

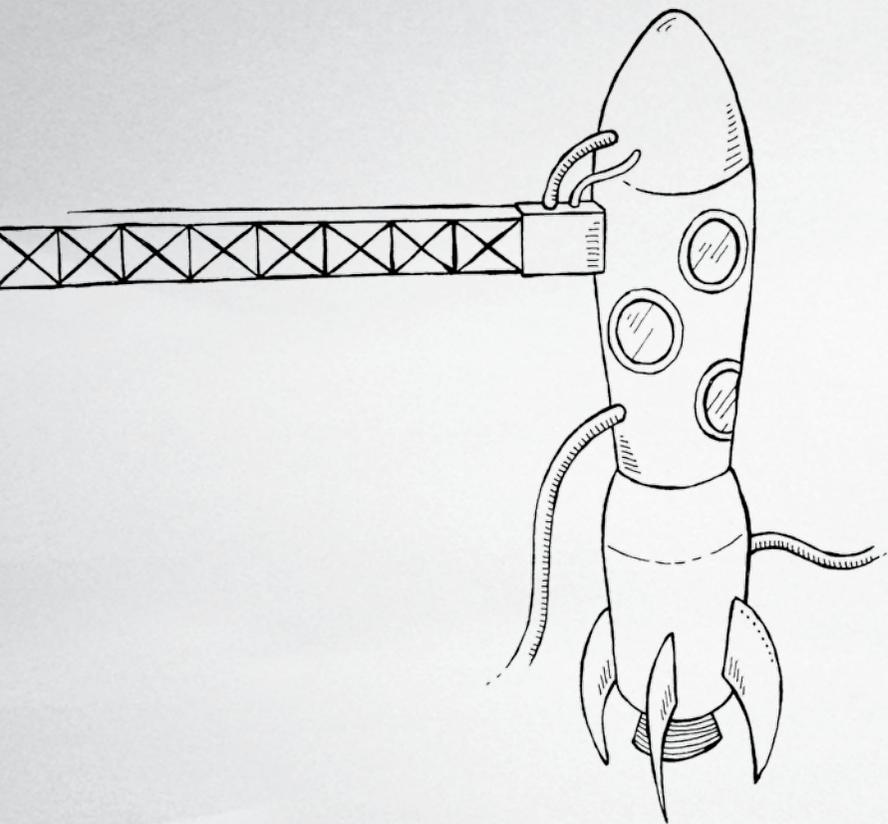
Microsoft®

Cloud Services

**MORE AGILITY.
MORE FREEDOM.
MORE CHOICE.**



NO LONGER ON THE HORIZON: THE CLOUD HAS COME TO BUSINESS COMPUTING.



The next logical step in business computing

“Cloud” is a much-used IT industry term that means different things to different people. Does it mean Web-based applications? Web-hosted services? Centralized server farms and data centers? Platforms for developing and running scalable applications?

In reality, the cloud can be all of these things. And more.

IaaS, PaaS, and SaaS: The core of cloud computing

The cloud is about providing services—Infrastructure as a Service (IaaS), Platform as a Service (PaaS), or Software as a Service (SaaS). Another way to look at it: The cloud is about providing a pool of computing resources that all operate together, effectively as a single computer.

The cloud has been called the next logical step in enterprise computing. No longer as much about managing infrastructure, enterprise computing is now more about managing information. It's about having your storage, your application development environment, your applications, and your security available to you when you need them—all from an information technology grid.

Why consider moving to a cloud model? Why now?

