



North Shore .NET User Group

Global Windows Azure Bootcamp

Auckland March 29 2014

Agenda

9:00	Windows Azure Overview – Thiago Almeida
10:00	Global Lab
10:30	Break
10:45	Building TechEd New Zealand with Windows Azure Websites - Luke Ballantine
11:30	Lab
12:30	Lunch
1:00	Lab #2
2:00	Windows Azure Integration Capabilities - Nikolai Blackie
2:40	Break
2:50	A Quick and Practical Tour of an Azure Development Environment – Manfred Lange
3:30	Panel Discussion
4:00	Finish

Prizes for online evals at the end of the day!



Nokia Lumia 820



Dell Venue 8 Pro



North Shore .NET User Group

Windows Azure

Thiago Almeida

Technology Evangelist

Email: Thiago.Almeida@microsoft.com

Twitter: [@nzthiago](https://twitter.com/nzthiago)



Global datacenters



Global support



Local account teams



Local currencies



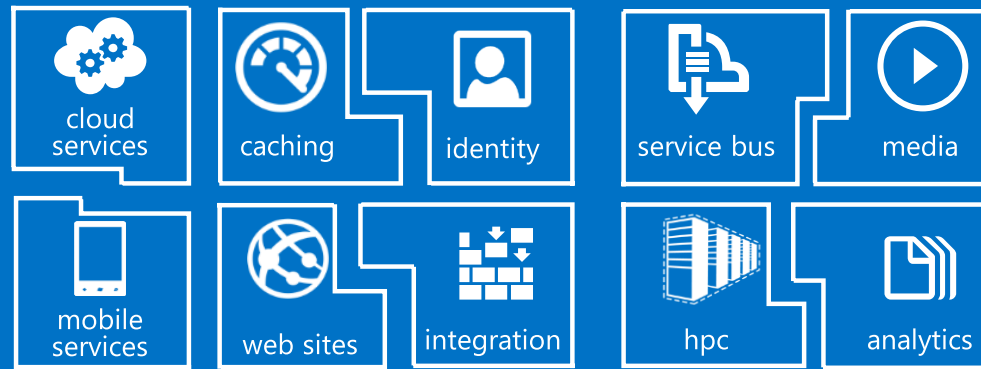
24 x 7 x 365 support

Over 1 billion customers, 20 million businesses

76 markets worldwide

280 years of combined industry experience in infrastructure, security, product dev, and global ops

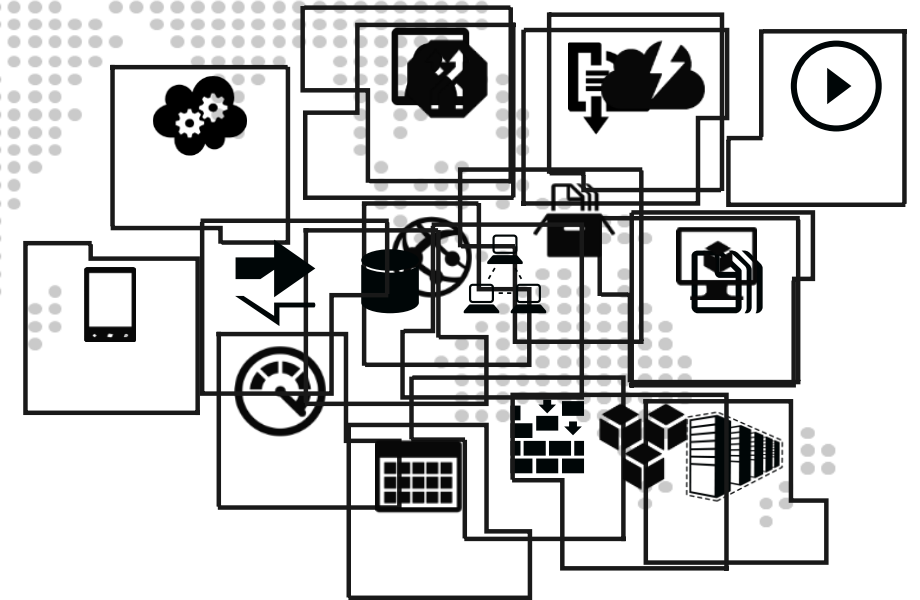
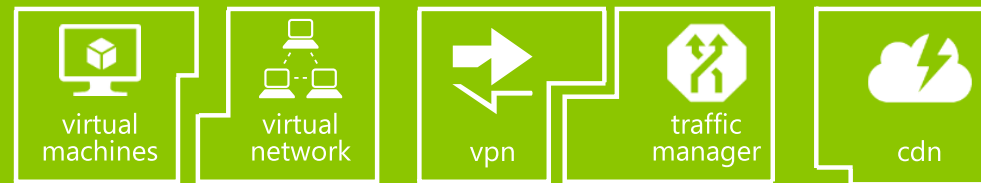
app services



