Cloud Computing by Microsoft

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What is the cloud?

Delivering IT as a Standardized Service

Customer datacenter

Partner datacenter

Microsoft datacenter

"By 2012, 80% of Fortune 1000 enterprises will be using some cloud computing services, 20% of businesses will own no IT assets."

Gartner

"The bottom line: Early adopters are finding serious benefits, meaning that cloud computing is real and warrants your scrutiny as a new set of platforms for business applications."

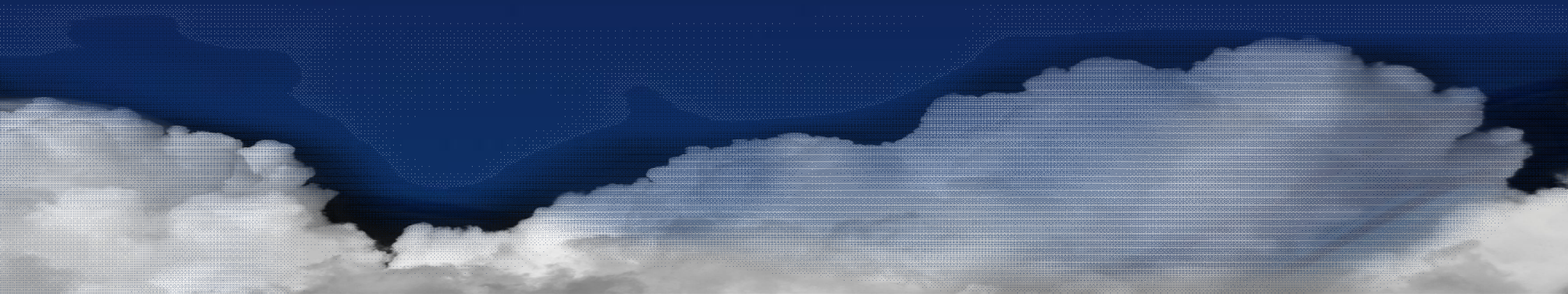**FORRESTER®**

Opportunities

- Performing IT more cheaply
- Capitalizing on new ways to address customers
- Benefitting from further democratization of IT
- Operating a business without IT limits
- Leveraging the cloud for competitive advantage
- Developing transformative experiences and solutions

Generational Shift

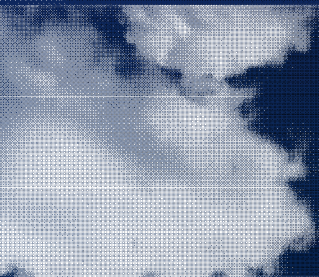|	Technology	Economic	Business
	Centralized compute & storage, thin clients	Optimized for efficiency due to high cost	High upfront costs for hardware and software
	PCs and servers for distributed compute, storage, etc.	Optimized for agility due to low cost	Perpetual license for OS and application software
	Large DCs, commodity HW, scale-out, devices	Order of magnitude better efficiency and agility	Pay as you go, and only for what you use

