

Azure Sales Scenario Training

Rainer Stropek (software architects)
Microsoft Azure MVP

Agenda

9:00 – 10:30 Einführung in Microsoft Azure
Szenarioübung 1

10:30 – 11:00 Pause

11:00 – 12:30 Cloud Economics Teil 1
Infrastructure as a Service (IaaS) Dienste
Szenarioübung 2

12:30 – 13:15 Mittagspause

Agenda

13:15 – 15:00 Cloud Economics Teil 2
Platform-as-a-Service Dienste
Szenarioübung 3

15:00 – 15:30 Pause

15:30 – 17:00 Storage
Visual Studio Online
Szenarioübung 4

Ca. 17:00 Abschluss

Why the cloud?

Why the cloud?

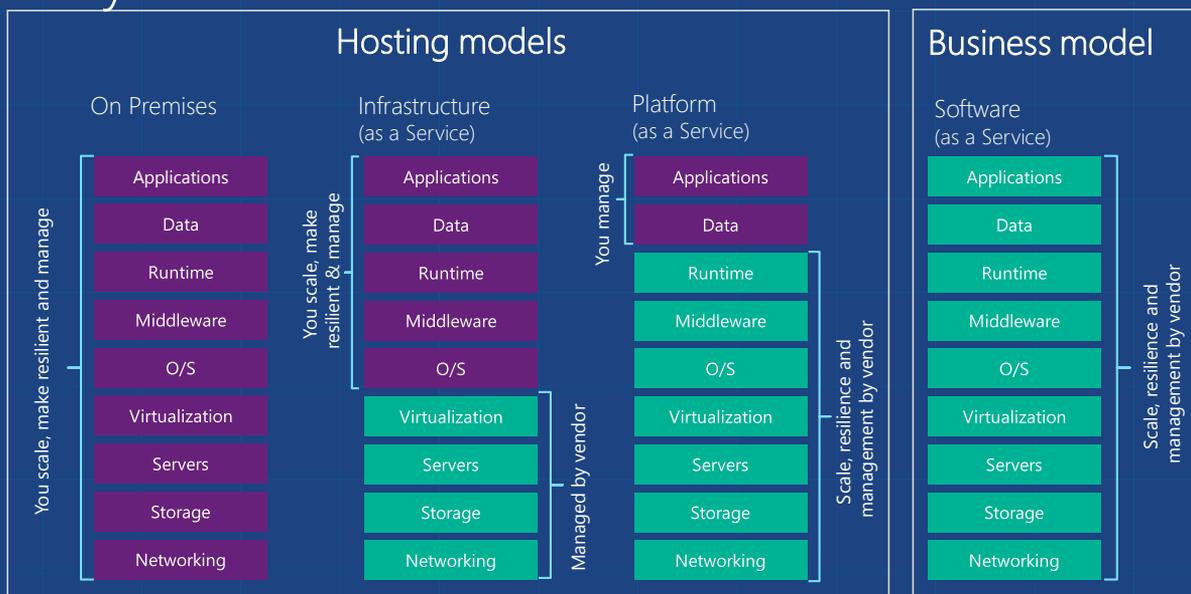
Rapidly setup environments to drive business priorities

Scale to meet peak demands

Increase daily activities, efficiency and reduced cost.



Why the cloud?