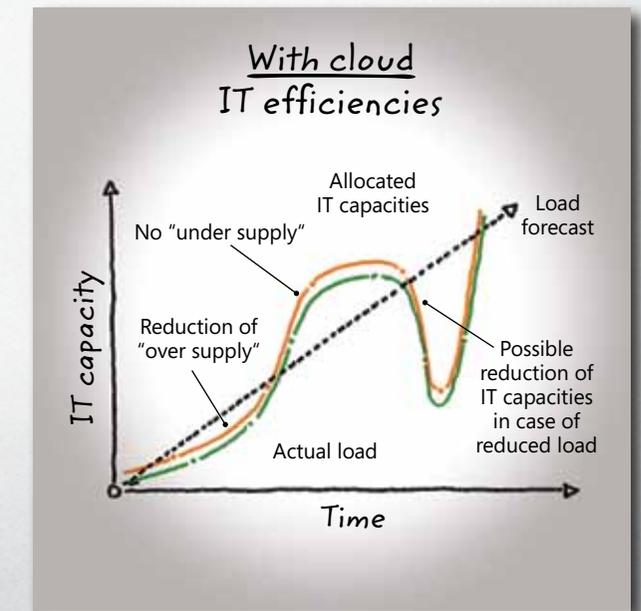
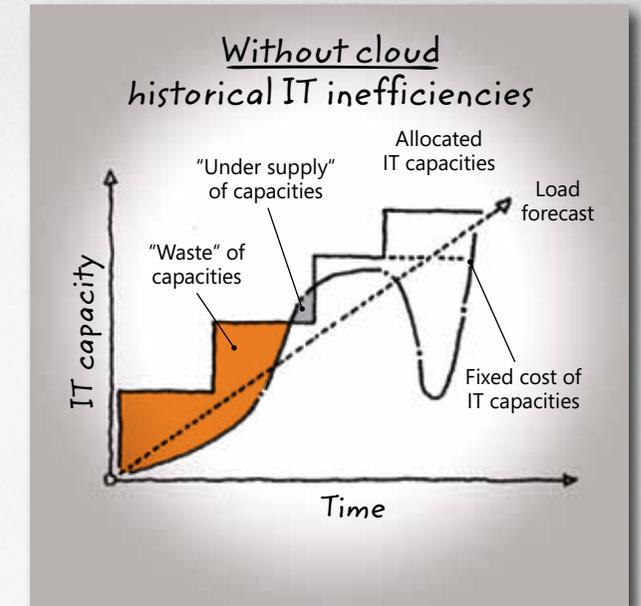
Greater business agility. A cloud model gives you the ability to respond to business demands more effectively and helps ensure employees have on-demand access to critical business information, customers, partners, and each other, using nearly any device, from virtually anywhere. The result: They can give priority to the most critical business tasks first.

Greater resource agility. The management burden of anticipating and building out excess capacity IT infrastructure decreases. The result—less management, maintenance, and deployment time, with the additional benefit of greater scalability to more easily handle peaks in demand.

Managed costs. From a financial perspective, you can manage costs as a capital expense or an operational expense depending on what works best for your business.

Smaller carbon footprint. At the same time, using off-premises IT infrastructure has the additional value of decreasing your environmental impact through a reduction in the physical resources required to run on-premises systems.

But are there risks in cloud computing? What does it mean to your role as an IT leader in your organization? Does it mean giving up control? With Microsoft cloud services, we offer some unique answers to these questions.



CLOUD COMPUTING: THE MICROSOFT VIEW.

Microsoft cloud services mean freedom for businesses. The freedom to access the technology you want, where and when you want it. The freedom to take advantage of the latest technology as a capital expense, or an operational one. The freedom to focus on running your business—not running IT systems.

Microsoft cloud services are Microsoft by extension: Giving you the ability to make full use of the same Microsoft technologies you already know and trust, on a pay-as-you-go model. For a single department or an entire global organization. On-premises, off-premises, or a combination of both, depending on your business needs.

Microsoft cloud services are Microsoft as a utility, but it is more than plugging into a utility. It's the applications you know, the platforms you know, and a data center infrastructure—all working together in a cohesive whole. It's Microsoft when you need it. Microsoft on your terms.



MICROSOFT CLOUD SERVICES: A NEW MODEL FOR BUSINESS COMPUTING.

The three principles of the Microsoft cloud computing strategy.

- 1) **On-premises, off-premises, or a combination of both** based on business need.
- 2) **Enterprise-class services** with no compromises to availability, reliability, or security.
- 3) **Consistent, connected experiences** across device or platform.

Power of choice

Microsoft's cloud services is about the **power of choice**—a hybrid model of on-premises and off-premises resources that enable you to move what you want to the cloud—as much or as little as you want.

It's not an 'all or nothing' approach; instead, it enables you to flow workloads into your own infrastructure, as well as outside sets of infrastructure.

So, you can complement your existing IT assets with Web-based services. And by having applications available across the Internet, you can help ensure the experience is consistent across all devices.

