



HOSTING DAYS

Growing Your Hosting Business, Together.



HOSTING DAYS

Microsoft – think Web-Hosting!

Ein technischer Rundflug über
die Microsoft-Web-Plattform

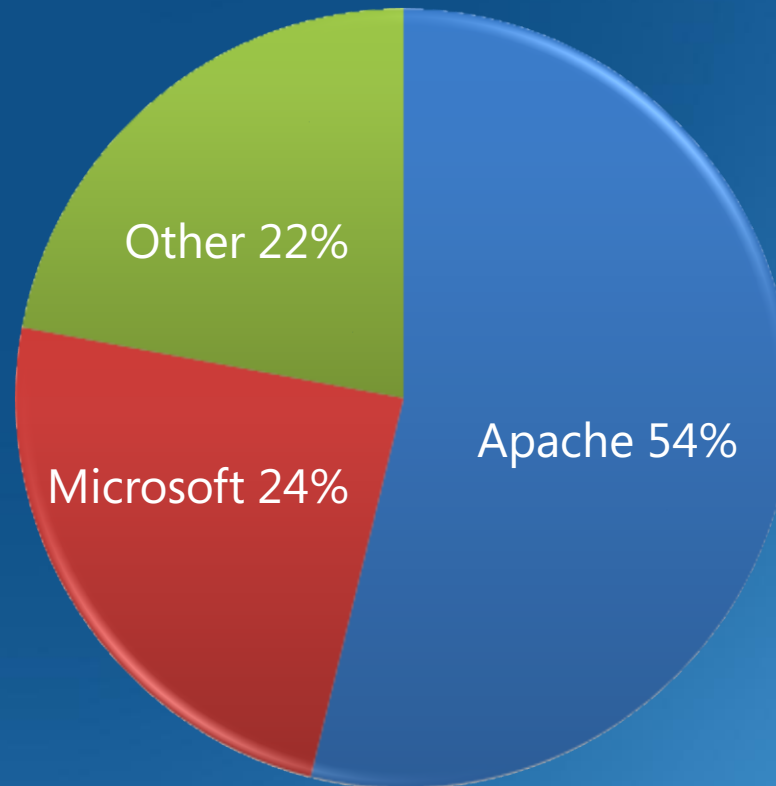
Bernhard Frank

Web Platform Architect Evangelist
Microsoft Deutschland GmbH

blogs.technet.com/bernhard_frank



Webserver Marktanteil

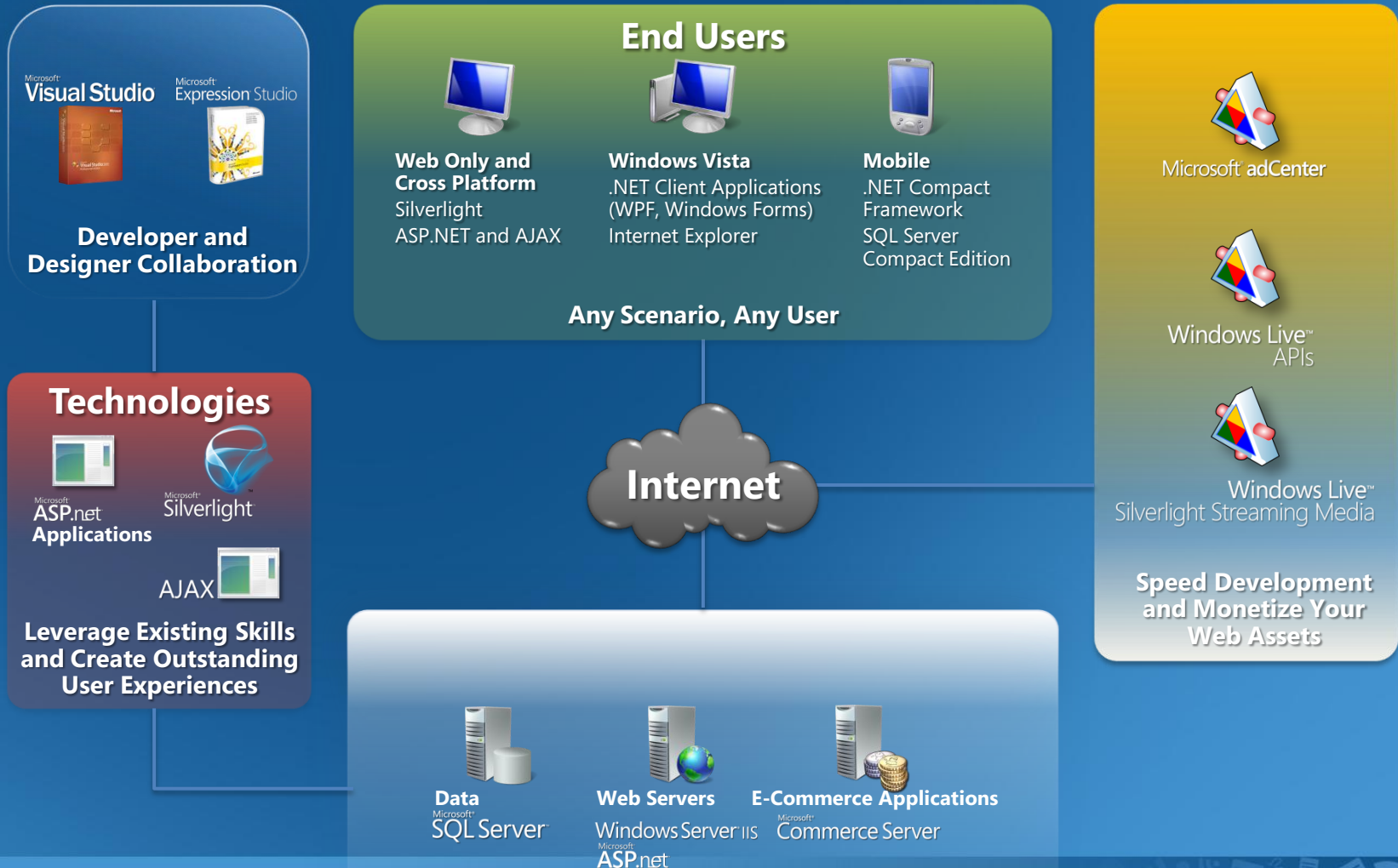


Netcraft - Market Share for Top Servers Across All Domains (WW-Jan 2010) -

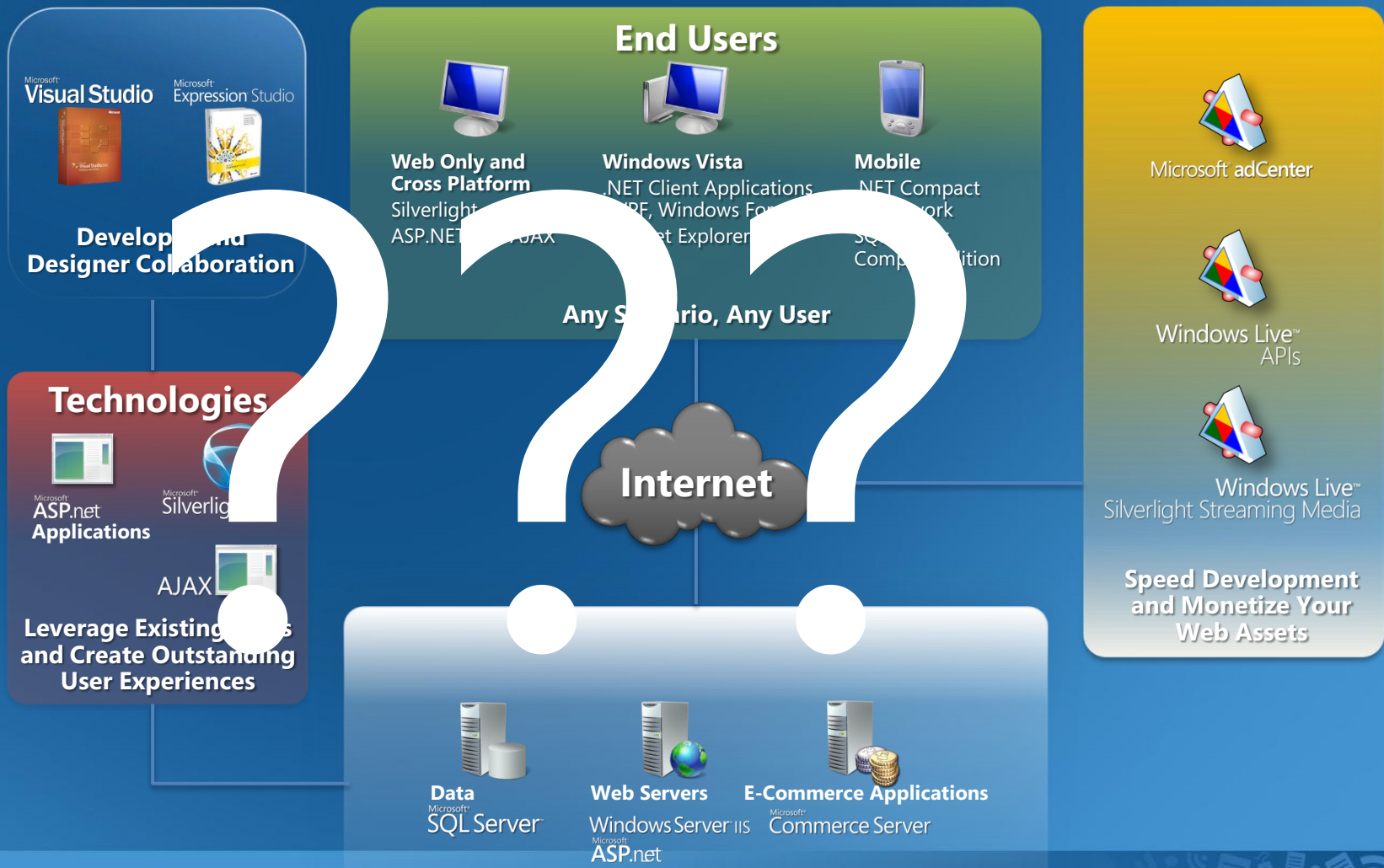
Microsoft Web Platform long ago



Microsoft Web Platform 2008



Microsoft Web Platform 2008



design | develop | deploy | host



Microsoft Web Plattform heute

Basis



ASP.NET
AJAX
MVC
LINQ
Entity
Framework
3rd party

...

Server



IIS 7.x
ASP.NET
PHP
Media Services
Modular
Extensible
Administerable
Configurable

...

DB



SQL Server
Web Edition
BI
Integrated
Experience
SQL Server
Management
Studio

...

Tools



Tools
Visual Studio
Expression WEB
3
Internet
Explorer 8

Die Grundlage



ASP.NET
AJAX
MVC
LINQ
Entity
Framework
3rd party
...

Microsoft's .NET:

- Interoperabilität, Sicherheit, effektive Softwareentwicklung, Mobility
- ASP.NET = .NET fürs Web
 - + Funktionen für WebEntwickler.
- NET 3.5 SP1 und Visual Web Developer SP1
 - Dynamic data, ASP.NET AJAX, Routing,
 - Visual Studio JavaScript Intellisense, Class Library Projects
