

Brochure Samples

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IDC expects the SaaS market to grow to **\$40.5 billion** by 2014 at a compound annual growth rate of 25.3 percent.*

Opportunities in the Cloud



Microsoft | Cloud Services

What is the cloud?

Simply put, the cloud enables massive scale through the Internet, and connection to a variety of devices and endpoints. Opportunities in the cloud include:

- **New applications** that go to market faster.
- **New global markets** that expand your horizons.
- **New customer segments** to serve.
- **New services and offerings** to support, sell, up-sell, attach, and build on.

What can you do in the cloud?

- **Resell Microsoft Online Services** with other applications and services. (Software as a Service)
- **Host and develop** on the Windows Azure technology platform. (Platform as a Service)
- **Offer IT as a service** with Windows Server 2008 R2 with Hyper-V virtualization technology. (Infrastructure as a Service)

How can your customers benefit from the cloud?

- **Lower TCO** with predictable monthly costs, fewer upgrade costs, and less maintenance.
- **Accelerated adoption** of new technologies and solutions, with less risk.
- **Scaling up or down** as needs demand, without investing in hardware.
- **Reduced IT administration**—no servers to maintain or software to patch.
- **Greater mobility** for more devices.
- **Increased energy efficiency.**



*IDC Worldwide Market Analysis, "Software as a Service 2010 - 2014 Forecast: Software Will Never Be the Same," June 2010. (IDC #223628, June 2010)

The Cloud Opportunity for ISVs

Up to 20 percent of all business applications offered by ISVs will be in a SaaS deployment by 2016.*

Are you in?

Using the cloud as a development environment, you can build applications quickly, easily, and cost-effectively. In the cloud, you can build on your existing skills, so you can focus on innovation rather than learning to navigate in an unfamiliar development environment. When your products are ready to market, you can make them available to a potentially massive user base without the risk—or cost—of hosting the offerings on your own infrastructure. And, by offering new and existing customers more value and flexibility for their money, the potential for increased sales is infinite.

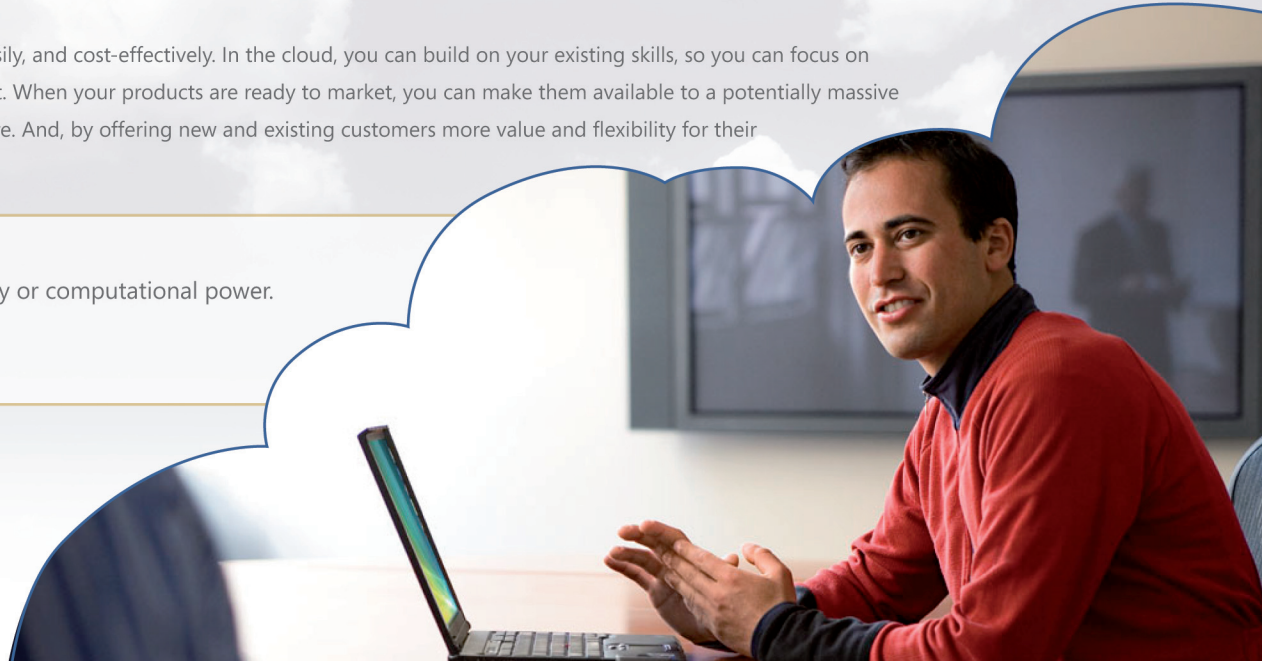
Cloud Opportunities for ISVs

- Enhance current offerings with increased cloud-based storage capacity or computational power.
- Roll out feature enhancements and updates quickly and easily.
- Develop new resale channels through online marketplaces.

Sign up for Microsoft Platform Ready to get training and support to help you build an application on the Windows Azure platform.

www.microsoftplatformready.com

*Stefan Ried, with Jean-Pierre Garbani, Andrew Bartels, Mirosław Lisserman, "Platform-As-A-Service Market Sizing: A New \$15-Billion-Plus Market Awaits Vendors." July 13, 2009.



