cloud strategy day

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

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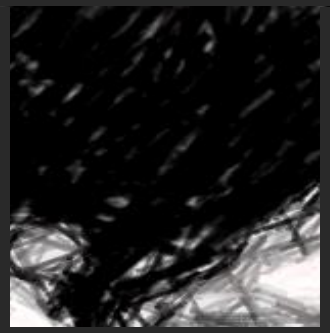
agenda

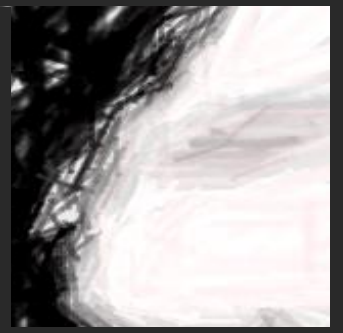
Microsoft's devices and services strategy

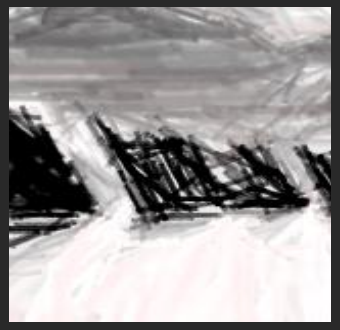
making money with apps

cloud enabled app scenarios with Windows Azure

key architectural considerations

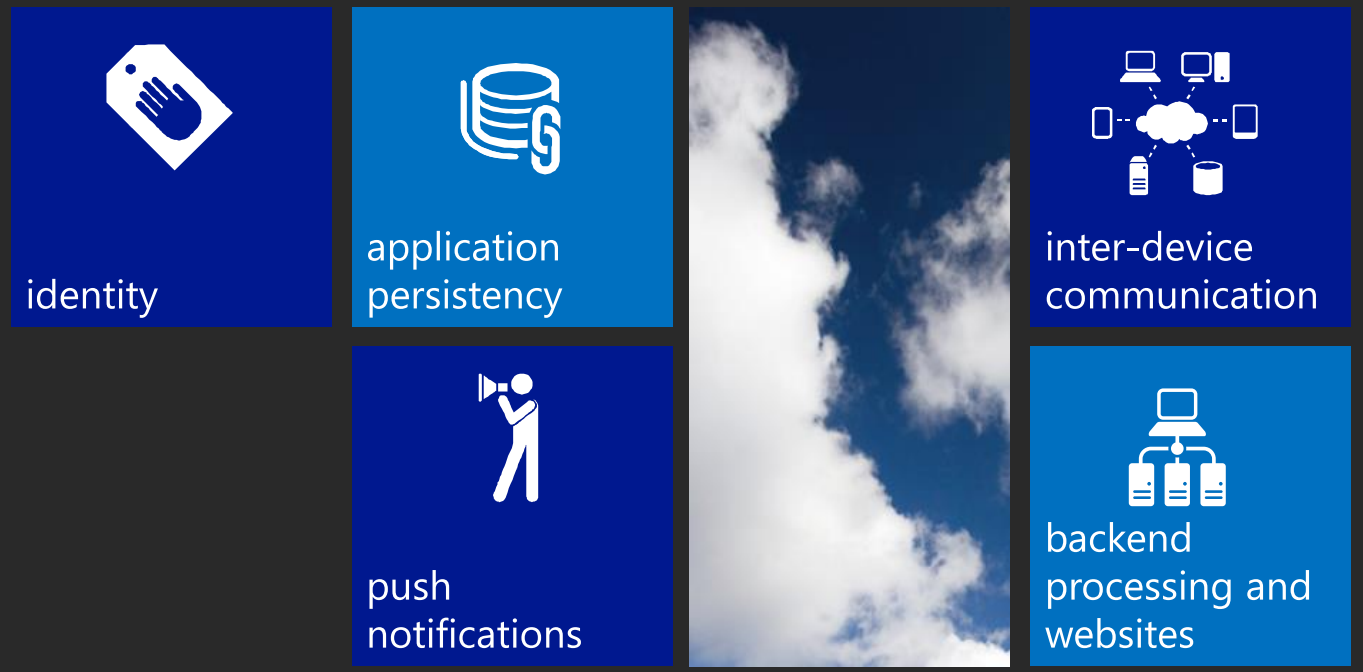




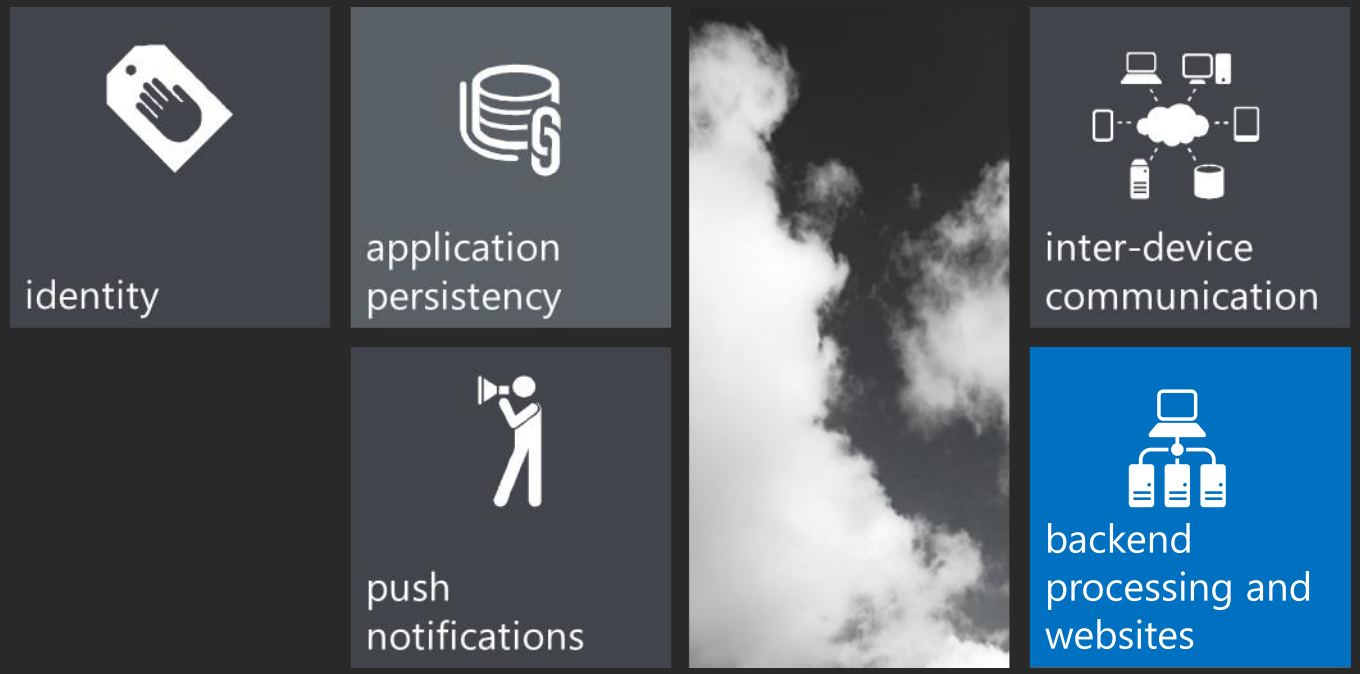



chapter III