- ASP.NET MVC 1.0
- ASP.NET AJAX Control Toolkit
 - Kostenlose Steuerelemente

Der Server



IIS 7.x

ASP.NET

PHP

Media Services

Modular

Extensible

Administerable

Configurable

...

IIS 7.x

- Einfache remotebare Verwaltung
- Leistungsstarke Administrationstools
- Web Server Farm Unterstützung
- Geringere Infrastrukturkosten für Web-hosting
- Verbesserte Sicherheit und Zuverlässigkeit
- #1 Diagnose Werkzeuge
- Eine Plattform für ASP.NET- und PHP-Anwendungen.
- Erweiterbarer Server (APIs)

Die Datenbank



SQL Server

Web Edition

BI

Integrated

Experience

SQL Server

Management

Studio

...

SQL Server 2008

- leistungsstarke, zuverlässige Datenbank
- von kostenlos bis cluster
- BI
- Skale-up - kein Technologiebruch
- + Datenverwaltungstools (kostenlos)
- + Sicher / Windows Update
- + Integration in
Entwicklungsumgebung (Visual Studio)

Die Werkzeuge



Tools

Visual Studio
Expression WEB 3
Internet Explorer 8

Für Entwickler - Visual Studio 2008

- Von kostenlos - Team Entwicklung
- W3C konformes entwickeln
- jQuery Unterstützung
- Testsuite

Für Designer - Expression Web

- Standards (CSS, W3C, 508)
- Visuelles Programmieren
- Unterstützung: Photoshop, ASP.NET PHP

Internet Explorer 8

- Debug HTML, CSS und JScript

Webserver

IIS 7.x, FTP, IIS Features, IIS Extensions, Updates,...

