

Spotlight On...



FY13 was a great year for Windows Azure in the Enterprise

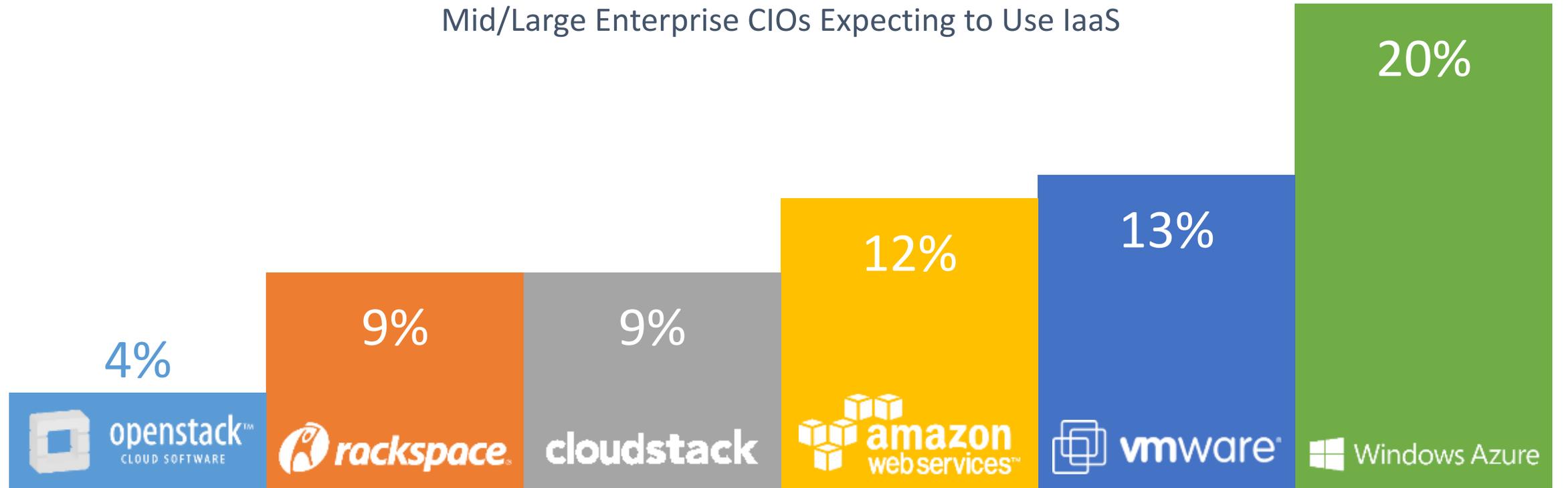
Average deal size increased **2x YoY**

 <p>Milliman</p> <p>\$1,803K</p>	 <p>PPLive</p> <p>\$1,500K</p>	 <p>mppcloud SuperComputing in the Cloud</p> <p>\$1,484K</p>	 <p>NOKIA</p> <p>\$1,400K</p>	 <p>NVIDIA</p> <p>\$1,208K</p>	 <p>TESCO</p> <p>\$1,026</p>	 <p>MYOB</p> <p>\$952K</p>
 <p>SAMSUNG</p> <p>\$888K</p>	 <p>Canon</p> <p>\$852K</p>	 <p>News Corporation</p> <p>\$818K</p>	 <p>TOYOTA</p> <p>\$660K</p>	 <p>LG</p> <p>\$600K</p>	 <p>sochi 2014</p> <p>\$597K</p>	 <p>esri</p> <p>\$540K</p>
 <p>Essex County Council</p>	 <p>HERBALIFE.</p>	 <p>HRG HOGG ROBINSON GROUP</p>	 <p>Microsoft Research</p>	 <p>avanade® Results Realized</p>	 <p>BMW</p>	 <p>HARRIS</p>

Your customers want to talk to you about Windows Azure

CIO Cloud Vendor Preferences

Mid/Large Enterprise CIOs Expecting to Use IaaS



Source: Morgan Stanley CIO Survey, 2013. "Percentage of Enterprise CIOs Greater than \$1B/\$10B expecting to use IaaS by YE2014"

Option 1

Did you see the match last night?

He should have played [insert relevant football player here] more forward...

Option 2

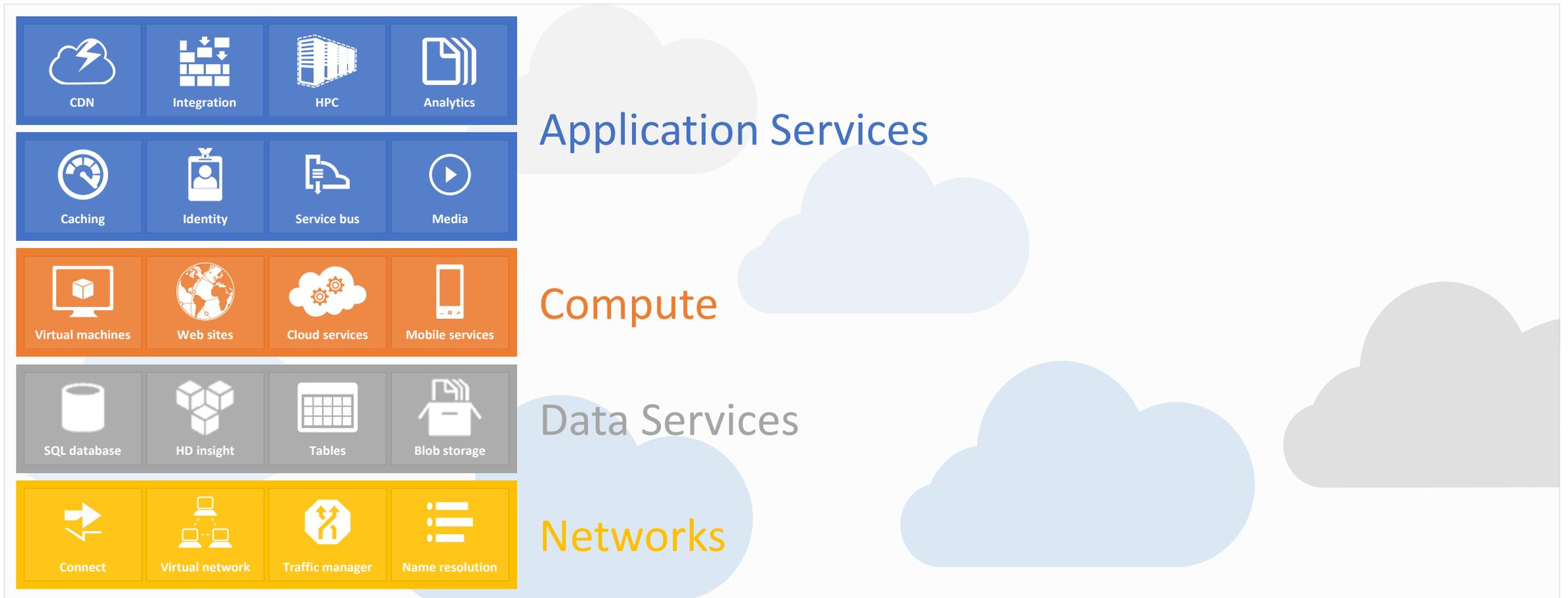
Azure wouldn't suit your skin tone.
Go with teal; it's this season's black.

Option 2

Let Dave explain...