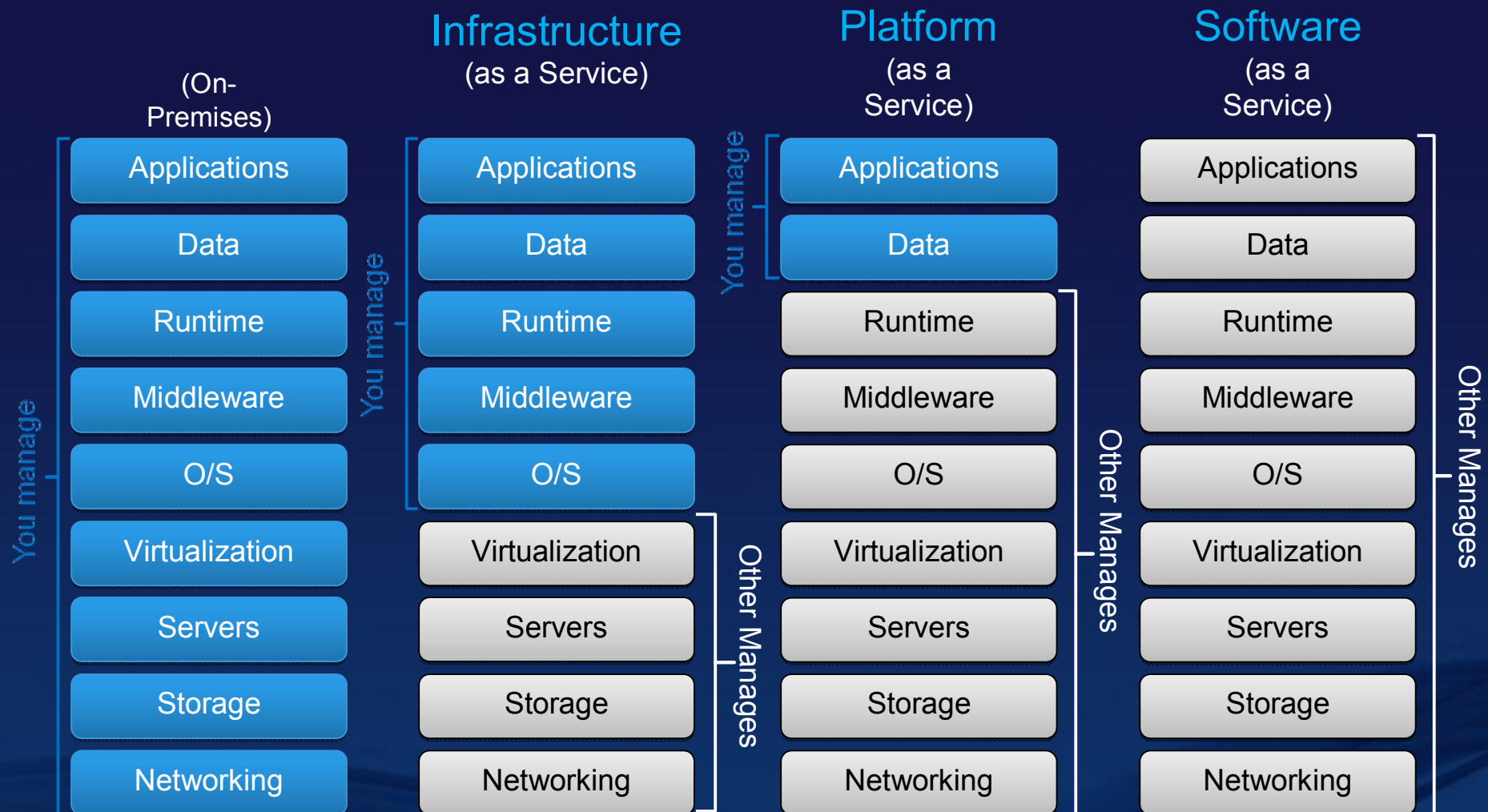# Economies of Scale

Cloud

Mainframe

Client/Server

MIPS
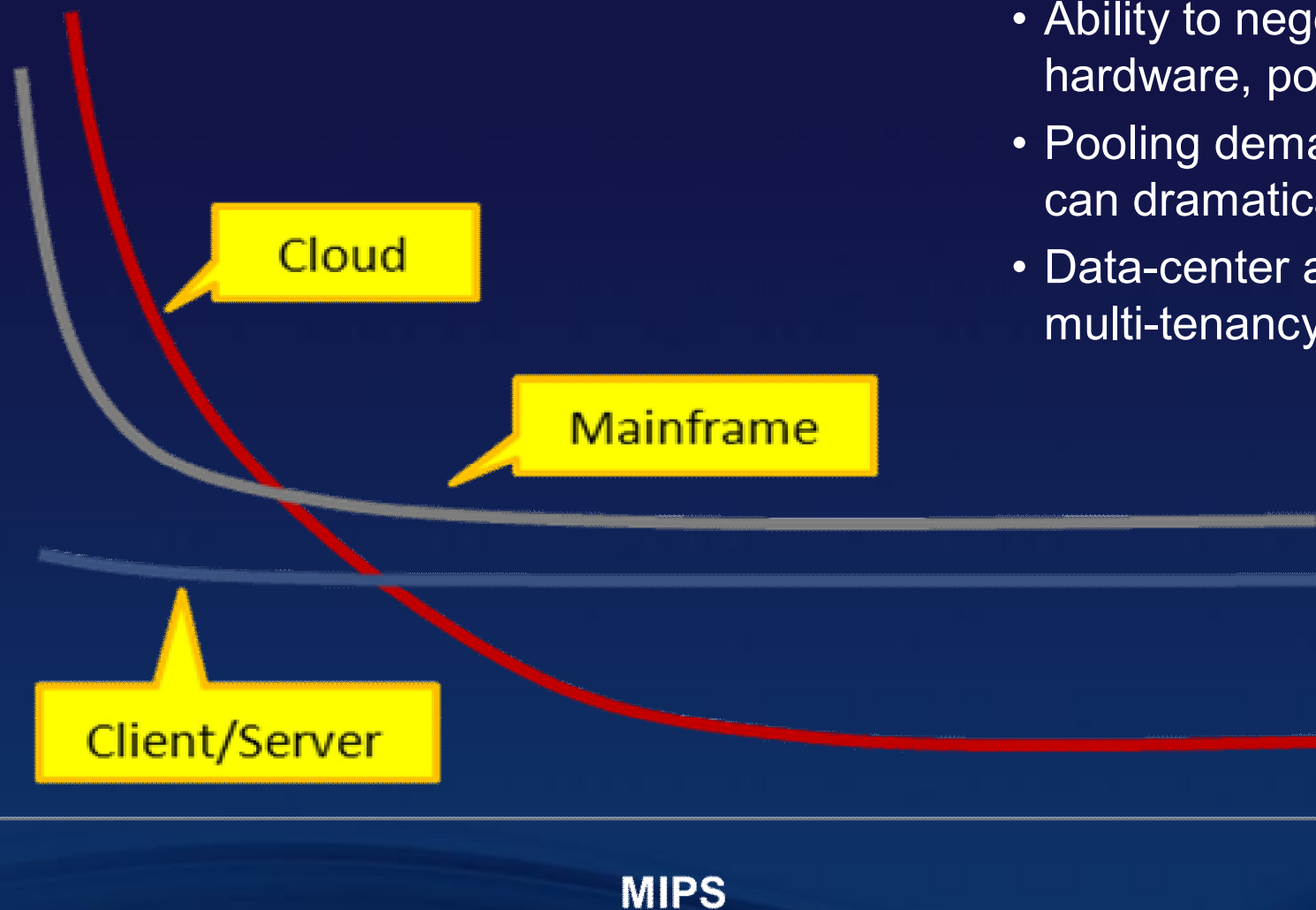
