



cloud
strategy
day

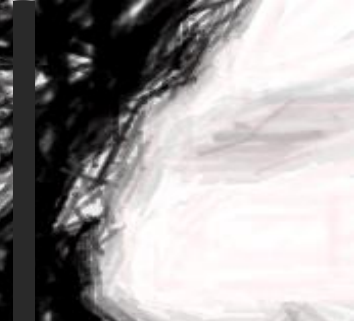


“How the Microsoft cloud enables the best App experiences across devices”

Beat Schwegler – beatsch@microsoft.com
Director, Platform Strategy Group, Microsoft Corp.


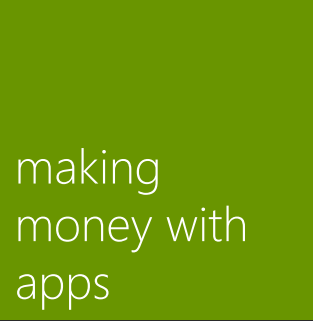
agenda



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

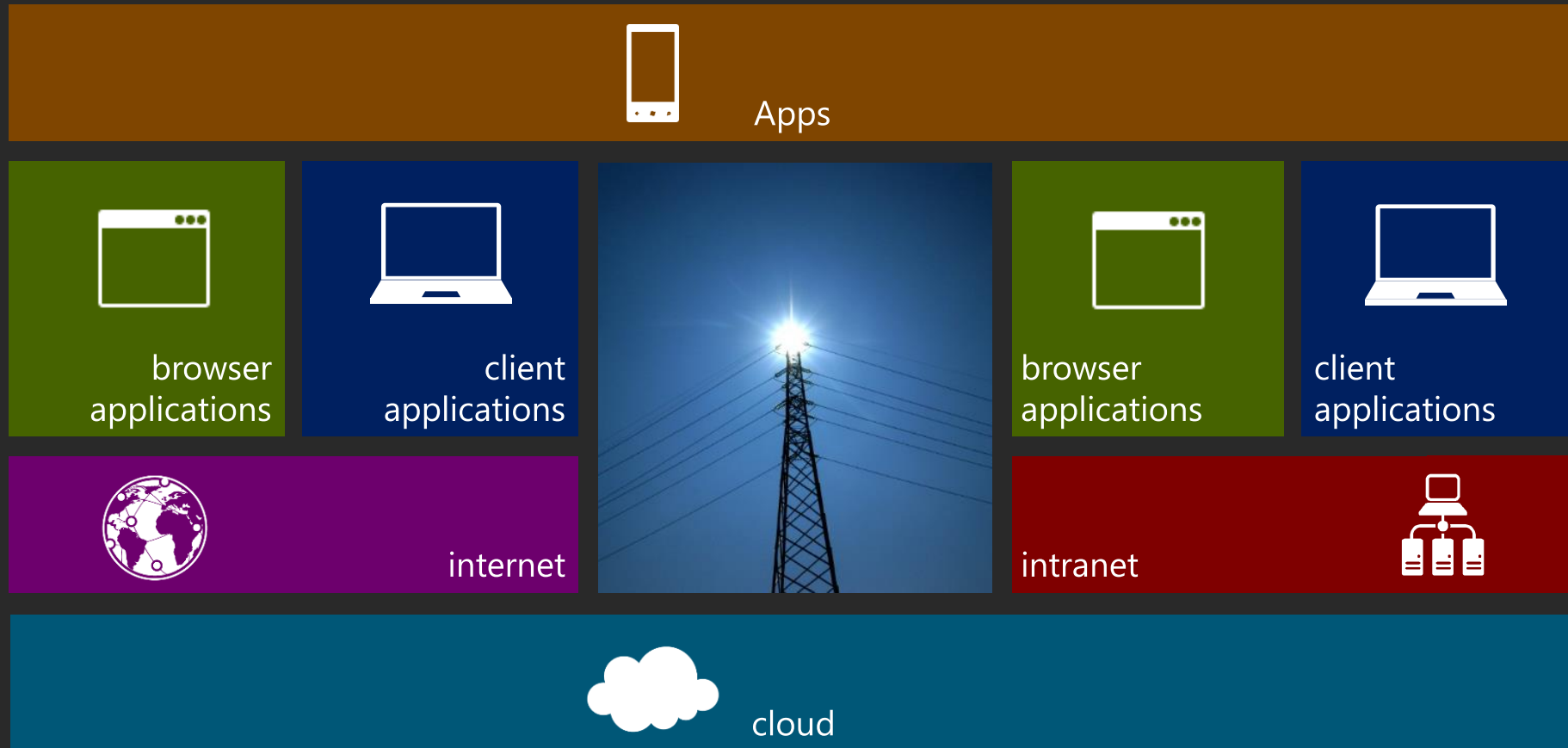
Windows 8

chapter I

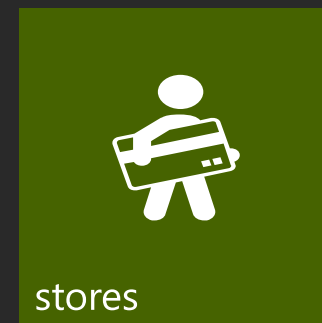
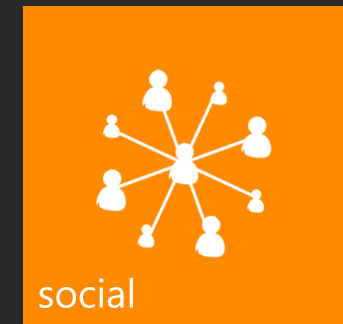
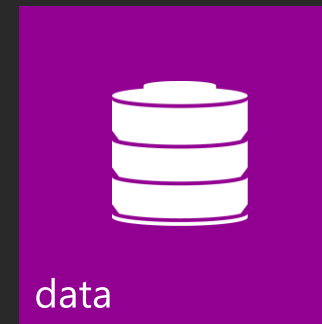
today