Framework & Runtimes

ASP.NET, ASP.NET MVC, PHP, .NET 3.5 SP1, Updates...

Datenbank(en)


SQL Server, SQL Server Management, MySQL, MySQL Konnektoren, GUI Tools, Updates...

Tools

Visual Studio, Expression Web, Updates

Media Serving

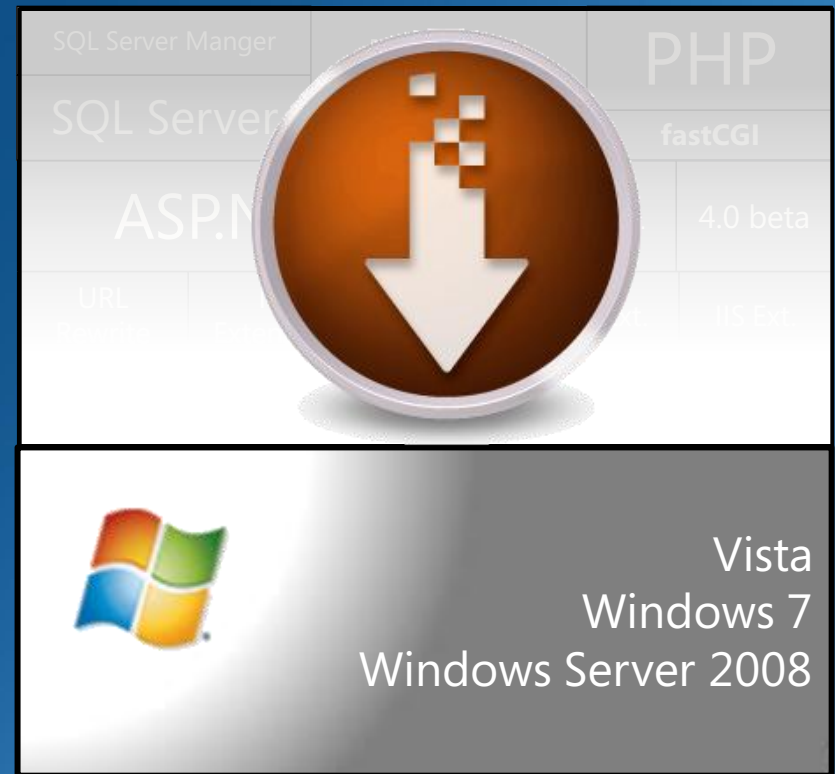
IIS Media Pack, Media Serve, Updates...

SQL Server Manger		MySQL		PHP	
SQL Server		MY SQL Connector		fastCGI	
ASP.NET			v3.5	SP1	4.0 beta
URL Rewrite	IIS Extension	IIS Ext.	IIS Ext.	IIS Ext.	
IIS 7.x				FTP 7.5	
		Vista Windows 7 Windows Server 2008			

Microsoft Web Platform Installer v2

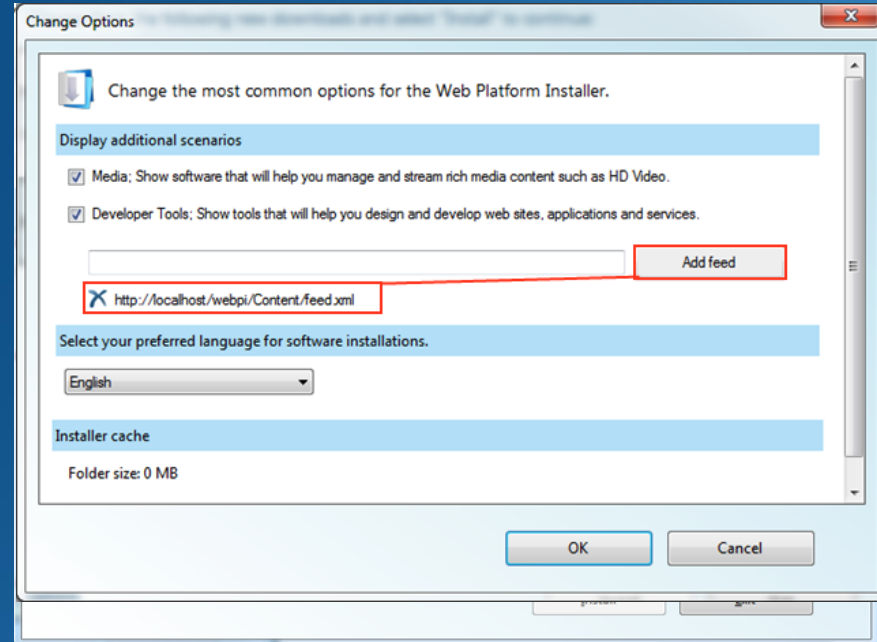
- + Updates erkennen
- + Beta Software zum testen
- + Erkennt Abhängigkeiten
- + Bringt Installations know how.
- + Konsistente Installationen
- + Marktplatz für Web Apps
- + Windows 2003 + XP!

= Zeitersparnis!



WebPI Erweiterbarkeit

- Eigene SW-Pakete einbinden -> [link](#)
- Integrieren des WebPI's in ein Control Panel -> [link](#)
 - Microsoft.Web.PlatformInstaller Namespace -> [link](#)



Microsoft Web Platform Installer



Design, develop and deliver Web-based applications

The Microsoft Web Platform Installer is a free tool that makes it simple to download, install and keep up-to-date with the latest components of the Microsoft Web Platform, including Internet Information Services (IIS), SQL Server Express, .NET Framework and Visual Web Developer. [Download it now.](#)

Select the Web Platform products below or choose "Customize" to select individual packages.

What's New?

Web Platform

Web Applications

Media Platform

Developer Tools

Enterprise

Web Server ✓

All of the recommended products from this group are already installed.

Easily manage, deploy and host web applications, sites and services with the Internet Information Services (IIS) Web Server. Expand the capabilities of your IIS web server with the latest extensions.

[Customize](#)

Frameworks and Runtimes ✓

All of the recommended products from this group are already installed.

Powerful frameworks and runtimes help you build and run web applications, sites and services quickly and easily. The ASP.NET Framework provides rich functionalities that are adaptable to a wide range of projects. Run popular web applications with ASP.NET and P...

