What is the Cloud?

>500m

Azure Active Directory Users

>250k

Active websites

Greater than 1,500,000

SQL Databases in Azure

>777 TRILLION storage transactions per day

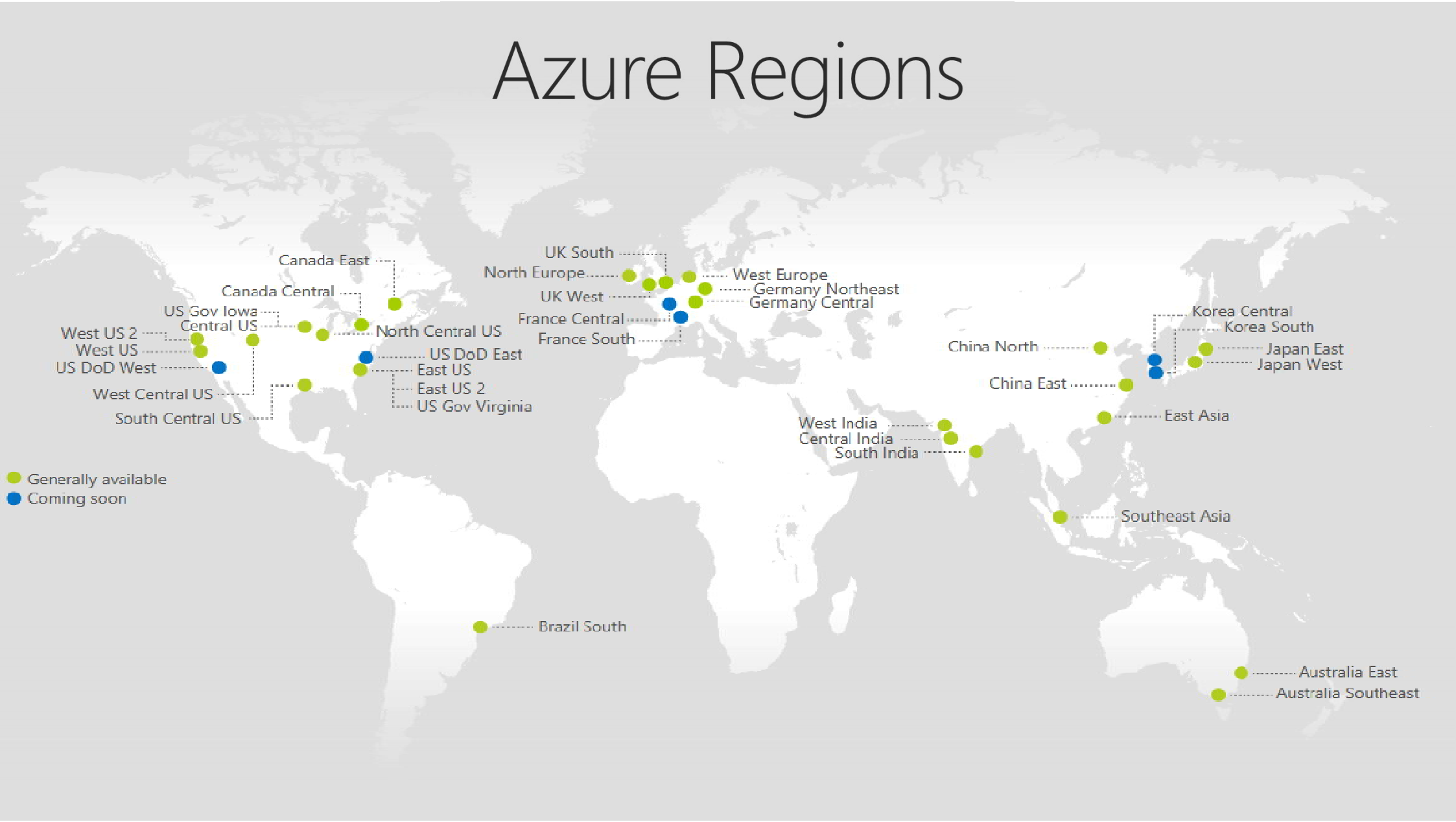
