

Cloud Computing

Best Practices in the Cloud

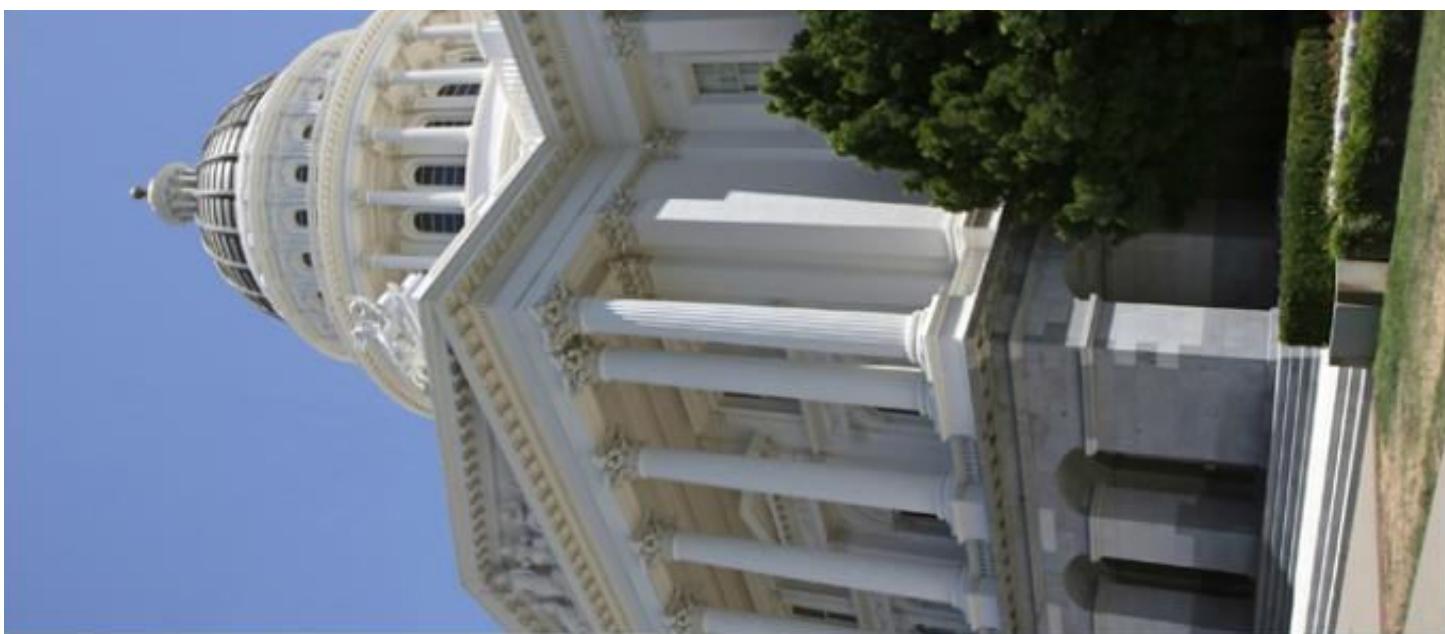
Alexandre Luzes

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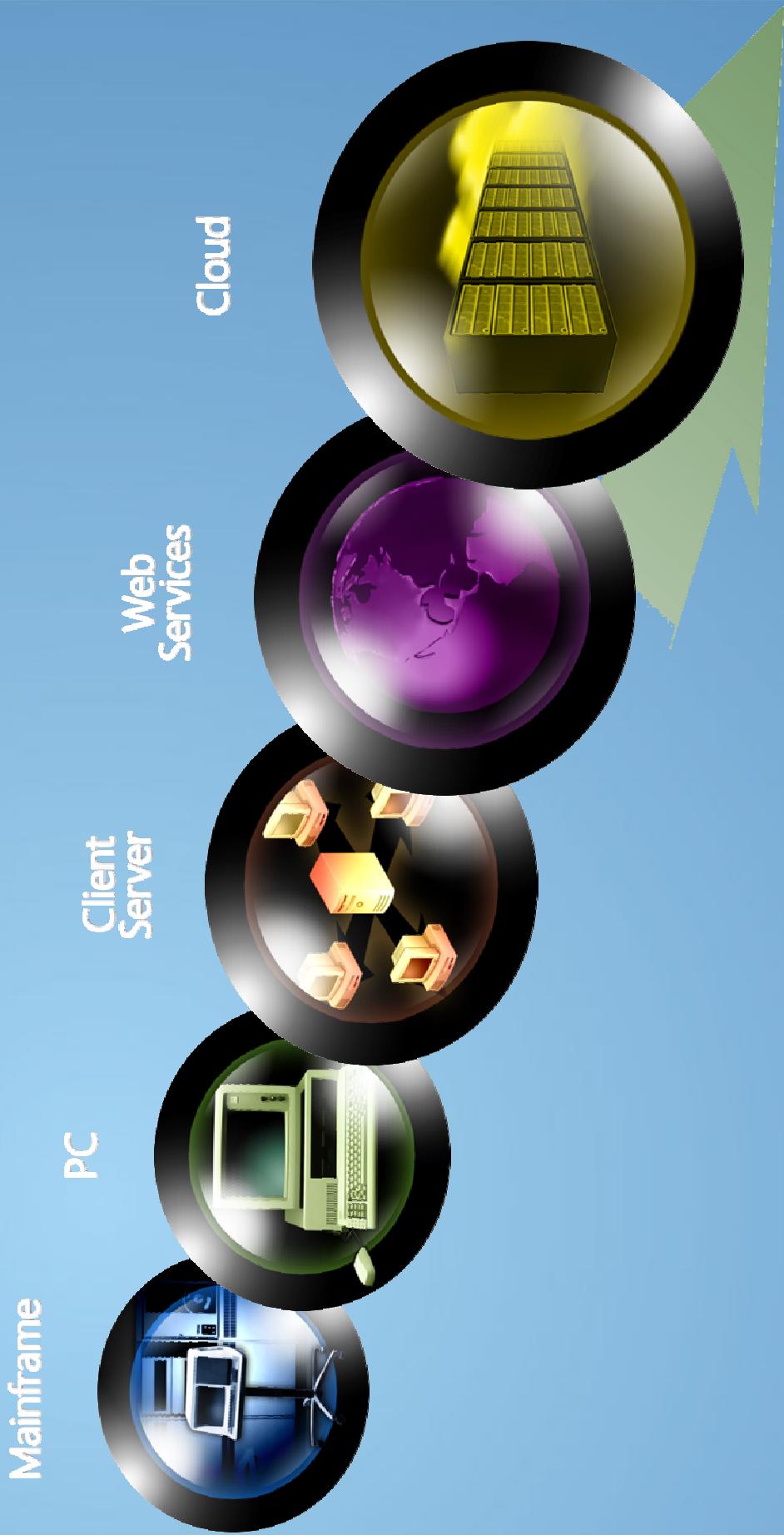
Director de Nuevas Tecnologías

Microsoft Multi-Country Americas

Microsoft



Fifth Generation of Computing



Cloud Computing Defined

- Providing ICT resources, as a service, in a dynamic and scalable manner over a network
- Five essential characteristics of the Cloud

1. On-demand self-service
2. Broad network access
3. Resource pooling
4. Rapid elasticity
5. Measured service

Why Customers are Embracing the Cloud

