights



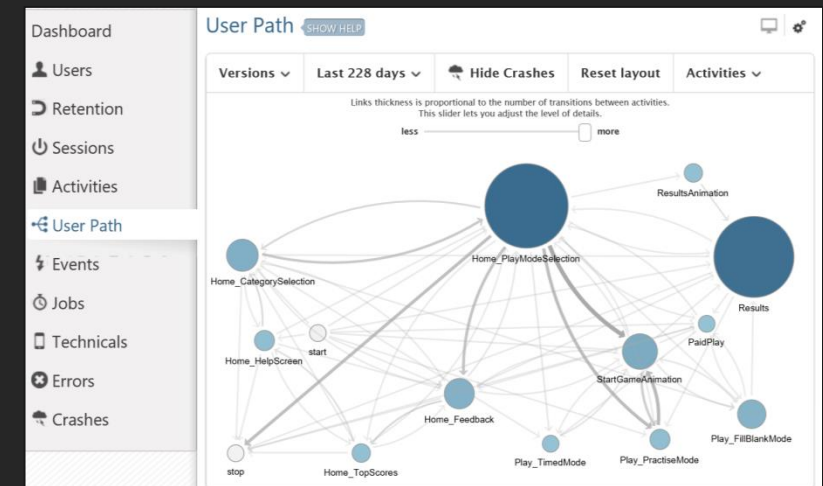
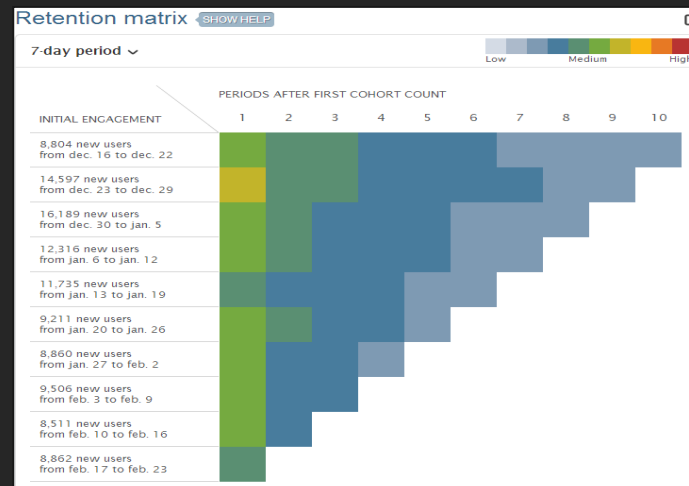
**Trigger actions** according to **user behavior and demographics** with big data collection and real time processing



**Create custom dashboards** to measure KPIs, track retention, stickiness, and ROI



Easily and continually **enhance and optimize the user experience** with User Path view



