

Windows Azure is an open and flexible cloud platform that enables you to quickly build, deploy and manage applications across a global network of Microsoft-managed datacenters.

Build applications using any language, tool or framework. You can integrate your public cloud applications with your existing IT environment.

GLOBAL
With multiple data centers worldwide, and a worldwide Content Delivery Network, you can build applications that provide the best experience even to the most remote places.

ALWAYS ON
Windows Azure supports a deployment model that enables you to upgrade your application without downtime.

SELF HEALING
Windows Azure provides automatic OS and service patching, built in network load balancing and resiliency to hardware failure. Windows Azure delivers a 99.95% monthly SLA.

SELF-SERVICE
It is a fully automated self-service platform that allows you to provision resources within minutes.

ELASTIC RESOURCES
Quickly scale your resources based on your needs. You only pay for the resources your application uses.

ENTERPRISE READY
Backed by industry certifications for security and compliance, from ISO 27001, SSAE 16, HIPAA BAA and E.U. Model Clauses.

ANY LANGUAGE
Windows Azure allows you to use any language, framework or code editor to build applications, including .NET, PHP, Java, Node.js, Python and Ruby. Client libraries are available on GitHub.

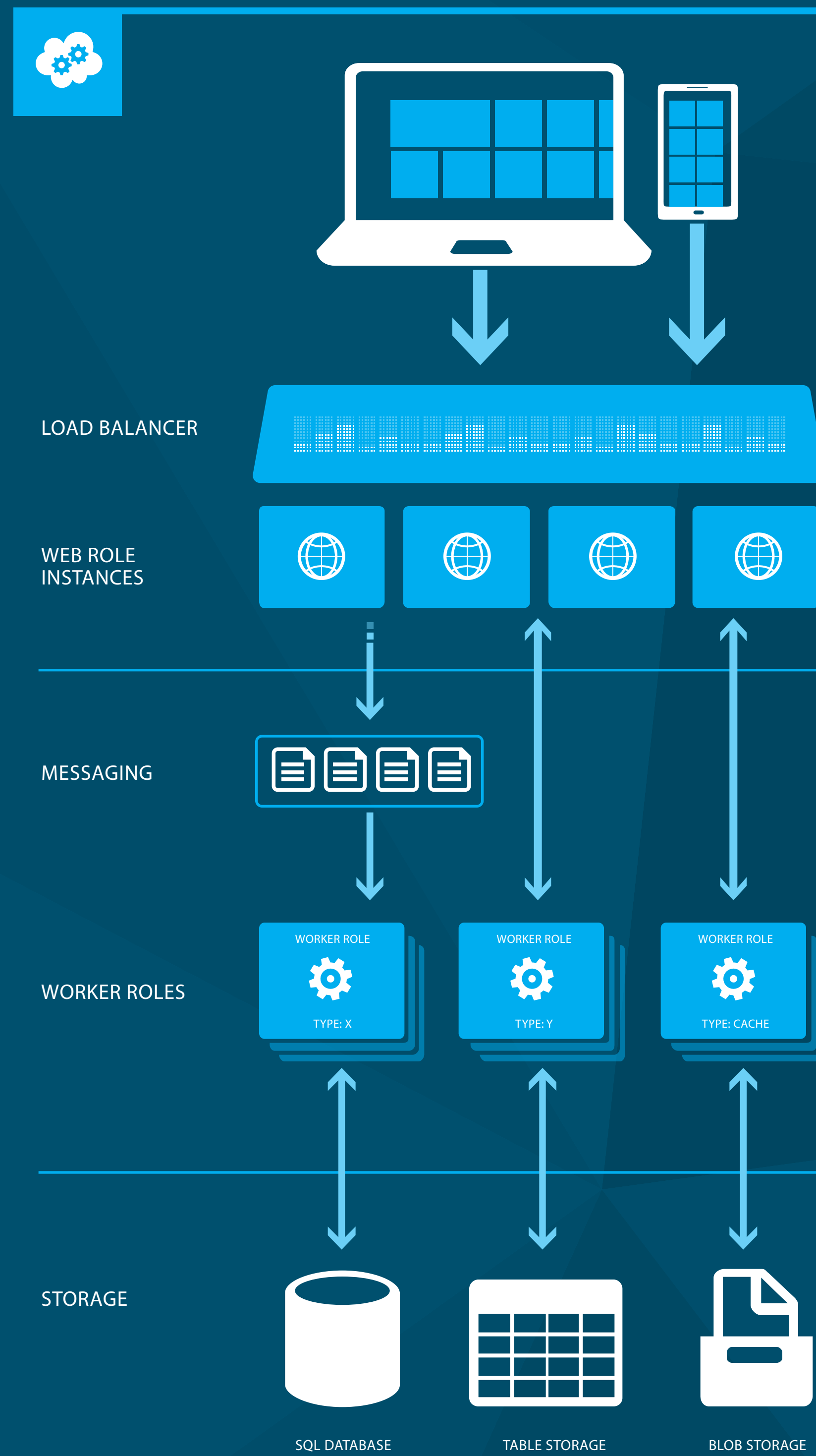
OPEN PROTOCOLS
Windows Azure features and services are exposed using open REST protocols.

