cloud strategy day

# "How the Microsoft cloud enables the best App experiences across devices"

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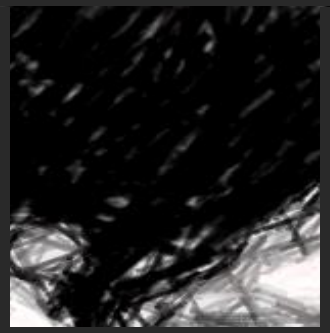
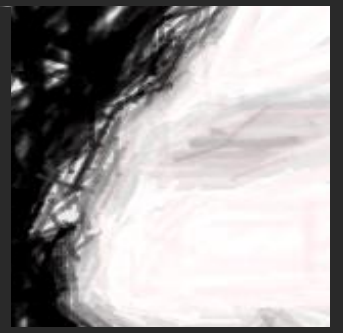
# agenda

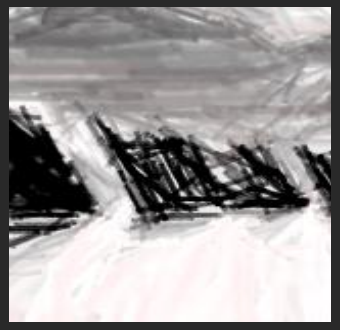
Microsoft's devices and services strategy





making money with apps

cloud enabled app scenarios with Windows Azure



key architectural considerations

# about you

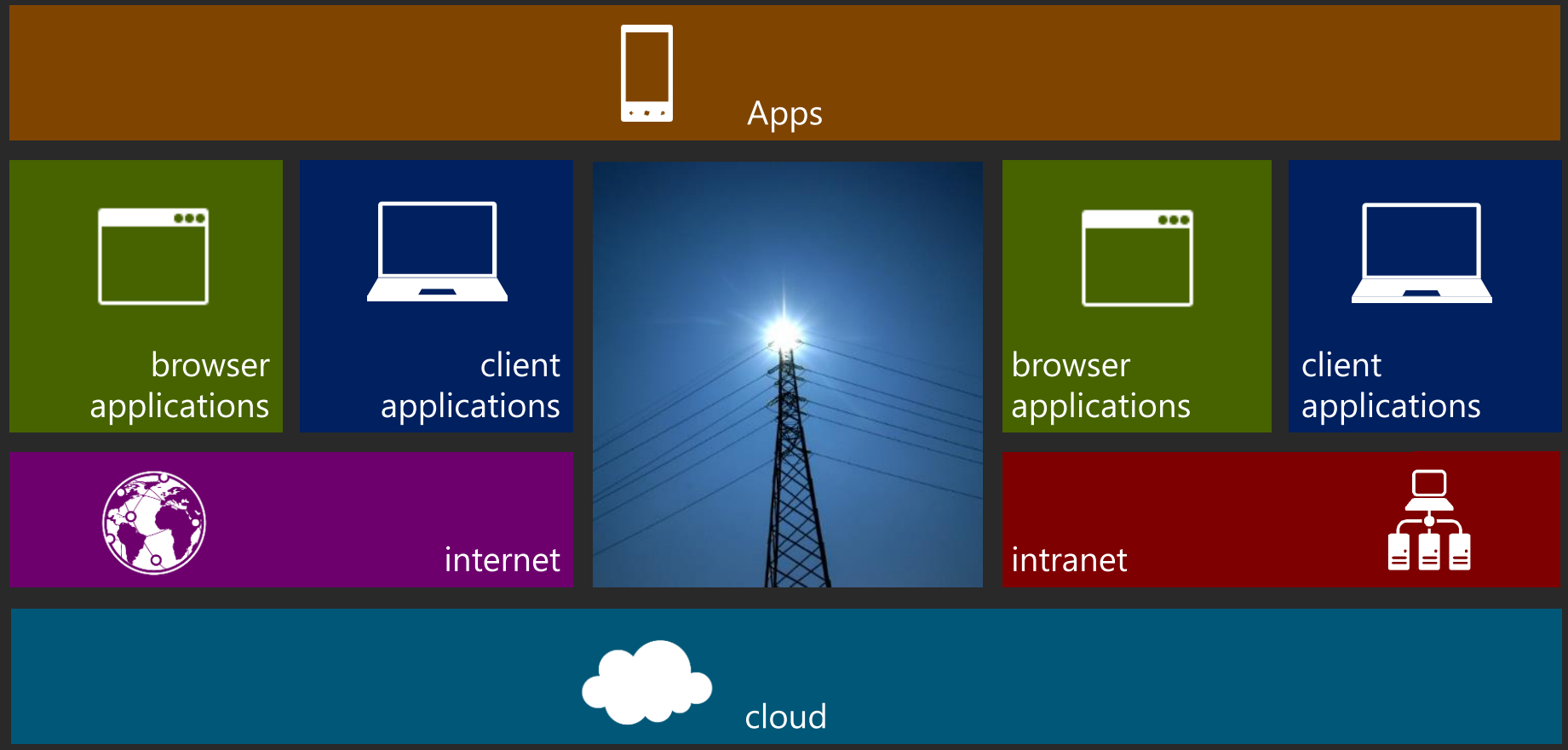
ISV software business
web apps
iOS
enterprise
mobile App business
Android
Windows (.NET/Win32) applications
SaaS business
Windows Phone
Windows 8