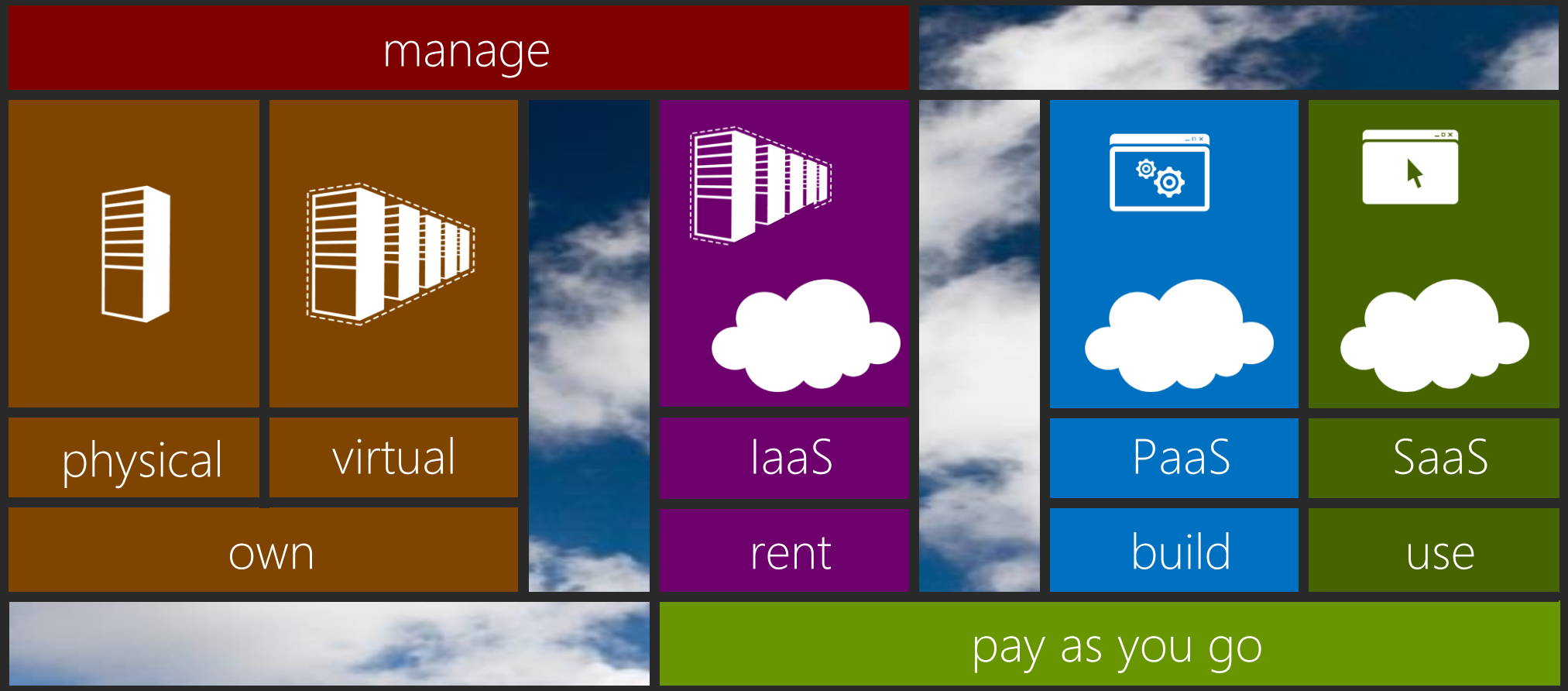
core cloud capabilities



core cloud capabilities



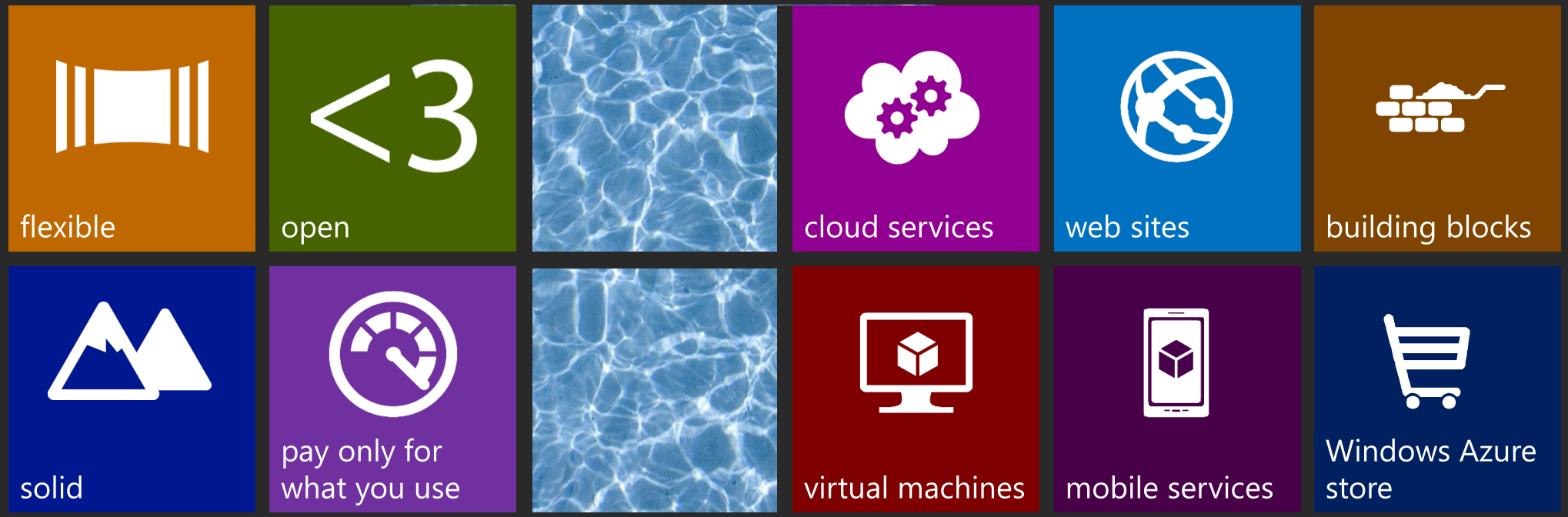
spectrum of IT services



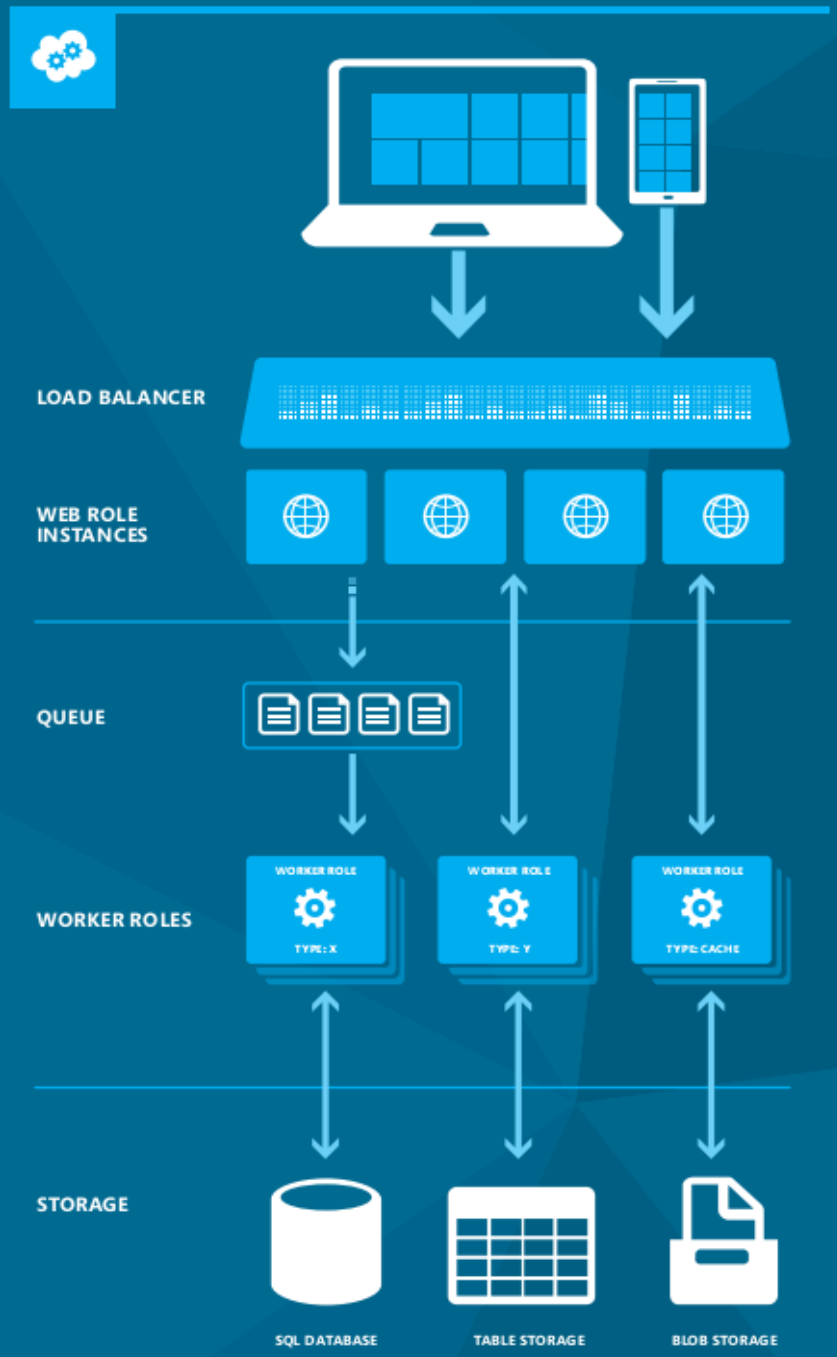

Microsoft cloud datacenters

Microsoft cloud platform

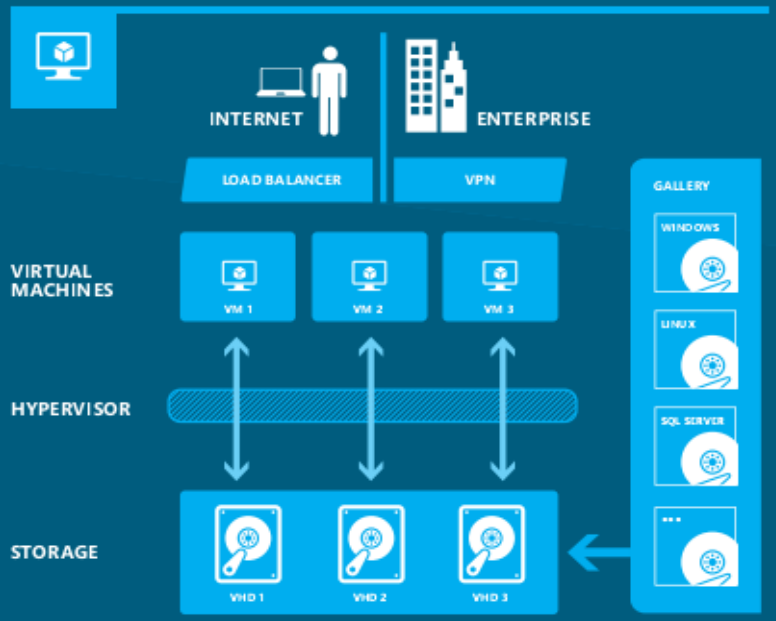
Windows Azure



CLOUD SERVICES

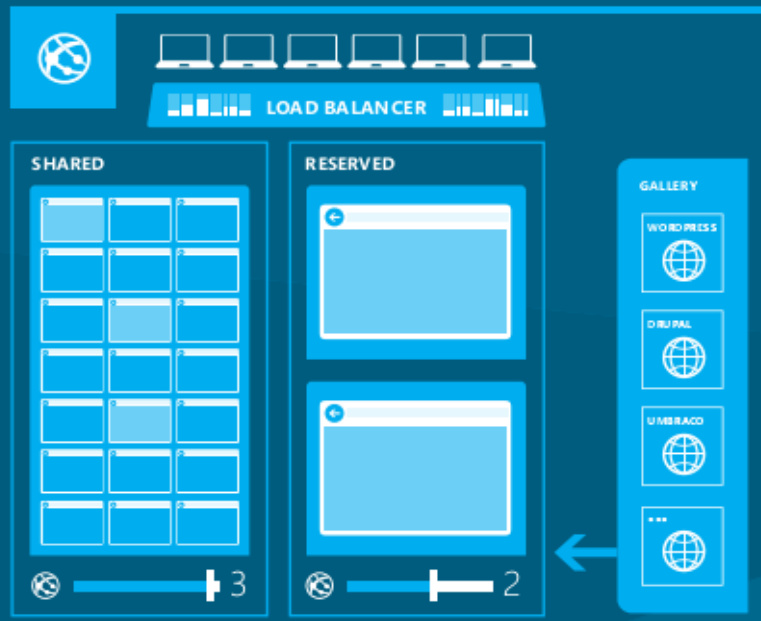


VIRTUAL MACHINES



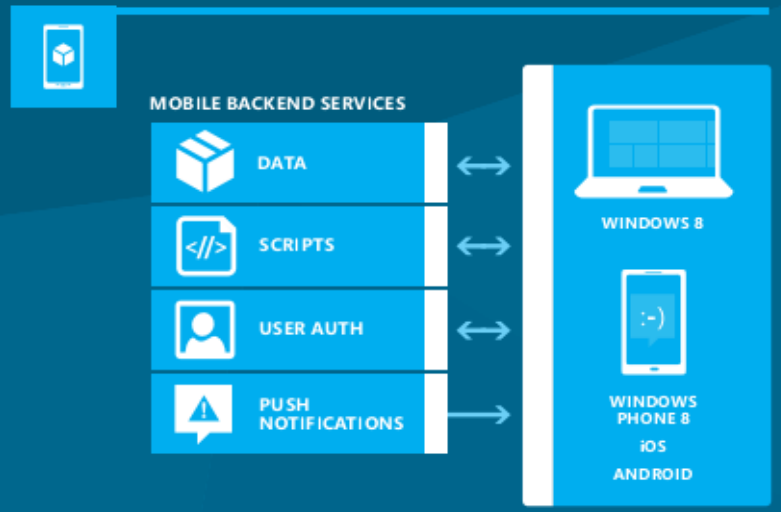
Virtual Machines can run both Windows and Linux operating systems. Create VMs from Virtual Hard