



마이크로소프트 N-스크린 및 클라우드 전략

서진호 부장(Jinho.Seo@microsoft.com)

Sr. Developer Evangelist – Windows Phone 7
Microsoft Korea



Microsoft N-Screens & Cloud 이란?



Commercial 클라우드 서비스란?



We Are The Leader In Commercial Cloud Services! **We're all in.**

Consumer 클라우드 서비스란?

 **Windows Live™**
500M Active Windows
Live IDs!

 **Hotmail**
369M People Using
Hotmail!

 **bing™**
Over 3B WW Queries
Each Month!

 **msn**
Over 600M
Unique Users

 **zune™**
Over 6M Songs
In The Catalog

XBOX LIVE.
20M People On
Xbox Live!

 **Microsoft
Advertising adCenter**
14B Ads Per Month

Tellme.
A Microsoft® Subsidiary
2B Unique Calls
Per Year

 **Windows Live™
Messenger**

 **Windows Live™
SkyDrive**



CLOUD SERVICES



PC



MOBILE



TV/HOME

We're all in.

Demo



Office on Windows Phone 7

Cloud Services

Cloud Services

일반 사용자 대상
애플리케이션 서비스

기업 사용자 대상
애플리케이션 서비스


Windows Live™


Microsoft®
Exchange Online

Microsoft®
SharePoint® Online


Microsoft
Dynamics CRM Online

**Microsoft Codename
"Dallas"**
Information Services

Windows Azure™ Platform


Microsoft®
SQL Azure™

Reporting

Business
Analytics

Data Sync



Database



Windows Azure™ platform
AppFabric

Service
Bus

Access
Control

Microsoft
SharePoint
Services

Microsoft
Dynamics CRM
Services

Compute

Storage

Management

Monitoring



Windows® Azure™

Windows Azure Platform



Developer Experience
Using existing skills and tools



Microsoft
Visual Studio



python



Windows Azure



SQL Azure



Windows Azure platform
AppFabric



Compute



Storage



Management



Relational data



Management



Connectivity

Access control

Cloud Platform



- Scalable compute and storage
- Automated service management
- Familiar tools, technologies, languages