data services



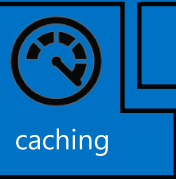
infrastructure services



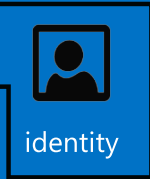
app services



cloud services



caching



identity



service bus



media



mobile services



web sites



integration



hpc



analytics

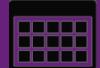
data services



SQL database



HDInsight



table



blob storage

infrastructure services



virtual machines



virtual network



vpn

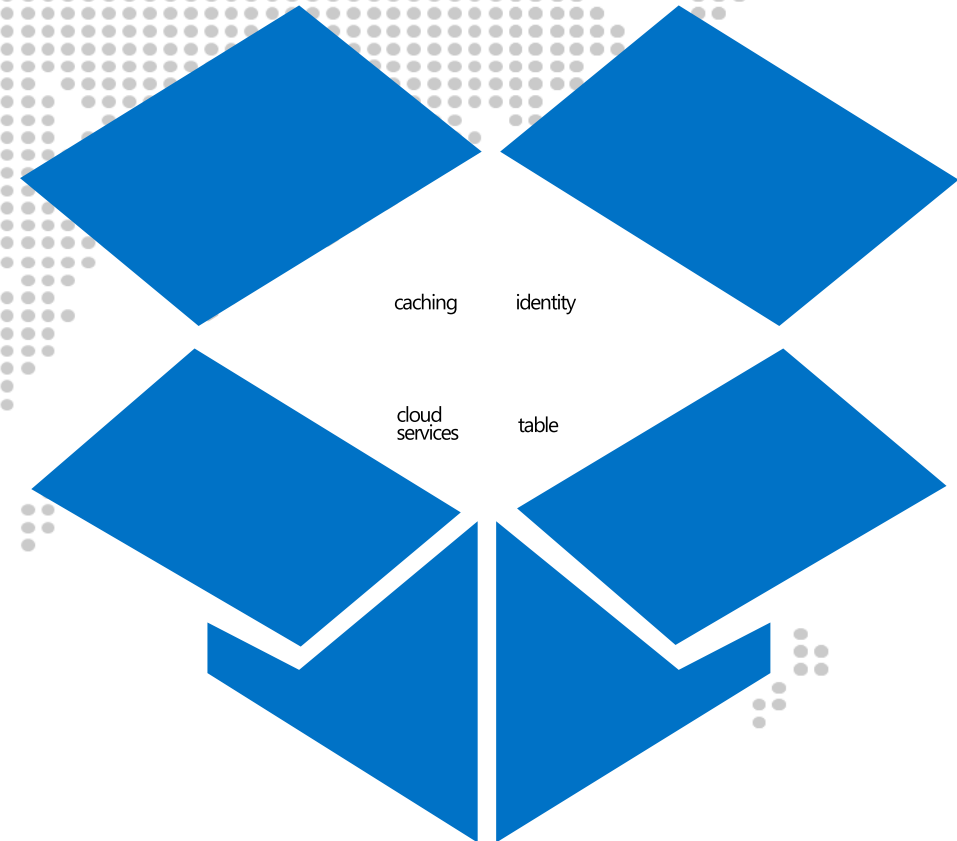


traffic manager



cdn

Apps



app services



cloud services



caching



identity



service bus



media



mobile services



web sites



integration



hpc



analytics

data services



SQL database



HDInsight



table



blob storage

infrastructure services



virtual machines



virtual network



vpn

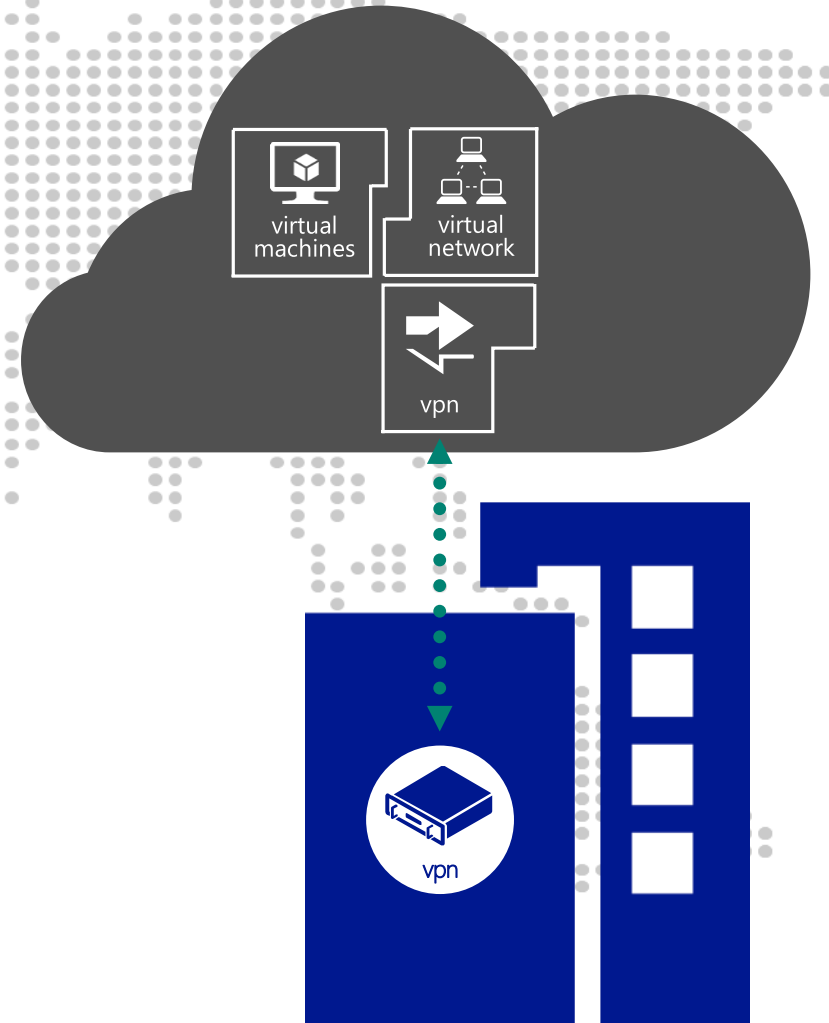


traffic manager



cdn

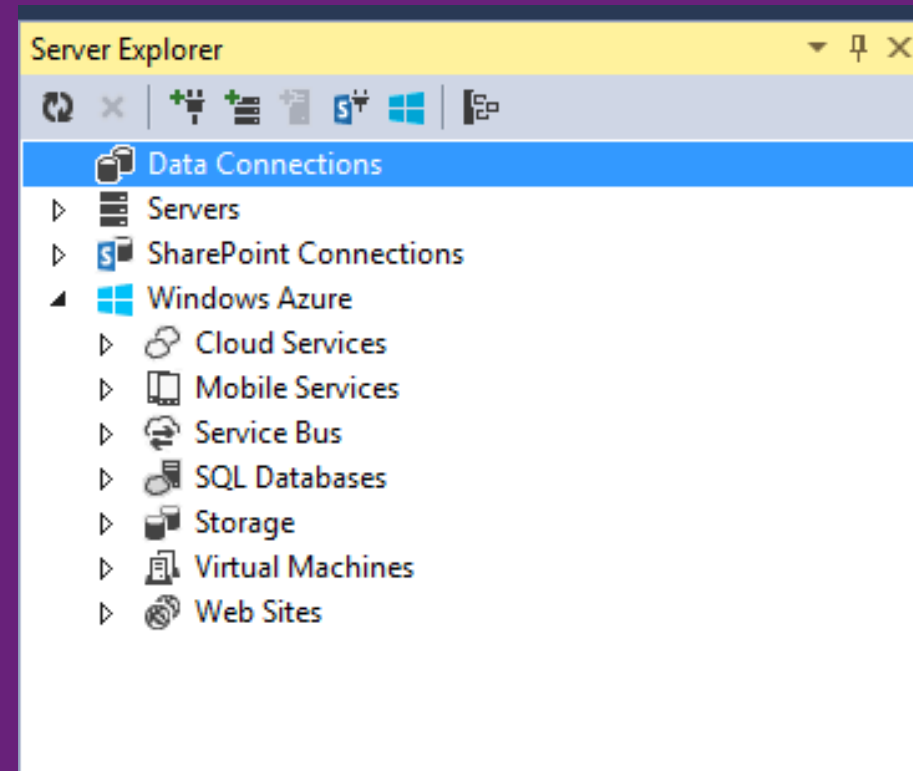
Azure datacenters,
your datacenters.



Developer Support for Azure

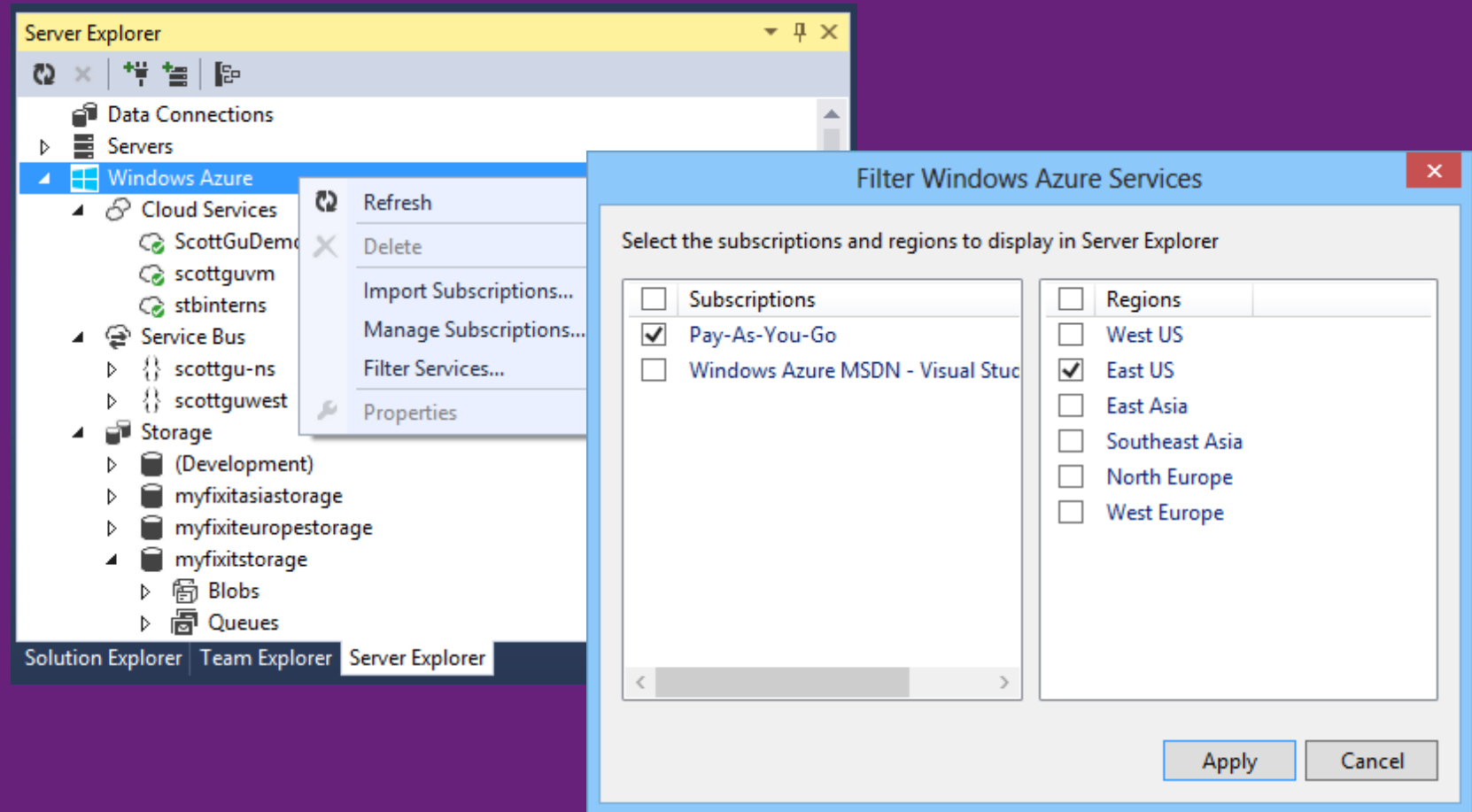
Services are now contained under a single Windows Azure node