CONNECTED
Use the Windows Azure robust messaging capabilities to deliver hybrid solutions that run across the cloud and on-premises. Expand your data center into the cloud with Virtual Networking.

RICH APPLICATION SERVICES
Windows Azure provides a rich set of applications services, including SDKs, caching, messaging and identity.

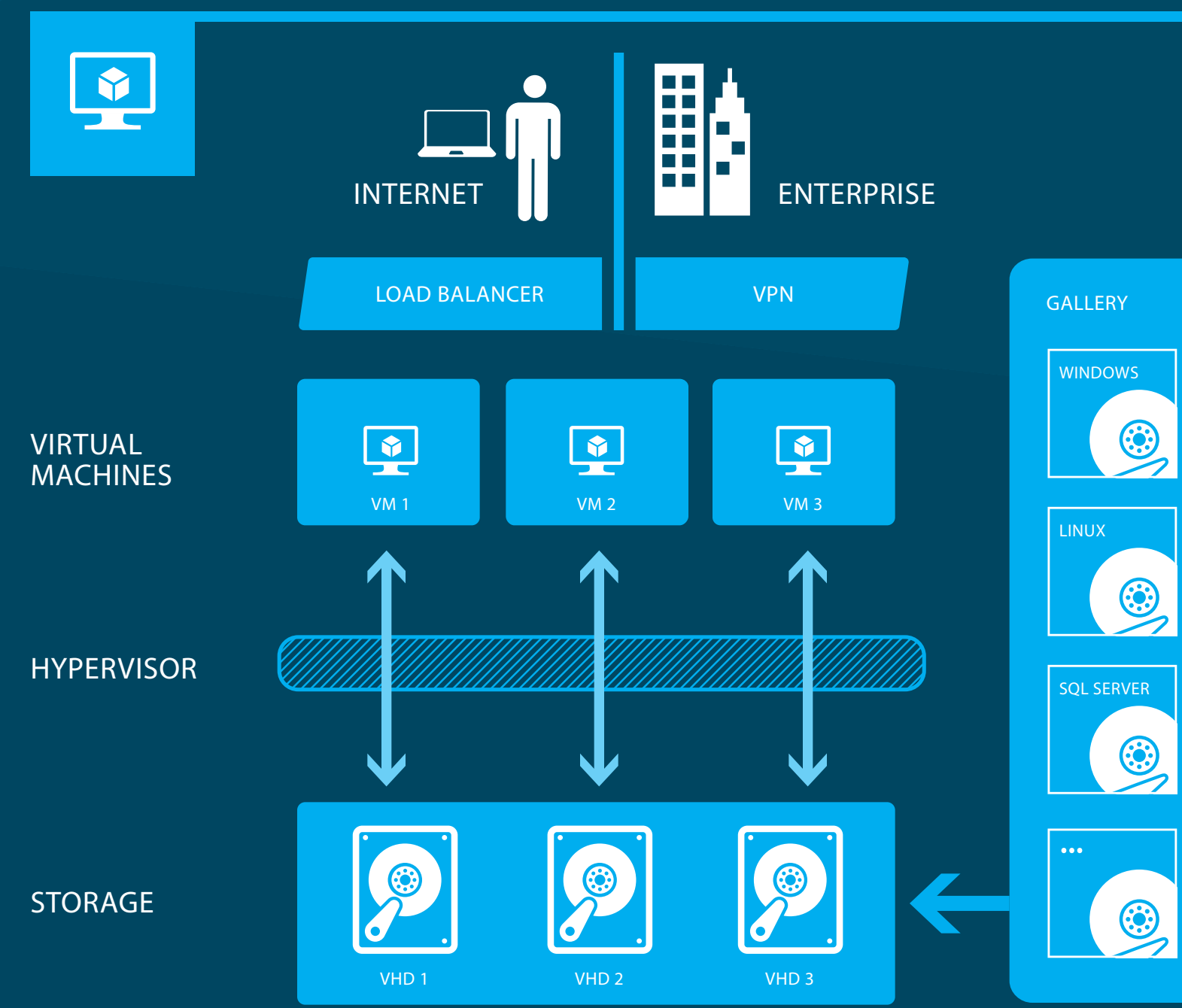
DATA
You can store data using relational databases, NoSQL and unstructured blob storage. You can use Hadoop and business intelligence services to mine data for insights.