>80% Fortune 500 Use Azure

>1 MILLION Developers registered with Visual Studio Online

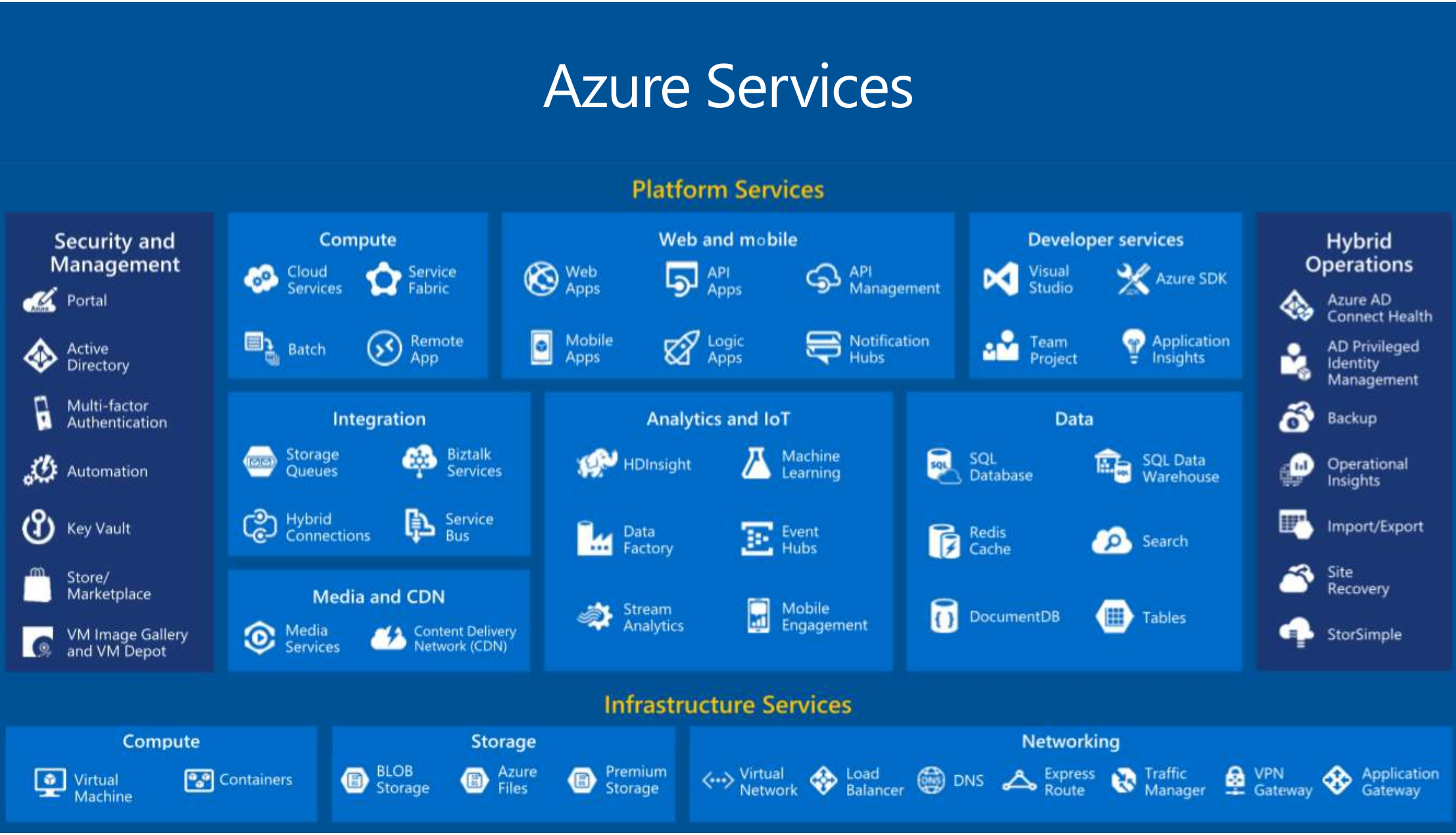
>1.5 TRILLION messages/mo processed by Azure IoT