Disk images stored as blobs. Create VHDs locally and upload them, choose from a stock gallery or modify a running VM and save the image to your personal gallery.

WEB SITES

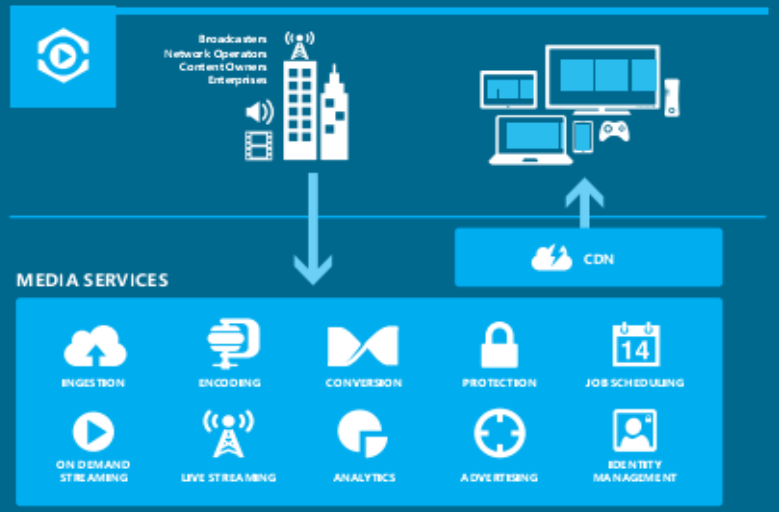


With Web Sites, you can share space in a VM or reserve an entire machine for your web site. You can create sites with both SQL Database and MySQL databases, as well as deploy popular open source software from a gallery. You can use the slider on the Windows Azure portal to scale out to more instances.

