cloud strategy day

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

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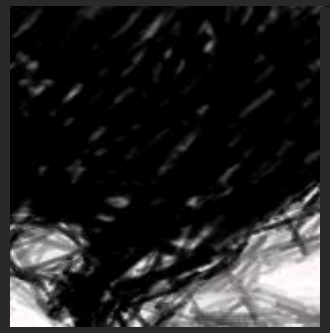
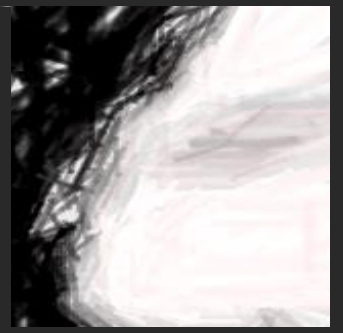
agenda

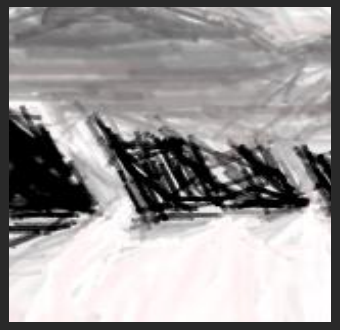
Microsoft's devices and services strategy





making money with apps

cloud enabled app scenarios with Windows Azure



key architectural considerations

about you

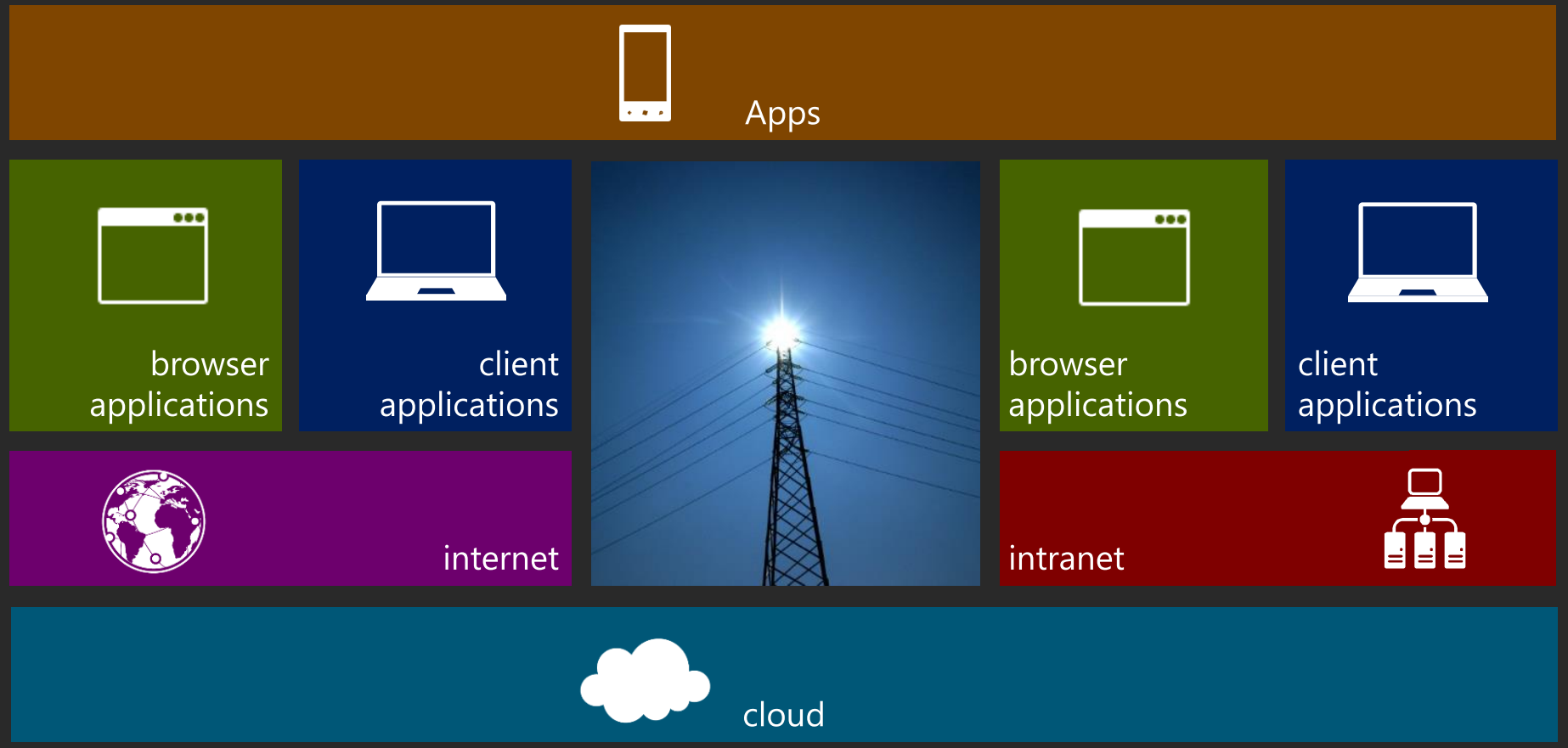
ISV software business
web apps
iOS
enterprise
mobile App business
Android
Windows (.NET/Win32) applications
SaaS business
Windows Phone
Windows 8

