



It's time.

Transforming IT in Era of the Cloud OS

Harold Wong

harold.wong@microsoft.com

A transformation
driven by multiple
forces...

Devices



Apps



Big
data



Cloud



A transformation
driven by multiple
forces... **demanding**
more from you,
faster than ever

Empower your
employees
to work from
anywhere

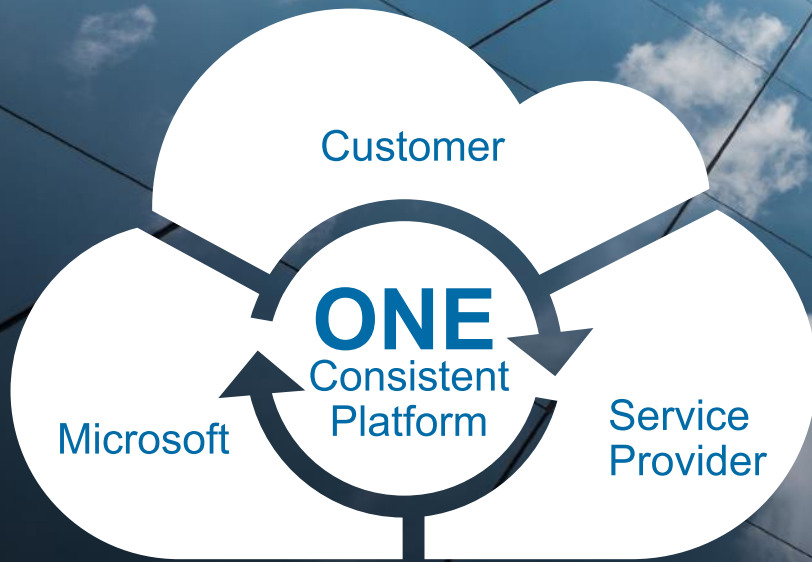
Modernize
your business
apps to meet
new needs

Help your
business
make faster
decisions

Ensure your
infrastructure
scales to meet
demand

Cloud OS

Microsoft's vision of the unified platform for modern business



Enterprise-grade platform

Hybrid design

People-focused approach

Development

Management

Identity

Virtualization

Data

Cloud OS innovation at scale



93% OF THE FORTUNE 1000
USE ACTIVE
DIRECTORY

3 in 4 SERVERS WORLDWIDE
RUN ON **WINDOWS
SERVER****

46% **SQL SERVER**: MOST
WIDELY-DEPLOYED
DATABASE
IN THE WORLD*

66% OF ENTERPRISE SEATS ARE
COVERED WITH **SYSTEM
CENTER**

on-premises



430B+ **WINDOWS AZURE AD**
AUTHENTIFICATIONS

50% OF FORTUNE 500
USE **WINDOWS AZURE**

280% YEAR-OVER-YEAR
DATABASE GROWTH
IN **WINDOWS AZURE**

29K
+ ORGANIZATIONS ALREADY
USE **WINDOWS INTUNE**

cloud

**WINDOWS AZURE RUNS
ON WINDOWS SERVER**

8.5T
OBJECTS STORED
IN **WINDOWS AZURE**

**BING RUNS
ON WINDOWS SERVER**

5.5B+ GLOBAL
QUERIES PER MONTH

1B+
OFFICE USERS

**1 IN 4 ENTERPRISE
CUSTOMERS NOW HAS
OFFICE 365**

* IDC Server Workloads Study
2013

** IDC 2013 WW Server Tracker



With Microsoft's
Cloud OS vision,
you can...

Empower
people-centric
IT

Enable modern
business apps

Unlock insights
on any data

Transform
the datacenter



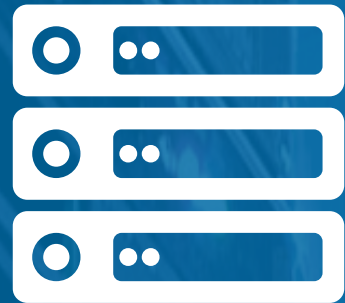
Let's start
at the center of IT



45% of total IT spend will be cloud-related by 2020*

74% of enterprises expect their cloud service provider to move cloud offerings back on-premises if needed**

80% of the world's 2,000 largest companies will have more than 50% of their IT onsite by 2020**

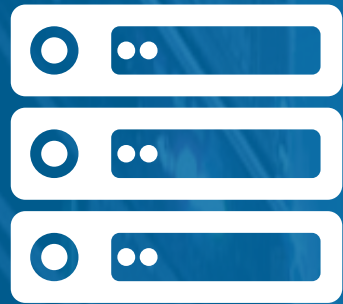


Transform the datacenter

* Forrester: "Prepare For 2020: Transform Your IT Infrastructure & Operations Practice, Oct. 24, 2012

** IDC: "Successful Cloud Partners: Higher, Faster, Stronger," IDC InfoDoc, July 8, 2013

INTRODUCING...