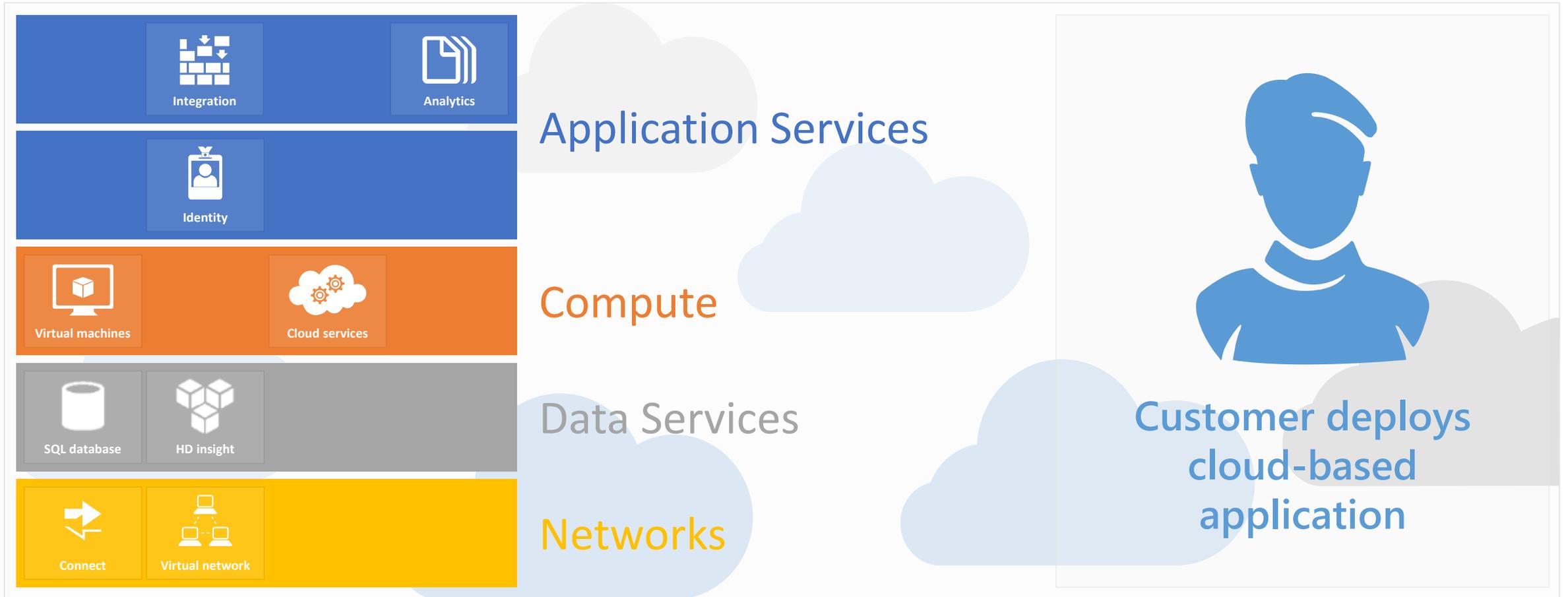
Context: How Windows Azure Works

Over 60 services, each with its own usage meter & price



Context: How Windows Azure Works

Any solution you deploy utilises a combination of these services

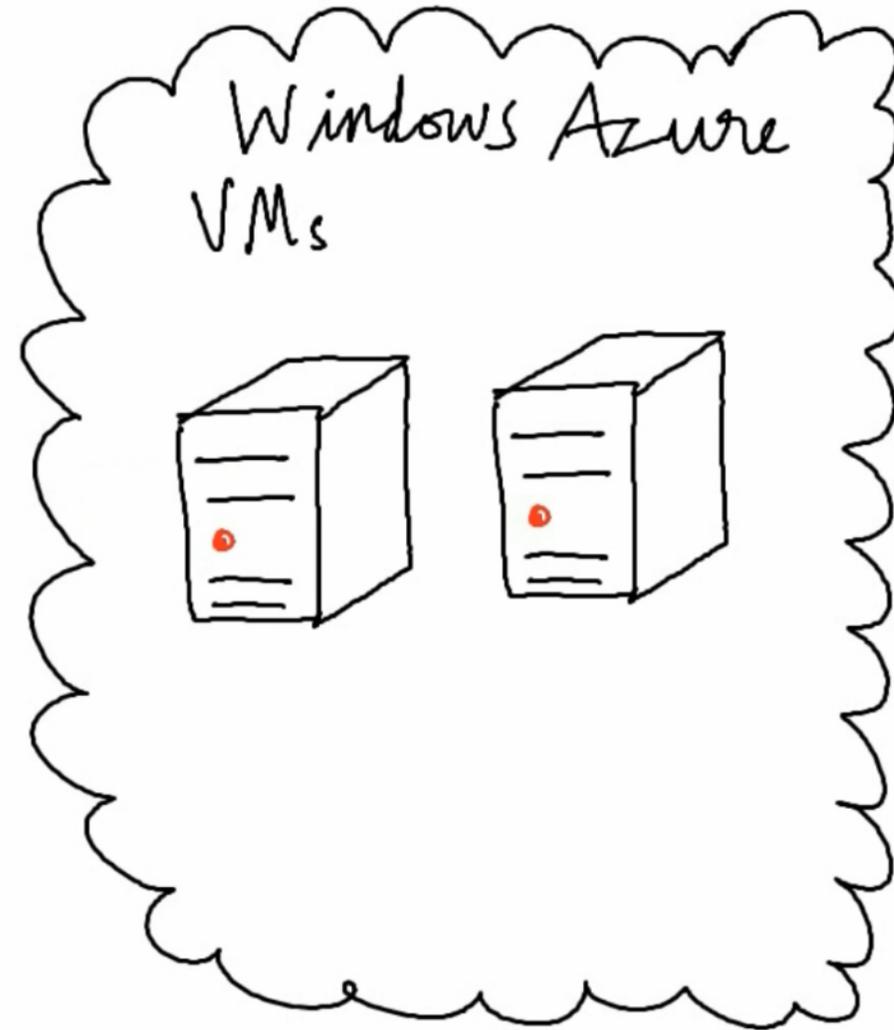


A Simple Example

On-premises

Calendar

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28



Windows Azure Purchase Options

	Commitment Offers		
	MOSP - Pay As You Go (azure.com)	MOSP Monetary Commitment (azure.com)	Enterprise Agreement
Service Needs	<ul style="list-style-type: none"> Any Azure service Graduated usage of: <ul style="list-style-type: none"> Storage, CDN/Data Transfer and/or Media Services 	<ul style="list-style-type: none"> Broad needs across the Azure platform Steady monthly usage/growth 	<ul style="list-style-type: none"> Broad needs across the Azure platform YoY Cloud usage growth
Customer Scenarios	<ul style="list-style-type: none"> App Testing Online Storage Media Streaming 	<ul style="list-style-type: none"> Startup with Compute, Storage and DB needs Med sized business initial app migration 	<ul style="list-style-type: none"> Enterprise migrating to the cloud Med/Large customer projecting YoY cloud usage growth
Customer Requirements	<ul style="list-style-type: none"> Pay As You Go Monthly billing Credit Card/Invoice 	<ul style="list-style-type: none"> Monthly billing Willing to commit to 6 or 12 months of service usage Credit Card/Invoice Min £300/month 	<ul style="list-style-type: none"> Upfront payments 12 or 36 month commitment term Invoice only payment

Windows Azure Purchase Options

Enterprise Agreement

Windows Azure Program Availability

	SCE 	EA – Additional Product Add On 	EWA – Standalone Enrollment 
Minimum Order Requirement	None (Guidance is ~24k or qty of 20)	None (Guidance is ~24k or qty of 20)	None (Guidance is ~24k or qty of 20)
Enterprise Program Waterfall	A-D	A-D	A-D
Programmatic Discount	5% Discount for Add On to On Premises Installed Base Commitment None for Standalone	None	None
Subscription Term	3 Years/Co-term	3 Years/Co-term	3 Years/Co-term
Anniversary Service Reduction (via METEAOP)	Yes	Yes	Yes
Price Level Set By	Installed Base Commitment	Enterprise Product Commitment (Core CAL/ECAL)	Level A or Qualifying Enrollment Level

What We're Changing and Why

	Pricing	Overage	Billing
PREVIOUSLY	Most customers not getting best pricing (\$1M commitment)	Discount drops 60-70% for use over commitment	Quarterly payments for overuse
NOW	Broader access to the best Windows Azure pricing available	Get same great EA rates when commitment is exceeded	No payment for additional usage until the end of the year*

*EA customers can exceed their upfront commitment by up to 50% and be billed for it at the end of the year.