Lower cost of ownership

Microsoft cloud services offer you greater financial flexibility in how you fund your IT resources. It's like turning on a light switch: You don't necessarily have to own the generator to get the service you need. And when you reduce the need for on-premises resources, you reduce the maintenance and operational overhead, including hardware and facility expenses. And at the same time, you can simplify and accelerate application updates and deployment.

Greater business agility

Microsoft cloud services provide an elastic infrastructure that enables you to address needs as they arise, with the confidence that you always have the ability to do so. That means your information workers can stay connected and stay on top of business challenges, regardless of the device they're using, or where they're using it. Your developers can focus on coding, with the confidence their work can get deployed efficiently because the infrastructure is always available. And your organization as a whole can be more responsive, help ensure faster time to market, and as a result, be even more competitive.

Enterprise-class availability, security, and reliability

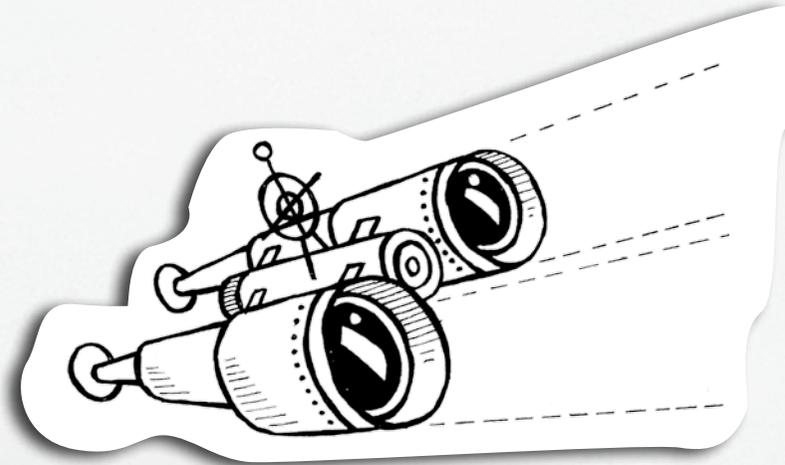
Microsoft cloud services offer you the resources needed for a robust cloud computing infrastructure. With a global reach, a commitment to security, and a 99.9 percent uptime service level agreement with 24/7 service and support every day of the year, you have a truly enterprise-ready infrastructure at your disposal.

What Microsoft cloud services do for your key constituencies

For IT professionals: Tap the cloud to expand your options, uplevel your responsibilities. Actively manage high-value applications on-premises; move commodity workloads to the cloud.

For developers: Reduced complexity. Focus on coding, not plumbing, without the hassles of how to modify applications to scale out properly.

For information workers: The cloud as a business communications hub. Use powerful communication and collaboration tools to stay connected with colleagues and ahead of business challenges.



Microsoft Office
Live Meeting **5 billion**
the number of
conference minutes per year

Microsoft
Forefront
Online Protection **3 to 4 billion**
the number of e-mails filtered
every day for over six million
mail boxes

Windows Live ID **1 billion**
the number of Windows Live™ ID
authentications each day

bing™ **2 billion**
the number of queries
each month on Bing

"With the flexibility of Windows Azure, we can focus on building and delivering new features to our customers—helping us increase our competitive advantage."

Andy Lapin | Director of Enterprise Architecture | Kelley Blue Book

IAAS, PAAS, AND SAAS: THE MICROSOFT CLOUD SERVICES OFFERING

Infrastructure as a Service (IaaS)

With IaaS, you get on-demand computing and storage to host, scale, and manage applications and services. Using Microsoft's data centers means you can scale with ease and speed to meet the infrastructure needs of your entire organization or individual departments within it, globally or locally.

Platform as a Service (PaaS)

The Windows Azure platform is a PaaS consisting of an operating system, a fully relational database, and consumable Web-based services that provide security-enhanced connectivity and federated access control for applications. As a family of on-demand services, the Windows Azure platform offers your organization a familiar development experience, on-demand scalability, and reduced time to market for your applications.

Software as a Service (SaaS)

Microsoft Online Services are subscription-based, on-demand applications and hosted services, providing your end users with a consistent experience across multiple devices.

The **Business Productivity Online Suite (BPOS)** delivers security-enhanced, hosted communication and collaboration tools including Microsoft Exchange Online, Microsoft SharePoint Online, Microsoft Office Live Meeting, and Microsoft Office Communications Online.