Windows Azure
Windows Server 2012 R2
System Center 2012 R2
SQL Server 2014

Datacenter without boundaries

Virtualize any workload & easily move workloads from datacenter to cloud

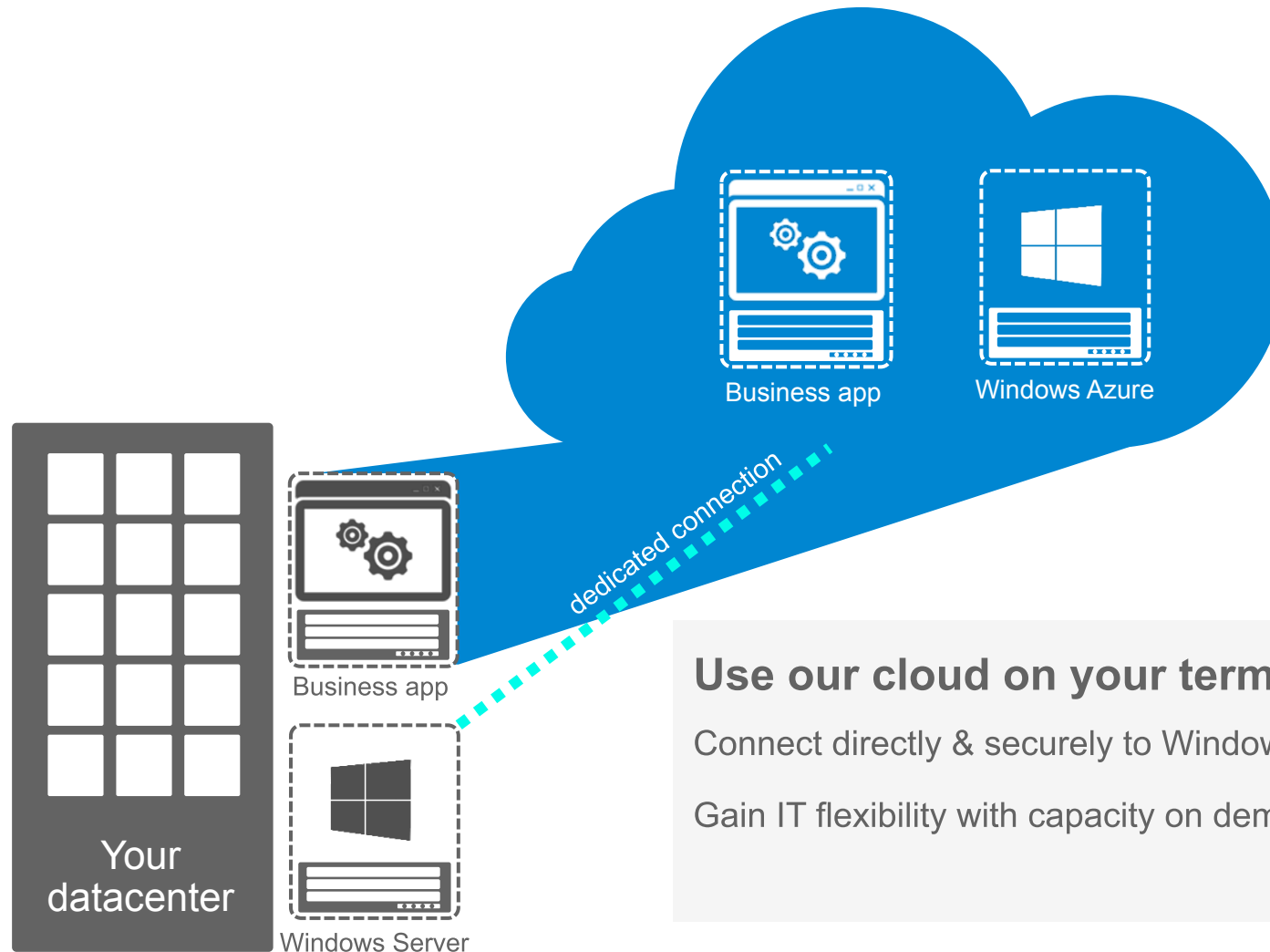
Cloud innovation everywhere

Smart storage tiering both on-premises & in cloud

Dynamic application delivery

Consistent experience across clouds with Windows Azure Pack

Run & move virtualized workloads across environments