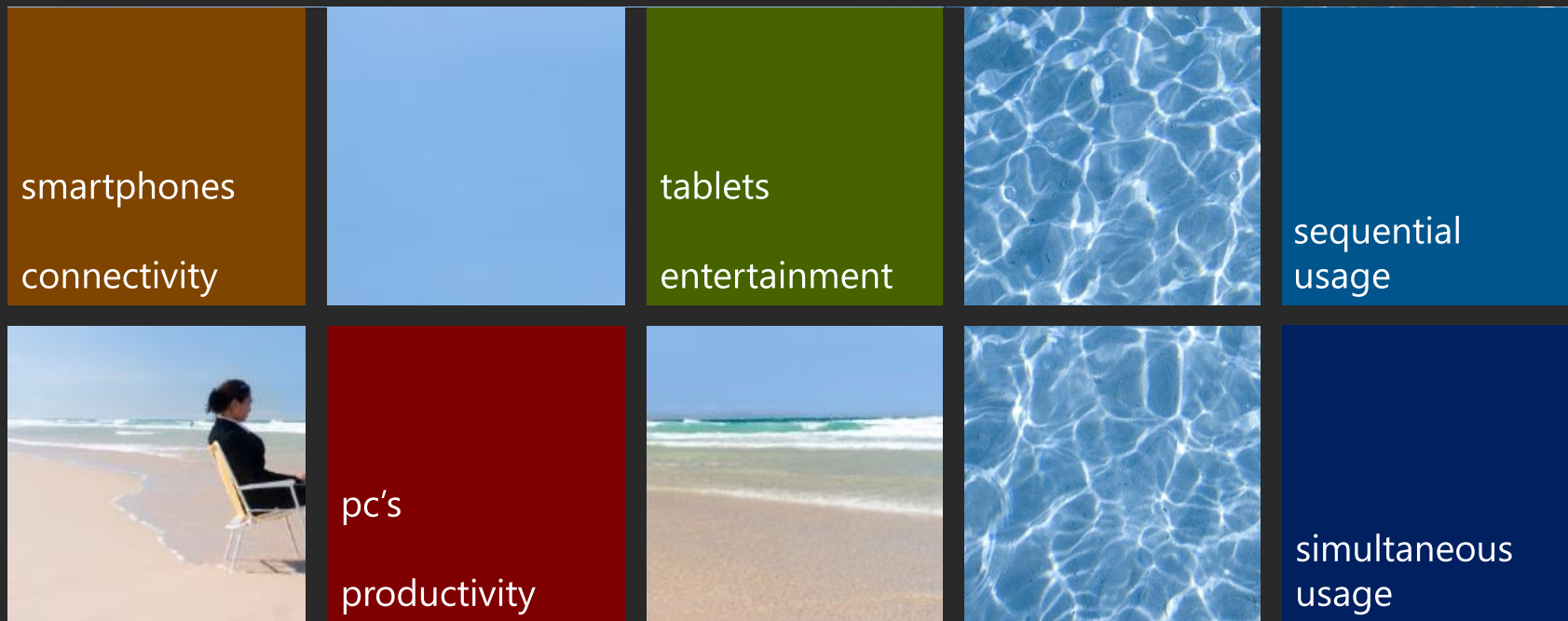
tomorrow



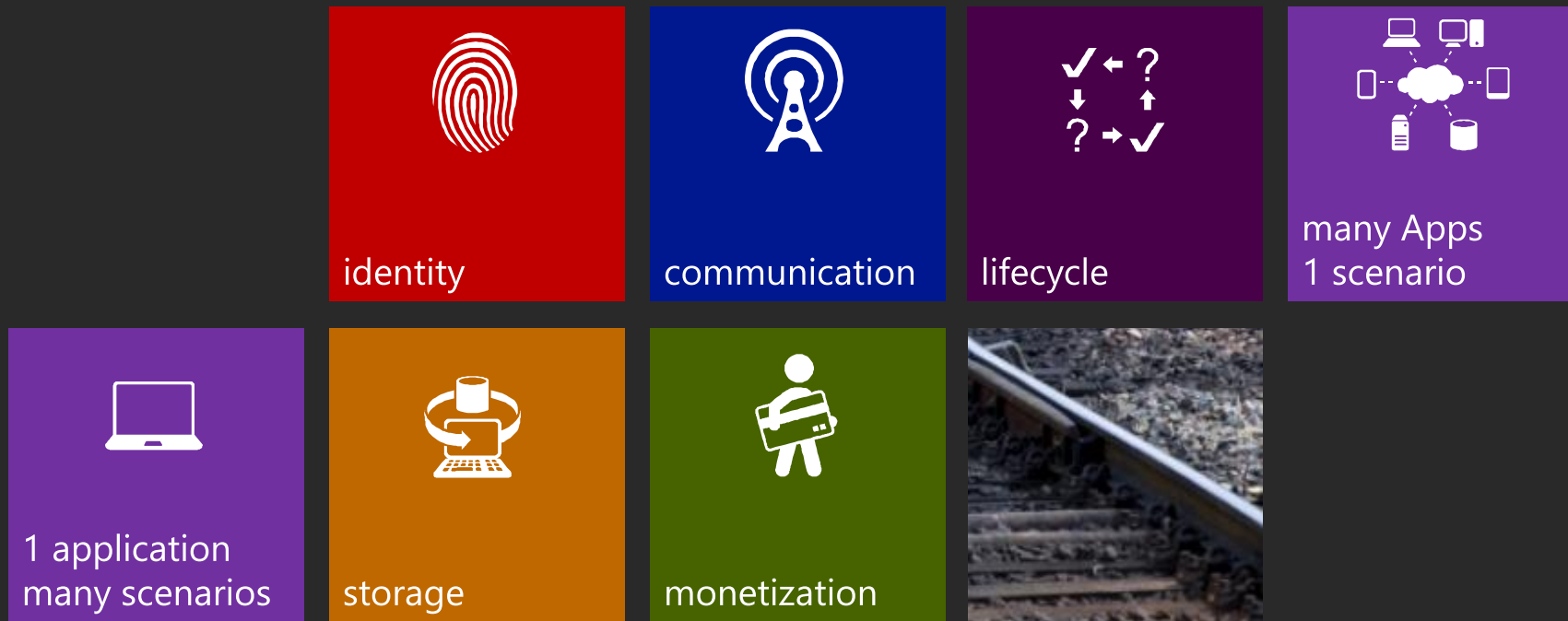
building solutions across devices and services



device choice and usage



from applications to apps





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



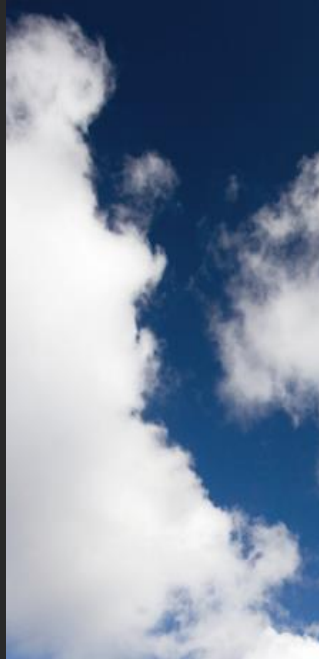
backup and
synchronize
device data



app marketing,
registration,
configuration
and support



sharing across
users and
devices





the cloud
democratizes
access to scale
& reach

A black and white artistic rendering of a winter scene. On the left, a stone wall with a crenelated top is partially covered in snow. To the right, a large, snow-laden tree or shrub stands prominently. The ground is covered in a thick layer of snow, with some dark patches visible. The overall style is painterly and evocative of a cold, quiet day.