# Support business strategy with any data



## Back-end power

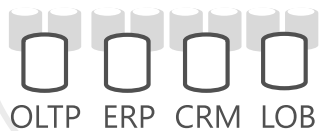
Big data



Web data



Traditional data






## Front-end insights



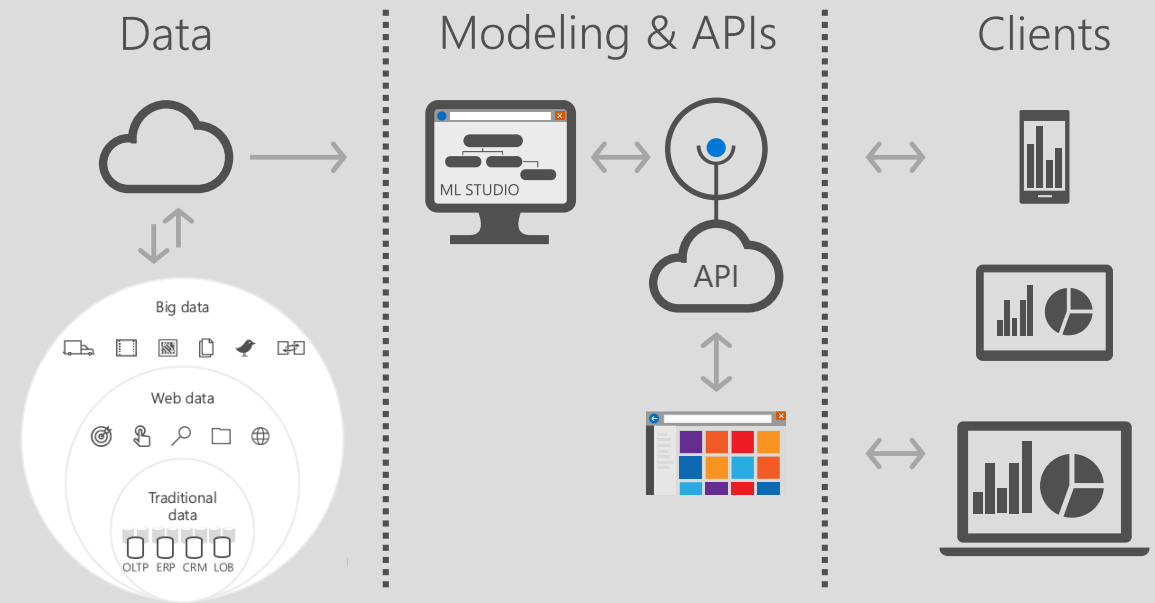
# Predict and respond proactively



## Azure