



# Microsoft's Cloud Services Platform

Build new applications or extend your existing applications into the cloud using familiar technology and tools in new ways to achieve web-capable scalability. Focus on building solutions—let Windows® Azure™ manage the infrastructure.

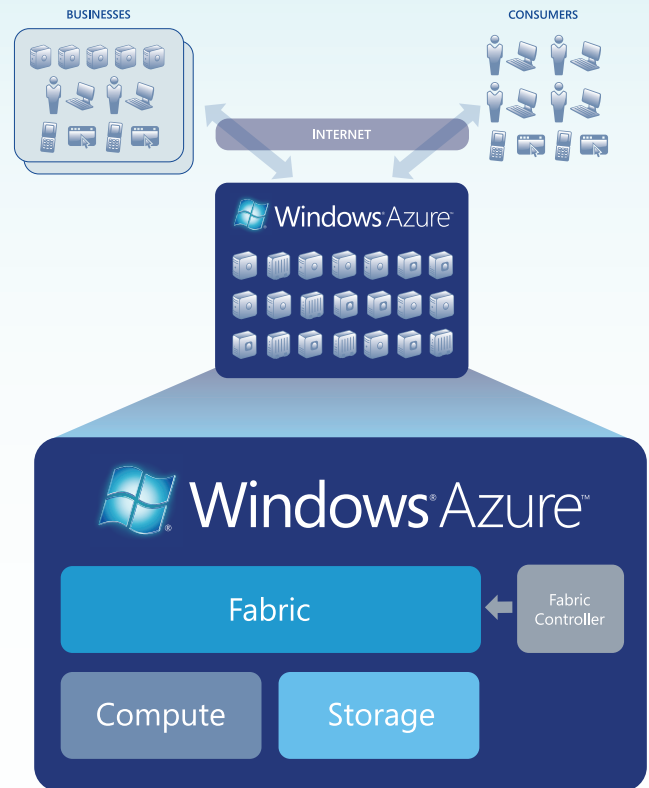
Windows Azure is an Internet-scale cloud services platform hosted in Microsoft data centers, which provides a platform and a set of services that can be used individually or together. Windows Azure's flexible and interoperable platform is used to build new applications to run from the cloud or enhance existing applications with cloud-based capabilities. Windows Azure simplifies maintaining and operating applications by providing on-demand compute capabilities and storage to host, scale and manage web services and connected applications.

### Windows Azure is a good choice for:

- IT customers who want to extend into the cloud and integrate existing on-premises applications with cloud-based services.
- ISVs who require internet scalability with global reach with lower administrative overhead.
- Web and application developers who want to leverage their existing expertise with familiar tools.

### Delivering Software + Services

Windows Azure is the latest technology in Microsoft's Software + Services strategy, which helps meet the growing demand for flexibility and a common experience across devices, on-premises applications and cloud-based services. Windows Azure provides an environment for developing, operating, migrating and managing applications using a common toolset.



*Windows Azure delivers rich application experiences for businesses and consumers via PC, web and mobile devices.*

IDC sees the launch of Windows Azure and Windows Azure platform as a first step in a long evolutionary path that customers will take moving them from today's self-hosted IT to consuming a hybrid of both internally and externally hosted services, and if so desired, could eventually support a fully outsourced model.

—IDC Insight, *Microsoft Unveils Cloud Services Strategy and the Azure Services Platform:*

*Managing Customer Expectations and Competitive Pressures as Solution Evolves Is Key*, Nov 2008, Doc #215034

## The Windows Azure Platform

The Windows Azure platform, combined with your applications, creates new opportunities to reach and interact with users via the Internet.

**Windows Azure** is the cloud computing services platform from Microsoft that serves as the development, service hosting and service management environment for the Windows Azure platform. Windows Azure, Microsoft SQL Azure, the Windows Azure AppFabric Service Bus and Access Control and the Windows Azure Content Delivery Network (CDN) are key components of the Windows Azure platform.

**Microsoft SQL Azure** extends the capabilities of Microsoft SQL Server into the cloud as a web-based, distributed relational database.

**Windows Azure AppFabric** helps developers connect applications and services in the cloud or on-premises. It provides a Service Bus for connectivity across network and organizational boundaries, and Access Control for federated authorization as a service.

### Virtualization and Abstraction

Windows Azure is a "fabric" of virtual machines providing a set of cloud-based application services including:

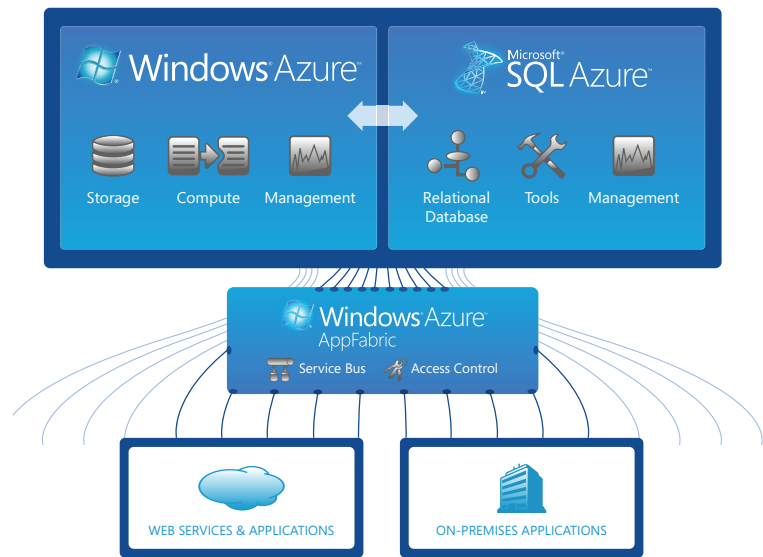
#### Compute Services

Web and compute application components scale independently as needed.

#### Data Storage Services

Simple, durable, and scalable data storage is managed automatically.

#### Services Management



*The Windows Azure platform*

The Windows Azure Fabric Controller provides automatic management, provisioning and scaling.

#### Security and Control

Storage encryption, access authentication, and over-the-wire encryption are available.

#### Microsoft Data Centers

The Windows Azure platform is hosted in Internet-accessible, distributed Microsoft data centers providing availability, scalability, and continuity with the benefits of state-of-the-art security processes.

#### Rich Development Environment

Developers create Windows Azure applications and services using familiar programming models and tools such as Visual Studio 2010.

**The Windows Azure platform can be an essential part of your IT portfolio by:**

- Automating critical system management tasks, freeing you to focus on the needs of your customers and users.
- Providing scalable computing and storage capacity, eliminating the need for additional hardware to meet unpredictable spikes in usage.
- Extending on-premises applications to the cloud, enabling advanced interactions with consumers, business partners or other organizations.

#### Resources and Links

- ▶ **For more information, visit:**  
[WindowsAzure.com](http://WindowsAzure.com)
- ▶ **Get started today:**  
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