

Embracing The Power Of Cloud for National Competitiveness

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EMBRACING MARKET TRANSITIONS

PC & APPS *Early '80s*

Word Processor, Spreadsheets,
DOS, GUI, Windows



CLIENT/SERVER *Mid '80s*

Distributed Computing,
Knowledge Workers



INTERNET *Mid '90s*

Browsers, Email, eCommerce,
Hosting, Wi-Fi, Web 2.0



CLOUD *Mid 2000s*

Cloud Computing, Social Networks,
Software + Services



FUTURE *2011 & Beyond*

NUI, Natural Language, HTML/
JavaScript, ARM, Single Platform



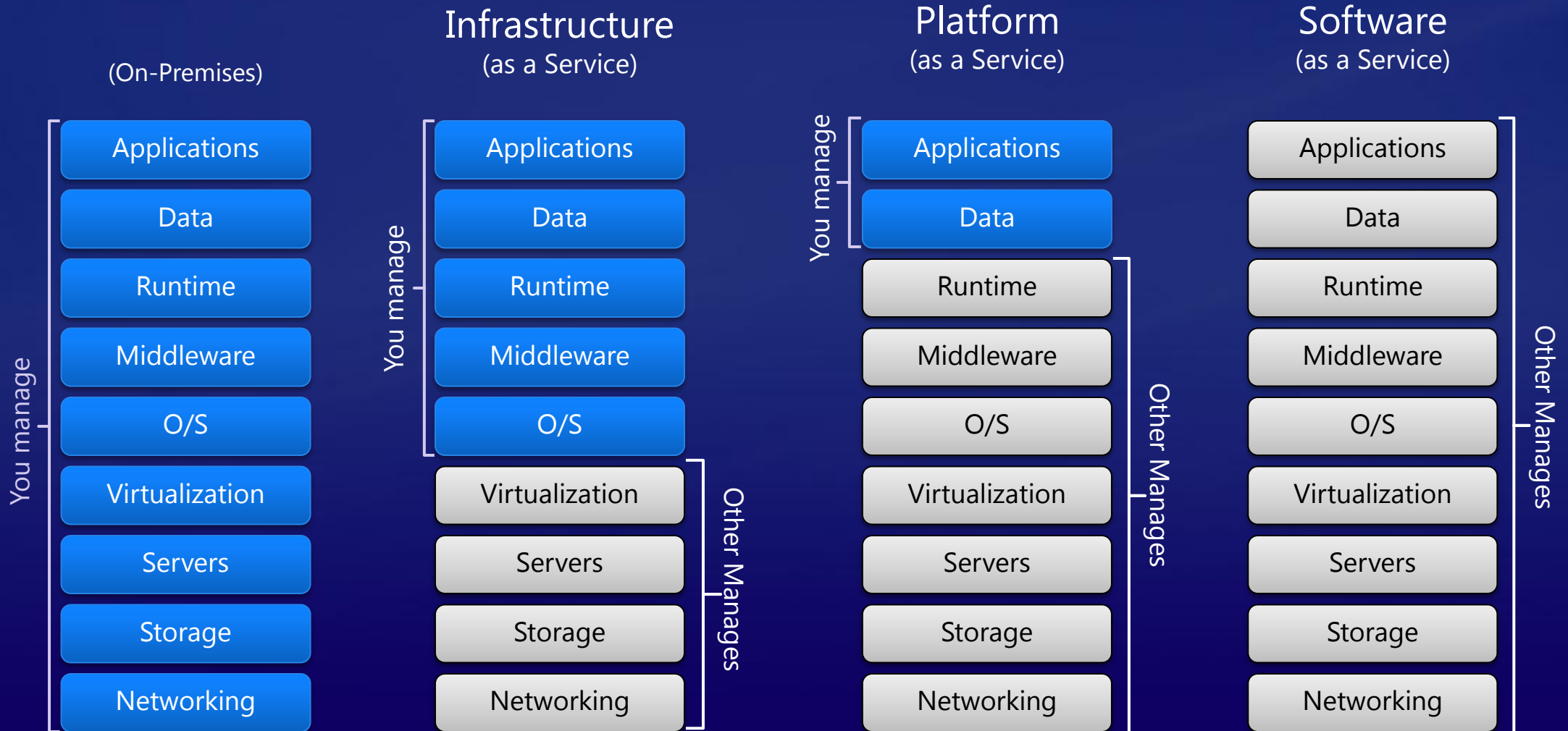
Cloud Computing Defined

- Providing IT 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

Types of Cloud Services

Services taxonomy




A little cloud history

WEB-BASED EMAIL


Windows Live
Hotmail
(1996)
450M users


YAHOO!
MAIL
(1997)
303M users


(2007)
170M users

SEARCH


(1996)
3.4% share


(1997)
62.9% share


(1999)
31.7% share

AUDIO/VIDEO CONFERENCING



Windows Live
Messenger
(1996)
330M users



(1996)
100M users



(1997)
248M users


(2003)
309M users

