

A man with dark, curly hair, wearing a dark suit jacket over a light-colored shirt, is smiling and leaning on a metal railing. He is positioned in front of a large window that looks out onto a bright, sunny day. The window has a yellow frame. The man's arms are crossed on the railing. A green award ribbon is pinned to his shirt, with the text "Software São Paulo" and "AWARD WINNER" visible.

2013
Australia
Partner
Conference

Own tomorrow



2013
Australia
Partner
Conference

Winning the future of the Enterprise with Microsoft's Cloud OS

Arun Ulagaratchagan
General Manager, Server & Tools Business
Asia Pacific Region



Thank
You!

Gaining traction against competition

Hyper-V share	GREW 4 points YoY
SQL revenue share	GAINED 5 points YoY
Windows Azure	GROWING 3x faster than market

Evolution Revolution

Intel
Sun Microsystems
Microsoft
Texas Instruments
EMC
Hewlett-Packard
Oracle
Dell Computer
IBM
Gateway

2000

Fortune's
Top 10 remain
tech companies



HABBO



friendster



houzz

Sonico



NING



MULTIPLY

classmates



foursquare

Blogger



The cloud is a revolution

It's time for you to choose

We are your best bet

Together are everywhere

Microsoft offers the most
comprehensive set
of assets

Microsoft is the only vendor
that delivers a three-cloud
solution across a single,
consistent platform

The Australian Opportunity in FY14

Transform the
datacenter

\$694M - Management
& Virtualization

\$630M - Identity and
Security

Enable modern
business apps

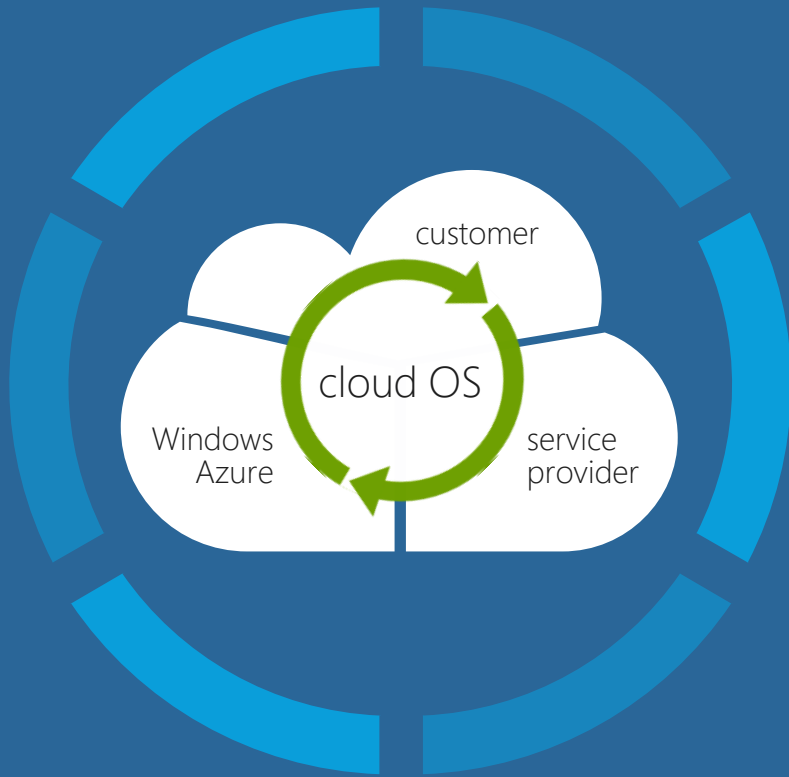
\$497M – PaaS & IaaS

Empower
people-centric IT

8.3M Devices
11.5M Smartphones

Unlock insights
on any data

\$1B - Data Platform
\$171M - Developer
Tools



Transform the Datacenter

Unlock Data Insights

Empower People-Centric IT

Enable Modern Business Apps

Capitalize on Small/Medium Business

Transform the datacenter

77% of enterprises have a cloud
production workload

Unlock Data Insights

80%+ of Global 2000 companies

Empower People-Centric IT

on premise in 2016

Enable Modern Business Apps

Capitalize on Small/Medium Business

ORACLE®



Microsoft

Windows Azure IaaS and Windows Azure Pack

Ibrahim Hamza

Windows Azure Product Marketing
Server & Tools Business

demo

Overview

Clouds

Services

Virtual Machines

Library

Jobs

Settings

Connections

Subscriptions

User Roles

Clouds (7)

Enter keyword



Connect

Deploy

VMM Server

Manage Run As accounts



Last refresh: 5:59:00 PM

Name	Connection Name	Description	Subscription ID	Virtual Machines	CPU	Memory	Storage
Connection Name: Contoso Private Cloud							
Contoso Development	Contoso Private Cloud	Contoso Development		0 / Unlimited	0 / Unlimited	0 MB / Unlimited	0 GB / Unlimit
Contoso Production	Contoso Private Cloud	Contoso Production		0 / Unlimited	0 / Unlimited	0 MB / Unlimited	0 GB / Unlimit
Contoso Staging	Contoso Private Cloud	Contoso Staging		0 / Unlimited	0 / Unlimited	0 MB / Unlimited	0 GB / Unlimit
Connection Name: Fabrikam Hosting							
Hosted Contoso Production	Fabrikam Hosting	Hosted Contoso Production		0 / Unlimited	0 / Unlimited	0 MB / Unlimited	0 GB / Unlimit
Connection Name: Windows Azure							
Windows Azure Development	Windows Azure	Windows Azure Development	f4e6ecbc-a14f-467d-82...				
Windows Azure Production	Windows Azure	Windows Azure Production	a0916f12-a415-478a-b7...				
Windows Azure Staging	Windows Azure	Windows Azure Staging	06f5e2b8-24cc-41e2-a0...				