EA Volume Tiers and Commitment Discounts

Tiered Commitment Discount (Effective Aug 1)

Discount for Volume of monetary committing

Commitment Tiers	Annual Monetary Commitment Units	Annual Monetary Commitment in USD	Std Discount Off Consumption Rates ¹	Customer's Specific Pricing
Tier 1 ²	Up to 1,799 Units	< \$180K	23%	Commitment price on CPS
Tier 2	1,800 – 4,799 Units	\$180K - \$480K	26%	Additional 3.90% off CPS Tier 1 price
Tier 3	4,800 – 11,999 Units	\$480K - \$1.2M	30%	Additional 9.09% off CPS Tier 1 price
Tier 4	12,000+ Units	\$1.2M+	35%	Additional 15.58% off CPS Tier 1 price

¹Discount is net of the volume discount that is included in the consumption/overage rate. For example, a Level D customer's commitment rate would be an effective 42.8% discount off of standard MOSP Pay-As-You-Go rates.

²CPS will reflect the Tier 1 Commitment Rate pricing. Actual Commitment Rate pricing will be shown on the Enterprise Portal. If the customer qualifies for Tier 2 – Tier 4 pricing, the appropriate additional discount noted with be applied to their Commitment Rate on the CPS.

Additional Volume Tier Discount

(EA Level A - D)

Volume Tier discount based on EA Level

EA Level	Discount
A	3%
B	6%
C	9%
D	12%

*Aligns to Online EA

- Volume tier discounts applies to both commitment and overage rates
- Volume tier discounts is determined by the Server pool of the parent enrollment

EA Volume Tiers and Commitment Discounts

Tiered Commitment Discount (Effective August 2023)

Discount for Volume Commitment
Annual Monetary Commitment

Commitment Tiers	Annual Monetary Commitment Units	Annual Monetary Commitment	Std Discount Off Consumption Rates ¹	Customer's Specific Pricing
Tier 1 ²	Up to 1,799 Units	< \$180K	23%	Commitment price on CPS
Tier 2	1,800 - 11,999 Units	\$180K - \$480K	30%	Additional 3.90% off CPS Tier 1 price
Tier 3	12,000 - 11,999 Units	\$480K - \$1.2M	36%	Additional 9.09% off CPS Tier 1 price
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²CPS will reflect the Tier 1 Commitment Rate pricing. Actual Commitment Rate pricing will be shown on the Enterprise Portal. If the customer qualifies for Tier 2 – Tier 4 pricing, the appropriate additional discount noted with be applied to their Commitment Rate on the CPS.

Tier Discount (EA Level A - D)

Tier discount based on EA Level

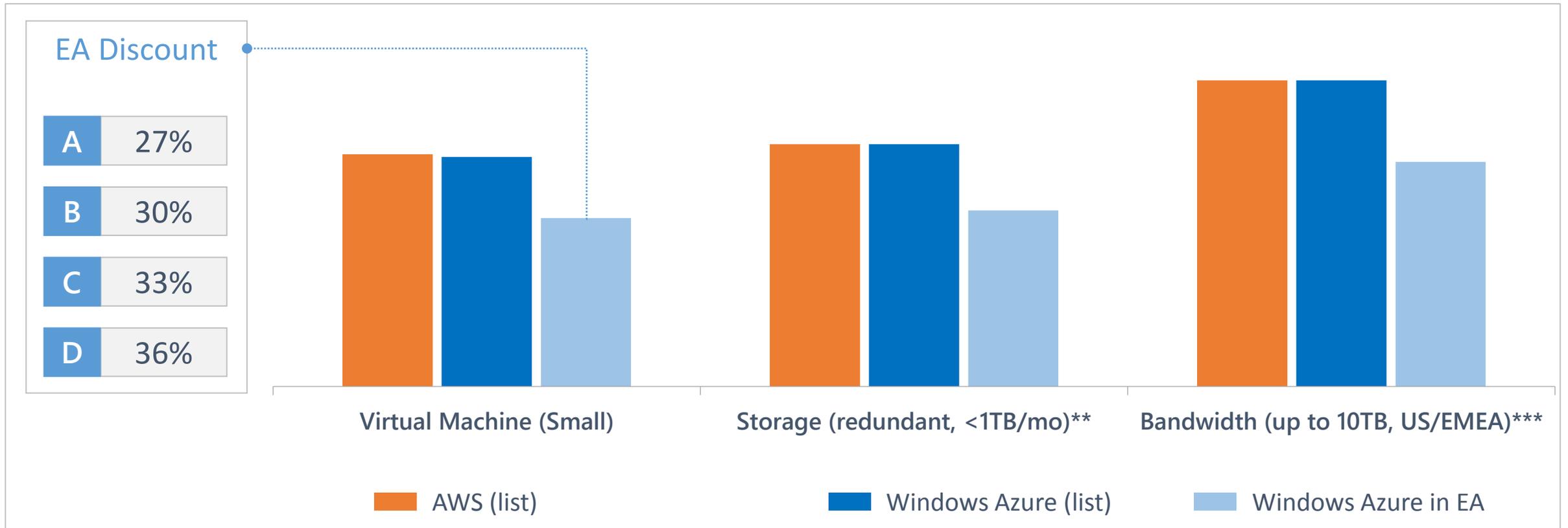
EA Level	Discount
A	27%
B	30%
C	33%
D	36%

CPS shows actual price

Our Best Prices

Access to the best Windows Azure pricing available

Better per-meter pricing than AWS on key cloud services*



* Microsoft has publicly promised to match AWS' prices on compute, storage and bandwidth. EA pricing is better than AWS's prices based on being a discount over that promise.

** If they exceed 500TB/mo, WindowsAzure.com users get better pricing. The same 500TB/mo threshold exists for AWS but only the incremental storage above 500TB gets the better pricing.

*** If they transfer more than 51TB/mo, WindowsAzure.com users get better pricing. The same 500TB threshold exists for AWS but only the incremental transfers above 51TB/mo gets the better pricing.

Purchase Simplicity



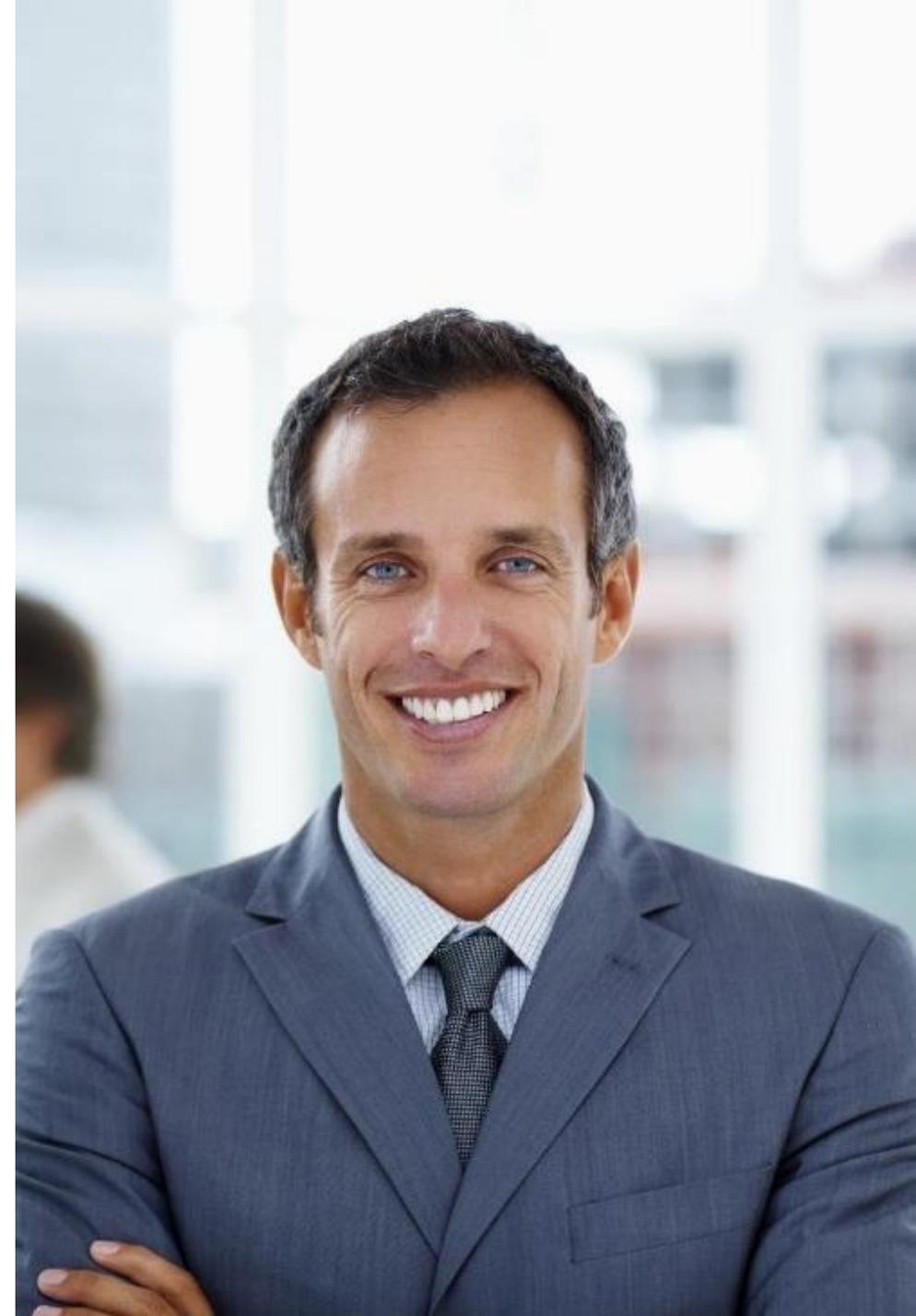
Make an upfront payment based on expected use



