



SQL Azure Database is a cloud-based relational database service built on Microsoft® SQL Server® technologies. With Microsoft SQL Azure, you can easily provision and deploy relational database solutions to the cloud. These take advantage of a globally distributed data center that provides enterprise-class auto availability, scalability, and security with the benefits of a self-healing, self-provisioning and physical database administration.

Internet-Facing Database Services

SQL Azure Database 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 features, and availability for continuity.

SQL Azure Database Highlights

- Relational data model - easily migrate existing LOB or custom applications to the cloud
- Self-provisioning, self-healing with high availability and no physical database administration. Pay as you grow multi-tenant scalable service model
- Enterprise class data center without the administrative overhead

Business Scenarios

Organizations are seeing an explosion of data and applications that access and manage the growing amount of data.

- 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.
- According to analysts, more than 70 percent of a typical IT budget is spent on infrastructure such as servers, operating systems, storage, and networking. The cost of managing this infrastructure is increasing.
- Customers want highly secure access to information on any device from anywhere.

Typical database scenarios include:

- Workgroup applications with no DBA support.
- Cyclical applications that need to support occasional high demand.
- Cloud-based applications that need a relational data store.

- Innovative Internet-based applications that use new data models for distributed client applications on multiple devices.

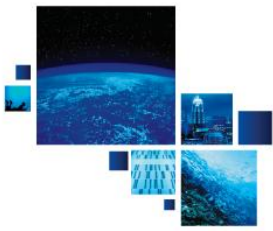
Developer Agility

By using SQL Azure Database, 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 Azure Database 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 Microsoft SQL Azure 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 Azure Database.

Applications access SQL Azure Database 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

Microsoft SQL Azure Database is the relational data store for the Microsoft Azure services. 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 Microsoft SQL Azure to complement the Windows Azure Storage. With SQL Azure Database, you can explore relational data model 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 Azure Database 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 Azure Database 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 Azure Database 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 Azure Database offers near anytime access to your data. Using your credentials, almost any device with an Internet connection can access it.

Business-Ready Reliability, Security Features, 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

Microsoft SQL Azure 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 Azure Database Developer Center: <http://msdn.microsoft.com/en-gb/sqlserver/dataservices/default.aspx>
- SQL Azure Database Team Blog: <http://blogs.msdn.com/ssds>