# chapter I

# today

Apps
browser applications
client applications
internet
browser applications
client applications
intranet

# tomorrow

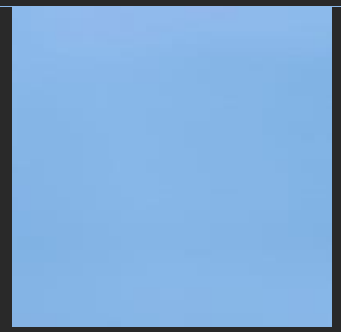

Apps
browser applications
client applications
browser applications
client applications
internet
intranet
cloud

# building solutions across devices and services

# device choice and usage

smartphones

connectivity



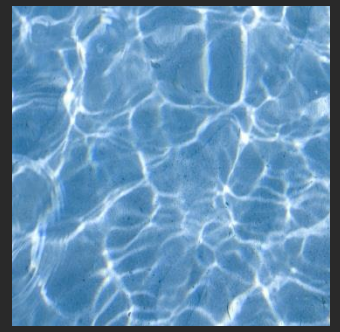
tablets

entertainment

sequential usage

pc's

productivity



simultaneous usage

# bring your own device

# from applications to apps

identity

communication

lifecycle

many Apps
1 scenario

1 application
many scenarios

storage

monetization

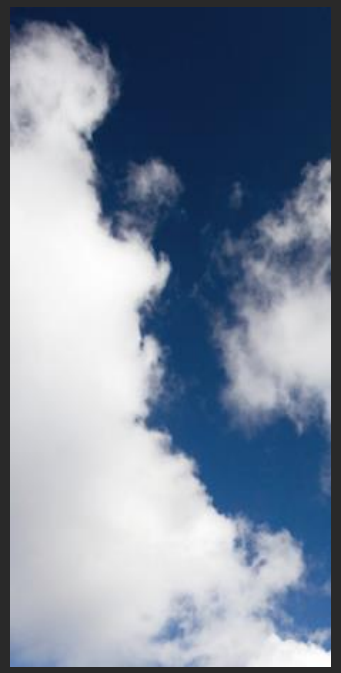
Identity Providers
OCR Service
BabelCam WP7 App
BabelCam Service
Microsoft Push Notification Service
bing
Bing Translation Service

Demo:
BabelCam

# common needs

computational split

storing and querying large datasets

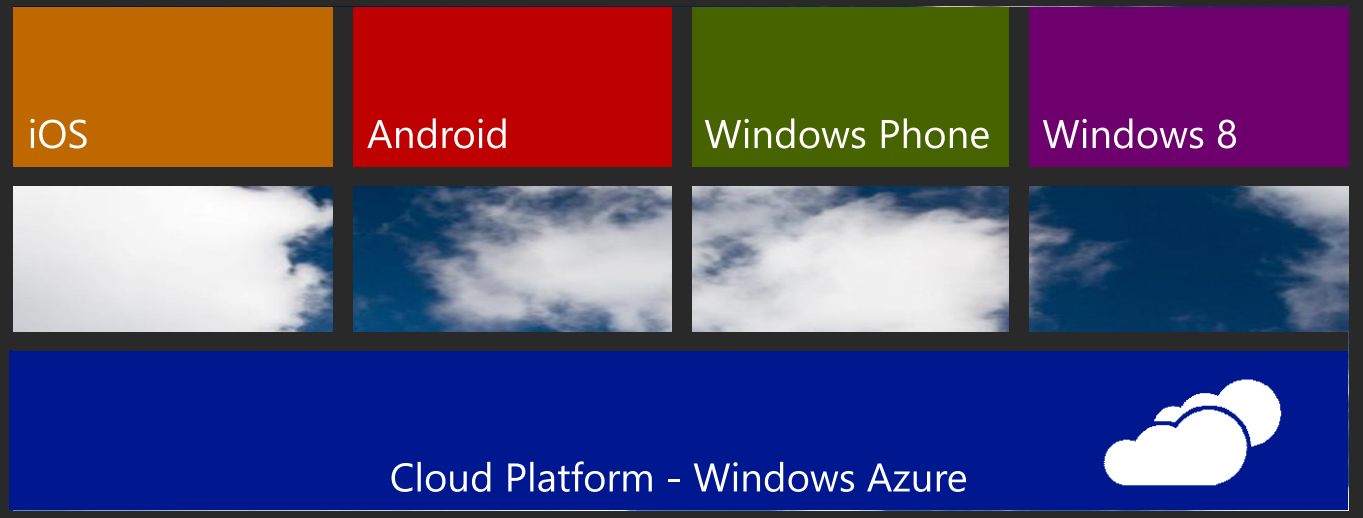


Backup and synchronize device data

App marketing, registration, configuration and support

sharing across users and devices

# different devices – one cloud platform



# conclusion

from applications towards Apps

cloud is a key enabler for connected devices

use and offer services and data

Windows Azure supports all devices