



# Azure™ Services Platform



*SQL Data Service is a cloud-based relational database platform built on Microsoft® SQL Server® technologies. With SQL Data Service, you can easily provision and deploy traditional RDBMS database solutions to the cloud. These take advantage of a globally distributed data center that provides enterprise-class high-availability, scalability, and security with the benefits of self-healing and data protection infrastructure.*

## Internet-Facing Database Services

SQL Data Service (SDS) is built on the enterprise-class SQL Server relational database and Windows Server® technologies. It provides the following benefits:

- It helps developers to quickly build or extend applications to run in the cloud environment.
- It helps maintain low-cost management with a highly scalable infrastructure.
- It helps maintain business-ready reliability, security

### SQL Data Service Highlights

- Relational data model - easily migrate existing database applications to the cloud
- Access cloud data in the same way as an on-premise SQL Server instance
- Pay as you grow service model
- Enterprise class data center without the administrative overhead

features, and availability for continuity.

## Microsoft Azure Services Platform Vision

The Microsoft® Azure Services Platform vision meets the needs of the evolving data explosion and the next generation of data-driven Web

applications by providing a diverse set of Internet-based tools and services designed to help organizations take advantage of the power of the Internet while maintaining control over their applications.

### Business Scenarios

- New types of data-driven Web 2.0 applications are emerging. Developers want to build interconnected database applications quickly and integrate end-to-end mash-ups with existing applications. They want to focus more on innovating with data and less on setting up infrastructure.
- Businesses are looking for ways to lower their upfront CapEx costs, quickly scale to meet growing demands, and offset rising data management costs.
- Customers want highly secure access to information on any device from anywhere.
- Workgroup applications (i.e. small branch and departmental databases built on SQL Server Express/Access with no DBA and IT visibility)
- ASP.NET apps built on Azure platform applications (i.e. Cloud-applications hosted in the Azure platform)
- Business ISVs building multitenant SaaS-type LOB applications like PLM, Content/record management

that require massive scale and enterprise class availability.

- New application scenarios like central, cloud-based repository of data to be accessed by multiple/mobile users on multiple devices from anywhere.
- Innovative Internet-based applications that use new data models for distributed client applications on multiple devices.

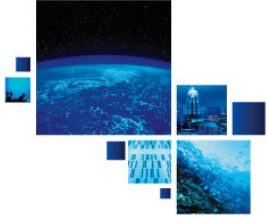
### Developer Agility

By using SQL Data Service, developer agility and quick deployments are ensured through a familiar data access interface and a relational data model that supports the tools developers are already familiar with.

### Relational Data Model and Familiar Tool Support

SQL Data Service is built on the Microsoft CloudDB platform; a highly scalable database platform for the Internet based on the solid foundation of SQL Server. The relational data model used by SQL Data Service provides the same core database features as SQL Server; making it easy to develop an application in an on-premise SQL Server instance and then deploy the database schema and data to the SQL Data Service.

Applications access SQL Data Service across the Internet by using the same Tabular Data Stream



endpoint as SQL Server. This enables developers to use the same network libraries, data access components, and development tools as they use to access on-premise SQL Server data stores.

Developers can use familiar data access technologies like ADO.NET, ODBC, and JDBC; and take advantage of new innovations in data programmability through technologies like LINQ, the ADO.NET Entity Framework, and ADO.NET Data Services.

### **Create Innovative New Solutions**

SQL Data Service is the relational data store for the Microsoft Azure platform. As you build new solutions that take advantage of the possibilities of cloud-based software services, you can take advantage of the relational database services provided by SQL Data Service to complement the simple blob and property storage capabilities of Azure Storage. With SQL Data Service, you can explore new data patterns to build the next generation of Internet services and implement centralized data storage for multiple users, applications, and devices.

### **Flexibility and Scale**

Gain business flexibility and scale with the ability to pay as you grow without limits, reduce hardware procurement and management needs, and access data virtually anytime, anywhere.

SQL Data Service also provides self management features that enable developers to focus on developing business applications and removes

concerns about managing data recovery and availability.

### **Scale As Needed, Without Limits**

Scale easily with low upfront costs and a pay as you grow model. Provision only the data storage you need, and then extend your storage solution as your application grows or to cope with cyclical database utilization increases. SQL Data Service is built on a geo-distributed data center with virtually unlimited scalability.

### **Lower Total Cost of Ownership (TCO)**

Save money by using commodity hardware to interact with SQL Data Service and eliminate additional database-related hardware costs. Save time and management costs with self-healing features of the service that remove the need for maintenance.

Speed time-to-deployment with auto-provisioning—this offers on-demand database procurement, which removes the manual steps required to provision on-premise hardware.

### **Access Any Amount of Data Virtually Anytime, Anywhere on the Web**

SQL Data Service offers near anytime access to your data. Using your credentials, almost any device with an Internet connection can access it.

### **Business-Ready Reliability and Continuity**

Gain reliability and security features with the enterprise-class Microsoft data infrastructure and features that offer high levels of data protection.

### **Business-Ready SLAs**

Use the proven Microsoft data platform infrastructure and large geo-dispersed data centers. Take advantage of the SQL Server relational database architecture that extends to the cloud to include security, compliance, and high availability. Web service ISVs can easily create multi-tenant solutions, providing the required isolation between tenant data while simplifying provisioning and management.

### **Protect Against Data Loss**

Help ensure high availability by using the SQL Data Service—it manages multiple geo-replicated copies of the data and provides transactional consistency across multiple copies.

### **Secure Your Data**

Help maintain confidentiality and privacy through highly secure login access and network encryption.

### **Additional Information**

For more information, see:

- Product page: <http://www.microsoft.com/sqlserver/2008/en/us/data-services.aspx>
- MSDN Developer Center: <http://msdn.microsoft.com/en-us/sqlserver>
- SQL Data Service Developer Center: <http://msdn.microsoft.com/en-gb/sqlserver/dataservices/default.aspx>
- SQL Data Service Team Blog: <http://blogs.msdn.com/ssds>