chapter I

today

Apps
browser applications
client applications
internet
browser applications
client applications
intranet

tomorrow

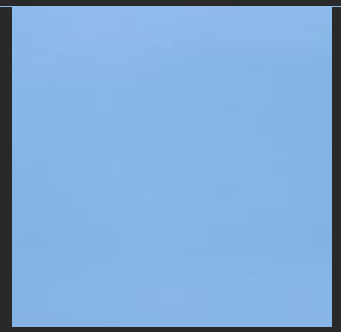

Apps
browser applications
client applications
browser applications
client applications
internet
intranet
cloud

building solutions across devices and services

device choice and usage

smartphones

connectivity



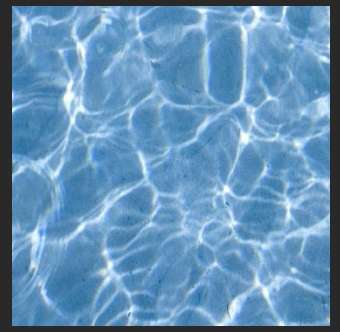
tablets

entertainment

sequential usage

pc's

productivity



simultaneous usage

bring your own device

mobility

manageability

lack of integrated Apps

self service

usability

security & compliance

from applications to apps

identity

communication

lifecycle

many Apps
1 scenario

1 application
many scenarios

storage

monetization

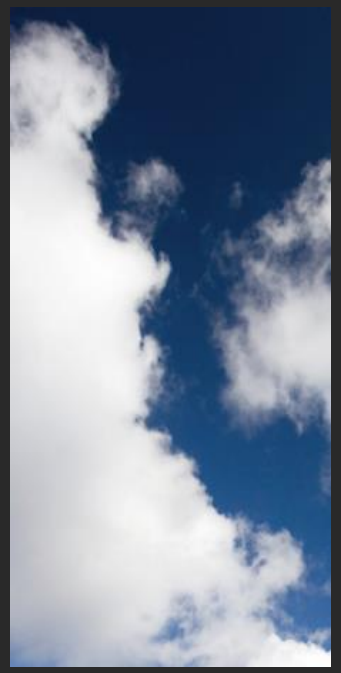
Identity Providers
OCR Service
BabelCam WP7 App
BabelCam Service
Microsoft Push Notification Service
bing
Bing Translation Service

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

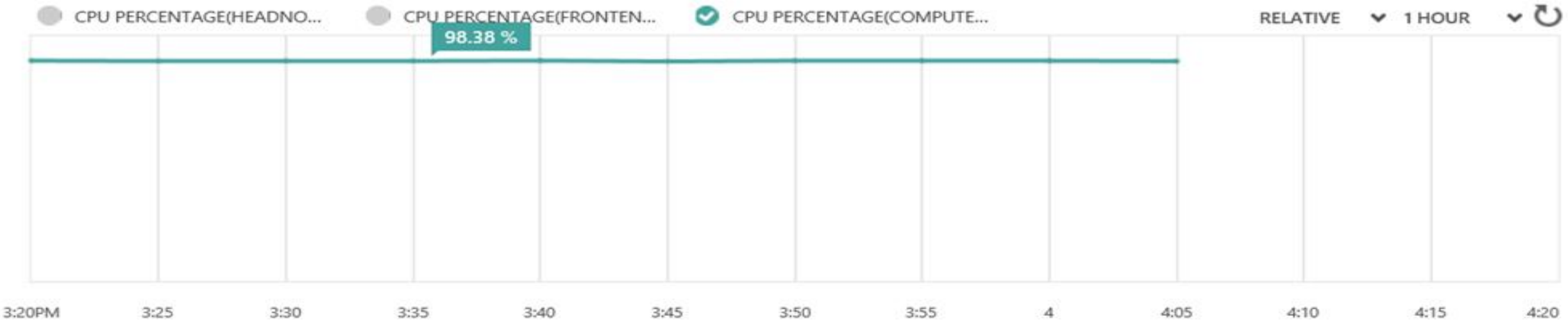
the cloud democratizes access to scale & reach

demo:
Windows Azure weather service

weatherservice

DASHBOARD MONITOR CONFIGURE SCALE INSTANCES LINKED RESOURCES CERTIFICATES

PRODUCTION STAGING



usage overview

quick glance

Set up TFS publishing

STATUS
Running

SITE URL

STOP UPDATE SWAP DELETE

loudServicesExtension/list

weatherservice

DASHBOARD MONITOR CONFIGURE **SCALE** INSTANCES LINKED RESOURCES CERTIFICATES

PRODUCTION STAGING

roles

HEADNODE
MEDIUM VM

1 instance(s)