CLOUD SERVICES



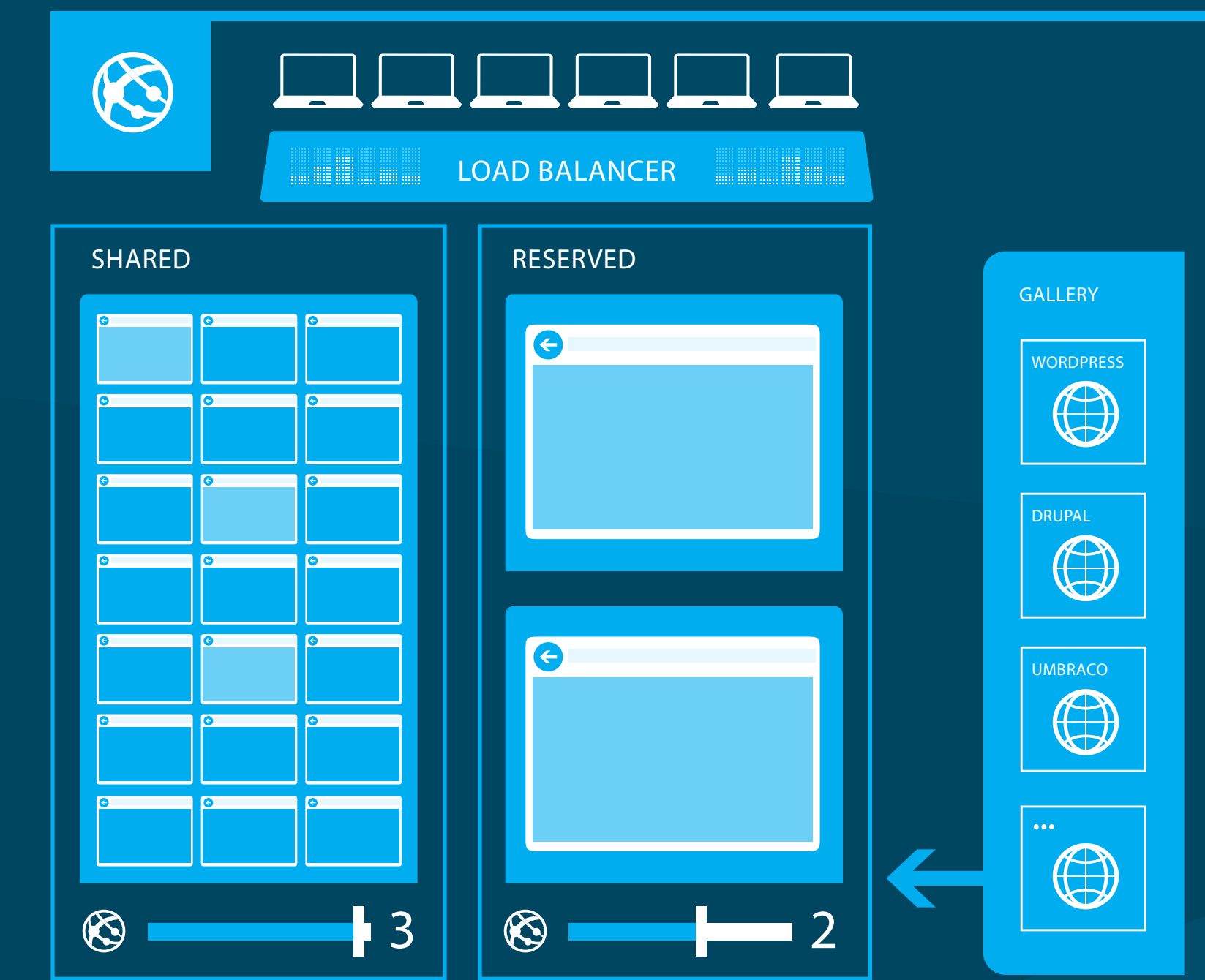
Cloud Services consist of Internet facing Web roles and Worker roles that run background tasks. Web roles can offload computing jobs to Worker roles and can distribute work via queues to scalable pools of Worker roles. All roles can access data stores or other services.

