



CLOUD COMPUTING MEANS BUSINESS

MICROSOFT'S SOFTWARE+SERVICES STRATEGY FOR CLOUD COMPUTING

Microsoft's strategy for cloud computing is called Software + Services. The key idea behind S+S is combining the best of what cloud computing has to offer with the best of what enterprise software has to offer.

Why the combined approach? Some solutions are best leveraged in one environment or the other for technical or business reasons. For example, cloud computing is a fantastic place to host a web site because it is easily accessible and easily scaled. On the other hand, an application requiring extremely high-end server hardware should be run in the enterprise because the cloud uses average commodity hardware.

For many scenarios, the cloud or the enterprise are both viable places to run your solution. Many Microsoft enterprise products and technologies have online counterparts, keeping your options open.

Enterprise	Cloud
SQL Server	SQL Azure
CRM	CRM Online
SharePoint	SharePoint Online
Exchange	Exchange Online
IIS / ASP.NET	Windows Azure Hosting of IIS / ASP.NET

Determining the right split between software in the cloud and software in the enterprise is a decision each organization needs to determine individually. Factors in this decision include:

- Comparative costs and business models
- Weighing existing data center investment against cloud computing savings
- Weighing your internal I.T. competency against outsourcing to the cloud
- How compelling the technical and financial flexibility of the cloud is to your organization

Cloud computing offers new options for your business you won't want to ignore. Microsoft cloud computing allows you to enjoy those benefits without giving up what you already value in the enterprise. S+S delivers the greater sum for which you receive maximum value.

HOW TO GET STARTED

The business story behind cloud computing is compelling, but there are right and wrong ways to apply cloud computing. It's important to do the following:

- Identify the cloud opportunities for your business and what your ROI will be
- Formulate a sound cloud computing strategy
- Select the right cloud computing platform
- Work with professionals in migrating your existing applications or developing new ones

At Neudesic, we pride ourselves on our business and technical expertise in Microsoft cloud computing. Neudesic brings you superior value in cloud computing services:

- **Maximum value.** We identify the areas where cloud computing makes business sense *for you*.
- **Reduced risk.** Our trained, experienced consultants apply cloud computing correctly in careful accordance with best practices for success.
- **Lower cost and shorter time.** Our unique intellectual property accelerates cloud project work, saving you time and cost with shorter engagements.
- **Stay aligned with the future.** We're aware of the technology roadmap and are careful to design solutions that make sense today and tomorrow.

We are experts in Microsoft's Azure cloud computing platform, Windows Azure, and the Microsoft Business Productivity Online Suite (BPOS) which includes CRM Online and SharePoint Online. Our services include:

- **Assessment Services** in which we identify the cloud opportunities for your business, compute the ROI on moving applications to the cloud, scope the cost of migration, and help you form a cloud strategy.
- **CRM Online** development using the cloud version of Microsoft's Dynamics CRM.
- **SharePoint Online** development using the cloud version of Microsoft SharePoint.
- **Migration Services** in which we migrate your existing applications to the cloud.
- **Custom Development** of new cloud applications using the Windows Azure platform.
- **Managed Services** providing the services of a traditional hosting service with the Microsoft cloud.

The first step in exploring cloud computing with Neudesic is to schedule a brief assessment to make the business case and create a road map tailored to your organization. From there you can move forward with confidence and reap the benefits of cloud computing.

Contact us at info@neudesic.com.

Find more business and technical cloud content at <http://neudesic.com/cloud>