[Customize](#)

Database ✓

All of the recommended products from this group are already installed.

Data-enable your web applications with SQL Server: a complete database engine with best in class ease of use and manageability. Take advantage of the rich reporting, business intelligence and tools support.

[Customize](#)

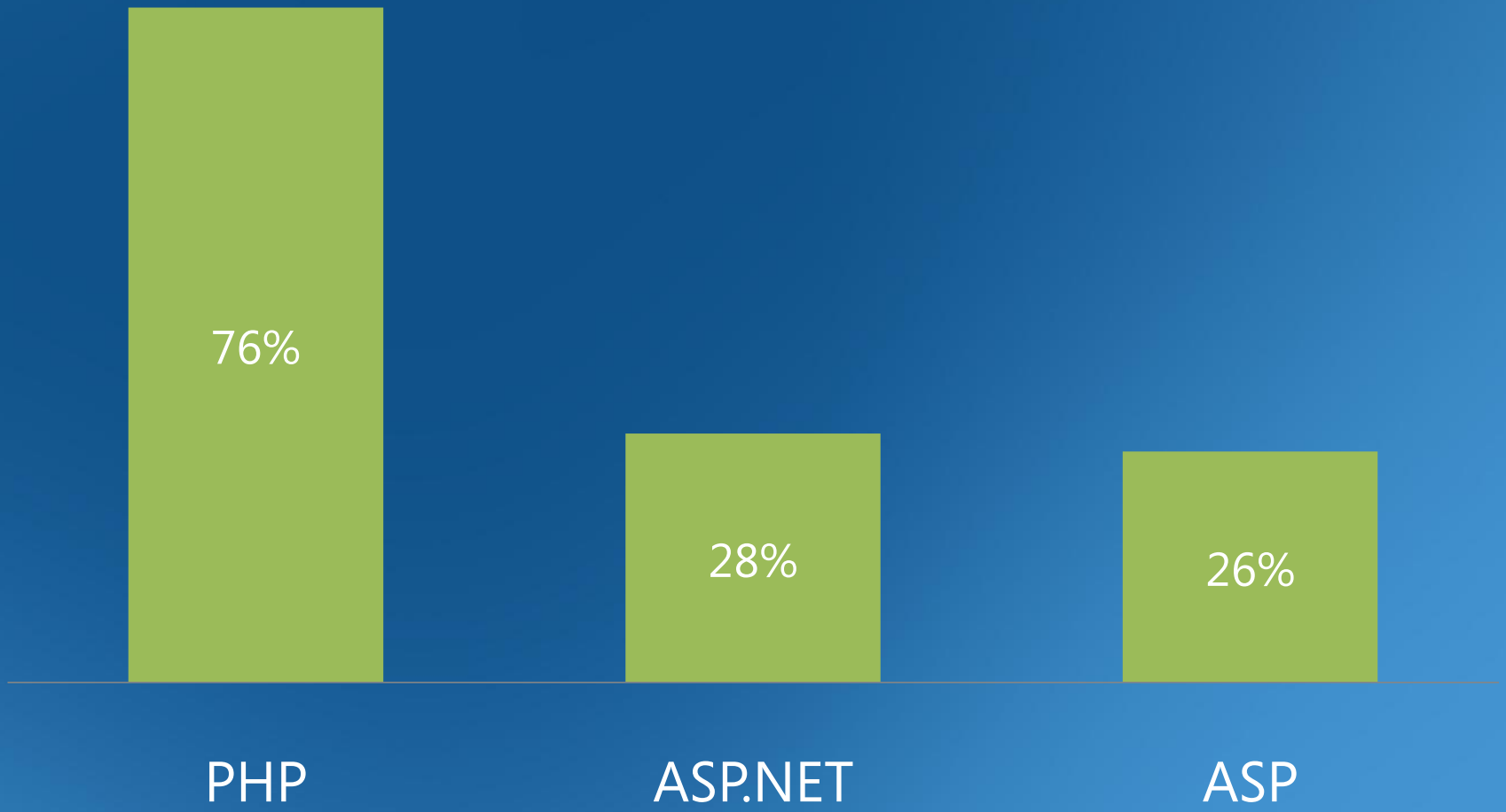
Tools

[Options](#)

Install

Exit

PHP




Web Platform Installer 2.0

Select the Web Platform products below or choose "Customize" to select individual packages.

- What's New?
- Web Platform
- Web Applications
- Media Platform
- Developer Tools
- Enterprise

[Back to Frameworks and Runtimes](#)

Install PHP 5.2.12



PHP (recursive acronym for PHP: Hypertext Preprocessor) is a widely-used open source general-purpose scripting language that is especially suited for web development and can be embedded into HTML. It generally runs on a web server, taking PHP code as its input and creating web pages as output. The non-thread-safe build of PHP offered here is the recommended build to use when running PHP on Windows via FastCGI support provided in Microsoft Internet Information Services.

[More information](#)

[Publisher: PHP.net](#)
Download Size: 19,03 MB
Version: 5.2.12
Release date: 16.12.2009

[Options](#)

Install Exit

Microsoft und die PHP Community

Keine Core-Entwickler auf | für Windows

Windows 2nd Wahl

Binaries Releases Tage oder Wochen nach Quellcode Realeases

Keine QA auf Windows

Dokumentations- und Kommunikationsdefizit.



Windows Internals Team

- 2 Core Entwickler
- 7 Reguläre Helfer, Beitragende oder Tester (Anz. steigend)

Windows ist jetzt auch primäre Plattform

Synchronisierte Releases

- 5.2.6, 5.2.7, 5.2.8, 5.3.0

QA auf Windows

- 95% der Core Tests erfolgreich auf Windows

Dedizierte Kommunikationskanäle

- Mailing Listen, Windows internal Liste, [iis.net/php](http://www.php.net/mailling-lists.php)(<http://www.php.net/mailling-lists.php>)
- IRC Kanal auf freenode #php-dev-win

http://windows.php.net/download.php



PHP: Hypertext Preprocessor

[Home](#)

[Downloads](#)

[QA Releases](#)

[Snapshots](#)

[Team](#)

[Php.net site](#)

PHP For Windows

This site is dedicated to supporting PHP on Microsoft Windows. It also supports ports of PHP extensions or features as well as providing special builds for the various Windows architectures.

Which version do I choose?

