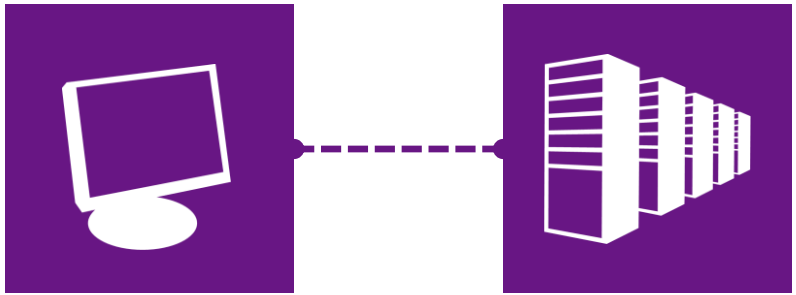
Overview of the Modern Microsoft Platform

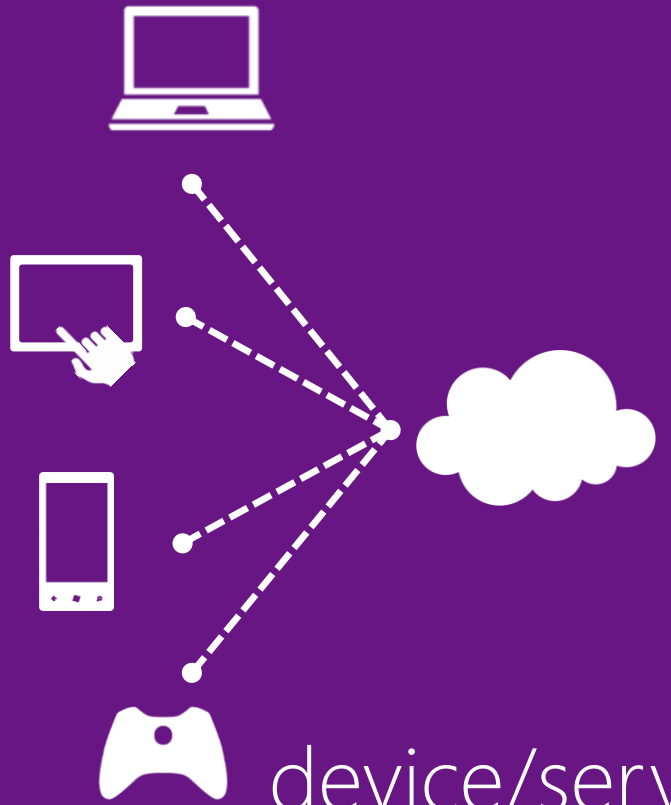
Presenter Name

Devices

Services

client/server





device/services

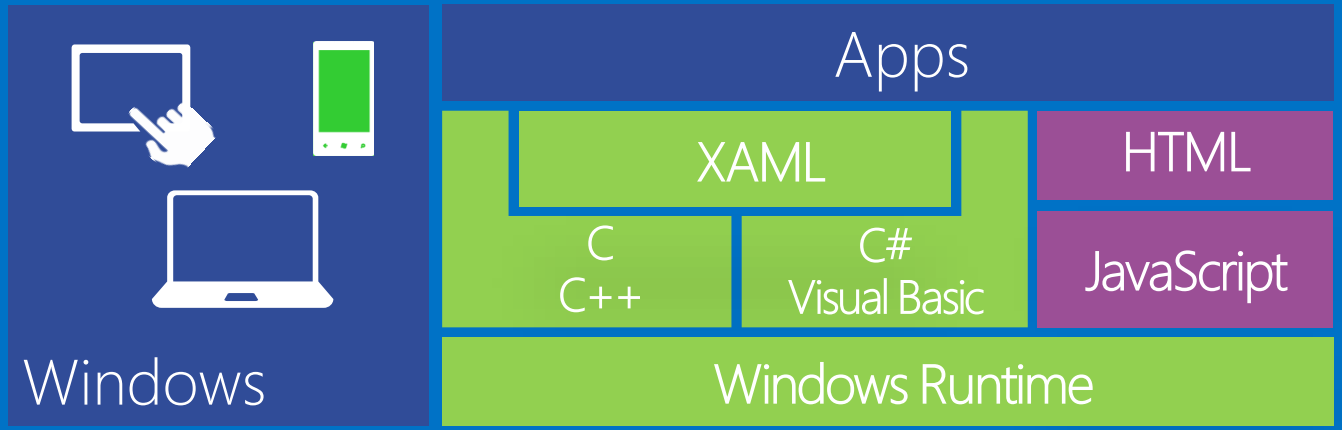
Devices

Touch-first experience

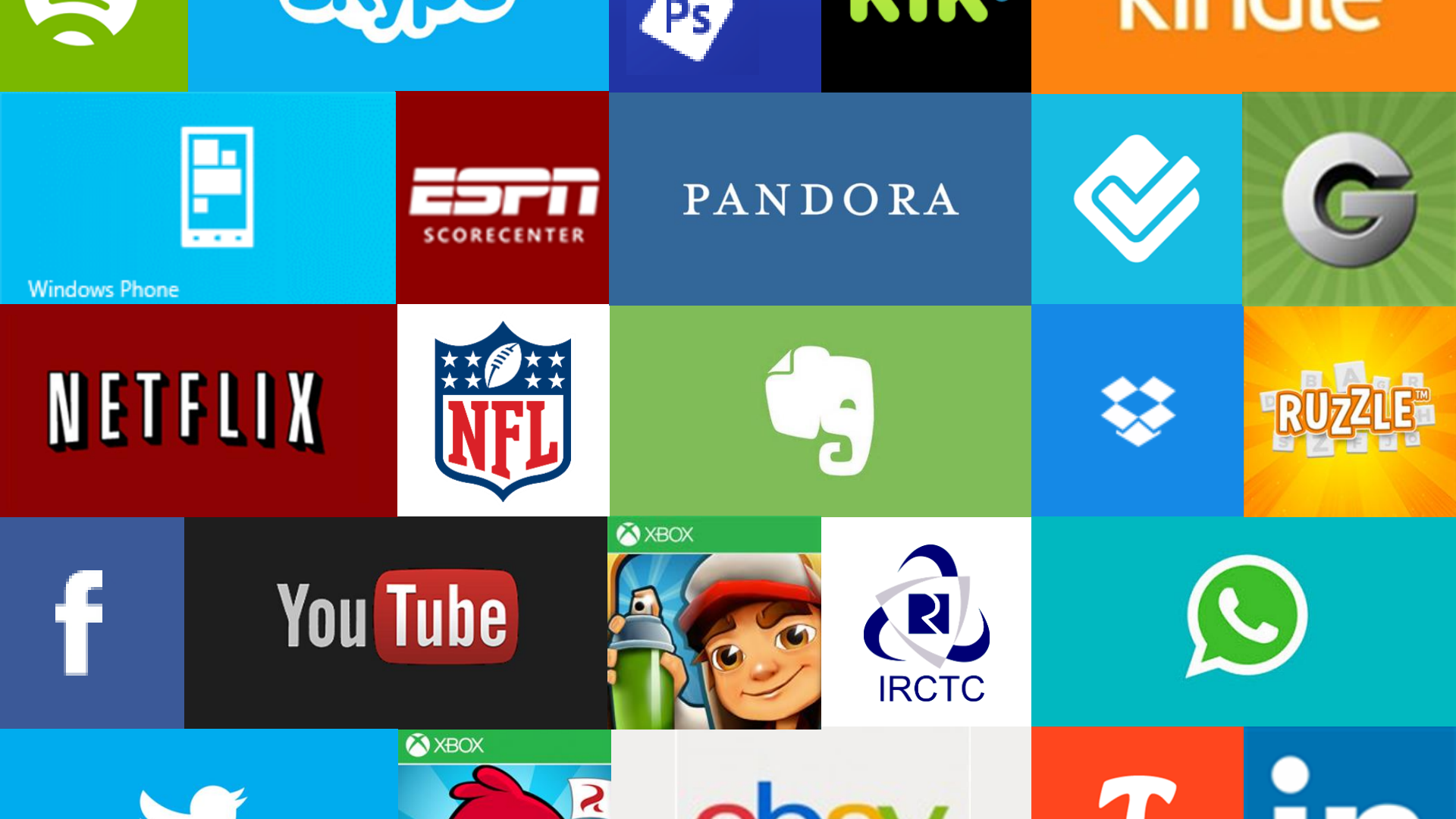
Integrated stores

Existing skills, code

Developing for Windows

