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Quidgest



Cloud Computing em

Azure e Branco

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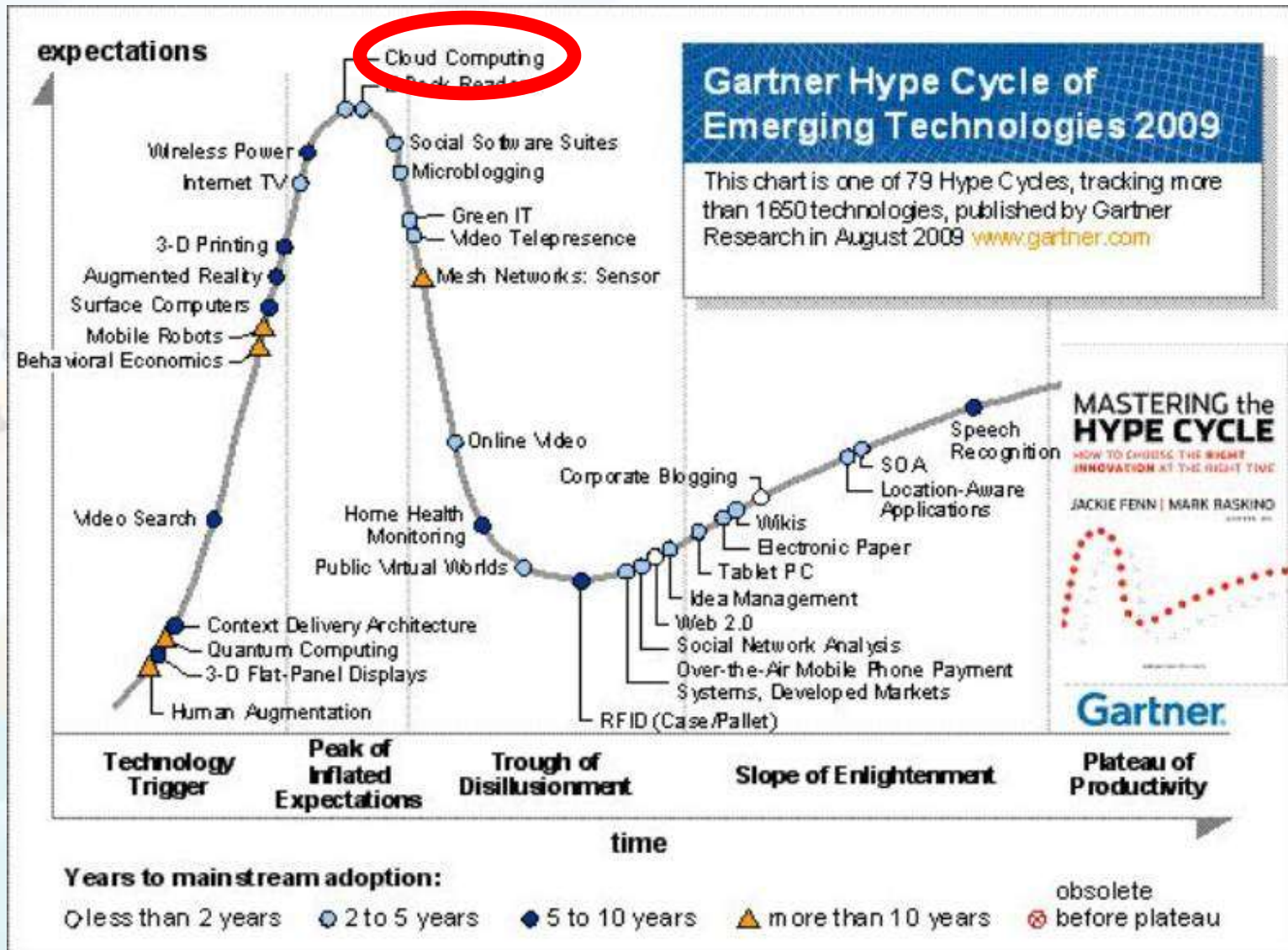


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cloud computing



hype?