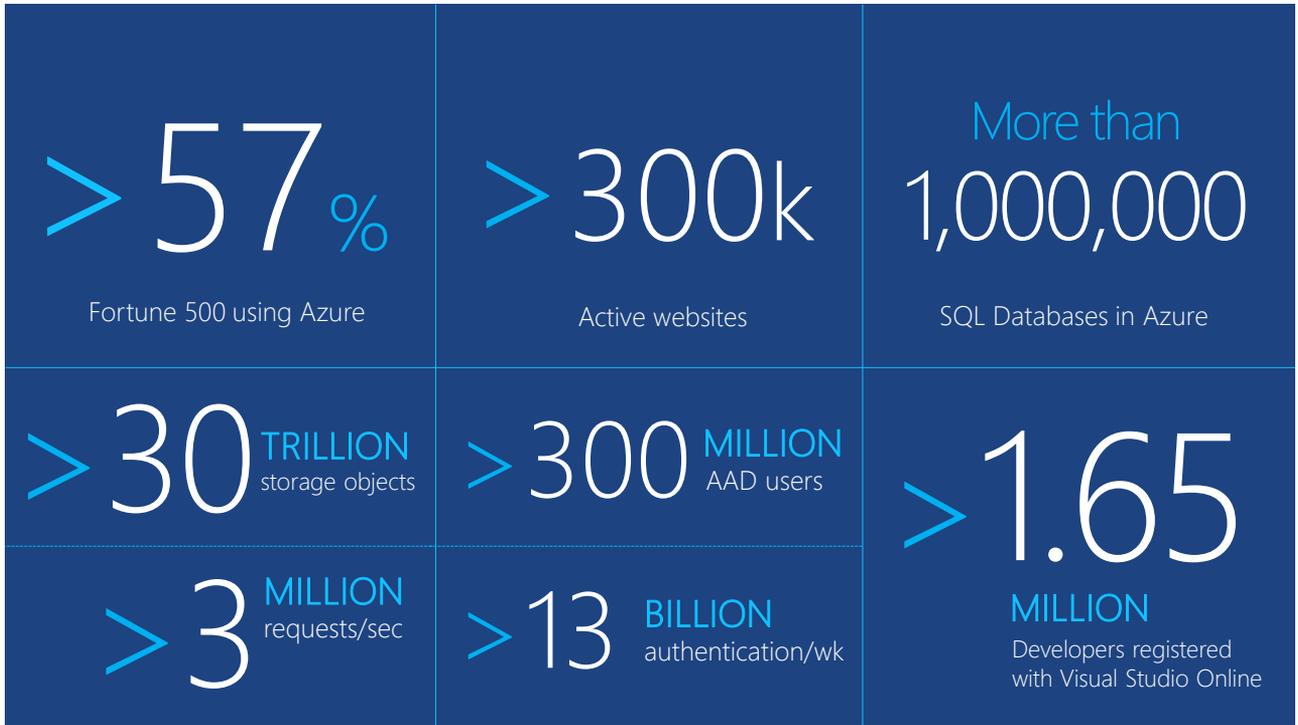


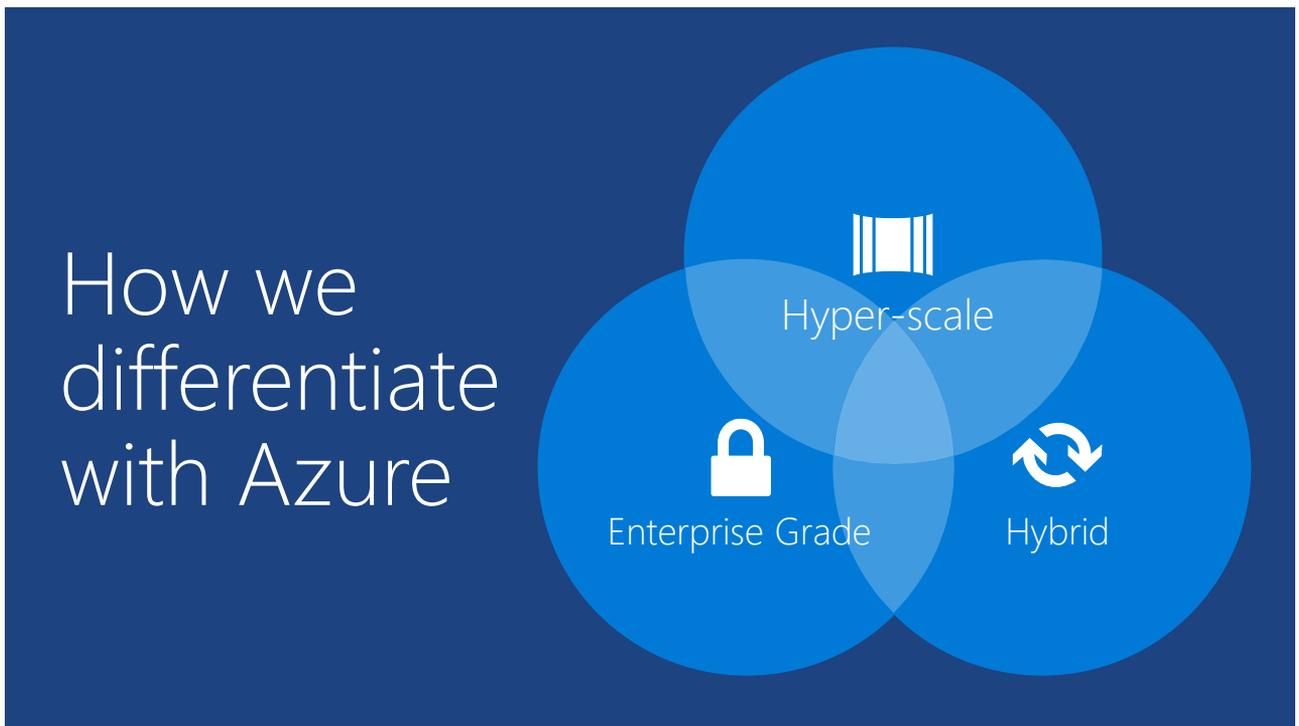
