



New hybrid cloud scenarios with SQL Server 2014

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6/4/2014



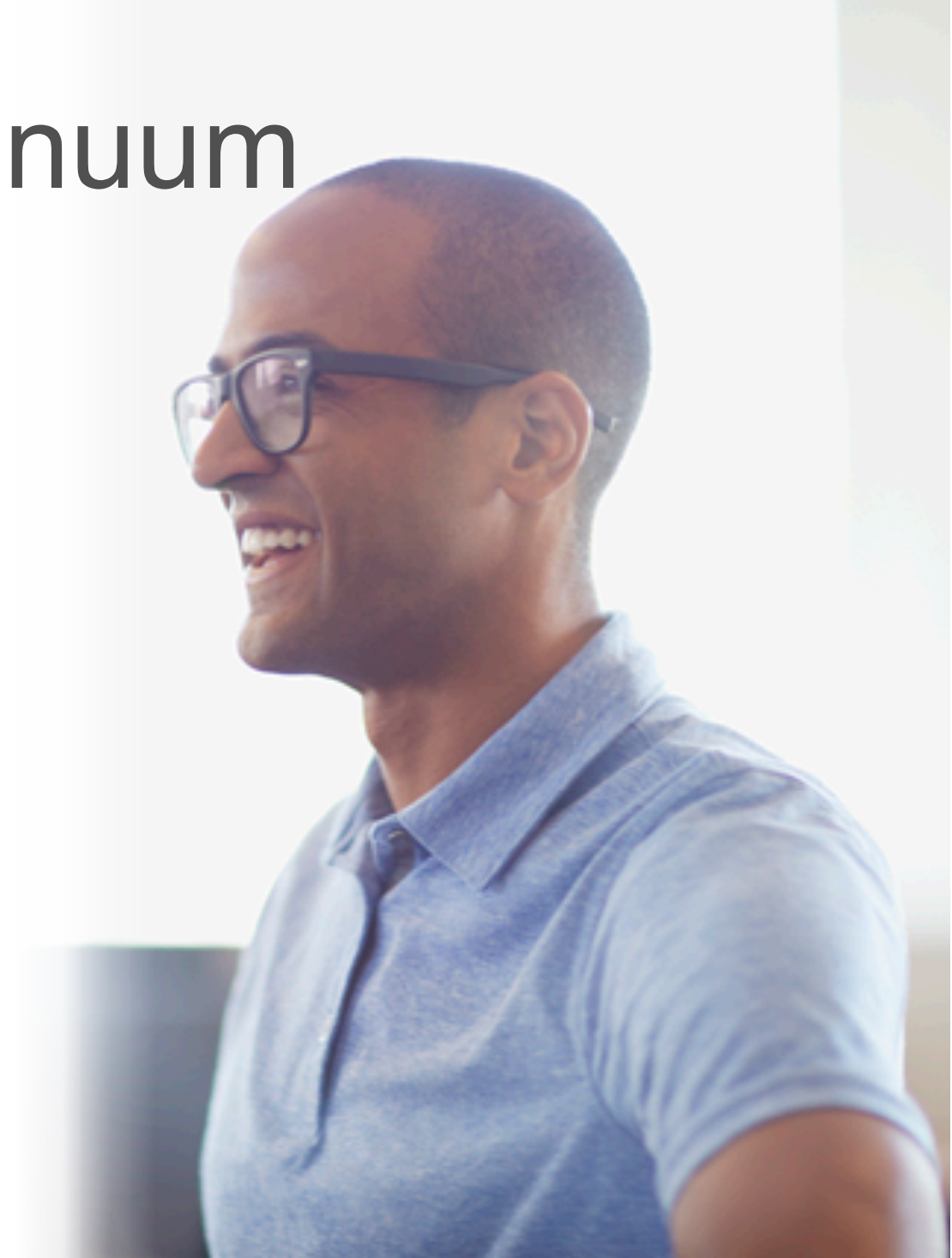
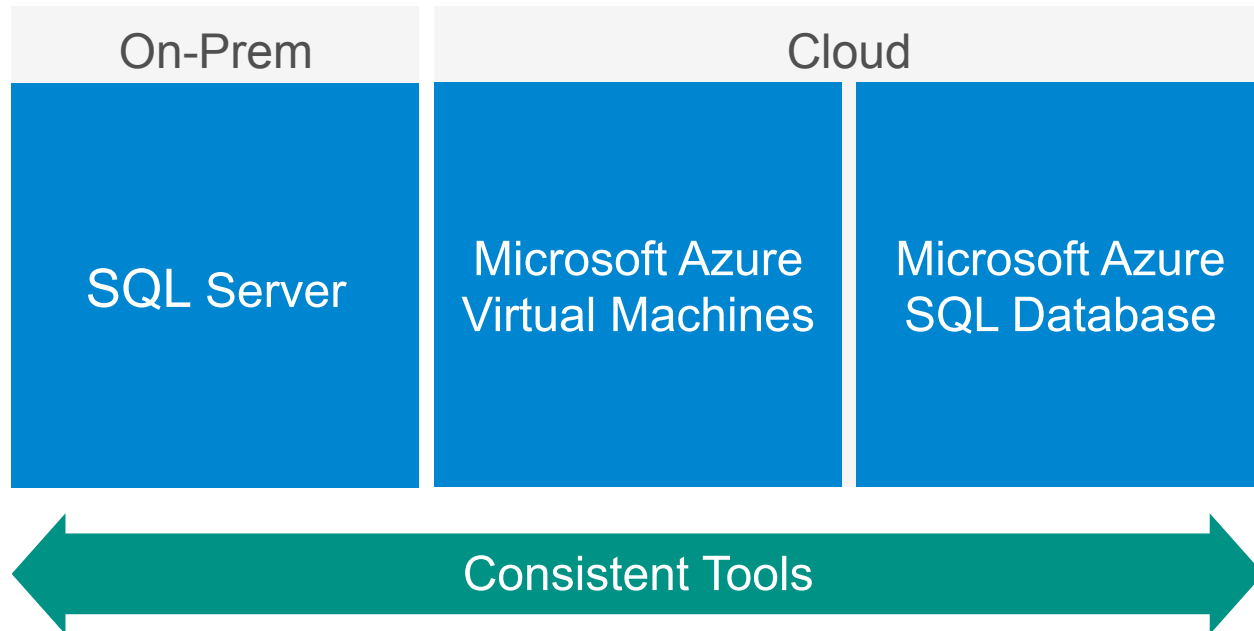
Breakthrough
data platform
performance with
SQL Server 2014