Reduce CAPEX & OPEX

Predictable & Pay per Use Subscriptions

Focus on Market Differentiation

Energy Efficiency

Latest Versions with No Server Upgrades

Choice, Flexibility, & Resource Agility

Merger, Acquisition & Divestitures

Up and Running Quickly

The Model Extends to the Cloud

On Premise Model



Cloud Model

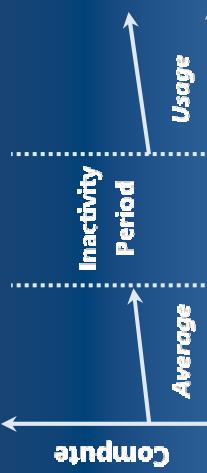


Determining the Right Solution



Optimal Cloud Workload Patterns

“On and Off”



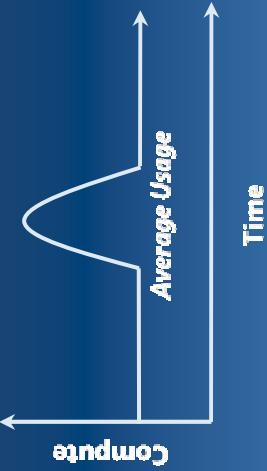
- On and off workloads (e.g. batch job)
- Over provisioned capacity is wasted
- Time to market can be cumbersome

