



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.


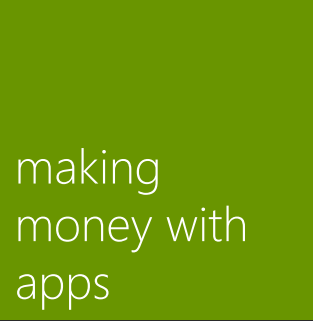
agenda



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



mobile App
business



Android



Windows
(.NET/Win32)
applications



SaaS business



Windows Phone



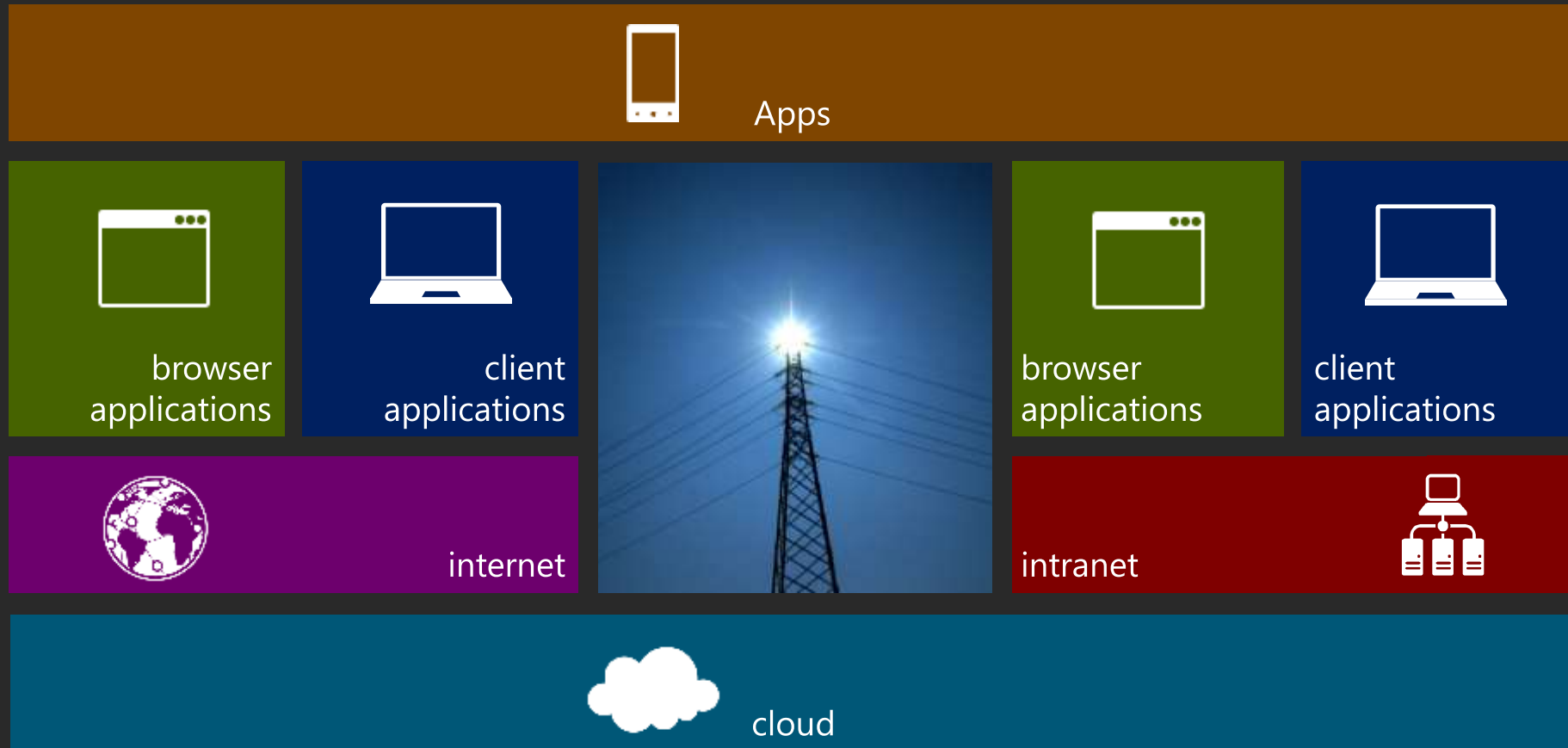
Windows 8

chapter I

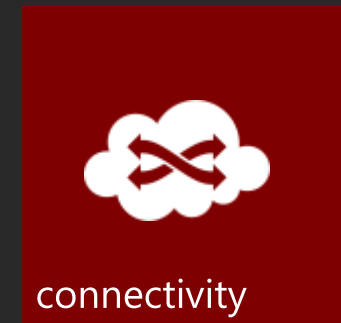
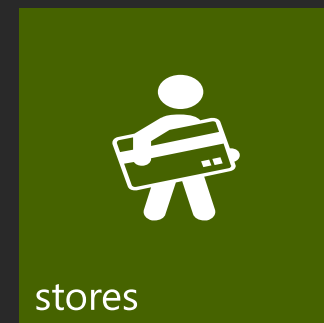
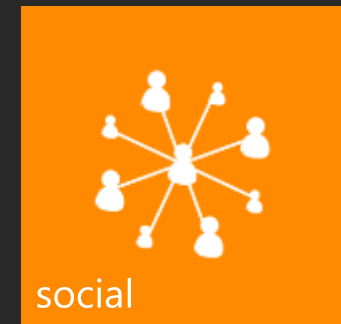
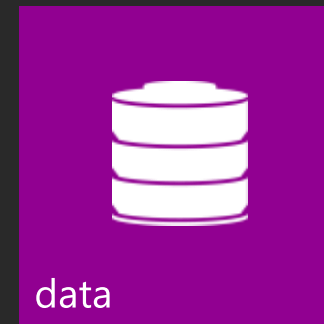
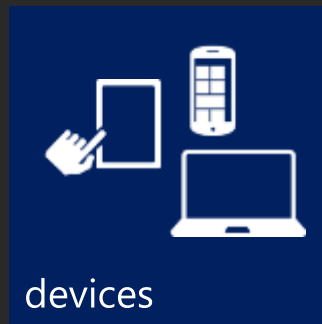
today



