

Azure App Service

Nir Mashkowski

May 10, 2016



Modern cloud apps

Your
Business



Empower
your employees



Transform
your business



Engage
your customers



Your
Customers



internet scale
to any device

agility

insights

Platform as a Service (PaaS)

Let's say your app is dinner



SaaS

...you can go to a fancy restaurant



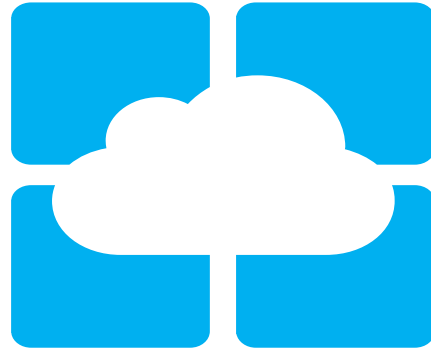
PaaS

...you can cook a recipe with ingredients



IaaS

...you can go to the grocery store



Azure App Service

“PaaS that developers love and managers trust”

SECURITY & MANAGEMENT

- Portal
- Active Directory
- Multi-Factor Authentication
- Automation
- Key Vault
- Store / Marketplace
- VM Image Gallery & VM Depot

PLATFORM SERVICES

Compute

- Cloud Services
- Service Fabric
- Batch
- Remote App

App Service

- Web Apps
- API Apps
- API Management
- Azure Functions
- Mobile Apps
- Logic Apps
- Notification Hubs

Developer Services

- Visual Studio
- Azure SDK
- Team Project
- Application Insights

Integration

- Storage Queues
- Biztalk Services
- Hybrid Connections
- Service Bus

Analytics & IoT

- HDInsight
- Machine Learning
- Data Factory
- Event Hubs
- Stream Analytics
- Mobile Engagement

Data

- SQL Database
- SQL Data Warehouse
- Redis Cache
- Search
- DocumentDB
- Tables

Media & CDN

- Media Services
- Content Delivery Network (CDN)

HYBRID OPERATIONS

- Azure AD Connect Health
- AD Privileged Identity Mngt
- Backup
- Operational Insights
- Import/Export
- Site Recovery
- StorSimple

INFRASTRUCTURE SERVICES

Compute

- Windows
- Linux
- Containers

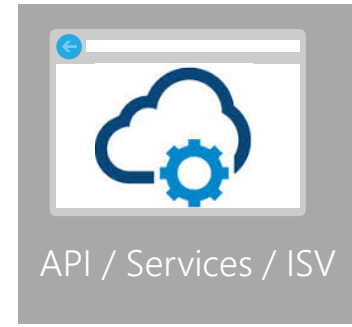
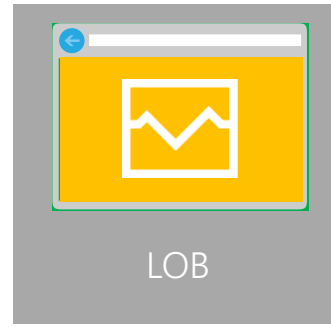
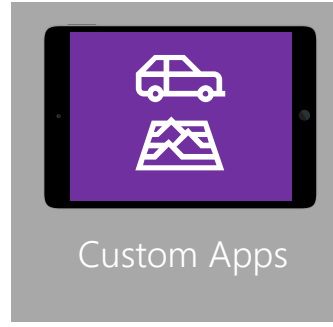
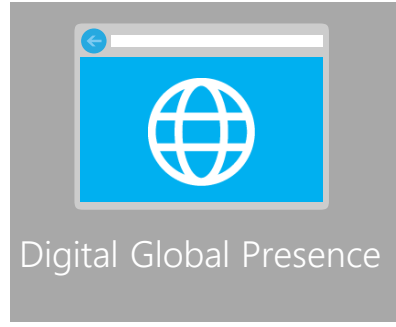
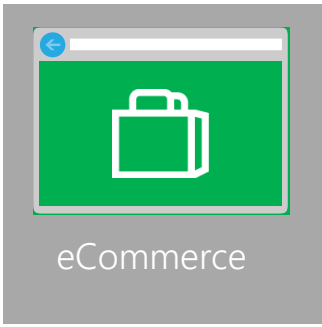
Storage

- BLOB Storage
- Azure Files
- Premium Storage

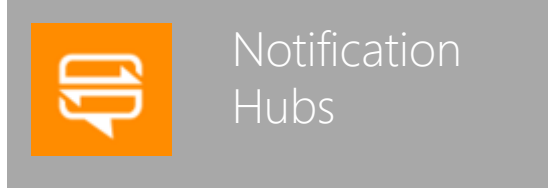
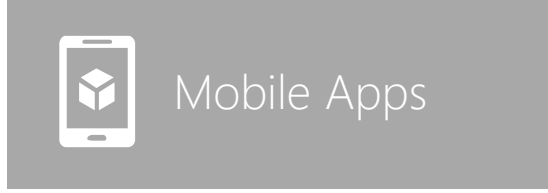
Networking

- Virtual Network
- Load Balancer
- DNS
- Express Route
- Traffic Manager
- VPN Gateway
- Application Gateway

Apps



Services



Platform



App Service

Fully Managed Platform Enterprise Grade
Developer Experience

- Auto scale
- OS and Framework patching
- Load balancing
- Languages and Frameworks
- Superior DevOps
- Self service supportability
- Enterprise grade SLA
- Security and Compliance
- On-Premise Connectivity

Apps



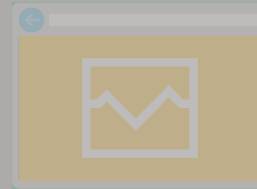
eCommerce



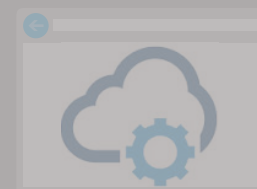
Digital Global Presence



Custom Apps



LOB



API / Services / ISV

Services



APIM



Mobile Apps



Logic Apps



API Apps



Notification Hubs



Web Apps



Azure Functions

Platform



App Service

Fully Managed Platform Enterprise Grade
Developer Experience

- Limitless/Auto
- OS and Framework
- Load balance
- Something else
- Languages and Framework
- Superior DevOps
- Self served
- Something else
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- Something else



Web Apps

Create and deploy mission-critical web apps that scale with your business.



