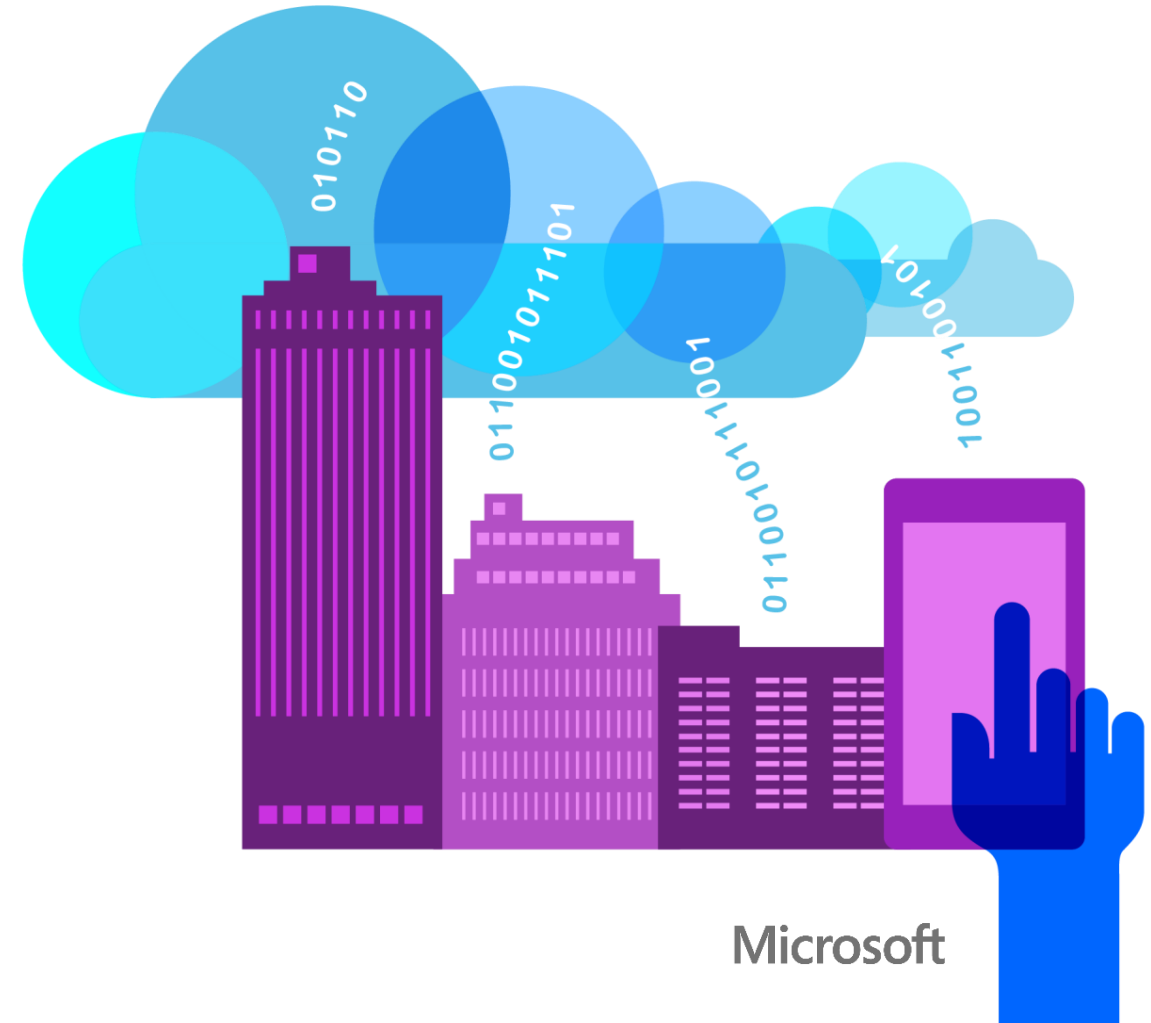


# Oportunidades de desarrollo para Partners MPN



Ethel García-Simón Matachana  
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Responsable de producto y canal  
de Visual Studio.



# Objetivo

- Equipo Visual Studio en Microsoft
- Conocer el mensaje de Microsoft desde el punto de vista de desarrollo de Apps.
- Conocimientos básicos de licenciamiento y escenarios Dev.
- Entornos de nube y desarrollo.
- Promociones y recursos

# Equipo de Visual Studio

- Presentación Equipo
- Competencias relevantes (AD & ALM)
- Trabajo durante el año
  - Oportunidades
  - Apoyo venta de servicios y licencias
  - Resolución de dudas Visual Studio y MSDN
  - Dimensionamiento licenciamiento.
- Acciones Marketing
  - [Newsletter](#) & Casos de estudio
  - Eventos
  - Otros ....