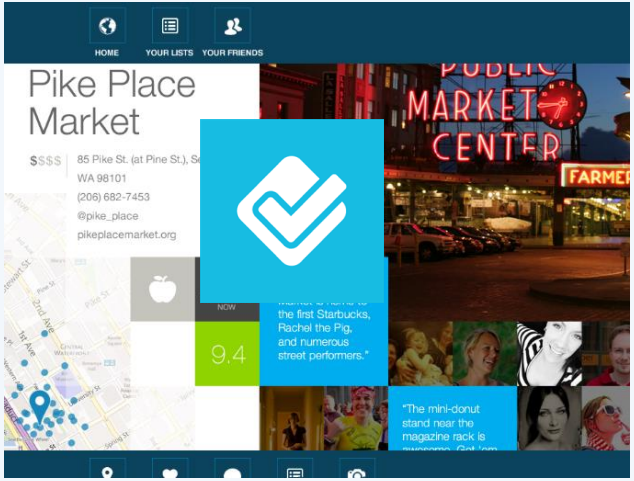


Developing for Windows

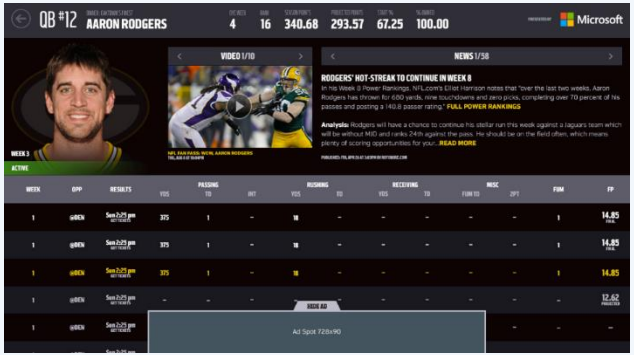

Windows Phone
ESPN
SCORECENTER
PANDORA
NETFLIX
NFL
RUZZLE
XBOX
IRCTC
YouTube
XBOX

foursquare®

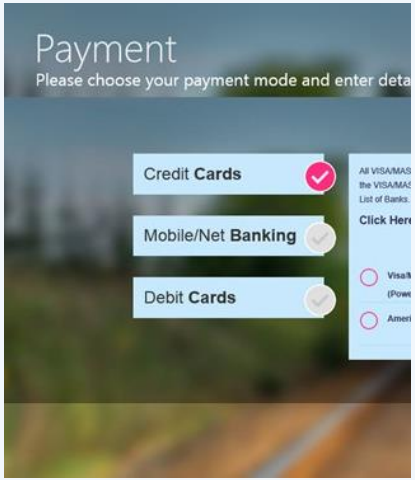
"The first serious tablet version of the check-in app is here."
- Harry McCracken, *Time*



Fantasy Football



Indian Railways Catering and Tourism Corporation