Get same great EA rates when you exceed that commitment



Cover additional incremental usage with quarterly or annual payments



How to Buy through the EA

Make upfront monetary
commitment

Upfront
commitment



Example:

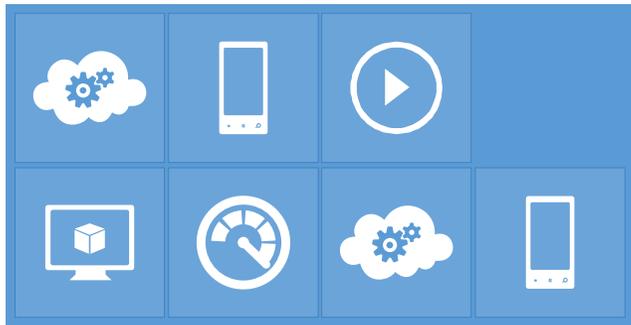
Customer signs an EA for
\$100K/year of Windows Azure (3yr)

Impact: Upfront payment of \$100K

How to Buy through the EA

Burn meters against that commitment at EA pricing on Windows Azure

Low-Use Scenario:



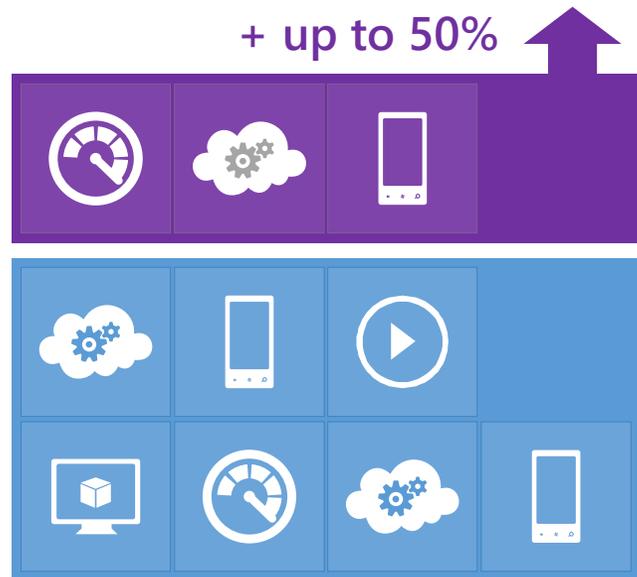
Customer deploys an app and consumes \$75K in Windows Azure.

Impact:

- Notification sent at \$75K mark.
- Customer automatically billed \$100K in Y2 unless they ask for reduction.
- **No refund of remaining \$25K.**

How to Buy through the EA

Pay Annually if no more than 50% beyond commitment (same great rates)



Mid-Use Scenario:

Customer exceeds their \$100K commitment by \$40K.

Impact:

- Same great Windows Azure EA rates
- Billed for \$40K at the end of the year
- Customer receives notifications at \$112K & \$135K

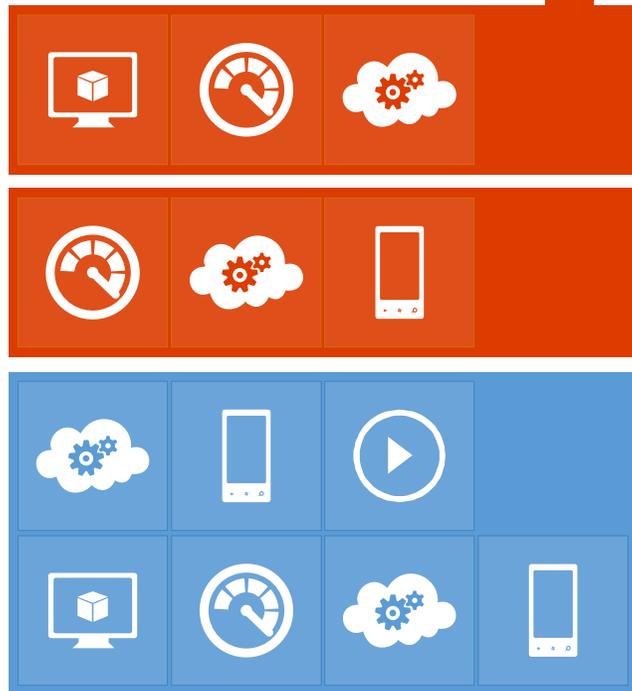
Threshold Notifications

50%	75%	90%	100%
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How to Buy through the EA

Pay Quarterly if more than 50% beyond commitment (same great rates)

+ over 50%



High-Use Scenario:

Customer spend goes to \$163K in Q3.

Impact:

- Same great Windows Azure EA rates
- Notification is sent to customer when they cross \$150K
- Customer is billed \$63K following end of Q3
- Customer also billed following end of Q4 for Q4 usage

Note: Any Q4 or annual payment usage continues to land in the next calendar year's compensation.

- Is there a minimum required commitment in years 2 and 3 to maintain enrollments?

Azure is an Additional Product in the Enterprise Program so there are no minimums.

There is no programmatic minimum for any additional product in the Enterprise Program.



Windows Azure Scenario – Low Usage



1

Customer invests **\$50,000** Azure Monetary Commitment at start of Y1 - Azure is on the CPS
Annual Consumption Allowance is set to **\$25,000**

2

Windows Azure Consumption by end of Q1 is \$10,000
No invoice as there is no additional usage

3

Windows Azure Consumption by end of Q2 is \$20,000
No invoice as there is no additional usage

4

Windows Azure Consumption by end of Q3 is \$30,000
No invoice as there is no additional usage

5

Windows Azure Consumption by end of Q4 is \$40,000
\$10,000 unused Monetary Commitment is forfeited

6

Customer can notify us prior to anniversary date to reduce Monetary Commitment to \$40,000
resulting in Year 2 Anniversary Invoice of **\$40,000** with a **\$20,000** Consumption Allowance

Windows Azure Scenario – Moderate Usage



1

Customer invests \$50,000 Azure Monetary Commitment at start of Y1 - Azure is on the CPS
Annual Consumption Allowance is set to \$25,000

2

Windows Azure Consumption by end of Q1 is \$25,000
No invoice as there is no additional usage

3

Windows Azure Consumption by end of Q2 is \$30,000
No invoice as there is no additional usage

4

Windows Azure Consumption by end of Q3 is \$55,000
No Invoice for additional usage totaling \$5,000

Why? Because $\$5,000 < \$25,000$

5

Windows Azure Consumption by end of Q4 is \$65,000
Invoice after Q4 for additional usage totaling \$15,000
Y2 Anniversary Invoice of \$50,000

Windows Azure Scenario – High Usage



1 Customer invests **\$50,000** Azure Monetary Commitment at start of Y1 - Azure is on the CPS
Annual Consumption Allowance is set to **\$25,000**

2 Windows Azure Consumption by end of Q1 is \$52,000
No invoice for additional usage totaling \$2,000

3 Windows Azure Consumption by end of Q2 is \$60,000
No invoice for additional usage now totaling \$10,000

4 Windows Azure Consumption by end of Q3 is \$78,000
Invoice after end of Q3 for additional usage totaling \$28,000

Why? Because $\$28,000 > \$25,000$

5 No additional usage in Q4 so no further invoice for additional usage
Y2 Anniversary Invoice of \$50,000

License Mobility & Cloud Workloads

SA customers can deploy owned licenses on the cloud



Designed to simplify the move to the cloud, License Mobility enables customers with active Software Assurance to deploy licensed software to a third party's shared servers.