Exchange Hosted Services is a set of tools to help your organization protect itself from spam and malware, help satisfy retention requirements for e-discovery and compliance, encrypt data to preserve confidentiality, and maintain access to e-mail during and after emergency situations.

Microsoft Dynamics® CRM Online provides marketing, sales, and customer service solutions deployed through Microsoft Office Outlook or an Internet browser to help your end users efficiently automate workflows and centralize customer information.

Office Web Apps, coming soon, provides on-demand access to the Web-based version of Microsoft Office suite of applications, including Microsoft Word, Microsoft Excel, and Microsoft PowerPoint.

With Microsoft cloud services, you determine the ratio of on-premises solutions to off-premises solutions. Choose hosting by Microsoft or a Microsoft partner, and change the mix as your needs grow, whether it's IaaS, SaaS, PaaS, or any combination of the three.

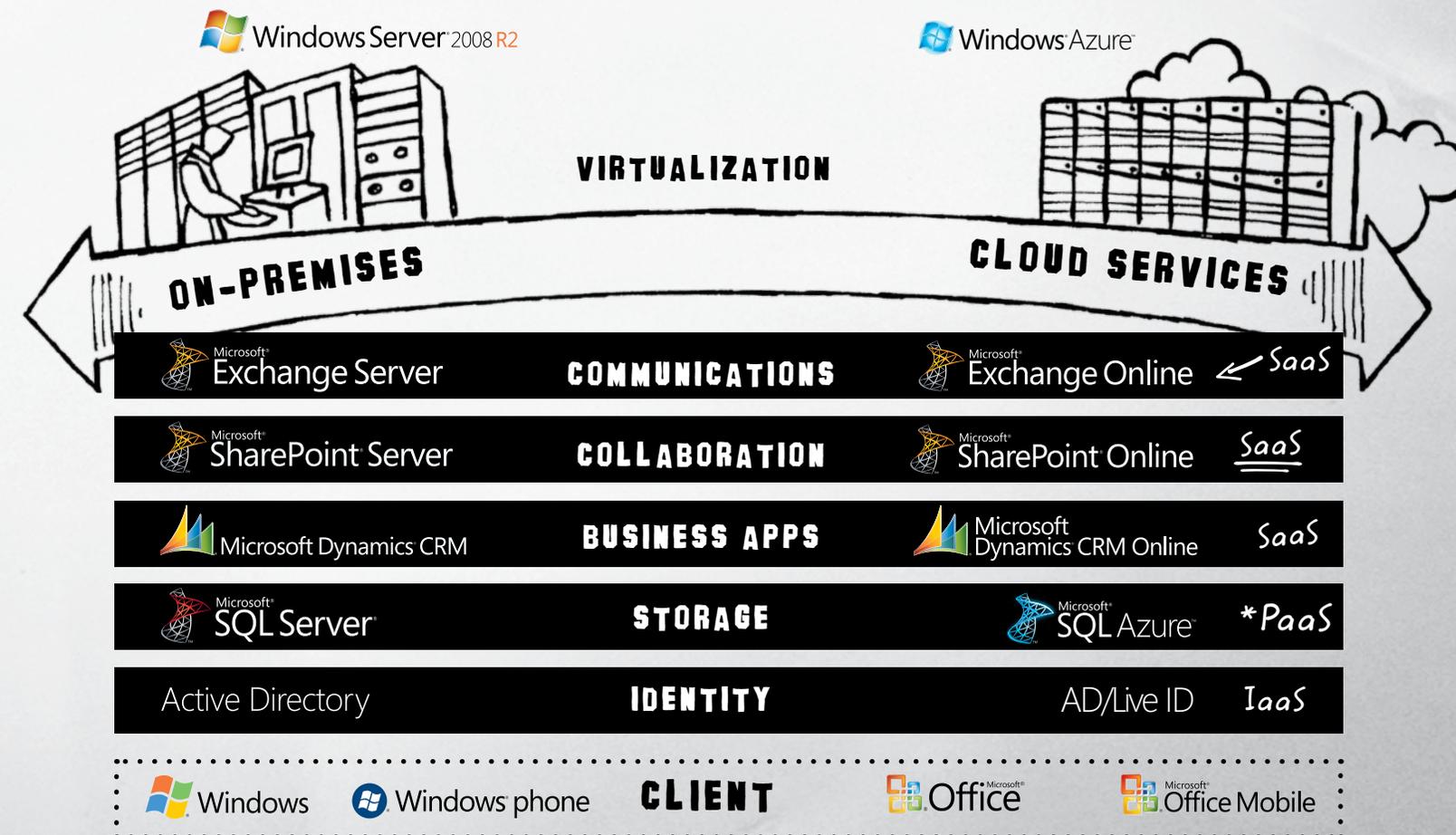
Microsoft provides you with the right mix of on-premises and off-premises technologies based on your needs. Start small in the cloud, or collaborate with us or our partners for complete hybrid solutions, with unparalleled service and support.