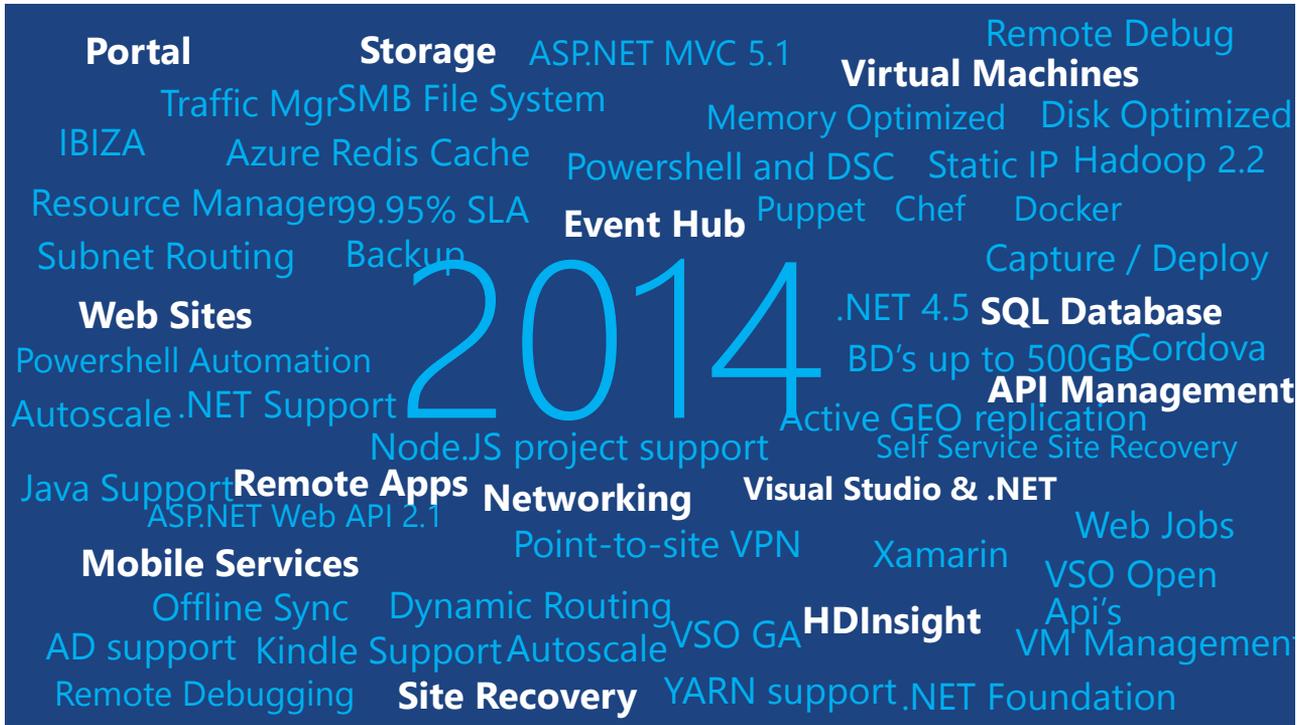
Azure