MOBILE SERVICES

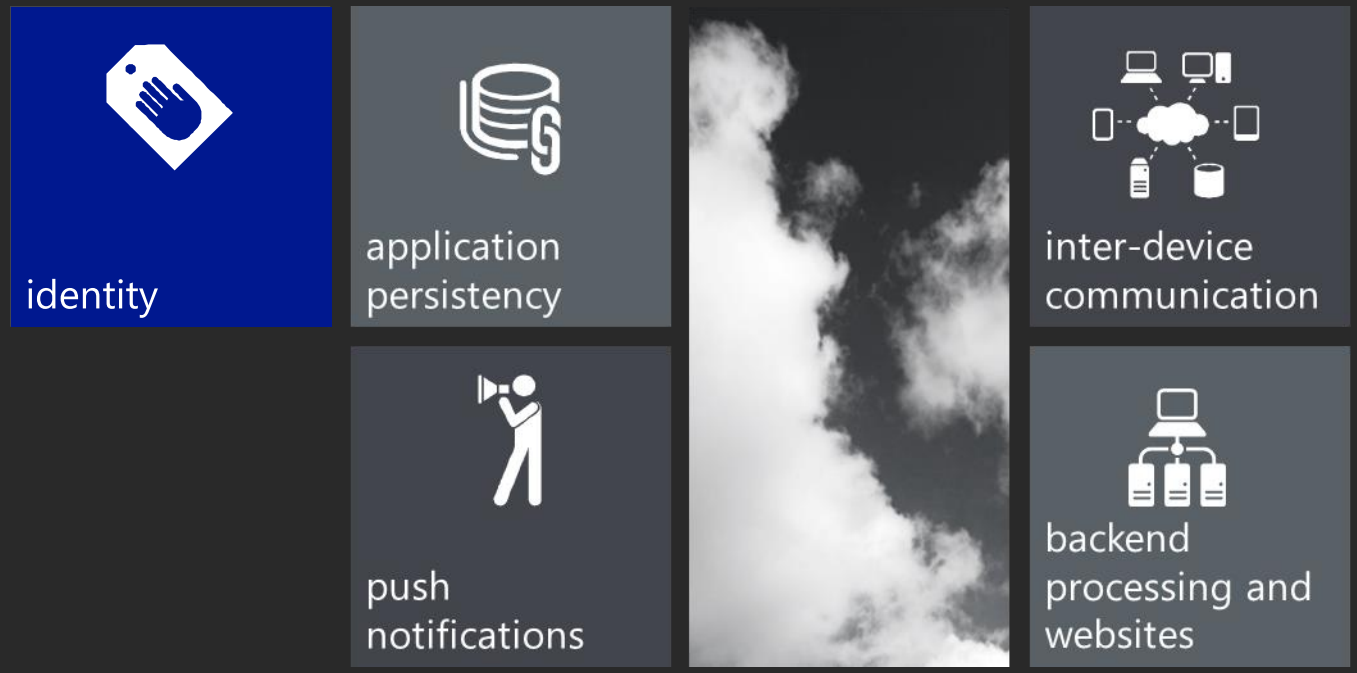


MEDIA SERVICES

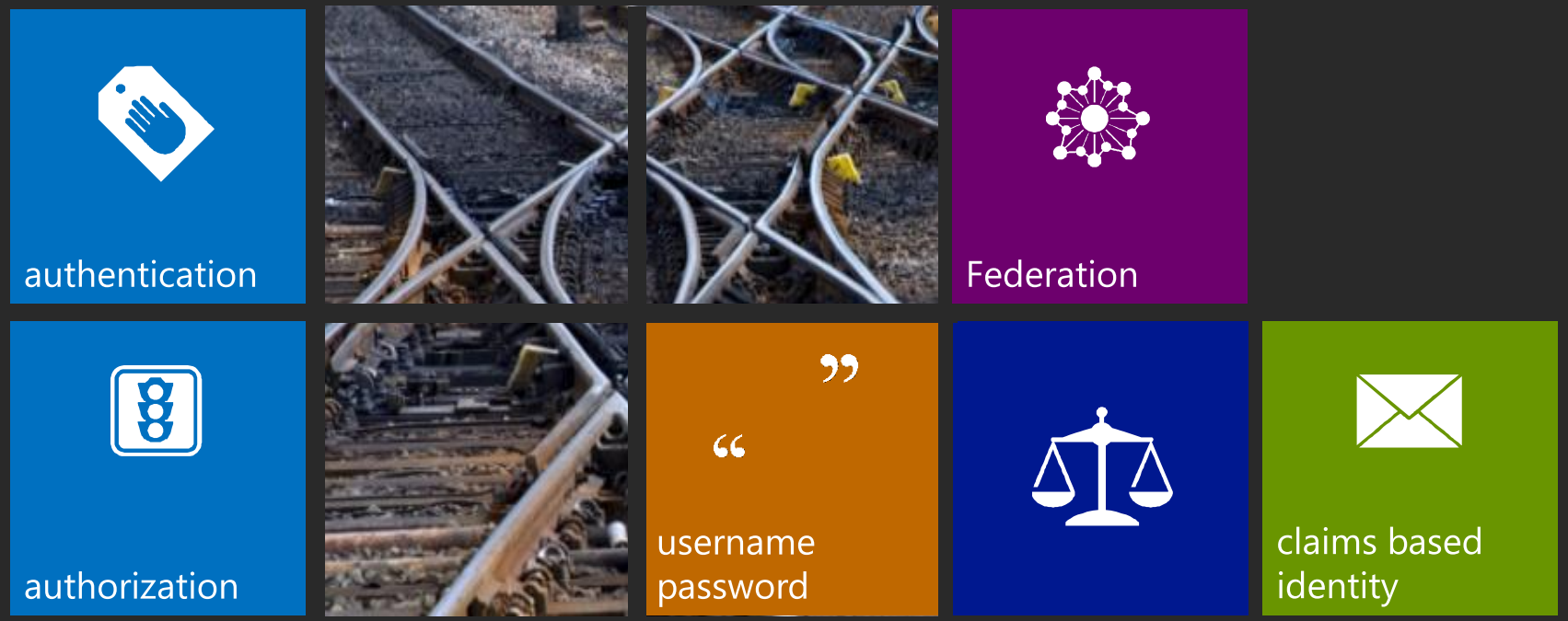



demo:
Windows Azure

core cloud capabilities

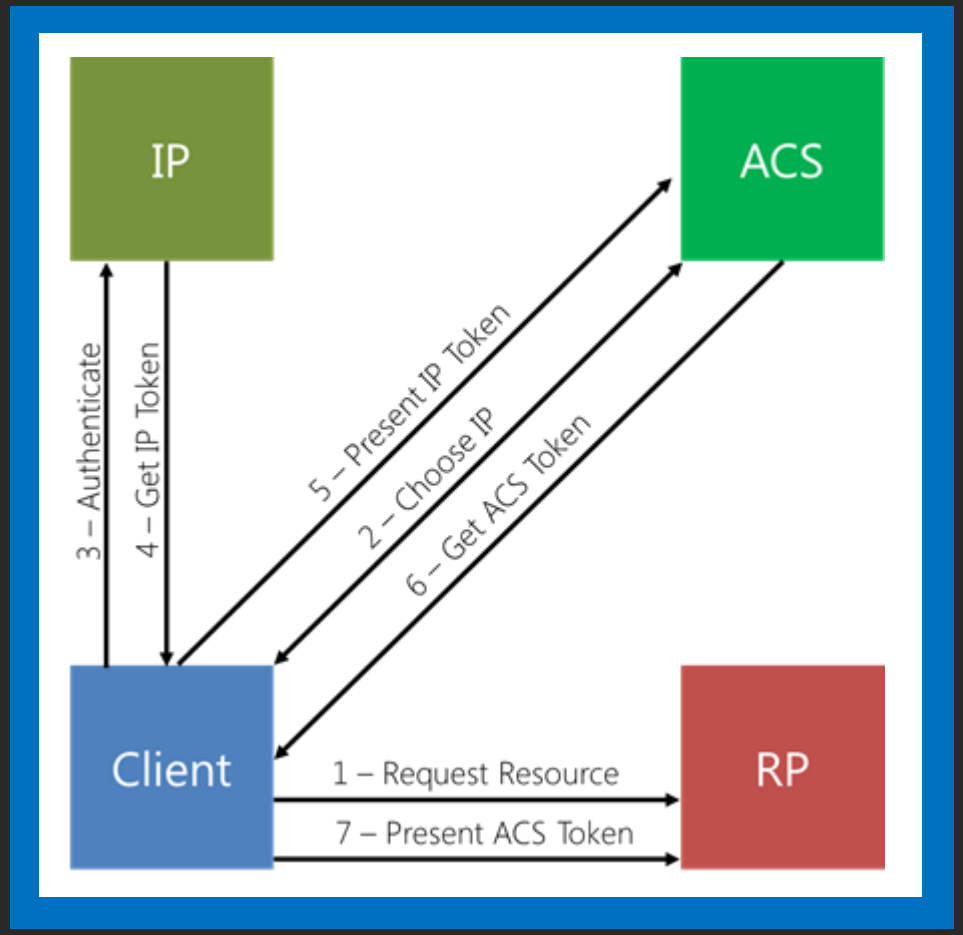


identity


authentication
Federation
authorization
username
password
claims based
identity

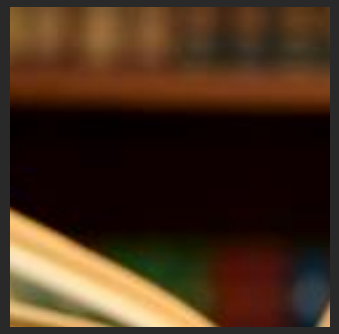

demo:
Access Control
Service in
MargieTravel

Access Control Service (ACS)