The strength of Microsoft cloud services is ease of deployment and management, enabling you to accommodate changing work needs, and managing your user policies centrally through one administrative panel.

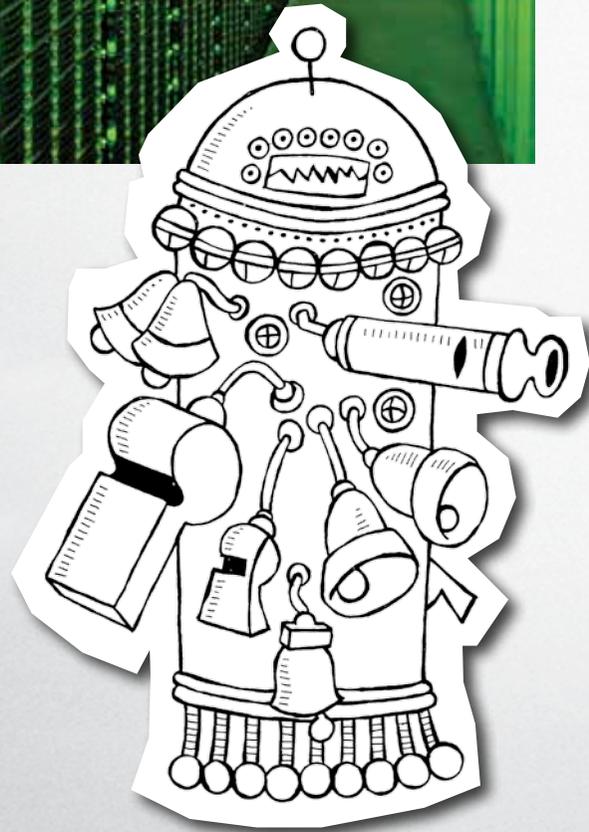
And because you can build on the Microsoft technologies your organization already knows and uses, you can make use of your knowledge and investments, easily extending your existing identity system to the cloud.

The result is that you can focus on strategic IT direction—in other words, information management, not infrastructure.

Our Microsoft platform enables customer choice



IS MICROSOFT THE RIGHT CHOICE? HERE'S THE PROOF.



Technical innovation

Long established in the cloud, Microsoft continues to invest heavily in innovations to help drive the technology further. With continual updates to the technology, the estimated investment in the cloud space has been billions of dollars, with more to come. It is involvement on a massive scale.