Visual Studio OAuth with Windows Live ID



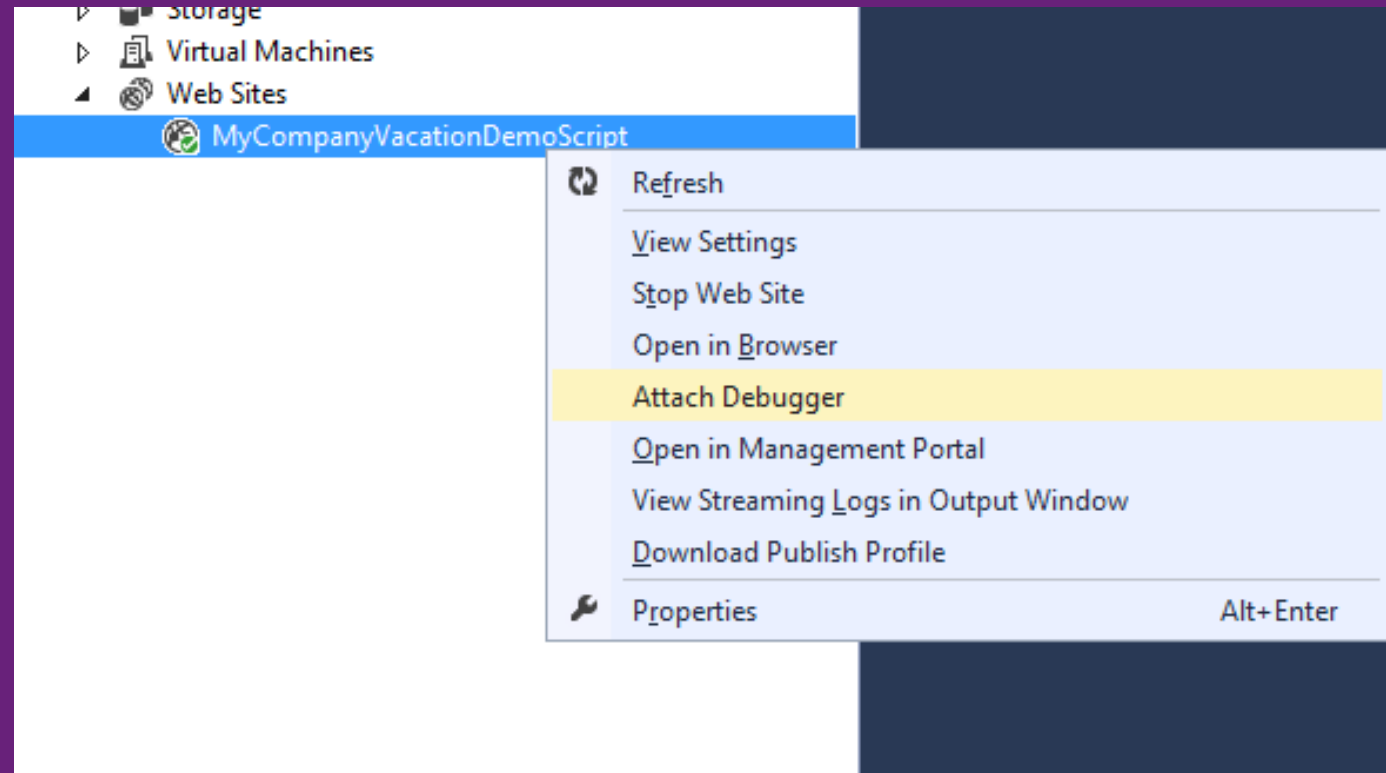
Developer Support for Azure

Subscription and Region Filtering Support



Developer Support for Azure

Remote
Debugging
Web Sites
Cloud Services



Monaco

Lightweight, friction free

Companion to VS IDE, accessible from modern browsers
on any device, on any platform

Optimized for Azure

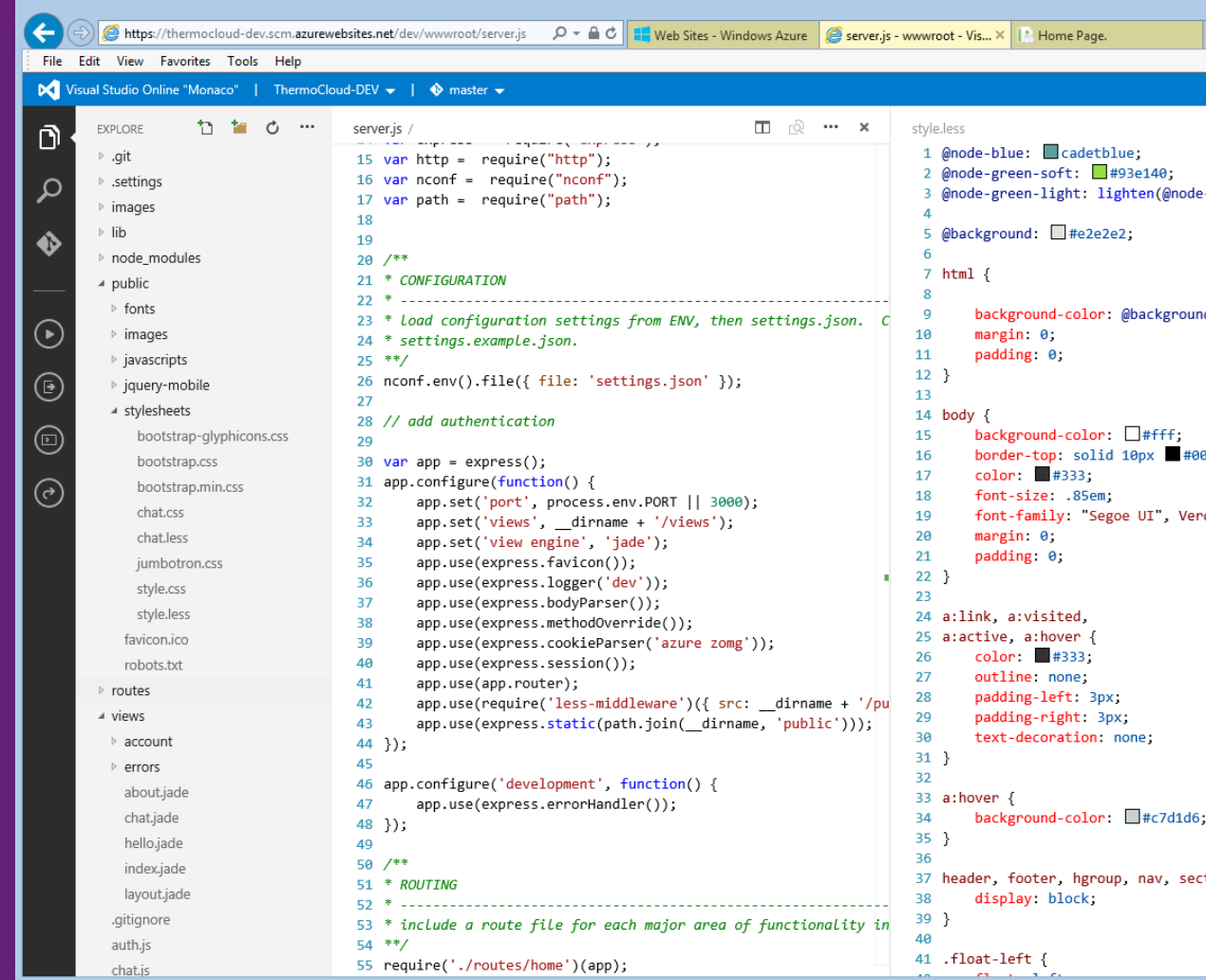
Build, maintain, run Azure Websites **directly in Azure**

Rich editing experiences

Fast, fluid code editing, navigation, and understanding
in the browser, **without the feel of a browser**

Support for today's frameworks and languages

ASP.NET, HTML5 and JavaScript (including TypeScript), Node , PHP



Monaco service available as site extension on **every** Azure website

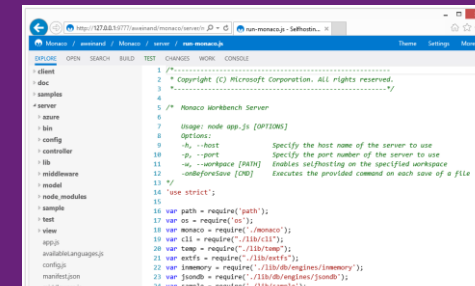
Access **gated** by site configuration option set through portal, and deployment or publishing credentials

Tools access via the ".scm" endpoint, **live edit** actual site

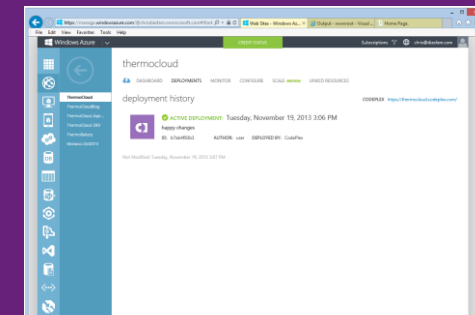
Support for **Git** for SCC, runs as **peer** to Azure deployment services ("Kudu")



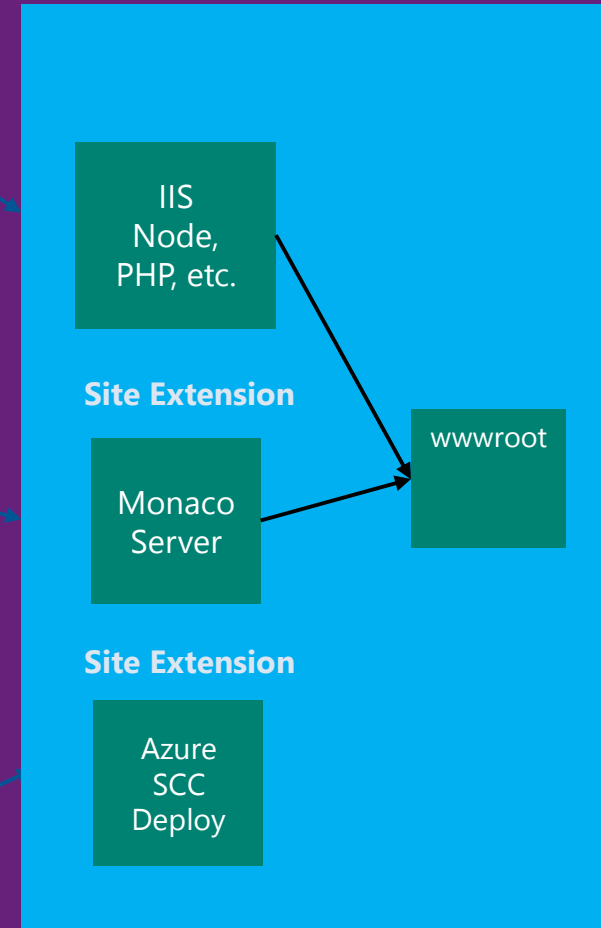
<http://partnerinsights.azurewebsites.net>