If you are using PHP with Apache 1 or Apache2 from apache.org you need to use the VC6 versions of PHP

If you are using PHP with IIS you should use the VC9 versions of PHP

PHP 5.3.0 released

30-Jun-2009

The PHP development team is proud to announce the immediate release of PHP [5.3.0](#). This release is a major improvement in the 5.X series, which includes a large number of new features and bug fixes.

Some of the key new features include: [namespaces](#), [late static binding](#), [closures](#), optional [garbage collection](#) for cyclic references, new extensions (like [ext/phar](#), [ext/intl](#) and [ext/fileinfo](#)), over 140 bug fixes and much more.

For users upgrading from PHP 5.2 there is a [migration guide](#) available here, detailing the changes between those releases and [PHP 5.3.0](#).

Further details about the [PHP 5.3.0](#) release can be found in the [release announcement](#), and the full list of changes are available in the [ChangeLog](#).

PHP 5.2.10 released

18-Jun-2009

The PHP development team would like to announce the immediate availability of PHP 5.2.10. This release focuses on improving the stability of the PHP 5.2.x branch with over 100 bug fixes, one of which is security related. All users of PHP are encouraged to upgrade to this release.

Windows Cache Extension for PHP

php_wincache.dll

- PHP accelerator
 - Supports 5.2.x + 5.3.x
 - PHP Opcode Cache + File I/O
 - Php extension (**php.ini**):



```
extension = php_wincache.dll
```

- Unterstützt FastCGI
- WinCacheForPHP -> [link](#)

PHP auf Windows - Ökosystem

ADODB

- First LGPL Open Source project that Microsoft has contributed to



SQL Server PHP Driver

- This first release of SQL Server Driver for PHP is designed to enable PHP applications to be developed and deployed on SQL Server