**Cualquier compañía es  
una compañía de software**

**70%-80%**

de las empresas crean  
software a medida

*Forbes*

**25%**

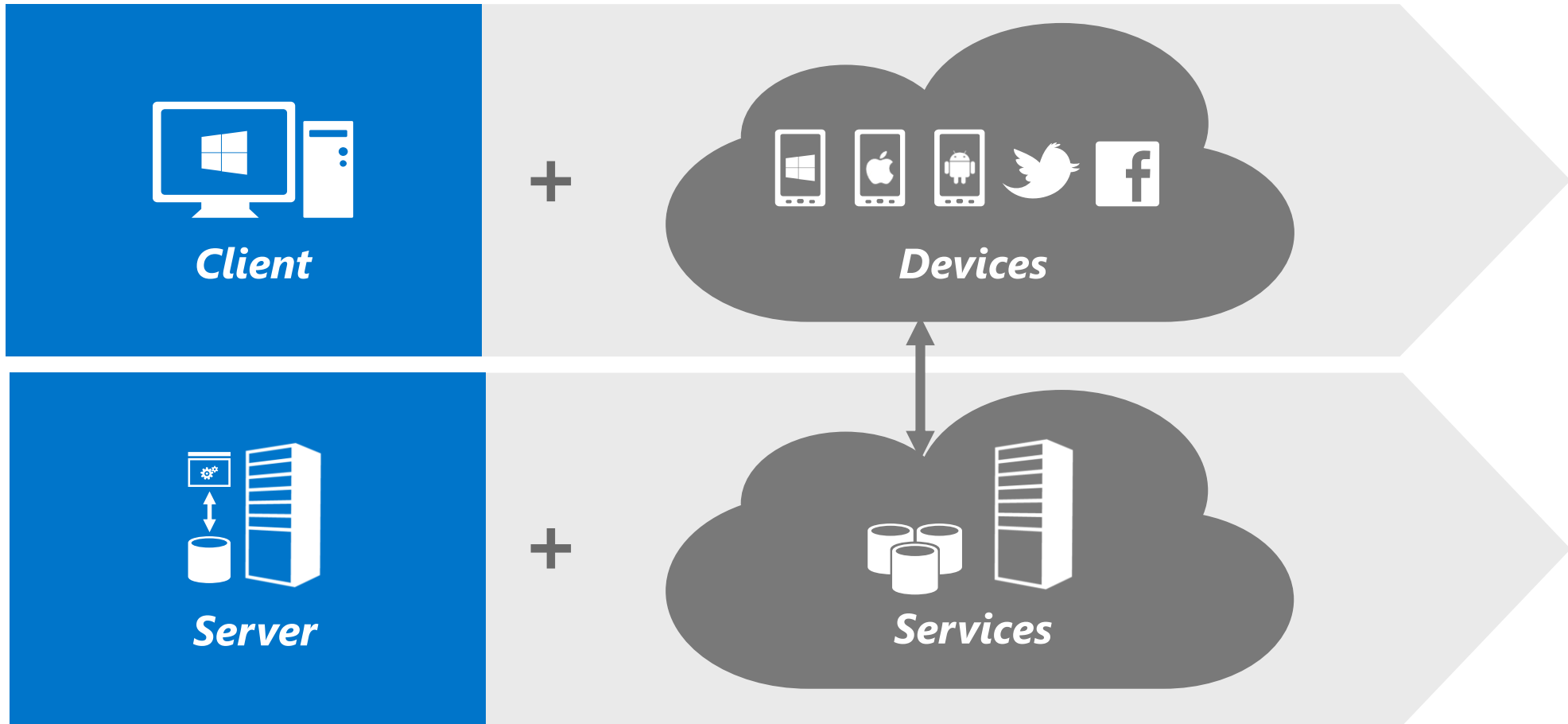
del gasto en software se  
destina a nuevas soluciones  
desarrolladas a medida