Drive business
faster with
SQL Server 2014
in-memory
technologies

New hybrid cloud
scenarios with
SQL Server 2014

The data platform continuum

One consistent platform with common tools.



Hybrid cloud solutions

Microsoft Azure

SQL Server in a Microsoft Azure Virtual Machine

IaaS

Microsoft Azure SQL Database

PaaS

KEY
SCENARIOS

Migrate
Existing
SQL
Server
Apps

Develop
& Test

Backup to
the Cloud

HA/DR

Build New
Cloud-Designed Apps

Create Hybrid Apps

Additional

Store data
files in the
Cloud

Benefits of hybrid cloud solutions

SQL Server in a
Microsoft Azure Virtual Machine
IaaS

Full SQL Server compatibility

Control of VM

Single pane to manage on-prem &
cloud

SLA for VM

Microsoft Azure
SQL Database
PaaS

HA built-in

Geo replication

SLA for database & VM

No patching of OS or database

SQL Server in a Microsoft Azure virtual machine



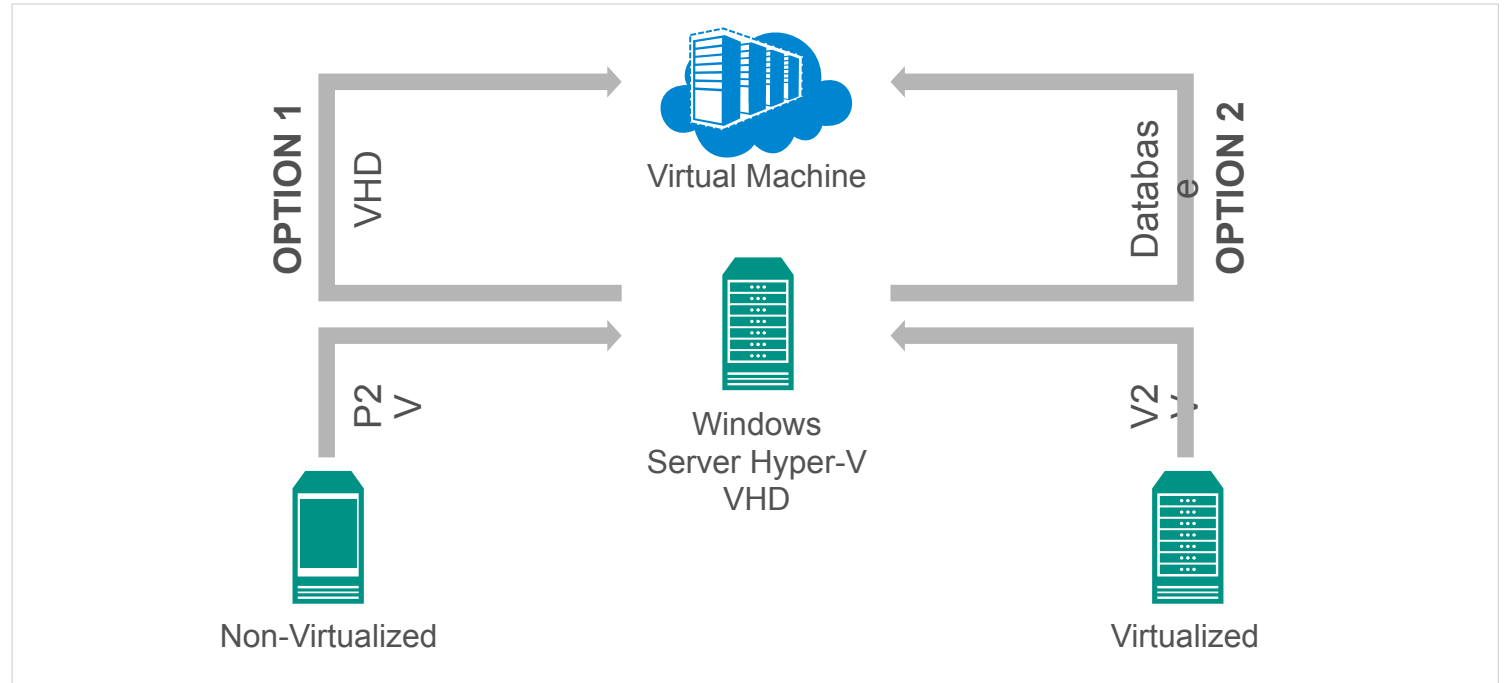
Migrate existing SQL Server apps

Key Benefits

Low TCO for existing apps

New Migration Wizard

Familiar development tools



"We could just pick up our SQL installs, move them over to Azure VMs, and pick up where we left off."