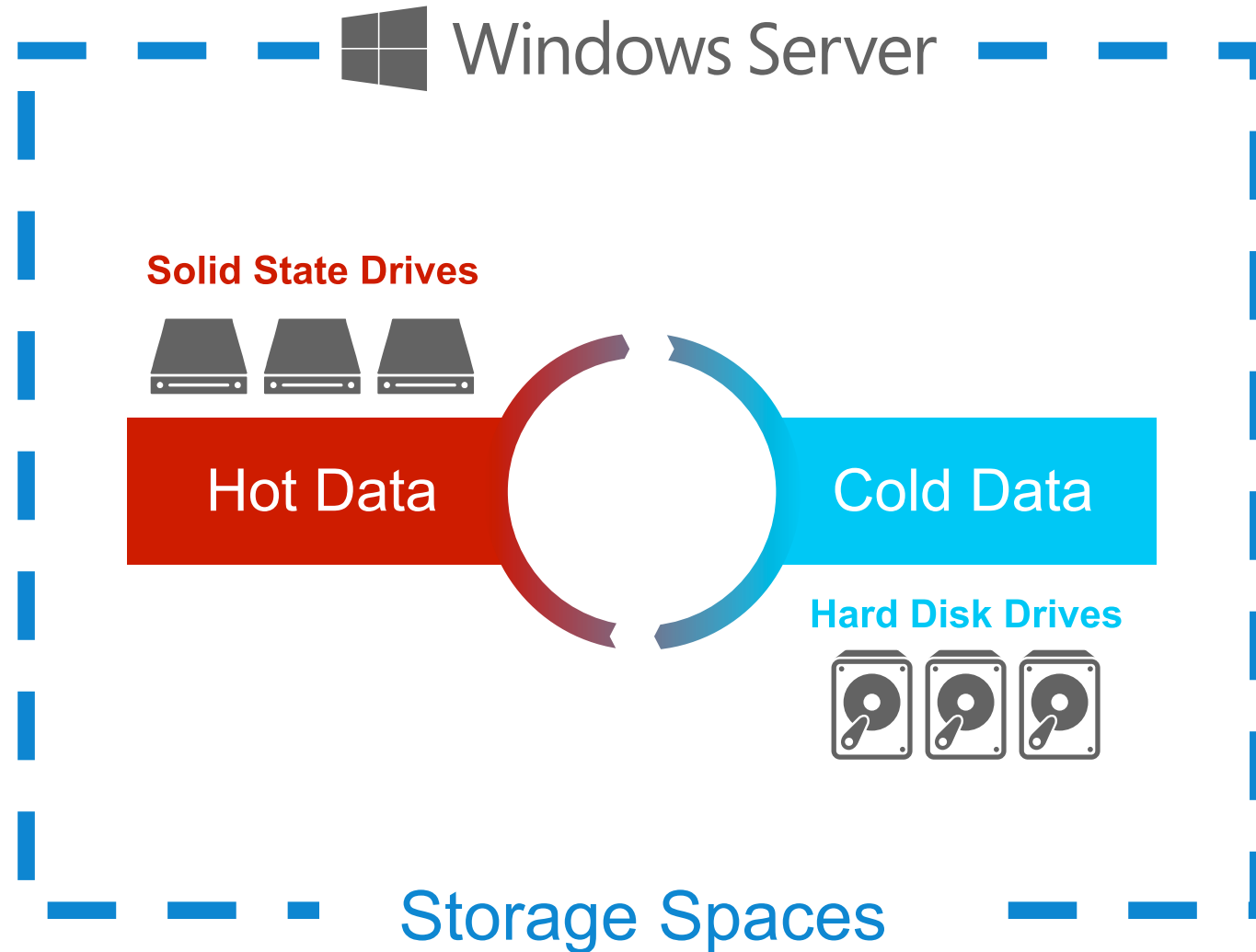


Use our cloud on your terms

Connect directly & securely to Windows Azure

Gain IT flexibility with capacity on demand in Windows Azure

Optimize storage cost & performance with automatic data tiering



What's blocking big data adoption?



Unlock insights
on any data

59% Lack of skills & knowledge

41% Integration with existing BI tools

37% Security & manageability

INTRODUCING...