Windows Azure Active Directory

REST based service in the cloud

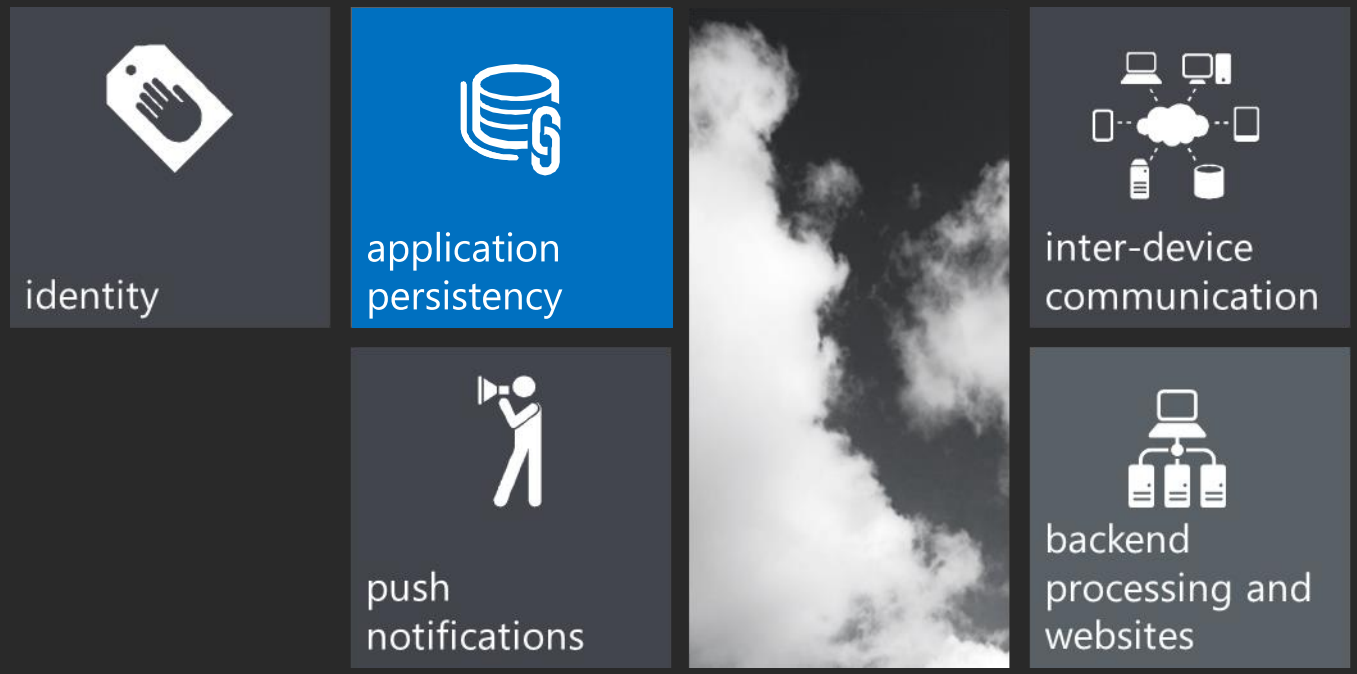


Microsoft Office 365, Dynamics CRM Online, Windows Intune…

single sign on across cloud applications

cross company social connections

core cloud capabilities



storage options

tables

non-relational structured storage
massive scale-out

blobs

big files

queues

persistent async messaging
enqueue, dequeue

SQL
database

relational database
highly available
managed for you as a service

Windows Azure mobile services

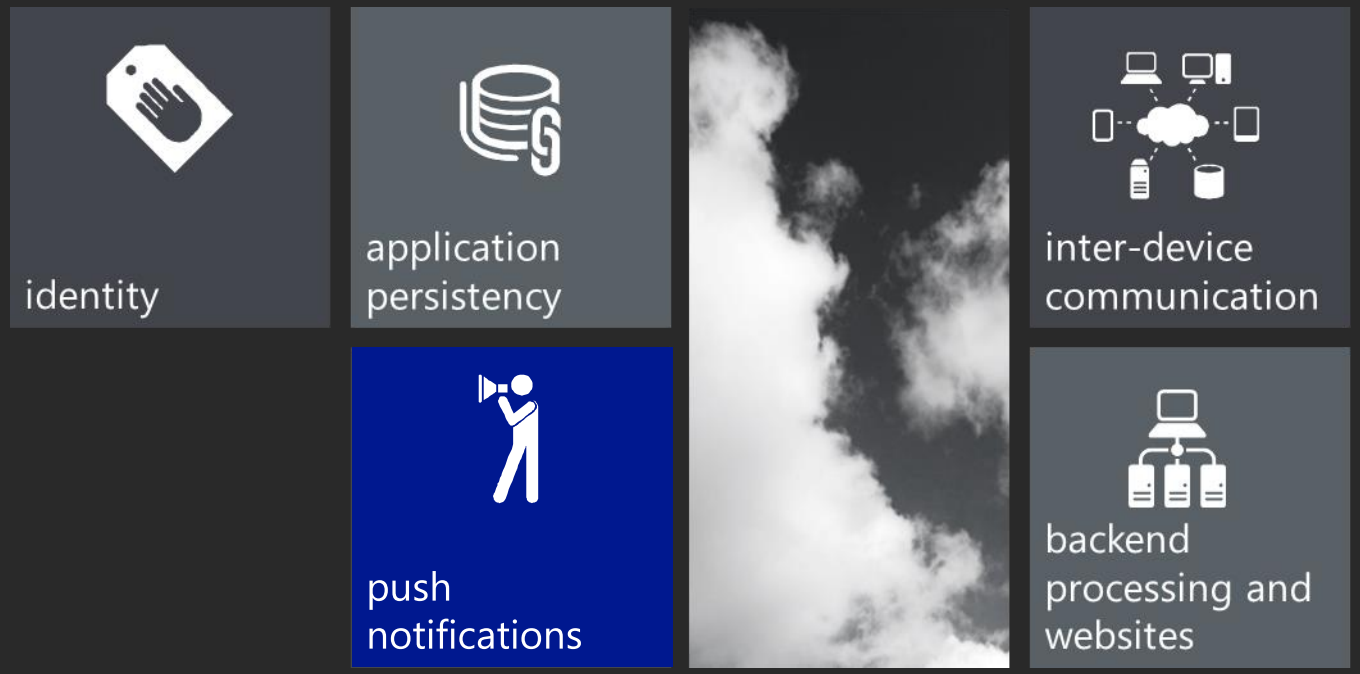
easily build cloud back-ends

data, identity management, push notifications

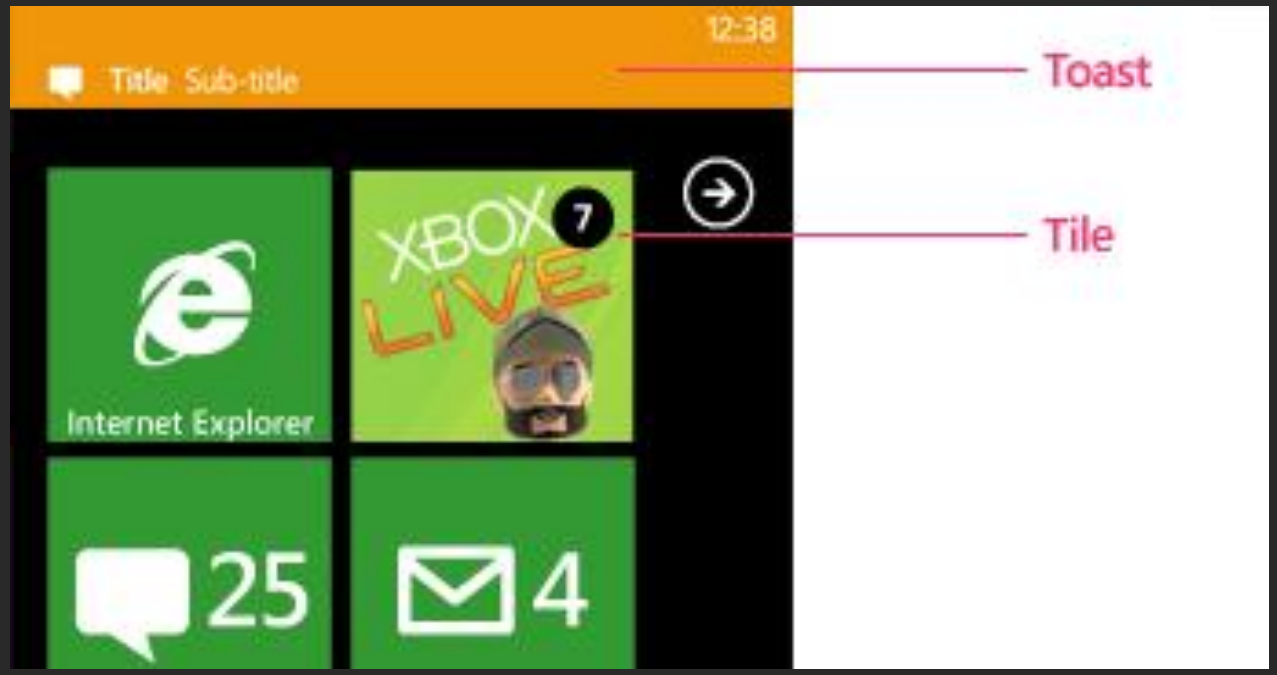