PRODUCTIVITY APPLICATIONS


Office
Web
(2010)
30M users


(2007)
30M users


(2005)
3M users

And the term “cloud computing” ? Introduced to IT around 2006.
So we’ve been building innovative, scalable, secure cloud services
for 15 years - they just didn’t call it “cloud” when we started.

Why All the Fuss About the Cloud?

New Economics

- Pay for what you use
- Lower and predictable costs
- Shift from capex to opex
- Accelerate speed to value

Simplicity

- No patching or maintenance
- Faster deployment
- Robust multi-layered security
- Reliability and fault-tolerance

Agility and Innovation

- Latest software for users
- Internet collaboration
- New apps and services

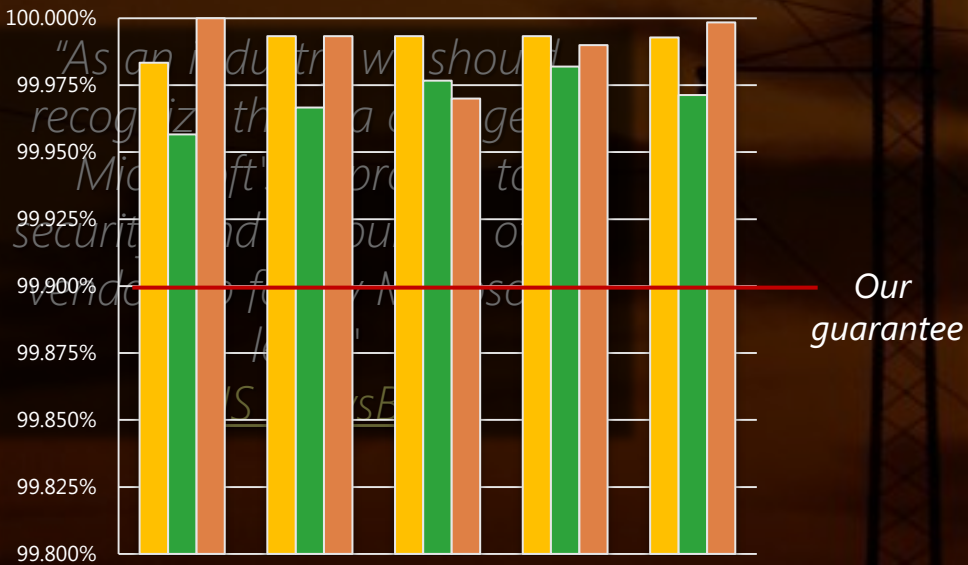
“By 2012, 80% of Fortune 1000 enterprises will be using some cloud computing services, 20% of businesses will own no IT assets.”

Gartner

“The bottom line: Early adopters are finding serious benefits, meaning that cloud computing is real and warrants your scrutiny as a new set of platforms for business applications.”