Adam Salvo, Trek

TREK

Cut IT
hosting
costs by

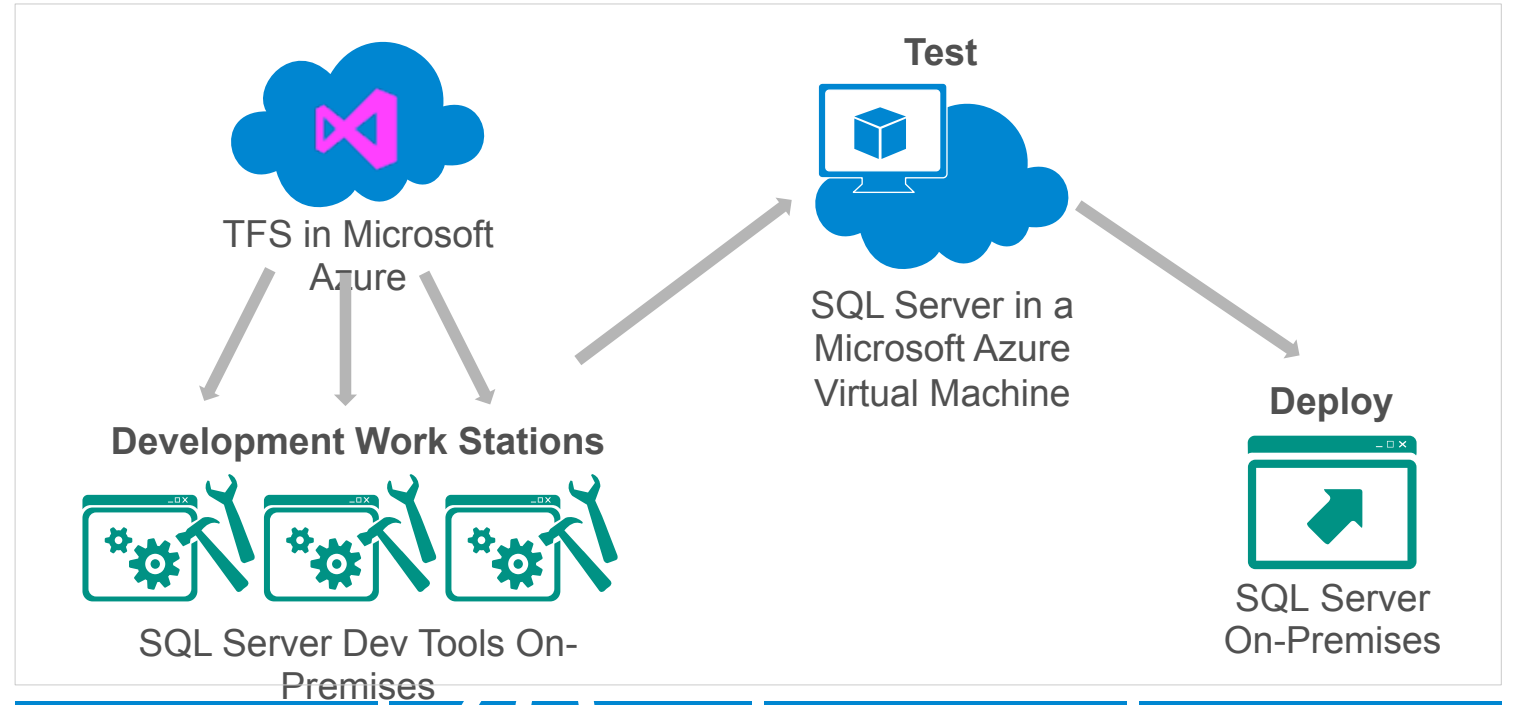
\$15
K

Fast, easy
scalability

SQL Server Develop and test in the cloud

Key Benefits

- Reduce project overhead
- Speed time to market
- Secure, redundant source code



“Telenor saved 70% on test, development and demo that could be turned off when finished to minimize their capital outlays,”

Marius Pedersen, Telenor Group

	70%	Ready in hours, not weeks	No resource limits
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Migrate on-premises SQL Server
to Microsoft Azure