“Growing Fast”



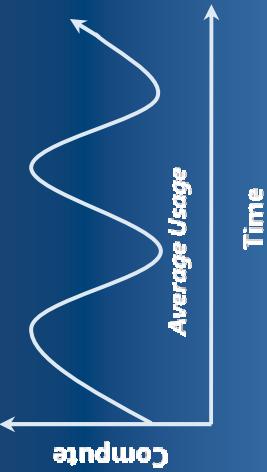
- Successful services needs to grow/scale
- Keeping up w/growth is big IT challenge
- Complex lead time for deployment

“Unpredictable Bursting”



- Unexpected/unplanned peak in demand
- Sudden spike impacts performance
- Can't over provision for extreme cases

“Predictable Bursting”



- Services with micro seasonality trends
- Peaks due to periodic increased demand
- IT complexity and wasted capacity

Cloud Security Considerations

Compliance and Risk Management



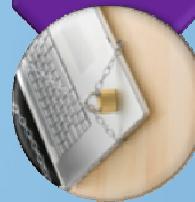
Identity and Access Management



Service Integrity



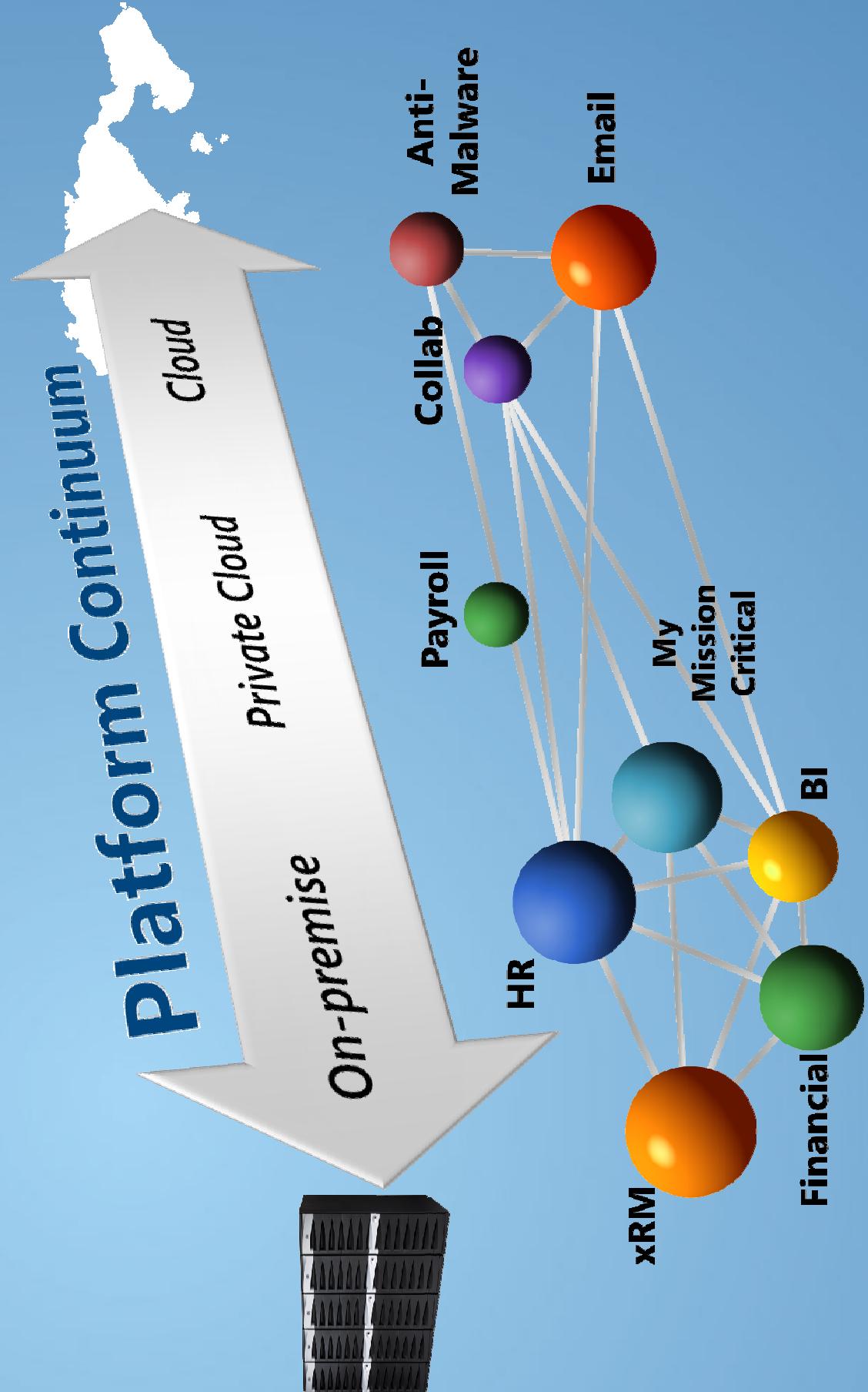
Endpoint Integrity



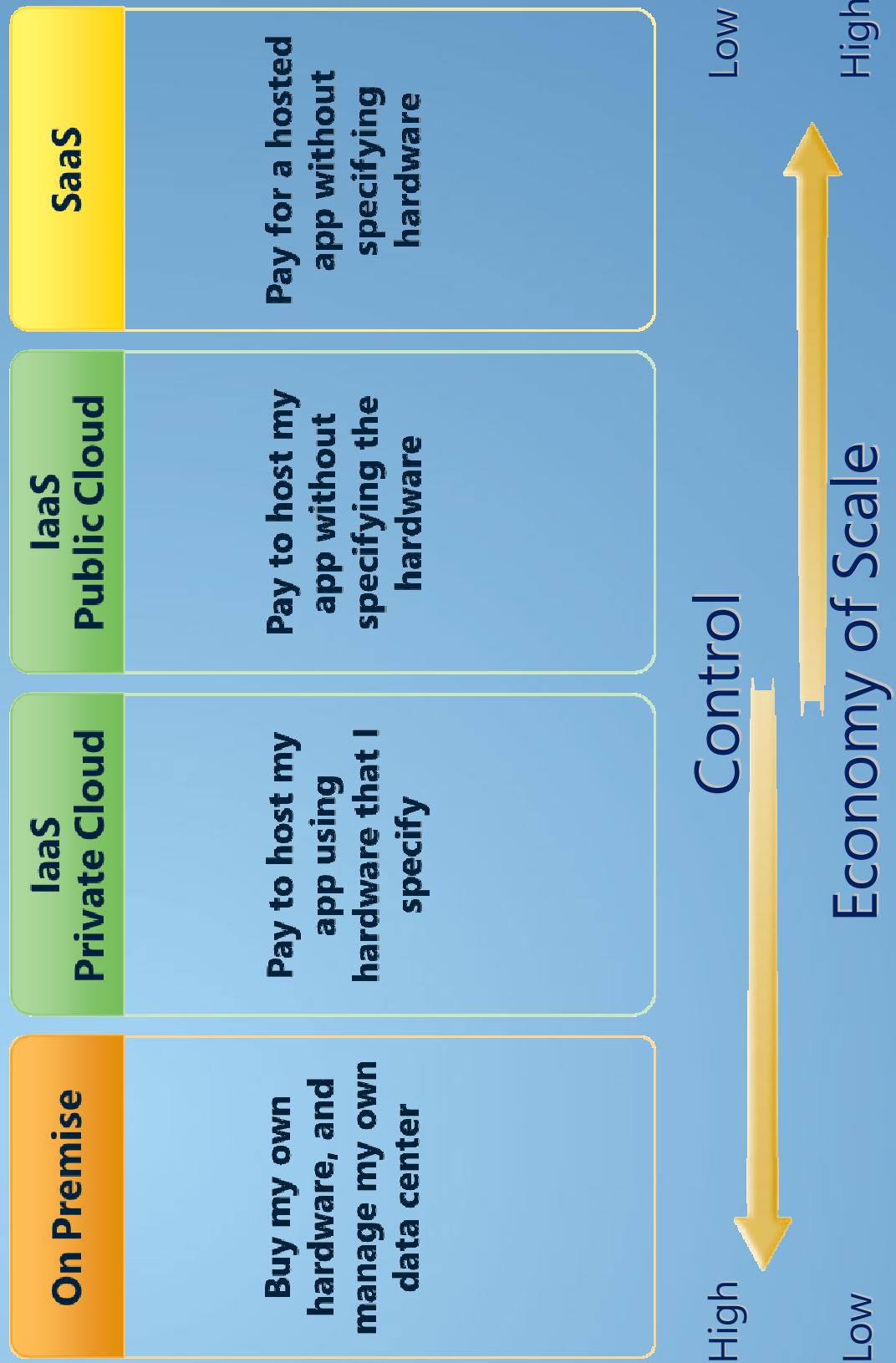
Information Protection



Define Your Application Strategy



Control Versus Economies of Scale



Buy Versus Build

On Premise

An app I buy “off the shelf” and run myself

Buy

IaaS - Private

An app I buy “off the shelf” and run at a hoster

