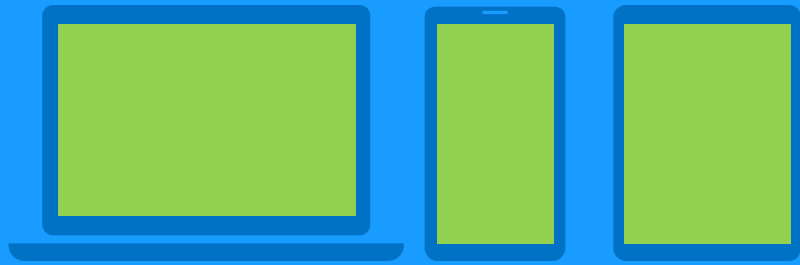


# The Cloud for Modern Business

Scott Guthrie

Executive Vice President

Cloud + Enterprise

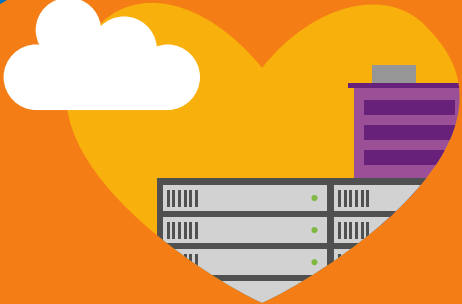


Mobile-first



Cloud-first

# Cloud Platform




Transform the datacenter




Unlock insight on any data



Empower enterprise mobility



Create the internet of your things



Enable application innovation

Azure

SSD-based instances for Microsoft  
Azure VMs and Cloud Services  
Azure SQL Database Auditing  
Azure AD → Workday HR Integration  
VPN Support Public Preview  
HDInsight for Storm  
AAD Application Proxy  
SQL vNext Tech Preview  
HDInsights for Hadoop 2.6  
Azure RBAC controls  
SQL Server Drivers  
Azure DocumentDB  
HDInsights for Hbase  
WSSC vNext Tech Preview  
Content Protection Public Preview  
Multi-factor Auth improvements

TiP Testing Public Preview  
VSO REST Hooks preview  
Azure VM Image Gallery expansion  
MDM for Office 365  
WSSC Azure Packs  
Azure Networking Appliances  
New Power BI Experiences  
Azure Vnet  
Azure Zone Redundant Storage  
Cloudera and Hortonworks on clustered Azure VMs  
Azure Traffic Manager  
Intune Updates  
Azure Instance Level IPs  
Azure AAD Premium Features  
Live Channels for Azure Media Services

Web Sites  
Azure Standard SSG  
Forced Tunneling  
ExpressRoute S2S, P2S GA  
Azure Multiple NICs  
Azure Search  
VSO Datacenter Expansion  
Azure Key Vault