IIS7+ FastCGI

- Improvement the performance of PHP on Windows

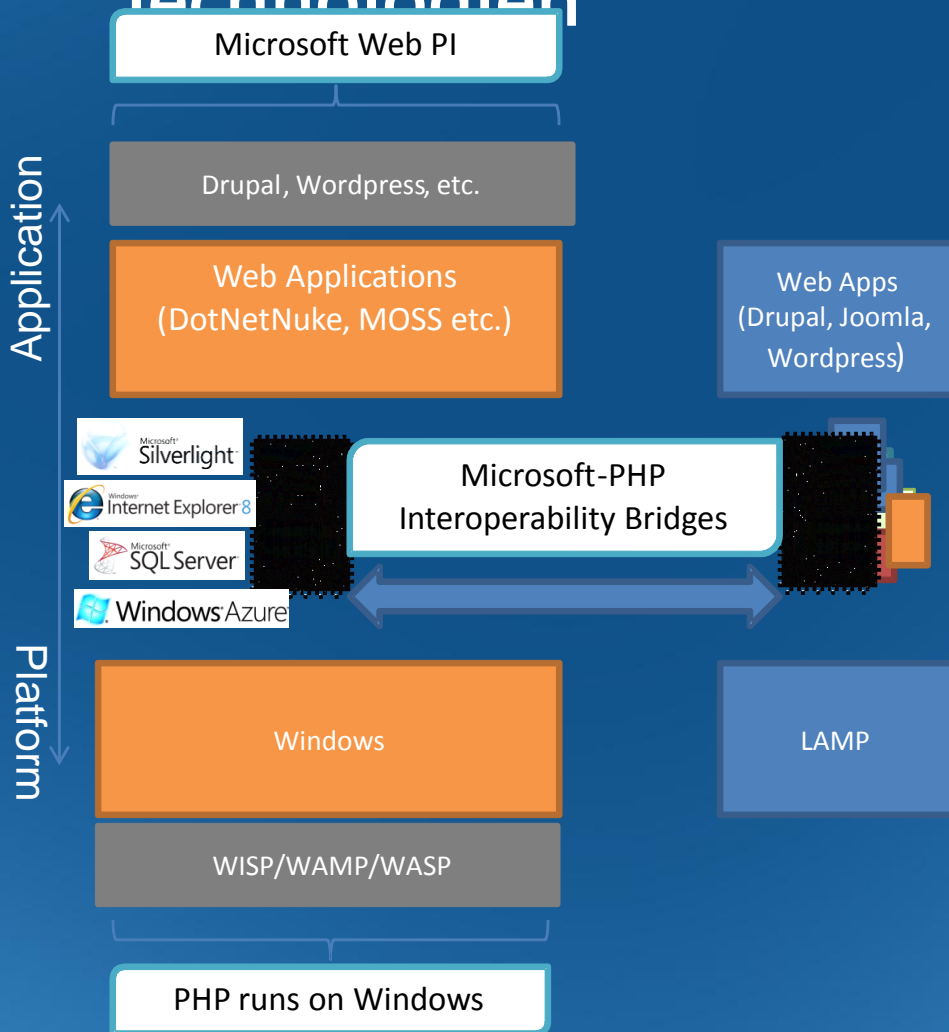
Windows Server[®] 2008

Expression Web 3.0

- Broadens tool focus to support PHP site editing



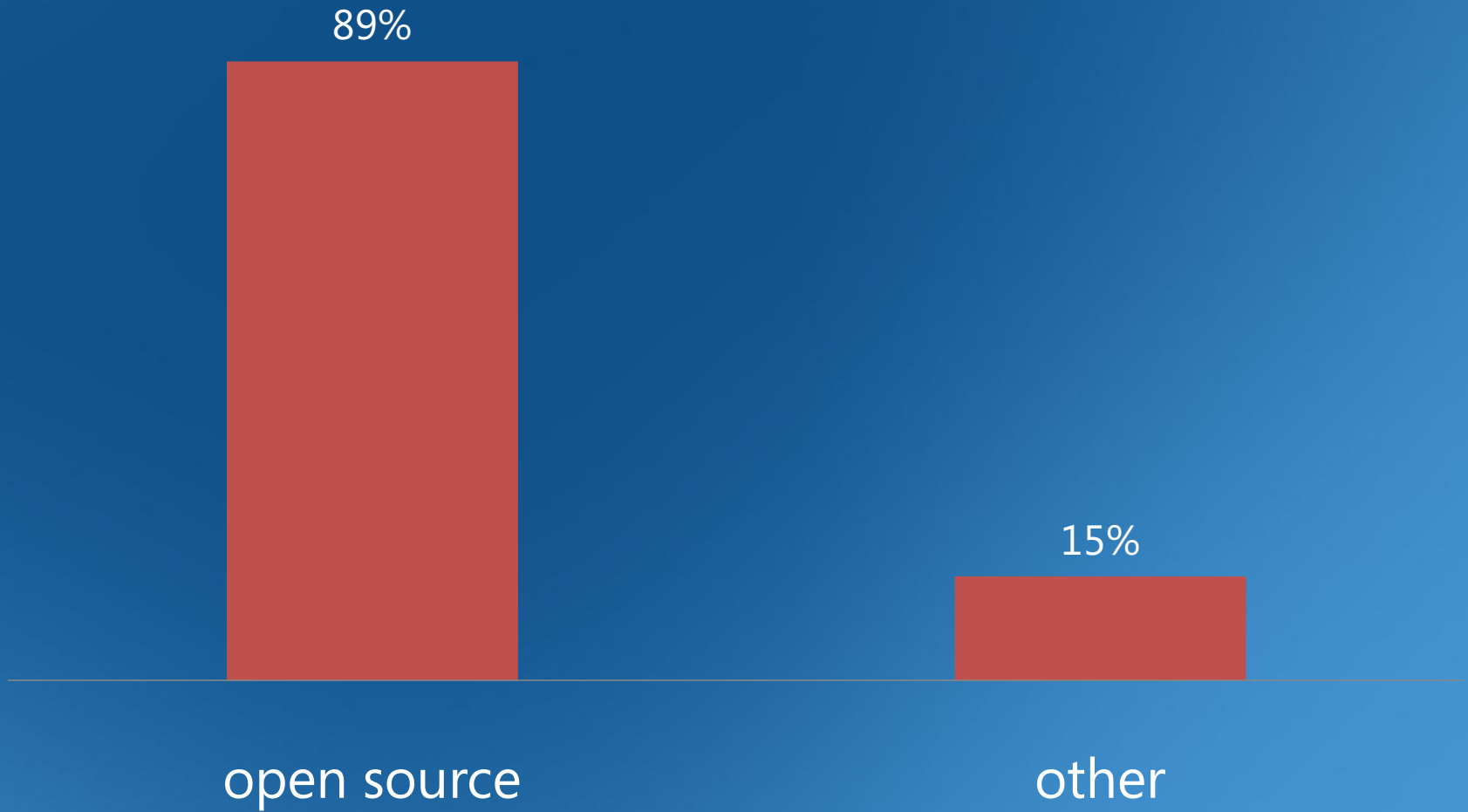
PHP Interoperabilität mit Microsoft Technologien



PHP Interop Projekte

- PHP SDK for Windows Azure Storage
- IE8 Webslices & Accelerators for PHP
- Silverlight for PHP
- PHP-SQL CRUD Application builder
- Live Maps PHP Toolkit
- Live Messenger Tutorial

Web Applikationen



Select a Web application and click "Install" to continue:

What's New?

Web Platform

Web Applications

All

Blogs

Content Management

eCommerce

Galleries

Tools

Wiki

Media Platform

[Back to Blogs](#)



[Publisher: WordPress](#)

Download Size: 2,40 MB

Version: 2.9

Release date: 10.02.2009

Install WordPress

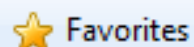
WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing and with fewer users than you can count on your fingers and toes. Since then it has grown to be the largest self-hosted blogging tool in the world, used on hundreds of thousands of sites and seen by tens of millions of people every day.

[More information](#)

[Options](#)

Install

Exit



Favorites



DocuSign - Member Cons...



Hosting Provider Server C...



Internet Explorer cannot d...



Configurat



Welcome

Welcome to the famous five minute WordPress installation process! You may want to browse the [ReadMe documentation](#) at your leisure. Otherwise, just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Blog Title

Your E-mail





Dashboard



Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Right Now

At a Glance

1 Post	1 Comment
1 Page	1 Approved
1 Category	0 Pending
0 Tags	0 Spam

Theme **WordPress Default** with 0 Widgets

Change Theme

You are using **WordPress 2.8.4**.

Recent Comments

From Mr WordPress on Hello world! #

QuickPress

Title

Upload/Insert

Content

Tags

Save Draft

Reset

Recent Drafts

There are no drafts at the moment



Search WordPress.org

Free Themes Directory

Username Password

[Extend Home](#)

[Plugins](#)

Themes

- [Commercial](#)
- [More Info](#)
- [Contact Us](#)

[Ideas](#)

[Kvetch!](#)

Looking for the awesome WordPress themes? Here's the place to find them!
Welcome to the Free WordPress Themes directory.

950 THEMES, 7,226,500 DOWNLOADS, AND COUNTING

Featured Themes



Cordobo Green Park 2

Lightweight fast-rendering theme with 2-3 column layout and right sidebar, Widget-ready (4 slots), built-in support for plugins (e.g. twitter), support for threaded/nested comments, fully localized, easy to customize via settings-page. By Andreas Jacob.

- Dashboard
- Posts
- Media
- Links
- Pages
- Comments
- Appearance
 - Themes
 - Widgets
 - Editor
 - Add New Themes
 - Atahualpa Theme Options
- Plugins
- Users
- Tools

Manage Themes

New theme activated. This theme supports widgets, please visit the [widgets settings page](#) to configure them.

Current Theme



Atahualpa 3.4.1 by BytesForAll

Version 3.4.1 – Atahualpa is a WordPress/PHP/CSS Framework that lets you build your own unique, professional and browser-safe WordPress theme: 1-5 columns, fluid or fixed width, rotating header images and over 200 theme options. Tutorials, downloads and support at the [BFA WP Forum](#)

All of this theme's files are located in `/themes/atahualpa`.

Tags: white, one-column, two-columns, three-columns, four-columns, fixed-width, flexible-width, custom-colors, custom-header, theme-options, left-sidebar, right-sidebar, threaded-comments, sticky-post, translation-ready

Available Themes



[Dashboard](#)
[Posts](#)
[Edit](#)
[Add New](#)
[Post Tags](#)
[Categories](#)
[Media](#)
[Links](#)
[Pages](#)
[Comments](#)
[Appearance](#)
[Themes](#)
[Widgets](#)
[Editor](#)
[Add New Themes](#)
Atahualpa Theme
Options
[Plugins](#)
[Users](#)

Atahualpa 3.4.1

[START](#)
[Configure SEO](#)

Overall Style & Config.