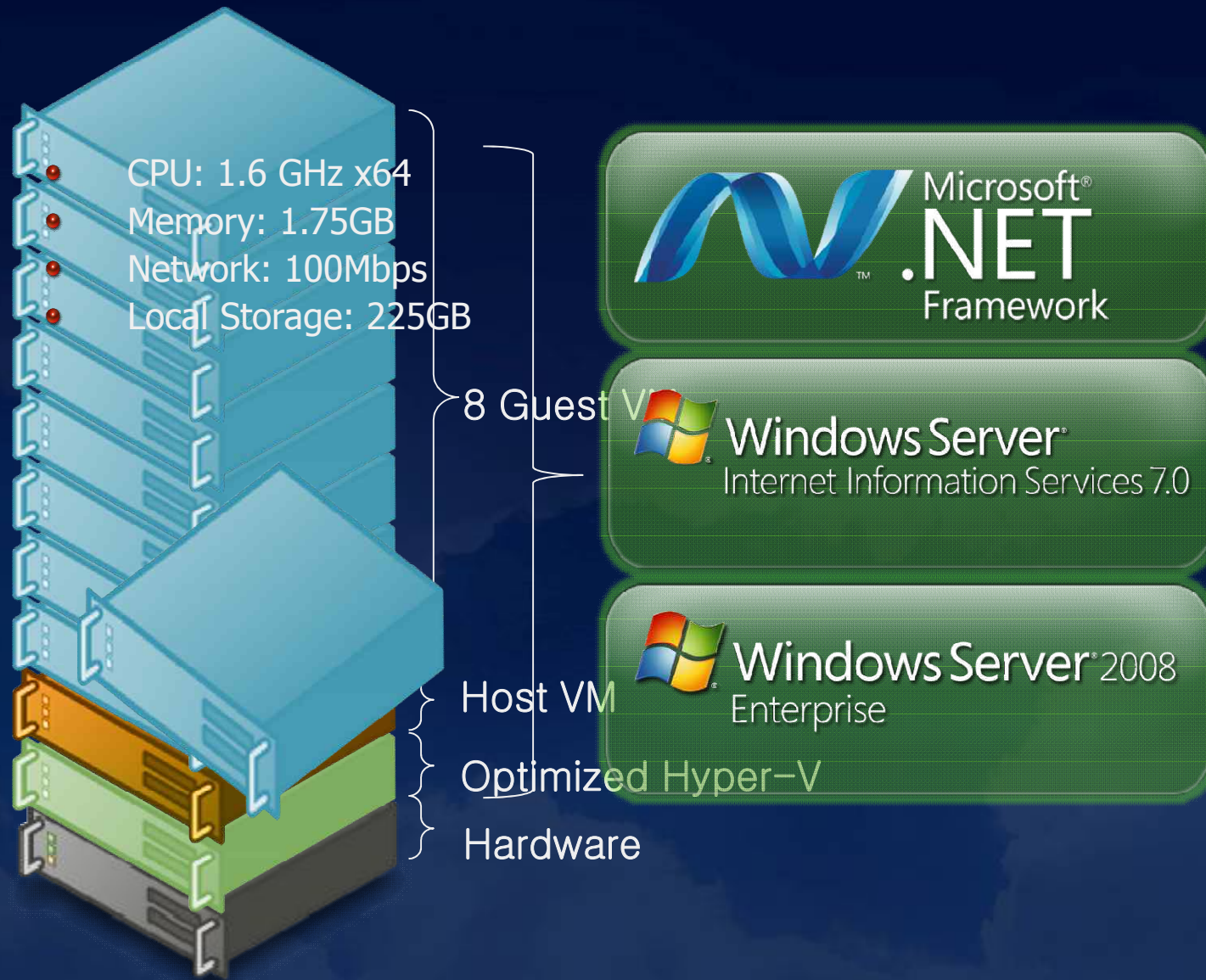
- Relational storage for the cloud
- Consistent development model
- Automated database management