**cloud computing is about
where applications live**

on premises

I purchase my own hardware and manage my own datacenter

I un-box servers and install them in racks

I have full control and responsibility

Upfront capital costs

The cost to buy a server is cheaper than the cost to run (power) a server

application home

Application runs
on-premises



- Bring my own machines, connectivity, software, etc.
- Complete control and responsibility
- Upfront capital costs for the infrastructure

hosted

I pay someone to host my application using hardware I specify or provide

application home

Application runs **on-premises**



- Bring my own machines, connectivity, software, etc.
- Complete control and responsibility
- Upfront capital costs for the infrastructure

Application runs at a hoster



Rent machines,
connectivity, software
Less control, but fewer
responsibilities
Lower capital costs,
but pay for fixed
capacity, even if idle

cloud

Pay someone for a pool of computing resources that can be applied to my applications

I define the service level for an application

The cloud software manages the application and handles storage

application home

Application runs **on-premises**



- Bring my own machines, connectivity, software, etc.
- Complete control and responsibility
- Upfront capital costs for the infrastructure

Application runs at a hoster



Rent machines,
connectivity, software
Less control, but fewer
responsibilities
Lower capital costs,
but pay for fixed
capacity, even if idle

Application runs using cloud platform



Shared,
multi-tenant
environment
Offers pool of
computing resources,
abstracted from
infrastructure
Pay as you go



so what are we doing about it?

the Windows Azure platform

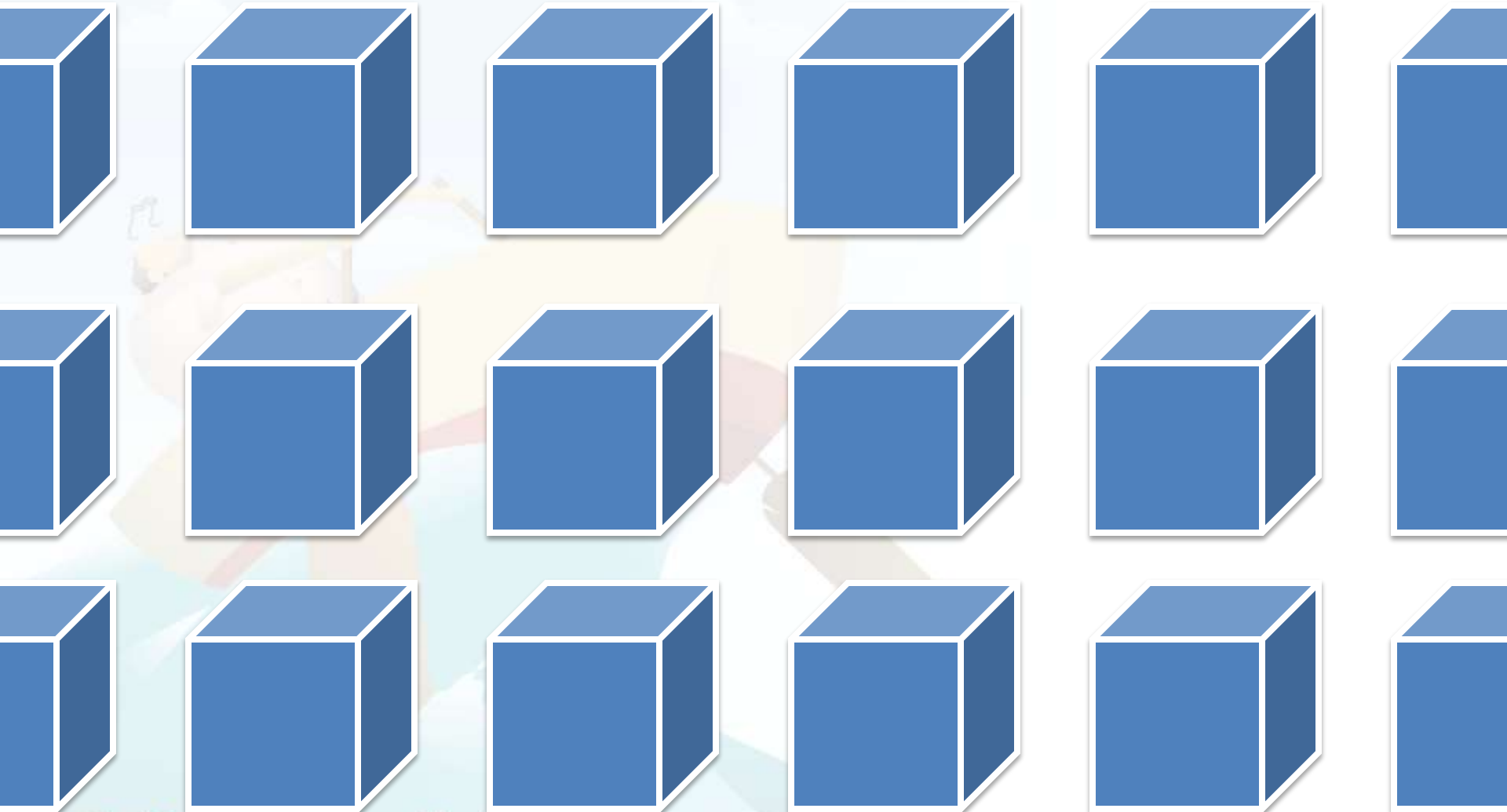
Windows Azure is the place to run your applications