<https://partnerinsights.scm.azurewebsites.net/dev>



<https://partnerinsights.scm.azurewebsites.net/partnerinsights.git>



Azure Store (Add-ons)

Add-ons for developers to use in their Azure solution. Popular examples:

- Sendgrid (email service)

- Loader.io (load testing)

- New Relic (monitoring/reporting/auto-scale)

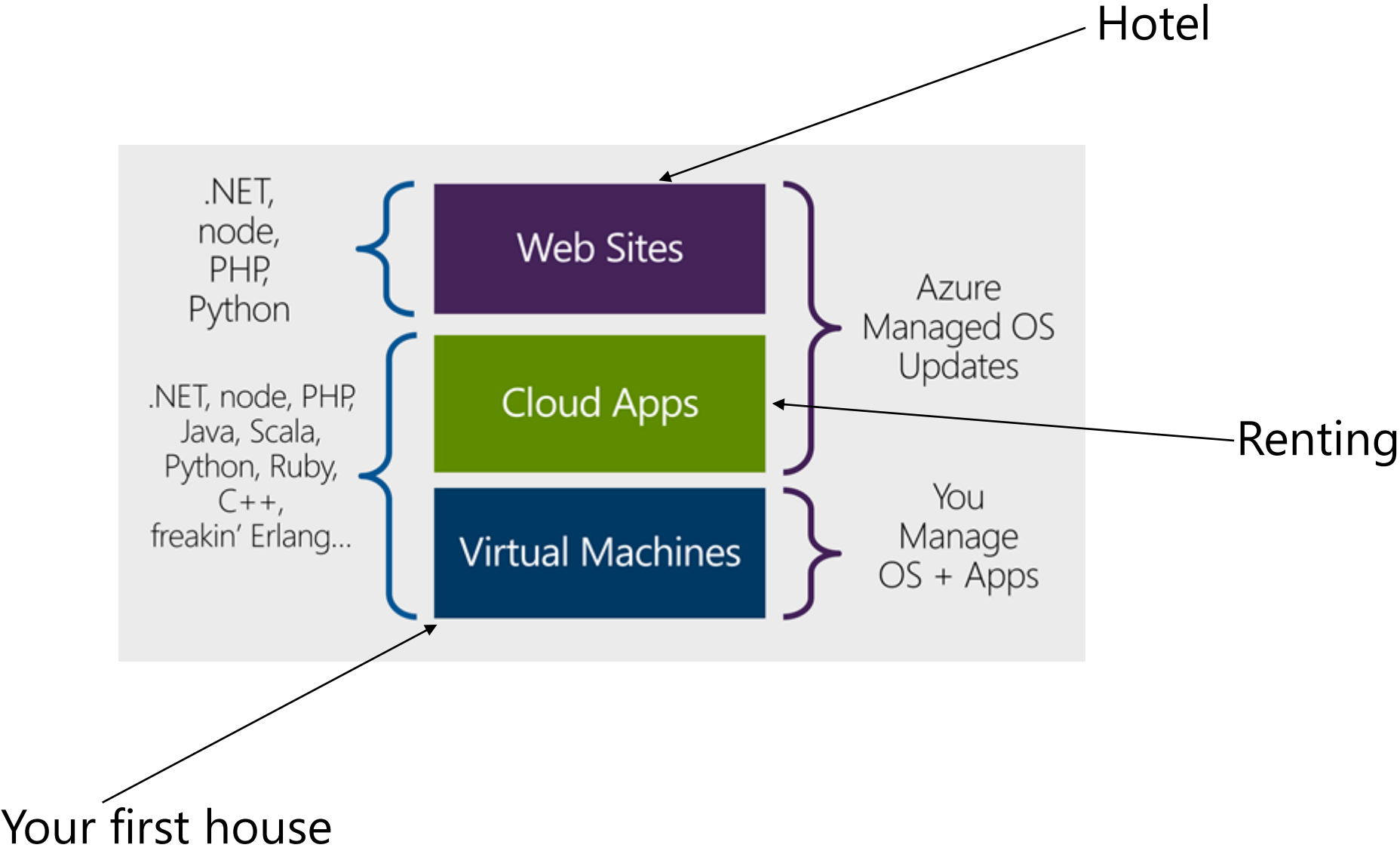
- Database

Developer Support for Azure

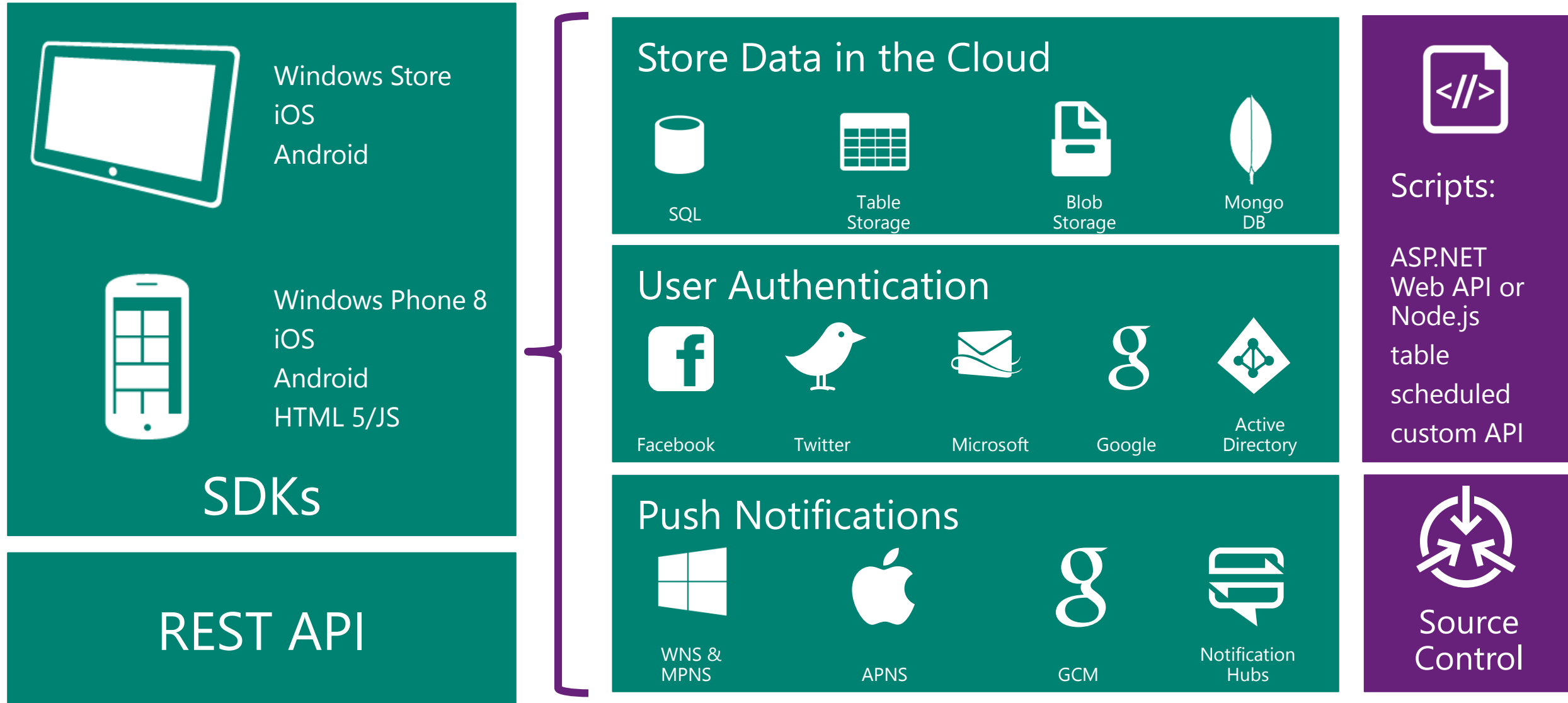
Cross Platform SDKs for storage, notification hubs, mobile, active directory, etc.

Windows Azure Plugin for Eclipse with Java

Hosting Websites & Your Compute on Azure



Mobile Services & Notification Hubs



Service Bus

Relay

Scenario: You have on-premise systems that you need to communicate with directly from outside your organization...

Solution: Internal Web Services are exposed securely via the Relay which passes calls into the on-premise service and back to the calling clients

Relay: Two Way Call into On-Premise Service



Queues

Scenario: Multiple systems and remote clients need to send business events to head office which processes these messages under varying load.