SQL Server 2014
Windows Azure
Office 365

Easy access to data, big & small

Use existing skills to connect to & manage unstructured & structured data with Windows Azure HDInsight & SQL Server

Powerful, familiar BI tools for all

Find, combine, visualize both internal & external data with Excel & Power BI in Office 365

Unified & complete data platform

In-memory column store with fast performance, reduced storage with SQL Server

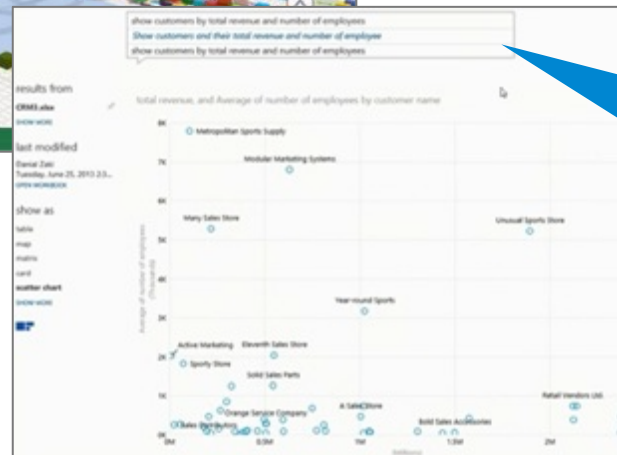
Find, combine, visualize & share information with Power BI for Office 365



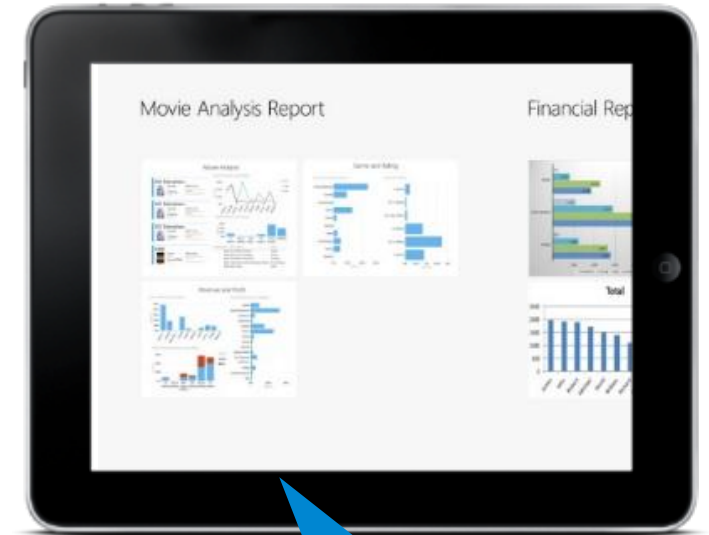
Search data in Excel across corporate & public data with **Power Query**



Geocode & map data in 3D with **Power Map**



Ask questions in everyday language & get instant answers in charts & graphs with **Q&A**



Mobile access on any device through **Power BI for Office 365**



Empower people-centric IT

52% of information workers across 17 countries report using three or more devices for work*

905M tablets in use for work & home globally by 2017**

90% of enterprises will have two or more mobile operating systems to support in 2017***

* Forrester Research: "BT Futures Report: Info workers will erase boundary between enterprise & consumer technologies," Feb. 21, 2013

** Forrester Research: "2013 Mobile Workforce Adoption Trends," Feb. 4, 2013

*** Gartner Source: Press Release, Oct. 25, 2012, <http://www.gartner.com/newsroom/id/2213115>

INTRODUCING...



Windows Server 2012 R2
System Center 2012 R2
Windows Intune
Windows Azure

Enable users anywhere

Consistent company portal experiences & remote desktop apps across platforms, including Windows, iOS & Android

Protect your data

Selective wipe of corporate apps & data to protect sensitive information

Unify your environment

Market-leading client management with System Center, extended to cloud with Windows Intune for new device types

By 2016...

25% of external app implementation spending will be on mobility, cloud, analytics & social

50%+ of application modernization efforts will address business demand for enhanced functionality to legacy applications – not cost reduction

Enable modern
business apps



INTRODUCING...



Windows Azure
Visual Studio
SQL Server 2014

Reach any device

Unified mobile backend for Windows, iOS & Android

Extend to the cloud

Cloud services innovation without starting over

Deliver mission critical performance

In-memory OLTP for up to 30x performance gains

Develop applications faster

Rapid application lifecycle powered by cloud



Transform
the datacenter

Unlock insights
on any data

Empower
people-centric
IT

Enable modern
business apps

With Microsoft's
Cloud OS vision,
you can...

Cloud OS in action

A few of the companies already benefiting





It's time to transform
your business
with Cloud OS

Start today & see
Cloud OS come to life

Windows Server 2012 R2
Windows Azure
SQL Server 2014
System Center 2012 R2
Windows Intune
Office 365
Visual Studio



© 2013 Microsoft Corporation. All rights reserved. Microsoft, Windows, Windows Vista and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation. MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.