FORRESTER

Reliability and Security



We financially guarantee 99.9% uptime but have actually delivered much higher

"Many of the world's most knowledgeable security experts are urging their favorite software vendors to follow in the footsteps of Microsoft." - Infoworld

Security Development Lifecycle
Michael Howard

It's time to finally start thinking of IT as being reliable the way electricity is reliable.
And secure enough for even your most important mandates.

Cost savings = economies of scale + orders of magnitude...

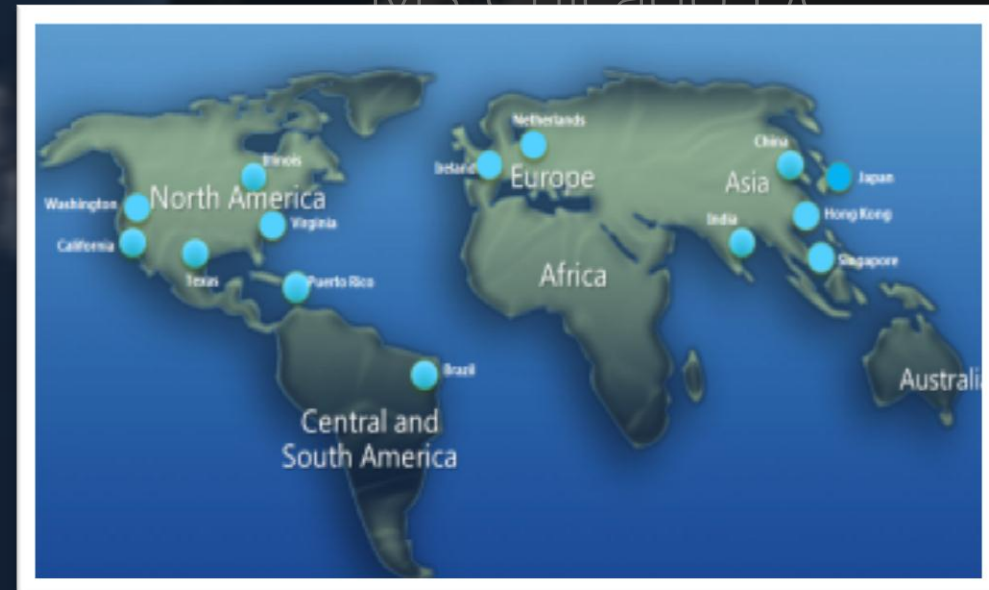
"With Online Services, we're able to reduce our IT operational costs by roughly 30% of what we're spending now"

- Ingo Elfering, VP of IT Strategy,
GlaxoSmithKline

Gen 3 MS DC: **1.2**

Gen 4 MS DC: **1.0**

Datacenter Locations



Pooling resources and reducing redundancy makes financial sense. But at Internet scale, it makes even MORE sense. Because the number of users justifies getting into the datacenter R&D business.

Many Organizations in India Already On Cloud With MS

HCL



Infosys[®]