It's a cloud computing platform so it's designed to scale
It's a utility platform so you pay for what you use

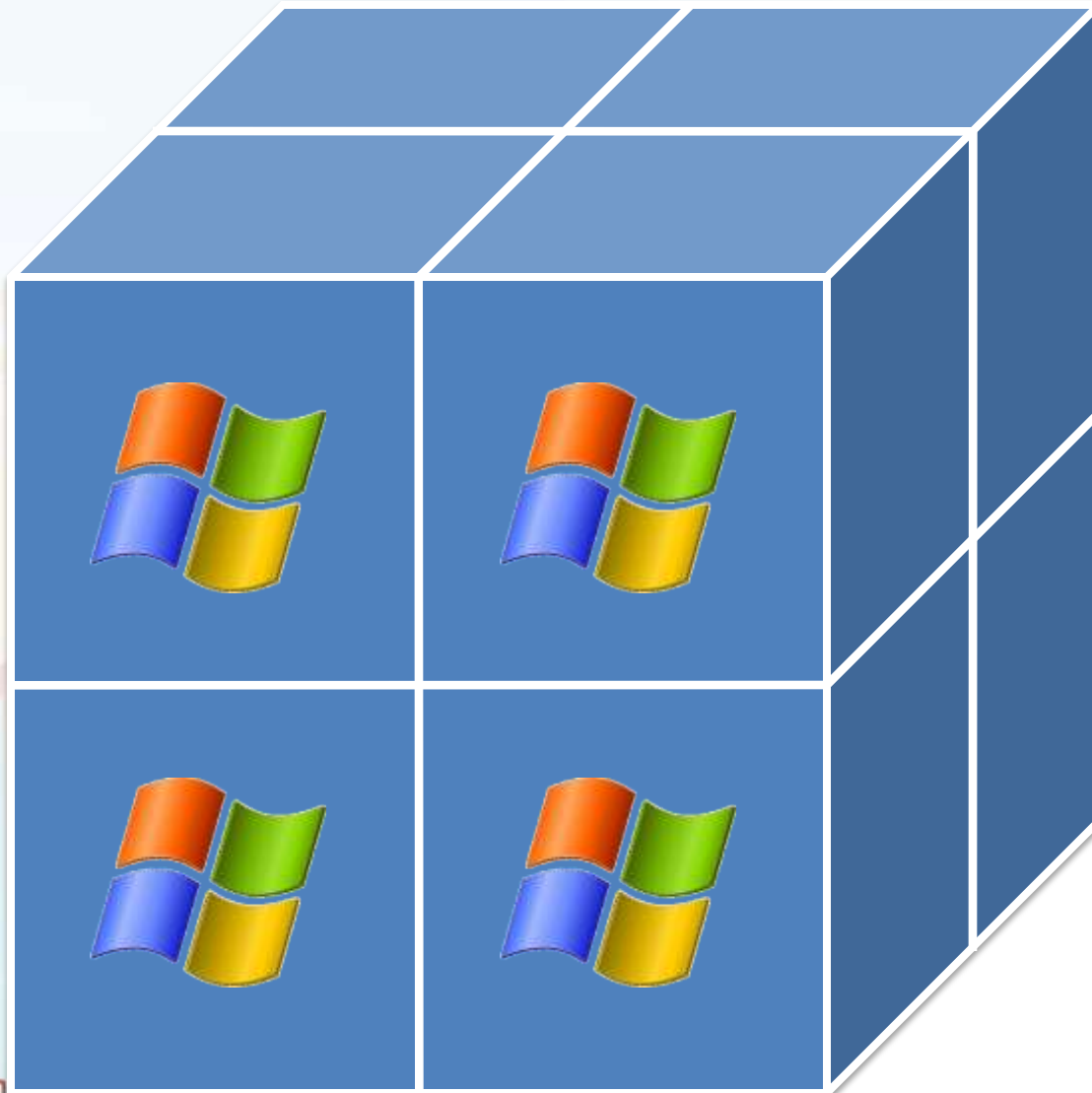
imagine just one datacenter..