Windows 8, Windows Phone, iOS


demo:
Windows Azure
Mobile Services

core cloud capabilities



push notifications



Single connecting between the device and the notification service

Bandwidth- and battery-friendly

No guarantee of delivery

subscribing to push

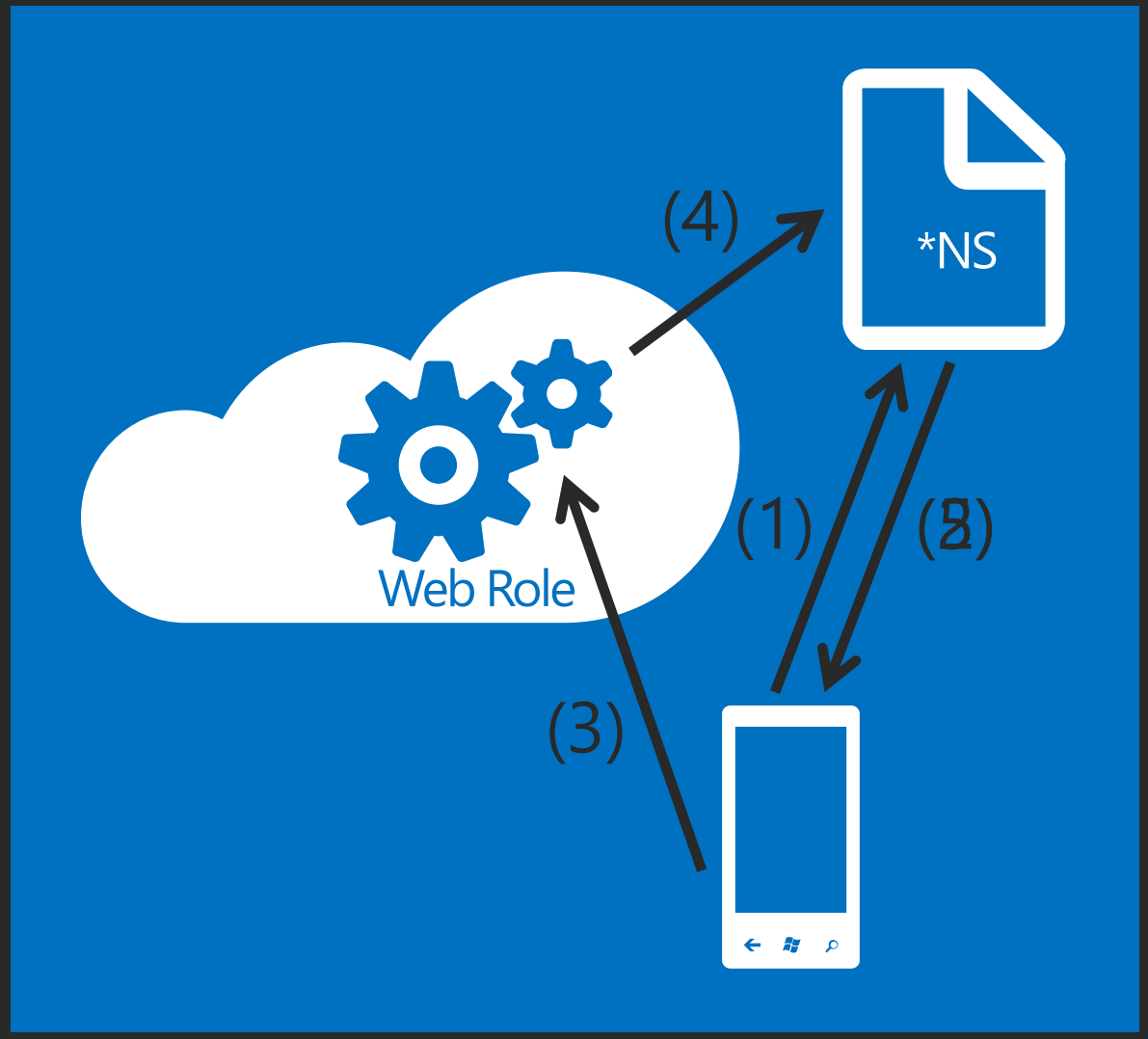
(1) device requests a channel
requesting app uses push client platform

(2) *NS returns channel

(3) device sends URL to service
Channel URL is stored in cloud

(4) service sends notification

(5) *NS pushes to device



cloud-initiated to device

common pattern

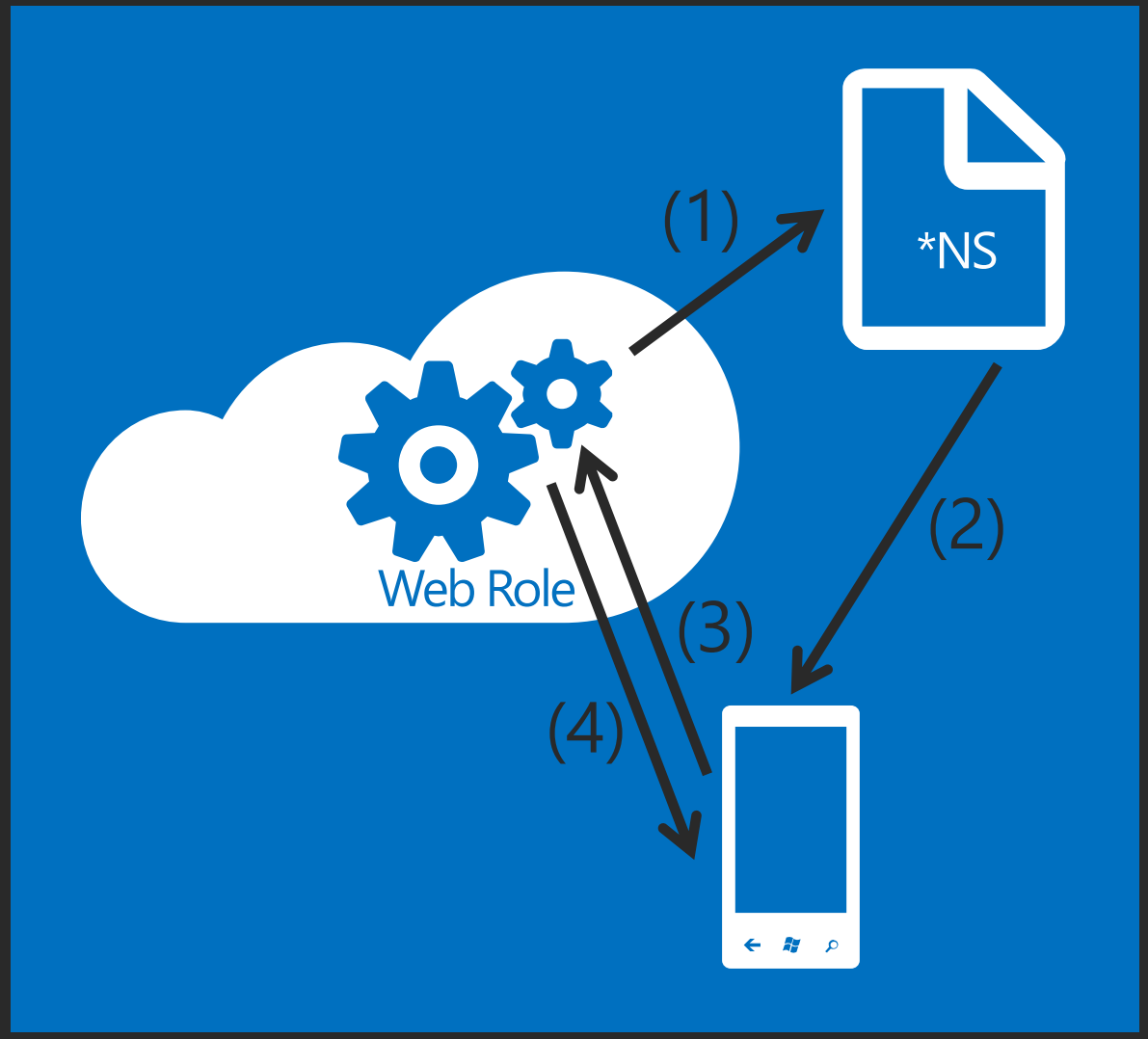
cloud-initiated push to tell the device to call to a service