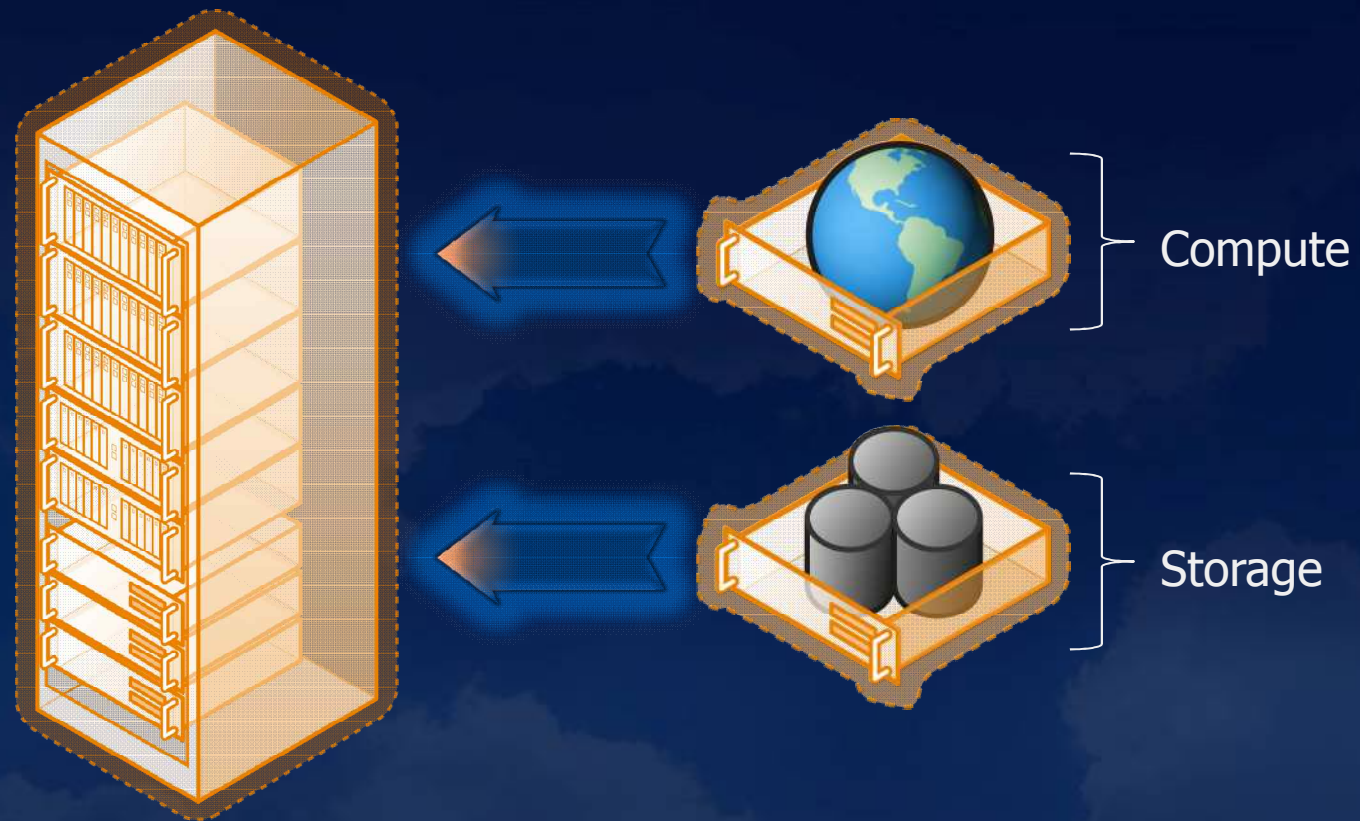
- Connect existing apps to the cloud
- Access control service
- Service bus capability