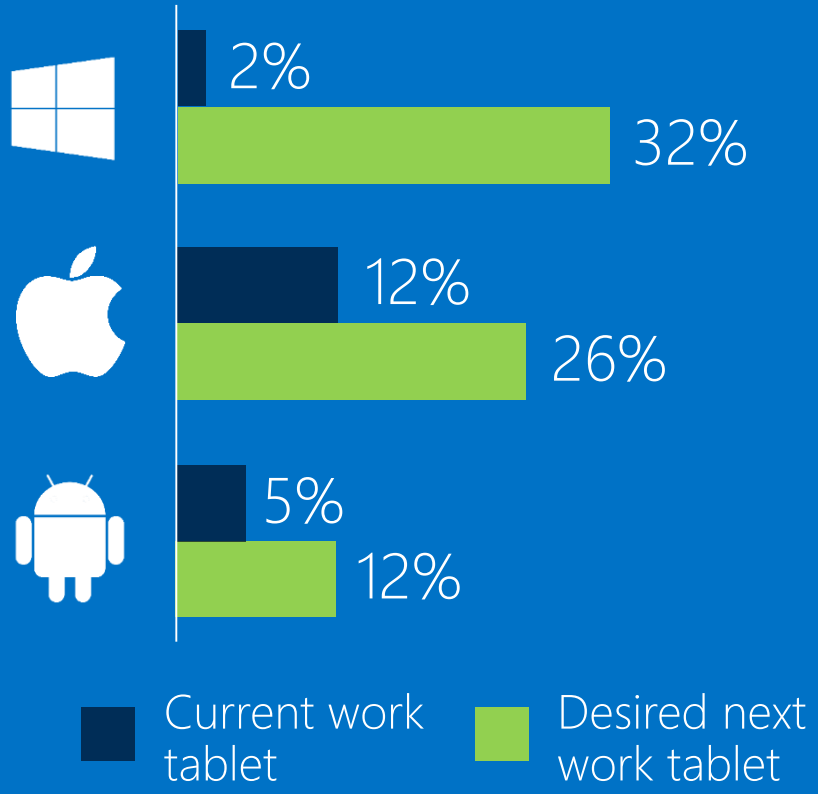
"**This might be the biggest coup for Microsoft in India.** IRCTC, the notorious Indian Railways train ticket booking website known for its crashes and slowness under usual heavy Indian loads has received an **exclusive app for the Windows Phone 8 and Windows 8 platforms**, developed in partnership with Microsoft."