> 10,000

New Azure customers  
a week

1,200,000

SQL databases  
in Azure

> 30 Trillion

Storage objects  
in Azure

350 Million

Azure Active Directory users

---

> 18 Billion

Azure Active Directory  
authentications/week

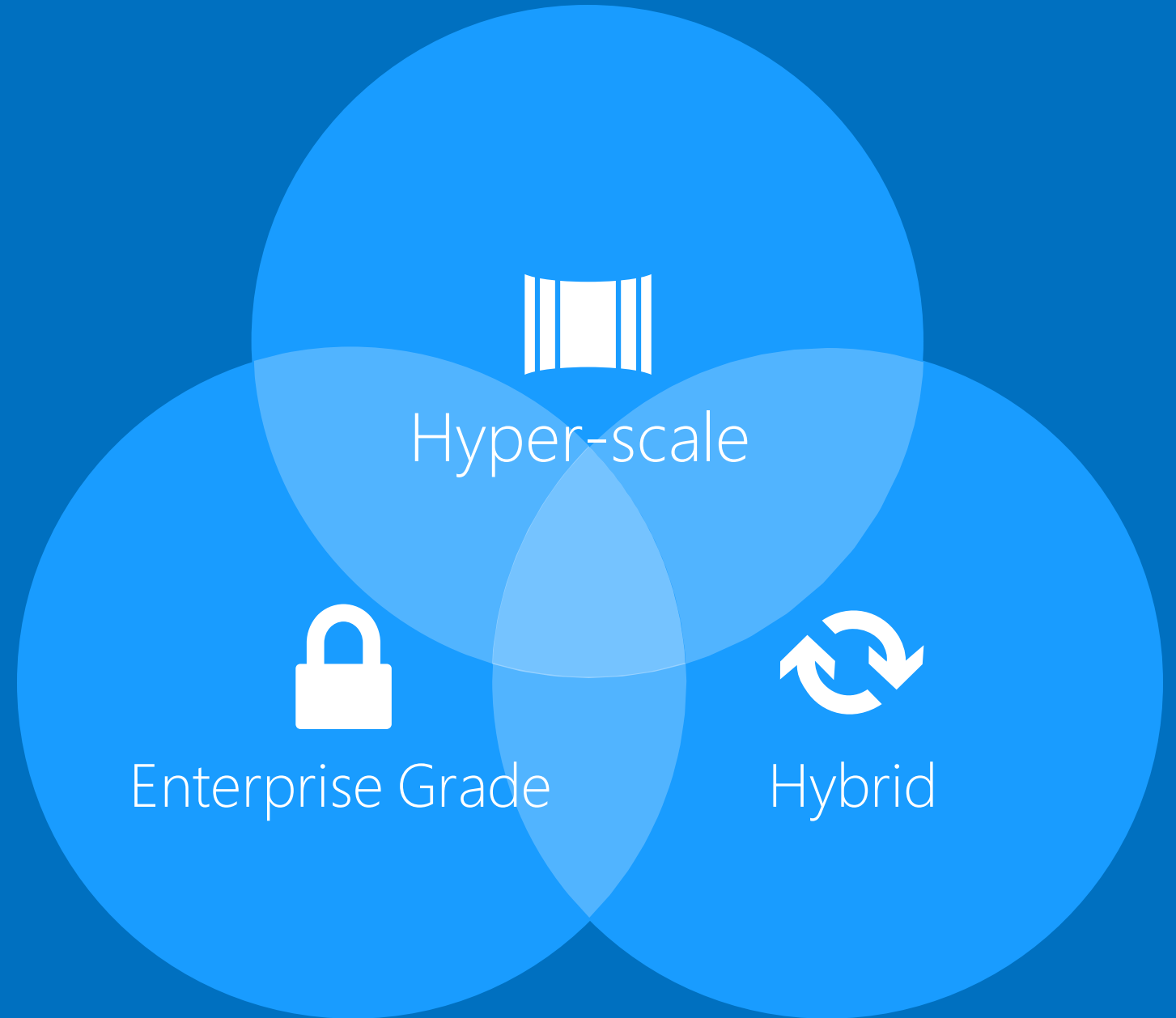
> 2 Million

Developers registered with  
Visual Studio Online

> 60%

Azure customers  
using higher-level  
services

# How we differentiate



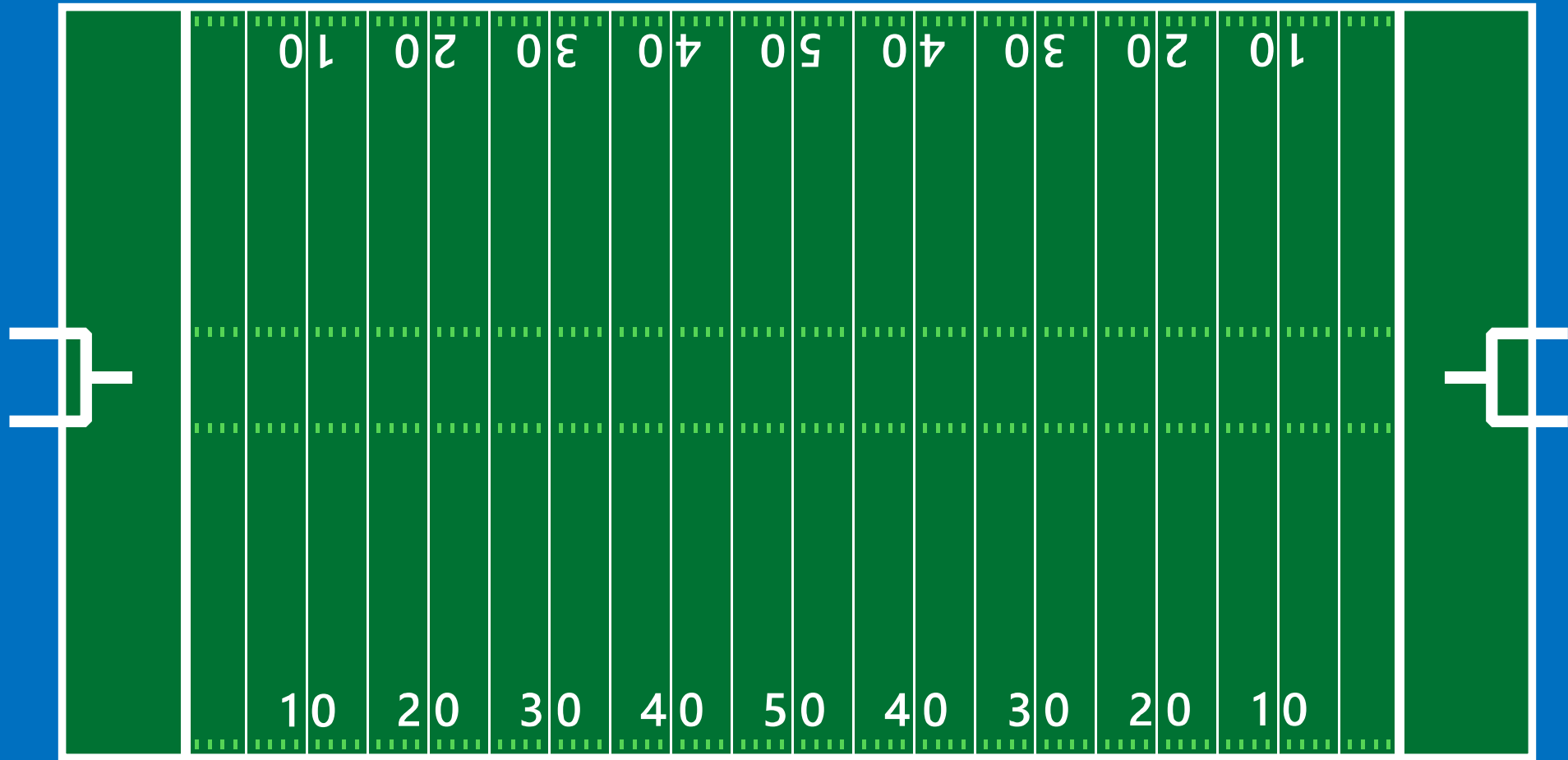
# Azure footprint



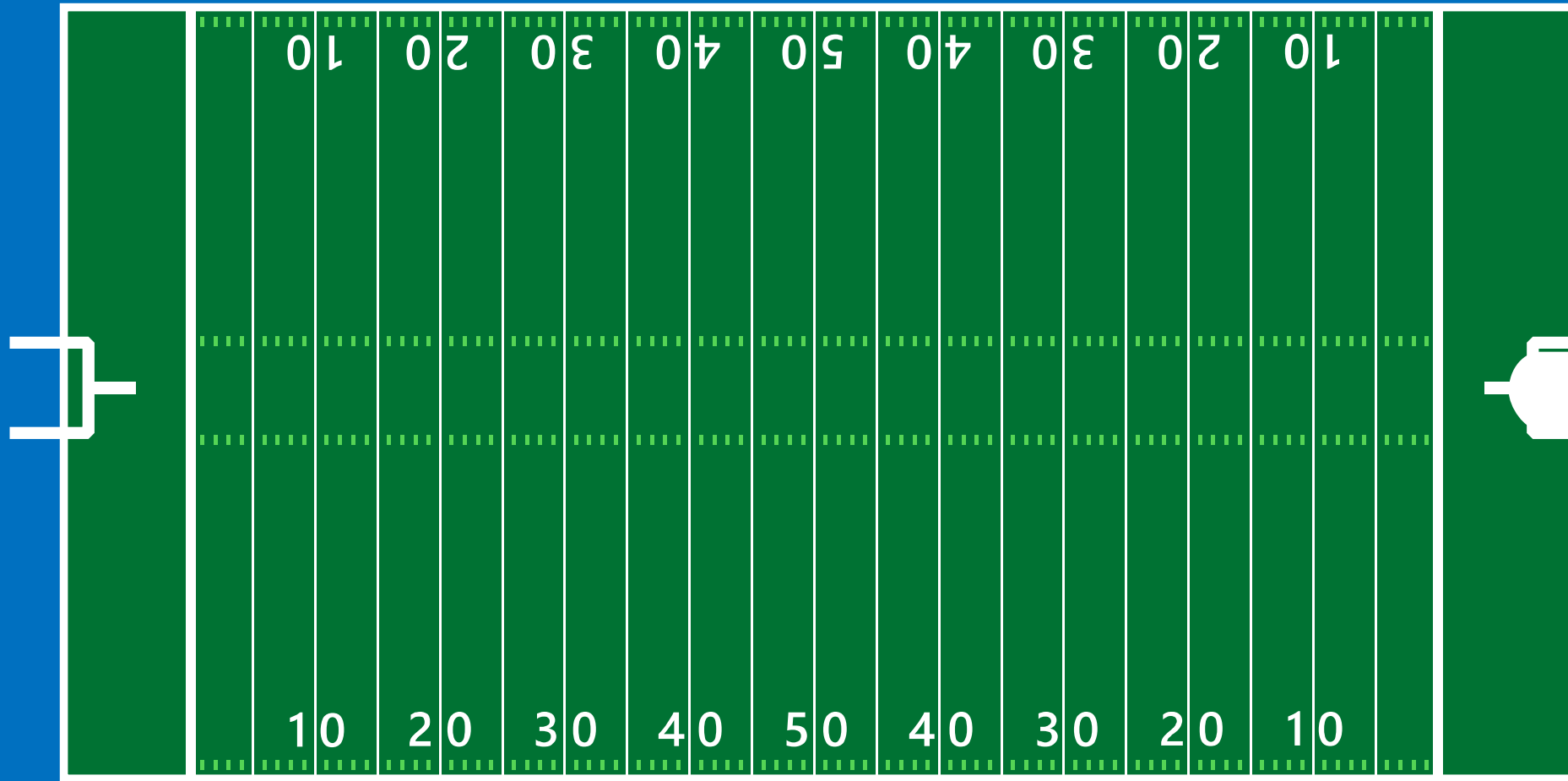


Azure  
footprint

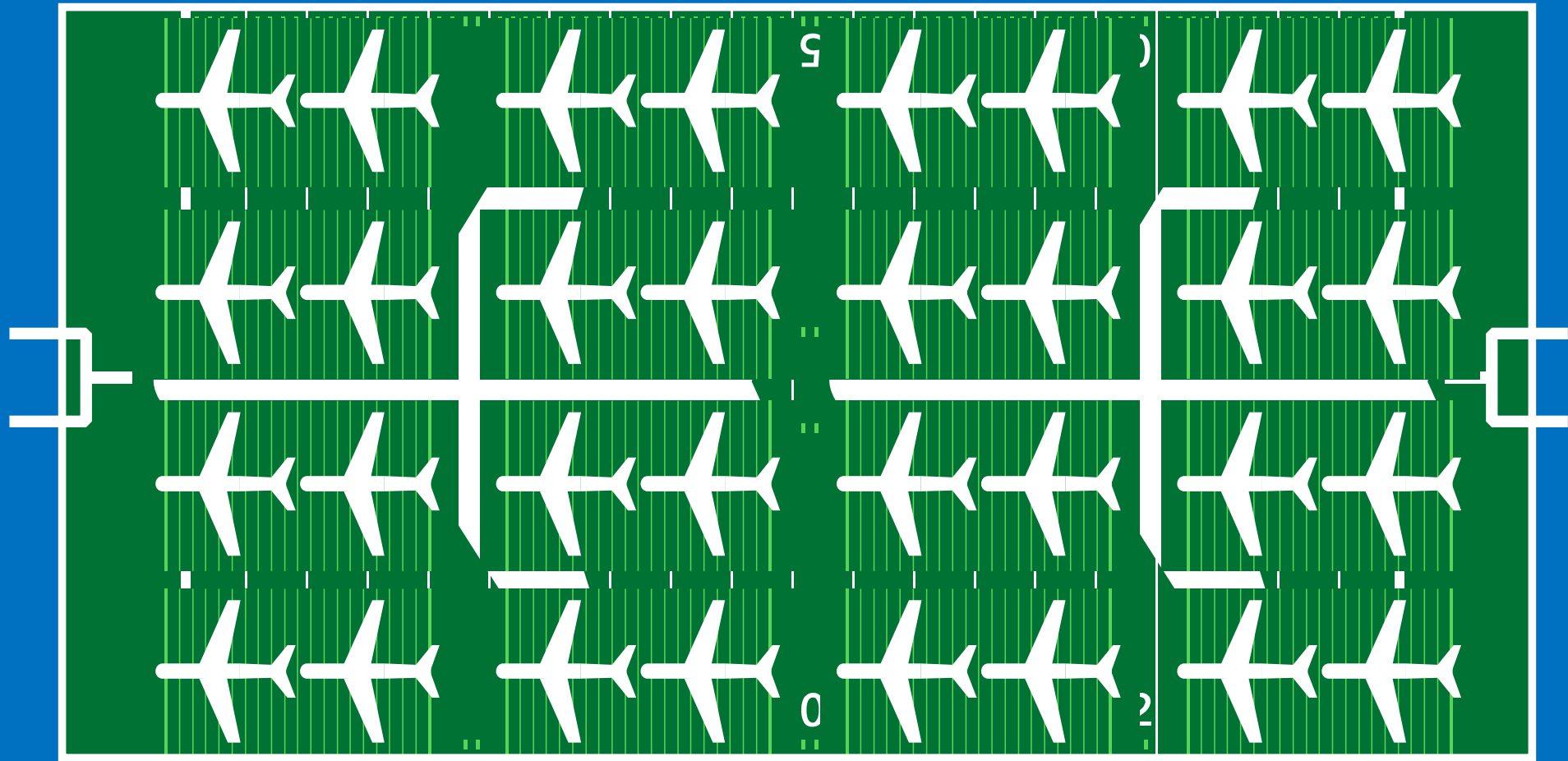




Datacenter buildings are about  
one football field in size



...large enough to hold two jumbo jets



That's up to 600,000 servers in  
And there are 16 buildings per region...  
each Azure region