Windows Azure Fabric 구성



Windows Azure



Windows Azure Compute

Web Role

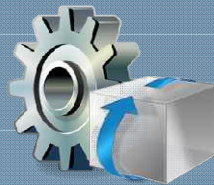
IIS Host



Your Code

Worker Role

System Host



Your Code

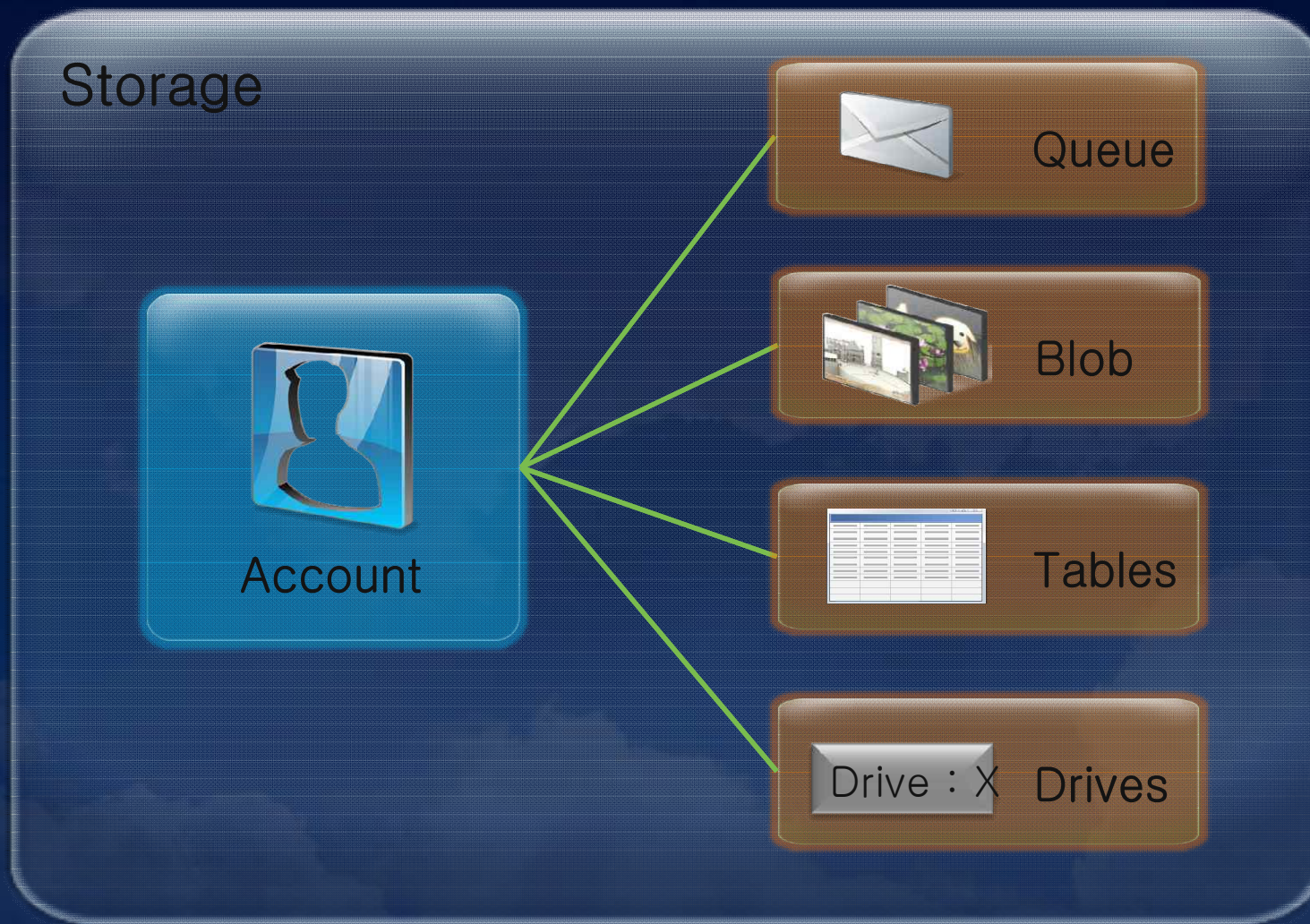
VM Role

TO BE ...

Whatever you want



Windows Azure Storage



Service Monitoring & Recovery

Your
Service

D
N
S

Service

Service

Service

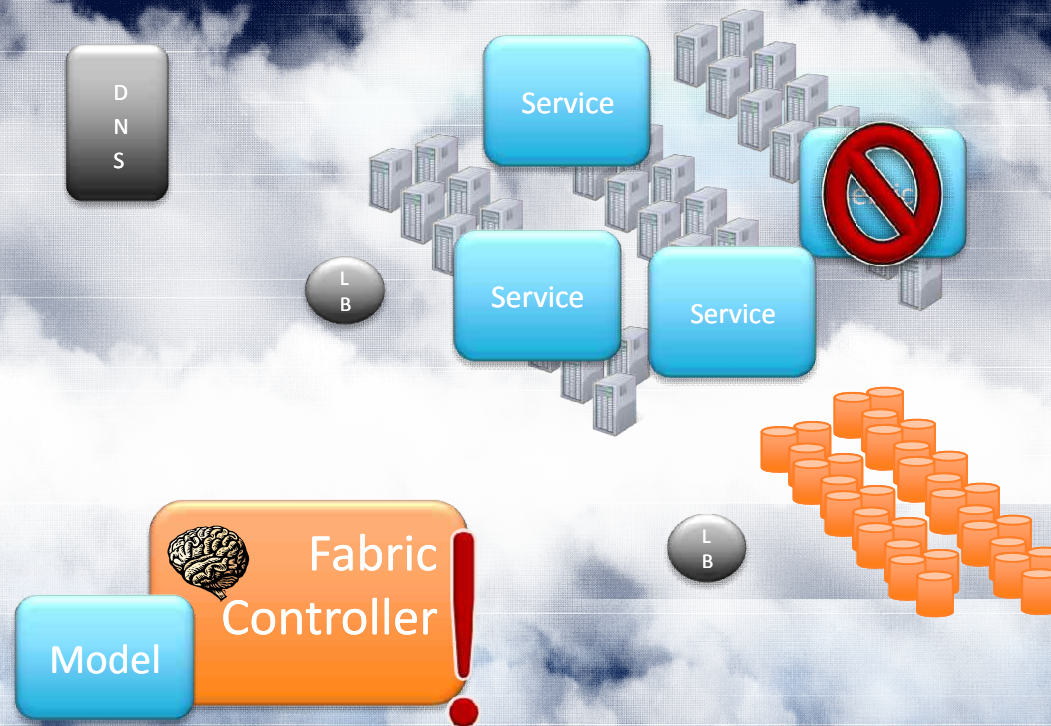
Web Portal
(API)