VIRTUAL MACHINES



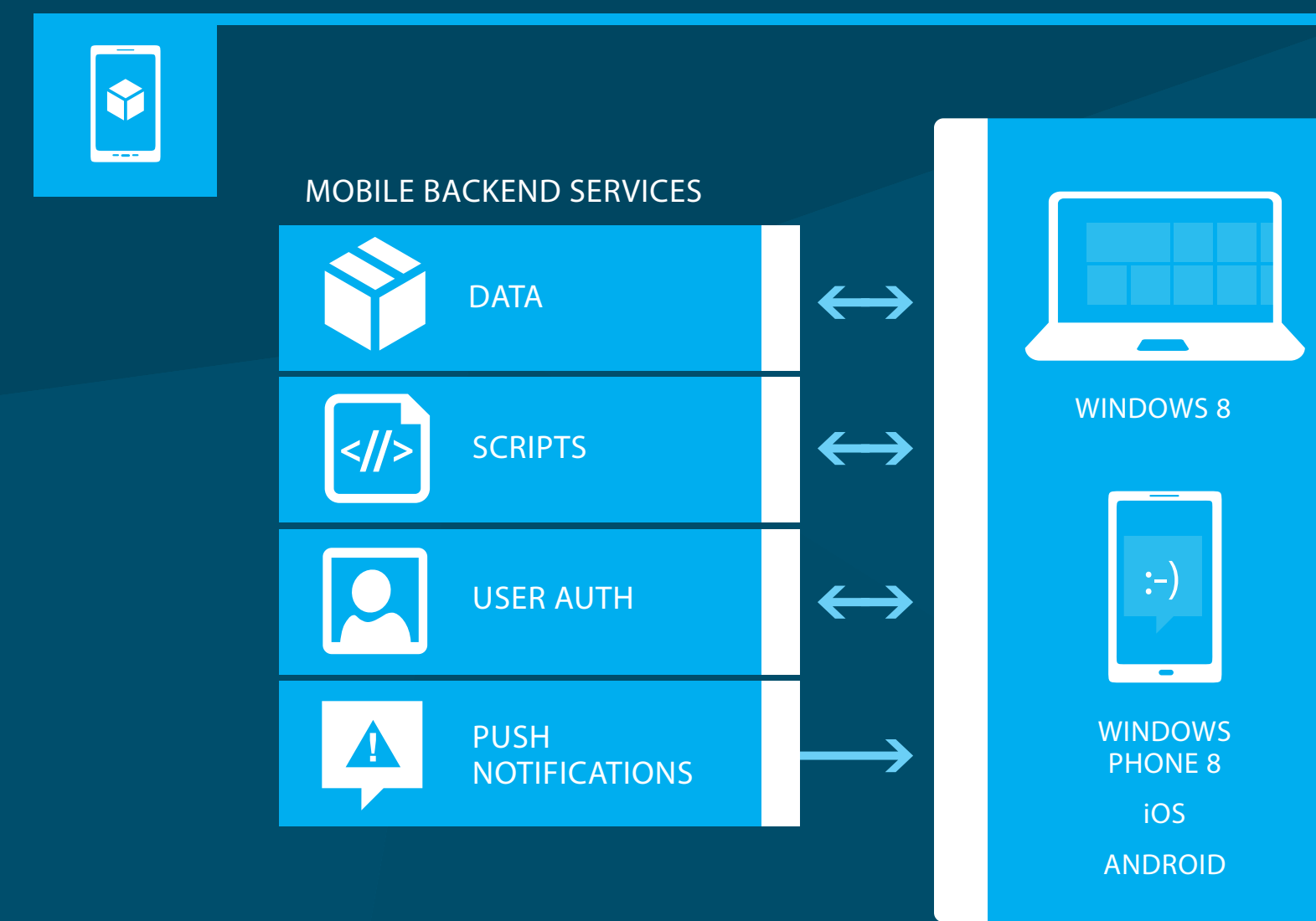
Virtual Machines can run both Windows and Linux operating systems. Create VMs from Virtual Hard Disk images stored as blobs. Create VHDs locally and upload them, choose from a stock gallery or modify a running VM and upload them, and save the image to your personal gallery.