Seller benefits:

- Encourages customers to maintain SA
- Strengthens path to cloud adoption

STB Products with License Mobility

- SQL Server
- BizTalk Server
- Team Foundation Services
- Sharepoint Server
- System Center Server

STB Products without License Mobility

- ✘ **Windows Server**
- ✘ **Remote Desktop Services**

Licence Mobility vs. Licencing on Azure

When is Licence Mobility right for your Windows Azure customer?

Great cost savings for customers running full-time cloud apps

While short-term workloads may best rely on the short-term licencing costs on Windows Azure, full-time workloads will cost significantly less if they utilize Licence Mobility.

Example: 2 ways to pay for a SQL Virtual Machine for a year*



Licence Mobility #1: Existing License under SA

SA-Only SQL Standard + IaaS Medium Virtual Machine	£1,463
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No-Licence-Mobility Example

IaaS Medium SQL Server Standard Virtual Machine (azure.com pricing)	£3,111
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* Example prices assuming MOSP 12-month pre-payment price and SQL Standard SA at £440

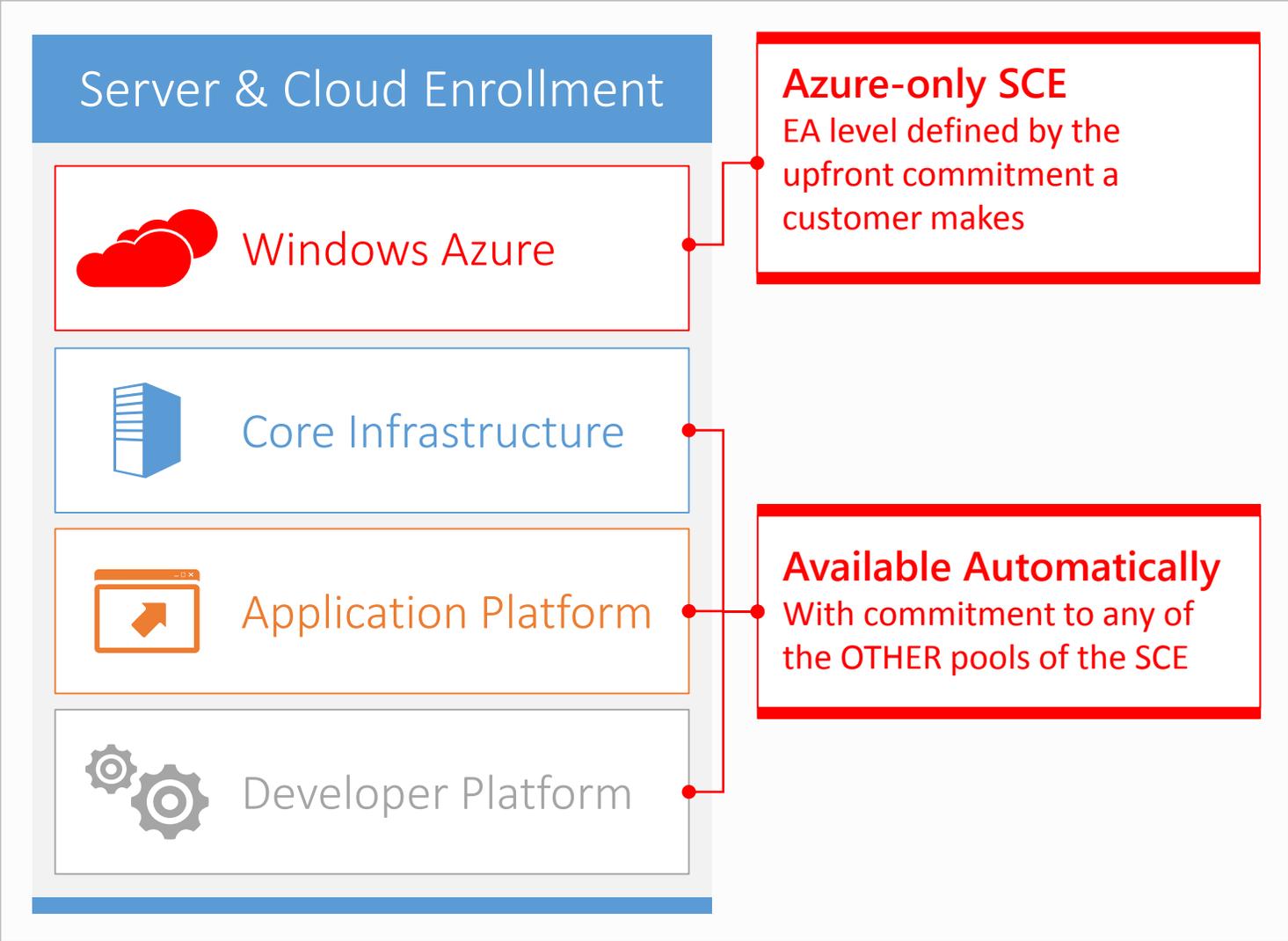
- Do customers have to leverage the Compute VM service in Azure to take advantage of Licence Mobility or can they receive discounted rates for Azure BizTalk or Azure SQL Services?

Licence Mobility is applicable to running an on-premise licence on shared infrastructure so an Azure VM is the appropriate service.

BizTalk and SQL services are for customers without on-premise licences.