– Bharadwaj, Fonearena

"Electronic tickets account for approximately 48 per cent of the tickets sold every day… making the website figure in the list of top ranking e-commerce sites in the country."

– The Economic Times

“200 million global information workers would like to use a Microsoft Windows tablet for work”



Windows 8 in the Enterprise

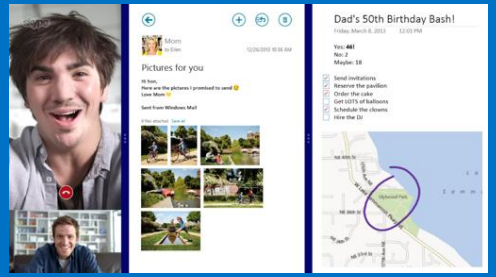
Forrester

8.1 More powerful and efficient

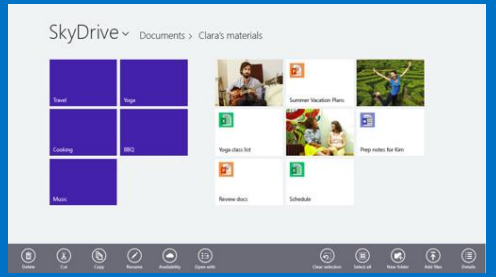
Personalized start and lock screens

New live tile sizes, including large

Apps share the screen



Deep SkyDrive integration



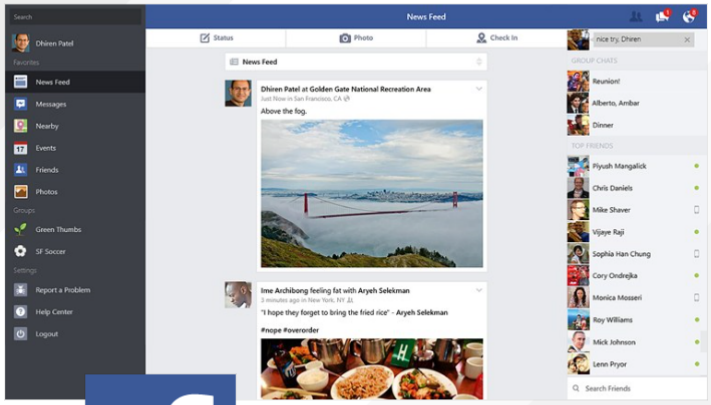
Rich, integrated search driven by Bing

Windows

Windows Phone

Store

Search for apps



Facebook

New to the Store

Keeping up with your friends is easier and more convenient than ever with the official Facebook app.