[Body, Text & Links](#)
[Style & configure LAYOUT](#)
[Add a FAVICON](#)

Header Area

[Style & edit HEADER AREA](#)
[Header Image](#)
[RSS Settings](#)
[Page Menu Bar](#)
[Category Menu Bar](#)

Center Column

[Style & edit CENTER COLUMN](#)
[Next/Previous Navigation](#)

Sidbars & Widgets

[Style & configure SIDEBARS](#)
[Style WIDGETS](#)
[Add new WIDGET AREAS](#)

LEFT sidebar: Display on:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Homepage | <input checked="" type="checkbox"/> Tag Pages |
| <input checked="" type="checkbox"/> Front Page (*) | <input checked="" type="checkbox"/> Search Results |
| <input checked="" type="checkbox"/> Single Posts | <input checked="" type="checkbox"/> Author Pages |
| <input checked="" type="checkbox"/> "Page" pages | <input checked="" type="checkbox"/> "Not Found" |
| <input checked="" type="checkbox"/> Category | <input checked="" type="checkbox"/> Attachments |
- Pages
- Archive Pages

(*) "Front Page" will only affect WP 2.5 newer WP versions, IF you select a static page, then "Front Page" becomes the actual "Homepage" will be the home page for this blog). If no static front page is selected, the "Front Page" will be the same.

LEFT sidebar: Don't display on Pages:

 Default: **blank**

To turn off the left sidebar on **individual** pages, enter the IDs of those pages here, separated by commas.

Example:

29,8,111

To get the ID of a page, go to Site Administration > Pages, click on your mouse at the title of the page in question, and look at the browser's status bar (it's at the bottom of the browser window). It will look like "...action=edit&post=XX". XX is the ID of the page.

LEFT sidebar: Don't display on Categories:

 Default: **blank**

To turn off the left sidebar on **individual** categories, enter the IDs of those categories here, separated by commas.

Example:

13,5,87

Dashboard

Posts

Edit

Add New

Post Tags

Categories

Media

Links

Pages

Comments

Appearance

Plugins

Installed


Add New

Editor

Users

Tools

Settings



Manage Plugins

Plugin **activated**.

Plugins extend and expand the functionality of WordPress. Once a plugin is installed, you may activate it or deactivate it here.

Currently Active Plugins

Bulk Actions

<input type="checkbox"/>	Plugin	Version	Description	
<input type="checkbox"/>	Contact Form 7	2.0.1	Just another contact form plugin. Simple but flexible. By Takayuki Miyoshi .	Settings Deact

<input type="checkbox"/>	Plugin	Version	Description
--------------------------	--------	---------	-------------

If something goes wrong with a plugin and you can't use WordPress, delete or rename that file in the `C:\inetpub\wwwroot\wordpress\content/plugins` directory and it will be automatically deactivated.

Recently Active Plugins

The following plugins were recently active. When a plugin has been inactive for more than 7 days it will be moved to the Inactive plugin list.

Bulk Actions

<input type="checkbox"/>	Plugin	Version	Description	
<input type="checkbox"/>	wp-weather	0.2.9.2	Weather.com widget - shows forecast information for a city. Displays image related to current conditions. Weather can also be inserted into a post or page via the shortcode <code>[weather display=]</code> . Go here to configure . By Matt Brotherson .	Act



Madrona Garden Center



Categories

Uncategorized (2)

Archives

August 2009

February 2009

End of Summer Sale Starts Today!

The warm weather is fading into the cool days of autumn. Just in time for the fall planting season, we are offering a 20% discount on all perennials and a 25% discount on garden hardscape art and pots. Best selection is always early in our sale so visit soon!

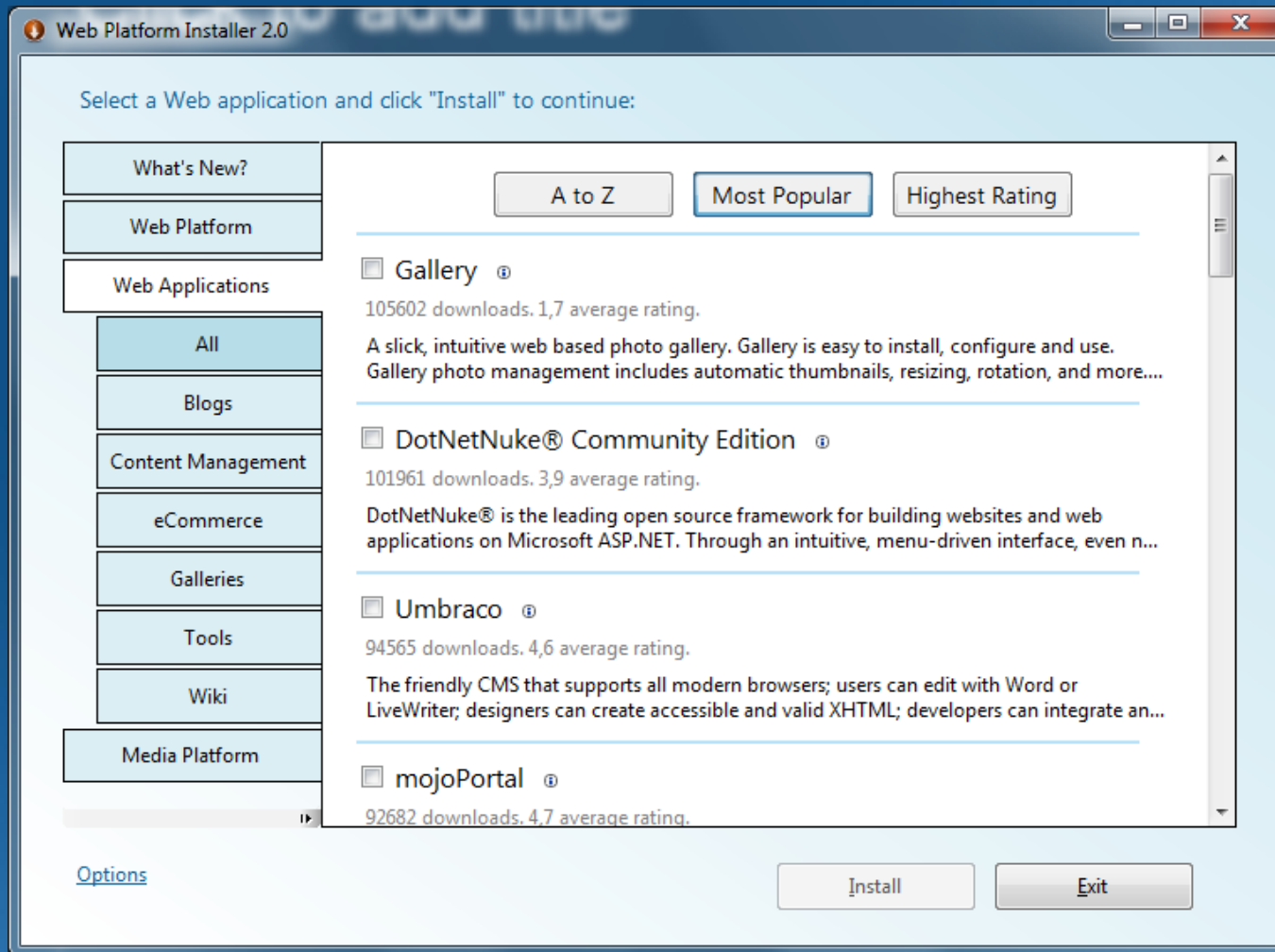
August 25th, 2009 | Category: Uncategorized | [Leave a comment](#) | [Edit this post](#)