MODERN SCHOOL,
Vasant Vihar



Many Organizations Are Already On Both Paths Today

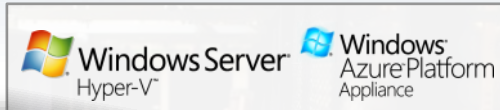
Traditional



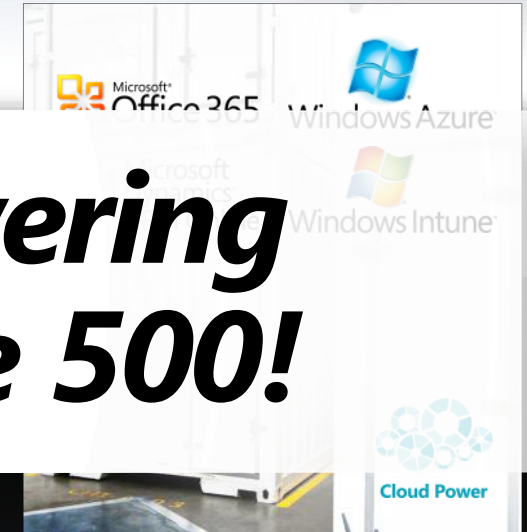
Virtualized
Datacenters



Private Cloud



Microsoft Cloud



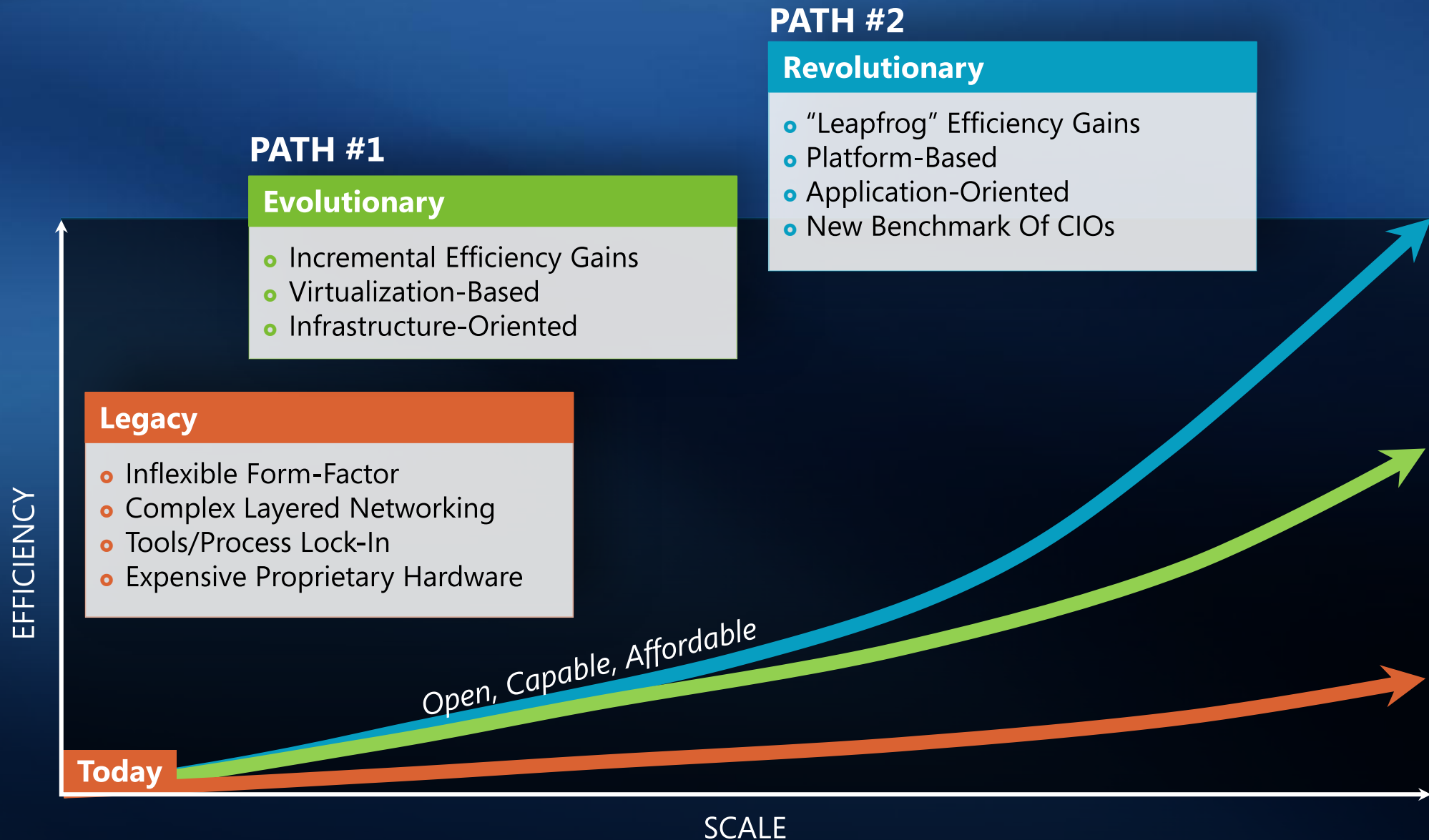
***Microsoft Is Already Powering
Over 50% Of The Fortune 500!***