Model

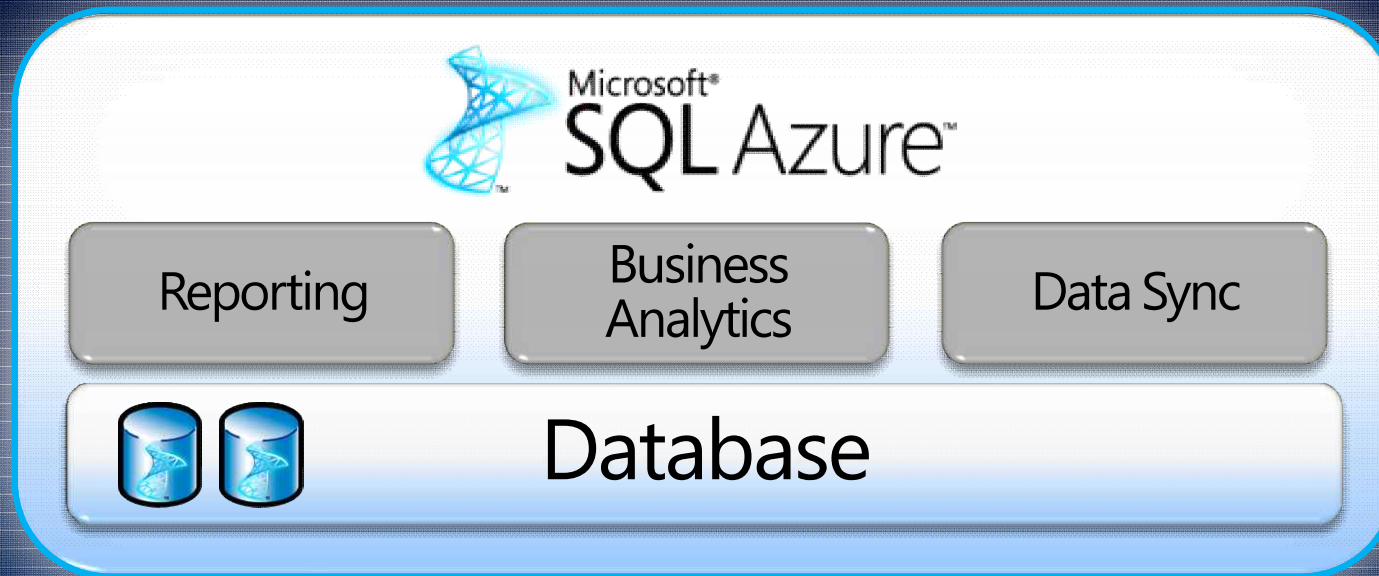
Fabric
Controller

L
B

We're all in.