16 regions worldwide in 2014

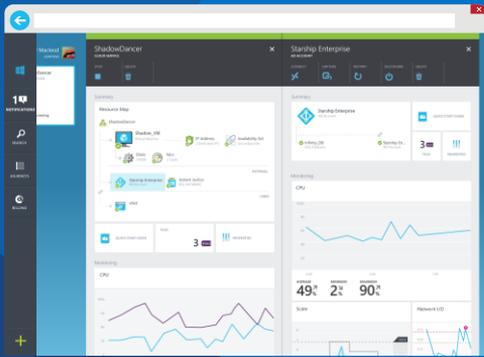
Azure
footprint

-  Data Centers
-  Regional Partners

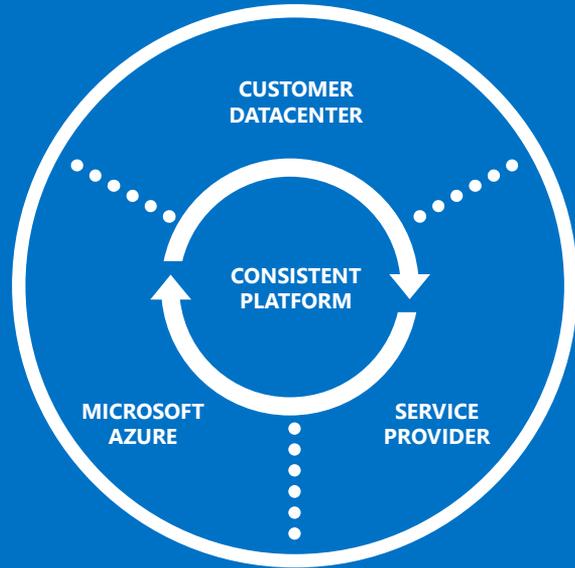




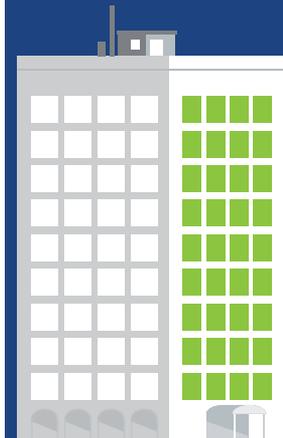
Hybrid consistency



Common OS and Hypervisor
 Common management API/UX
 Common programming model



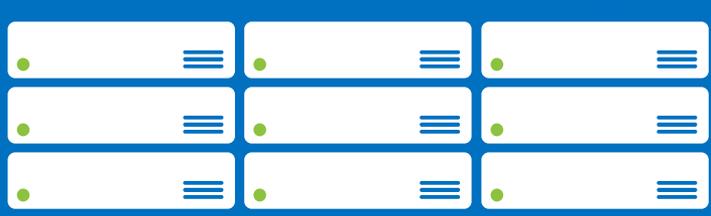
Connect every on-premises server to the cloud



On-Premises Datacenter



- StorSimple
- Backup
- Hyper-V Disaster Recovery
- VMWare Disaster Recovery
- SQL Server Always On
- Active Directory
- Orchestration as a Service
- ExpressRoute Networking



Cloud OS Network hosting and service providers



Support for Open Source

Languages



CMS



GOBBLER

Focus on the music,
not the files

Engine Yard™

Devices



ScaleArc

Databases/
Apps



Clustrix

Operating
systems



Cassandra

Management



Trust through transparency



17

Compliance: aka.ms/AzureCompliance



Azure Services

Microsoft Azure Services

Client layer
(on-premises)