*Forrester*

# Tendencias de TI



# Aplicaciones de Negocio Modernas



**Patrones  
establecidos**

**Patrones  
emergentes**

# Visual Studio · Herramientas para desarrollo software

Desarrollador

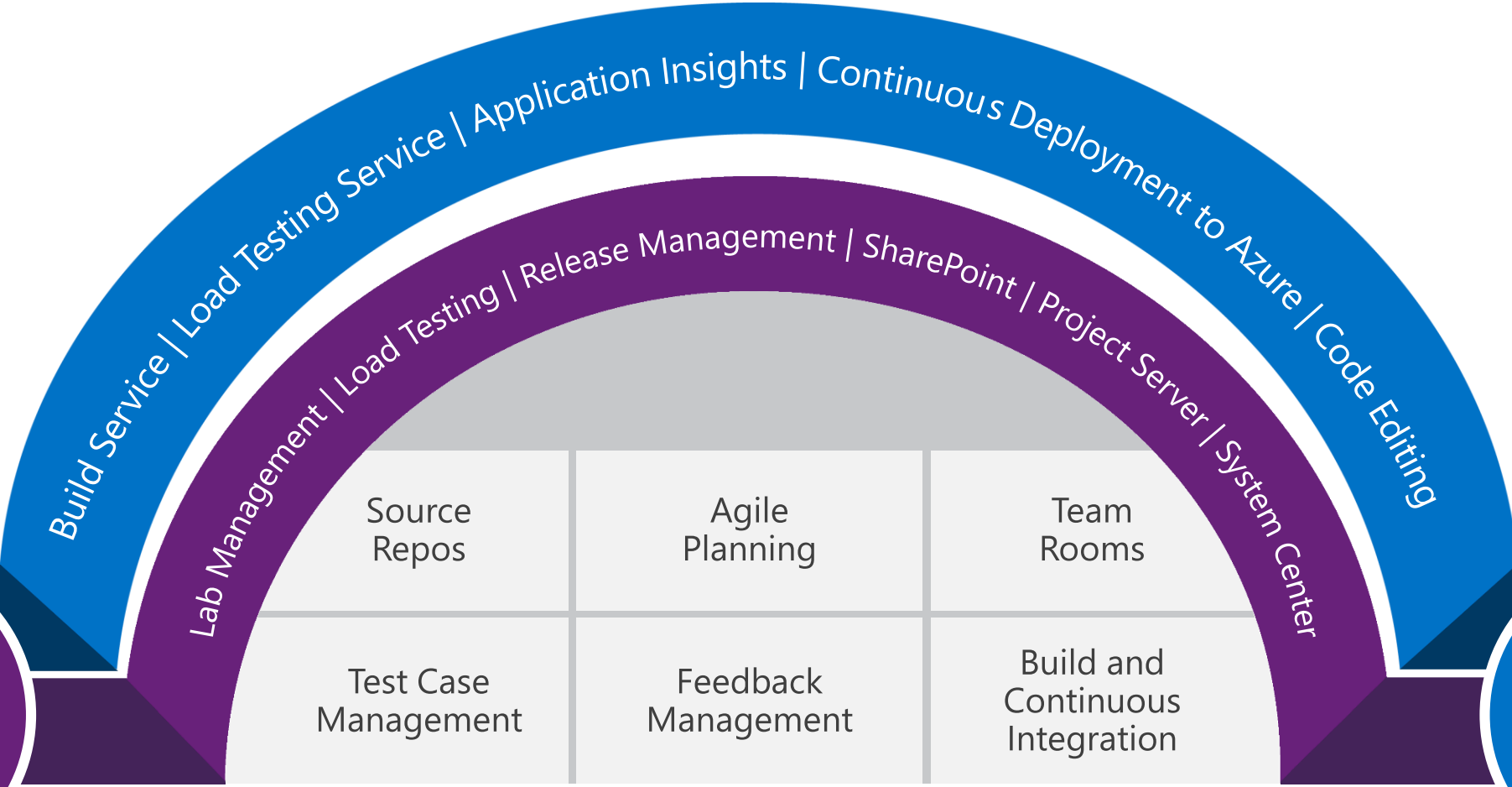


**Equipo de Desarrollo**

Jefe de proyecto  
Analista funcional  
Probador/tester  
Administrador BD  
Administrador IT  
...



# ALM your way



Team Foundation Server



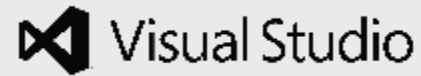


## Misión crítica y complejidad

- IntelliTrace Anywhere
- Pruebas Web, Pruebas de carga (TFSservice)
- Explorador de Arquitectura
- Diagramas UML 2.0 (Activity, Use Case, Sequence, Class, Component)
- Diagrama de capas y validación de dependencias
- Microsoft Fakes & Stubs (TDD)

Microsoft  
**Expression Studio 4**  
Ultimate

Ultimate

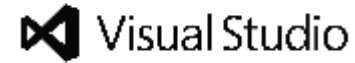


## Equipos de desarrollo orientados a calidad

- Métricas de código
- Cobertura de código
- Pruebas Coded UI
- Detección Código duplicado
- Revisiones de código
- Suspend/Reanudar tareas

Microsoft  
**Expression Studio 4**  
Web Professional

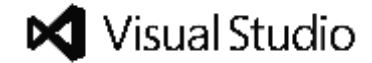
Premium



## Proyectos con calidad continua

- Gestión Planes de prueba
- Pruebas manuales y Fast-Forward
- Testeo Exploratorio
- Gestión de laboratorios
- Storyboarding con PowerPoint
- Gestión del Backlog
- Planificación de iteraciones
- Feedback Client

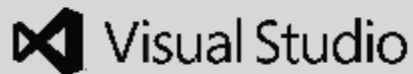
Test Professional



## Desarrollo con alta productividad

- Windows Desktop y Phone Apps
- Windows Store Apps
- Web and Cloud Websites y Servicios
- Desarrollo para Office y SharePoint
- Blend for Visual Studio
- LightSwitch
- Framework Testing extensible
- Análisis de código estático
- Profiling avanzado
- Refactoring
- Depuración de gráficos
- Extensibilidad (a terceros)
- Diagramas (solo lectura)
- Team Explorer

Professional



## Equipos integrados entrega de valor continua

- Gestión de proyectos
- Segmnto. Work Items
- SCM
- Informes
- Servicios de Build
- Análisis PreEmptivo

- Agile Task Boards
- Integrac. System Center

Team Foundation Server

# Visual Studio y MSDN · Licenciamiento (2013 es similar)

Visual Studio y la suscripción MSDN se licencian **por usuario**, no por instalación  
Visual Studio con la suscripción MSDN es **indivisible**

## Equipo de Desarrollo **Microsoft**



## Otros Equipos de Desarrollo y Administradores de Sistemas usando plataforma **Microsoft**



# Oportunidad en MSDN Platforms

- **Entorno** de preproducción, desarrollo o pruebas.
- Una **licencia por usuario** correspondiente para el software que usa.
- La compra de licencia nueva para estos fines, puede llegar a ser muy caro y difícil de administrar solo con fines de desarrollo o pruebas.
- MSDN Platforms es una suscripción de Microsoft que proporciona a los **departamentos de TI** una manera rentable de adquirir licencias para el software de Microsoft para los usuarios que participan en el proceso de desarrollo y pruebas
- **Otros Escenarios:** (como el personal de operaciones de TI que configura laboratorios de desarrollo y pruebas, o desarrolladores de Java que crean aplicaciones para plataformas Microsoft), pero que no requieren las herramientas de desarrollo de Visual Studio.