Our developer and partner ecosystem

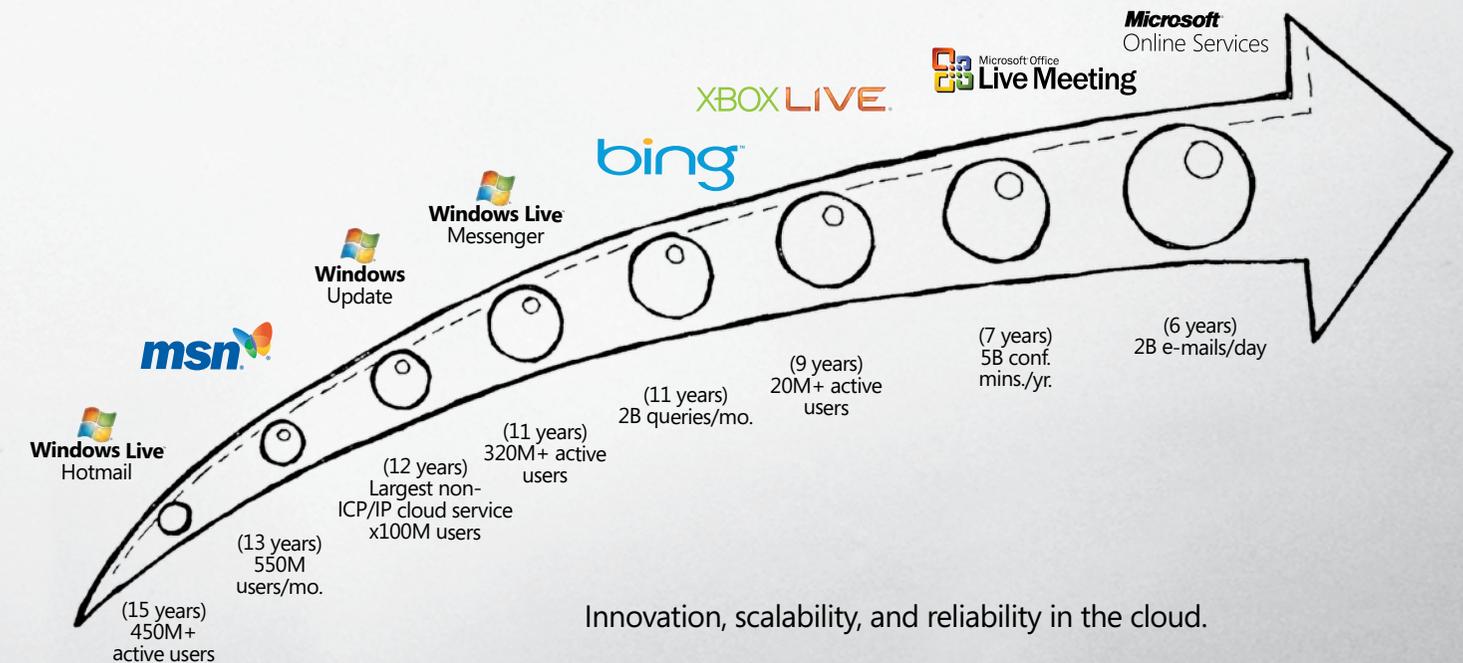
Thousands of companies around the world provide software, services, and support that can help make your investment in Microsoft products more valuable. Millions of developers worldwide are writing to Microsoft platforms—and many more are coming to Microsoft cloud computing through our interoperability support of third-party solutions. That's why no other cloud vendor can support developers and their applications like Microsoft can.

Security and reliability

Microsoft cloud services infrastructure and security teams host and manage more than 200 Microsoft services and portals, providing trusted online services, 24/7. How trusted? Microsoft data centers have SAS 70 and ISO 27001 security certifications audited by an independent third party.



The long steady march of Microsoft cloud services



BUILD ON THE STRENGTH OF YOUR PARTNER RELATIONSHIPS.

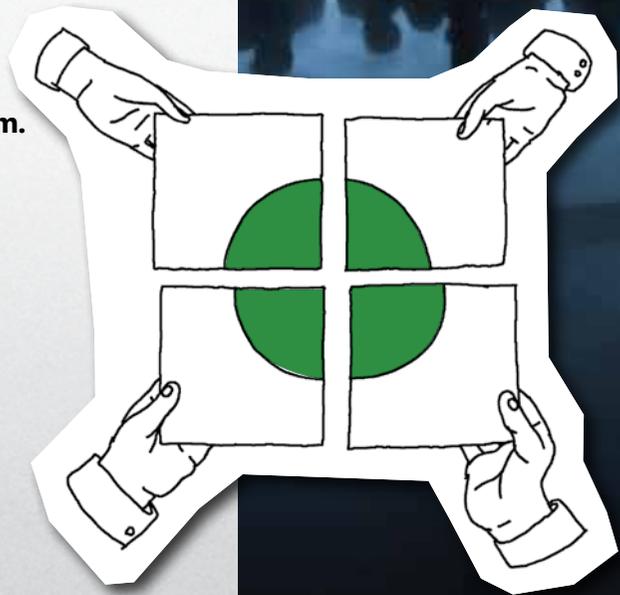
The move from some or even all of your on-premises IT environment to a cloud-based environment does not need to be overly complex. It all depends on your needs and current IT architecture.

Microsoft partners can help. Microsoft is continually working with its extensive partner ecosystem of independent software vendors, value-added resellers, and systems integrators to help develop compelling SaaS, IaaS, and PaaS offerings that fit a wide variety of specific business needs.