Picks for you ›

One of the top 25 downloaded Games apps last week

Not interested

Microsoft Mahjong

Top 5 Free Game in the Windows Store! Microsoft Mahjong is the classic matching game updated with beautiful imagery, intuitive

Free ★★★½☆ 15,097 Games

One of the top 10 downloaded Entertainment apps last week

Not interested

Discovery Channel

The Discovery Channel is now on the Windows Store! Watch thousands of clips and selected full episodes from Discovery Channel

Free ★★★½☆ 705 Entertainment

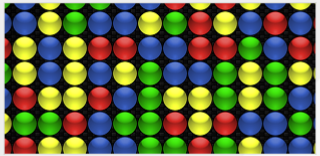
One of the top 5 downloaded Productivity apps last week

Not interested

Adobe Reader Touch

Adobe® Reader® is the free, trusted leader for reliably viewing and interacting with PDF documents across platforms and devices. Adobe

Free ★★★☆☆ 2,866 Productivity



One of the top 25 downloaded Games apps last week

Not interested

BubbleBreaker

Press the color of your choice and the same colored bubbles that adjoins explode. The more you blow up bubbles simultaneously, the

Free ★★★★☆ 14,544 Games

One of the top 25 downloaded Games apps last week

Not interested

Solitaire HD

#1 Solitaire in Windows Store, THANK YOU! Play the traditional patience game of Solitaire, also known as Klondike. Play the classic

Free ★★★★☆ 10,764 Games

One of the top 50 downloaded Games apps last week

Not interested

Jewel Fever

"Jewel Fever" is an addictive match-3-puzzle-game! It features: ✓ Three game modes: Normal, Quick and Infinite ✓ HD graphics ✓

Free ★★★★☆ 5,625 Games

Services

Proven experience

bing

Bing holds 17.86 percent of US market share

Office 365

Nearly 50 million Office Web Apps users

skype

Skype users spend up to 2 billion minutes per day using the service

SkyDrive

Over 250 million people have a SkyDrive

XBOX LIVE

1.5 Billion games of Halo

Windows Azure

On average, over 1,000 new customers sign up for Windows Azure every day

XBOX LIVE

48 Million Subscribers

skype

299 Million connected users

yammer

Yammer now has over 7 million registered users

11 billion stored photos

Outlook.com has over 400 million active users and is the world's fastest growing email service

bing

1 Billion mobile notifications a month

Windows Azure

50 percent of Fortune 500 companies use Azure

XBOX LIVE

Xbox delivered over 18 billion hours of entertainment in 2012

Windows Azure

Windows Server

Windows Azure

Windows Server

public cloud

hybrid cloud

private cloud

.NET

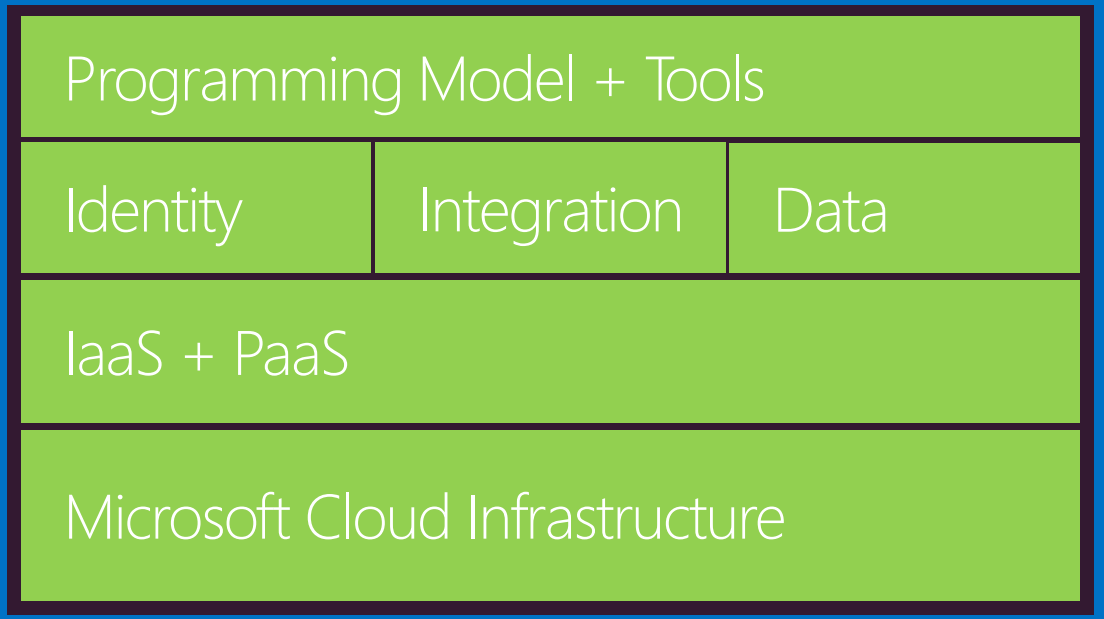
Hyper-V

Visual Studio

System Center

Active Directory

Windows Azure


Programming Model + Tools
Identity
Integration
Data
IaaS + PaaS
Microsoft Cloud Infrastructure