SKANSKA



Weather



mazda

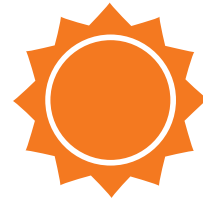


SAAB

DocuSign

Milliman

 Milliman



AccuWeather

 Heineken®

 panzur  
Cloud Storage Made Seamless

Healthcare

DATAS

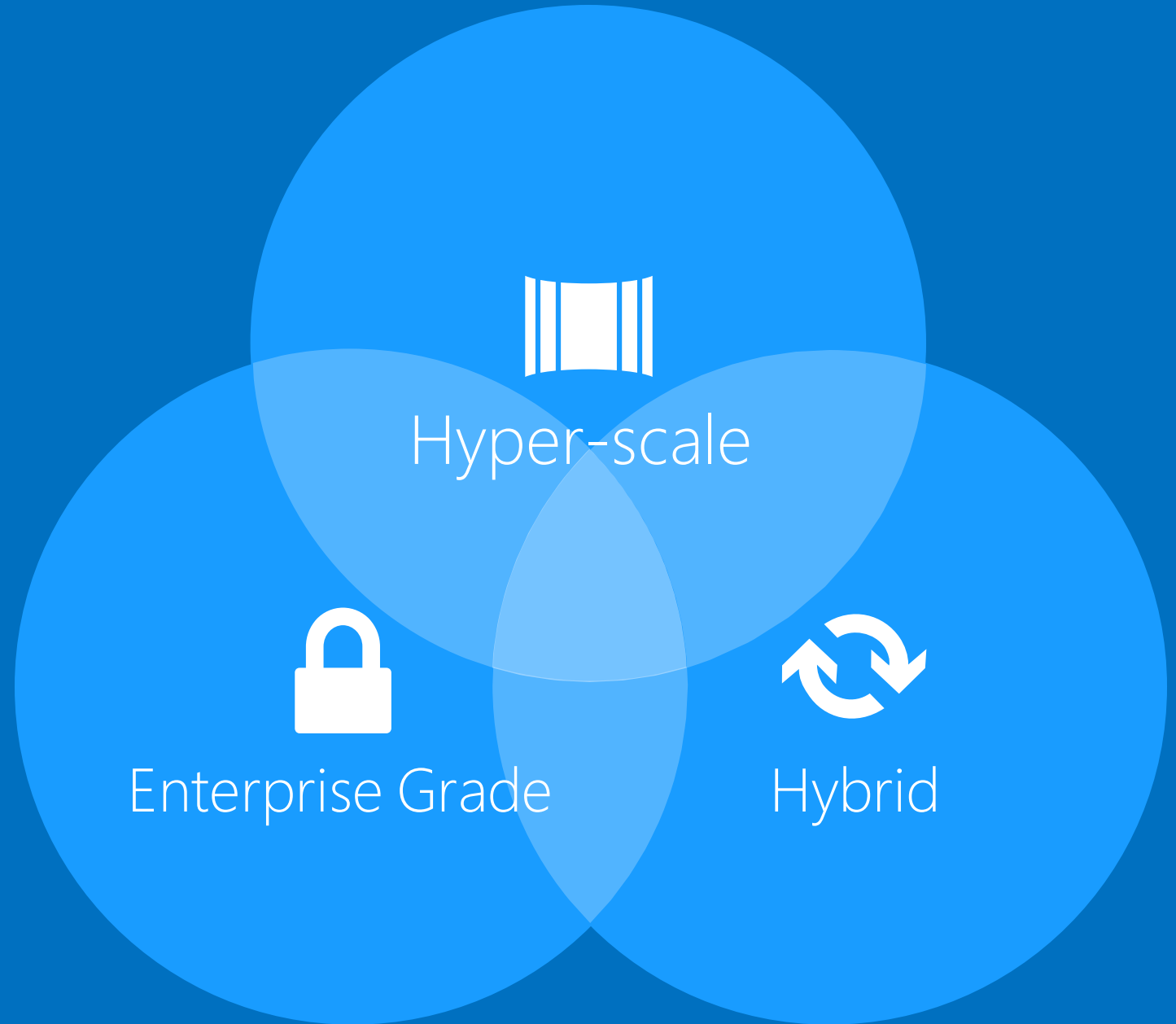
Scalar

Seagate

3M

Hyper-scale advantage

# How we differentiate



# Leader in Gartner magic quadrants

- ✓ Cloud Infrastructure as a Service
- ✓ Enterprise Application Platform as a Service
- ✓ Public Cloud Storage Services
- ✓ x86 Server Virtualization

➔ Microsoft only leader in all four magic quadrants

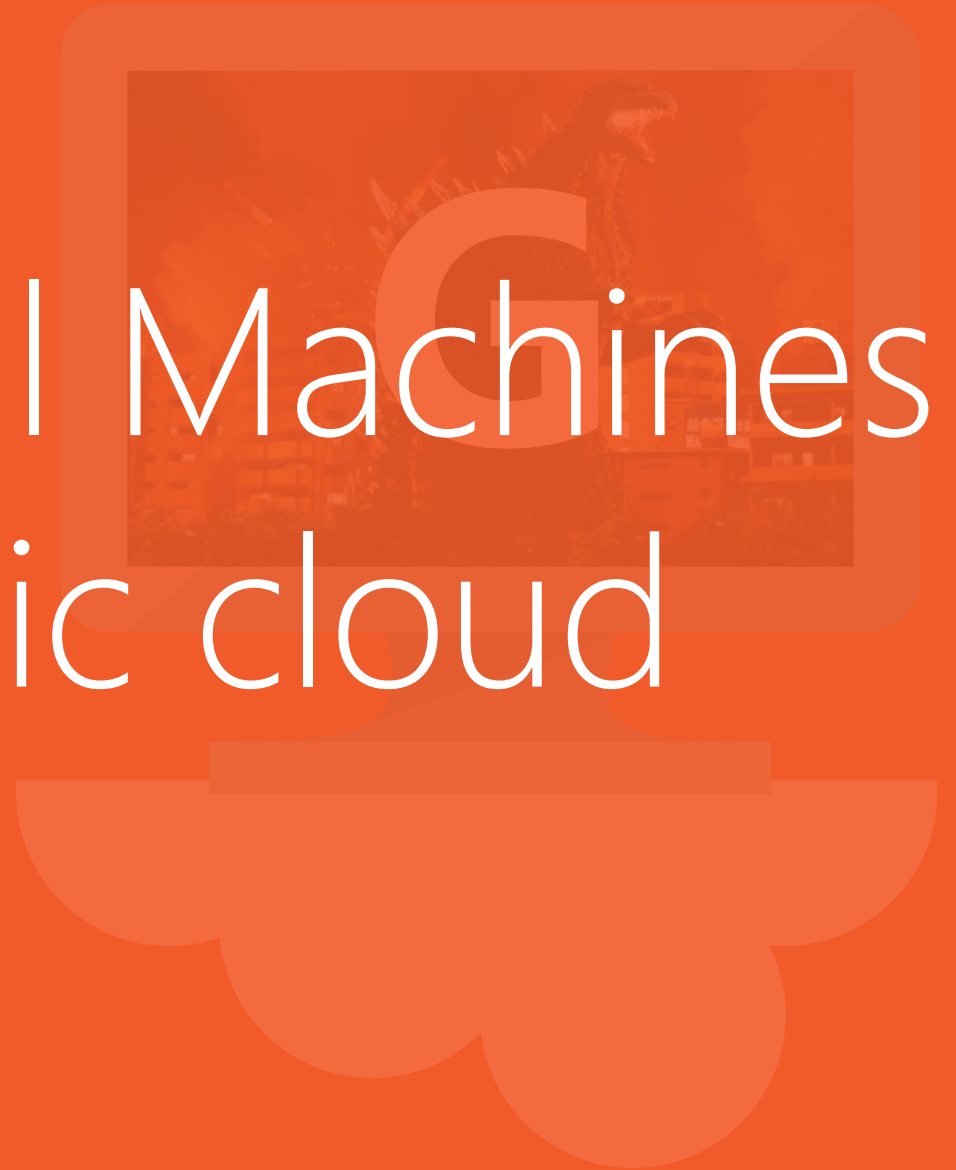
New **G** family

# Largest Virtual Machines in the public cloud

Optimized for data workloads

Up to 32 CPU cores, 450 GB RAM,  
6.5 TB local SSD

Latest generation Intel processor





A stylized graphic on the left side of the slide. It features a large, bright orange sun with a smaller, semi-transparent orange sun in front of it. Below the suns are three overlapping yellow circles, each with a small red dot in the center, representing storage disks. The background is a solid orange color.

# Azure Premium storage

---

Up to 64 TB of storage per VM

>50,000 IOPS per VM

Less than 1ms read latency

DEMO:

# IaaS Updates

Drew McDaniel



GE Healthcare



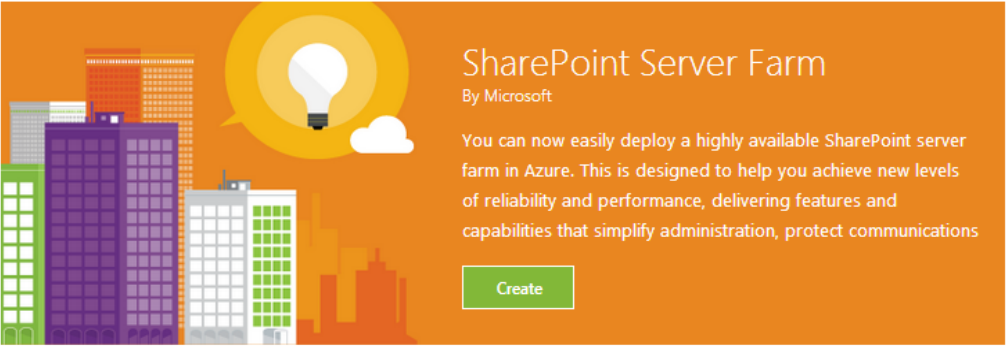
**TAKENAKA**

Enterprise grade advantage

# Azure Marketplace

Gallery ✦ ✕ Virtual machines ✦ ✕

- Home
- Virtual machines**
- Web
- Mobile
- Developer services
- Media
- Data, storage, + backup
- Identity
- App + data services









### SharePoint Server Farm

By Microsoft







You can now easily deploy a highly available SharePoint server farm in Azure. This is designed to help you achieve new levels of reliability and performance, delivering features and capabilities that simplify administration, protect communications

[Create](#)







Recommended See All

 <p>Windows Server 2012 R2... By Microsoft</p>	 <p>Ubuntu Server 14.04 LTS By Canonical</p>	 <p>SharePoint Server Farm By Microsoft</p>	 <p>SQL Server 2014 Enterprise By Microsoft</p>	 <p>CentOS 6.5 By OpenLogic</p>	 <p>Oracle Database 12.1.0.1 Standar... By Oracle</p>
---	---	--	--	--	--

