



# Building Confidence in the Cloud

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# New Economy = New levels of confidence



**THE WALL STREET JOURNAL.**

## GDP Shrank At 6.2% Rate

The U.S. recession deepened a lot more in late 2008 than first reported, as fourth-quarter GDP was revised down to a 6.2% contraction rate from 3.8%.

Quarter	GDP Change (%)
Q4 '07	1.5
Q1 '08	1.5
Q2 '08	3.0
Q3 '08	1.5
Q4 '08	-6.2

Source: Commerce Department



**tech|ticker**

Europe's Crisis: Much Bigger Than Subprime, Worse Than U.S.





Software



Services



Microsoft



THE  
**BIG SWITCH**

REWIRING THE WORLD, FROM  
EDISON TO GOOGLE

NICHOLAS CARR  
author of Does it Matter?

NICHOLAS CARR

*“...larger companies...can be expected to pursue a **hybrid approach** for many years, supplying some hardware and software requirements themselves and purchasing others over the grid. **One of the key challenges for corporate IT departments, in fact, lies in making the right decisions about what to hold on to and what to let go.**”*

- Nicholas Carr, ‘The Big Switch’



# Enabling the Power of Choice

ON PREMISES

PARTNER HOSTED

CLOUD SERVICES

Applications

Office  
Microsoft Dynamics CRM  
Exchange Server  
Office SharePoint Server 2007

Microsoft Dynamics CRM  
Exchange Server  
Office SharePoint Server 2007

Office "14"  
Windows Live Office Live  
Microsoft Dynamics CRM Online  
Microsoft Online Services



Platform

Windows  
SQL Server 2008 Enterprise  
Windows Server 2008

Microsoft Hyper-V Server 2008  
SQL Server 2008 Enterprise  
Windows Server 2008

SQL Services  
Windows Azure



# Confidence through familiarity

Windows Azure® an internet-scale cloud services platform hosted in Microsoft data centers, which provides an operating system and a set of familiar developer services that can be used individually or together.



Microsoft's cloud infrastructure achieved both SAS 70 Type I and Type II attestations and ISO/IEC 27001:2005 certification



# Microsoft Online Today

More than 500,000 paid seats

Business Productivity Online Suite Reference Customers

CERIDIAN

DOOSAN

Eddie Bauer  
EST. 1920

BLOCKBUSTER  
MEDIA



AVIVA

tyco

Pitney Bowes

XL CAPITAL

Coca-Cola Enterprises Inc.

gsk  
GlaxoSmithKline

IR  
Ingersoll Rand

AUTODESK

NETWORKWORLD

"SECURITY WAS A BIG PART OF THE RFP. WE ASKED A LOT OF QUESTIONS ON HOW YOU DO SECURITY!"  
GORDON PETERSON, DIRECTOR OF IT, CITY OF CARLSBAD, CALIF.



BRUCE HERSHEY



Microsoft

# In Summary

- ▶ Microsoft brand and experience = trust
- ▶ Consumers & Businesses know Windows-based applications in on-premise deployment which helps to win their trust
- ▶ The partner ecosystem that builds on Microsoft technology and deploy & manage it are key in building a trust relationship with end users
- ▶ Finally, the fact that so much of our technology is already hosted and providers are building (private) clouds on Microsoft technology is a big source of trust



**Microsoft**<sup>®</sup>

THANK YOU

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