- Ability to negotiate considerable savings fo hardware, power and bandwidth due to sca
- Pooling demand from diverse customer ba can dramatically increase (~3x) utilization.
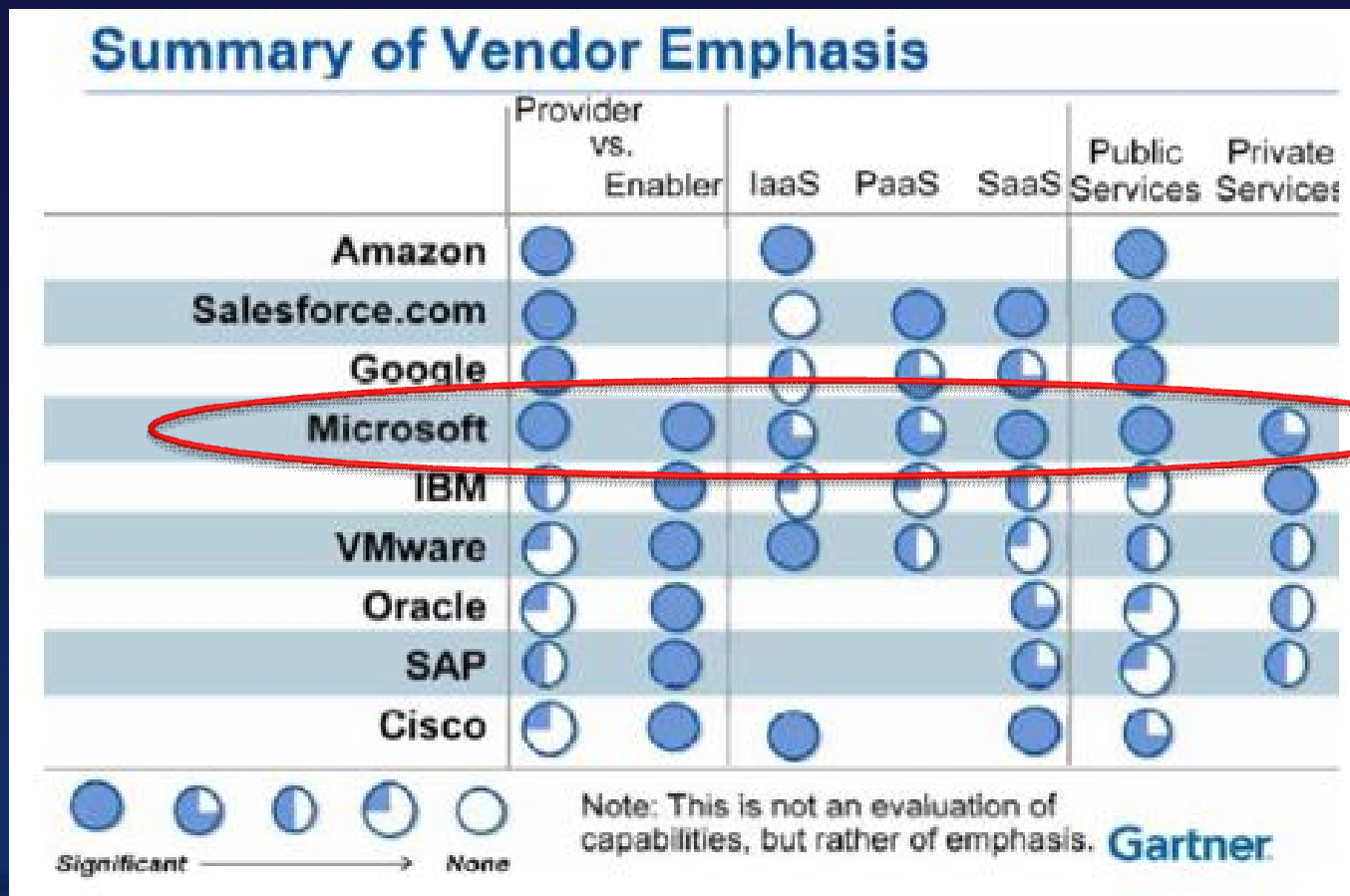- Data-center automation and application of multi-tenancy significantly reduce labor cos