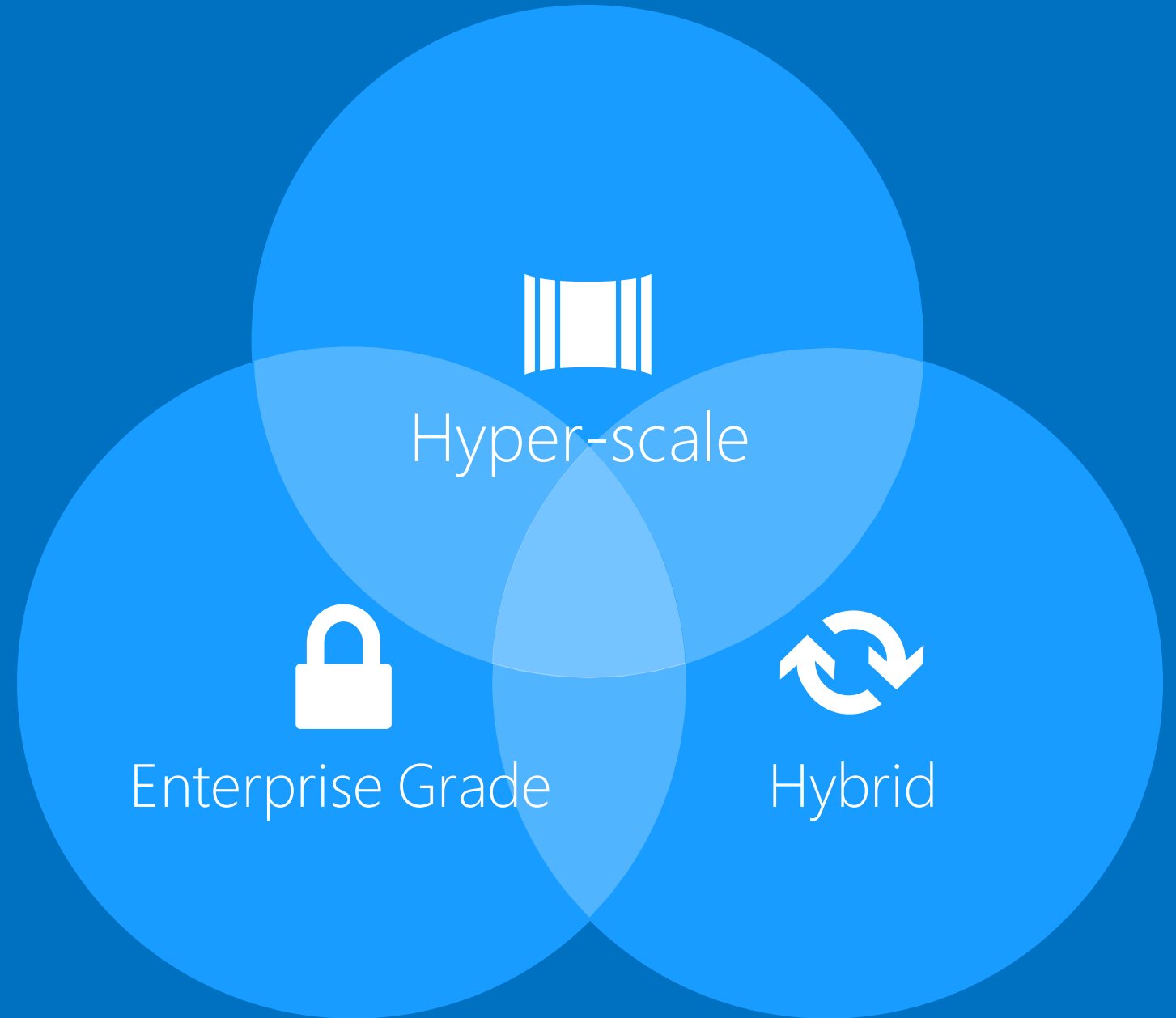
Windows based See All

 <p>Windows Server 2012 R2... By Microsoft</p>	 <p>SQL Server 2014 Standard By Microsoft</p>	 <p>SharePoint Server 2013 Trial By Microsoft</p>	 <p>BizTalk Server 2013 Enterprise By Microsoft</p>	 <p>Oracle Database 11g R2 and... By Oracle</p>	 <p>Oracle Database 11g R2... By Oracle</p>
--	---	---	---	---	---

Linux based See All

 <p>Ubuntu Server 14.04 LTS By Canonical</p>	 <p>Oracle Linux 6.4.0.0.0 By Oracle</p>	 <p>openSUSE 13.1 By SUSE</p>	 <p>CentOS 6.5 By OpenLogic</p>	 <p>Puppet Enterprise 3.2.3 By Puppet Labs</p>	 <p>Zulu 7 By Azul</p>
---	---	--	--	---	---

# How we differentiate



Connect every on-premises server to the cloud

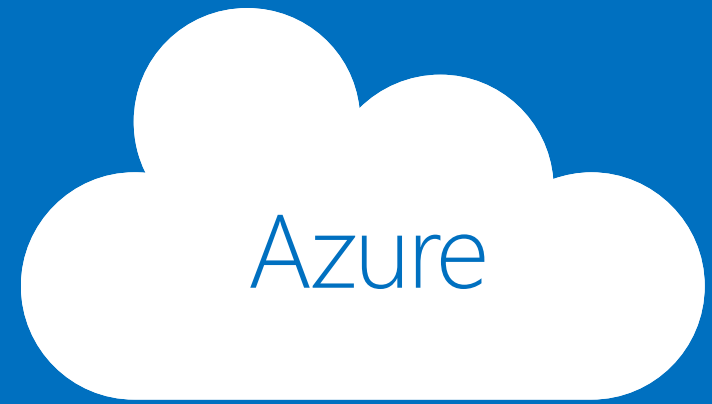


Storage  
Backup  
Disaster recovery  
Identity  
Networking

**On-Premises Datacenter**



# Add Azure to your datacenter



Azure



On-Premises Datacenter



Windows Server +  
System Center



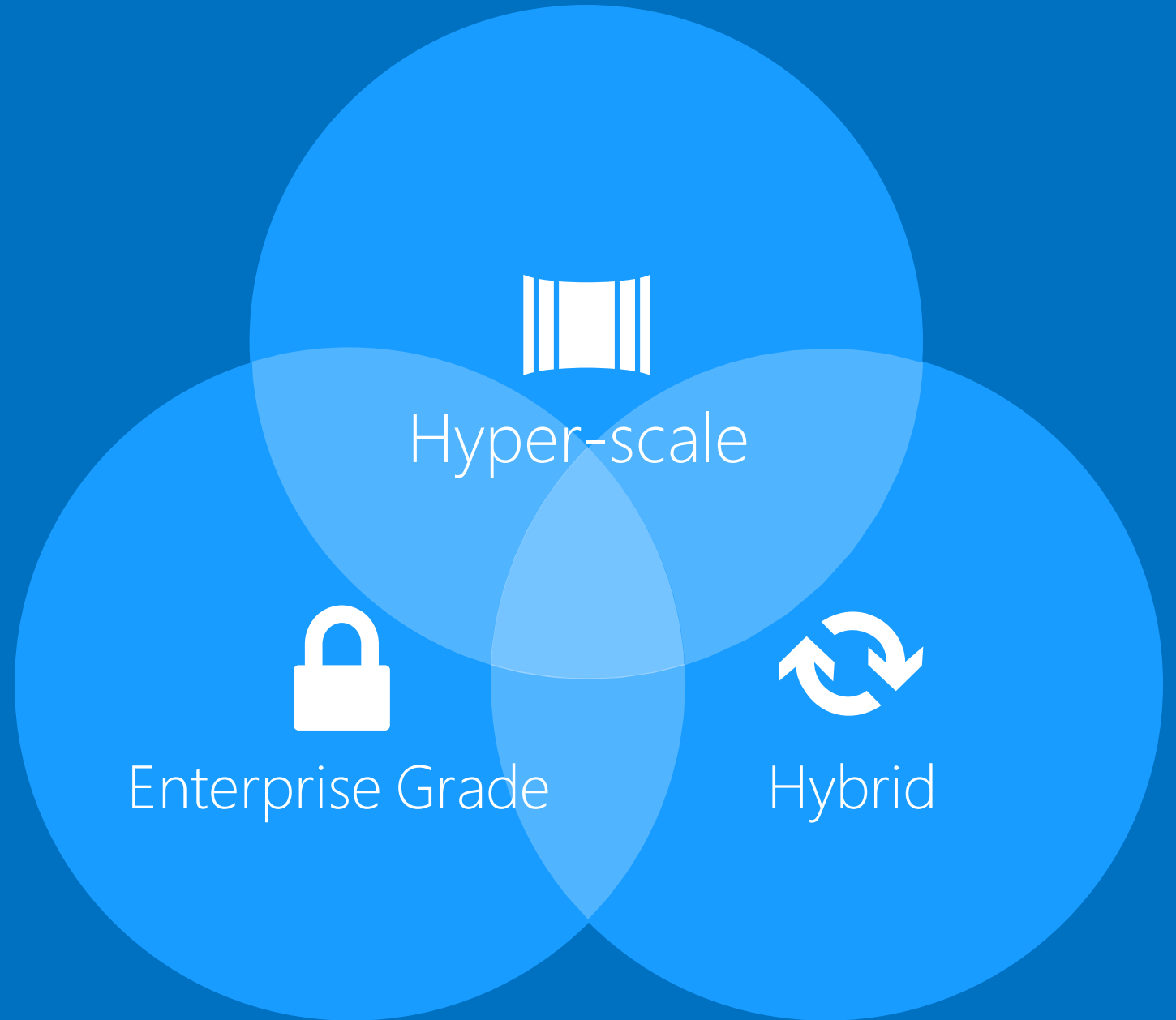
# New Windows Server/System Center Release

---


Private cloud consistent with Azure  
Software Defined Storage and Networking  
Docker enabled Windows containers



# How we differentiate



# Cloud Platform




Transform the datacenter



Unlock insight on any data



Empower enterprise mobility



Create the internet of your things



Enable application innovation

MACHINE LEARNING

POWER BI

SEARCH

STREAM ANALYTICS

HDINSIGHT

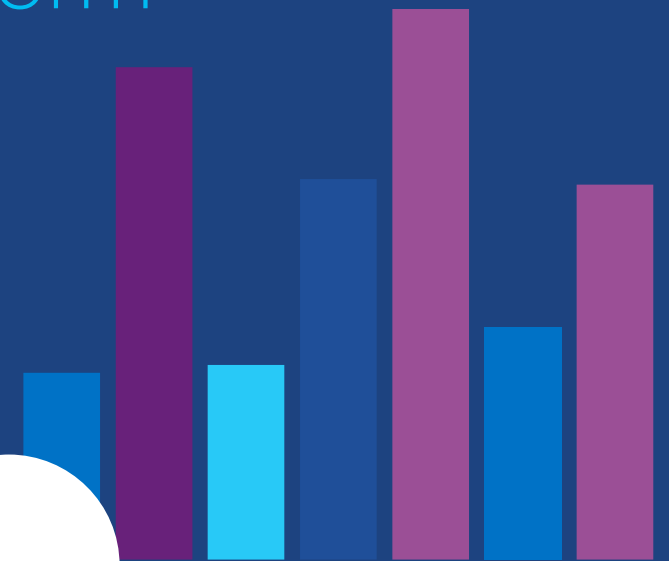
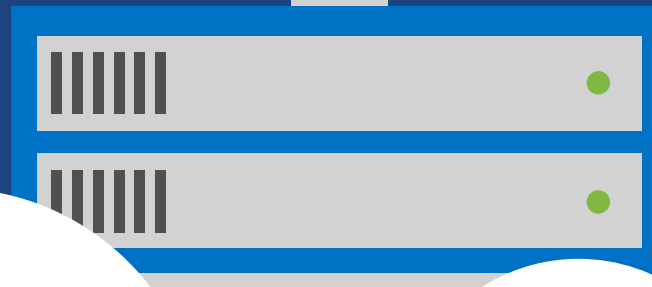
DATA FACTORY

SQL SERVER 2014

SQL DB AS A SERVICE

DOCUMENT DB

Data platform





# New SQL DB

---

- Better management of large databases
- Improved SQL Server compatibility
- Up to 100x performance improvements

DEMO:

# SQL Active Geo Replication

Shawn Bice

MACHINE LEARNING

POWER BI

SEARCH

STREAM ANALYTICS

HDINSIGHT

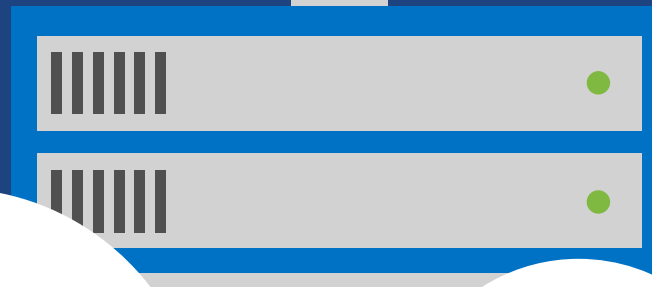
DATA FACTORY

SQL SERVER 2014

SQL DB AS A SERVICE

DOCUMENT DB

Data platform



DEMO:

PowerBI

James Phillips

MACHINE LEARNING

POWER BI

SEARCH

STREAM ANALYTICS

HDINSIGHT

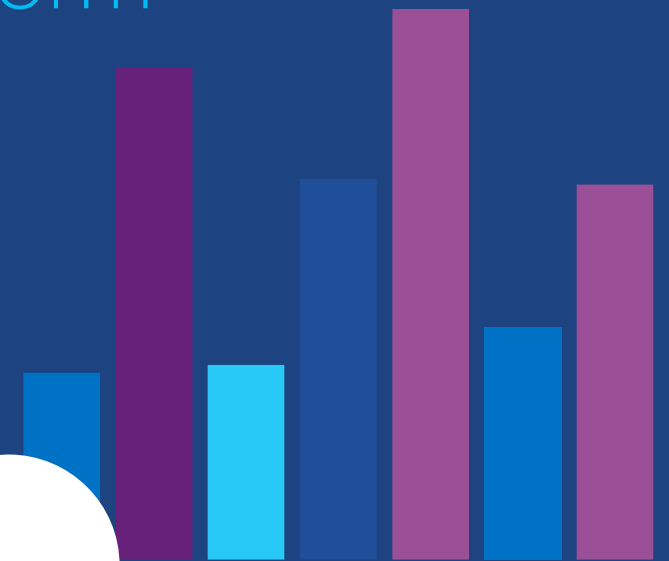
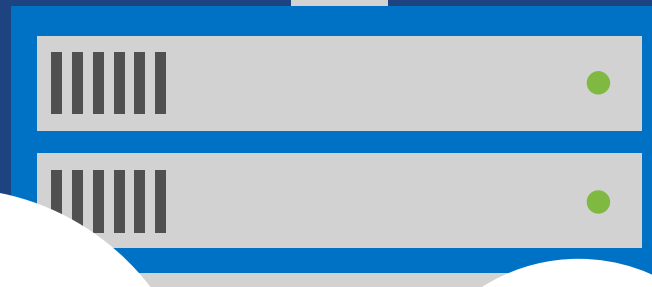
DATA FACTORY

SQL SERVER 2014

SQL DB AS A SERVICE

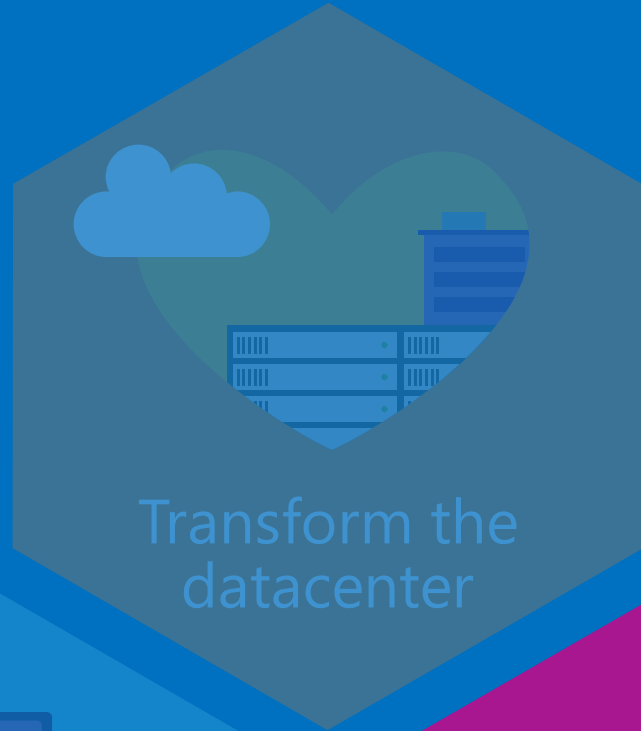
DOCUMENT DB

Data platform





# Cloud Platform



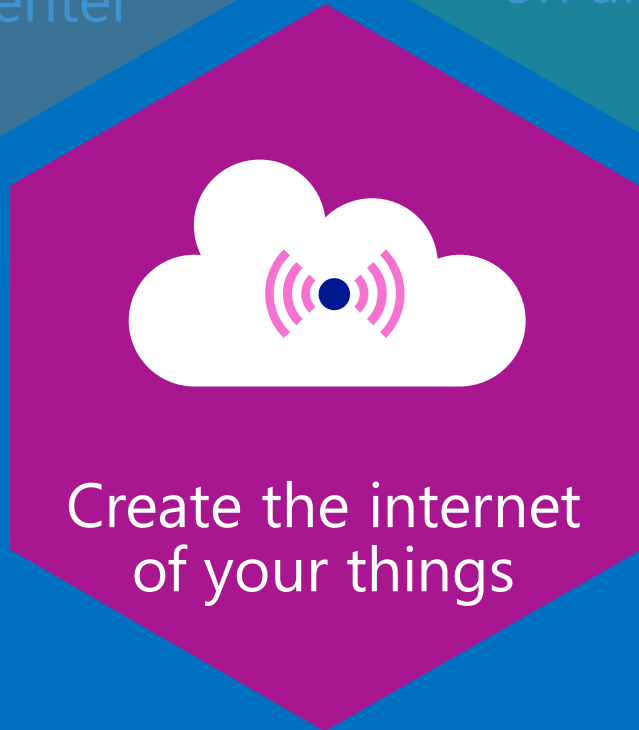
Transform the  
datacenter



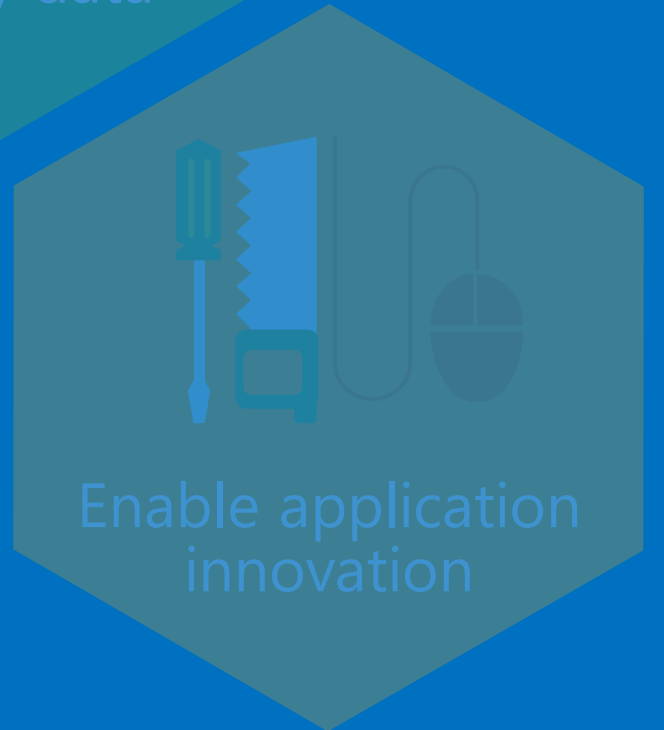
Unlock insight  
on any data



Empower enterprise  
mobility

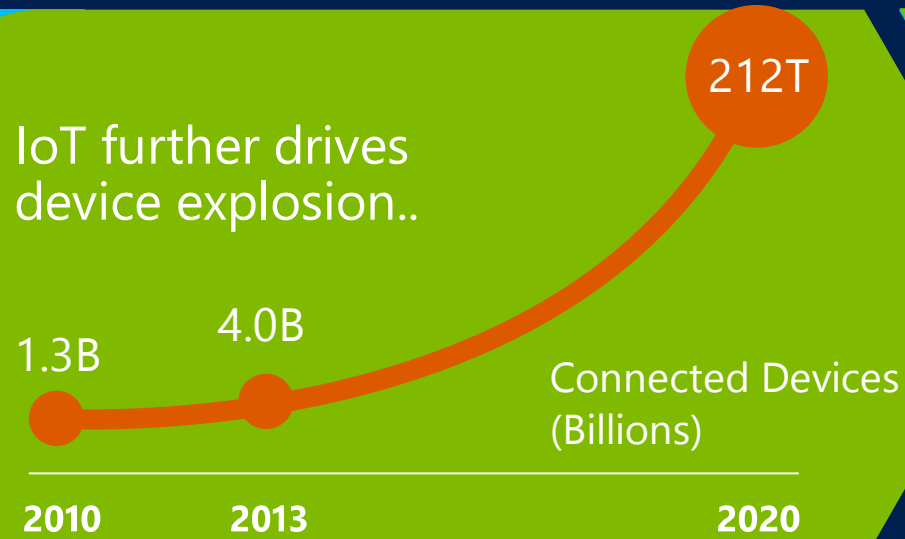


Create the internet  
of your things

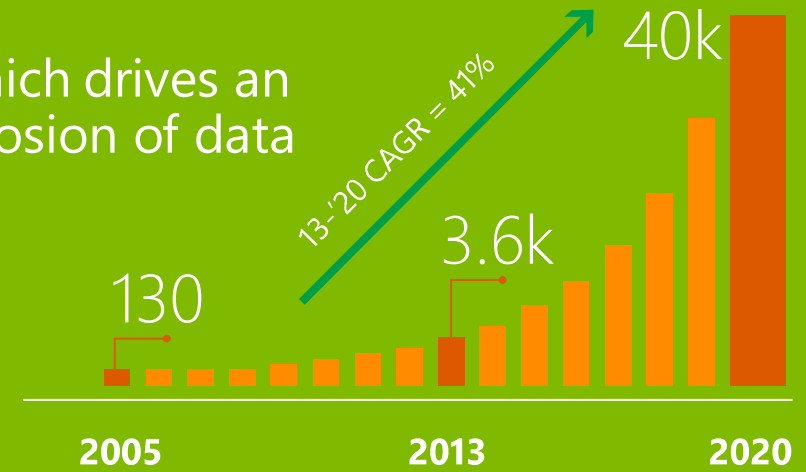


Enable application  
innovation

IoT further drives device explosion..



