

# The Practical Application of Cloud

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• Service-Oriented

• Model-Driven

• Always Available

• Scale-Out

• Staged Production

## What is Cloud Computing?

• Self-Service

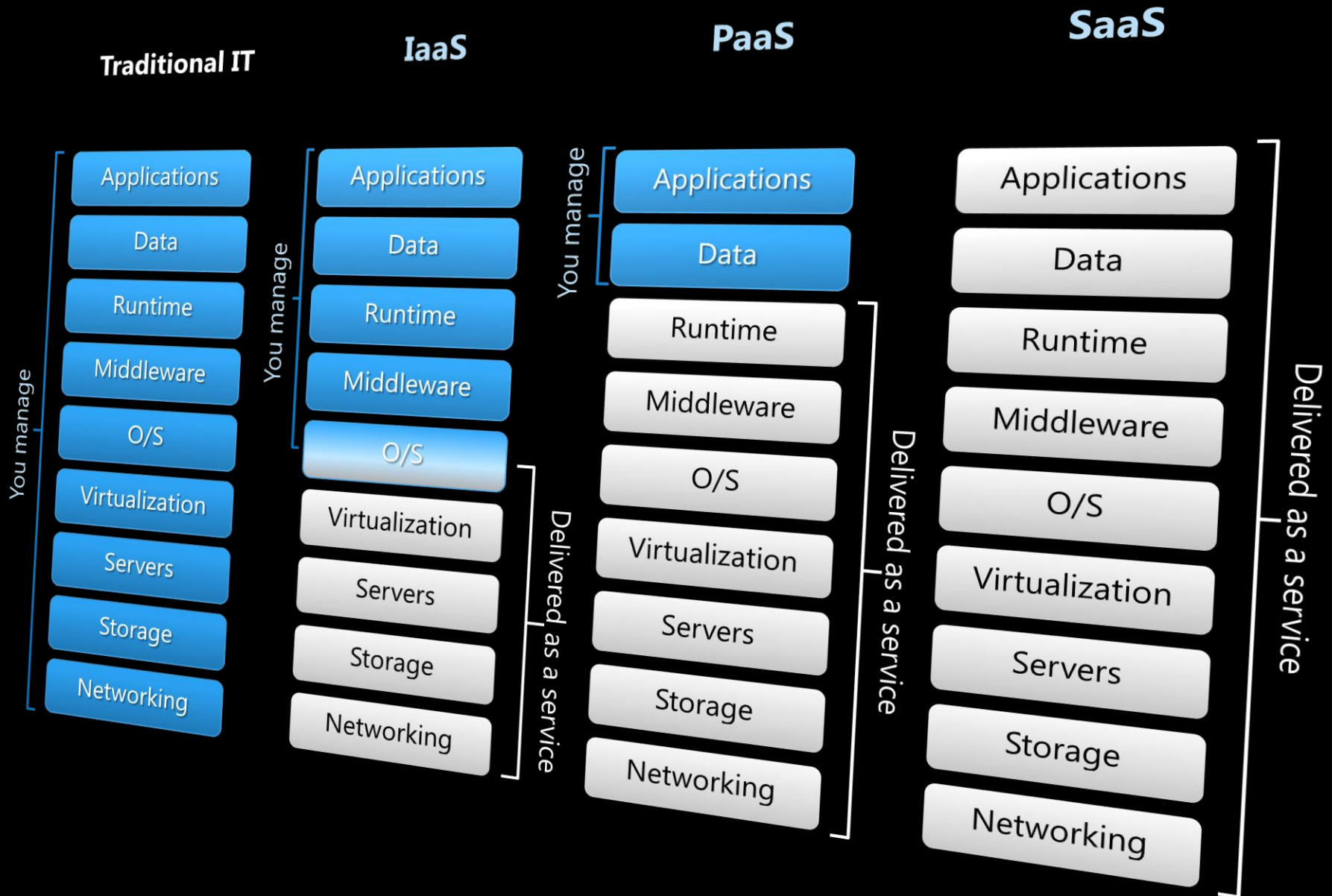
• Failure Resilient

• Multi-Tenant

• Federated

• Elastic

# What is Cloud Computing?



# Applications and Collaboration

SaaS

 Office<sup>Microsoft®</sup>

 Microsoft<sup>®</sup>  
SharePoint<sup>®</sup> Server

 Microsoft<sup>®</sup>  