On Premise

An app I develop and run myself

Build

IaaS - Public

An app I buy “off the shelf” and is hosted using cloud services

IaaS - Public

An app I develop myself, and is hosted using cloud services

SaaS

A hosted app I buy from a vendor

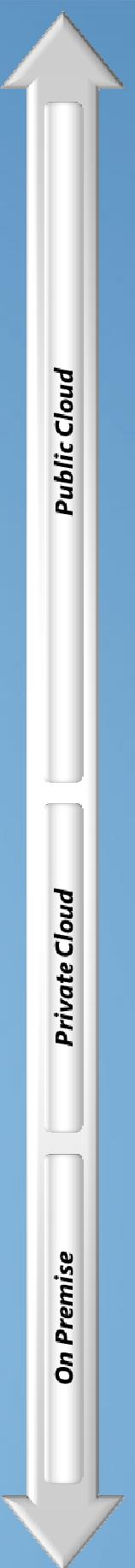
PaaS

A vendor hosted development and runtime environment

On Premise

Private Cloud

Public Cloud



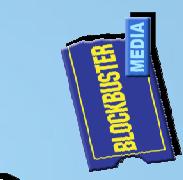
Case Studies

Microsoft

Customer Momentum



Autodesk®



LIONSGATE®



SIEMENS



Visual WebGuil



Infosys®

Acumatica



tradeslot



CERIDIAN

Aon
Insuring your vision



Origin Digital
An Accenture Company

3M

Infosys®



avaade®



Rexel



accenture
High performance. Delivered.

Carroll Communications Inc.



t4c



blockbuster media



Autodesk®

IRI

McDonald's

UNIVERSAL
MUSIC GROUP

gsk

Est. 1920
Gallaher

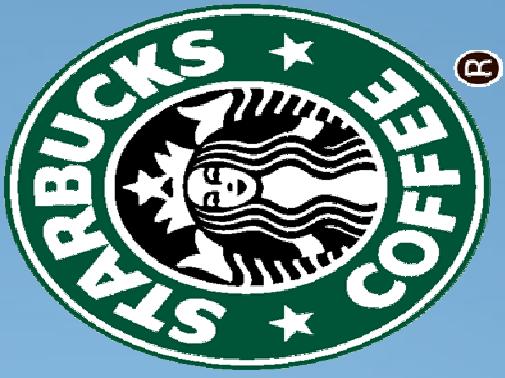
Rödakaset

Starbucks

Pitney Bowes

Autodesk®

IRI



Providing mail, collaboration, meeting and communication for stores via the cloud for 18,000 employees (among ~10K stores)

Secure way to share between stores and corporate (corporate on premise and stores in the cloud).

Quick deployment without adding complexity to IT



Required a centralized platform for internal promotion of company initiatives as well as reduce the amount of hours on traveling and internal meetings (30K in 5 months with no downtime).

And needed a way to replace a phone ordering system with a hosted Web application (that was scalable for peaks)

Complete solution (SaaS and PaaS): Different projects for both Microsoft Online and Windows Azure

- 72K People
- 431 facilities
- 55K vehicles
- 2.4 M endpoint POS



"This has been one of the best IT partner projects CCE has experienced, and we have the added value of a longer IT roadmap with Microsoft than if CCE had built the solution on-premises."