Access Control Layer



Integration layer



Application layer



Data layer



Demo: Azure Portal

Virtual Machines

Getting started



Management portal



Scripting
(Windows, Linux and Mac)



REST API



Comprehensive
Networking

Select image and VM size



Windows Server



Linux



Extra Small



Small



Medium



Large



X-Large

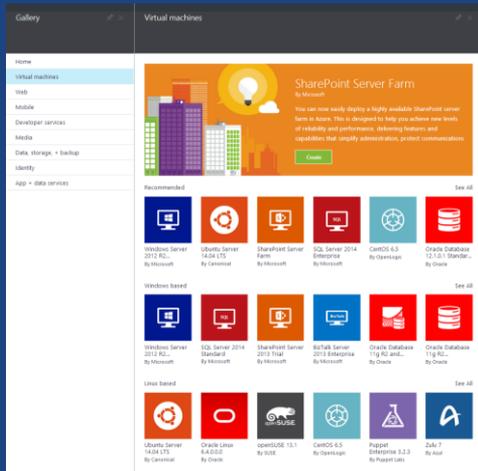
New disk persisted in storage

Boot VM from new disk



Cloud

Microsoft Azure Certified



Barracuda Web Application
By Barracuda



DreamFactory 1.6
By Bitnami



SAP HANA Developer Edition
By SAP



Riverbed SteelHead CX 8.6
By Riverbed Techno...



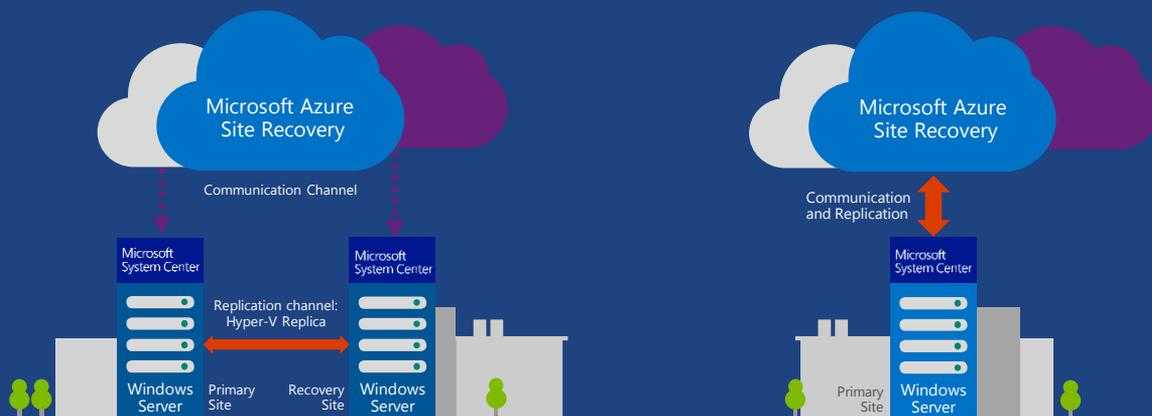
Oracle Database 12.1.0.1 Enterprise
By Oracle



Zulu 7
By Azul

Microsoft Azure Site Recovery

Orchestrated disaster recovery to a second site or to Azure



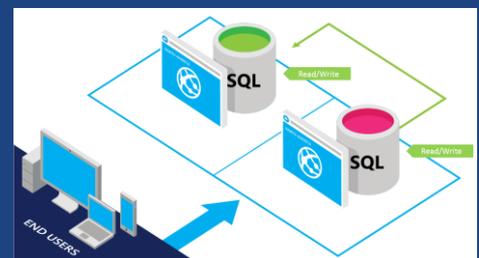
Automated VM protection and replication
Remote health monitoring
Customizable recovery plans