FRONTEND2
MEDIUM VM

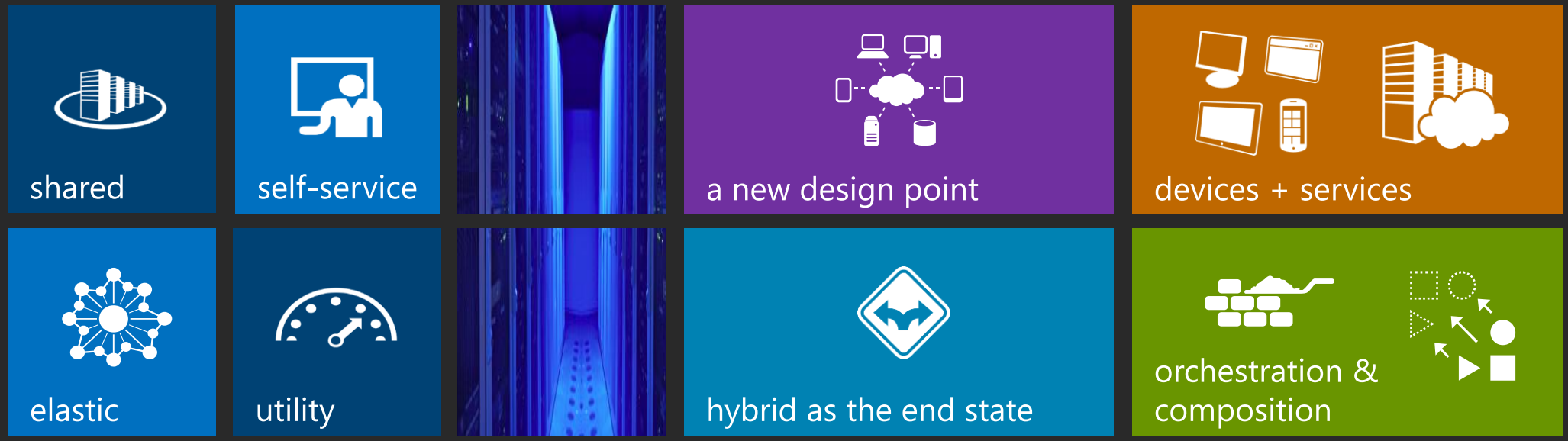
1 instance(s)

COMPUTENODE
EXTRA LARGE VM

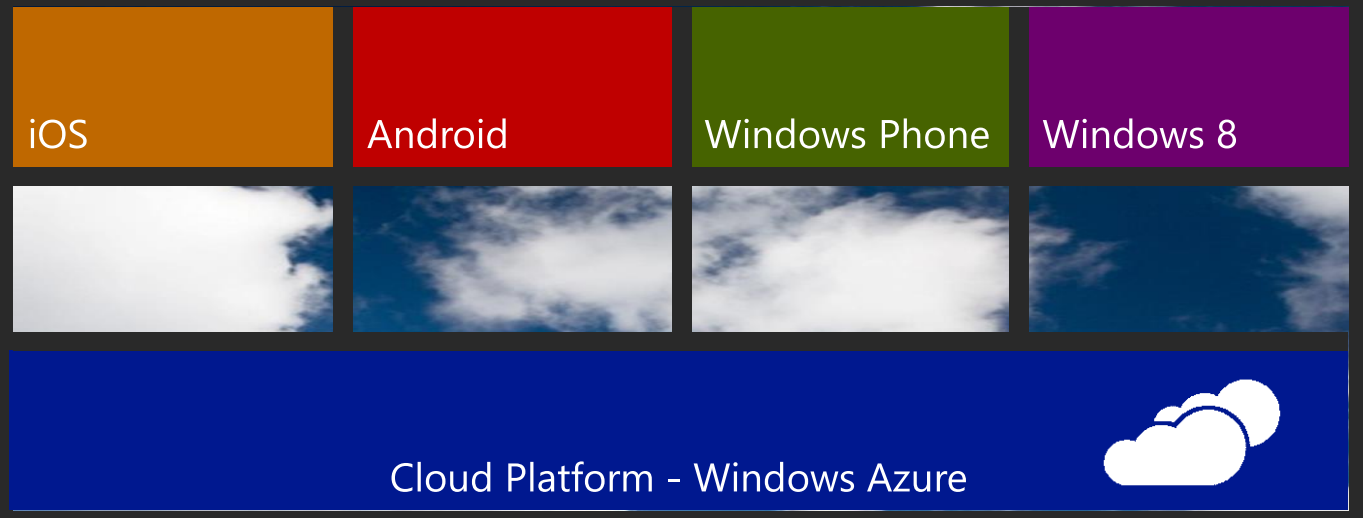
12 instance(s)

SAVE DISCARD

cloud style computing



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