

Azure™ Services Platform

Azure is a Web-based computing platform, offering application computing, development tools, and Web services to boost existing systems or power new Internet-based services and applications

Add Internet Scale and Reach to Your Applications

The Azure Services Platform provides developers with the ability to extend existing applications and build new solutions with Internet scale and reach.

Build on a flexible services platform with Internet scale

The Azure Services Platform offers a secure, reliable, and dynamically-scaling services platform designed to connect your applications to a wide range of online services that will enable you to reach millions of current and potential customers worldwide.

Each service within the Azure platform is fully independent, providing you with a full suite of standalone services to consume in your next generation, connected applications. This modular architecture enables you to take advantage of the Azure services you need, while still relying on the on-premise functionality you already use.

Interoperate through Internet standards

You can connect to Azure services by using familiar communication protocols such as SOAP, REST and XML.

Platform Services Highlights

- Build Internet scale solutions with cloud-based runtime, and storage services.
- Store data in the cloud with relational database services.
- Reach a Community of 450 Million Live Users via Live Services.
- Extend the Enterprise With Service Bus, Workflow, and Federated Identity Services.
- Use Only What You Need.
- Pay As You Go.

Azure Services Platform

Live Services

Microsoft .NET Services

Microsoft SQL Services

Microsoft Dynamics CRM Services

Microsoft SharePoint Services

Windows® Azure™

This support for Web standards enables you to integrate your applications with the Azure services regardless of whether you are using Microsoft tools and technologies, or another operating system or programming language.

Extend existing investments with integrated software and services

By using Azure services, you can enhance existing applications with new capabilities that not only take advantage of software you have on-premise, but also provide real time connectivity to value-added services on the Internet.

Combining your existing on-premise applications with these services enables you to deliver a new breed of rich Internet-based solutions by using the development tools to which you are already accustomed.

Azure Services Platform Components

Take advantage of a much or as little of the platform as you require through component-based, a la carte services.

Windows Azure

Windows Azure is a cloud services operating system that serves as the development, service hosting, and service management environment for the Azure Services Platform. Windows Azure provides developers on-demand compute & storage to host, scale, and manage web applications and services on the internet through Microsoft data centers.

Microsoft .NET Services

Microsoft .NET Services is a suite of Web services for customers with integration and business-to-business collaboration requirements. These services include workflow, access control, and service bus connectivity—enabling developers to extend applications to the cloud through a flexible, scalable and interoperable platform.

Microsoft SQL Services

SQL Services is a suite of cloud-based SQL Server capabilities. The first of these capabilities is SQL Data Services which offers Internet-facing database and



advanced query processing services for customers looking to build new applications or integrate with existing investments into the cloud—delivering flexibility, scale, and developer agility.

Live Services

Live Services is a comprehensive set of Web services that represent the core functionality of Windows Live (includes Windows Live Messenger, Live Search, and many more), and open and interoperable client runtime technology that can connect the power and scale of web experiences to consistent and rich client applications across a world of devices. Live Services enables developers to build rich and social applications and to engage with an audience of 450+ Million already on Windows Live.

Future Services:

In the future, developers will have access to SharePoint & CRM functionality in Strata. With the flexibility to use familiar developer tools like Visual Studio, developers will be able to quickly build applications that utilize SharePoint and CRM capabilities as building blocks for their own applications. Developers can expect a breadth of SharePoint & CRM capabilities across the spectrum of on-premises, Online & the Azure Services Platform.

Why Azure?

The Azure Services Platform removes barriers associated with cost, hardware, and software setup.

Web Developers

The Azure Services Platform is built to help Web Developers solve everyday problems of creating, deploying, and distributing web services and applications on the Internet. Web Developers can create Web applications that can run in a browser or build and publish their own set of services; use their current skills with a wide range of Microsoft and non-Microsoft tools on a standards-based platform.

Corporate Developers

With the Azure Services Platform, you can augment your company's software solutions and connect with your partners' systems more quickly and easily than ever before. You can create, test, and deploy new software using the skills, tools, and frameworks that you know best – without being slowed down by additional training or costly, cumbersome capital investments.

Independent Software Vendors

Azure is a comprehensive services platform that enables ISVs to take full advantage of the reach and scalability of the Internet without sacrificing their investments in existing applications. As an extension of the Microsoft platform, Azure enables to developers to create .NET-based applications that run in Microsoft's datacenters or to leverage cloud-based services that extend the value of on-premises software.

Businesses

The Azure Services Platform provides cloud-based computing and services designed to make internet-scale computing easier for developers in corporate and enterprise settings. Running on Microsoft's global data-centers, these services decrease the capital and operational costs businesses face when maintaining existing applications or planning for new initiatives by running them on Microsoft's infrastructure in a pay-as-you-grow service model.

Additional Information

For more information, visit www.azure.com

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