>13 BILLION authentications/wk

Azure Regions



Azure Services

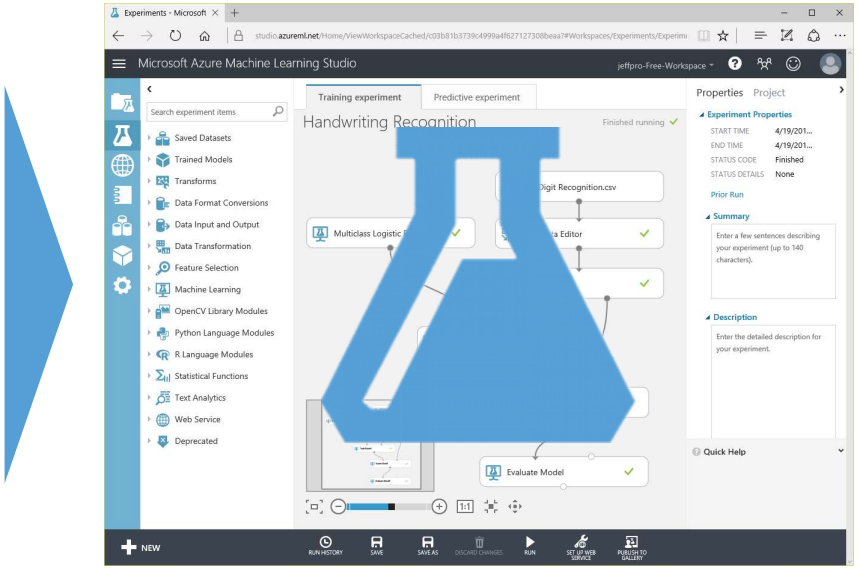


Microsoft  Linux

Perform Real-Time Fraud Detection

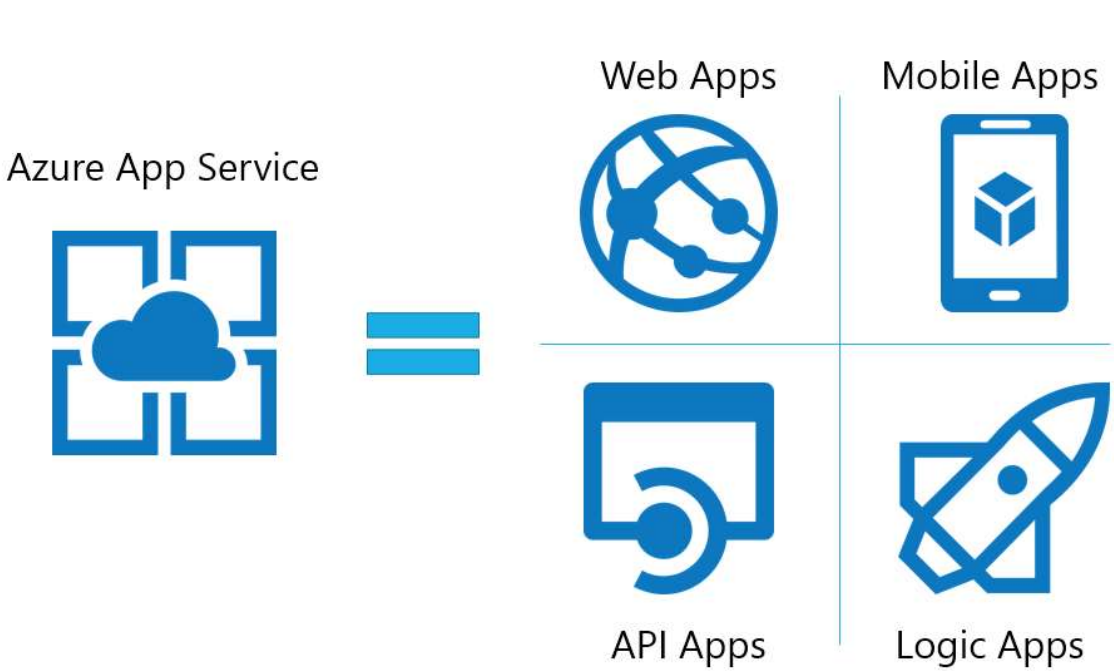
Train a model with Azure Machine Learning and use that model to classify credit-card transactions as fraudulent or not fraudulent