Types of Cloud Services
Services Taxonomy

(On-Premises)	Infrastructure (as a Service)	Platform (as a Service)	Software (as a Service)
Applications	Applications	Applications	Applications
Data	Data	Data	Data
Runtime	Runtime	Runtime	Runtime
Middleware	Middleware	Middleware	Middleware
O/S	O/S	O/S	O/S
Virtualization	Virtualization	Virtualization	Virtualization
Servers	Servers	Servers	Servers
Storage	Storage	Storage	Storage
Networking	Networking	Networking	Networking

You manage

You manage

Other Manages

You manage

Other Manages

Other Manages

Gartner says: " Microsoft has one of the most visionary and complete views of the cloud."

Summary of Vendor Emphasis

	Provider vs. Enabler	IaaS	PaaS	SaaS	Public Services	Private Services
Amazon	●	●			●	
Salesforce.com	●	○	●	●	●	
Google	●	◐	◐	◐	●	
Microsoft	●	●	◐	●	●	◐
IBM	◔	●	◐	○	◔	●
VMware	◔	●	●	◑	◑	○
Oracle	◔	●		◑	◔	◑
SAP	◑	●		◑	◑	◑
Cisco	◔	●	●	●	◔	

Significant ● ◔ ◑ ◔ ○ None

Note: This is not an evaluation of capabilities, but rather of emphasis. **Gartner**

Consumer Cloud Services

Windows Live

530M Active Windows Live IDs

Windows Live SkyDrive
Windows Live Photo Gallery
Windows Live Movie Maker

Windows Live Hotmail

368M People Using Hotmail

Windows Live Messenger

Over 303M Users Each Month

bing

Over 4B WW Queries Each Month

zune

Over 6M Songs In The Catalog

msn

Over 459M Unique Users

XBOX LIVE

25M People On Xbox Live

Tellme.
A Microsoft Subsidiary

2B Unique Calls Per Year

Microsoft Advertising adCenter

14B Ads Per Month

CLOUD SERVICES

PC   MOBILE   TV/HOME

Commercial Cloud Services

Microsoft® Office 365

Microsoft® Lync Online

Microsoft® Office Live Meeting

Microsoft® SharePoint Online

Microsoft Dynamics CRM Online

Microsoft® Forefront

Windows Live™ ID

Microsoft® SQL Azure™

Windows Azure™

Office Web Apps

Microsoft® Exchange Online

Windows® Intune™

Windows Server® Active Directory®

Windows Azure™ Platform Appliance

Windows Azure™ Appliance

MICROSOFT CLOUD & PRIVATE CLOUD SERVICES

PRODUCTIVITY	COMMUNICATIONS	COLLABORATION	BUSINESS APPS	DESKTOP MGMT	IDENTITY	DATABASE	PLATFOR...
Microsoft® Office	Microsoft® Lync™ Server / Microsoft® Exchange Server	Microsoft® SharePoint® Server	Microsoft Dynamics™ ERP / Microsoft Dynamics™ CRM	Windows® 7 / Microsoft® System Center	Windows Server® Active Directory™	Microsoft® SQL Server®	Windows Server / Microsoft® System C...

ON-PREMISES

Where to start?

Partition Application Types

	Now	**Maybe**	**Wait**
Business	◉ Not mission critical ◉ No regulatory exposure ◉ Low impact content	◉ Not mission critical ◉ Low regulatory exposure ◉ Medium impact content	◉ Mission critical ◉ Regulatory exposure ◉ High impact content
Technica	◉ Not cross-premises ◉ Low monitoring needs ◉ In-house app integration ◉ Small database storage	◉ Cross-premises ◉ Low monitoring needs ◉ In-house app integration ◉ Medium database storage	◉ Cross-premises ◉ High monitoring needs ◉ Packaged app integration ◉ Large database storage