The Cloud Opportunity for Systems Integrators

The worldwide market for IT services related to cloud computing and cloud services is currently worth almost \$2.4 billion. By 2013, the market will be worth almost \$8.1 billion.* **Are you in?**

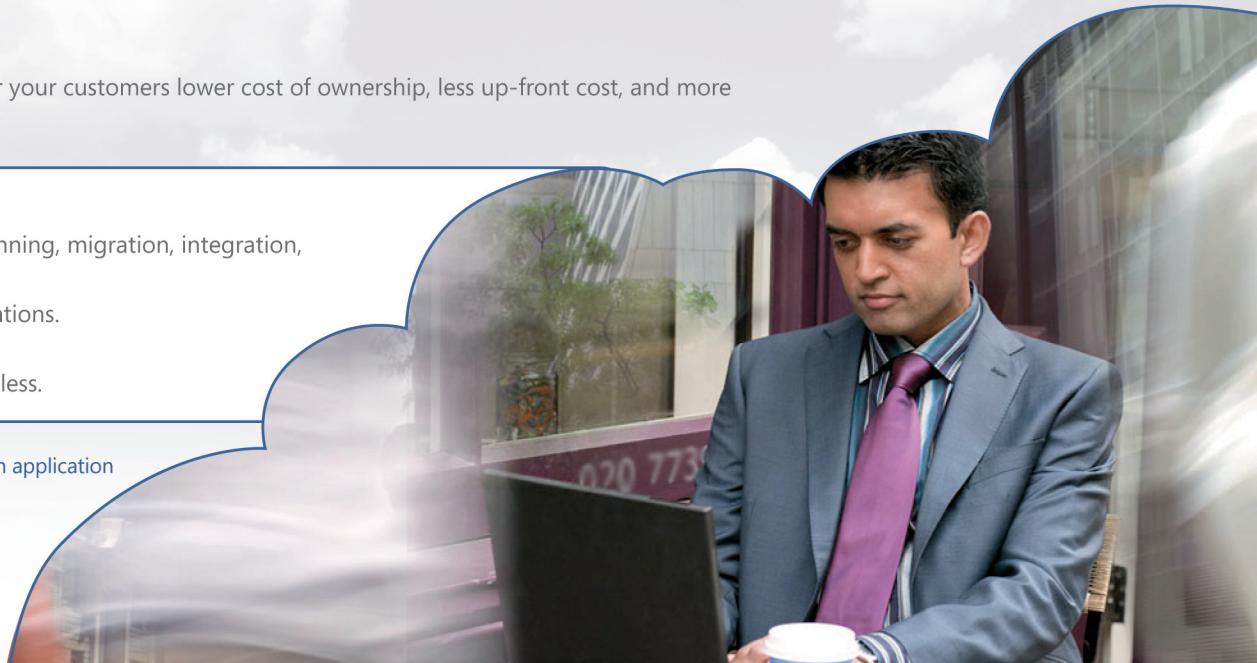
By integrating the cloud into your systems integration business, you can offer your customers lower cost of ownership, less up-front cost, and more options for solving business challenges.

Cloud Opportunities for Systems Integrators

- Offer a broader range of services, including custom development, planning, migration, integration, and consultation offerings.
- Integrate on-premises solutions with cloud-based services and applications.
- Migrate existing on-premises applications to the cloud.
- Offer the same functionality as traditional on-premises solutions—for less.

Sign up for Microsoft Platform Ready to get training and support to help you build an application on the Windows Azure platform. www.microsoftplatformready.com

Become a Microsoft Online Service Partner through Quickstart for Microsoft Online Services to get resources and earn revenue. www.quickstartonlineservices.com



The Cloud Opportunity for Hosters

IDC predicts that the worldwide market for hosted system infrastructure software (IaaS) will grow to \$11.3 billion by 2014, at a compound annual growth rate of 27.4 percent.* **Are you in?**

For hosters, cloud computing opens up a world of new opportunities—for virtualized infrastructure solutions, cloud-based platforms, and applications packaged to serve an infinite variety of organizational needs. Using the cloud, you can increase the efficiency of your infrastructure and enhance your current offerings to include **new services** such as onboarding, managing, and monitoring; **new markets** that require compliance or customized services; and **new combinations** of applications and infrastructure tailored to fit specific customers, industries, verticals, and markets.

Cloud Opportunities for Hosters

Use the Windows Azure platform to

- Partner with ISVs and developers.
- Merge on-premises data centers and data center services.
- Offer hosted applications.
- Provide business continuity solutions.
- Offer “burstable” server capacity solutions.

Use virtualization products such as Windows Server 2008 R2 with Hyper-V technology and Microsoft System Center solutions to make the most of

- Public cloud deployment via the Internet.
- Private cloud deployment via private networks.
- Hybrid cloud deployment that integrates multiple cloud services.

Use Microsoft Online Services to

- Break into new markets with minimal investment.
- Offer applications with familiar interfaces.

Build managed services with the Dynamic Data Center Toolkit.

www.microsoft.com/hosting/dynamicdatacenter

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