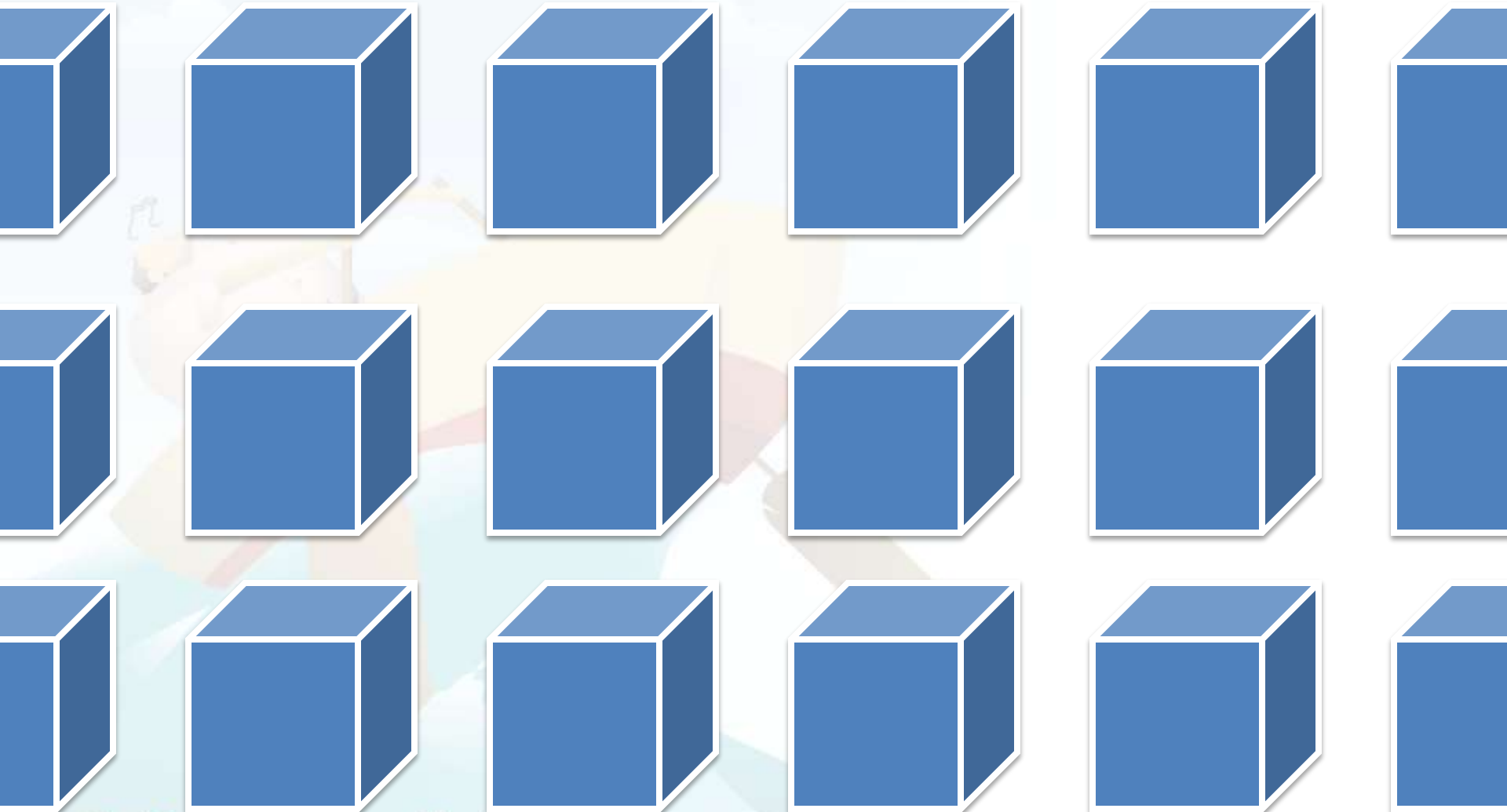
Inside are many servers.



with VMs running Windows.