## Características de MSDN Platforms

### Software para entornos de producción

- Team Foundation Server
- Team Foundation Server CAL

### Software para entornos de desarrollo y pruebas

- Windows, Windows Server
- Microsoft SQL Server
- Microsoft SharePoint Server
- Microsoft Exchange Server
- Windows Embedded
- Microsoft Dynamics
- Todos los demás servidores

### Otros Beneficios

- Dos incidentes de soporte técnico
- Dos colecciones de cursos de Microsoft E-Learning
- Soporte técnico prioritario en los foros de MSDN
- Soporte técnico prioritario en los foros de TechNet
- Online Concierge
- MSDN Magazine

# Beneficios de MSDN

## Qué es una suscripción MSDN?

La suscripción de MSDN es un valor añadido para los desarrolladores profesionales, equipos y organizaciones. Proporciona acceso a un área privada de descarga con más de 12.000 productos de software Microsoft, tanto versiones del pasado como las versiones más recientes, ofrece recursos únicos con las mejores condiciones económicas.

## Resumen de beneficios de MSDN:

- Windows 8 y todas las versiones de todos los sistemas operativos de Microsoft para desarrollo y pruebas. Se trata de versiones completas de los sistemas operativos, no versiones de evaluación que tienen una limitación de tiempo.
- Cuentas gratuitas de desarrollo para las Stores de Windows 8 y Windows Phone. (Para subir apps que estés desarrollando a la Store).
- Acceso a Windows Azure para desarrollo y prueba
- Todas las versiones de SQL Server para desarrollo y pruebas, y dependiendo del nivel de suscripción el resto de servidores Microsoft (Sharepoint, Exchange...)
- Visual Studio 2013 y versiones anteriores.
- Team Foundation Server y licencia de acceso a Team Foundation Server
- Microsoft Office 2013/ Office 365 y versiones anteriores para poner en producción (solo dentro de las suscripciones Premium y Ultimate)
- incidencias de soporte técnico de Microsoft
- Apoyo de grupos de noticias técnicas
- Consultas técnicas On-Line
- MSDN Library (más de 12.000 aplicaciones Y RECURSOS TÉCNICOS)
- Descuentos eventos de Microsoft
- Ofertas diversas y promociones.
- Más info [aquí](#)

msdn subscriptions

Buscar MSDN con Bing



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[Página principal](#)

[Mi cuenta](#)

[Comprar](#)

[Renovar o actualizar](#)

[Descargas para suscriptores](#)

[Claves de productos](#)

[Ayuda](#)

msdn

# Licenciamiento a Partners

En el siguiente enlace puedes acceder a la Web de MPN puedes ver los derechos de usos de las licencias que se entregan como beneficio del programa de partners: (en amarillo los párrafos claves) –

<https://mspartner.microsoft.com/en/us/pages/membership/software-licensing-benefits-faqs.aspx>

**RESUMEN:** El uso de licencias de Partner solo es interno y para crear proyectos que no den beneficios directos a la compañía.  
Empresas que crean software y lo venden = ISV → las personas que desarrollan el software SI PODRIAN usarlas.  
Consultoría , desarrollo a medida y cualquier customización = NO PODRÍAN USARLAS y necesitan comprar

## Q: What kinds of software use does the Microsoft Partner Network allow?

A: The Microsoft Partner Network grants software licenses only for internal business needs, customer demonstrations, and internal training purposes. These licenses cannot be used for direct revenue-generating, commercial purposes. For example, partners may not use the software licenses to engage in website or email hosting for monetary compensation. (Hosting policies are covered under the Services Provider License Agreement [SPLA]).

Additionally, the Partner Network provides subscription licenses to Microsoft Visual Studio with MSDN and TechNet for Microsoft Competency Partners, which supply designated licenses for partners' development needs and for evaluation purposes, respectively.

Software licenses may not be resold, transferred, or assigned to any third party.

## Key licensing terms:

- *Internal use* is defined as use in a production environment for general internal business purposes and not for any type of commercial purpose. For example, installing the Windows Server 2008 R2 operating system and Microsoft Exchange Server 2010 to set up an email system that you can use to send business-related email is acceptable. However, production use for external commercial purposes, such as hosting a commercial website, is outside the scope of these rights. Licenses are provided for the latest released versions of Microsoft software only. Licenses are not available for downgrade rights.
- *Customer demonstration licenses* may be used for demonstration purposes only, by partners that have attained Microsoft competencies. Sales and marketing employees of these organizations may use relevant software on internal computers to showcase the product to customers. The product cannot be left with the customer after the demonstration has been completed. Licenses are provided for the latest released versions of Microsoft software only. Licenses are not available for downgrade rights.
- *Internal-training licenses* can be used for training internal employees only. These licenses cannot be used for customer training or for any commercial purpose. Licenses are provided for the latest released versions of Microsoft software only. Licenses are not available for downgrade rights.
- *Development tools and subscriptions* cannot be used for direct revenue-generating activities. For example, you cannot develop a custom solution for one of your customers for a fee. However, development tools and subscriptions can be used to create a commercial application on the Microsoft platform, which you can then sell to customers.
- *MSDN user licenses* allow designated employees to use the available software for the design, development, testing, and demonstration phases of application development.
- *TechNet for Microsoft Competency Partners* user subscriptions allow licensed users to evaluate software only. These licenses cannot be used in a live production environment.