Demo 

Deploy to Azure VM – OTF Provisioning
Deploy to SQL Azure

Back-up to the cloud

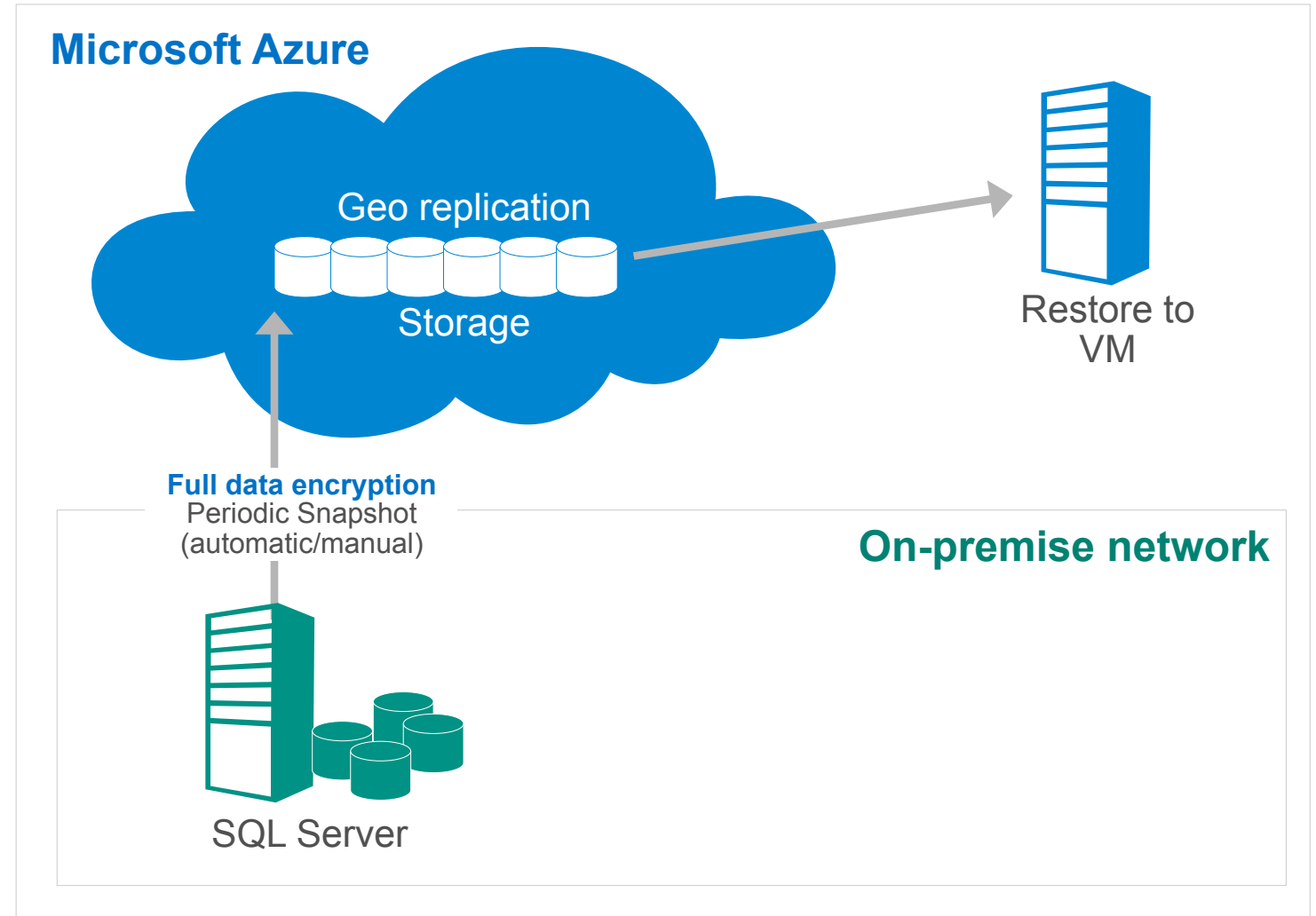
Key Benefits

Reduce CAPEX & OPEX

Improve Data Security

Restore Backup to
Microsoft Azure VM

Full SQL Server Backup



Backup to Microsoft Azure demo

Demo 