Legacy

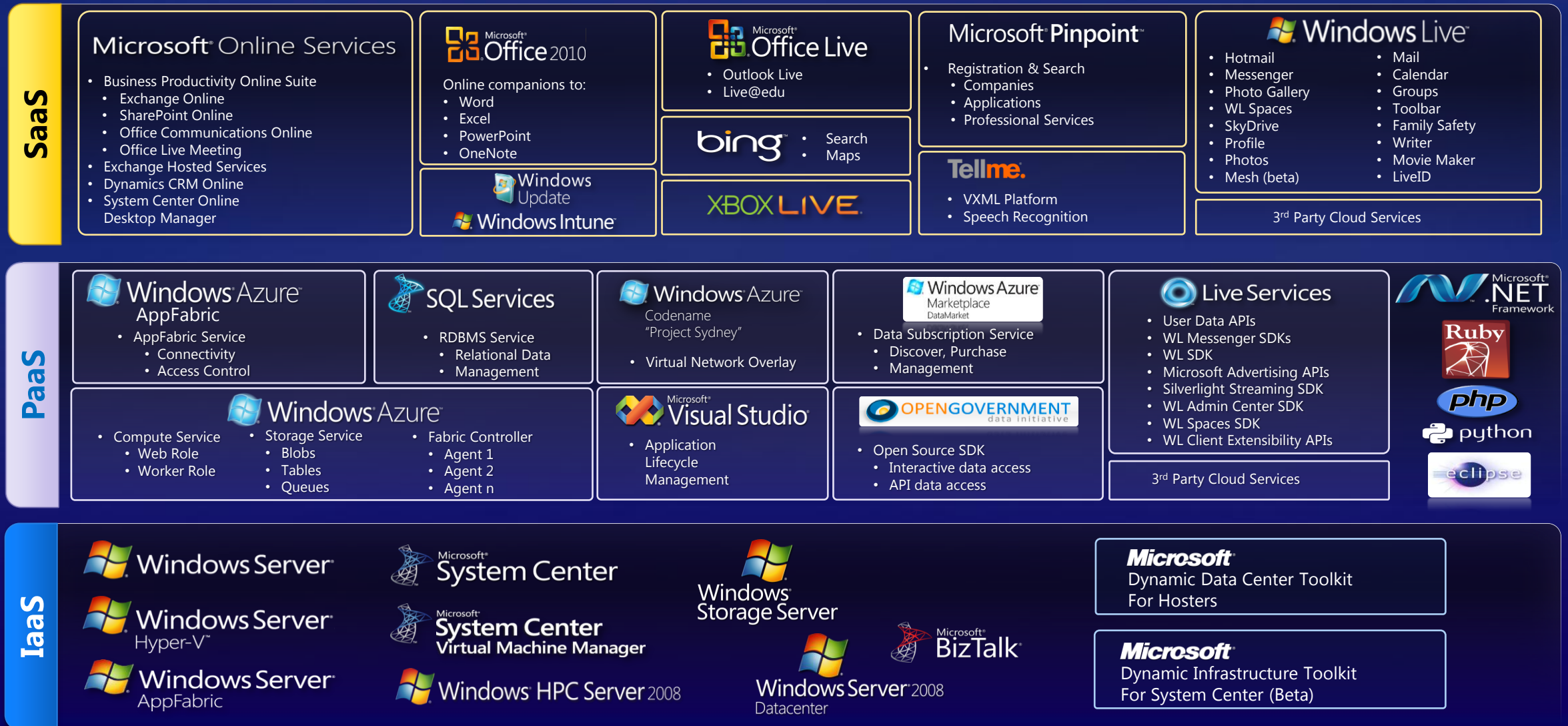
Evolutionary

Revolutionary

For Your IT Infrastructure – There Are Two Paths To The Future!