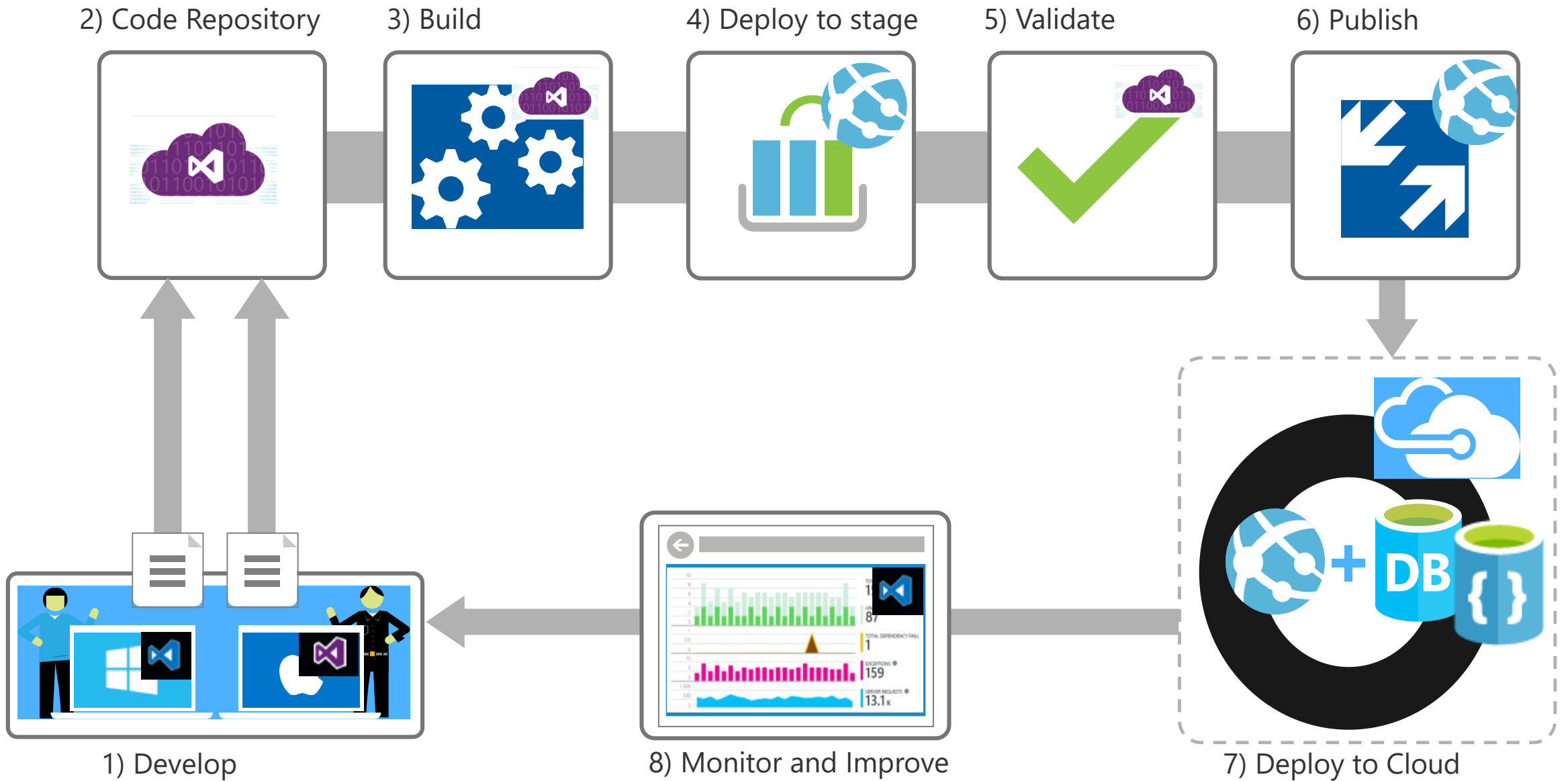
Supports .NET, Java, PHP, Node.js, and Python

Built-in auto-scale and load balancing

High availability with auto-patching

Continuous deployment with Git, TFS, GitHub, and Visual Studio Team Services

Supports WordPress, Umbraco, Joomla, and Drupal



Demo Web Apps



Mobile Apps



Notification
Hubs



Mobile Apps

Build engaging iOS, Android, and Windows apps.
Develop with Xamarin or local SDKs.
Ideal for Enterprise mobile transformation.

Develop to all platforms in C# with Xamarin

Broadcast push with customer segmentation

Enterprise single sign-on with Active Directory

Autoscale to support millions of devices

Apps can work offline and sync

Social integration with Facebook, Twitter, Google

Leverage HockeyApp or Azure Mobile Engagement to learn and improve



Mobile Apps



Notification Hubs

1) Develop

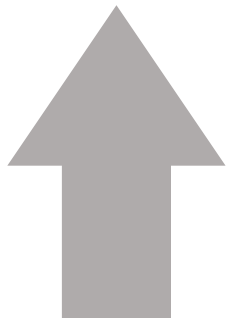
Visual Studio
Xamarin

2) Build

TFS

3) Test

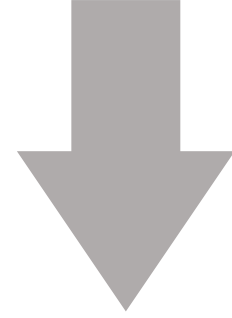
Xamarin Test Cloud



Azure Mobile Engagement
HOCKEYAPP

6) Measure

Auth
Data Sync
Notifications
Your App

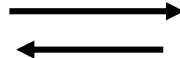
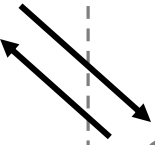


Azure

4) Deploy

DB
Azure

5) Extend



Demo Mobile Apps

Azure Functions

Process events with Serverless code.

Make composing Cloud Apps insanely easy

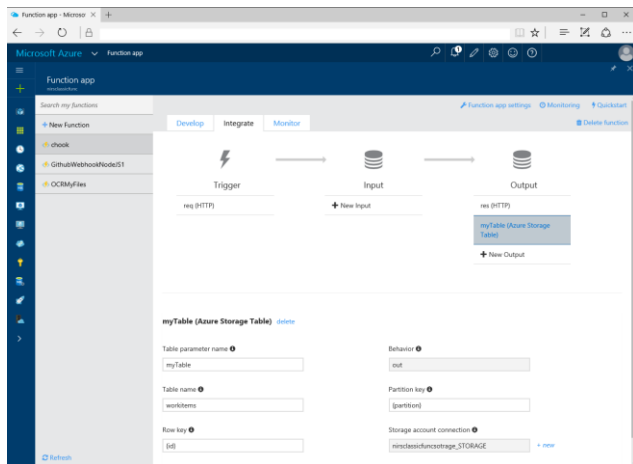
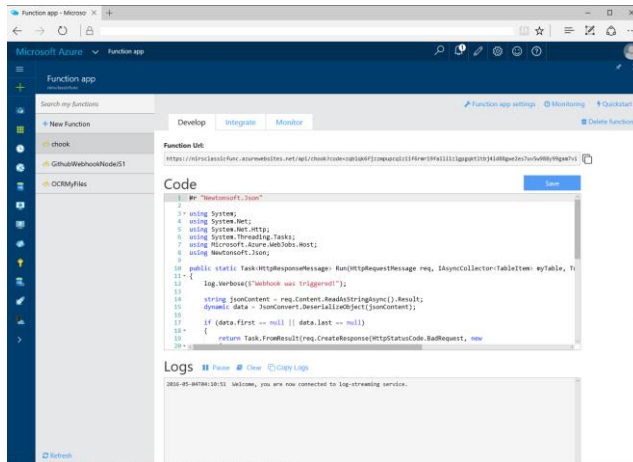
Develop Functions in C#, Node.js, Python, PHP, Batch and more