Backup to Azure

Backup to Azure Tool

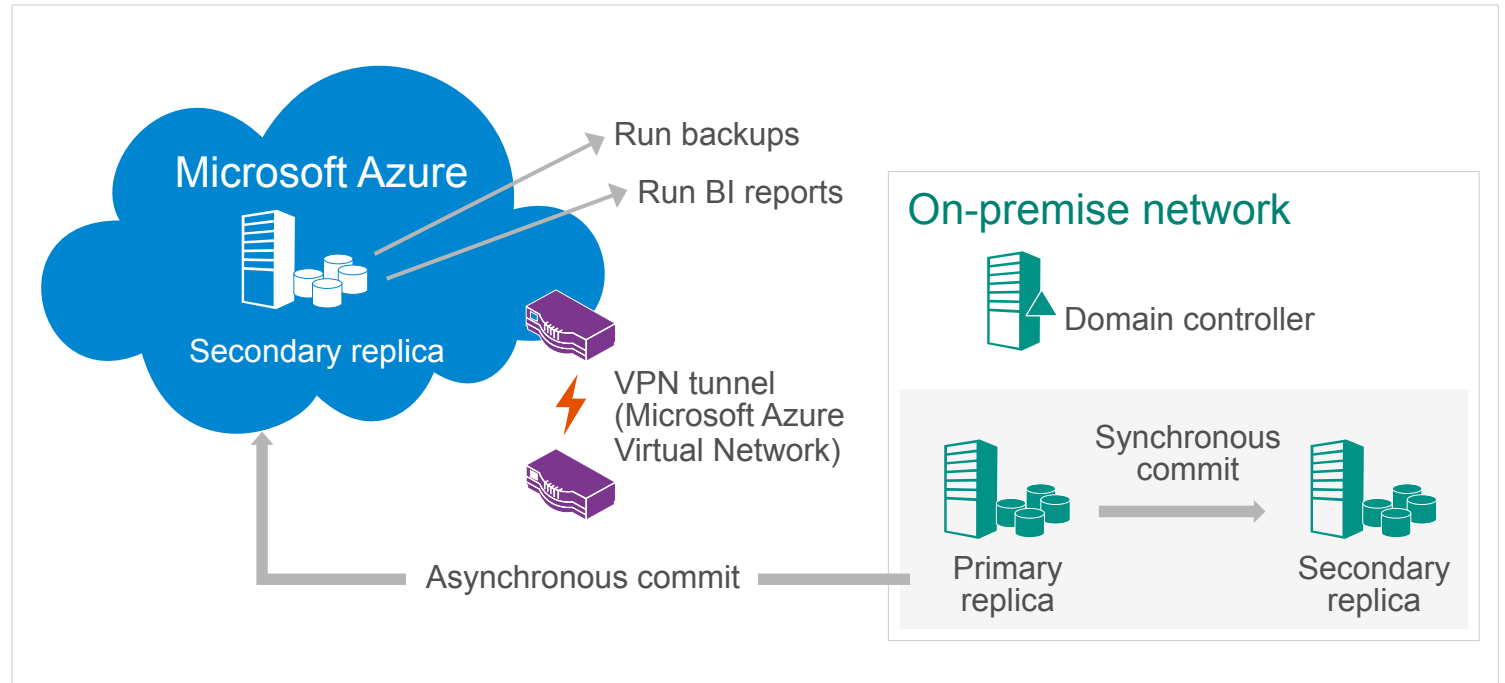
Disaster recovery in the cloud

Key Benefits

Reduce CAPEX & OPEX

Low RTO disaster recovery

Speed global BI reporting



“Recovery times have dropped from minutes to seconds... We’re seeing almost no data loss.”