...which drives an explosion of data



Explosion of data combined with new opportunity to unlock insights from it

...driving demand for data insight:

Data Management  
Business Analytics

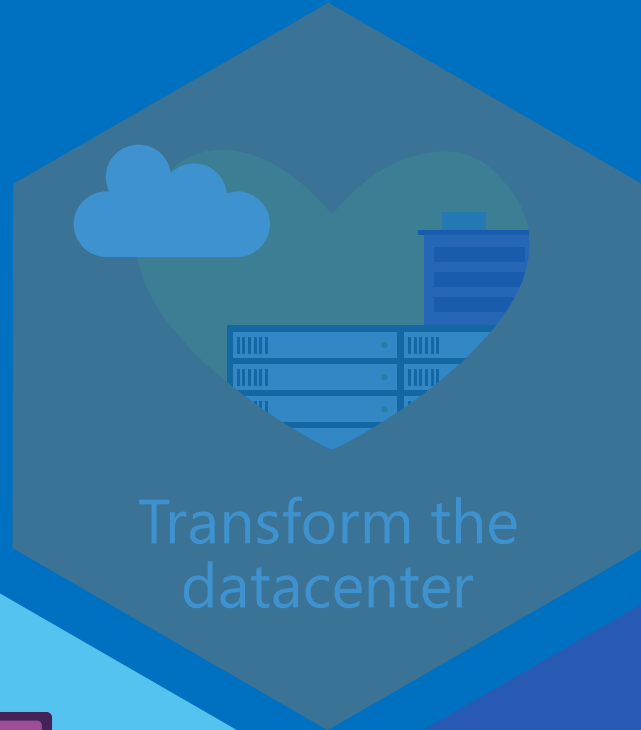
Data Visualization  
End User Apps

DEMO:

# Machine Learning + Stream Analytics

Joseph Sirosch

# Cloud Platform



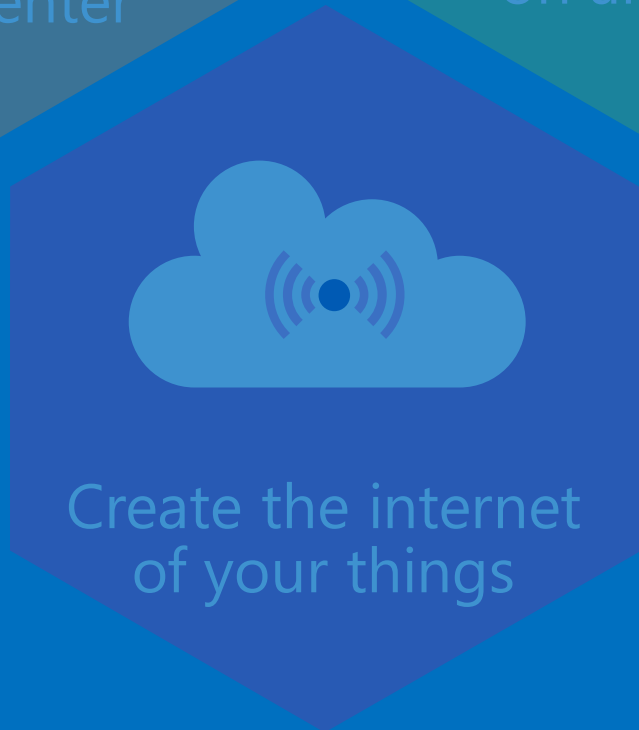
Transform the datacenter



Unlock insight on any data



Empower enterprise mobility



Create the internet of your things



Enable application innovation

Enable employees to use the devices they love, while keeping the company secure.

# Enterprise Mobility Suite

 Office 365

Active Directory

Enterprise Mobility Suite  
(Device + Identity Management, RemoteApp, RMS)



Office 365

Dynamics

Workday

Salesforce ...

iPad

### Settings

- Airplane mode
- Wi-Fi A-MSFTWLAN
- Bluetooth On
- Notification Center
- Control Center
- Do Not Disturb
- General 1
- Sounds
- Wallpapers & Brightness
- Privacy
- iCloud
- Mail, Contacts, Calendars**
- Notes
- Reminders

4:39 PM 89%

### Add Account

< Mail, Contacts...

- iCloud
- Exchange**
- Google™
- YAHOO!
- Aol.
- Outlook.com
- Other

iPad 4:42 PM 88%

Settings Exchange

Airplane mode Wi-Fi Bluetooth Mail, Contacts, Calendar

Notification Center Control Center Do Not Disturb

General Sounds Wallpapers & Brightness Privacy

iCloud Mail, Contacts, Calendar Notes Reminders

Account

Cancel Done

Email tybala@ntdev.microsoft.com

Server outlook.office365.com

Domain ntdev

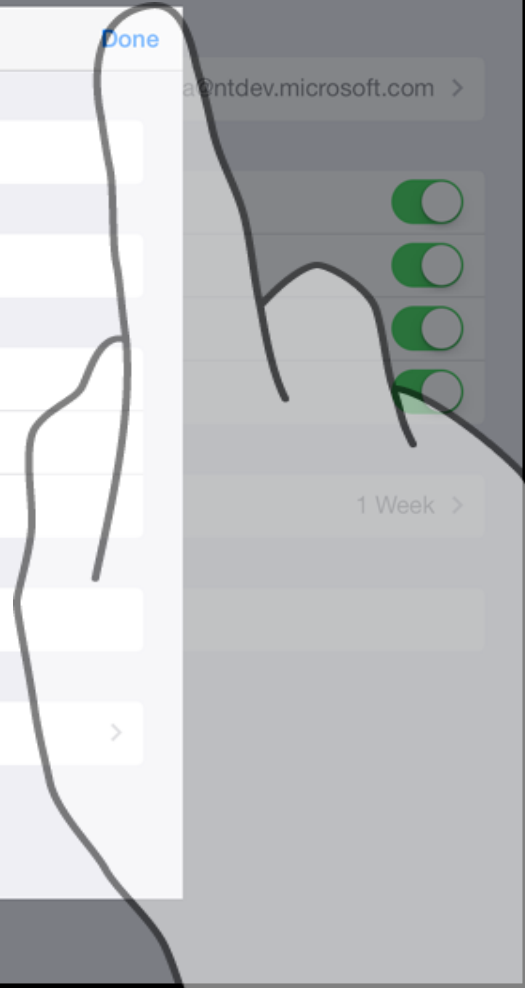
Username tybala

Password ●●●●●●●●

Description Exchange

Advanced Settings >

1 Week >





# Inbox

Edit

Search Inbox

**Contoso Exchange** 12:59 PM  
Device not enrolled  
To access e-mail and other company resources, your computer needs to be enrolled with Contoso. Part ...

Updated 1/10/14 1:57 PM



Contoso Exchange

Details

To: Ty Balisco

## Device not enrolled

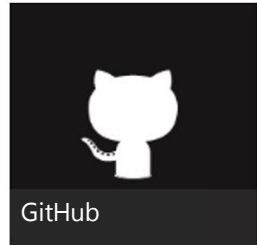
January 10, 2014, 12:59 PM

Hi Ty,  
We need you to do one more thing before you can use your company e-mail and other resources. Click below to install an application that will ensure your iPad is secure and protected.

[Install Microsoft InTune](#)



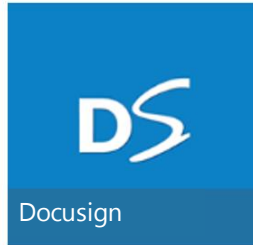
Integration  
with 2,400+  
SaaS apps



GitHub



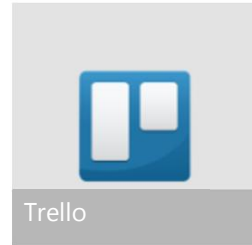
Yammer



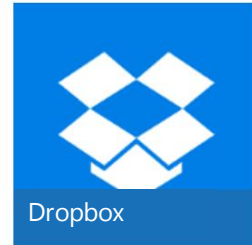
DocuSign



Salesforce



Trello



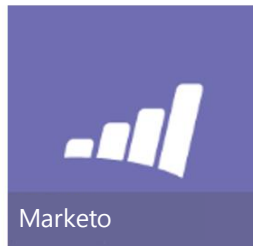
Dropbox



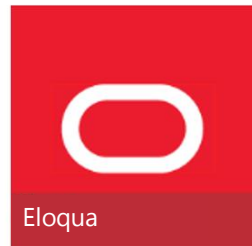
Workday



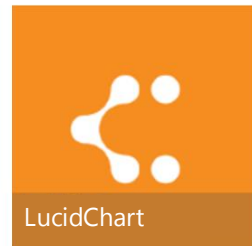
Concur



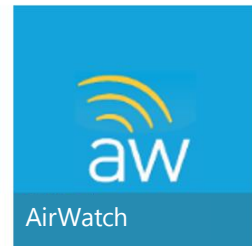
Marketo



Eloqua



LucidChart



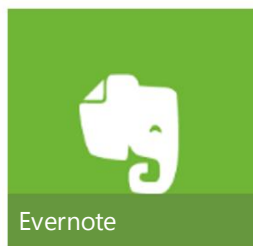
AirWatch



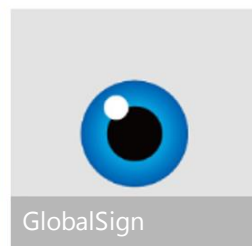
Enterprise Security Center



Gartner Research



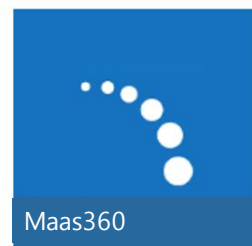
Evernote



GlobalSign



Amazon Web Services



Maas360



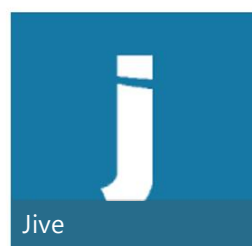
Microsoft Developer Network(MSDN)