Easily schedule event-driven tasks across services

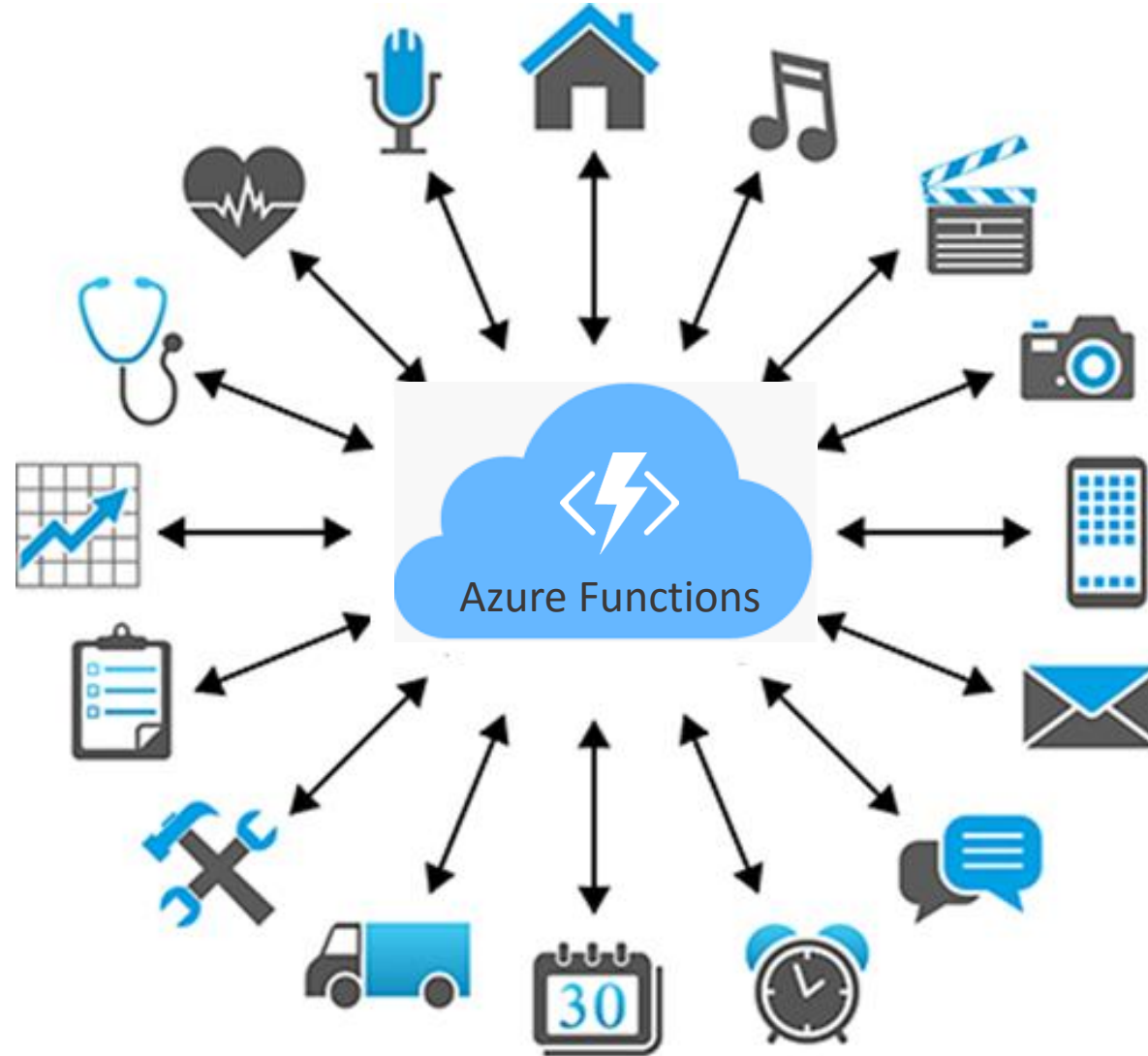
Expose Functions as HTTP API endpoints

Scale Functions based on customer demand

Easily integrate with Logic Apps



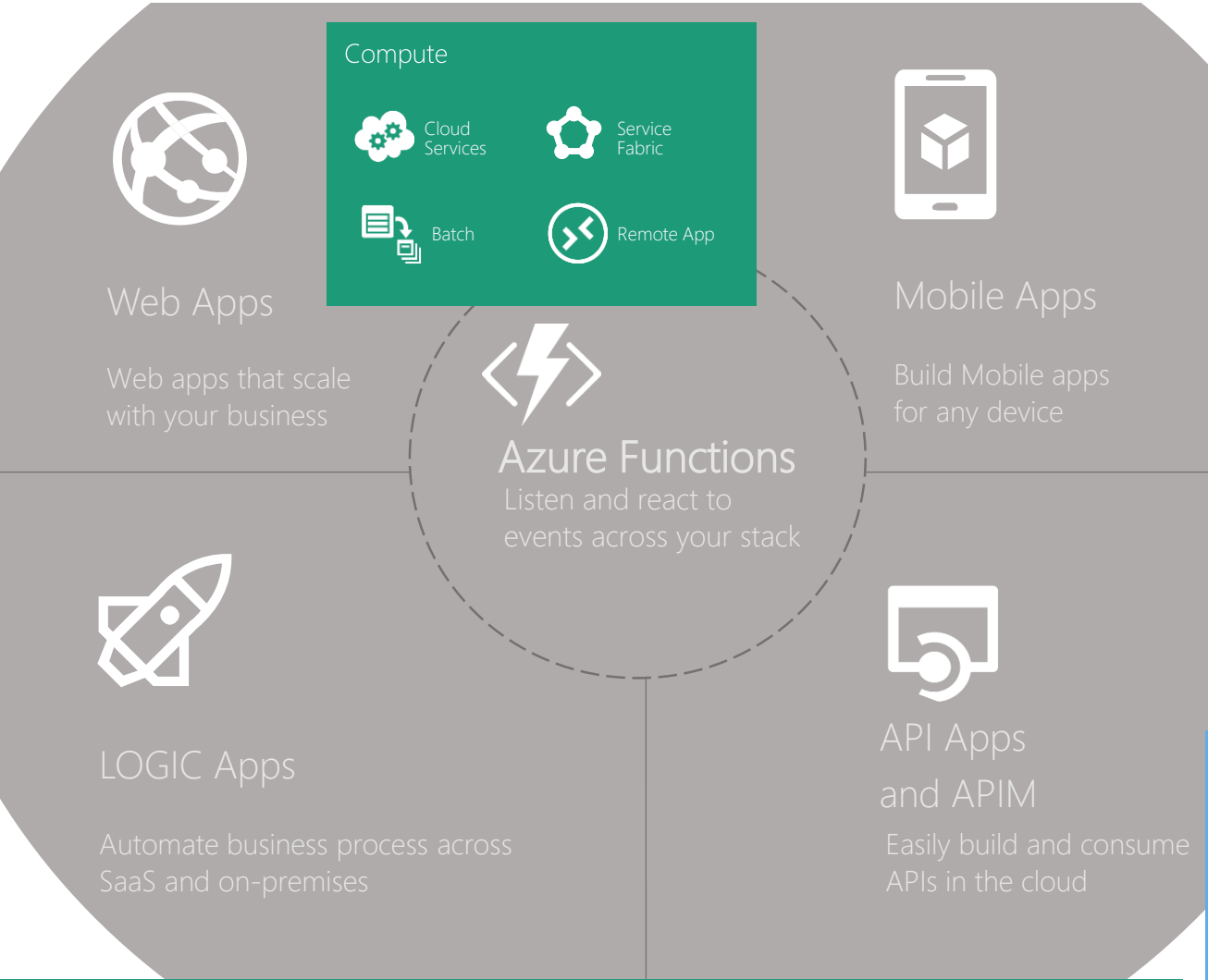
The world is calling...