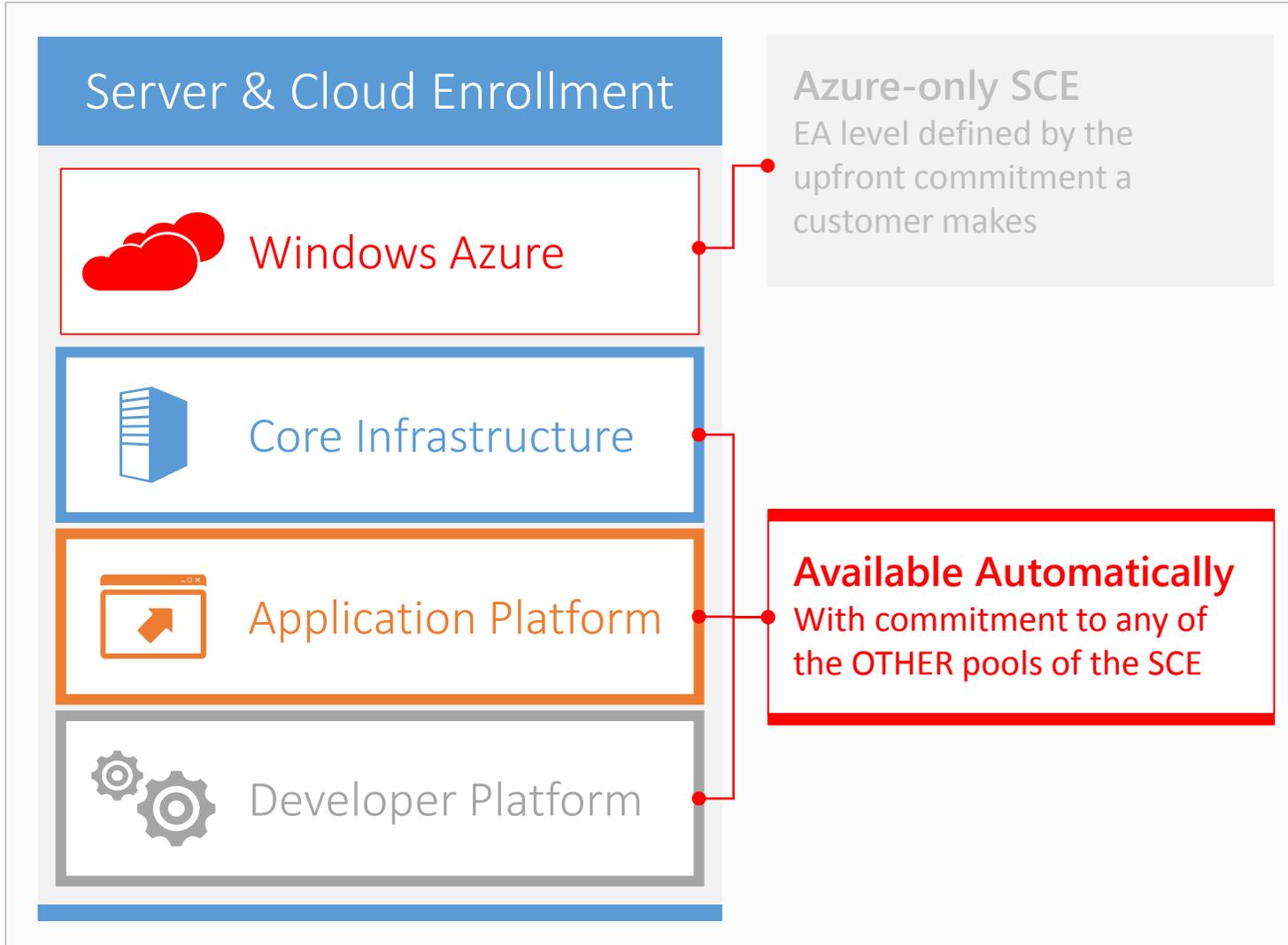


Server & Cloud Enrollment



Windows Azure can be licensed two ways through the Server & Cloud Enrollment (SCE)

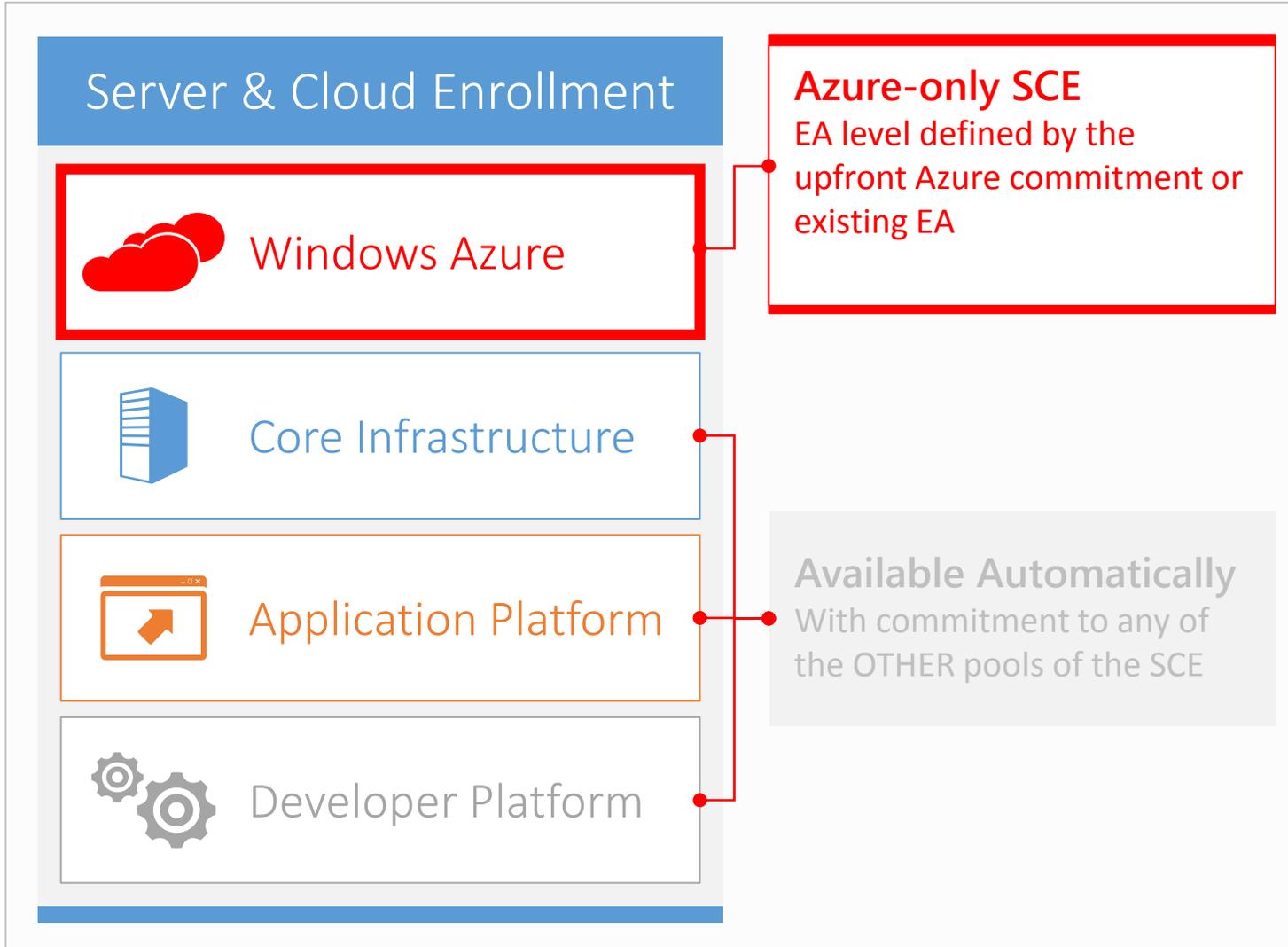
Azure for Committed SCE Customers



If they commit to another SCE component, SCE customers can just start using Azure

- Another 5% off your EA level pricing
 - ✓ No overage penalties
 - ✓ Billed quarterly
- What does “just start using” mean?
 - ✓ Pay for what you use
 - ✓ Upfront payment not required
- On-boarding help

Windows Azure-Only SCEs



Customers can also get Windows Azure alone in an SCE enrollment:

- 3 year contract*
- Raise/lower commit annually

Provided EA Price Level	Minimum Yearly Commitment (USD)
A	Up to \$179,999
B	\$180,000 - \$479,999
C	\$480,000 - \$1,000,799
D	\$1,000,800 +

* Minimum of \$24K is recommended.

Example: Azure-Only SCE LSS Empowerment

EA level based on commitment	
LSS-empowered EA Price Level	Minimum Yearly Commitment (USD)
A	\$24,000
B	\$180,000
C	\$480,000
D	\$1,000,800

Upfront commitment



Example:

EA Discount	
A	27%
B	30%
C	33%
D	36%



Level A Customer signs a Windows Azure-only SCE for \$200K/year (3yr)

Impact:

- Upfront payment of \$200K
- Customer gets Level B pricing

- Will this new purchase simplicity be extended to existing EA/EWA customers or is this unique to new enrollments?

These benefits will be available to existing customers
- new lower prices and removal of overage.



• What discount rate would a customer achieve for Azure services if they attained level D pricing through SCE with Application Platform?

- A. Depends on their upfront monetary commitment
- B. 0%
- C. 5%
- D. 27%
- E. 30%
- F. 33%
- G. 36%
- H. 41%