extend

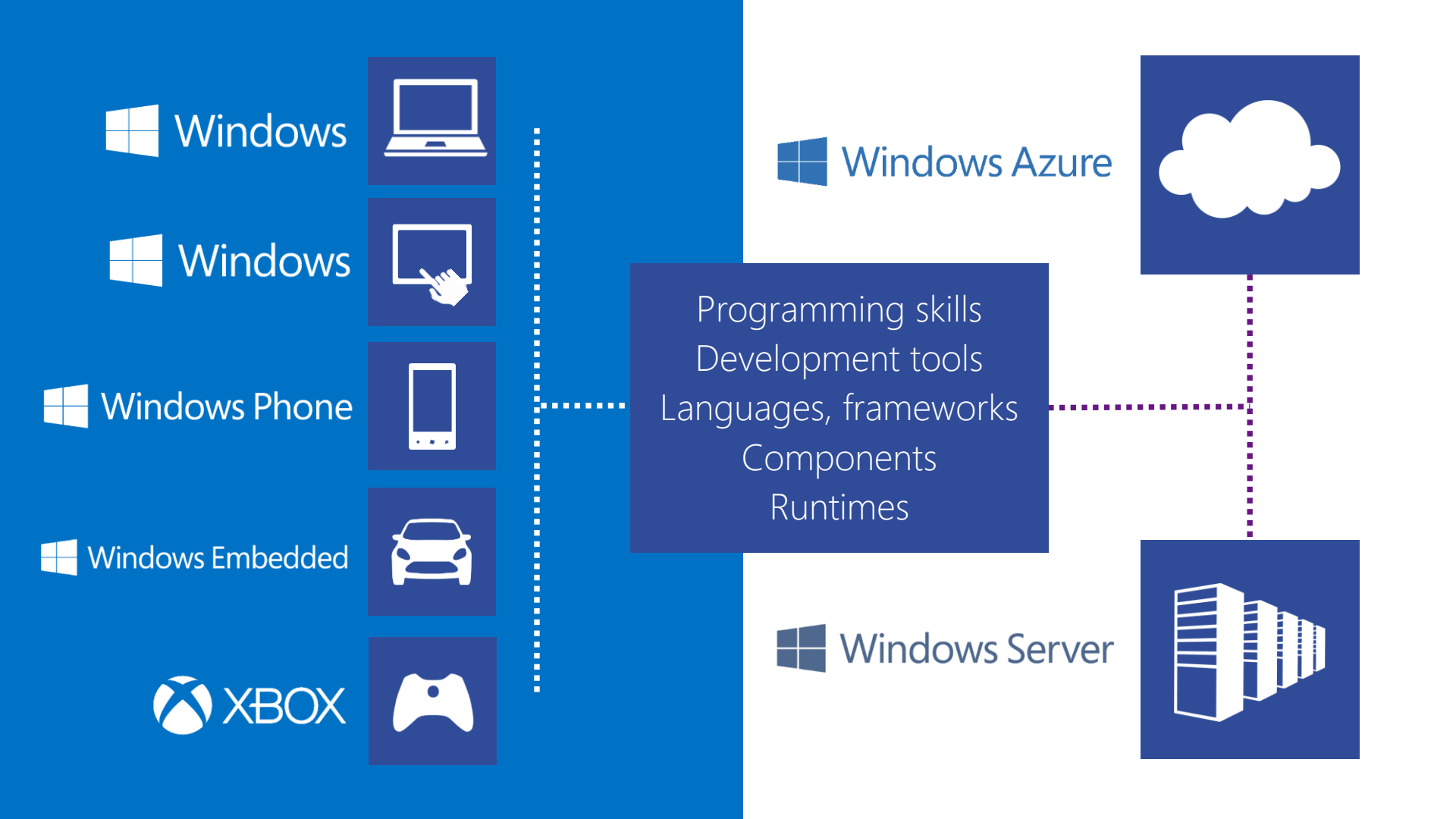
dev, test, run

mobile

web

Open Platform

Common Core


Windows
Windows
Windows Phone
Windows Embedded
XBOX
Programming skills
Development tools
Languages, frameworks
Components
Runtimes
Windows Azure
Windows Server