Accelerate cloud development

SECURITY & MANAGEMENT

- Portal
- Active Directory
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HYBRID OPERATIONS

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- Backup
- Operational Insights
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- Azure Files
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Networking

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- Load Balancer
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- Application Gateway

1) Trigger



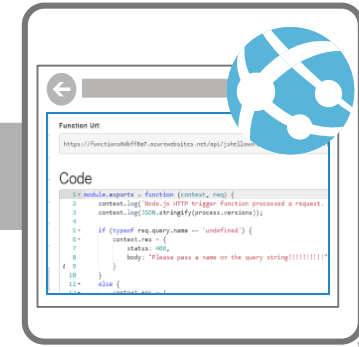
Web Hooks
Azure Services
http://

2) Input Binding



Azure Services

3) Develop




```
Function Url: https://functions.azure.com/...  
Code  
1 public async function (context, req) {  
2     context.log('Node.js HTTP trigger function processed a request');  
3     context.log(JSON.stringify(process.env));  
4  
5     if (typeof req.query.name == "undefined") {  
6         context.res = {  
7             status: 400,  
8             body: "Please pass a name on the query string!!!!!!!"  
9         };  
10    }  
11    else {  
12        // ...  
13    }  
14 }
```

4) Execute

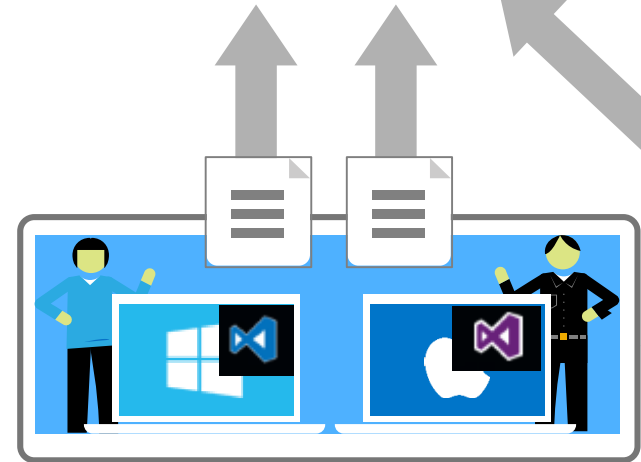


App Services
Hosting Plans

5) Output Binding



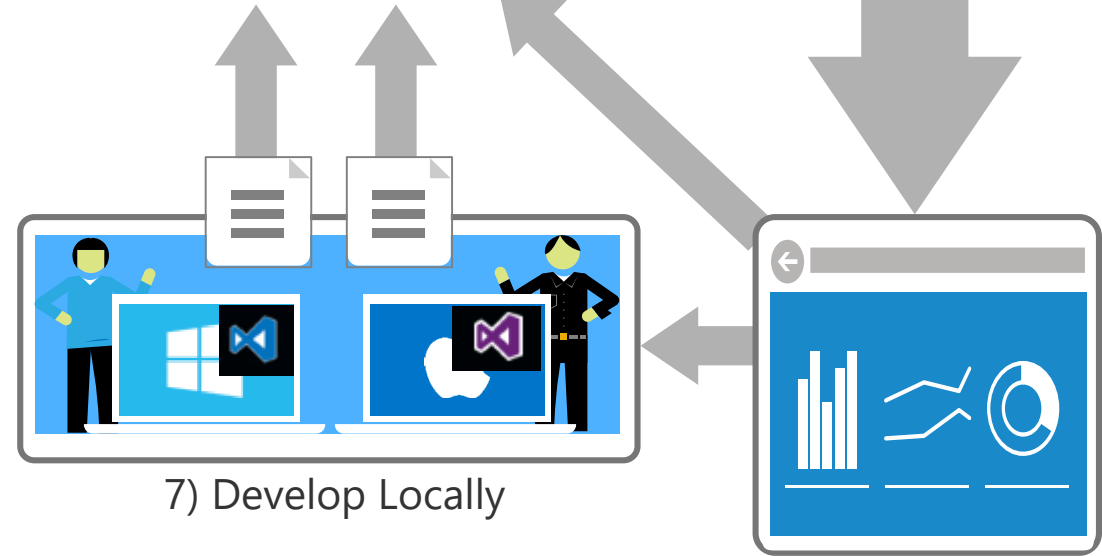
Azure Services
http://



7) Develop Locally



6) Monitor and Improve



Demo Azure Functions



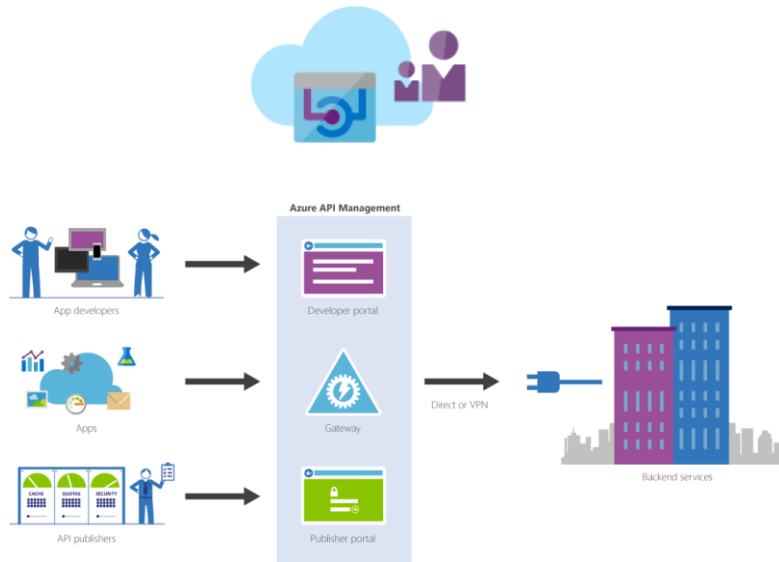
APIM



API Apps

API Apps & API Management

Quickly build APIs in the cloud using the language of your choice. Publish, manage, secure, and analyze your APIs in minutes.