We call this the Fabric,



and it's where your app runs.

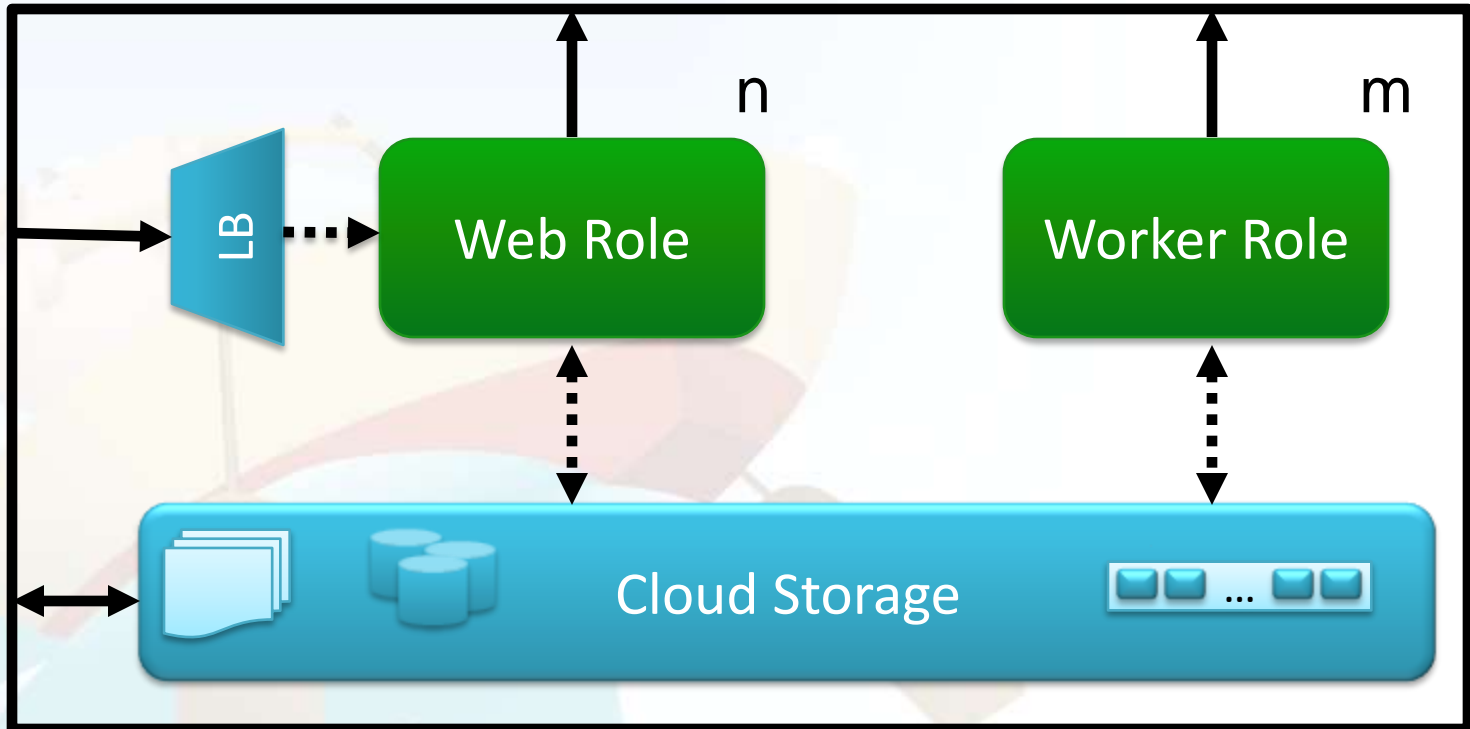


Your Application



how to do it?

simple architecture





same tools

Visual Studio 2008/2010

...and Eclipse... and Ruby, PHP and Python...

As easy as...