Exchange Server

 Office<sup>Microsoft®</sup>

 Microsoft<sup>®</sup>  
SharePoint<sup>®</sup> Online

 Microsoft<sup>®</sup>  
Exchange Online

Applications

Data

Runtime

Middleware

O/S

Virtualization

Servers

Storage

Networking

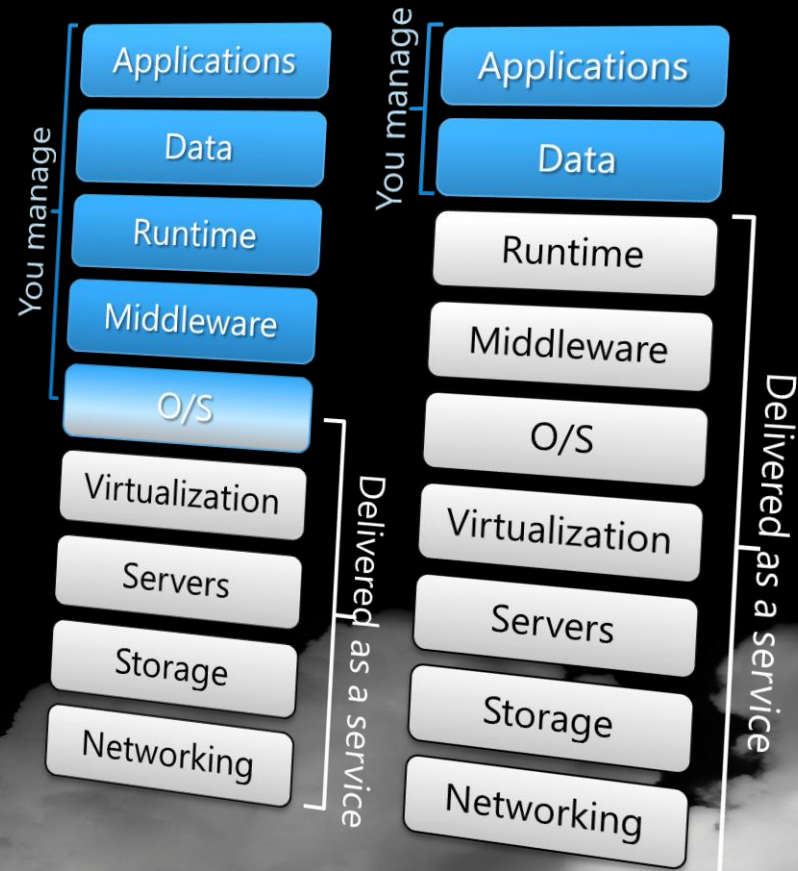
Delivered as a service

# Platform and Infrastructure

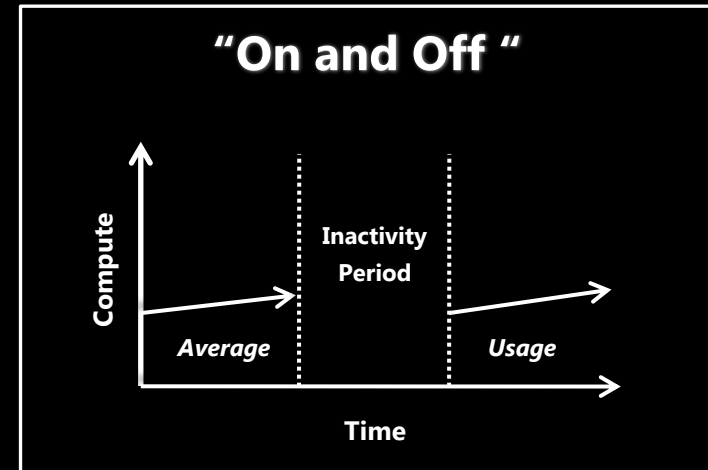
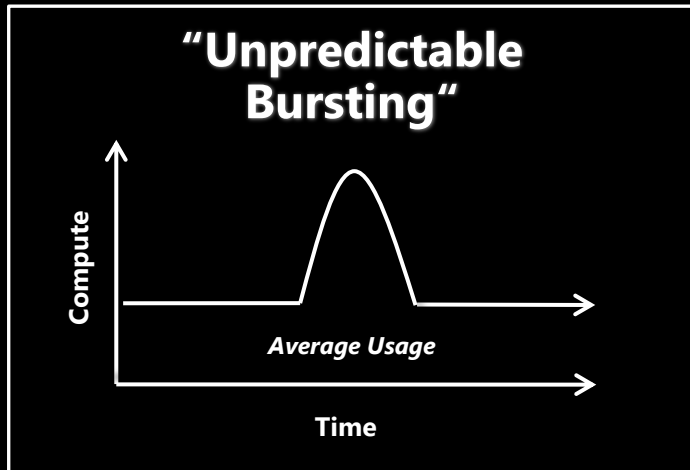
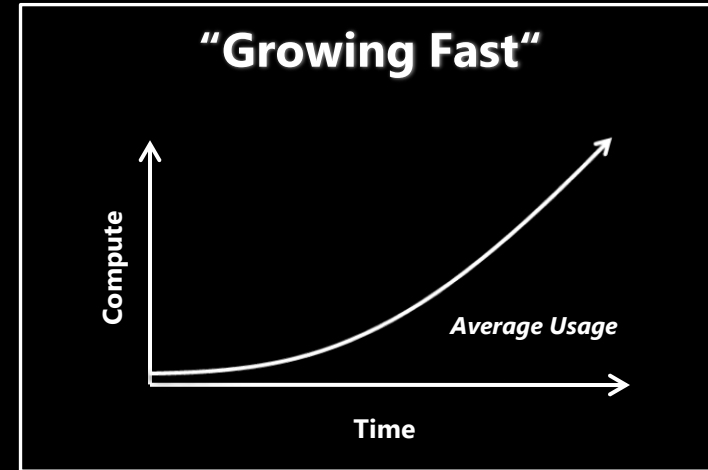
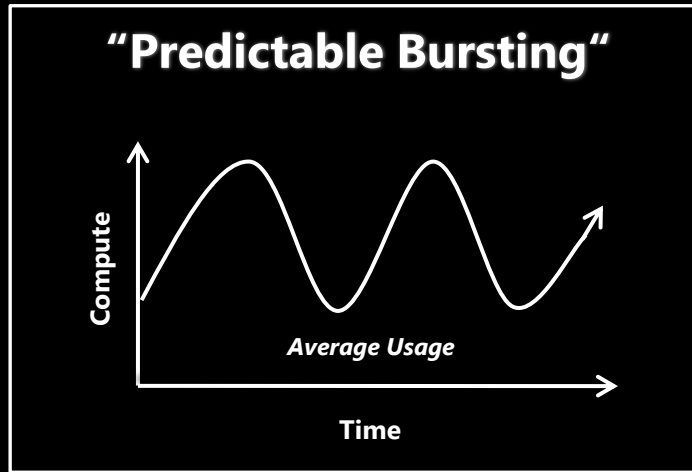