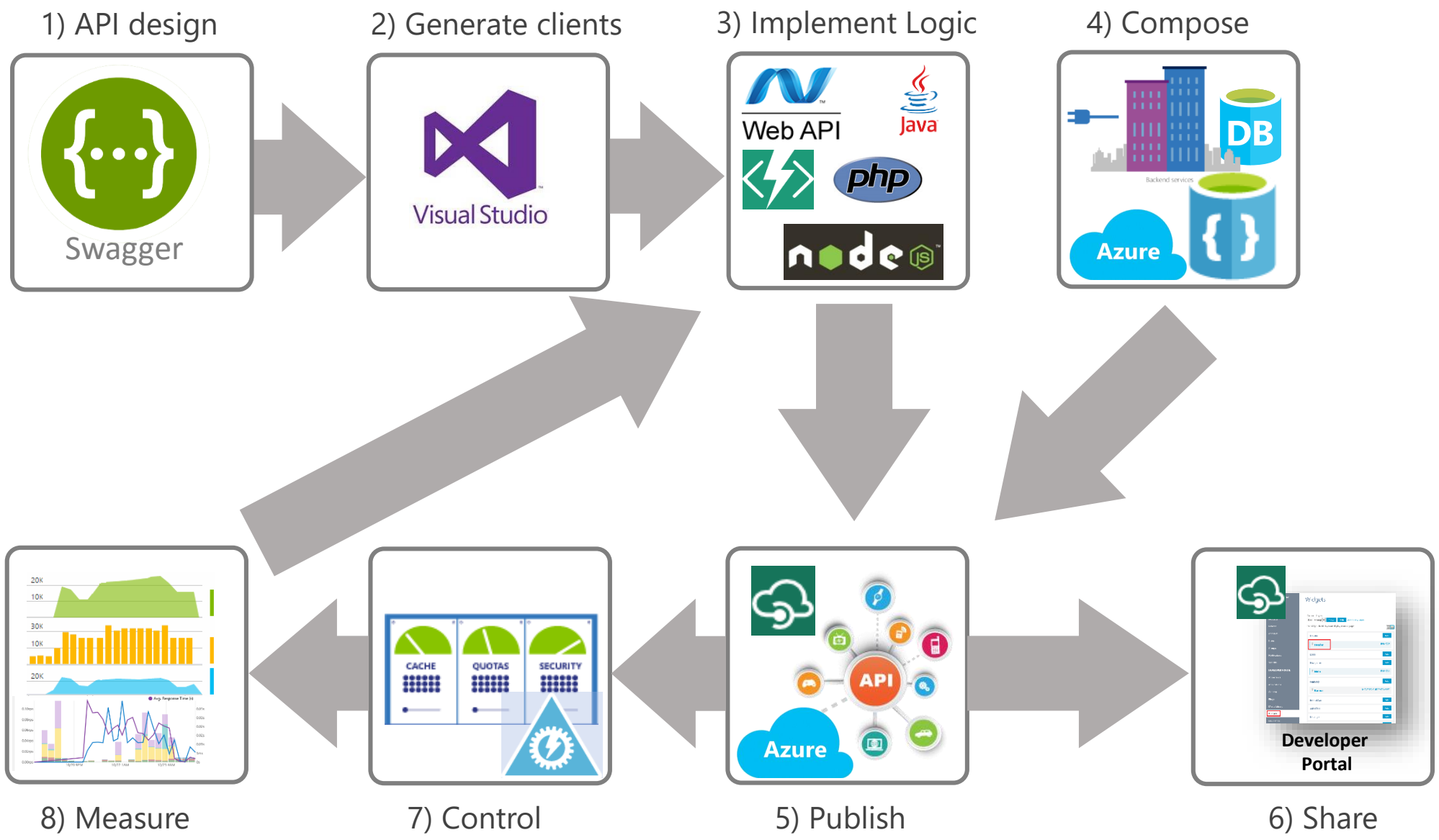
Secure APIs with Active Directory, single sign-on, and OAuth

Generate client proxies or APIs in your language of choice

Mashup existing enterprise APIs

Integrate with API Management and Logic Apps

Learn more in the next session....





Logic
Apps



Logic Apps

Develop and deliver powerful integration solutions with ease

Create business processes and workflows visually

Deliver integration capabilities in web, mobile, and API apps

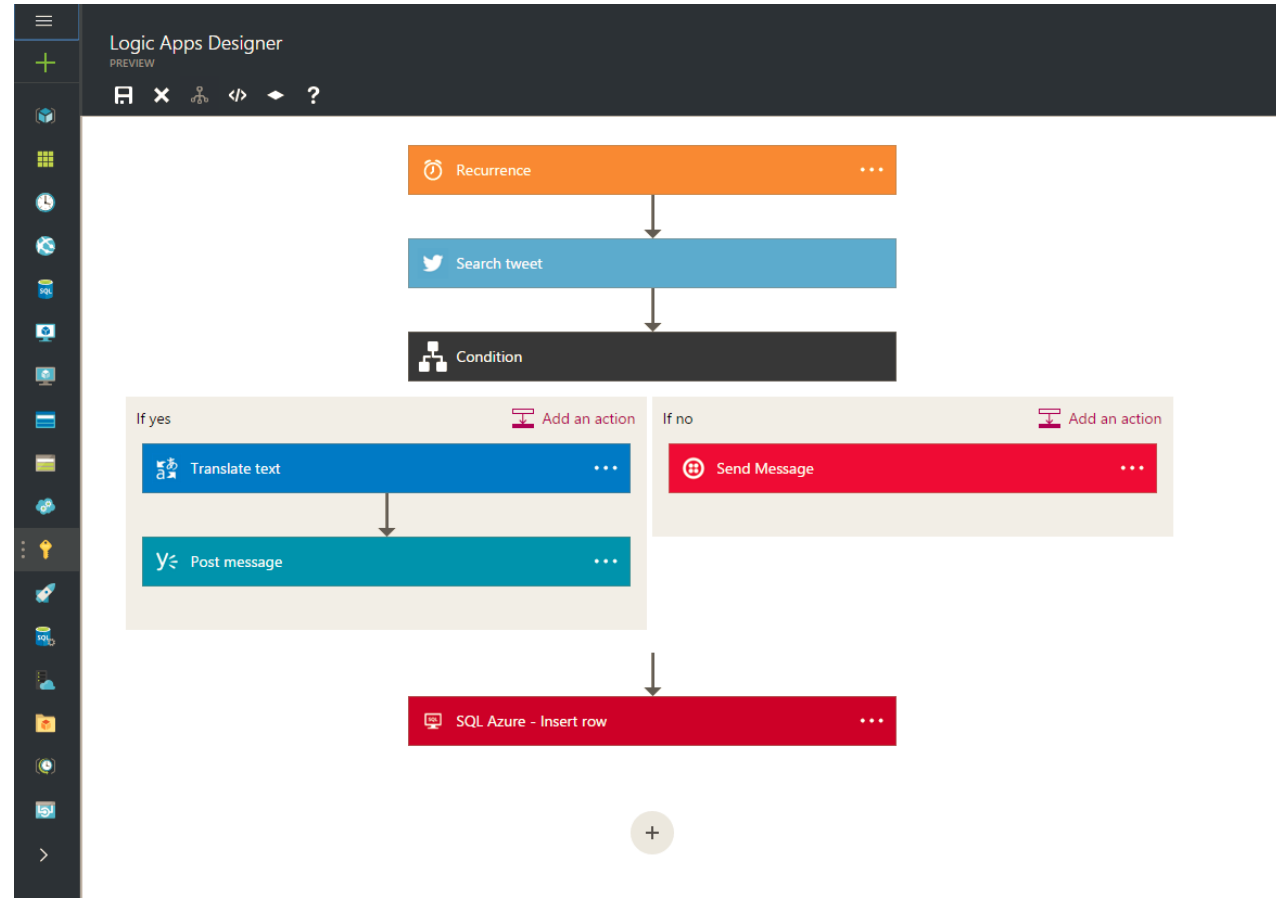
Integrate with your SaaS and enterprise applications