SQL Azure



SQL Data Platform as a Service – **beyond hosting**

- ✓ The Power of the SQL Data Platform in the cloud
- ✓ Leverages existing skills and rich tooling ecosystem
- ✓ Enables database applications with new, "cloud" capabilities

AppFabric

AppFabric

CACHING

WORKFLOW HOSTING

MONITORING

SERVICE BUS

SERVICE HOSTING

ACCESS CONTROL

HIGH AVAILABILITY

SCALE-OUT

MULTI-TENANT

MANAGEMENT



Windows Server™



Windows Azure™

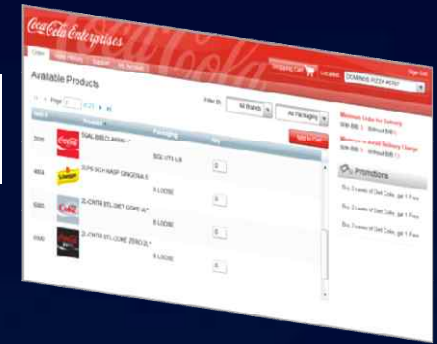
We're all in.

| | SERVICES | SERVICES |
|----------------------|--------------------------|----------------------------------|
| Applications | Microsoft Exchange | Microsoft SharePoint |
| Developer Tools | Microsoft Visual Studio | |
| Programming Model | Microsoft .NET Framework | |
| Application Services | Windows Server AppFabric | Windows Azure platform AppFabric |
| Relational Database | Microsoft SQL Server | SQL Azure |
| Operating System | Windows Server | Windows Azure |
| Systems Management | Microsoft System Center | |

“A standardized IT capability, such as software, app platform, or infrastructure, delivered via Internet technologies in a pay-per-use and self-service way.”

*“How To Message “Cloud” Offerings And Not Get Lost In The Fog”,
Forrester Research, Inc., July 2009*

Case Study



About

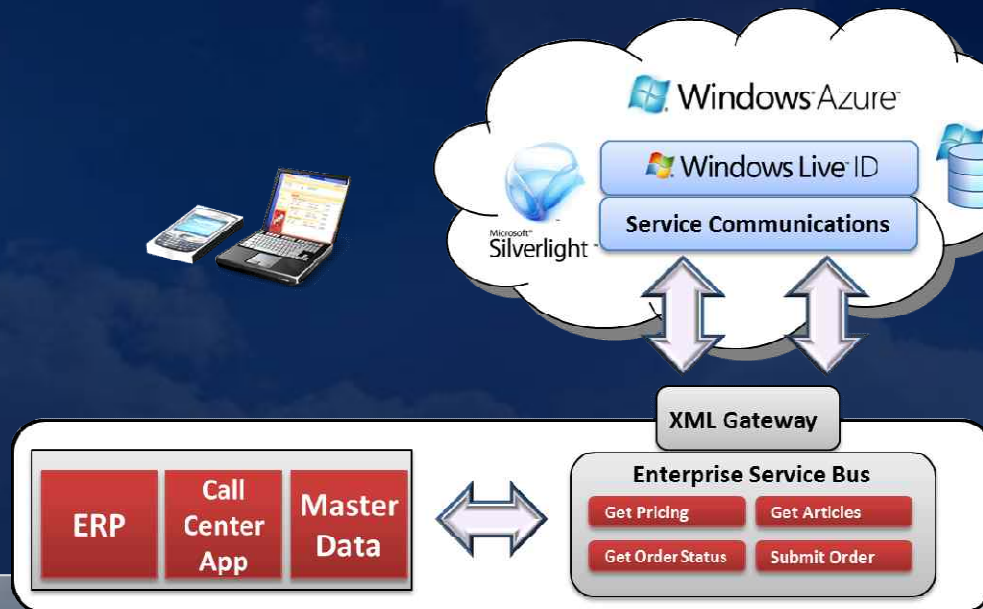
- Legacy call-center application for order processing and fulfillment
- On-premise systems integration with ERP and master data management

Solution

- Cloud-based Web-enablement of on-premise assets
- Windows Azure Web Role
- Web services integration via on-premise ESB endpoints

Benefits

- “In a matter of weeks, we were able to see the fruits of our efforts very rapidly.” – Kevin Flowers, Dir. Enabling Technologies
- “The resilience and reliability of this platform is some of the benefits that we are seeing.” – Esat Sezer, SVP & CIO



We're all in.