- 1. Sign for Azure tokens**
- 2. Install Azure SDK**
- 3. Build and deploy**

Azure Services - Windows Internet Explorer

https://windows.azure.com/Cloud/Provisioning/Manage.aspx?serviceName=CloudTes

Azure Services

Windows Azure

Search MSDN bing Web Microsoft

New Service

Summary Analytics Account Help and Resources

Windows Azure

azblog

CloudTest

storagecloudtest

SQL Azure

.NET Services

Live Services


CloudTest

Description Edit

This is my Azure test sandbox. Delete Service

Hosted Service


Production
2608




Suspend Configure... Delete

AzureLiveID_WebRole: Started 1

Web Site URL:
<http://cloudtest.cloudapp.net/>



Staging
v3



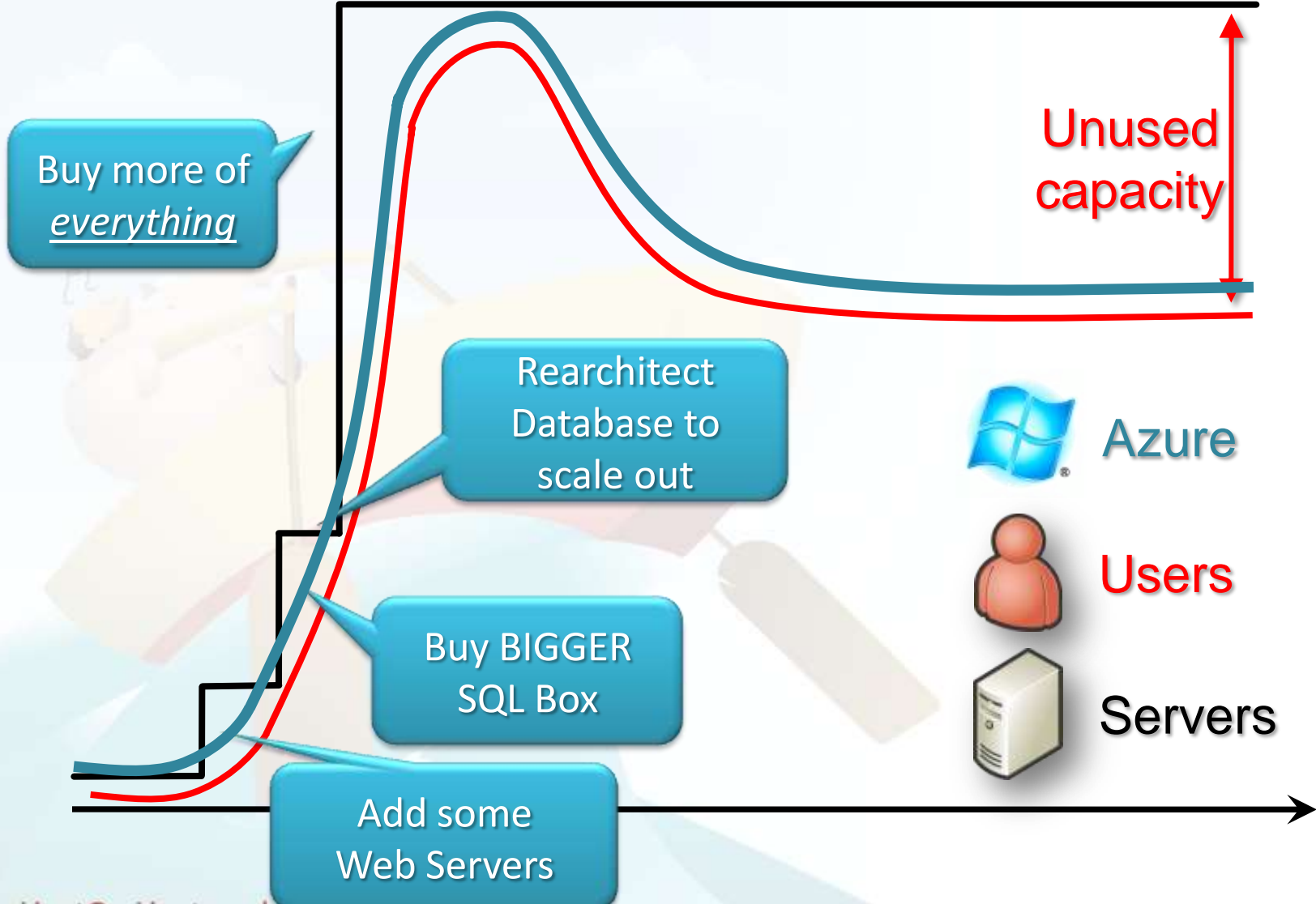
Run Configure... Delete

AzureLiveID_WebRole: Allocated 1

Web Site URL:
<http://f90a95e8c6d34773ac62eb8b36ed3e7b.cloudapp.net/>

Internet | Protected Mode: On 100%

What does Success 2.0 look like?