Feature	Value
Name	Bill Gates
Age	60
Gender	Male
Amount	$352.00
Purchased	Software
Location	Redmond, WA
Time	3:15 p.m.
…	…



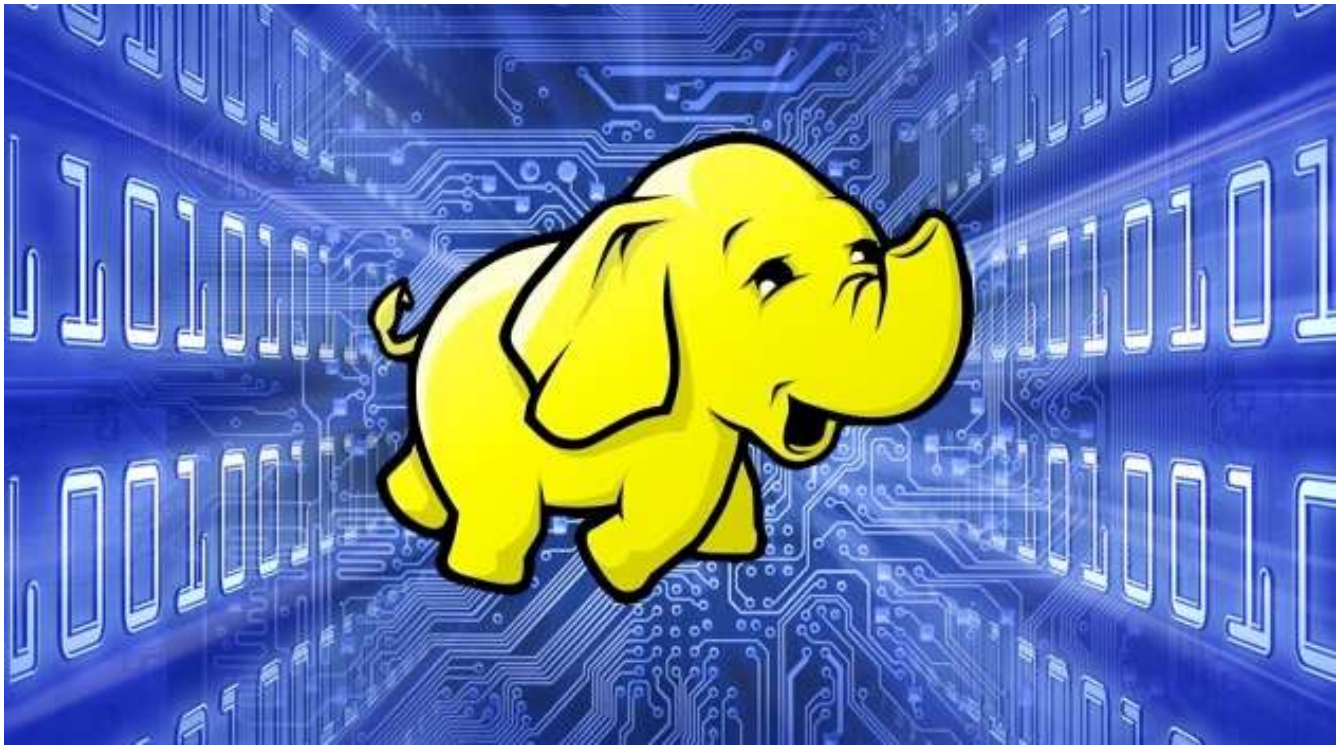
Publish a Web Site

Use prebuilt templates to build a personal Web site with technologies you know,
or create a commercial Web site that scales to serve millions of customers