Automate EAI, B2B, and business processes

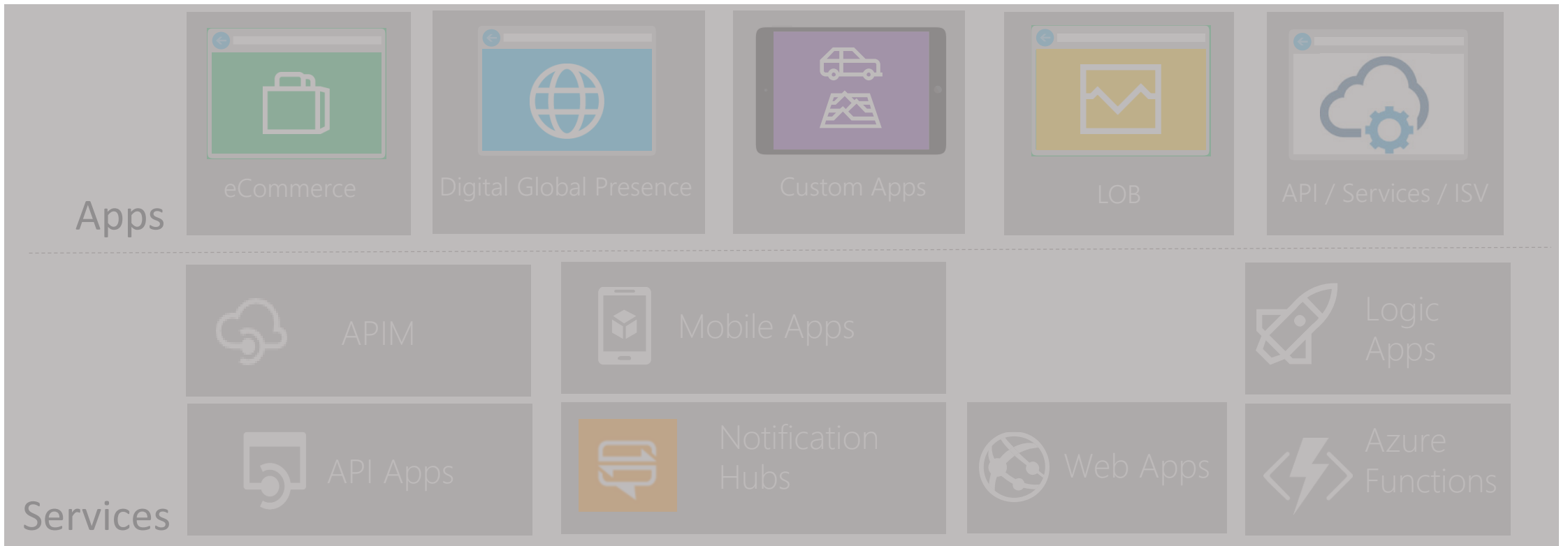
Connect to on-premises data



Logic
Apps



The grow-up story for Microsoft Flow
Visual designer based on declarative language
Stock library of SaaS and format connectors
Leverage Azure Functions as custom steps
Invoke with a timer and Web hooks
Scalable runtime



App Service

Fully Managed Platform Enterprise Grade
Developer Experience

- Auto scale
- OS and Framework patching
- Load balancing
- Languages and Frameworks
- Superior DevOps
- Self service supportability
- Enterprise grade SLA
- Security and Compliance
- On-Premise Connectivity

Platform

The platform story

All features and capabilities are shared across all services

Enterprise grade

Designed for secure mission-critical applications

- Premium Tier
- App Service Environments
- Hybrid Connections / VPN Support
- Scheduled Backup
- Azure Active Directory Integration
- Site Resiliency, HA, and DR
- Role Base Access Control
- Audit / Compliance
- Enterprise Migration
- Client Certs
- IP Restrictions/ SSL
- Dedicated IP address IP / NSG
- Web Sockets
- WW Datacenter Coverage

Fully managed

Optimized for Availability and Automatic scale

- Automated Deployment
- AutoScale
- Built-in Load Balancing
- WW Datacenter Coverage
- End Point Monitoring & Alerts
- Wildcard Support
- HTTP Compression
- WebJobs
- Sticky Sessions
- OS & Framework Patching
- Auto-Healing
- Local Cache
- Init Module
- Per Site Scaling
- Easy Auth

Built for DevOps

Agility through Continuous Deployment

- Remote Debugging w/ Visual Studio
- Site Staging Slots /Preview
- Traffic Routing
- Continuous Integration/Deployment
- Git/ Hub, Visual Studio Team Services
- App & Site Diagnostics
- Site Extensions/ Gallery
- NET, PHP, Python, Node, Java, Go
- Framework Installer
- Browser-based editing
- Logging and Auditing
- Admin-Site
- Support Portal
- Web Jobs / SDK 1.1
- Recommendation Engine
- Site Cloning

Takeaways

App Service is a great PaaS solution to build Cloud Apps!

It is super easy to get started and grow into a large app

I have only shown you a small percentage of what App Service can do.

I love it! What's next?

- Try App Service on: <https://tryappservice.azure.com/>
- Learn more: <https://azure.microsoft.com/>

Thank you!

> 300K

Active customers

> 900K

Apps Hosted

> 6 Billion

Requests per Day

> 200k

Dedicated Cores

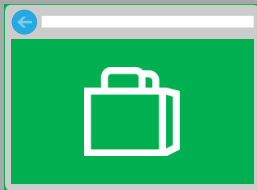
2x

Yearly Customer
Growth

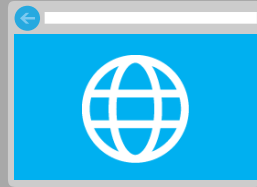
4x

Yearly Traffic
Growth

Apps



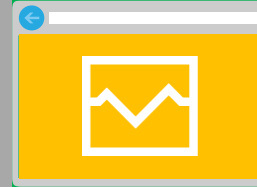
eCommerce



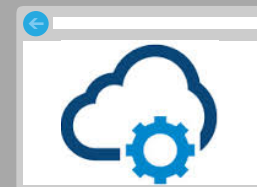
Digital Global Presence



Custom Apps



LOB



API / Services / ISV



APIM



Mobile Apps



Logic Apps



API Apps



Notification Hubs



Web Apps



Azure Functions

Services

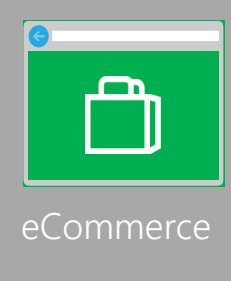


App Service

Fully Managed Platform Enterprise Grade
Developer Experience

- Limitless/Auto
- OS and Framework
- Load balance
- Something else
- Languages and Framework
- Superior DevOps
- Self served
- Something else
- Enterprise grade SLA
- Secure and Compliance
- On-Premise Connectivity
- Something else