The Azure Vision



 Windows Live  Microsoft Office Live  Microsoft Exchange Online  Microsoft SharePoint Online  Microsoft Dynamics CRM Online

Azure Services Platform

 Microsoft SQL Services

 Microsoft .NET Services

 Live Services

Microsoft
SharePoint
Services

Microsoft
Dynamics CRM
Services

 Windows Azure™

SQL Services



SQL Services

Data Sync

Reporting

Business
Intelligence

Reference
Data



SQL Data Services

Extending the SQL Server Data Platform to the Cloud

.NET Services



Service
Bus

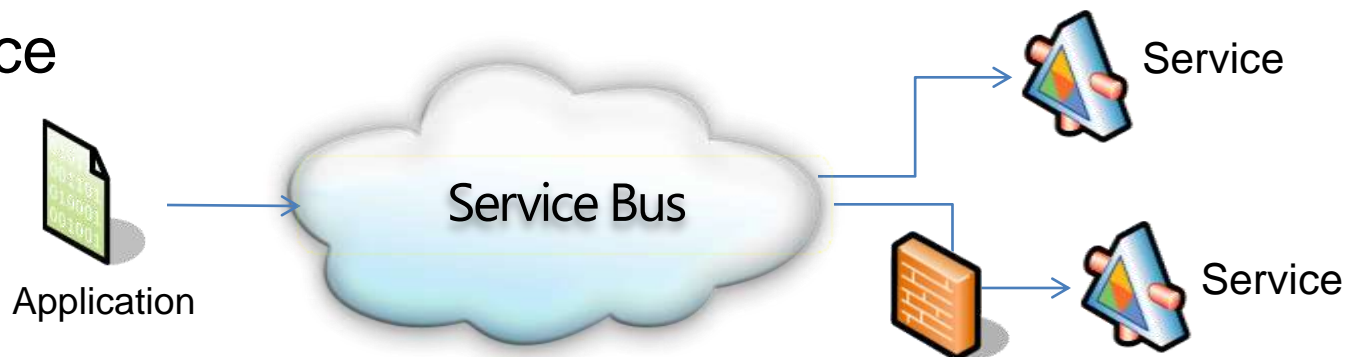
Access
Control

Workflow
Services

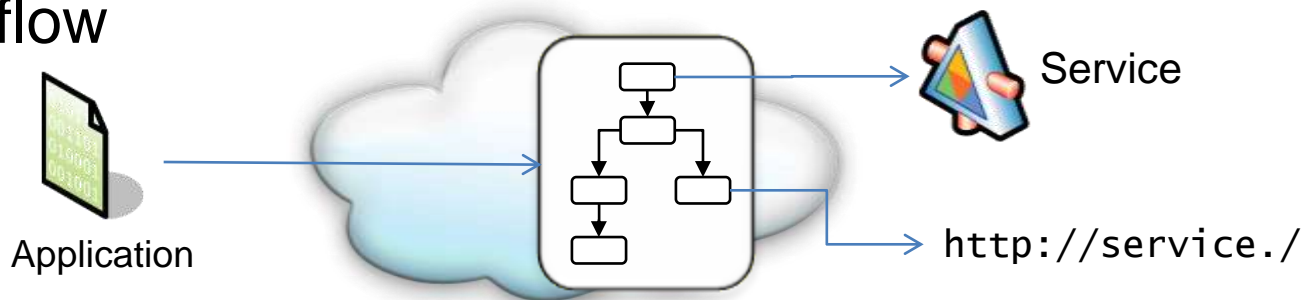
Extending .NET to the cloud with Internet Scale Utility Services