Note: MSDN and TechNet Subscription licenses are single-user licenses only. Everyone who uses any of the MSDN or TechNet Subscription software must be granted a subscription license at the same subscription level. MSDN and TechNet Subscription benefits offered through the Software License Benefits program allow access only to software downloads and product keys. Partners do not receive other subscription benefits, such as access to Forums, Online Chat, Microsoft E-Learning, and support incidents; however, similar benefits are provided through the Microsoft Partner Network.

# Why Cloud Computing?





75%

75% of IT Managers report that they are using or evaluating Cloud Computing.



Agility and Innovation



Scale and Economics

# Patrones del Cloud Computing



IaaS

Infrastructure-as-a-Service

host



PaaS

Platform-as-a-Service

build



SaaS

Software-as-a-Service

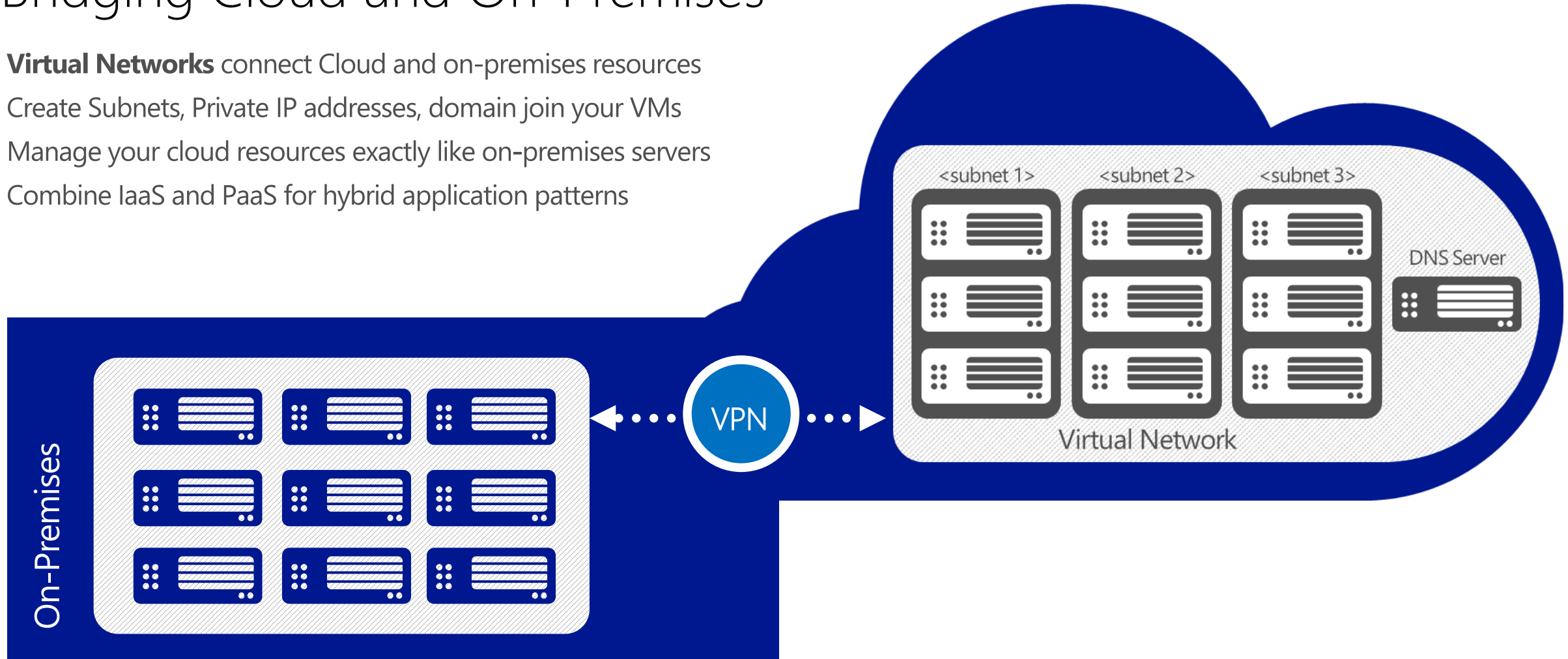
consume



# Extension del datacenter a la nube

## Bridging Cloud and On-Premises

- Virtual Networks** connect Cloud and on-premises resources
- Create Subnets, Private IP addresses, domain join your VMs
- Manage your cloud resources exactly like on-premises servers
- Combine IaaS and PaaS for hybrid application patterns



# Escenarios de desarrollo y pruebas en la nube



## 01: Team Member Desktop

Each team member requires a workstation with IDE and role-specific/project-specific tools installed to be productive.



## 02: Team Collaboration Environment

Development teams collaboratively design, develop and deploy applications using one suite of services accessible from anywhere, anytime.



## 03: Pre-Production

Developers and teams need lab environments for integration and QA.

## 04: Production

Environments for deployment.



# 01: Team Member Desktop



Team Member

Get as much power as you want and need!



Virtual Machines

Spin up powerful virtual machines **in less than 5 minutes**

**Standardize** the team member desktop

**Lock down and secure** the team member desktop

Create specific development environments for different **projects**

Use the **full power of Visual Studio** from other OSs, low-power devices or tablets

Access your development environment from **anywhere, anytime, any device**

# 02: Team Collaboration Environment



Get started in minutes ... with a complete ALM solution!