Recover in
seconds

Significant
cost
reductions

High Availability in Azure

Stretch 

Demo

Microsoft Azure SQL database



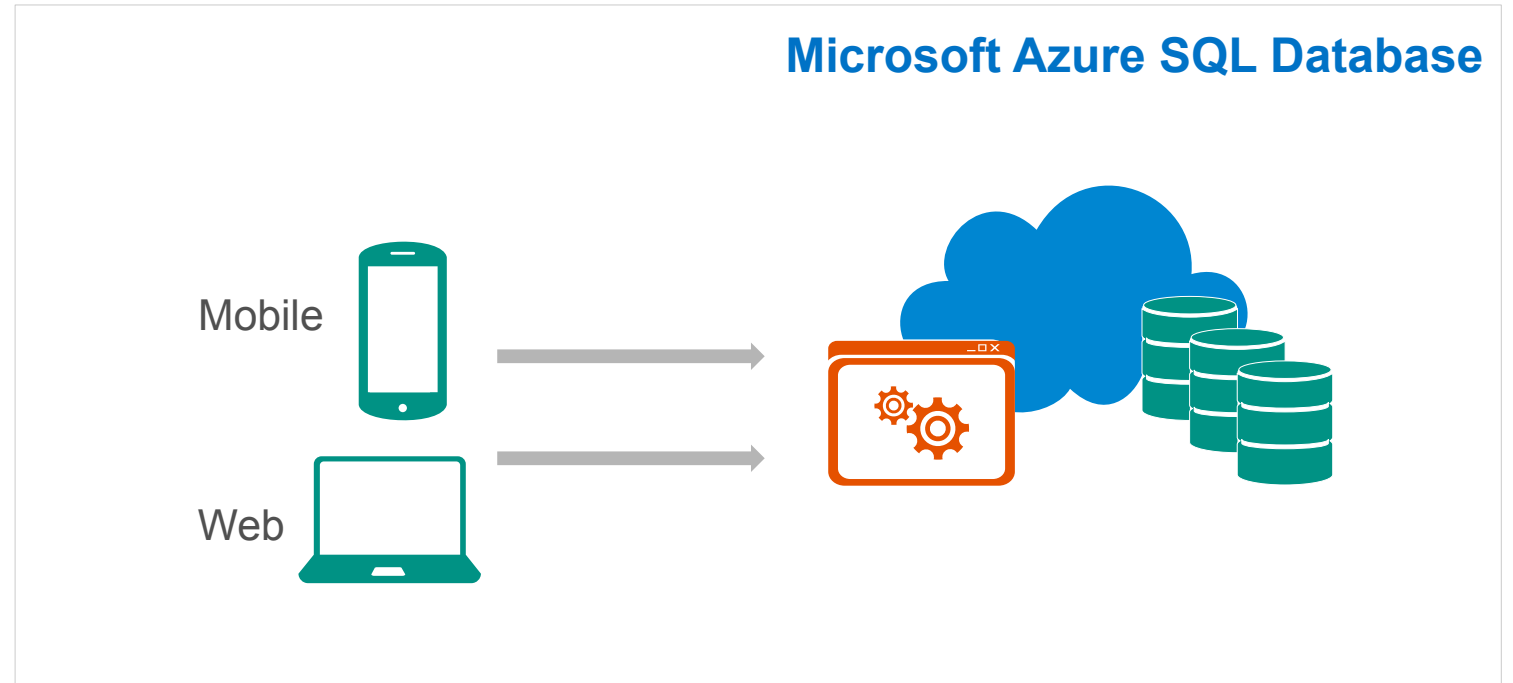
Build new cloud-designed apps

Key Benefits

Dynamic Scalability

Fast Time to Market

Managed platform
& infrastructure



“Because management time and cost is so low with Microsoft Azure, we focus on growing the business, not on managing red tape”