Machine Learning templates

-  Demand forecasting
-  Predictive maintenance
-  Vehicle telemetry

## Azure Machine Learning service

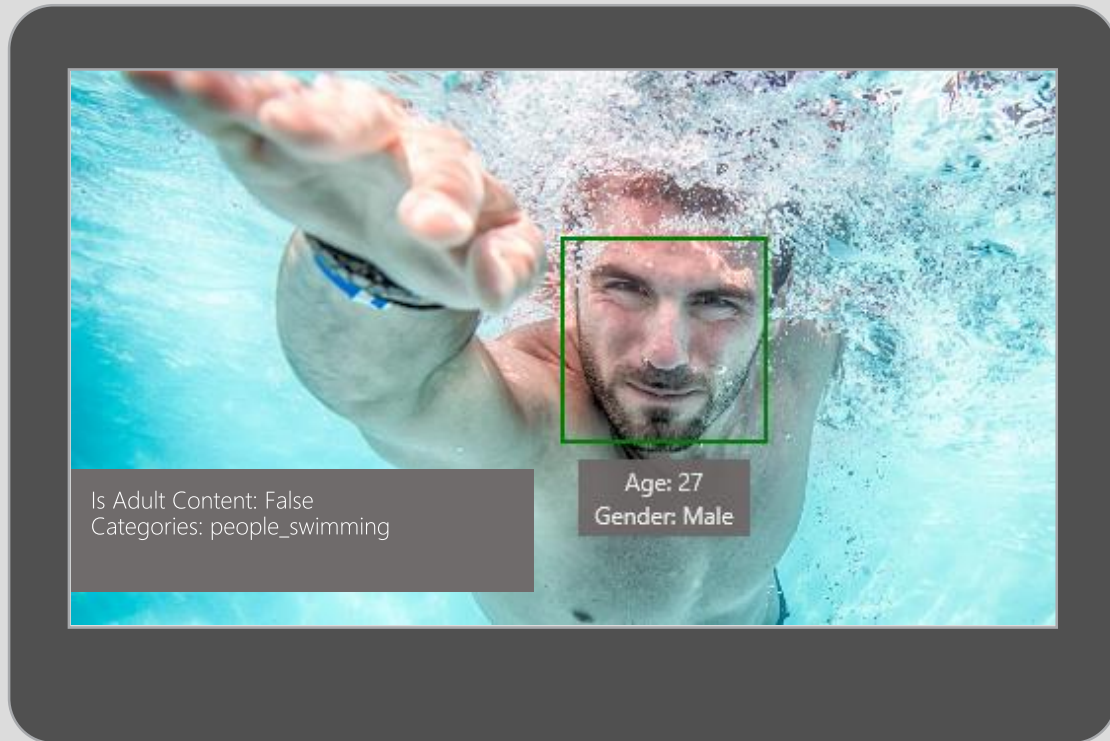




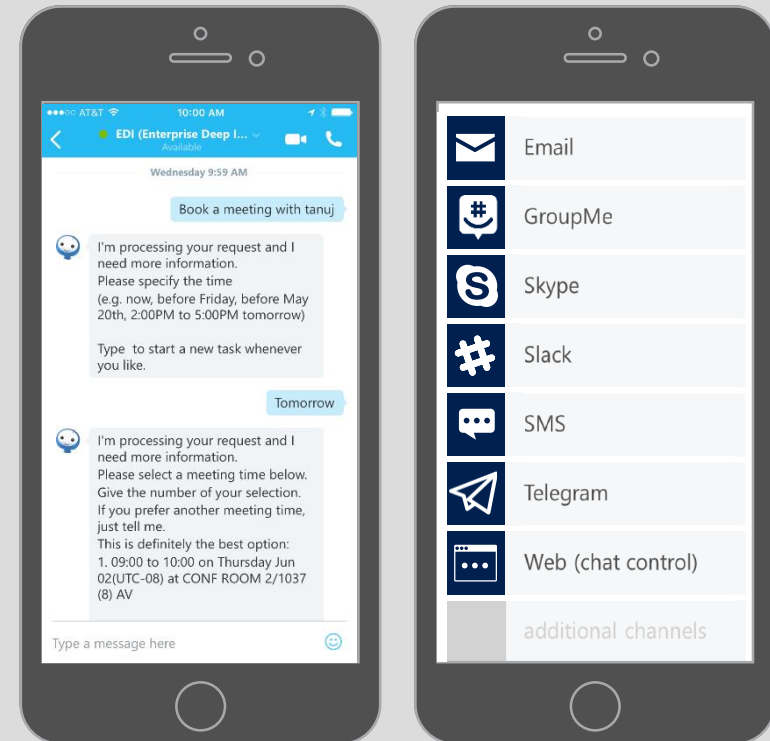
# Learn and engage with artificial intelligence