Visual Studio Online



Team  
Foundation Server

**Design, develop and deploy** applications using ALM services accessible anywhere, anytime

Ramp up a **new project in minutes**

Host code and **project data in the cloud**

**Integrate external resources** and stakeholders

Use **shared cloud services** for load testing and build

Extend your ALM infrastructure to the cloud for **massive scale**

# 03: Pre-Production



Virtual Machines



Web Sites



Cloud Services



SQL Database

## Improve Quality with individual Developer labs!

Each developer can **self-provision** snapshots that mirror the production environment

Developers perform **unit and integration testing** in isolated individual environments

Production issues or **incompatible code** are discovered earlier

Individual resources can be provisioned for free using **MSDN credits**

**Increase agility** by provisioning on-demand environments when needed

## Improve team agility and resource efficiency!

Agility through **self-provisioning** of lab and test environments

**Realistic scale testing** in environments that mirror production

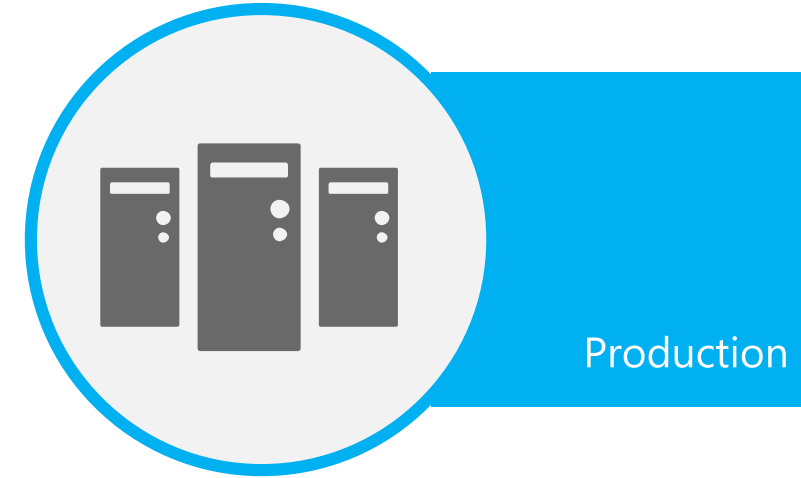
**Lift and shift** application environments to the cloud

Connect cloud and on-premises resources for **hybrid applications**

**Save money** by eliminating over-provisioning

# 04: Production

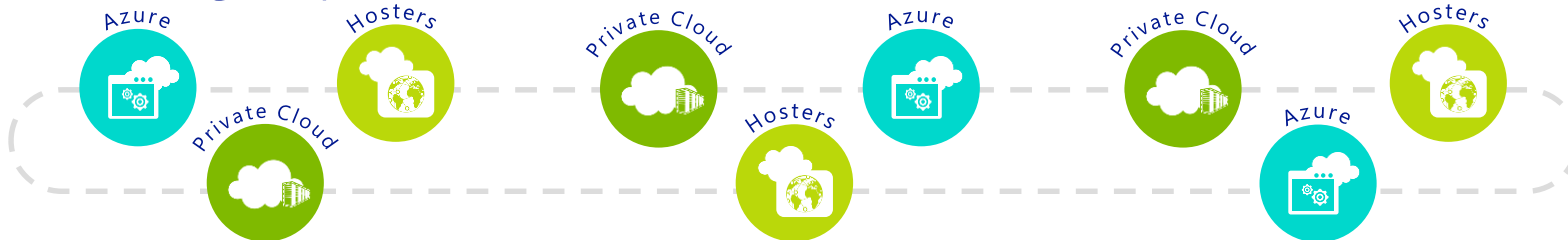
## Execution Environment



## Services



## Hosting Options



**Consistent Execution Environment**  
On-Premises, Public Cloud & Hosters:  
Code isolation, scalability, multi-tenancy and workload mobility.

**Common Services**  
Common set of cloud optimized services with common API's.

**Workload Mobility**  
Common deployment experience between on-premise, public cloud, and hosters.

# Flexibilidad y Agilidad en el desarrollo de Apps

La infraestructura de desarrollo más flexible para tu equipo!!

	Team Member Desktop	Team Collaboration	Pre-Production	Production
On-Premises				
Cloud				

	Team Member Desktop	Team Collaboration	Pre-Production	Production
On-Premises				
Cloud				

	Team Member Desktop	Team Collaboration	Pre-Production	Production
On-Premises				
Cloud				

Our **Testing** takes too long!  
We want to get **faster**.