Welcome to the Madrona Garden Center!

Welcome to the Madrona Garden Center, your community's source of plants, information, and sharing of stories. We hope you enjoy this site! We will use it to keep you up to date on our latest sales, thoughts on gardening in Seattle, and other information. Drop by and see us today — either online or in person!

February 25th, 2009 | Category: Uncategorized | [One comment](#) | [Edit this post](#)

Web Application Gallery in WebPI

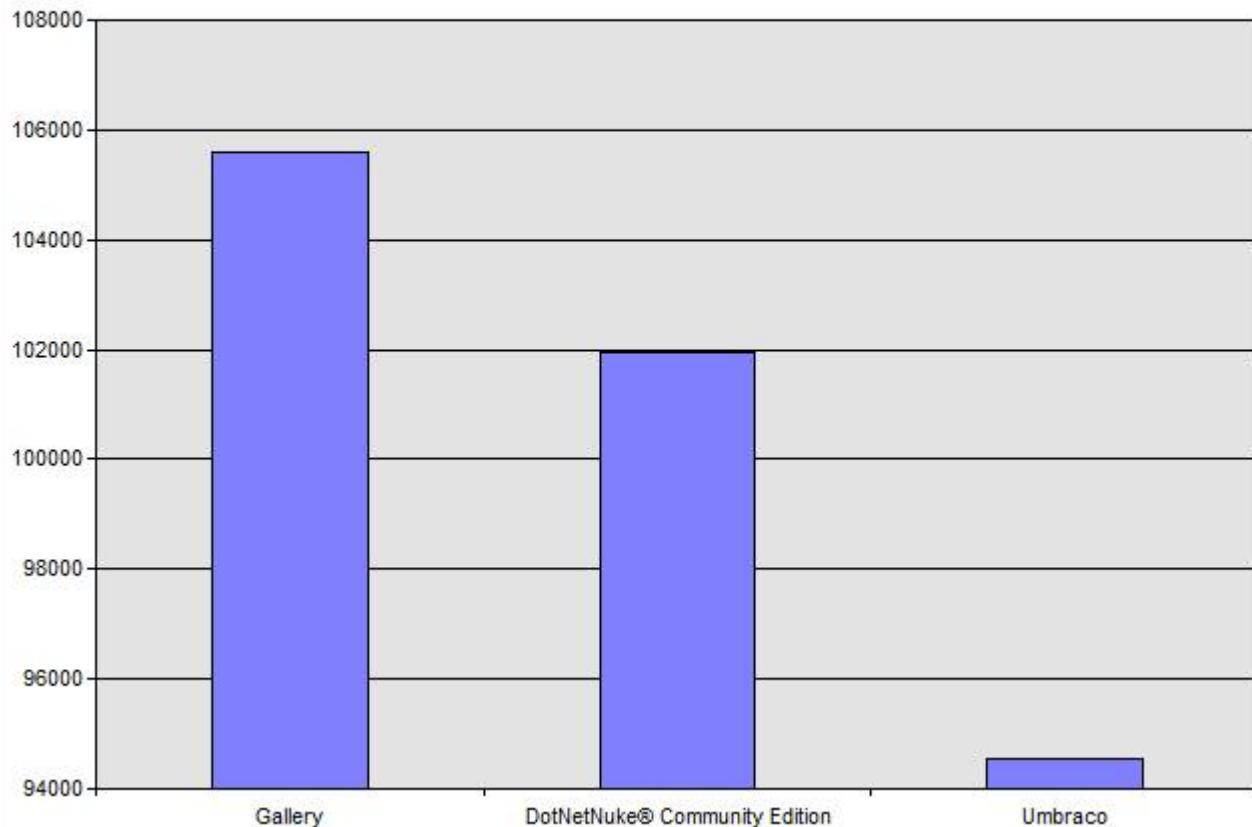


Featured

Alle durchstöbern

Log Parser

WebPI Top3 App-Downloads



A bis Z

Installieren

Installieren

Installieren

30.06.2009 added 21.540 downloads

AtomSite ist eine auf Standards basierende Plattform zur Onlineveröffentlichung, die stark erweiterbar und einfach zu verwenden ist und mit

Nicht genug Bewertungen

Web Server Group - Ziele

- Bester Web-Server-Stack
- Vergrößern des Windows Web-Applikations-Ökosystems
- Einfacher Einstieg in den Windows Web-Stack
- Einfache Windows Web-Stack Lizenzierung

- **Separate Legal Entity**
- **Open Source foundation focused on bridging the gap between commercial software and open source**
- **ASP.NET Open Source Gallery -> [link](#)**
- **Allows direct contribution by Microsoft employees**

- **Kostenlos, Open source, Community basierend.**
- **Wiederverwendbare ASP.NET Komponenten**
- **End-User, Skriptler, Entwickler**
- <http://www.orchardproject.net/>
- <http://orchard.codeplex.com/>



Links

Bernhard Frank's Webblog -> [link](#)

[Microsoft Web Platform](#)

IIS Website www.iis.net

[Shared Hosting Guidance](#)

[Content Map](#)

[Microsoft ASP.NET Hosting](#)

[Deployment Guide](#)





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