Solution: Queues decouple senders from receivers, multiple receivers can handle varying load, simple to add new senders without impact.

Message Queue: FIFO Resilient Queue

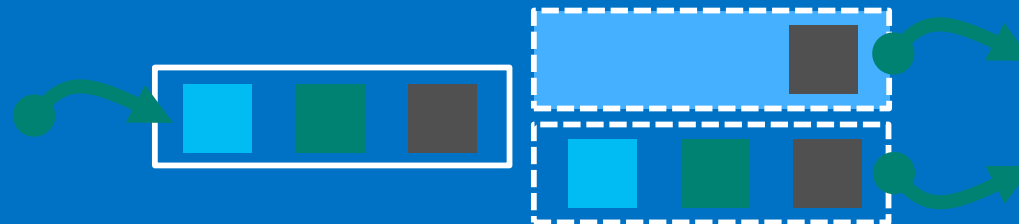


Topics

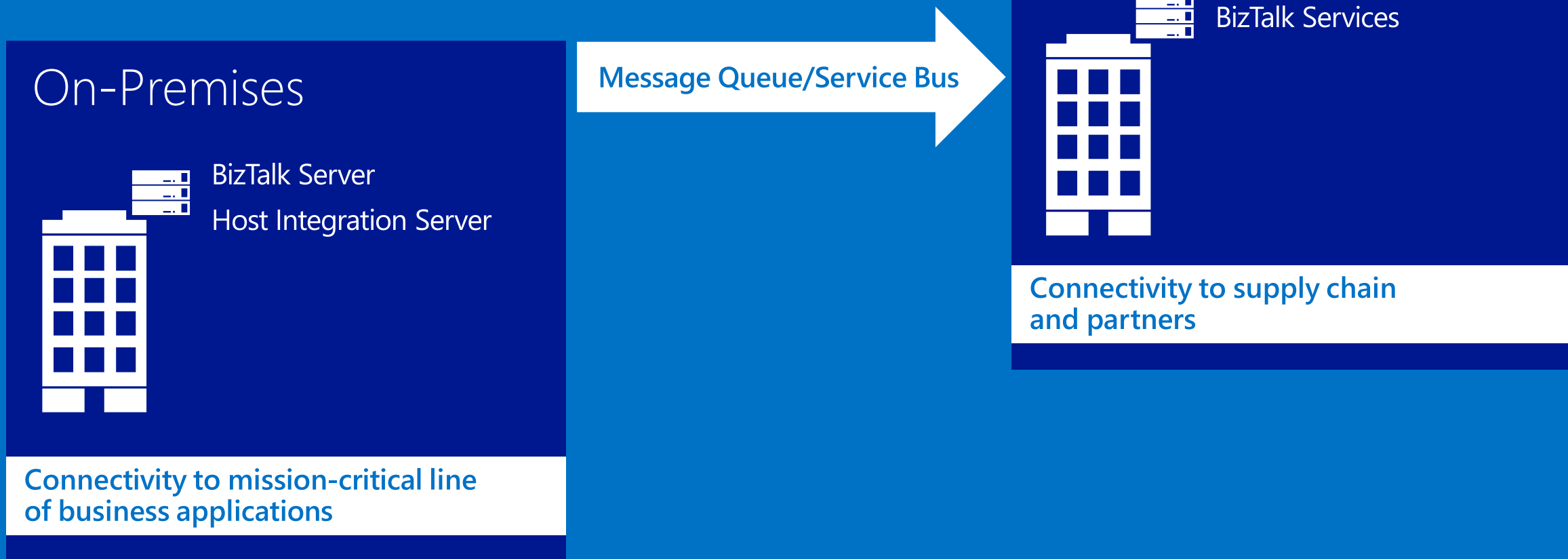
Scenario: Multiple actions have to be taken as a result of incoming messages from external systems but these actions frequently change.

Solution: Topics are special queues that have subscriptions which contain rules to determine which messages a subscription will contain.

Topic: Queue with 1:n rule based subscriptions



Microsoft Integration



Windows Azure Active Directory

Office365 services needed access to customer directories to provide best-in-breed experiences

Offer identity services to Organizations without on-premises directories

Run at internet scale

Offer multi-tenancy

Internet-scale multi-tenant directory

Build concurrently with Office 365

Extends Windows Server Active Directory into cloud

Cloud-based directory and identity services

Windows Azure Active Directory Premium

Application access management

Self-service password reset

Self-service group management

Multi-Factor Authentication

Customized branding

Reporting, alerting, and analytics

<http://blogs.technet.com/b/ad/archive/2014/03/25/identity-and-access-management-for-every-user-in-every-organization-using-any-service-on-any-device.aspx>

GA in April

99.9% SLA

Bulk actions

Group
mgmt. and
admin
delegation

Data on Azure



Windows Azure SQL Database

SQL Server database technology as a service

Fully Managed

Enterprise-ready with automatic support for HA

Designed to scale out elastically with demand

Up to 150gb per database

To scale out follow Cloud Service Fundamentals in
Windows Azure guidance

Data on Azure

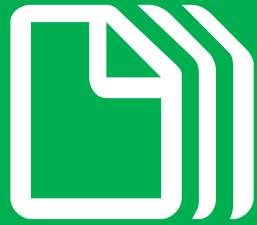


Windows Azure SQL Database Premium Preview

Reserves a fixed amount of capacity for your SQL Database and its secondary replicas

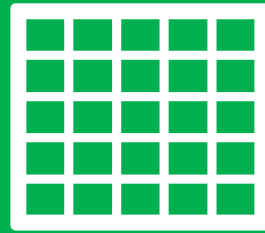
Delivers more predictable performance

Data on Azure



Blobs

Simple named files along with metadata for the file.



Tables

Structured storage. A table is a set of entities; an entity is a set of properties.



Queues

Reliable storage and delivery of messages for an application.

SQL Server on Windows Azure VMs

- **Multiple Images**

- SQL 2014 CTP1 on Windows 2012 R2 (including a DW image)

- SQL 2012 SP1 on Windows 2012 (including a DW image)

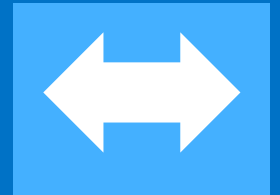
- SQL 2008 R2 on Windows 2008 R2

- **Almost 100% compatibility**

- Later this year: SQL Failover Clusters

- **You manage SQL Server**

- Security, Backups, HA, DR, etc



Windows Azure HDInsight

 Windows Azure



Simplifying Hadoop
in the cloud

Windows Azure
HDInsight Service
"on demand, dedicated clusters"

Portal

SDK & CLI

100% Apache Hadoop (HDP)

Seamless integration with Azure platform

Insights through familiar tools like Excel

Azure Store (Add-ons)

Add-ons for developers. Popular data examples:

ClearDB MySQL Database

MongoLab MongoDB

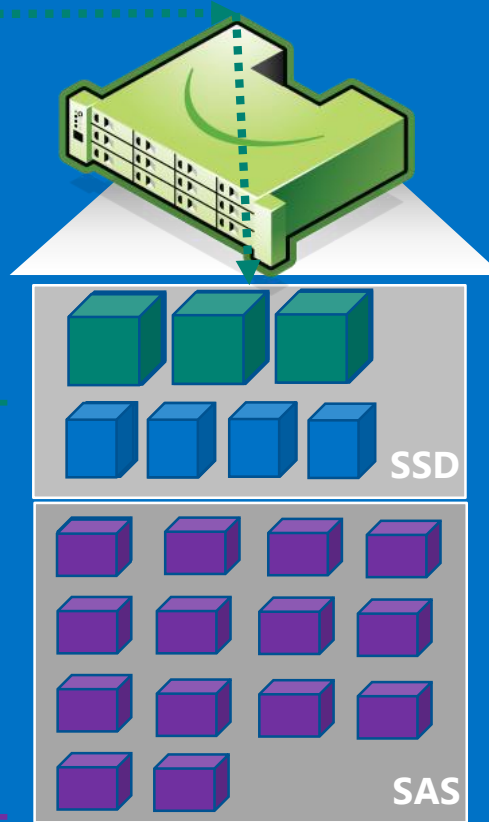
StorSimple Appliance



Linear Data
Deduplicated Data

Deduplicated &
compressed Data

Deduplicated,
compressed, &
Encrypted Data



Automatically
moving data to the
next tier occurs
when tiers are about
80% full

The least recently
accessed data in
the tier is the first
to move to the
next tier