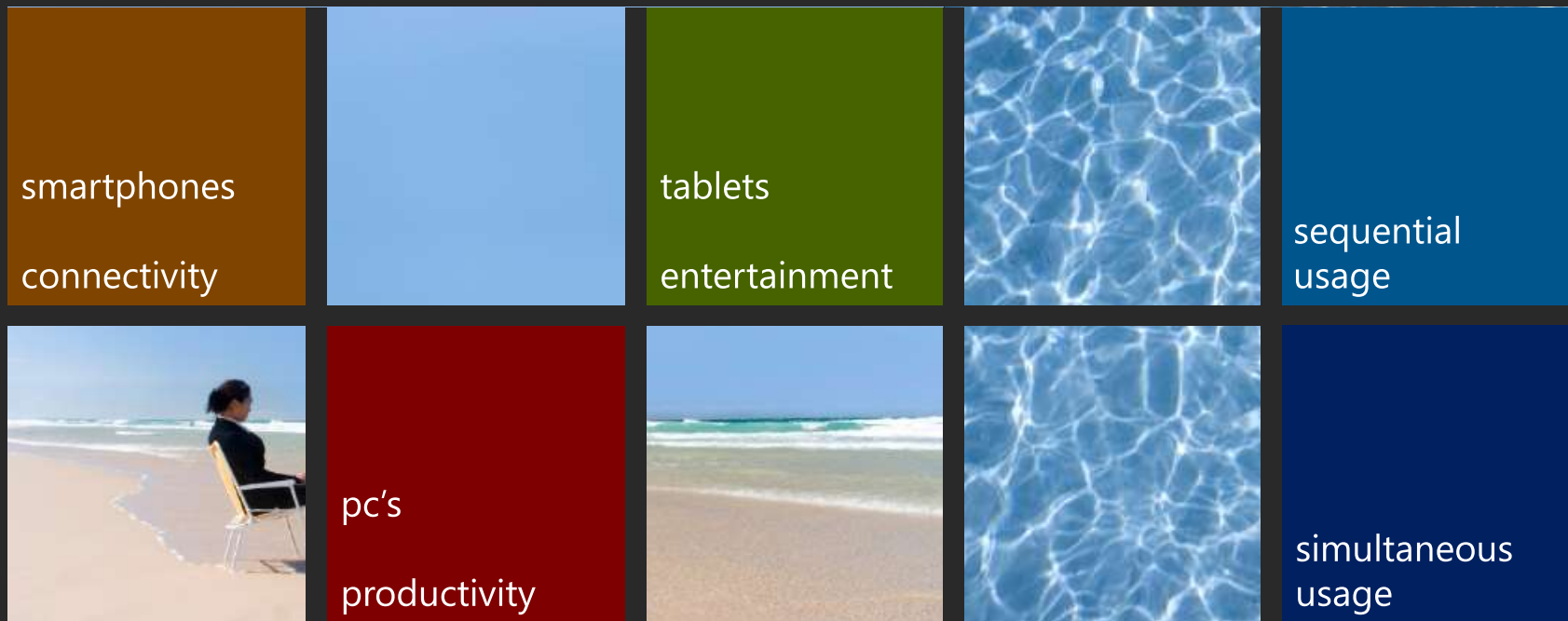
tomorrow



building solutions across devices and services



device choice and usage



bring your own device



mobility



usability



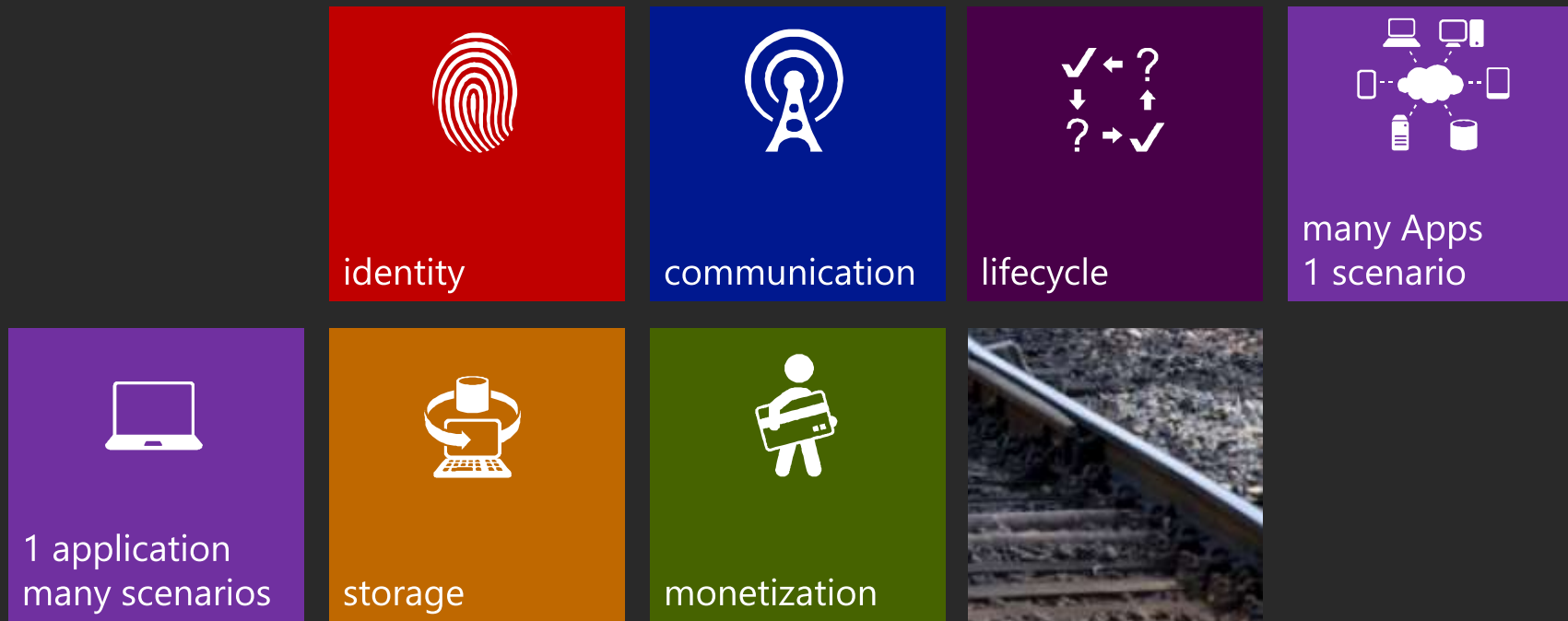
manageability



security &
compliance



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