(1) service sends notification

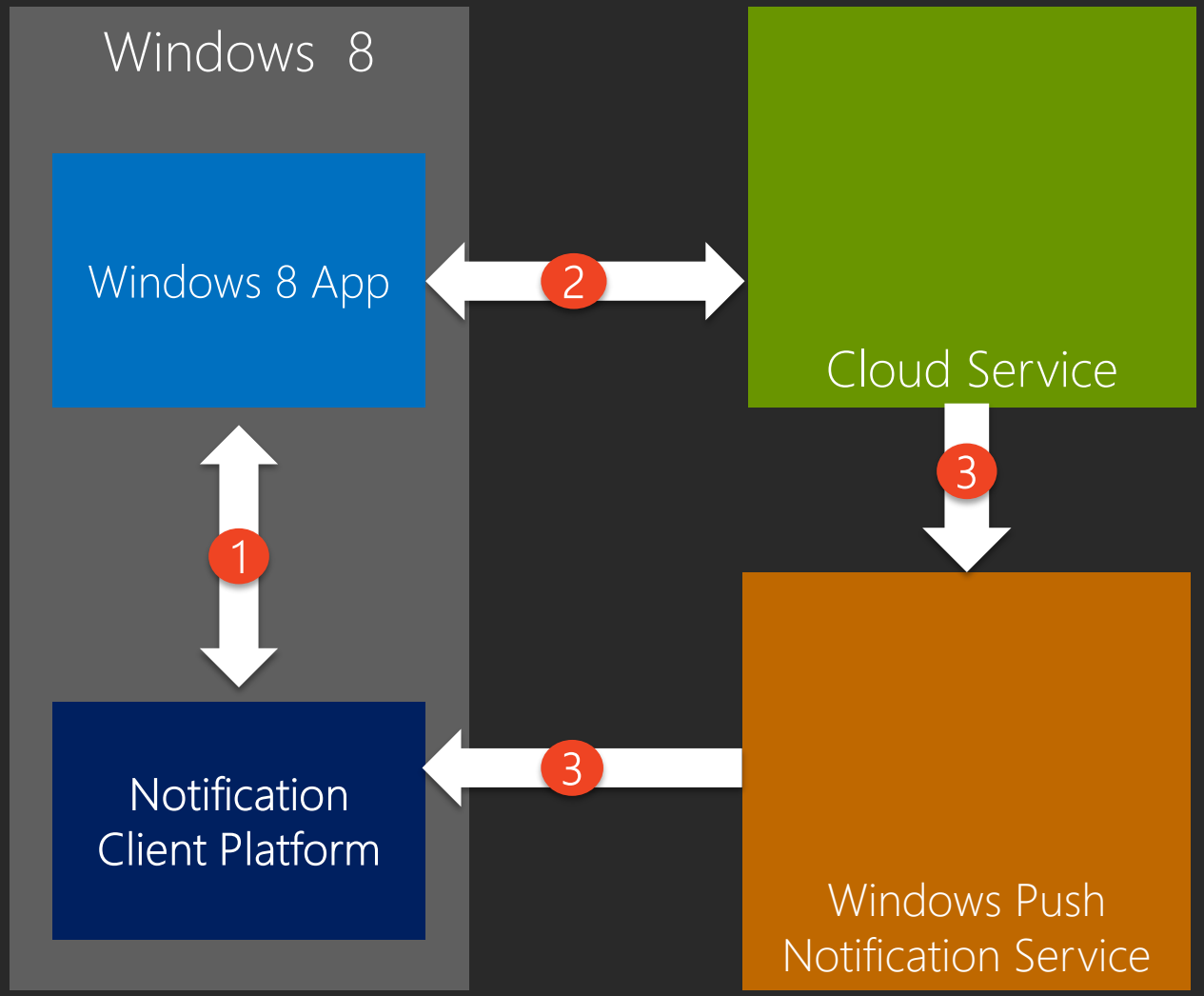
(2) notification services pushes to device

(3) device receives message and calls to a service

(4) web role sends a response



overview push notification Windows 8



(1) request channel URI

(2) register with service

(3) authenticate & push notification

different platforms – different services

Windows 8

Windows Push Notification Service (WNS)

Windows Phone

Microsoft Push Notification Service (MPNS)

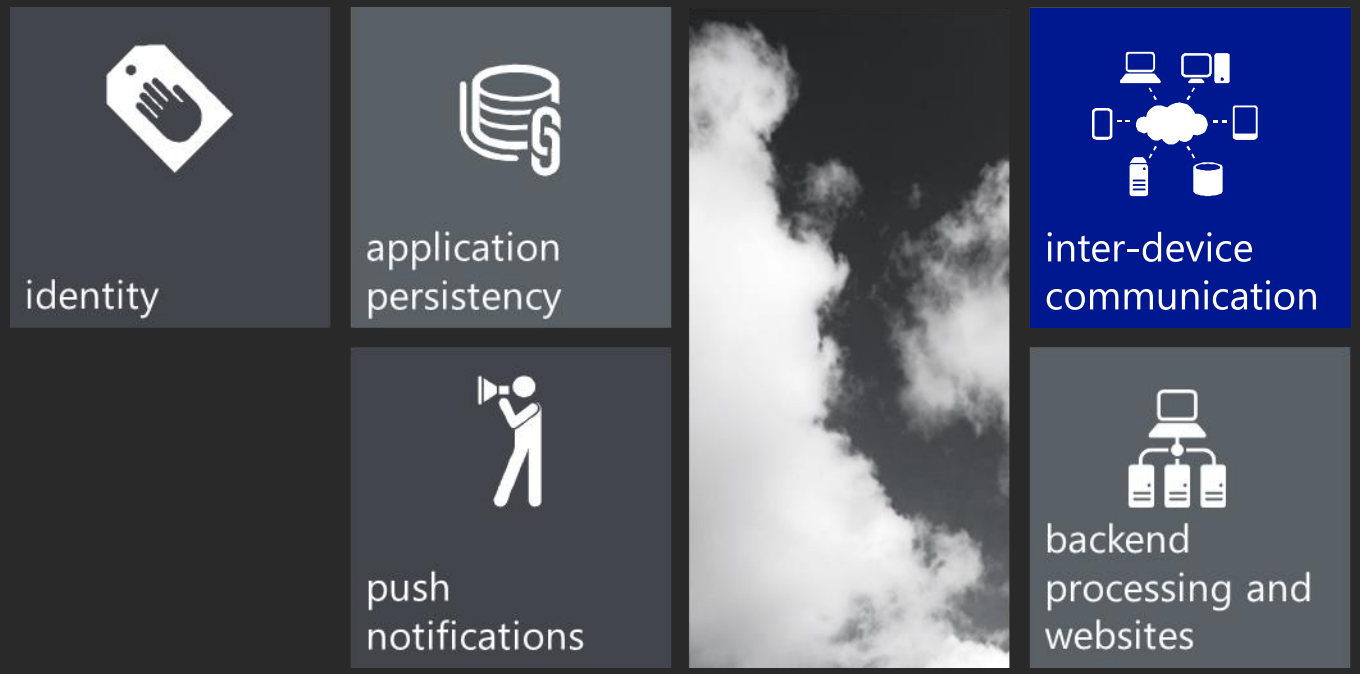
iOS

Apple Push Notification Service (APNS)