Great device experiences …

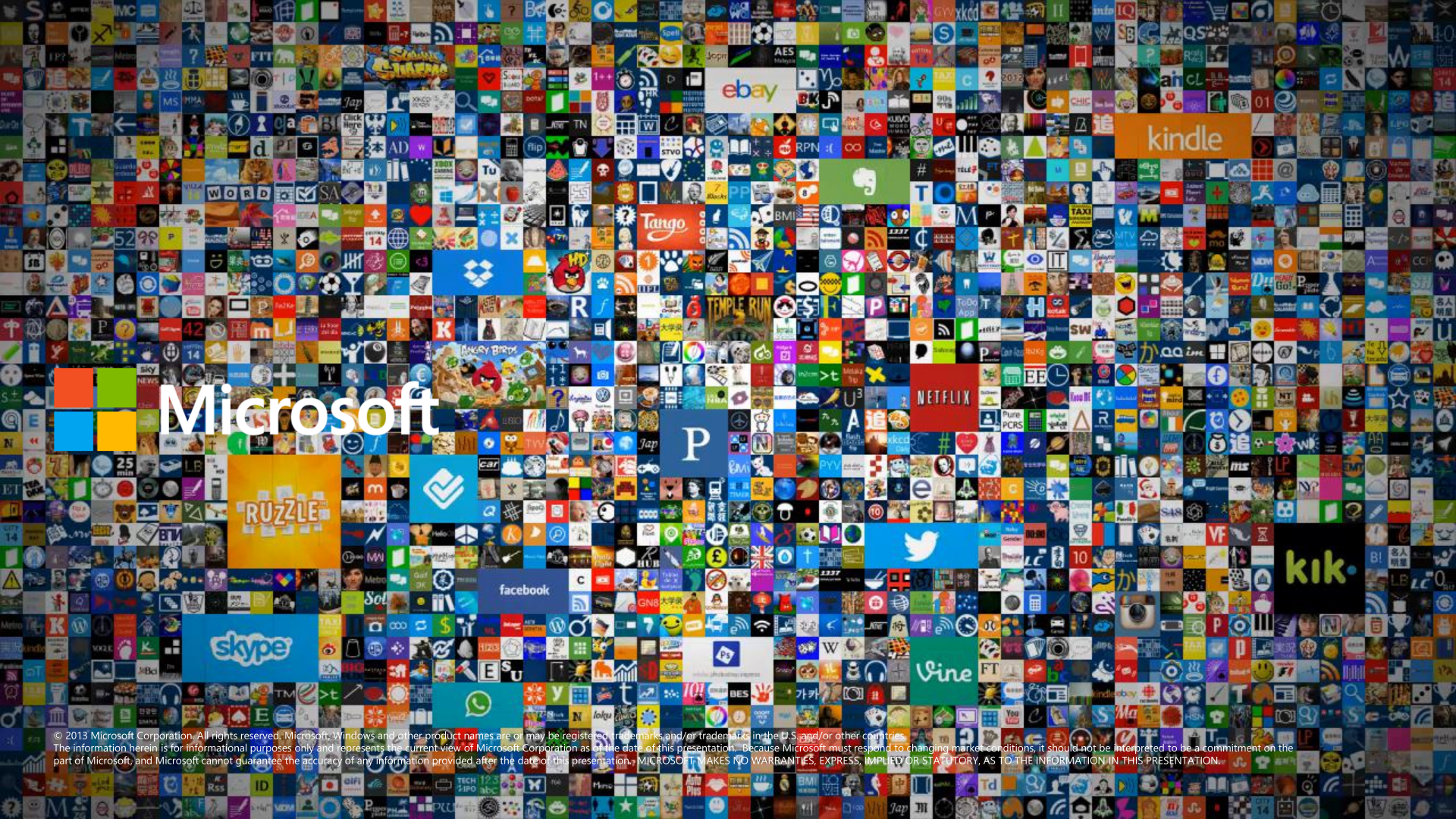
… powered by services in the cloud

Create new experiences

Reach more people

Better economics

Use what you know



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