Infrastructure on Azure

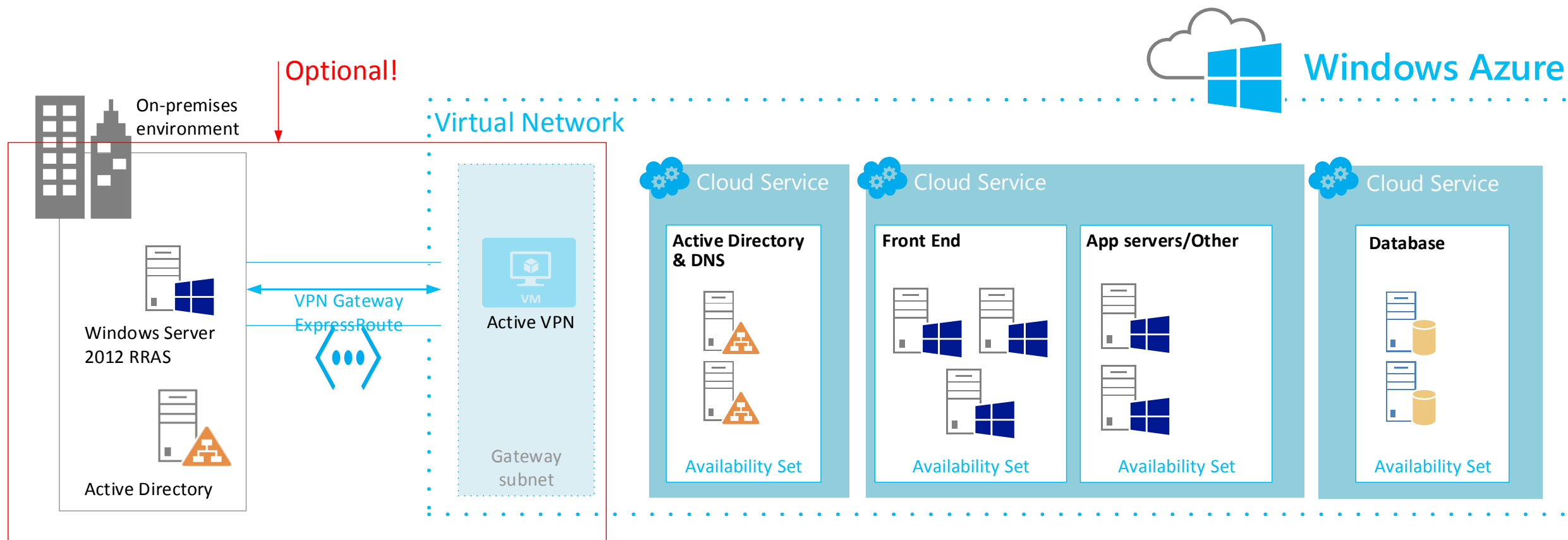
Virtual Machines – Windows or Linux

Virtual Networks with subnets

Point-to-Site or Site-to-Site

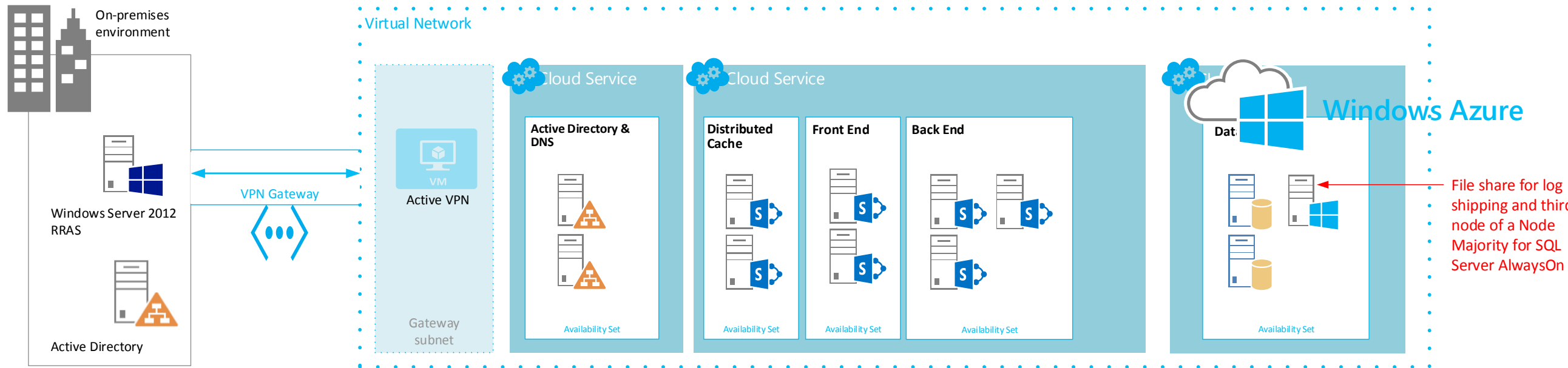
ExpressRoute

Infrastructure on Azure



Disaster Recovery/Failover to Azure via VPN

- ❑ Create Virtual Network
- ❑ Connect to on-premises via site-to-site (goes through dynamic gateway on Azure)
- ❑ Deploy one or more domain controllers to the Azure Virtual Network and configure to work with on premises domain
- ❑ Create different cloud services with specific virtual machines and availability sets for caching, front end, back end, etc
- ❑ Create file server to host file shares and log shipping
- ❑ Set up log shipping between on-premises environment and Windows Azure environment



Automate Azure

Xplat CLI

.NET Management libraries

Powershell

System Center

REST API

Windows Azure Improvements 2013/Early 2014

- IaaS (GA: April 2013)
 - Large Memory SKU (April)
 - SQL, SharePoint, BizTalk Images (April)
 - Per Minute Billing (June)
 - Stop without Billing (June)
 - MSDN Dev/Test Integration (June)
 - Offline Operations (Sept)
 - Delete Disks (Oct)
 - VIP ACLs (Oct)
 - New VM Gallery (Nov)
- Virtual Networking (GA: April 2013)
 - Site to Site (April)
 - Point to Site (April)
 - Software VPN (May)
 - ExpressRoute Dedicated Networking (Jan 2014)
- Mobile Services (GA: June 2013)
 - Android (March)
 - HTML 5/CORS (March)
 - Windows Phone (March)
 - Custom API (June)
 - Git Source Control (June)
 - AutoScale (August)
 - .Net Support
 - Phonegap
 - Notification Hubs Integration
- Mobile Notification Hubs (GA: July 2013)
 - Windows 8 and iOS Support (Jan)
 - Android Support (June)
 - Tag Expressions (Nov)
- Web Sites (GA: June 2013)
 - Mercurial Deployment (March)
 - Log Streaming (April)
 - IP and SNI SSL (June)
 - AutoScale (June)
 - IP/DDOS Protection (Sept)
 - Http Logs to Storage (Sept)
 - WebSockets (Nov)
 - New Relic (Nov)
 - Remote Debug (Nov)
 - Staged Deployment
 - Always On feature
 - Backup and restore
- Media Services (GA: Jan 2013)
 - VOD Streaming + Encoding (Jan GA)
- Active Directory (GA: April 2013)
 - Management Portal (March)
 - Directory Sync (June)
 - Multi-Factor Auth (Sept)
 - Manage Azure (Oct)
 - SaaS App Access (July)
- BizTalk Services (GA: Dec 2013)
 - B2B/EDI and EAI Adapters (June)
- HTML 5 Management Portal (GA: Oct 2012)
 - Updates every 3 weeks
- AutoScale/Monitoring (Preview: June 2013)
 - WebSites + Cloud Services + IaaS (June)
- Windows Azure Scheduler (Dec 2013)
- Traffic Manager (GA: Nov 2013)
 - HTML Portal Support (June 2013)
- Distributed Cache (Preview: Sept 2013)
 - Cloud Services + IaaS + Web Sites Support (Sept)
- HDInsight (Preview: March 2013)
 - GA Release (October 2013)
- Windows Server Backup (GA: Oct 2013)
 - Backup storage from Windows Server
- Windows Server HyperV Recovery (GA: Jan 2014)
 - Hyper-V Disaster Recovery Support
- Storage
 - Queue Geo-replication (June 2013)
 - Import/Export Hard Drives (Nov 2013)
 - CORS/JSON (Dec 2013)
 - Storage Analytics (Dec 2013)
 - Read Only Secondary (Dec 2013)
- Service Bus
 - Message Pump Programming Model (April)
 - AMQP Support (May)
 - Partitioned Queues/Topics (Nov)
- Cloud Services
 - SDK 2.0 (April)
 - Dynamic Remote Desktop Support (April)
 - SDK 2.1 (July)
 - SDK 2.2 (Oct)

Resources

BUILD: www.buildwindows.com

Tech Ed NA: northamerica.msteched.com

Activate MSDN Benefits: aka.ms/activatemsdn

MVA Site: www.microsoftvirtualacademy.com

DPE Team's Newsletter: aka.ms/msdnnz

Resources

Windows Azure Training Kit

The Windows Azure Training Kit includes a comprehensive set of technical content designed to help you learn how to use Windows Azure, including hands-on labs, presentations, demos, and code samples

<http://aka.ms/watk>

Windows Azure Fridays

Scott Hanselman sits down with the actual engineers who build Windows Azure on his journey to learn how to program the cloud.

<http://channel9.msdn.com/Shows/Windows-Azure-Friday>

Cloud Cover Show

Covers Windows Azure, demonstrate features, discuss the latest news + announcements, and share tips and tricks.

<http://channel9.msdn.com/Shows/Cloud+Cover>

Resources

Data Camp Training Kit

The Data Camp Training Kit includes a comprehensive set of technical content to help you learn and use the enhanced features of SQL Server 2014 and the Windows Azure data services.