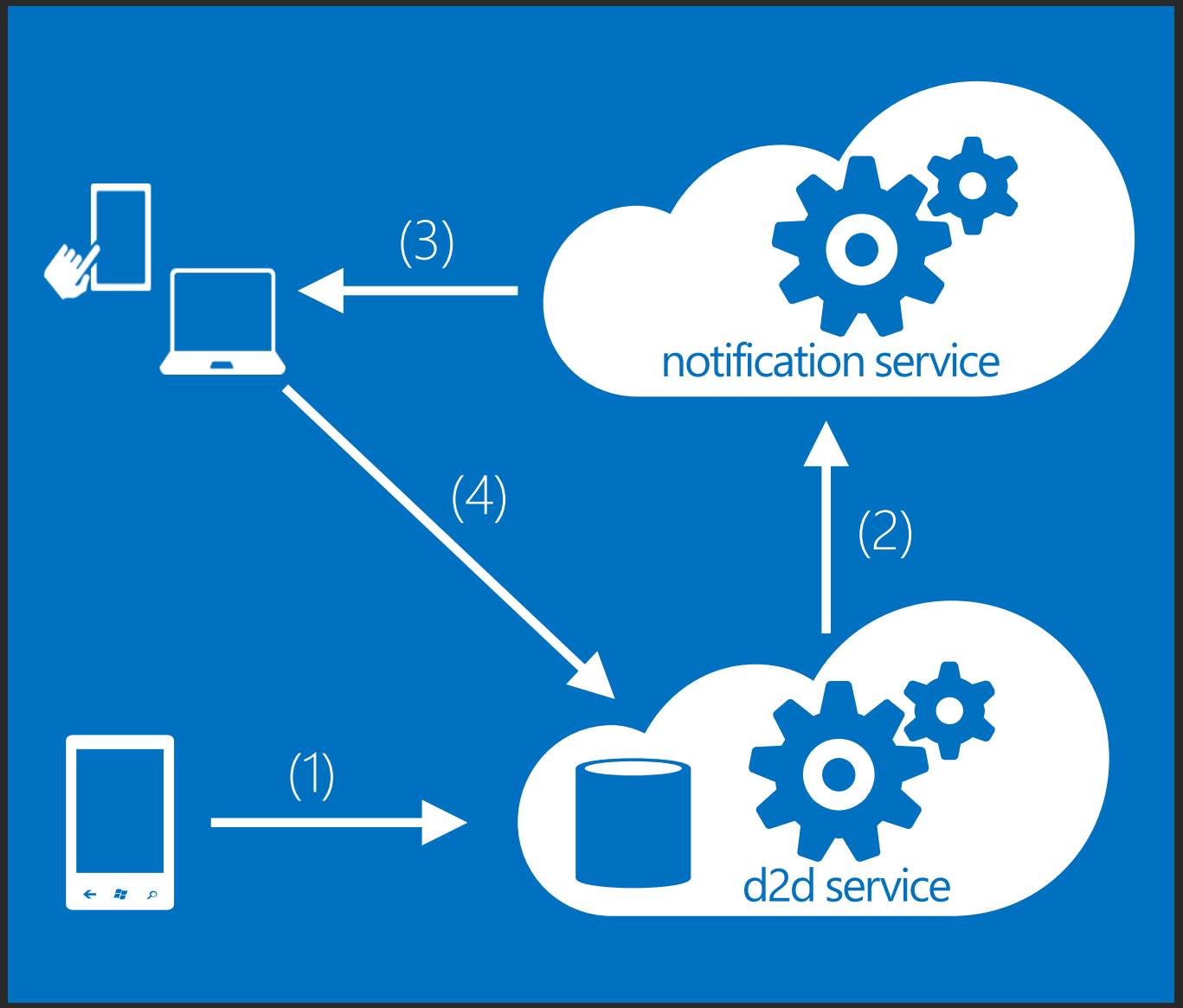
Android

Cloud To Device Messaging (C2DM)

core cloud capabilities



device to device communication



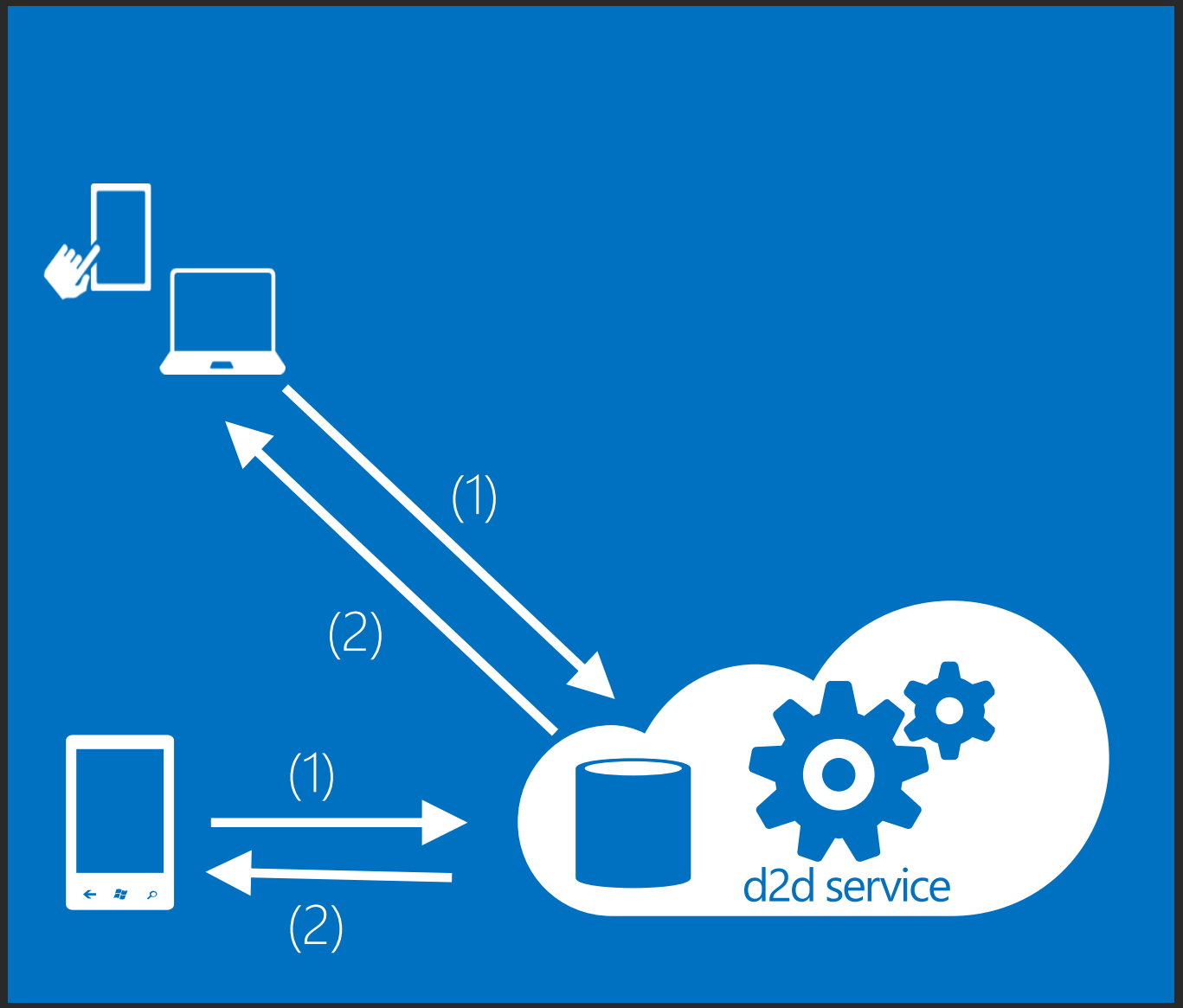
(1) device initiates data share

(2) d2d services stores data and requests push notification for target device(s)

(3) *NS notifies device(s)

(4) device retrieves data from d2d service

device to device communication



(1) Establish duplex communication channel (WebSocket/SignalR)

(2) server pushes data to client

conclusion

the cloud enables core App capabilities

Windows Azure is Microsoft's cloud platform

it provides 1st class PaaS & IaaS

and is open