WEB SITES



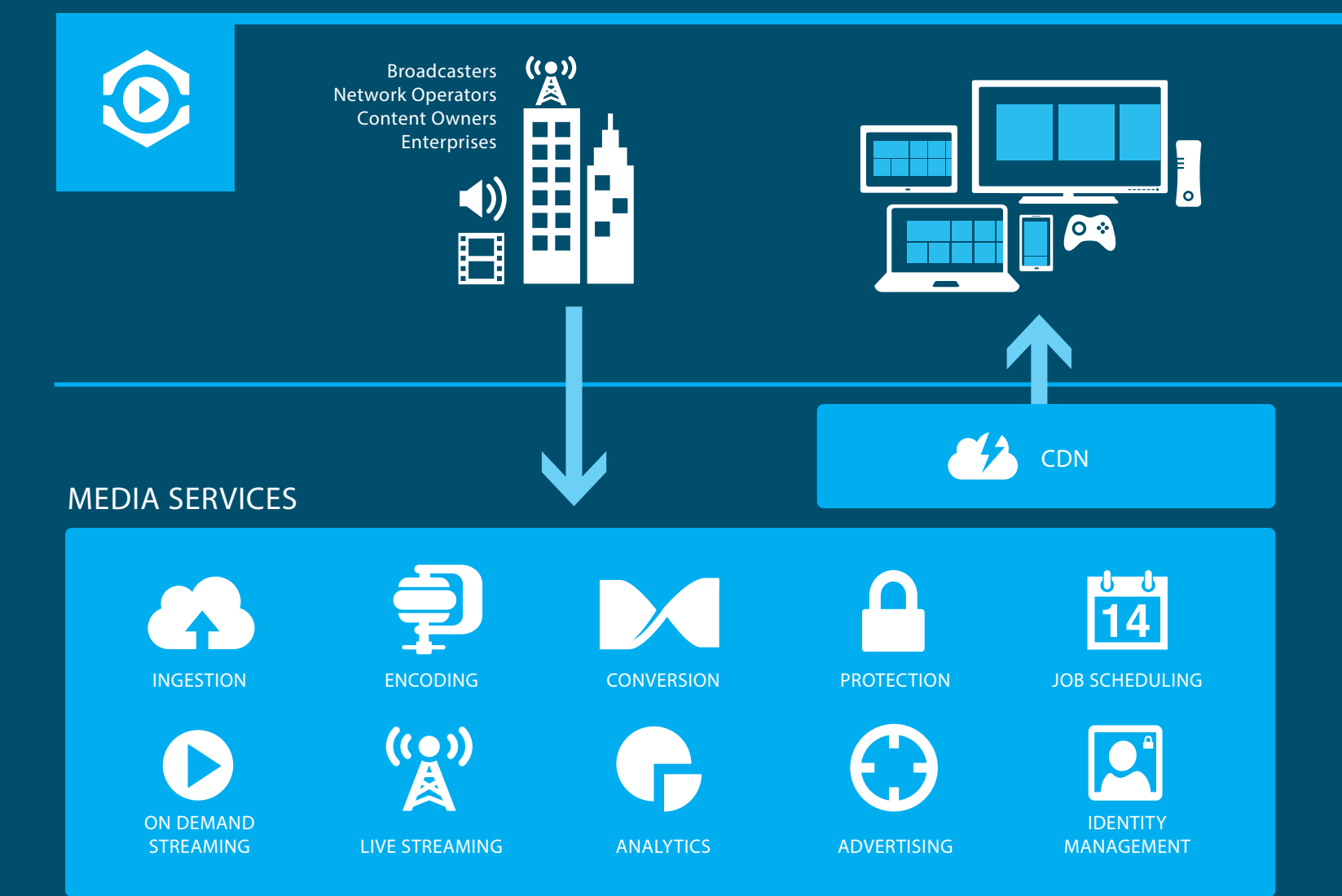
With Web Sites, you can share space in a VM or reserve an entire machine for your web site. You can create sites with both SQL Database and MySQL databases, as well as deploy popular open source software from a gallery. You can use the slider on the Windows Azure portal to scale out to more instances.