<http://aka.ms/datacampkit>

Enterprise Development DevCamps Kit

The Enterprise DevCamps Training Kit shows enterprise developers how to modernize existing .NET client line of business apps to target back-end services running on Windows Azure.

<http://aka.ms/entdevcampstk>

Web Camps Training Kit

This training kit gets you up to date on Web Technologies with Visual Studio with ASP.NET, ASP.NET MVC, Web API, SignalR and more.

<http://go.microsoft.com/fwlink/?LinkID=248297&clcid=0x409>

33%

DISCOUNT
VIRTUAL MACHINES

25%

DISCOUNT
RESERVED WEB SITES
CLOUD SERVICES, HDINSIGHT

NO

CREDIT CARD REQUIRED

\$200

MONTHLY CREDIT
VISUAL STUDIO **ULTIMATE**
WITH MSDN

\$150

MONTHLY CREDIT
VISUAL STUDIO **PREMIUM**
WITH MSDN

\$70

MONTHLY CREDIT
VISUAL STUDIO **PROFESSIONAL**
WITH MSDN

Keep in touch!

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Technology Evangelist

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Twitter: [@nzthiago](https://twitter.com/nzthiago)

Provoke - New
Zealand Rugby
Union/All Blacks

Theta - Otago
Regional
Council

Intergen - New
Zealand Police

<http://www.youtube.com/watch?v=6Cwf6xhonLM>



New Zealand Windows Azure Case Studies - All Blacks, ORC, ...

Greenbutton

Serko

TranscribeMe

Timely

http://www.youtube.com/watch?v=-cQbQ_mFp8w



Tourism Holding Limited

Customer facing websites on:
2 x SharePoint servers
2 x SQL Server
1 x Active Directory
Repeated for UAT

Challenges

Existing SharePoint infrastructure for test and production too expensive.

Maximize IT agility and cost effectiveness

Needed platform that would provide fast application response time

Benefits

Minimizes Internal Management Time, Cost., and hardware acquisition

Familiar development environment allows for easy ramp to the cloud

Microsoft manages the platform, THL grows their business

Auckland Transport

Journey Planner App

Web and Worker Roles

Windows Azure SQL Database

Trustpower

Dev environment on Azure:

SharePoint servers

SQL Server

Active Directory

New Zealand government customer

SQL Server + Business Intelligence

Upload data and perform analysis

Windows Azure Booklet

<http://aka.ms/nzazure>



Sochi Olympics

Windows Azure is powering the Sochi Olympics website & live results, as well as the live and on demand video streaming through Windows Azure Media Services

[Blog post](#)



By using the Windows Azure platform, Sneaky Games achieved critical levels of scalability that enable it to meet the high-volume traffic demands that can occur with social media games.

Game Developer Reduces Costs and Achieves On-Demand Scalability with Cloud Solution

- | | |
|-----------|--|
| Situation | Sneaky Games struggled to efficiently manage and scale its hosted infrastructure with RackSpace. |
| Solution | Sneaky Games designed a scalable infrastructure using the Windows Azure platform to deliver its games on mobile and social media platforms. |
| Benefits | <ul style="list-style-type: none">○ Achieved business-critical scalability.○ Reduced costs for personnel and infrastructure.○ Simplified IT maintenance. |



"We can have new load-balanced instances up and running in Windows Azure in less than 10 minutes. That is significant for any company that develops for the social media space."

Mark Bourland
Chief Technology Officer,
Sneaky Games



The University of Washington can scale its reporting application on demand to support as many users as needed, including potentially giving outside educational and other research organizations access.

University Moves Reporting Solution to Cloud for Scalability and Easier Management

- | | |
|-----------|--|
| Situation | The University of Washington wanted to expand its self-service reporting application, reduce the IT resources required to manage it, and potentially extend it to outside organizations. |
| Solution | The university moved its reporting application from on-premises systems to Windows Azure. |
| Benefits | <ul style="list-style-type: none">○ Lowers IT costs—now and in the long term.○ Improves IT staff productivity.○ Increases performance and reliability.○ Opens opportunities for partnering with other institutions. |



"With Windows Azure, we no longer have to deploy our own resources for things like internal system uptime, maintaining firewalls, or deciding what machines to partition or what virtual instances to provision."

Chris Sorensen

*Associate Director of Reporting,
University of Washington*



Telenor Uses Windows Azure Virtual Machines for Fast, Cost-Efficient Platform Development and Testing

By taking advantage of Windows Azure Virtual Machines, Telenor has dramatically reduced the cost needed for test, develop, and demo environments.

- | | |
|-----------|--|
| Situation | Telenor needed to modernize its intranet and Microsoft SharePoint collaboration sites and deliver better search in and across business units. |
| Solution | The company used Windows Azure Virtual Machines to provision virtual servers for installing and configuring SharePoint 2013. |
| Benefits | <ul style="list-style-type: none">○ Resource limits were removed.○ A complete SharePoint farm can be fully automated and ready in just a few hours, not weeks.○ Server resources can be switched on and off as needed to save money. |



"The time savings throughout the process was enormous. We're eagerly looking forward to taking advantage of all the benefits of SharePoint 2013."

Andreas Høgberg
Director, Telenor



With the Windows Azure solution, BMW gained flexibility, maintained autonomy from corporate resources, reduced costs, and delivered a successful promotion that engaged 90,000 consumers and generated 900 sales prospects.

BMW Supports Model Launch and Develops Prospects with Cloud-Based Social Marketing

- | | |
|-----------|---|
| Situation | BMW Latin America wanted to launch an interactive marketing campaign through the Facebook social network. |
| Solution | The company used Windows Azure to integrate a Facebook promotion with its internal Microsoft Dynamics CRM. |
| Benefits | <ul style="list-style-type: none">○ Enhanced or shrunk processing resources according to demand.○ Connected cloud-based social marketing with on-premises CRM.○ Reduced hosting costs by two-thirds.○ Generated 900 sales prospects. |



"By using Windows Azure to make audience data available in Microsoft Dynamics CRM, we enhanced the business continuity of our marketing campaign and developed more than 900 new sales prospects."

Beata Bujalska
E-Marketing Analyst,
BMW Latin America



By building its marketing tool in the cloud using Windows Azure and other Microsoft products, Boeing and Wire Stone created a solution that gives customers who cannot actually touch a real plane the next best thing.

Boeing Takes to the Cloud for Solution That Markets Its Best-Selling Airplane

- Situation** The Boeing Commercial Airplanes division wanted to create new, technologically innovative ways of marketing its aircraft.
- Solution** The company relied on Windows Azure to build a high-resolution presentation.
- Benefits**
- Powerful marketing tool for Boeing 737.
 - Immersive experience for prospective customers.
 - Available to view on different form factors, from giant screens to 3-inch Windows Phones.



"The Microsoft products and the photographic technologies helped us to create an extraordinarily rich visual presentation It makes this the best thing that customers can see next to actually walking around and through a real aircraft."

Diana Klug
Director of Marketing



By moving to a Windows Azure cloud-based platform, Curtin has reduced data storage costs, simplified IT resource planning, streamlined development, and enabled exciting enhancements to its existing application.

University Controls Costs, Streamlines IT, and Improves Education with Cloud Platform

- Situation** Curtin University needed to replace its data repository with a less-expensive system that is easier to scale and manage.
- Solution** The university has moved its locally hosted storage and computing resources to the cloud-based Windows Azure platform.
- Benefits**
- Reduced data storage costs and simplified IT planning.
 - Enhanced learning resources.
 - More agile development.



"Because we can use and pay for Windows Azure storage on demand, as we need it, it's easy to meet our ever-increasing capacity needs and predict what our ongoing costs will be."

Heath Wilkinson
Director of Business Systems

As a result of moving to the cloud and using Windows Azure, Fujitsu reduced its deployment time by half and can deliver the scalable solutions that customers want—at a lower cost.

System Engineers Halve Deployment Times, Reduce Costs with Scalable Cloud Platform

Situation The company needed to develop a cloud-based version solution that would meet customers' demands.

Solution Fujitsu System Solutions chose to migrate to Windows Azure.

Benefits

- Reduced deployment times by half.
- Achieved cost-effective scalability that helps customers cut costs by up to 50 percent.
- Increased competitive advantage by meeting customers' diverse needs.



"Our customers seek short deployment times, flexible scalability, and cost savings. Windows Azure helps us deliver all of that."

Masatsugu Inoue
*Director of the Smart Solutions Department,
Business Solutions and Service Unit*



As a result of its innovation, GreenButton doubled its revenue and won the Microsoft ISV Partner of the Year Award for Windows Azure.

Software Developer Delivers On-Demand Computing, Doubles Revenue in 18 Months

- Situation** GreenButton saw an opportunity to deliver scalable computing to companies that require only occasional bursts of computing power.
- Solution** The company developed a plug-in that can be embedded into software applications and runs on Windows Azure.
- Benefits**
- Initially doubles revenue.
 - Helps customers reduce costs.
 - Enables smaller companies to compete commercially.



Windows Azure

"We have doubled our revenue in the past 18 months with Windows Azure, and we expect that revenue to continue to grow as we enable GreenButton in more applications."