IaaS

PaaS



# Practical Scenarios



# Practical Considerations

## *"Challenges/Issues"*

Security concerns

Availability concerns

Performance concerns

Interoperability concerns

Hard to bring back in

Integration concerns

Lack of customizability

## *"Benefits"*

Pay only for what you use

Easy to deploy

Monthly payments

Standard systems

Low IT staff, costs

Latest functionality

It's the future

# Practical Examples



- Operational costs reduced by 30%
- Improved collaboration
- Simplified user experience by choosing the familiar Microsoft platform



*“We have chosen Microsoft Online Services because it promises to deliver a simple intuitive Information Workplace that should not only bring value to the company through simplification, but provide an improved user experience and ultimately create a more productive GSK.”*

Bill Louv, Chief Information Officer, GlaxoSmithKline



- Increased flexibility: high scalability and enhanced customer services
- Reduced operating costs
- Delivers software packages from a central Internet-based storage location to thousands of devices

# SIEMENS

*“Our first estimates show that we can reduce our TCO by a factor of 10. The software distribution system we built with Windows Azure is 10 times cheaper than our previous solution.”*

Elmar Stoecker, Director Portfolio Management, Siemens IT Solutions and Services



- Providing mail, collaboration, meeting and communication for stores via the cloud
- Secure, consistent way to share between stores and corporate
- Quick deployment without adding complexity to IT



- Complements Windows Server with Windows Azure to support “bursts”
- Elastic infrastructure
- Consistent development, operating environment



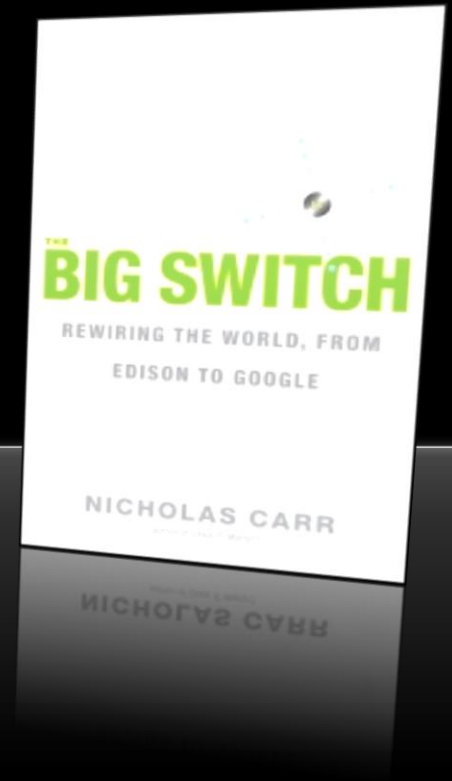
*“We’re using Windows Azure to meet the evolving needs of our clients. And with the ... reduced levels of new investment required, we can consider solutions that might otherwise not have been possible.”*

Rob Fraser, Head of Cloud Computing, RiskMetrics



*"...larger companies...can be **expected to pursue a hybrid approach for many years**, supplying some hardware and software requirements themselves and purchasing others over the grid. One of the key challenges for corporate IT departments, in fact, lies in **making the right decisions about what to hold on to and what to let go.**"*

**Nick Carr, "The Big Switch"**



**We're all in.**

A blue cloud graphic with three rounded peaks, positioned behind the text 'all in.' in the phrase 'We're all in.'

[www.microsoft.com/cloud](http://www.microsoft.com/cloud)