No-impact recovery plan testing
Orchestrated recovery when needed



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
- Ideal for simple and complex applications
- Full support for TDS and ODBC
- Familiar language and framework support
- Cross Datacenter failover and backups to support disaster recovery scenarios



Big Data Insights

Microsoft Azure HDInsight

Microsoft instance of Hadoop distribution running as service

Support existing ecosystem from Hive, Pig, etc

Extended to support Excel and BI tooling

Integration with diverse sources of data



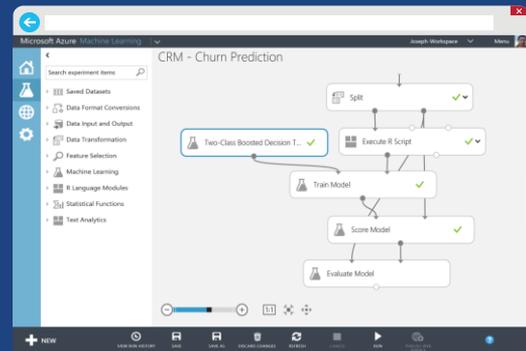
Microsoft Azure Machine Learning

Mashup sophisticated intelligent algorithms

Enables data scientists and developers to efficiently embed predictive analytics into their applications

Elastic, pay as you go with low operating costs

Extend with Power BI, Hadoop and cloud hosted data



Microsoft Azure Web Sites



Start simple

Create new sites in seconds

Easily manage and scale your sites

Automatic load balancing and shared storage across instances

Scale out or up to reserved instances for improved performance and scale

Built-in web jobs support



Code smart

Use ASP.NET, ASP, PHP, Java or Node.js

SQL Azure or MySQL databases

Start with open source apps and frameworks

Develop with VS and WebMatrix

Supports any Web development tool on any platform (Windows, OSX, Linux)



Go live

Rapid deployment for quick iteration

Integrated source control with Team Foundation Server (TFS) and Git

Built-in monitoring of perf and usage data

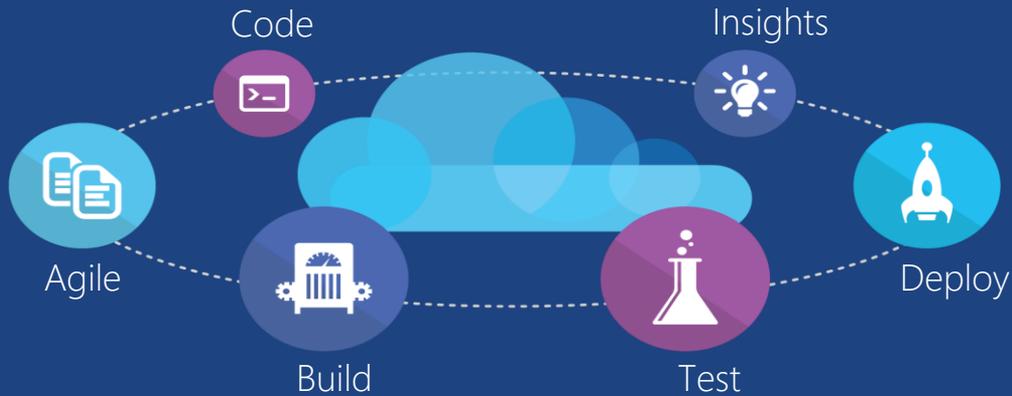
Quick access to request logs, failed requests diagnostics and diagnostics