EA Level	Discount
A	27%
B	30%
C	33%
D	36%

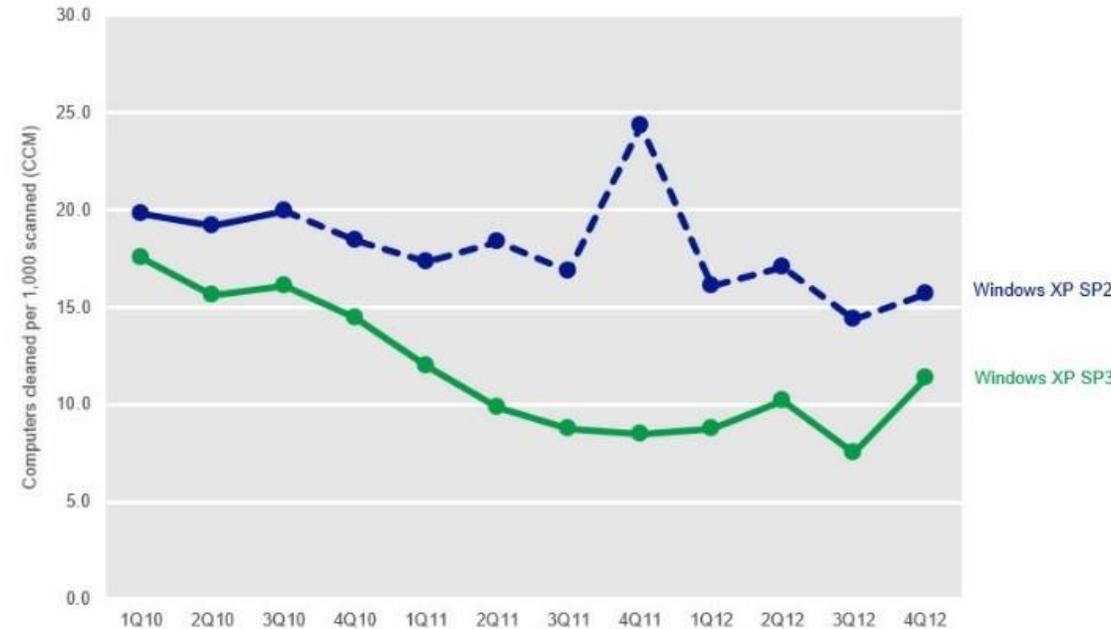
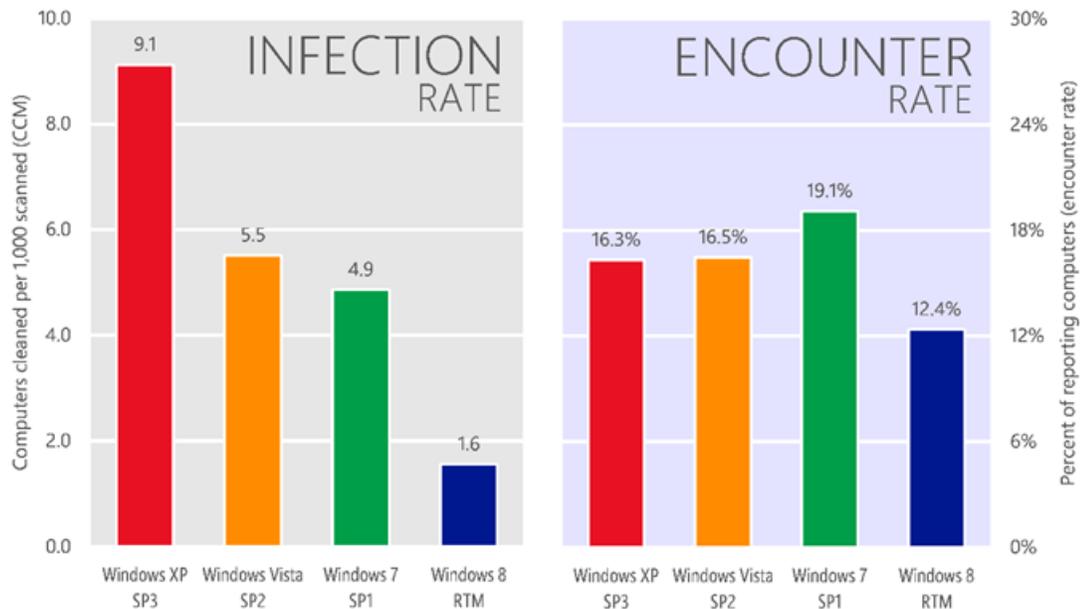


AOB

SkyDrive is still SkyDrive at the moment.

No news on SteveB v2.0

Please migrate off Windows XP or disconnect it!





Break a World Record

Microsoft

GUINNESS
WORLD RECORDS

Join us for a beta test of
Age of Ascent[®] – plus a
Guinness World Record
attempt!

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Resources

Resources

Azure EA Pricing Overview

<http://aka.ms/l40v42>



Pricing Overview for Windows Azure in Enterprise Programs

This page provides information on how Windows Azure is priced and billed for customers that purchase Windows Azure in one of the following programs:

- Enterprise Agreement (EA)
- Enterprise Agreement Subscription (EAS)
- Enrollment for Application Platform (EAP)
- Enrollment for Core Infrastructure (ECI)
- Enrollment for Education Solutions (EES)
- Enrollment for Windows Azure (EWA)

Customers and channel partners (in the case of our indirect channels) are guaranteed to receive the prices indicated in their Customer Price Sheet (CPS) or, in the case of an Enrollment for Education Solutions, their Windows Azure Amendment. There are the following instances where updated pricing will be provided to existing customers and channel partners outside of the Customer Price Sheet or the Windows Azure Amendment:

- Introduction of new Windows Azure services
- Price decreases that are made available to existing customers and channel partners

Customer and channel partners can view their pricing for an enrollment by logging into the [Windows Azure Enterprise Portal](#) and navigating to the price sheet page for that enrollment. *If you purchase Windows Azure indirectly through one of our channel partners, you will need to obtain your pricing updates from your channel partner.*

In addition to the updated pricing, this document also provides additional details on how usage is calculated for the various Windows Azure services.

Additional Detail

[Introduction of new Windows Azure services](#)

[Price decreases and billing model changes](#)

[Corrections to our pricing](#)

[Details on how usage is calculated and billed](#)

- [Cloud Services](#)
- [Data Management](#)
- [Virtual Machines](#)
- [Web Sites](#)
- [Business Analytics](#)
- [Networking](#)
- [Data Transfers \(except CDN\)](#)

Resources

Windows Azure Poster

<http://aka.ms/dizoid>



Windows Azure

Windows Azure is an open and flexible cloud platform that enables you to quickly build, deploy and manage applications across a global network of Microsoft-managed datacenters.

Build applications using any language, tool or framework. You can integrate your public cloud applications with your existing IT environment.

CLOUD SERVICES

VIRTUAL MACHINES

MOBILE SERVICES

Cloud Services consist of Internet facing Web roles and Worker roles that run background tasks. Web roles can offload computing jobs to Worker roles and can distribute work via queues to scalable pools of Worker roles. All roles can access data stores or other services.

Mobile Services is a turnkey backend solution running on Windows Azure servers that offers functions such as saving data, querying, managing identity and pushing notifications to phone. Additionally, you can run scripts on the server to execute custom logic when doing CRUD operations.

GLOBAL

With 8 data centers worldwide, and a worldwide Content Delivery Network, you can build applications that provide the best experience even to the most remote places.

ANY LANGUAGE

Windows Azure allows you to use any language, framework or code editor to build applications, including .NET, PHP, Java, Node.js, Python and Ruby. Client libraries are available on GitHub.

OPEN PROTOCOLS

Windows Azure features and services are exposed using open REST protocols.

CONNECTED

Use the Windows Azure robust messaging capabilities to deliver hybrid solutions that run across the cloud and on-premises. Expand your data center into the cloud with Virtual Networking.

RICH APPLICATION SERVICES

Windows Azure provides a rich set of applications services, including SDKs, caching, messaging and identity.

DATA

You can store data using relational databases, NoSQL and unstructured blob storage. You can use Hadoop and business intelligence services to mine data for insights.

ALWAYS ON

Windows Azure supports a deployment model that enables you to upgrade your application without downtime.

SELF HEALING

Windows Azure provides automatic OS and service patching, built in network load balancing and resiliency to hardware failure. Windows Azure delivers a 99.95% monthly SLA.

SELF-SERVICE

It is a fully automated self-service platform that allows you to provision resources within minutes.

ELASTIC RESOURCES

Quickly scale your resources based on your needs. You only pay for the resources your application uses.

ENTERPRISE READY

Backed by industry certifications for security and compliance, from ISO 27001, SSAE 16, HIPAA BAA and E.U. Model Clauses.