William K Smythe, 3M

3M

50%

Revenue
growth

Minimized
Management
costs

Cost-effective
scalability

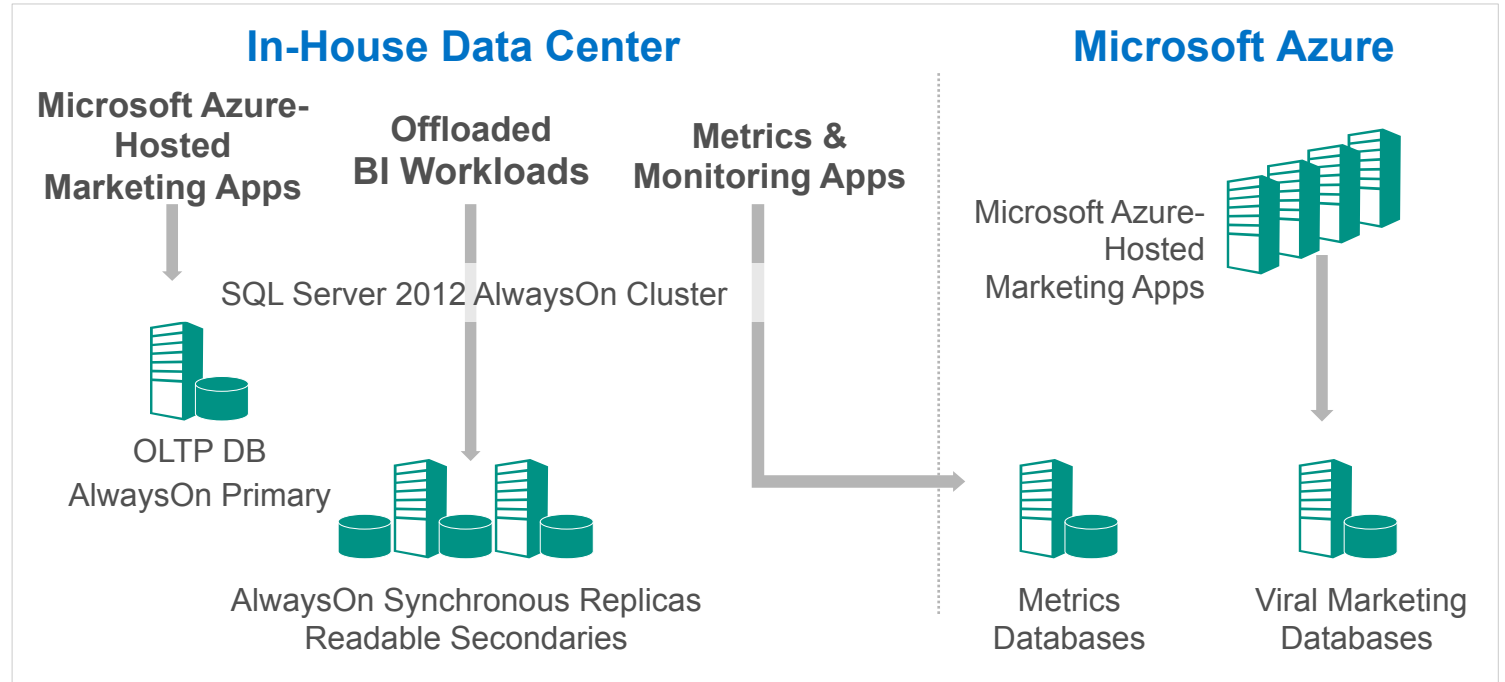
Create hybrid apps

Key Benefits

Reduce CAPEX & OPEX

Improve isolation of internal assets

Greater global reach



“We now have the capacity to add a lot more players and operators while not losing any application responsiveness”