Box



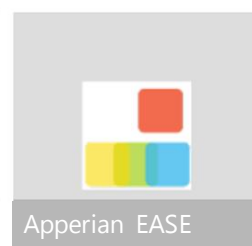
Backupify



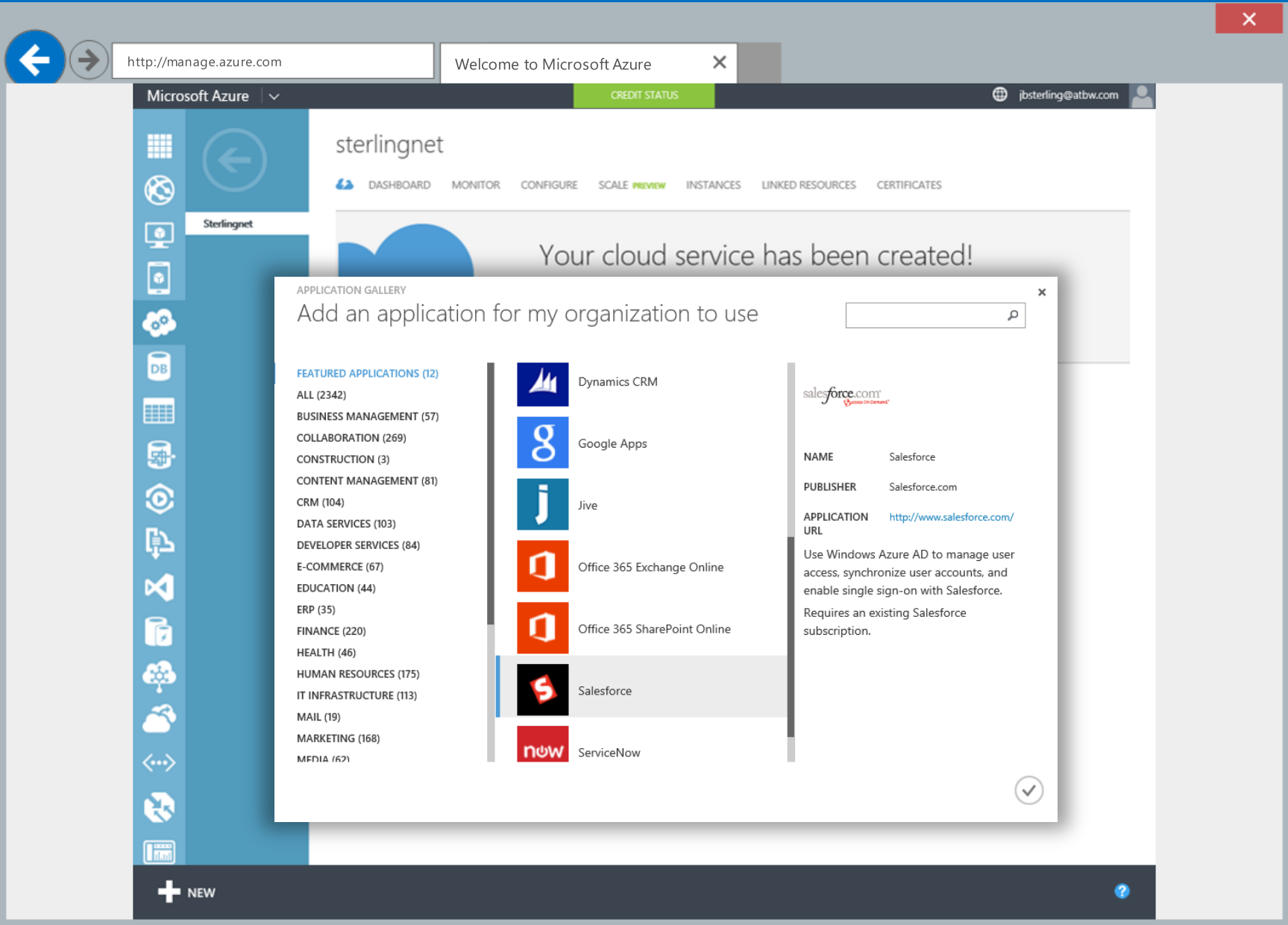
Jive



Adobe PDF Pack



Apperian EASE



# sterlingnet

- DASHBOARD
- MONITOR
- CONFIGURE
- SCALE **PREVIEW**
- INSTANCES
- LINKED RESOURCES
- CERTIFICATES

Your cloud service has been created!

APPLICATION GALLERY

Add an application for my organization to use

FEATURED APPLICATIONS (12)

- ALL (2342)
- BUSINESS MANAGEMENT (57)
- COLLABORATION (269)
- CONSTRUCTION (3)
- CONTENT MANAGEMENT (81)
- CRM (104)
- DATA SERVICES (103)
- DEVELOPER SERVICES (84)
- E-COMMERCE (67)
- EDUCATION (44)
- ERP (35)
- FINANCE (220)
- HEALTH (46)
- HUMAN RESOURCES (175)
- IT INFRASTRUCTURE (113)
- MAIL (19)
- MARKETING (168)
- MEDIA (62)

- Dynamics CRM
- Google Apps
- Jive
- Office 365 Exchange Online
- Office 365 SharePoint Online
- Salesforce**
- ServiceNow

salesforce.com

NAME: Salesforce

PUBLISHER: Salesforce.com

APPLICATION URL: <http://www.salesforce.com/>

Use Windows Azure AD to manage user access, synchronize user accounts, and enable single sign-on with Salesforce. Requires an existing Salesforce subscription.

Browser window showing the Microsoft Azure portal interface. The address bar displays `http://manage.azure.com`. The page title is "Welcome to Microsoft Azure". The user profile is `jbsterling@atbw.com`.

The main content area displays the "salesforce" application configuration page. The navigation menu on the left includes various services, with "Salesforce" highlighted. The main content area shows the following configuration steps:

- 1 Enable single sign-on with Windows Azure AD**  
Configure single sign-on access to this application.  
**Configure single sign-on** ✓ Single sign-on is enabled for accounts in Windows Azure AD  
[View Salesforce configuration instructions](#)
- 2 Enable automatic user provisioning to Salesforce**  
Automatically provision user accounts from Windows Azure AD to Salesforce upon user assignment.  
**Configure user provisioning** ✓ Automatic user provisioning is enabled
- 3 Assign users to Salesforce**  
Specify which user accounts in Windows Azure AD can access this application.  
**Assign users**

The bottom of the page features a "+ NEW" button and a help icon.



http://manage.azure.com

Welcome to Microsoft Azure



Microsoft Azure

CREDIT STATUS

jbsterling@atbw.com



Sign ins from unk...



Sign ins after multi...



Sign ins from multi...



Sign ins from IP ad...



Irregular sign in ac...



Account provisioni...



Application Usage



+ NEW

# irregular sign in activity

Sign ins identified as anomalous based on the user's past sign in patterns.

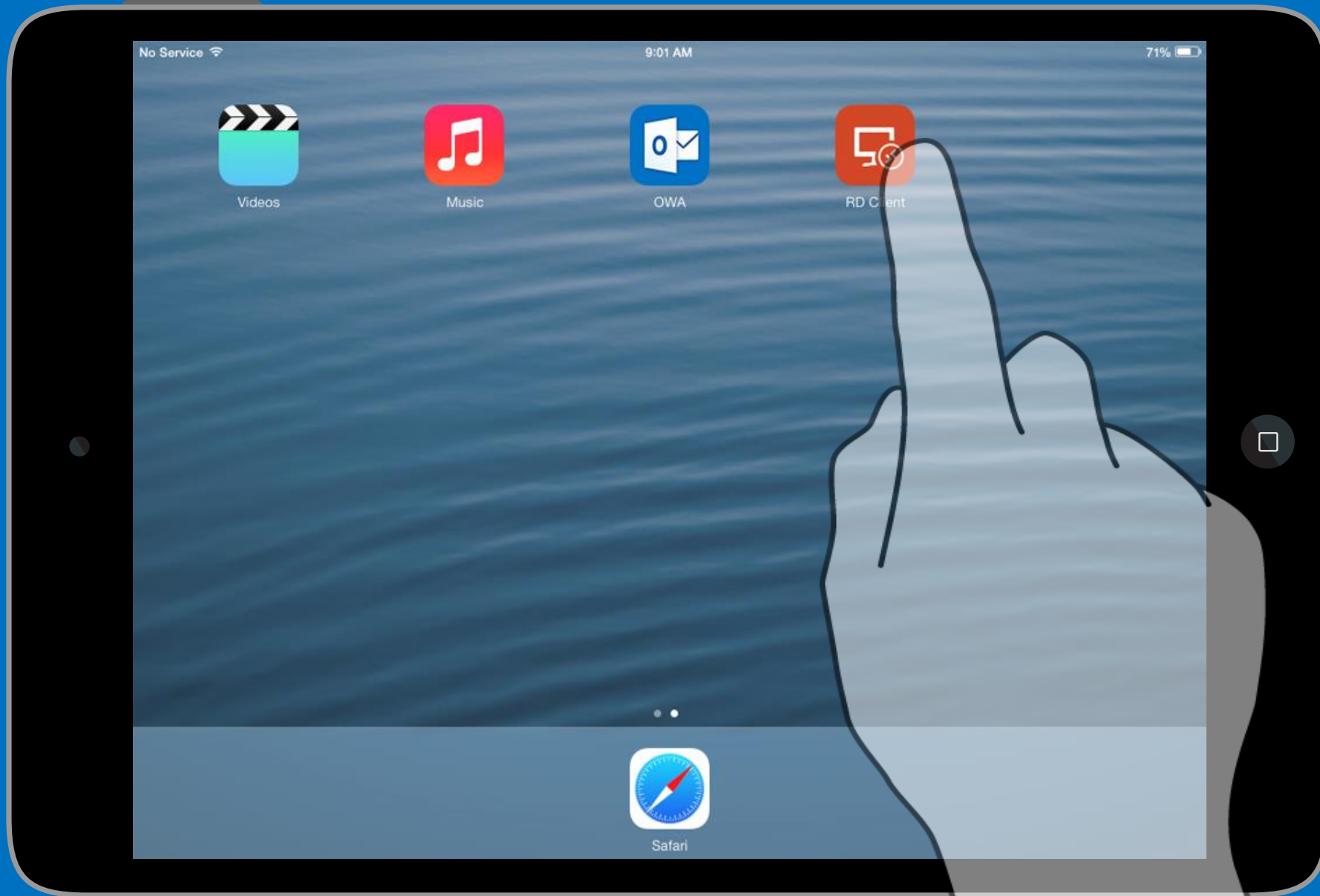
INTERVAL

**PREVIEW** Sign ins have been processed up to 2/7/2014 11:56:21 AM.

Displaying up to 1000 most recent results.

USER	REASON	DATE AND TIME	IP ADDRESS	LOCATION	EVE...	DEVICE	
Administrator Wi...	Signed in from an atypical location	1/22/2014 6:21:25 PM	50.106.12.236	Richland, Washington, US	Susp...	Windows 8;...	
Administrator Wi...	Signed in from an atypical location	1/22/2014 6:19:00 PM	50.106.12.236	Richland, Washington, US	Susp...	Windows 8;...	
Audrey Oliver	Signed in from an atypical location	1/22/2014 11:04:56 AM	50.106.12.236	Richland, Washington, US	Susp...	Windows 8;...	
Audrey Oliver	Signed in from an atypical location	1/22/2014 9:55:53 AM	37.221.161.234	Bucuresti, Bucuresti, RO	Susp...	Windows 7;...	
Audrey Oliver	Signed in from an atypical location	1/22/2014 9:21:25 AM	109.163.234.7	Bucuresti, Bucuresti, RO	Susp...	Windows 7;...	
Audrey Oliver	Signed in from an atypical location	1/22/2014 8:53:59 AM	185.25.253.24	IS	Irreg...	Windows 7;...	





iPad

7:01 PM

64%



### Microsoft Remote Desktop



OneDrive for Business 2013



OneNote 2013



Outlook 2013



P&L Reports



Paint



Project 2013



Visio 2013



Publisher 2013



RAS SharePoint



Revenue Reports



SkyDrive Pro 2013



Skype for desktop



Source Insight 3.5



SQL Server Management St...