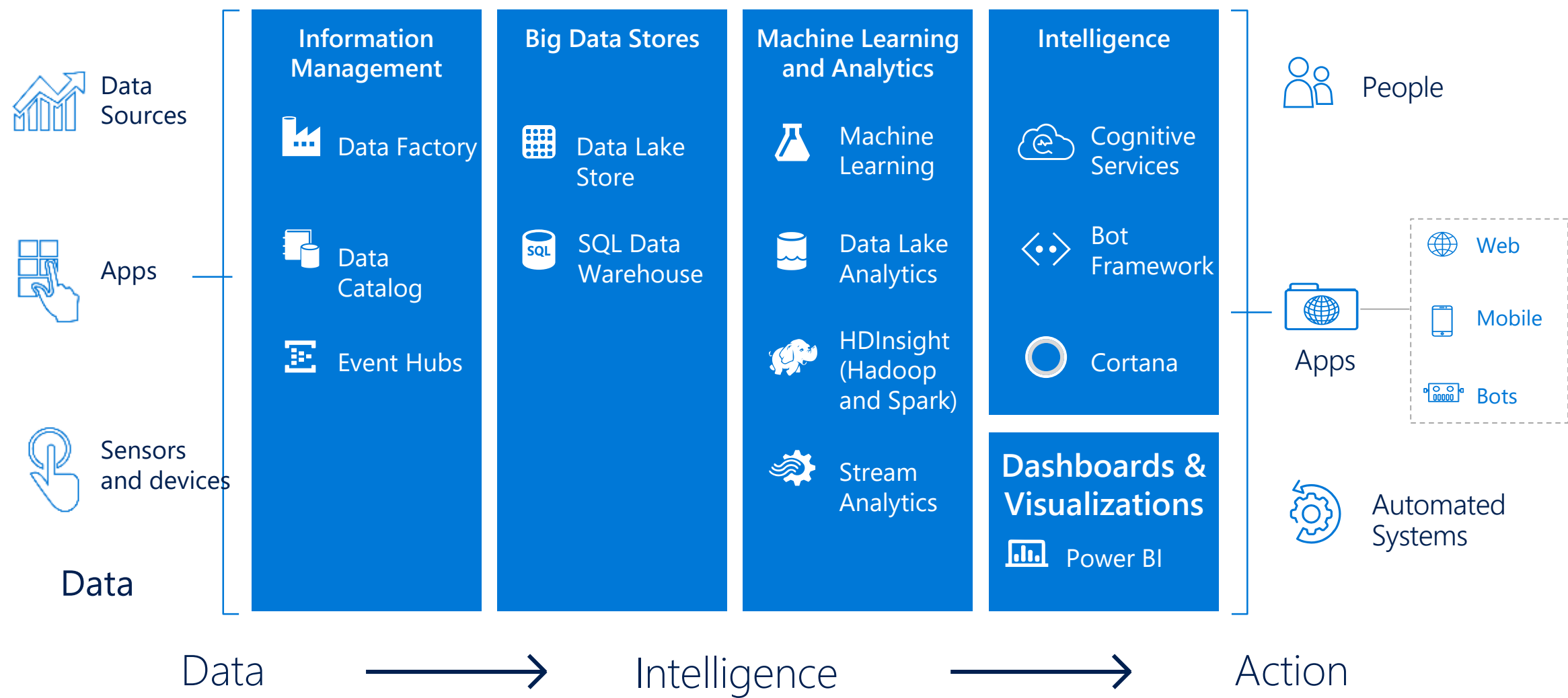
## Cognitive services



## Bot framework



# Cortana Intelligence Suite

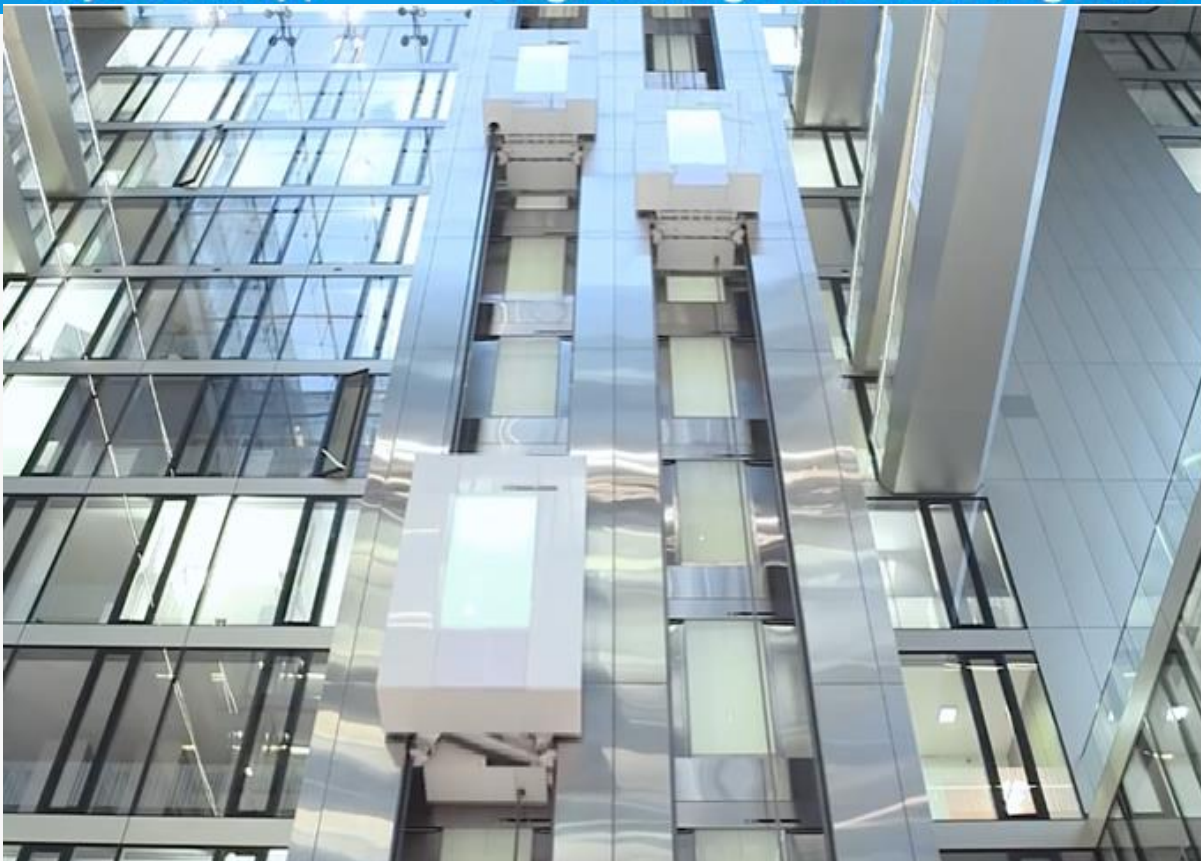


# Customer Story - Thyssenkrupp



thyssenkrupp

engineering. tomorrow. together.



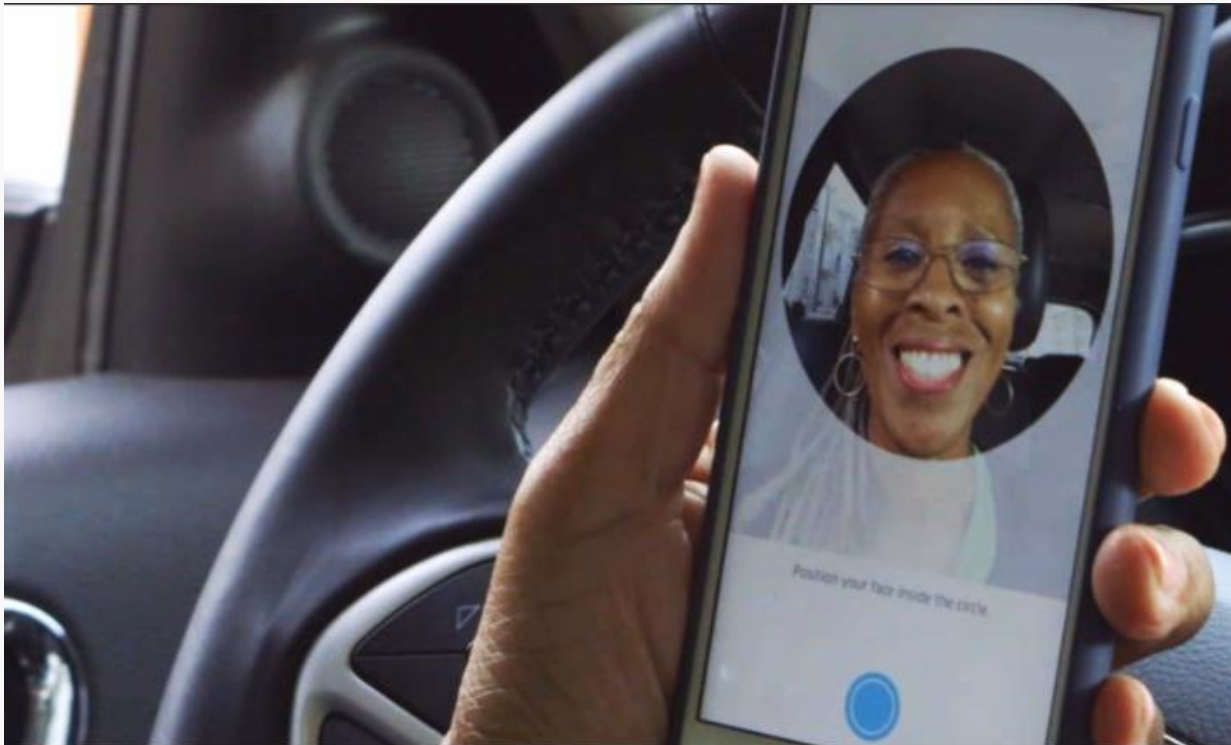
## Thyssenkrupp uses Azure IoT Suite to give the world's cities a major lift

Big cities are known for their skyscrapers, and skyscrapers can't exist without reliable elevators. thyssenkrupp Elevator uses the predictive maintenance capabilities of Azure IoT Suite to help service technicians identify problems and make time-saving interventions at the 1.1 million elevators the company maintains worldwide.