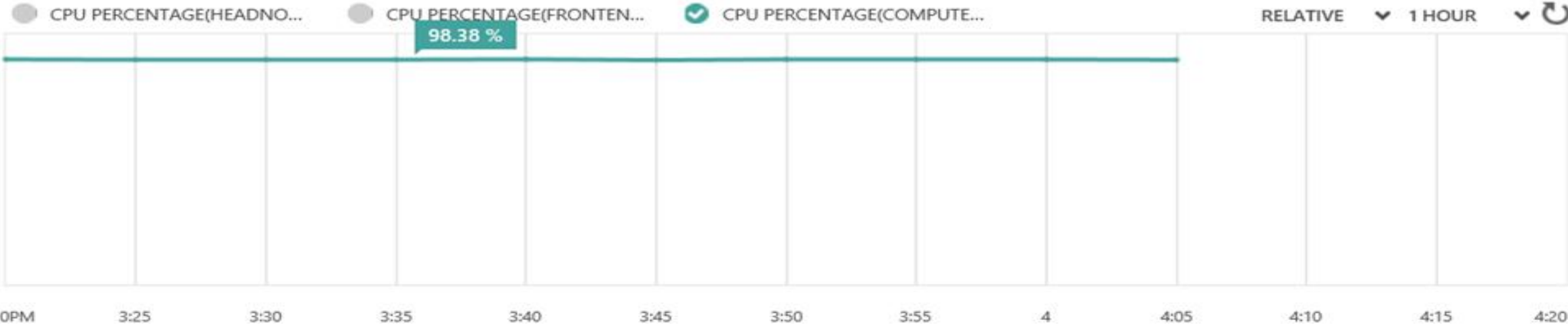
demo:

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

weatherservice

[DASHBOARD](#)[MONITOR](#)[CONFIGURE](#)[SCALE](#)[INSTANCES](#)[LINKED RESOURCES](#)[CERTIFICATES](#)**PRODUCTION**[STAGING](#)

roles

HEADNODE
MEDIUM VM



FRONTEND2
MEDIUM VM



COMPUTENODE
EXTRA LARGE VM



SAVE



DISCARD



cloud style computing



shared



self-service



a new design point



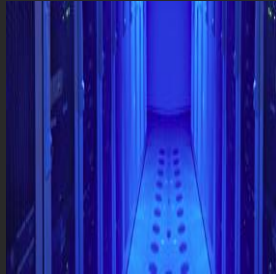
devices + services



elastic



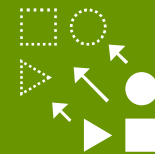
utility



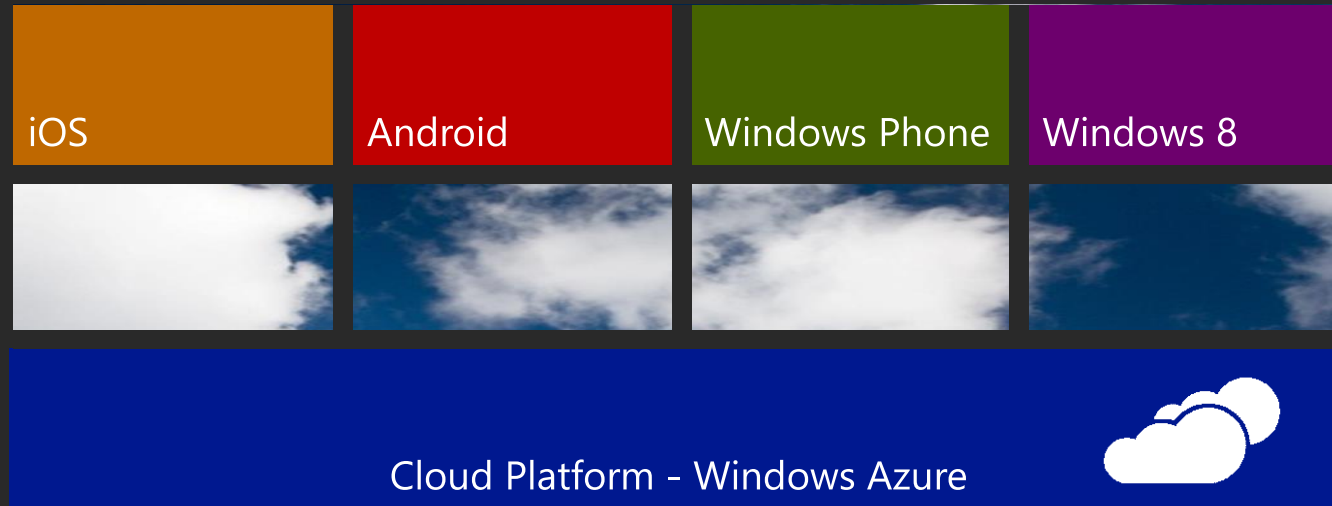
hybrid as the end state



orchestration &
composition



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