Platform



Jet.com

E-commerce challenger eyes the top spot, runs on the Microsoft cloud

Share



April 27, 2016



Solution Overview

Product and Services

- Microsoft Azure
- Microsoft Visual Studio Online
- Office 365

Industry

Retail and Consumer Goods

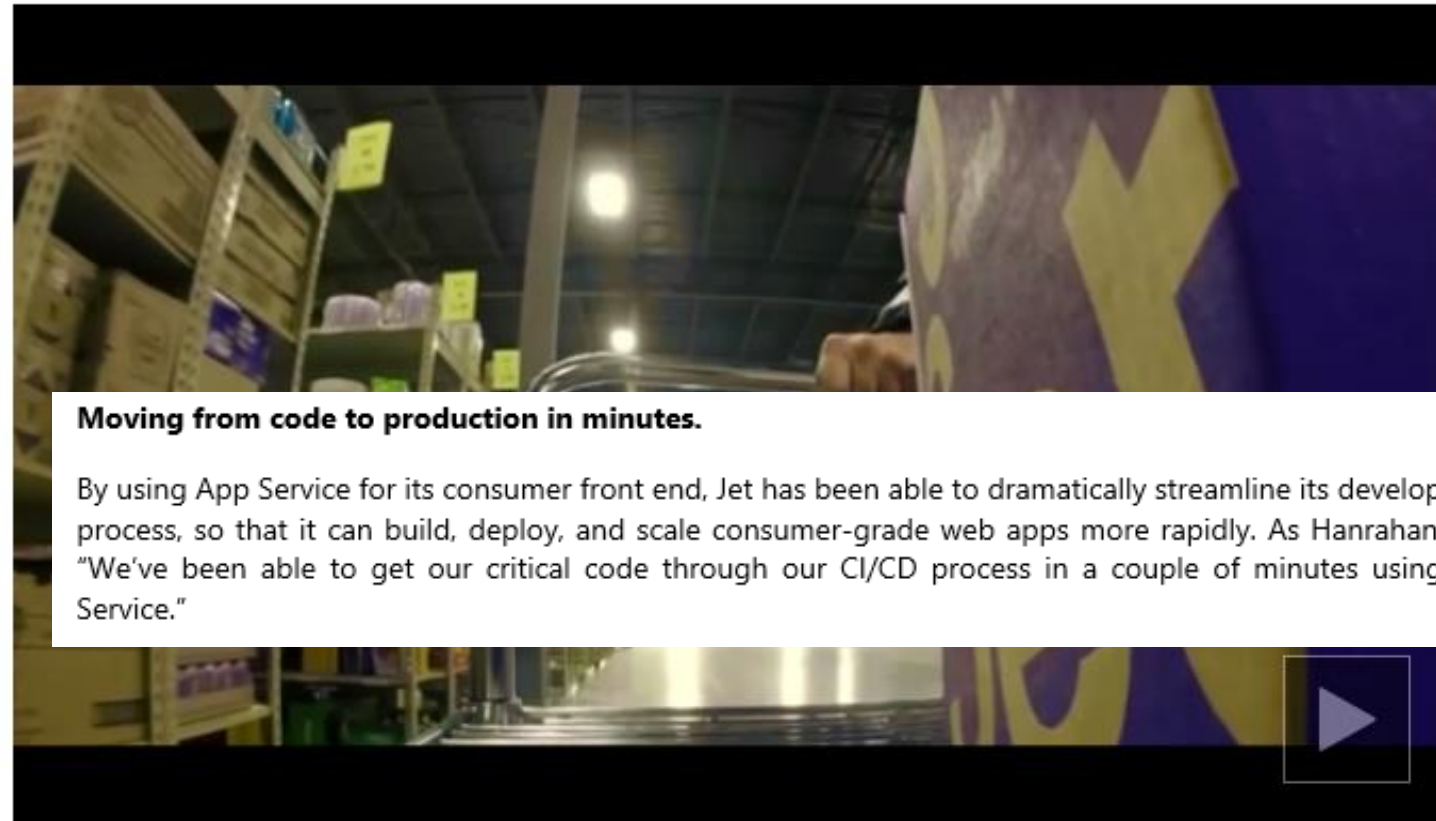
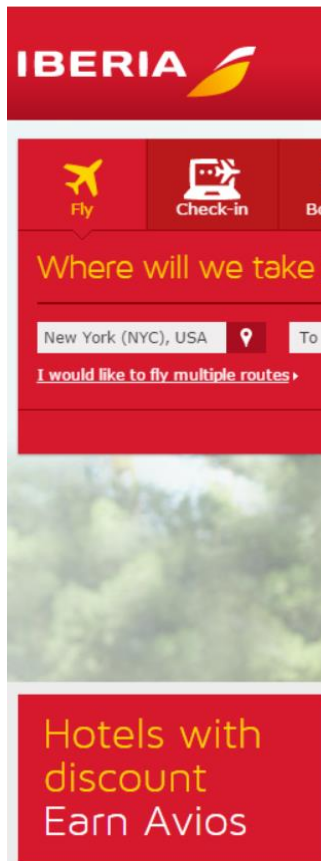
Organization Size

Medium (50 - 999 employees)

Country

United States

- [Jet.com Case Study](#)
- [Jet.com Video](#)
- [Jet.com Article](#)



Moving from code to production in minutes.

By using App Service for its consumer front end, Jet has been able to dramatically streamline its development process, so that it can build, deploy, and scale consumer-grade web apps more rapidly. As Hanrahan says, "We've been able to get our critical code through our CI/CD process in a couple of minutes using App Service."



booking and Check In systems



Digital Global Presence

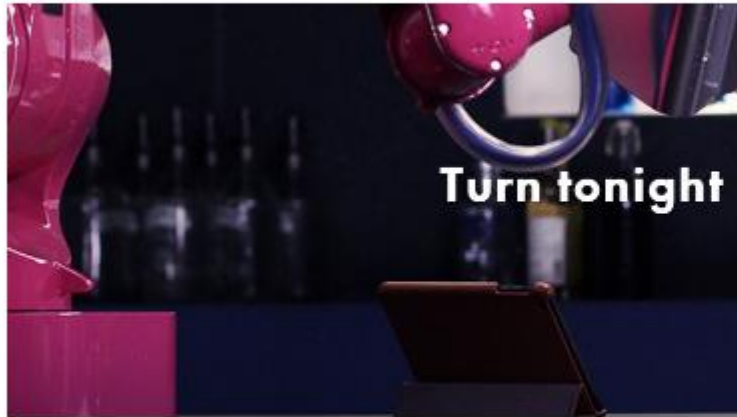


NASCAR

Absolut

Absolut's spirited brand rendered in the cloud

Share



In a market flooded with competition, the Absolut brand stands out. Recognized around the world for its distinctive branding, Absolut has created a distinctively avant-garde brand among well-known names in the spirits industry.

Real Madrid C.F.

Real Madrid brings the stadium closer to 450 million fans around the globe, with the Microsoft Cloud

Share



March 14, 2016



As the leading sports franchise in the world, Real Madrid has a lot to brag about, including more than 100 championships and a passionate fan base. But what the football club didn't have was a way to directly engage with its 450 million global supporters. That changed when it implemented a comprehensive technology solution based on the Microsoft Cloud platform.



Solution Overview

Product and Services

- Microsoft Azure
- Microsoft Consulting Services
- Microsoft Dynamics CRM Online
- Microsoft Dynamics Marketing
- Microsoft Visual Studio Online
- Office 365

Industry

Hospitality & Travel

Organization Size

Medium (50 - 999 employees)

Country

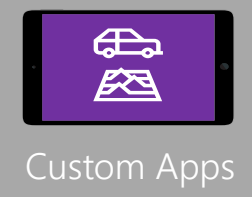
Spain

[Real Madrid C.F. Case Study](#)

Related Stories

[Iberia Express triplica la venta directa a través de su web con Azure](#)

[Migración a Cloud de la plataforma OKN](#)



Liberal majority government

ALERTS 11:19 p.m. CBC News projects Kent Hehr

Seats and popular vote: 2015
338 seats, 17,552,402 votes

LIB	54% (184)	39.5% (6,928,514)
CON	29% (99)	31.9% (5,597,565)
NDP	13% (44)	19.7% (3,460,288)

digame mobile

Home About us Mass Calling Premium SMS Mobile Payment App Solutions

EUROVISION SONG CONTEST

Trailer

Eurovision Song Contest

12 points go to ... digame mobile. Since 2004 we are the official partner of the European Broadcasting Union (EBU) and responsible for the centralized televoting via telephone, SMS, MHP and for the official Eurovision App, which has been developed by digame mobile.