클라우드 데이터센터

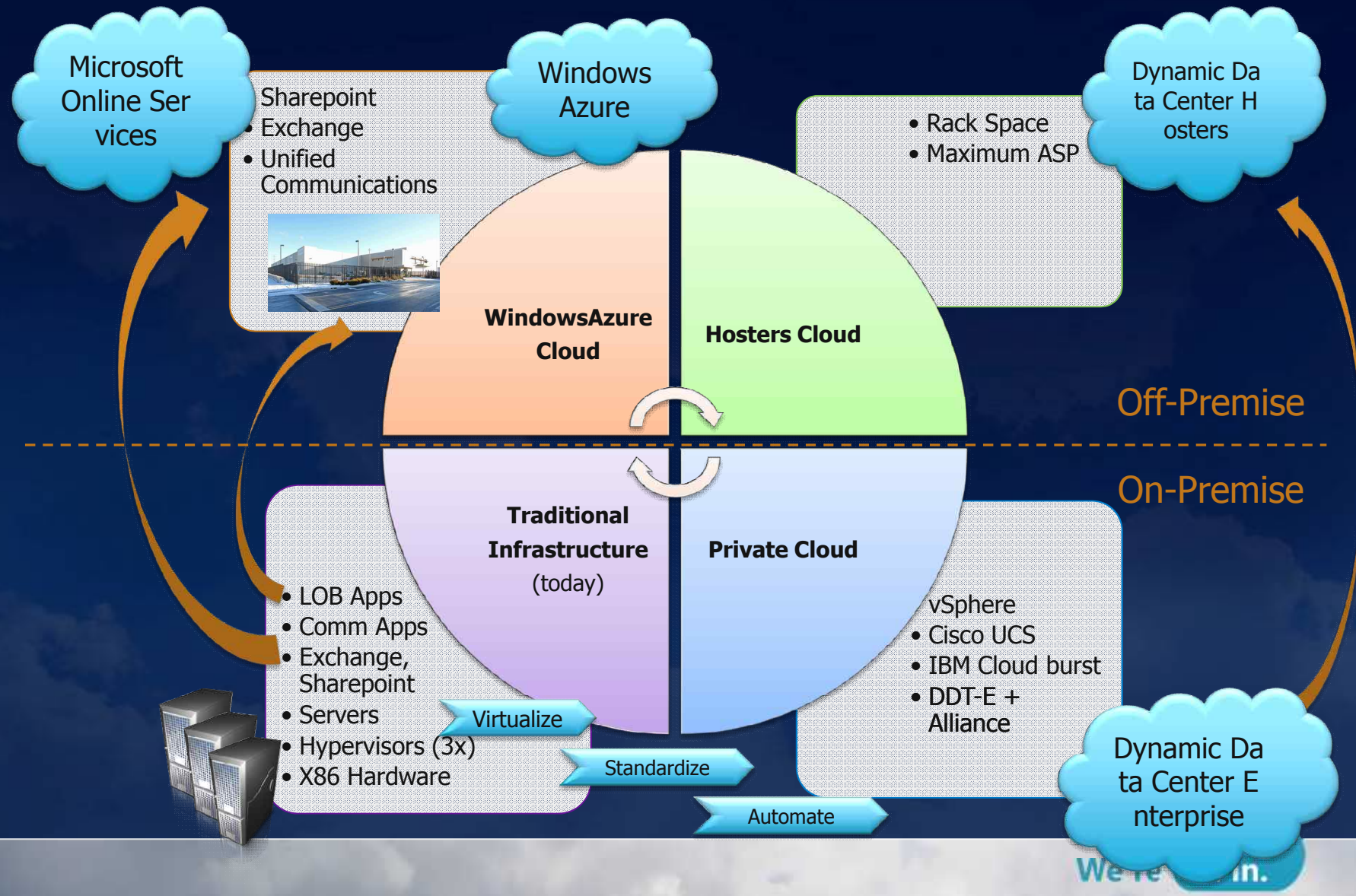


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Windows Azure Platform Availability



Microsoft's Cloud Strategy = Choice



Microsoft®

Your potential. Our passion.™

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