COMPUTE

CLOUD SERVICES
With Cloud Services, you can quickly build and manage multiple applications across Windows Azure. Benefits include automatic scaling, and automatic health monitoring for continuous availability.
- Scale horizontally (i.e. scale up or scale out)
- Scale vertically (i.e. scale up or scale down)

VIRTUAL MACHINES
With Virtual Machines, you can build almost any server or desktop application across Windows Azure. Benefits include automatic scaling, and automatic health monitoring for continuous availability.
- Scale horizontally (i.e. scale up or scale out)
- Scale vertically (i.e. scale up or scale down)

DATA SERVICES

SQL DATABASE
For applications that require a full featured relational database, you can use SQL Database. It is a fully managed, scalable, and highly available database service.
- Fully managed (i.e. no need to manage the database)
- Scalable (i.e. scale up or scale down)
- High availability (i.e. no single point of failure)

STORAGE
Storage services provide multiple options for storing data in the cloud, and access to your business machine. Benefits include automatic scaling, and automatic health monitoring for continuous availability.
- Scale horizontally (i.e. scale up or scale out)
- Scale vertically (i.e. scale up or scale down)

APP SERVICES

INSIGHTS
Based on Azure Monitor, Insights provides a comprehensive view of your application's performance and health. Benefits include automatic scaling, and automatic health monitoring for continuous availability.
- Real-time monitoring (i.e. no need to manage the application)
- Scalable (i.e. scale up or scale down)

CACHING
Cache your application's data and static content in the cloud, and access to your business machine. Benefits include automatic scaling, and automatic health monitoring for continuous availability.
- Fully managed (i.e. no need to manage the cache)
- Scalable (i.e. scale up or scale down)

WINDOWS AZURE ACTIVE DIRECTORY
Windows Azure Active Directory is a fully managed, scalable, and highly available directory service. Benefits include automatic scaling, and automatic health monitoring for continuous availability.
- Fully managed (i.e. no need to manage the directory)
- Scalable (i.e. scale up or scale down)

NETWORKING

VIRTUAL NETWORK
Windows Azure Virtual Network enables you to create and manage virtual networks, subnets, IP addresses, and DNS servers. Benefits include automatic scaling, and automatic health monitoring for continuous availability.
- Fully managed (i.e. no need to manage the network)
- Scalable (i.e. scale up or scale down)

CONNECTIONS
Windows Azure Connections enables you to create and manage virtual connections, subnets, IP addresses, and DNS servers. Benefits include automatic scaling, and automatic health monitoring for continuous availability.
- Fully managed (i.e. no need to manage the connections)
- Scalable (i.e. scale up or scale down)

Resources

Windows Azure Training Kit

<http://aka.ms/cthflp>

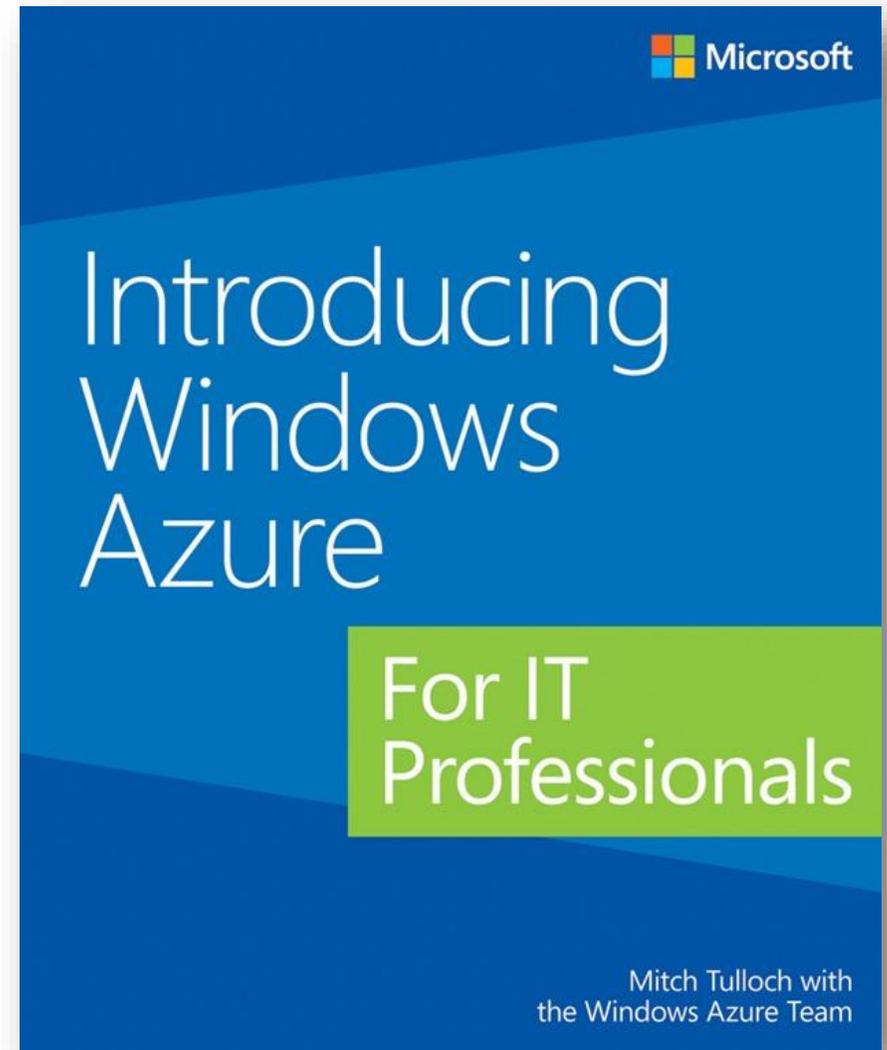


A screenshot of the Windows Azure website's Licensing FAQ page. The page header includes the Windows Azure logo, navigation links (HOME, PRICING, DOCUMENTATION, DOWNLOADS, STORE, COMMUNITY, SUPPORT, ACCOUNT), and a search bar. Below the header, there are links for 'calculator', 'purchase options', 'member offers', and 'free trial'. The main content area is titled 'Licensing FAQ' and 'Top Licensing Questions on Windows Azure'. It contains several Q&A pairs, each starting with a blue 'Q:' and followed by a green 'A:'. The questions cover topics like licensing SQL Server in Windows Azure Virtual Machines, moving Windows Server 2012 licenses, System Center license requirements, and running SQL Server Enterprise Edition on Windows Azure. The page ends with a 'Free trial' button and a Windows logo in the bottom right corner.

Resources

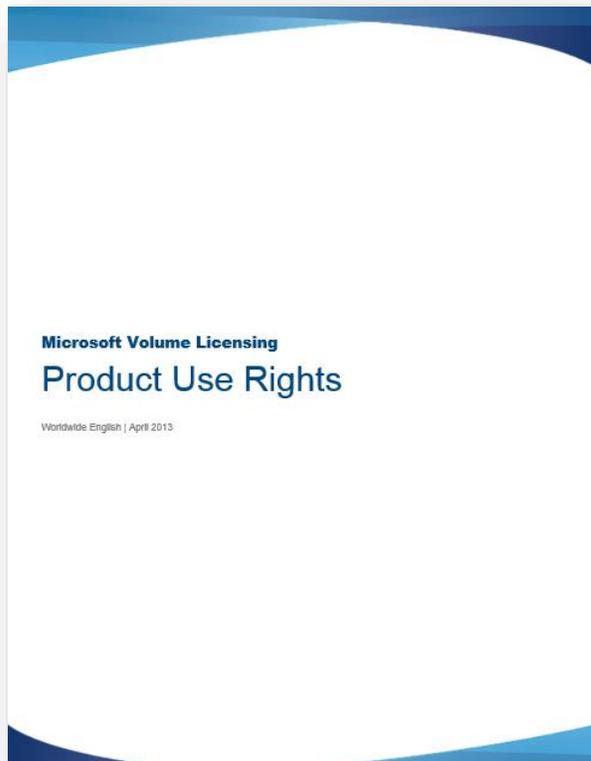
Free ebook for IT Pros

<http://aka.ms/ekgfth>



Resources

www.microsoft.com/en-in/licensing/about-licensing/product-licensing.aspx



Resources

Customer Licensing Education Services

<http://aka.ms/cz13p4>



When	What	Where
19 th November	Licensing Product & Program Fundamentals (Public Sector)	London
18 th December	Licensing Product & Program Fundamentals	London
22 nd January	Licensing Product & Program Fundamentals	London
26 th February	Licensing Product & Program Fundamentals (Public Sector)	London
18 th March	Licensing Product & Program Fundamentals	London
30 th April	Licensing Product & Program Fundamentals	London
28 th May	Licensing Product & Program Fundamentals (Public Sector)	London
18 th June	Licensing Product & Program Fundamentals	London



Microsoft

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