Whether tapping partners for **transition support**, tapping into their **hosted services**, or using their **specialized or customized applications**, Microsoft helps ensure our partners continue to be key contributors to your business, and to Microsoft's vision for cloud computing.

In fact, with approximately 9,000 Microsoft partners delivering cloud services worldwide, more than one billion consumers and 20 million business customers are being reached every year.

Find a partner at pinpoint.microsoft.com.





HOW CAN MICROSOFT CLOUD SERVICES STRENGTHEN YOUR BUSINESS? LEARN MORE NOW.



Ask us

Ask your Microsoft representative about cloud services from Microsoft.

Ask your Microsoft partner

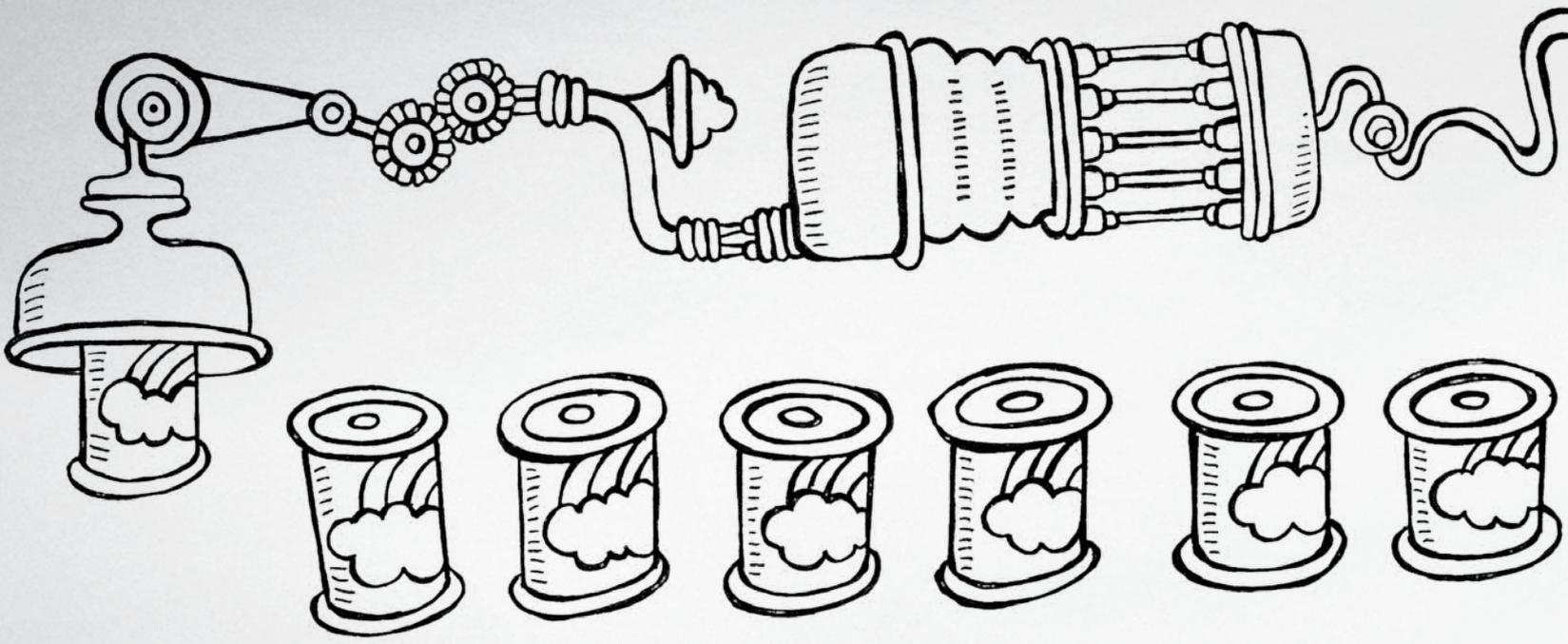
Speak to your Microsoft partner about how they can help you make the right decisions about cloud computing for your organization. Find a partner at **pinpoint.microsoft.com**.

Find out more

Learn more about Microsoft's ongoing commitment to cloud computing, including our investment in highly secure data centers and our dedication to environmental sustainability, at **www.microsoft.com/cloudservices**.

Patrick Hines, technologist

Microsoft®



**BUILDING A BETTER
CLOUD SOLUTION
WITH OUR PARTNERS**

Cloud Services