Kevin Flowers, Director of Enabling Technologies, CCE



<http://www.microsoft.com/casestudies/Microsoft-Office-Live-Meeting/Coca-Cola-Enterprises/Coca-Cola-Enterprises-Embraces-Microsoft-Software-plus-Services-to-Unify-Its-Workforce/4000004569>

Operational costs reduced: reduce its current IT costs by 30%

Improved collaboration

Simplified user experience by choosing the familiar Microsoft platform



GlaxoSmithKline

"We have chosen Microsoft Online Services because it promises to deliver a simple intuitive Information Workplace that should not only bring value to the company through simplification, but provide an improved user experience and ultimately create a more productive GSK."

Bill Louv, Chief Information Officer, GlaxoSmithKline



http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=40000005460

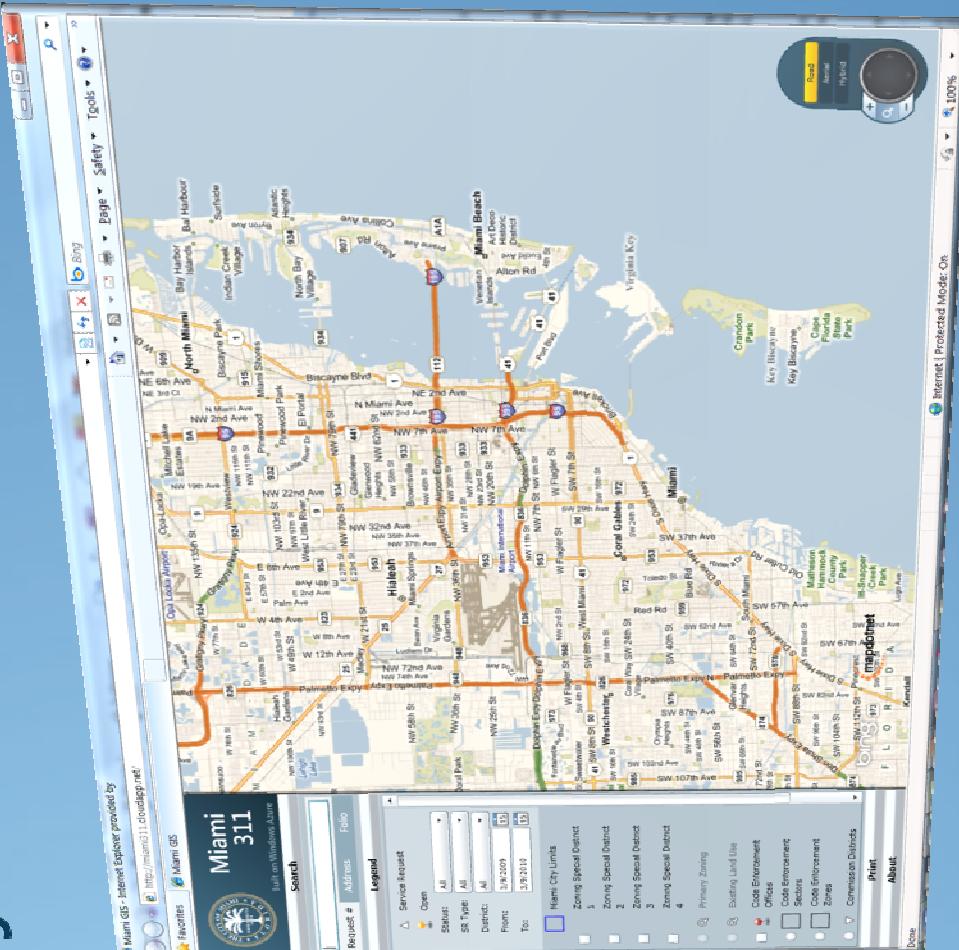
City of Miami 311 System

Built by two people in less than eight days

No up-front costs, from inception to running and scalable to peaks (e.g.: hurricanes)

Cloud deployment sped development & eliminated costly infrastructure

Miami is making their solution available to other government agencies



<http://port25.technet.com/archive/2010/03/04/miami-311.aspx>

Thank You !

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Discussion & Close

Microsoft®

Your potential. Our passion.™

Microsoft