Office Blog

ASP.NET

microsoft.com

Visual Studio Online

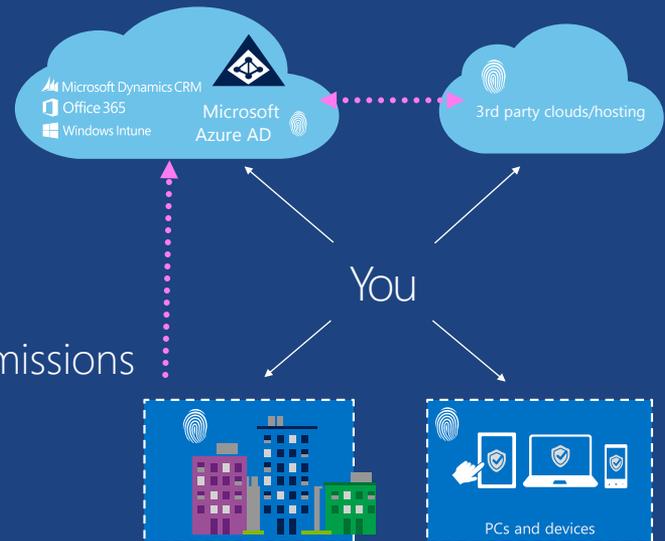


- Full Portal Integration
- Not just for Microsoft shops

Demo: Azure Preview Portal

Microsoft Azure Active Directory

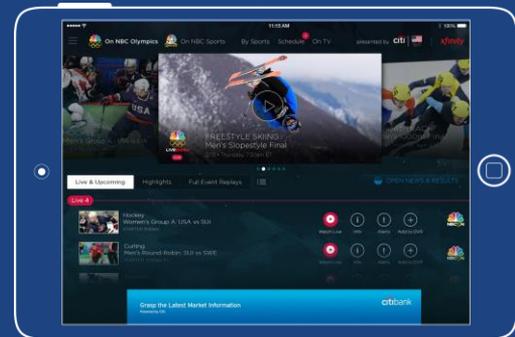
- Synchronize your corporate and 3rd party identities
- Integration with O365
- Support modern protocols
 - OAuth 2.0
 - OpenID Connect
 - WS-Fed
 - SAML 2.0
- Identity and Access Mgmt Permissions
 - Users
 - Groups
 - Applications



Azure Media Services

- On Demand Media Services
- Video-on-demand
 - Ingest
 - Encode
 - Package
 - Encrypt
 - Delivery
- Live Streaming Support
- Office 365 Integration

Olympics NBC Sports



Live video encoding and streaming

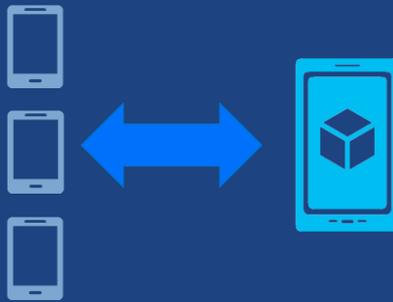
Web + Mobile

100 million viewers

2.1 million concurrent HD viewers during the USA vs. Canada hockey match

Mobile Services

- Provides essential services to support client development
- Client Support
 - iOS
 - Android
 - HTML5/Web
 - Xamarin
 - Windows
 - Windows Phone
 - PhoneGap
 - Sencha



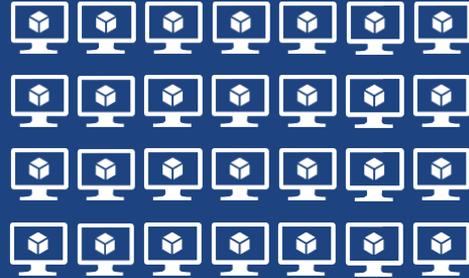
Key Scenarios to get started with Microsoft Azure

- Dev / Test
 - Full test and dev environments in minutes
 - VSO integration
- Lift and Shift
 - Take existing work loads and run them in a certified instance
- Storage
 - Archive key data in inexpensive cloud storage
- Big Data
 - Process key data into business intelligence using Hadoop or Machine Learning
- Identity
 - Synchronize all your identities through Azure AD to control access to Apps, Data and Services
- Web Apps
 - Take your web apps to the cloud using inexpensive Web Sites

Activate your MSDN Benefits...



3 VMs for 16 hrs a day



80 VMs for 20 hour load test



Up to 100 web sites + DB

Up to **\$150**
↑ per Month

33%^{off}
Dev/Test VMs

25%^{off}
Other Dev/Test

89
Countries

Get started today at
<http://azure.microsoft.com>