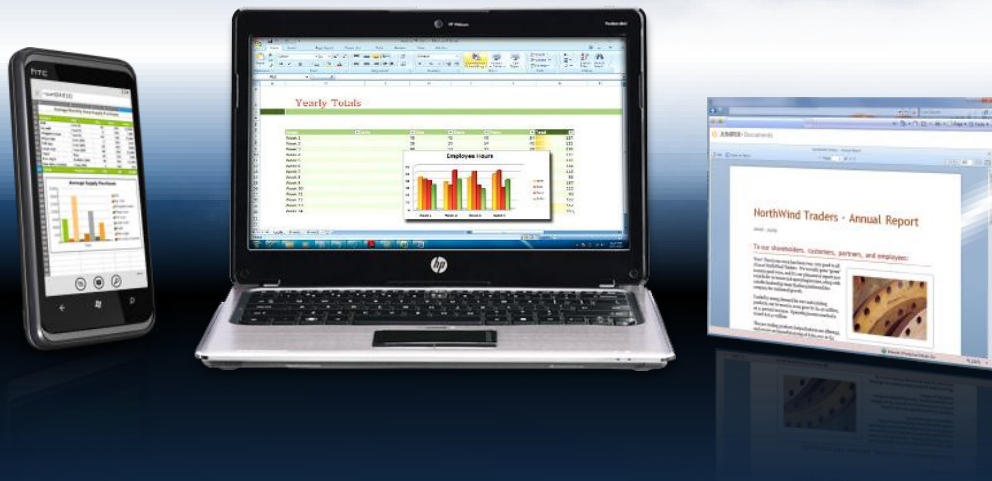
Microsoft is Invested in the Cloud



The Cloud Changes The Future Of Computing for Users

Best Productivity Experience
Across PC, Phone, And Browser

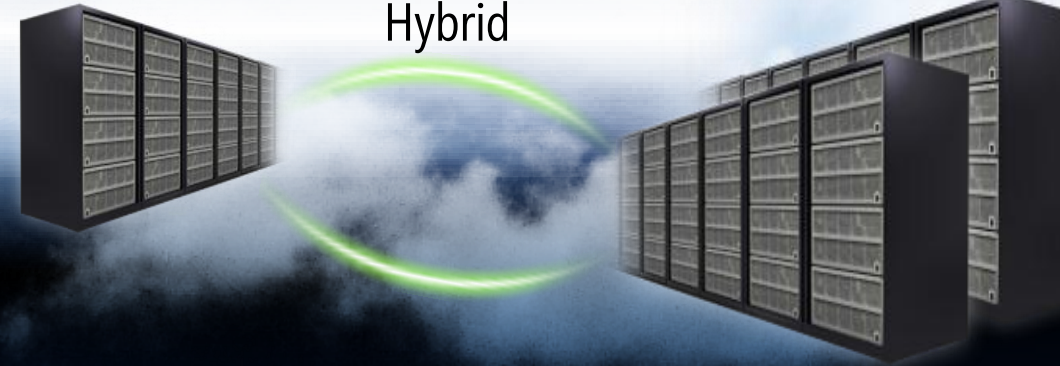
Microsoft Delivers
The Cloud On Your Terms



Private Cloud

Microsoft's Cloud

Hybrid



**Unified
Communications**



**Business
Intelligence**



**Enterprise Content
Management**



Collaboration



Enterprise Search