We think **Continuous Deployment** would really make us **more agile!**

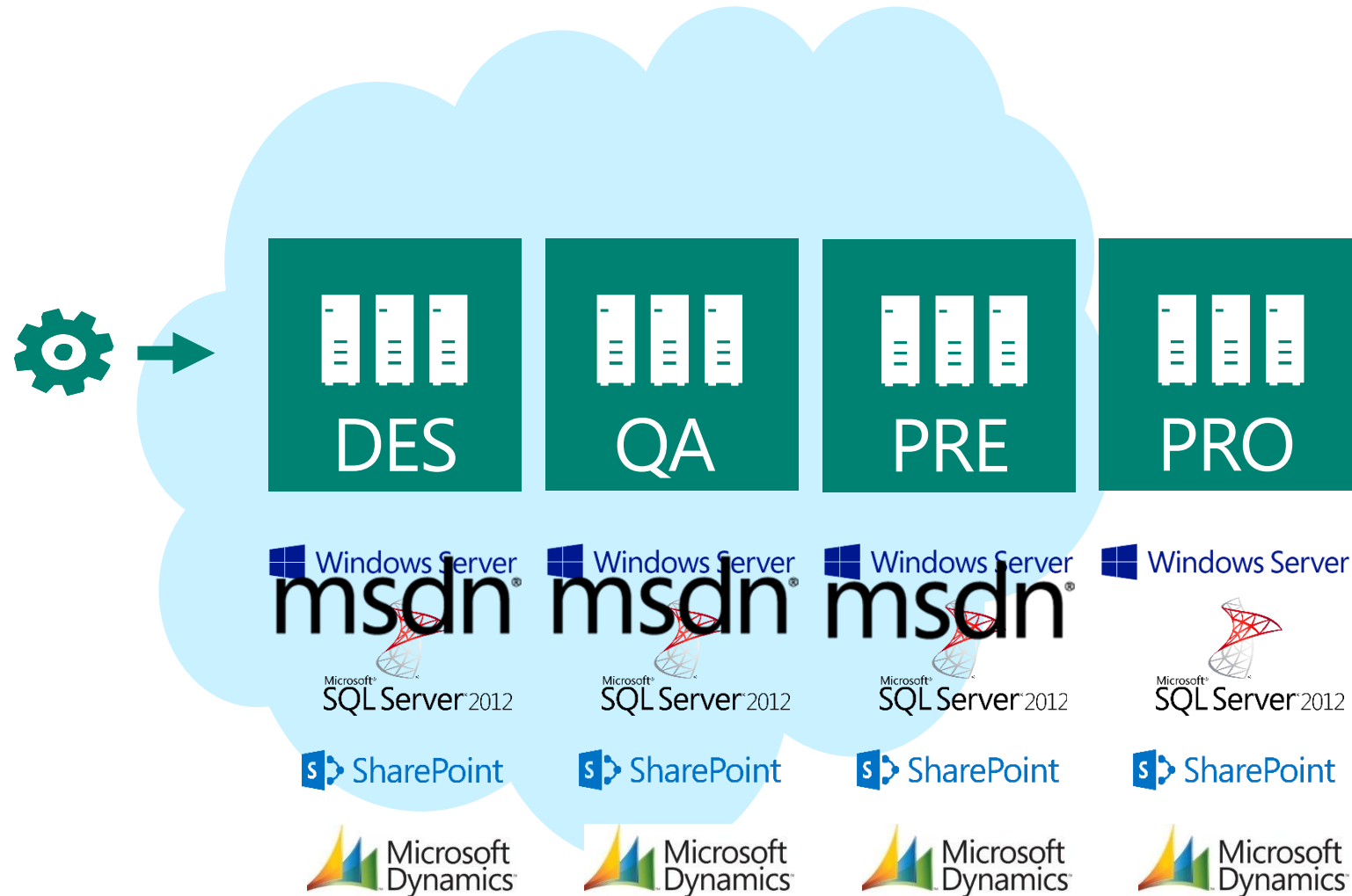
**Our Servers** are **overloaded** all the time and **customers are unhappy**.

# MSDN para licenciar entornos de Desarrollo y Pruebas





# Entornos de Desarrollo y Pruebas



# Compare MSDN Subscription Levels

To get the latest information on benefits, visit: <http://msdn.microsoft.com/subscriptions/buy>

## Subscription Level



### Software and services for production use

	Operating Systems 2012	Platforms	Professional 2012 with MSDN	Test Professional 2012 with MSDN	Premium 2012 with MSDN	Ultimate 2012 with MSDN
Primary Development/Testing Tool	-	-	Visual Studio Professional	Visual Studio Test Professional	Visual Studio Premium	Visual Studio Ultimate
Visual Studio Team Foundation Server 2012 and one CAL		•	•	•	•	•
Team Foundation Service		•		•	•	•
Microsoft Office Professional Plus 2013					•	•

### Software and services for development and testing

Windows, Windows Server	•	•	•	•	•	•
Windows Azure		\$100/month	\$50/month	\$50/month	\$100/month	\$150/month
Microsoft SQL Server		•	•	•	•	•
Microsoft Office					•	•
Microsoft Dynamics		•			•	•
All other servers (including SharePoint and Exchange)		•			•	•
Windows Embedded		•	•		•	•

### Additional Benefits

Technical support incidents	2	2	2	2	4	4
Priority support in MSDN Forums	•	•	•	•	•	•
Priority support in TechNet Forums		•				
Windows Store and Windows Phone developer accounts <sup>1</sup>			•	•	•	•
Office 365 Developer Subscription <sup>1</sup>					•	•
Microsoft E-Learning course collections (typically 20 hours each; per calendar year)	1	2	1	1	2	2
MSDN Magazine	•	•	•	•	•	•
MSDN Flash newsletter	•	•	•	•	•	•
MSDN Online Concierge	•	•	•	•	•	•
Special offers from Microsoft and partners	•	•	•	•	•	•

<sup>1</sup> One-time 12 month benefit

# Recursos de Interes

Web de VS2012:

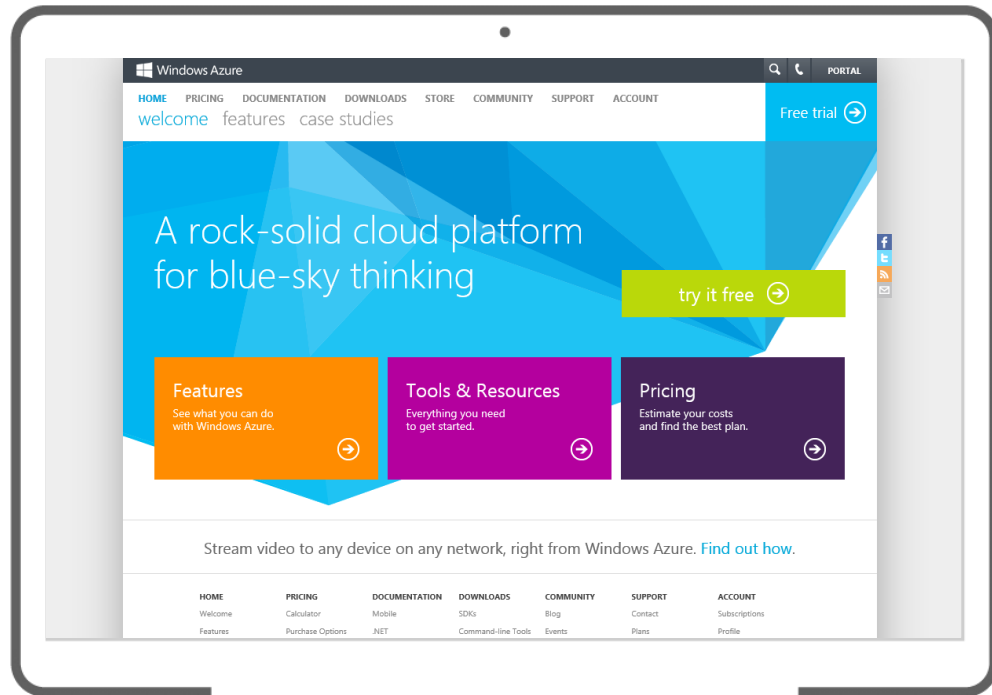
<http://www.microsoft.com/visualstudio>

Web Recursos técnicos:

<http://msdn.microsoft.com/es-es>

Web de suscripciones MSDN:

<http://msdn.microsoft.com/es-ES/subscriptions>



# Start now!

<http://WindowsAzure.com>

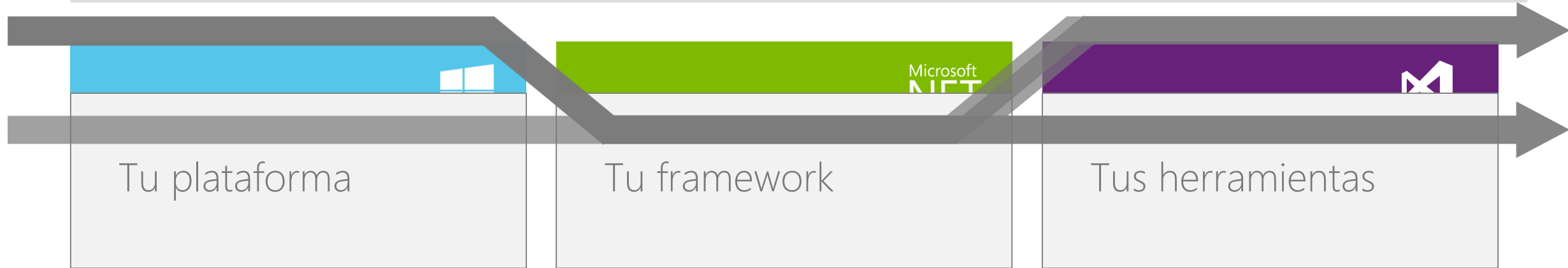




[Ethel@Microsoft.com](mailto:Ethel@Microsoft.com)

# ¿Por qué elegir Microsoft?

La mejor experiencia en tus propios términos...en tus propios términos...hasta el extremo...



# Innovación en el ecosistema .NET: //BUILD 2014



## .NET en dispositivos y servicios

### Cloud Services

.NET support for  
Azure Mobile Services



### Windows Convergence

Universal Windows  
apps



### Web apps

ASP.NET updates



### Native compilation

.NET Native



### Cross-devices

Xamarin partnership

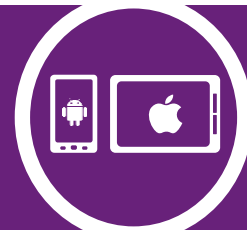
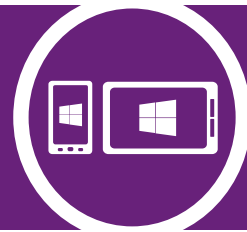


Azure and Windows Server

Windows Desktop

Windows Store

iOS and Android



## Core .NET

### Runtime

Next gen JIT ("RyuJIT")  
SIMD



### Compilers

.NET Compiler Platform ("Roslyn")  
Languages innovation



Apertura



# Moderniza aplicaciones empresariales con .NET en Dispositivos y Servicios

→ Re-use .NET skills in cloud environments



Azure Web Sites and Services on .NET



Azure Mobile Services on .NET

→ Build new experiences on modern devices



WINDOWS



Core-Business Applications

CLOUD



CROSS-DEVICE



→ Build native or browser-based apps across any device



Xamarin C#