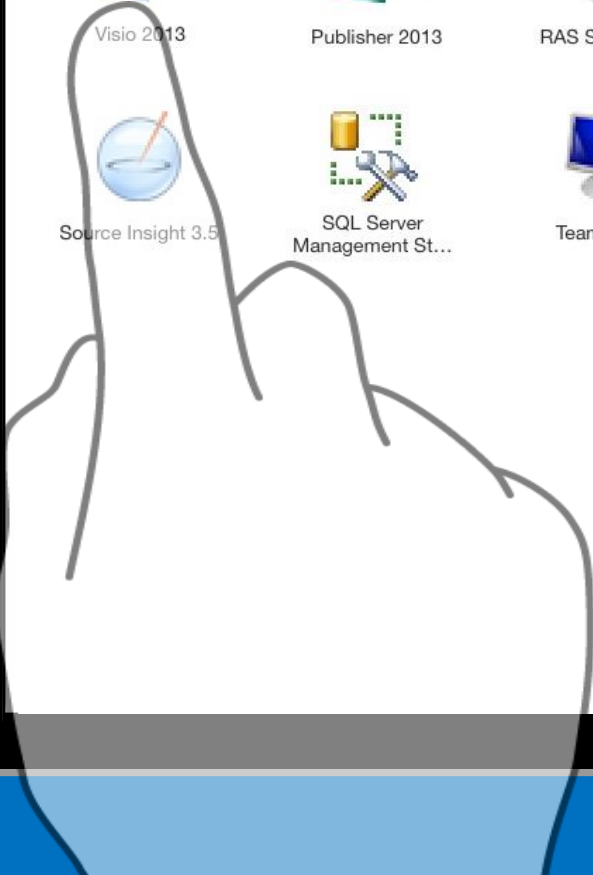
Teamwork3



Visual Studio 2013



Windows PowerShell



ara architecte > Azure RemoteApp... (on Failed)

FILE HOME INSERT DESIGN DATA PROCESS REVIEW VIEW Klaas Langhout

Clipboard Font Paragraph Tools Shape Styles Arrange Editing

Calibri 12pt. A A

Paste B I U abc Aa A

Pointer Tool Connector A Text

Fill Line Quick Styles Effects

Align Position Change Shape

LOB Files Azure RemoteApp

Azure Active Directory

Benefits

Page-1 All +

PAGE 1 OF 1 ENGLISH (UNITED STATES) 106%

The image shows a tablet displaying a Microsoft Visio diagram. The diagram features a large blue cloud shape containing several icons: a server rack labeled 'LOB', a folder labeled 'Files', a smartphone labeled 'Azure RemoteApp', and the Azure Active Directory logo. A smaller cloud icon with a play button is on the left side of the main cloud. The Visio interface includes a ribbon with tabs like FILE, HOME, INSERT, DESIGN, DATA, PROCESS, REVIEW, and VIEW. The status bar at the bottom indicates 'Page-1', 'All', and a zoom level of '106%'.



# Enterprise Mobility Suite

 Office 365

Active Directory

Enterprise Mobility Suite  
(Device + Identity Management, RemoteApp, RMS)



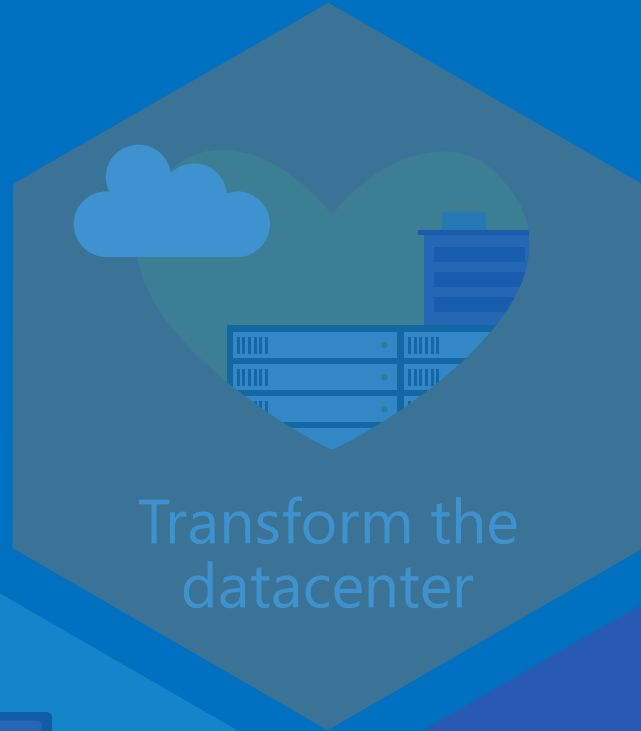
Office 365

Dynamics

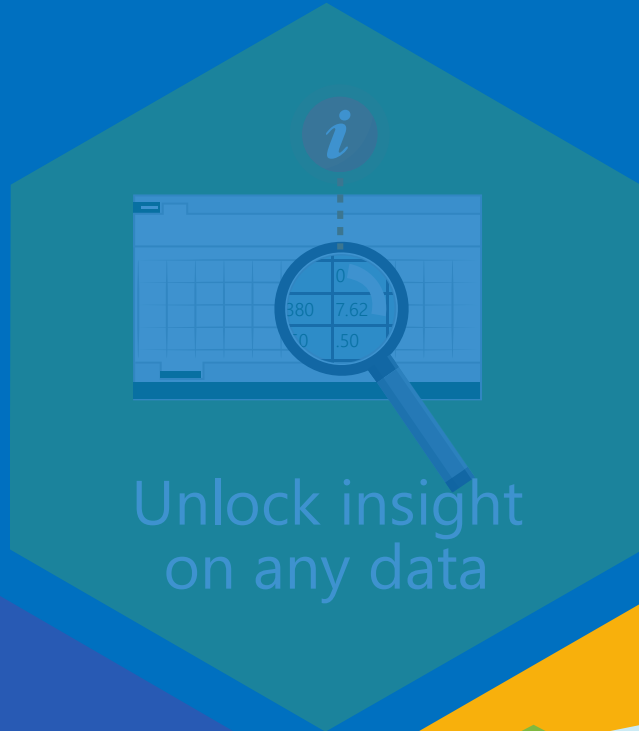
Workday

Salesforce ...

# Cloud Platform



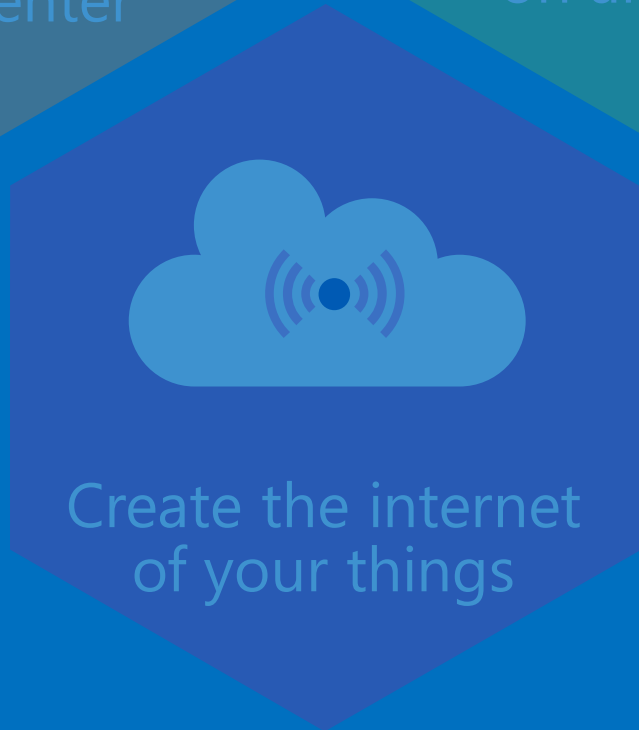
Transform the datacenter



Unlock insight on any data



Empower enterprise mobility



Create the internet of your things



Enable application innovation

# Mobile-First Cloud-First



Devices

Windows

iOS

Android

Cloud



Tools

 Visual Studio

 Visual Studio Online

Runtimes + Languages

.NET

C# + VB

C++

HTML/JS

Microsoft <3 OSS

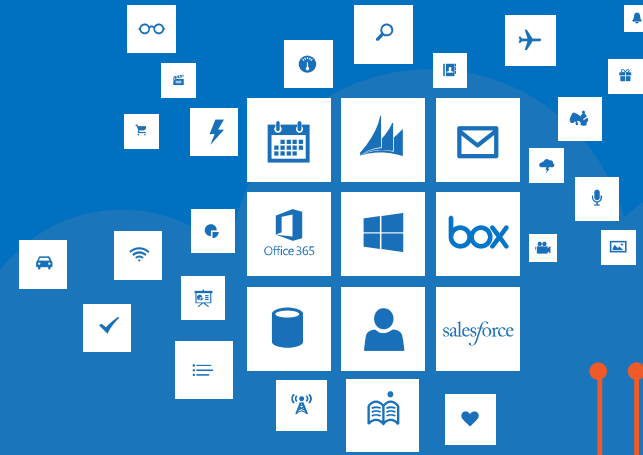
DEMO:

VS, Docker, ASP.NET and Linux

Jay Schmelzer

Contoso

SaaS Apps

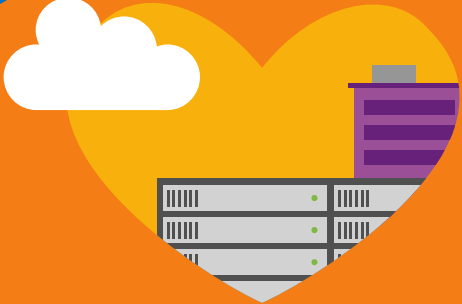


# Optimized for modern web & mobile apps

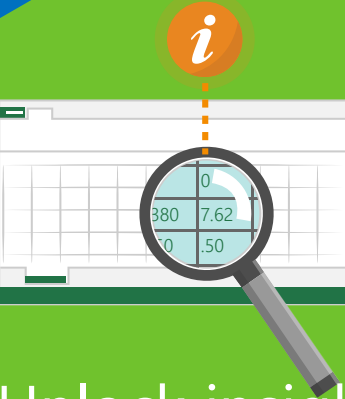
Tailspin Air

- Business apps running on-premises and in cloud
- Many touch points with loose coupling
- Workflow and SaaS integration out of the box

# Cloud Platform



Transform the datacenter



Unlock insight on any data



Empower enterprise mobility



Create the internet of your things



Enable application innovation

Thank you