Unlock data insights



Skills &
knowledge
59%

Integration with
existing BI tools
41%

Security &
manageability
37%

Most widely
deployed
database on
the planet
46%

SQL Server

Most widely
used BI tool
1B Users

 Office

The standard
for directory
services
95%

Active Directory

Power BI

Amos McKegg
Customer Analytics Lead
Central Marketing Group

demo

Empower People-Centric IT

Connected devices expected to reach **20B** by 2016

- 66% of enterprise seats covered
- 290B+ authentications

System Center

Windows Azure
Active Directory

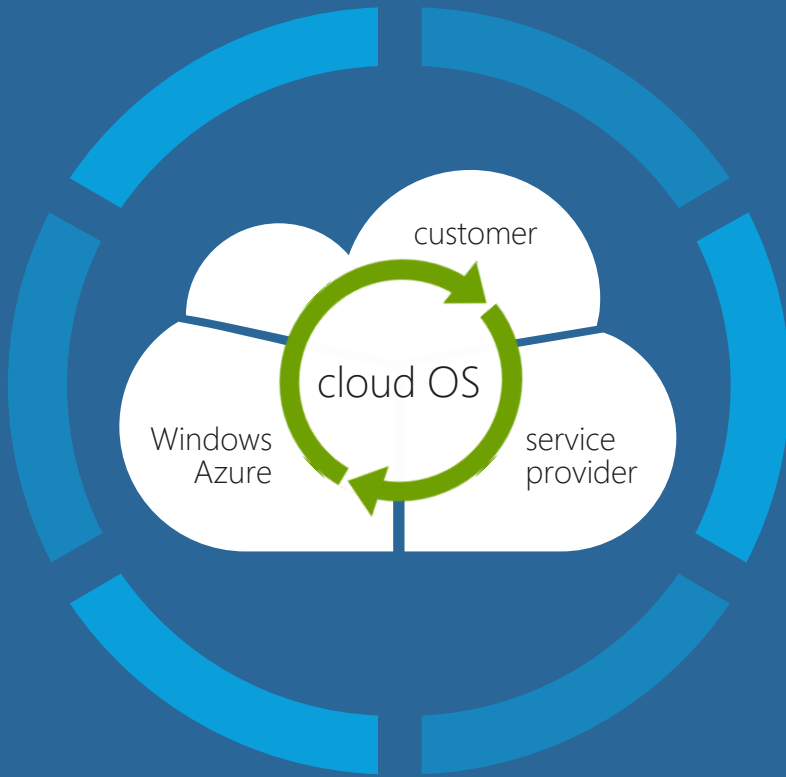


Enable Modern Business Apps

More than **50%** of app-modernization efforts will focus on enhanced functionality to support business needs in 2016

Capitalize on Small/Medium Business

- More than 60% already using cloud services
- 24% **annual growth** in cloud-services spending
- 33% **will invest** in virtualization over the next 12 months



Transform the Datacenter

Unlock Data Insights

Empower People-Centric IT

Enable Modern Business Apps

Capitalize on Small/Medium Business



Windows Azure



Windows Azure it's HUGE

8.5 TRILLION objects
Windows Azure Storage

290B+ Authentications

Windows Azure
Active Directory

900K Storage Requests per Second
2 trillion / month

More Server Compute Power
than the planet used in the year 2000



Windows Azure it's GROWING

DOUBLING compute & storage capacity
every 6-9 months

125% CUSTOMER GROWTH
over last 12 months

RECORD HIGHS in new customer sign-ups
nearly 1,000 every day

GROWING our revenue by 210% YoY
2x faster than the market

Windows Azure Australian Region



Two locations in NSW and VIC

Local geo-redundancy

All Azure services at launch

Coming in 2014!

the cloud revolution is here

It's time to choose

Call to action

Do

Obtain the **Application Platform** and new **Datacenter** Microsoft Partner Network Competencies

Become a **Cloud OS Immersion** partner: www.partners-psp.com

Activate your Windows Azure **Internal Use Rights!**

Enroll

Get paid by enrolling in **Management & Virtualization and Application Platform Solution Incentive Program**.

Generate leads by becoming an **Azure/Public Cloud**, **SQL Server** and **Private Cloud** DPS partner.

Talk to your PSE about Business Incentive Funds through **Cloud OS Accelerate**

Cloud Networking Event

Want to get into the Cloud via Services from White Label Hoster – Join Us for Breakfast

Details:

Date: Thursday 22nd July

Time: 7:45-8:30am

Where: The Terrace - CCC
(next to the Hub)

Partners Represented:

OBT – Full white label hosted productivity + Hosted Voice

Uber Global – Full white label hosted productivity

SQL Services – Hosted SQL services and BI as a Service

Call to Action

Visit the Microsoft Showcase to learn about the resources from Microsoft to help you grow your business

Create a Modern Practice

Activate your Internal Use Rights as one of your Microsoft Partner Network benefits to run your business on Office 365, CRM Online and Windows Azure.

Create a Modern Business

Register for a Business Model Transformation Workshop to learn how to move your business to the cloud. Also learn about the sales and technical courses available for all your staff.

Create a Modern Alliance

Partner with other Microsoft Partners to provide a unified solution to your customers. Ensure a Distributor; a Device Manufacturer and Cloud is part of every opportunity.