Thomas Pullen, BetOnSoft

BETONSOFT

10x

the workload
with real-time
analytics

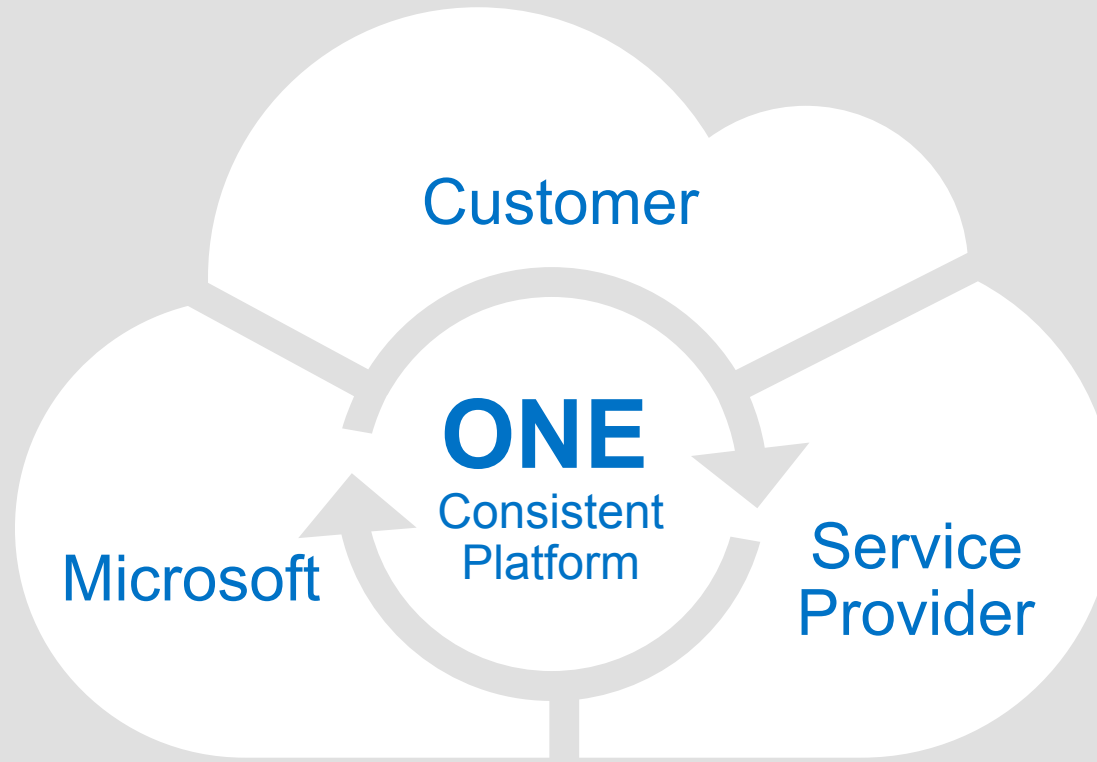
Improved
availability &
scalability

Over 158,000 SQL
Server VMs on
Microsoft Azure



Over 750,000 Microsoft
Azure
SQL Databases

No Boundaries



Development

Management

Identity

Data

Virtualization



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