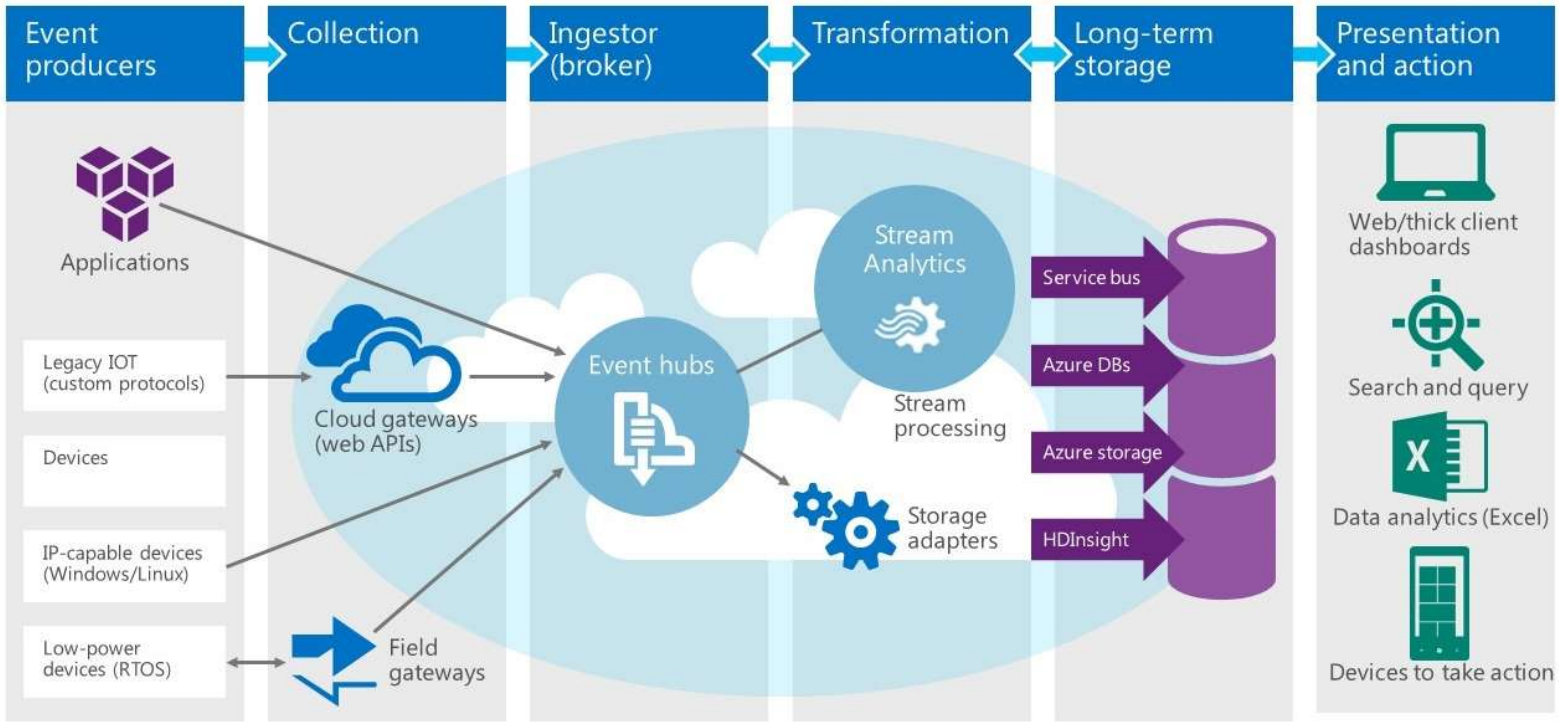
Tame Big Data with Hadoop

Spin up an Azure HDInsight cluster and
use MapReduce to process large data sets in parallel