Evaluate Microsoft Applications

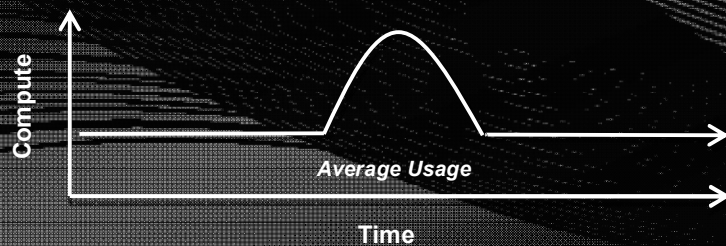|		
	Collaboration	Microsoft® SharePoint Online
	Email	Microsoft® Exchange Online
	Communications	Microsoft® Lync Online
	CRM	Microsoft Dynamics CRM Online
	Productivity	Microsoft® Office 365
	Desktop management	Windows Intune
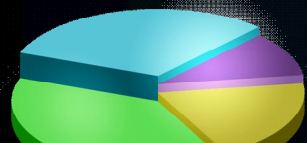
Evaluate Workload Patterns
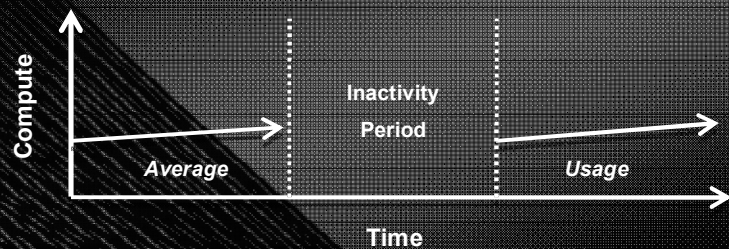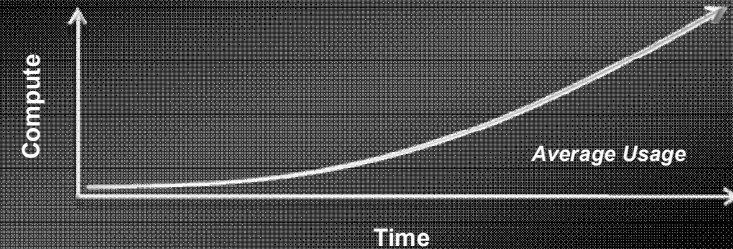
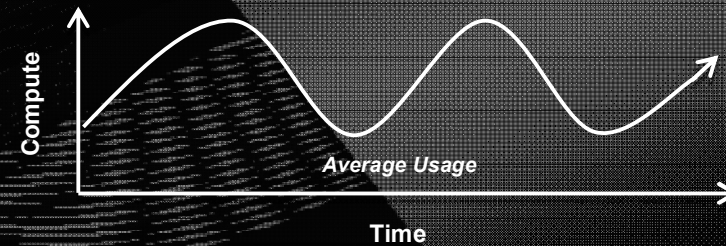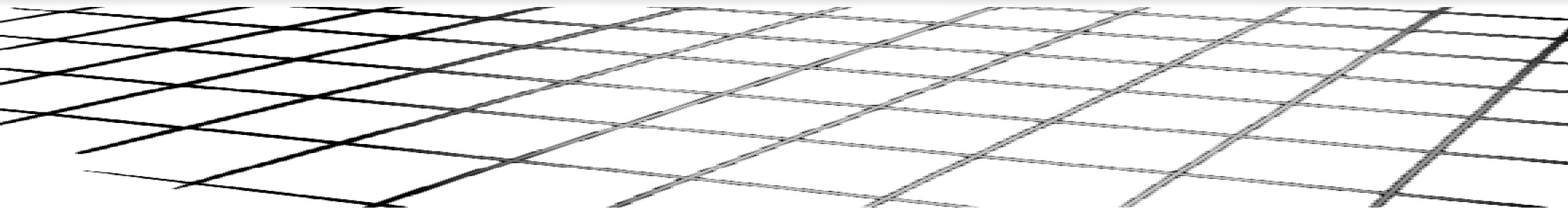# Why Microsoft?

Enterprise-class

Breadth of offerings

New capabilities, familiar programs

Deep investments

Global infrastructure

Infrastructure Investment

North Central USA

South Central USA

Northern Europe

Western Europe

Eastern Asia

Southeast Asia

Customer Momentum

What could you do:

- Contact your account manager at Microsoft and discuss your thoughts
- Visit website www.microsoft.com/cloud
- Call your partner …
- Or write me at juraj.sitina@microsoft.com

Thank you for your attention.

Microsoft