MOBILE SERVICES



Mobile Services is a turnkey backend solution running on Windows Azure servers that offers functions such as saving data, querying, managing identity and pushing notifications to phone. Additionally, you can run scripts on the server to execute custom logic when doing CRUD operations.

MEDIA SERVICES



Media Services provide a selection of services for encoding and protecting streaming media such as videos and music. Drop off your high-resolution source content and convert it to multiple bit rates for playback on a variety of devices. Stream to HD, DVD and phones.

COMPUTE DATA SERVICES APP SERVICES NETWORKING STORE

CLOUD SERVICES

With Cloud Services, you can quickly deploy and manage multi-tier applications where Windows Azure handles the details: provisioning, load balancing, health monitoring for continuous availability:

- Use a dedicated IIS web server for hosting front-end web applications with Web Role
- Run asynchronous, long-running or perpetual tasks independent of user interaction with Worker Role
- Save time by allowing the system to automatically update and maintain the underlying operating system

WEB SITES

With Web Sites, you can get started with web apps for free. Then scale as you go:

- Build in any tool (VS, text editors) or language (ASP.NET, PHP, Python, Node.js)
- Launch a web app from a gallery in 5 minutes or less
- Deploy with TFS, GIT, FTP or WebDeploy
- Choose SQL Database or MySQL
- Scale instantly in shared or reserved modes
- Use affordable custom domain names

SQL DATABASE

For applications that need a full featured relational database-as-a-service, SQL Database offers a high-level of interoperability, enabling you to build using many of the major development frameworks:

- Only pay for what you use
- Use existing relational database design and programming skills to build enterprise class applications
- Replicate multiple redundant copies of your data to multiple physical servers for high availability
- Simplify the process of migrating existing on-premises databases to cloud with Import/Export

STORAGE

Storage services provide multiple options for securely managing data and are accessible via REST APIs:

- Data is replicated at least three times in the same data center across physically separate fault domains, and also geo-replicated to another data center
- Use blobs to store up to 100 terabytes per account of unstructured text or binary data (video, audio and images)
- Use the NoSQL capabilities in tables for storing up to 100 terabytes per account of unstructured data
- Use queues to build reliable, persistent messaging between application tiers

SQL REPORTING

Windows Azure SQL Reporting allows you to build reporting capabilities into Windows Azure applications. Reports can render on the desktop and remove the need to maintain your own reporting infrastructure:

- Create reports with tables, charts, maps, and gauges
- Deploy the same report layouts on both private and public clouds
- Use Report Designer or Report Builder to build reports when SQL Database is your data source

HDINSIGHT

Based on Apache Hadoop, HDInsight simplifies working with big data through integration with tools like Microsoft Office and System Center:

- Fast reading and processing of large structured or unstructured data stores
- Create Hadoop based clusters on demand
- Integrate with SQL Database, Reporting Services, PowerPivot, Excel, and Windows Azure Storage
- Use Pig, Hive and other ecosystem tools
- Get started with basic visualizations like bar and pie charts quickly

CACHING

Caching helps applications scale and be more responsive under load by keeping data closer to application logic:

- Choose between a managed, multi-tenant shared cache or one that uses existing or dedicated web/worker roles
- Easily scale by changing virtual machine size or the number of running instances of your roles
- Decrease latency and increase throughput
- Enable existing Memcached applications through Memcached protocol
- Create caches larger than 100 GB

SERVICE BUS

Service Bus messaging enables loosely coupled communication between applications in the cloud or on-premises for improved scale and resiliency.

- Provides functions for widespread communications, large event distribution, naming, and service publishing:
- Queues guarantee first in, first out delivery of messages
- Topics can be subscribed to, allowing receivers to select specific messages to read
- The brokered messaging model enables message transmission even if senders and receivers are not online at the same time

WINDOWS AZURE ACTIVE DIRECTORY

Windows Azure Active Directory is a modern, REST-based service that provides identity management and access control capabilities for cloud applications:

- Extend on-premises Active Directory to Windows Azure and other cloud services
- Manage access to applications based on centralized policy for login processes, authentication and federation services
- Use consistent single sign-on and digital rights management technology when you subscribe to other Microsoft cloud services, such as Office 365

ACCESS CONTROL SERVICE (ACS)

Windows Azure Active Directory Access Control provides you with centralized authentication and authorization for applications in Windows Azure using either consumer identity providers or on-premises Windows Server Active Directory:

- Move complex authentication logic out of your code
- Orchestrate authentication and authorization of users
- Integrate with consumer identity providers like Microsoft Account, Google, Yahoo, and Facebook

MEDIA SERVICES

With Media Services, you can build workflows for the creation, management, and distribution of media in Windows Azure - quickly and easily:

- Create, manage and distribute content to many devices and platforms (Xbox, Windows, MacOS, iOS, Android) using pre-built first- and third-party technologies
- Easily integrate with tools and processes you already use through REST APIs
- Store only a single set of source files securely, and dynamically deliver to multiple formats without intermediate files

CONTENT DELIVERY NETWORK (CDN)

Windows Azure CDN improves performance of applications by caching content at locations closest to your customers so you can provide the best experience for your application:

- Provide better performance for users far from a content source who are using applications requiring many internet trips to load content
- Take advantage of distributed scale to manage traffic peaks, for example, a product launch
- Enable in Windows Azure management portal just with one click

TRAFFIC MANAGER

Traffic Manager load-balances incoming traffic across multiple servers running in the same or different datacenters. Customers configure policies which are applied to DNS queries on their domain names:

- Manage traffic to ensure high performance, availability and resiliency
- Choose from different routing methods such as performance, failover and round-robin
- Provide automatic failover capabilities when a service goes down

STORE

Windows Azure Store provides quick discoverability, seamless access and easy management for application services and data sets for developers, right from the Windows Azure management portal:

- Browse the catalog from within Windows Azure management portal and purchase directly from the portal
- Easily discover the services you need to enhance and extend the application you're building
- Integrate into your Windows Azure development workflow