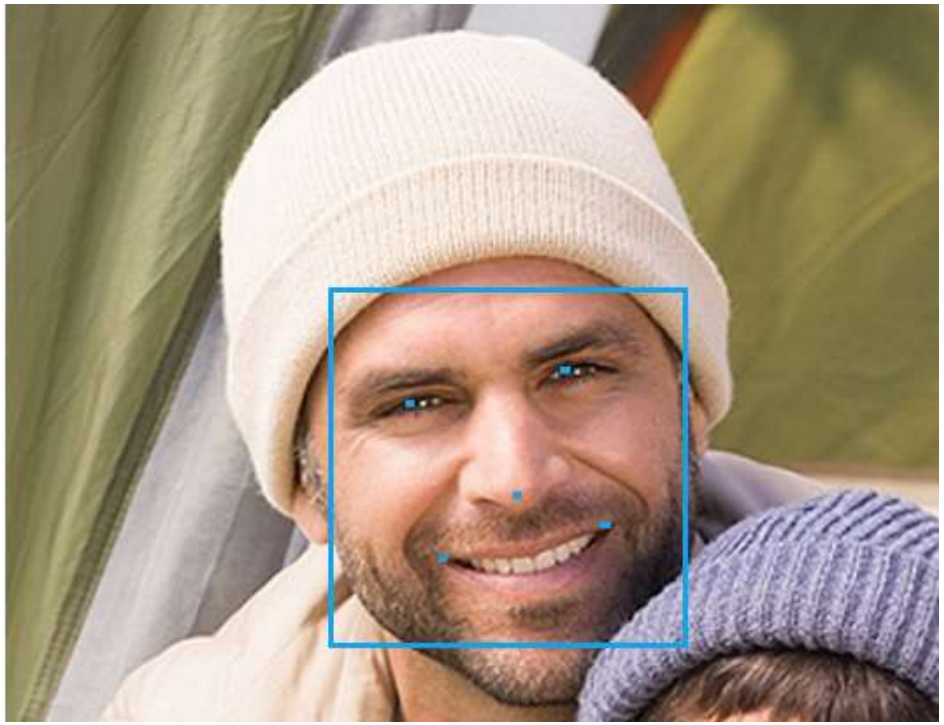
Process Data from IoT Devices

Combine Azure Event/IoT Hubs, Azure Stream Analytics,
and Azure Storage to analyze IoT data streams in real time



Identify Faces

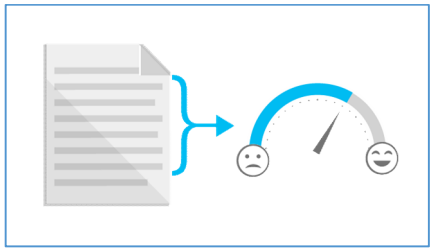
Use the Cognitive Services **Face API** to compare faces, identify faces, search for similar faces, and more



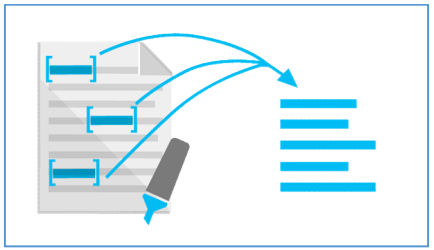
Perform Sentiment Analysis

Use the Cognitive Services **Text Analytics API**
to analyze sentiment in text files, Twitter feeds, and other sources