Vivian Morresey
Chief Marketing Officer



The solution, which is built on Windows Azure, can deliver a cost-effective, automated, and reliable way to reduce costs and complexity by moving many disaster recovery tasks to the cloud.

Symantec Turns to Cloud to Help Customers Implement Cost-Effective Disaster Recovery Options

- Situation** Symantec sought to deliver a solution that would make disaster recovery easier and more affordable.
- Solution** The company created a new disaster-recovery-as-a-service (DRaaS) solution that uses Windows Azure for core activities.
- Benefits**
- Lower costs and more automation for enterprise customers.
 - Greater reliability and security during data recovery operations.
 - Opens new market opportunities.



"Significant time and cost savings are passed on to customers as a result of the DRaaS offering running on Windows Azure, instead of using a data center that requires rented space, depreciating hardware, and ongoing IT staff support."

Saveen Pakala

*Director of Product Management in the
Storage and Availability Management Group*



Xerox's solution incorporates Windows Azure Service Bus, so that even remote stations with limited connectivity can operate effectively. HELP benefits from rapid scalability, reduced costs, and competitive advantages.

Transportation Solution Provider Screens Commercial Vehicles with Cloud Service

- Situation** Xerox began working on an initiative for nonprofit HELP, Inc., and sought to build a screening system to help make data-driven decisions at inspection sites.
- Solution** With the help of Microsoft partner Neudesic, Xerox used Windows Azure to develop 360SmartView.
- Benefits**
- Increased scalability.
 - Reduced costs.
 - Provided a competitive advantage.



"Windows Azure Service Bus was key to building a distributed hybrid solution that ties critical data from various parties to field computers in a lightweight fashion. It serves as a conduit to sites where connectivity is difficult or might be intermittent."

Rick G. Garibay
*General Manager Connected
Systems Practice, Neudesic*



Applied Information Sciences was able to supply Pandora with a faster, more consistent, and productive portal by creating a cloud-based application by taking advantage of Windows Azure and Microsoft SQL Server.

Major Jewelry Manufacturer Anticipates 300 Percent Annual ROI with Cloud-Based Solution

- Situation** Pandora wanted a faster, more consistent and productive solution—without the expense of building and managing a solution infrastructure.
- Solution** The company created a business-to-business (B2B) data exchange solution using Windows Azure.
- Benefits**
- Anticipated 300 percent annual return on investment (ROI).
 - More secure connections to on-premises systems without opening ports or firewalls.
 - Reduced hardware and staff expenses, saving US\$200,000 in the first year.



“We delivered the reliable, secure, scalable B2B application that the client wanted, and did so quickly and cost-effectively by hosting it on Windows Azure.”

Kevin Griffie

Practice Manager, Northeast Operations Group

Fujitsu's solution, based on Windows Azure, has reduced costs by about 60 percent for development and ongoing maintenance compared with traditional on-premises hosting.

Fujitsu Reduces Resource Planning System Costs by 60 Percent with Cloud Solution

- Situation** Fujitsu U.K. and Ireland wanted to reduce operational costs and improve the scalability of its in-house resource planning systems.
- Solution** The company developed the resource forecasting solution as a cloud-based application using Windows Azure and related technologies.
- Benefits**
- Tool helps reduce development costs and timescales.
 - Fault-tolerant solution improves risk management.
 - Cloud operating system scales to support extra business units.



"Our Windows Azure development toolset has reduced time-to-market by around 60 percent."

George Nagle
Director of Information Applications



Harvey Norman, after launching its solution on Windows Azure, has been able to accommodate site traffic peaking at 23 times normal levels on less than one hour's notice.

Retailer Reduces the Risk and Capital Costs of Launching Online Bargain Site with Highly Flexible Cloud Hosting

- Situation** Harvey Norman wanted to launch a new online daily-deals business within eight weeks.
- Solution** Executives launched the custom-built site, named BiG BUYS, using the Windows Azure cloud computing platform.
- Benefits**
- Ensuring server flexibility.
 - Making costs of sale transparent.
 - Widening scope for developers.



"Commissioning extra capacity is just like ordering something online—it takes just five minutes, and new servers are up and running 15–45 minutes later."

Kaine Escott
Director

Barcelona built a hybrid cloud-based Big Data solution based on Windows Azure, Windows Azure HDInsight Service, and Microsoft SQL Server 2012 to provide insight on structured and unstructured data, and ultimately improve quality of life for residents.

City Deploys Big Data BI Solution to Improve Lives and Create a Smart-City Template

- Situation** Barcelona needed to be able to store and analyze Big Data to understand the needs of citizens and businesses.
- Solution** The city created a cloud-based storage platform using Windows Azure, HDInsight Service, and SQL Server 2012 that collects and examines Big Data.
- Benefits**
- Gains scalable Big Data tools and near real-time BI
 - Delivers anytime, anywhere access
 - Provides a model for global collaboration
 - Increases public safety and health.

"By using Windows Azure, HDInsight, and SQL Server 2012, we can collect, analyze, and generate near real-time BI with Big Data collected from social media feeds, GPS signals, and data from government systems."

Lluís Sanz Marco

Director of Information, Municipal Institute of Information



With Windows Azure, easyJet has gained a more flexible hybrid cloud infrastructure that increases scalability, accelerates time-to-market, cuts costs, and improves customer satisfaction with new services.

Leading European Airline Improves Service and Scalability with Hybrid Cloud Solution

- Situation** easyJet wanted to offer new features without costly investment in on-premises infrastructure.
- Solution** The airline implemented a hybrid cloud solution that includes a seating allocation application that runs on the Windows Azure platform.
- Benefits**
- Gains more flexible, extensible infrastructure
 - Increases scalability
 - Cuts deployment costs and simplifies management
 - Improves customer satisfaction



"It was actually faster deploying to Windows Azure than it was to our own internal test environment in some cases. We can try new things quickly, with very low risk and cost."

Bert Craven
Enterprise Architect Manager



With Windows Azure, Readify has the right technology to help boost business and respond to customer needs.

IT Services Company Boosts Competitiveness with Cloud Solution

- Situation** Australian software firm needed to better support customers' scalability, security, and cost savings requirements.
- Solution** The company moved to the Windows Azure platform to support internal and customer applications.
- Benefits**
- Helps Readify change its business model to support new growth
 - Meets customer demands for cost savings, scalability, and reliability
 - Offers strong identity management and security



"We are an industry leader because we apply best practice software development processes, employ elite developers, and differentiate our business by offering a complete end-to-end solution based on the Windows Azure platform."

Mitch Denny
Platform Technical Specialist



With Windows Azure, MYOB has gained better flexibility and support for growth, transformed client business processes, and spurred faster innovation.

Business Software Firm Gives Customers Online and Offline Capabilities with Cloud

- Situation** MYOB wanted to offer its flagship accounting solution both online and offline and to gain better agility and support for business growth.
- Solution** The company switched to a cloud delivery system based on the Windows Azure platform.
- Benefits**
- Gains better flexibility and access to data
 - Improves support for growth and transforms business operations
 - Accelerates innovation
 - Simplifies development



“Windows Azure gave us the flexibility we need to provide online capability alongside offline capability. Customers that work on desktops can now connect with the cloud to ... access current business data including bank transactions.”

Simon Raik-Allen
Chief Technology Officer



By using Windows Azure, the College of Agricultural and Environmental Sciences can build streamlined applications for the entire campus and support the changing campus technology needs.

California College Speeds Application Innovation, Cuts Thousands in Costs with the Cloud

- Situation** The college runs critical campuswide hardware infrastructure, programs, and applications and needed a more scalable solution.
- Solution** The College of Agricultural and Environmental Sciences migrated to Windows Azure.
- Benefits**
- Saves thousands of dollars in overall costs
 - Speeds application development and innovation from years to months
 - Improves collaboration and skills
 - Boosts availability and scalability

"With Windows Azure and other cloud services, we are able to demonstrate an efficient method of building software that garners universal acclaim from our customers for its ease of use and time-savings. We have completed projects in months, where our peers have taken years."

Adam Getchel,
Director of IT



HALLIBURTON

By hosting popular engineering software on Windows Azure, Halliburton gives schools fuller, more flexible access to it while relieving them of the time and cost of on-premises deployments.

Halliburton Unit Uses Cloud-Hosting Solution to Eliminate IT Costs for Engineering Schools

- Situation** Halliburton already awarded no-cost academic licenses for its engineering software, but wanted to make it even easier for schools to use it.
- Solution** The company migrated the software to Windows Azure Cloud Services.
- Benefits**
- Schools avoid devoting time, money, and personnel to on-premises deployment.
 - Schools gain flexibility to move/add classes at will, and the company can add schools as easily.
 - Students can now use the software on their own tablets and laptops, from anywhere on campus.



"By hosting DecisionSpace Well Engineering software on Windows Azure, we saved the IT department from the ordeal of dedicating resources to deploy it on 50 machines just before the start of the semester."

Robello Samuel,
Halliburton Fellow

For More Windows Azure case studies:

http://www.microsoft.com/casestudies/Case_Study_Search_Results.aspx?Type=1&Keywords=azure&LangID=46