[mehr](#)

Digame Mobile

OBJECTIVES

Support Live TV with online voting

Provide rich experience, allowing customers to vote, purchase songs, view standing via Mobile and Web

TACTICS

Cloud-based web and mobile apps running on App Service, connecting to backend production systems

Auto-scale for peak times

RESULTS

Scalable solution supporting very large number of voters

Added real-time feedback to production

Canadian Broadcasting OBJECTIVES

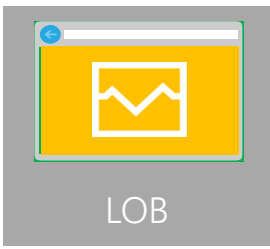
Provide real-time results of Canadian election at very high scale (nationwide). While keeping the experience for mobile and desktop devices responsive and impressive

TACTICS

Using App Service Environment to (auto) scale across 3 different geo-regions and utilize (peak time) close to 1300 cores. Used App Service apps to provide API, Web and Mobile experiences

RESULTS

Successfully served 3.6 billion requests over six hours, at a peak of 800K RPS.



Transport for London

OBJECTIVES

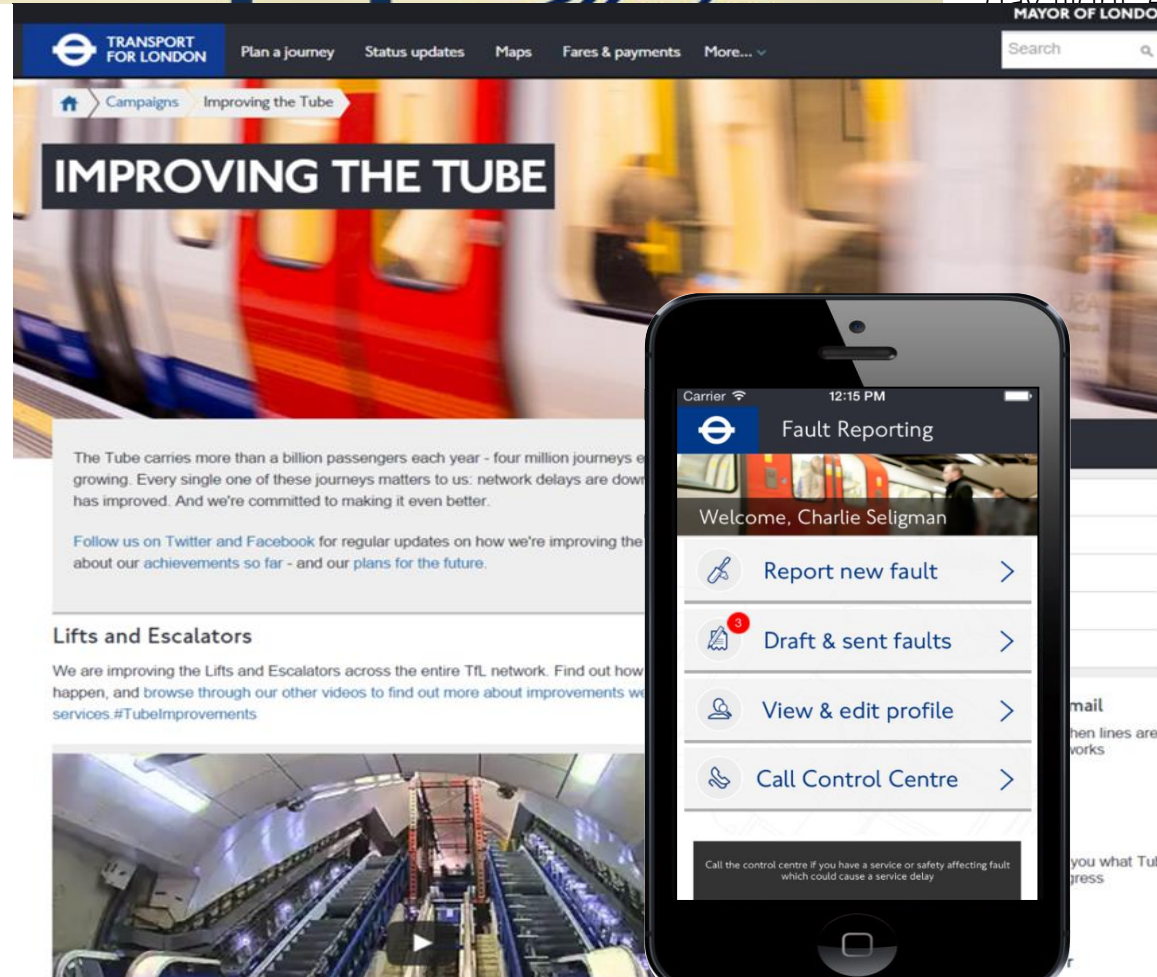
Allow employees to report on assets needing repairs, using employees' devices underground (little to no network / WiFi). Work offline and sync while connecting to on-premises systems

TACTICS

Using App Service Environment to host TFL application. Using App Service Environment secure VPN to connect to variety of On-Premises systems and data sources. Secure employees login via Azure Active Directory. Support offline data sync

RESULTS

Scalable, secure, reliable mobile LOB solution supporting thousands of TFL employees on the go, in busiest times, no matter where they are, without having to change any of the On-Premise legacy software



Alaska Airlines

OBJECTIVE

Provide responsive and productive 'same day flight' experience for Alaska personal, employees' devices connecting to systems

platform native apps (Xamarin) mobile app with mobile login on Azure App Service, connected to On-Premises systems using VPN.

to securely login, via Azure Active Directory, and hop on a flights.



API / Services / ISV

Marketing Agency Creates Revolutionary Digital Marketing Platform Using Cloud Solution

Share

Q Branch

"By using API Management, we can better deliver our services." Startup Implements Offline Sync for Its iOS App Using Microsoft Azure Mobile Services

Share



Umbraco

Software Maker Shifts to Service Model to Boost Revenues and Increase Agility

Share



To revamp its revenue model and simplify use of the Umbraco open source content management system (CMS), Umbraco HQ introduced a subscription-based cloud version called Umbraco.com, which runs on Microsoft Azure. Customers avoid the cost of maintaining their own infrastructure, and with new subscription revenues Umbraco HQ can devote more time to enhancing its core product. With a cloud hosting model, Umbraco HQ also gains better visibility into how its CMS is being used so that it can better address user needs.

August 20, 2014



Solution Overview

Product and Services

Microsoft Azure

Microsoft Visual Studio

Industry

Discrete Manufacturing

Organization Size

Small (1 - 49 employees)

Country

Denmark

HOGARTH



Q BRANCH

aw

Solution Overview

ices

Product and Services

"Microsoft Azure is fast, it's scalable,

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employees)

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se Study

oss and Blue