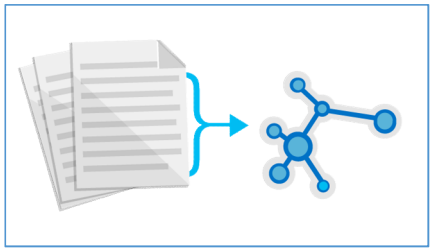
Sentiment Analysis



Key Phrase Extraction



Topic Detection



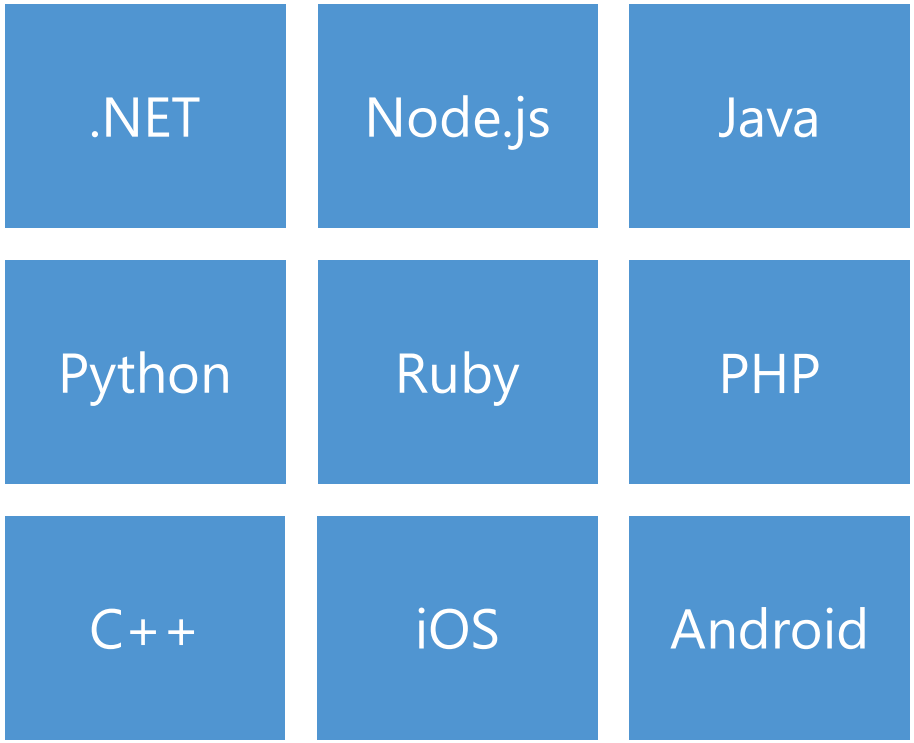
Language Detection

"Thanks to Text Analytics…we are able to incorporate guest sentiment into our actionable guest feedback platform that delivers a comprehensive view of guest satisfaction and server performance."

— Al Pappa, Head of Business Intelligence, Ziosk

Many Languages, Many SDKs

- Write code in any language and for any platform
  - Azure SDKs available for a variety of languages and platforms (free)
  - Also available in package form from NuGet and NPM
- Ramp up quickly by using what you already know



Uploading a Blob (C#)

- Create a blob using the Azure Storage SDK for .NET
- Upload the contents of a local file to the blob

```
CloudStorageAccount account =
    CloudStorageAccount.Parse("connection_string);
CloudBlobClient client = account.CreateCloudBlobClient();
CloudBlobContainer container =
    client.GetContainerReference("container_name");
CloudBlockBlob blob =
    container.GetBlockBlobReference("blob_name"));
await blob.UploadFromFileAsync("file_name");
```

Uploading a Blob (Node.js)

- Create a blob using the Azure Storage SDK for Node.js
- Upload the contents of a local file to the blob

```
var storage = require("azure-storage");
var service =
    storage.createBlobService("connection_string");
service.createBlockBlobFromLocalFile(
    "container_name", "blob_name", "file_name",
    function(error, result, response) {
    if (!error) {
        // File uploaded
    }
});
```