# Customer Story - UBER



# UBER



## Uber boosts platform security with the Face API, part of Microsoft Cognitive Services

“Thousands of partners sign in to our platform every hour. The response time from the Face API is incredible, enabling us to verify our drivers without slowing them down.”

—Dima Kovalev: Product Manager

Uber



# Achieve global scale, in local regions



34

regions



# Benefit from relentless business commitment



ISO 27001



SOC 1 Type 2



SOC 2 Type 2



PCI DSS Level 1



Cloud Controls  
Matrix



ISO 27018



Content Delivery and  
Security Association



Shared  
Assessments



FedRAMP  
JAB P-ATO



HIPAA/  
HITECH



FIPS 140-2



21 CFR  
Part 11



FERPA



DISA Level 2



CJIS



IRS 1075



ITAR-ready



Section  
508 VPAT



European  
Union Model  
Clauses



EU Safe  
Harbor



United Kingdom  
G-Cloud



China Multi  
Layer Protection  
Scheme



China  
GB 18030



China  
CCCPF



Singapore  
MTCS Level 3



Australia  
Signals  
Directorate



New  
Zealand  
GCIO












Japan  
Financial  
Services



ENISA  
IAF

## Security & Management

-  Security Center
-  Portal
-  Azure Active Directory
-  Azure AD B2C
-  Multi-Factor Authentication
-  Automation
-  Scheduler
-  Key Vault
-  Store/Marketplace
-  VM Image Gallery & VM Depot

## Platform Services






### Media & CDN

-  Media Services
-  Media Analytics
-  Content Delivery Network








### Integration

-  API Management
-  BizTalk Services
-  Logic Apps
-  Service Bus





### Compute Services

-  Container Service
-  VM Scale Sets
-  Batch
-  RemoteApp
-  Dev/Test Lab








### Application Platform

-  Web Apps
-  Mobile Apps
-  API Apps
-  Cloud Services
-  Service Fabric
-  Notification Hubs
-  Functions

### Developer Services

-  Visual Studio
-  Mobile Engagement
-  VS Team Services
-  Xamarin
-  Application Insights
-  HockeyApp











### Data

-  SQL Database
-  SQL Data Warehouse
-  DocumentDB
-  SQL Server Stretch Database
-  Redis Cache
-  Storage Tables
-  Azure Search









### Intelligence

-  Cognitive Services
-  Bot Framework
-  Cortana

### Analytics & IoT

-  HDInsight
-  Machine Learning
-  Stream Analytics
-  Data Catalog
-  Data Lake Analytics Service
-  Data Lake Store
-  IoT Hub
-  Event Hubs
-  Data Factory
-  Power BI Embedded

## Hybrid Cloud

-  Azure AD Health Monitoring
-  AD Privileged Identity Management
-  Domain Services
-  Backup
-  Operational Analytics
-  Import/Export
-  Azure Site Recovery
-  StorSimple

## Infrastructure Services

### Compute

-  Virtual Machines
-  Containers

### Storage

-  Blob
-  Queues
-  Files
-  Disks

### Networking

-  Virtual Network
-  Load Balancer
-  DNS
-  Express Route
-  Traffic Manager
-  VPN Gateway
-  App Gateway

**Datacenter Infrastructure (34 Regions, 26 Online)**



A hand is shown holding a large, white, fluffy cloud against a solid blue background. The word "Microsoft" is written in blue, sans-serif font across the middle of the cloud. To the right of the main cloud, there is a smaller, separate cloud.

**Microsoft**

ขอบคุณค่ะ