.NET Services

.NET Service Bus



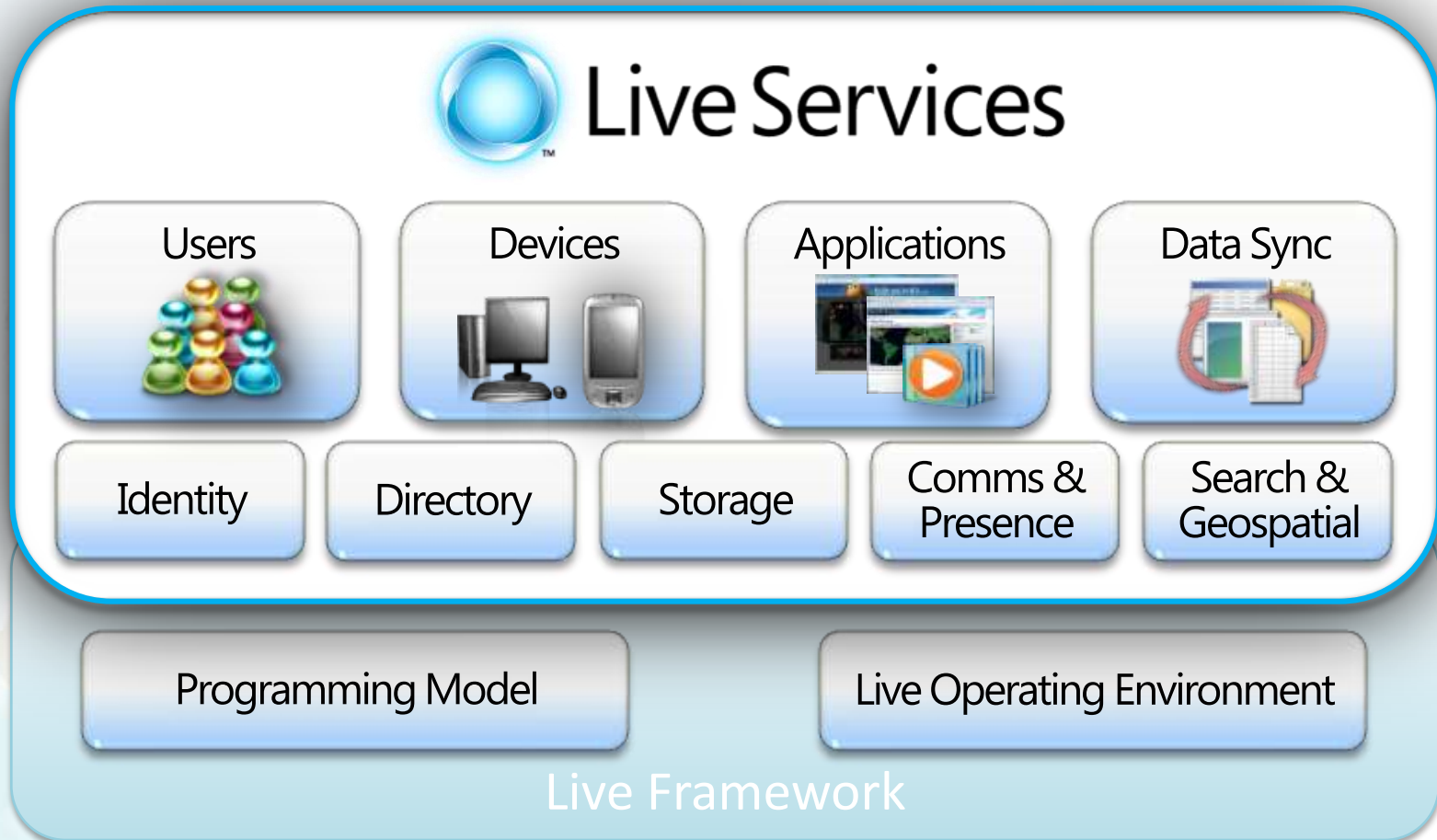
.NET Workflow Service



.NET Access Control Service



Live Services



User-centric services that provide programmatic access to a user's data and Windows Live



what does this mean to you?

reasons



faster and cheaper

build and deploy applications more quickly and spend less money in the process



no ramp time

use all your existing skills and knowledge to build for the Microsoft cloud



interoperable

Windows Azure supports standards such as HTTP, REST, SOAP, XML and non-Microsoft languages and tools, such as Eclipse, Ruby, PHP and Python

The background features a stylized illustration of a person with a beard and a hat, wearing a yellow shirt and red pants, rowing a boat on a blue body of water. The scene is set against a light blue sky with white clouds. A large, semi-transparent blue graphic element, resembling a stylized letter 'Q' or a similar shape, is overlaid on the scene.

focus on the core

Microsoft takes care of all the hardware and OS. You can just focus on building your applications.



opportunity

while it's free now, in November 2009 Windows Azure will charge on a pay-as-you-go pricing structure and offer subscription and volume licensing options



power of choice

on premises, hosted, cloud



happiness



go try it

www.windowsazure.com

Q-Day

Inovação
contra a crise

Quidgest



thank you