cloud style computing



Shared



Self-service



a new design point



devices + services



Elastic



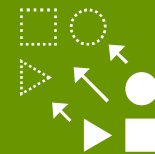
Utility



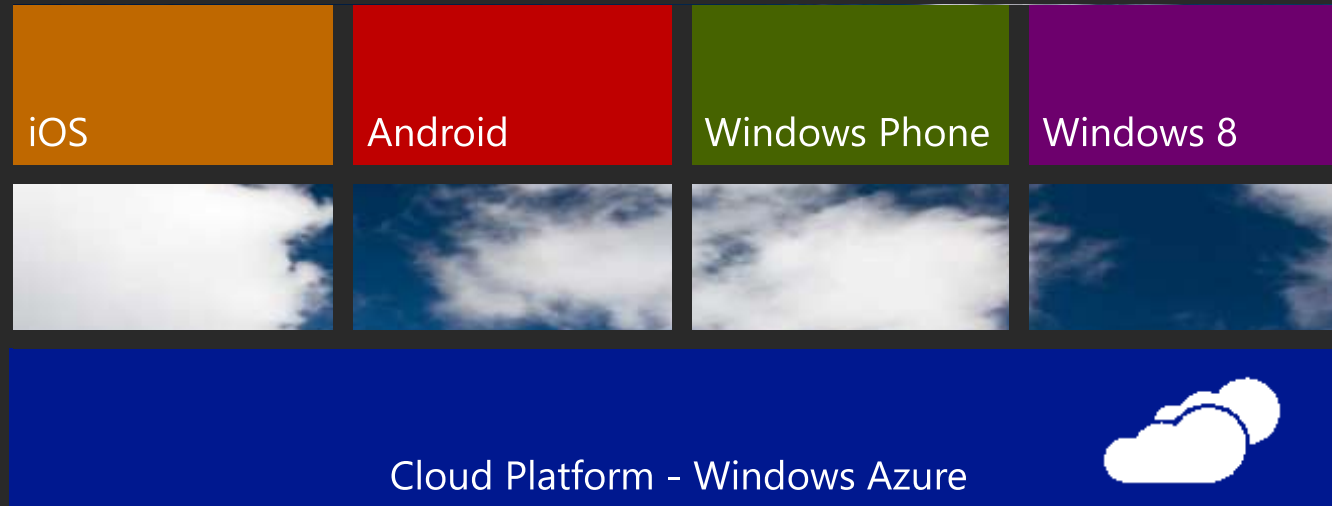
hybrid as the end state



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

