

Microsoft's Cloud Vision for Hosting and Service Providers

Partnering for your Cloud success - enabling your datacenter transformation

The Cloud is Here



Why The Cloud Now?

“ By 2012, 80% of Fortune 1000 enterprises will be using some level of cloud computing services and 30% will use a cloud-computing system and/or application infrastructure services. ”

“ By 2012, 20% of businesses will own no IT assets. ”
Gartner

“ The bottom line: Early adopters are finding serious benefits, meaning that cloud computing is real and warrants your scrutiny as a new set of platforms for business applications. ”

FORRESTER®

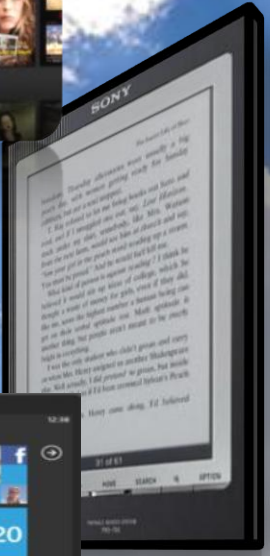
New economics

Reduced management

Redefining productivity



hulu
Watch your favorites.
Anytime. For free.



Cloud Computing

Delivers IT as a Service...

Freeing You Up to Focus on Your Business



SOFTWARE
AS A SERVICE



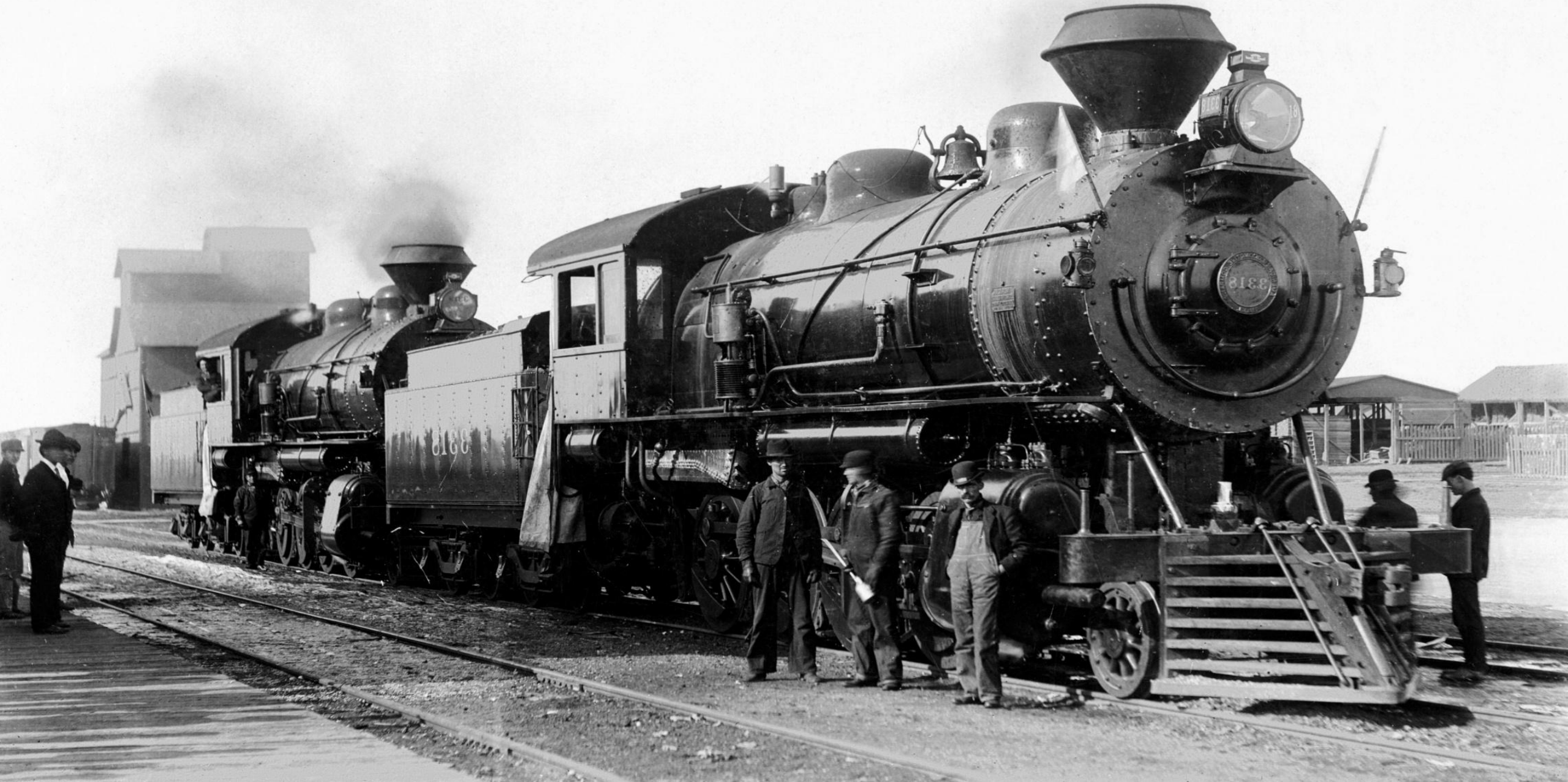
PLATFORM
AS A SERVICE



INFRASTRUCTURE
AS A SERVICE

IT as a Service

Hosters - Pioneers in the Cloud



Change is Accelerating

A high-speed train is shown in motion, blurred background, with a list of terms on the right. The train is white with a blue stripe and is moving towards the right. The background is a blurred landscape with green hills and a blue sky with white clouds. The text 'Change is Accelerating' is at the top left. On the right side, there are five horizontal bars with the following text: 'New', 'Opportunities', 'Business Models', 'Applications', and 'Datacenters'.

New

Opportunities

Business Models

Applications

Datacenters

Enabling the Cloud Computing Platform



Service Provider



Microsoft



Customer

Microsoft Cloud



STANDARDIZED SERVICE
LOWEST OPERATIONS COST
UPDATED BY MICROSOFT

Partner Cloud

Dynamic Data Center Toolkit



CUSTOMIZABLE PRODUCT
SUPPORTS ALL EXISTING APPS
LOW OPERATIONS COST
UPDATED BY Partner



Microsoft Hyper-V™

SERVICES
PLATFORM

COMMON

Identity, Application & Management Models

Service Provider

Customer

Microsoft®
SERVER.NET
PLATFORM



Windows® Azure
AppFabric

OPEN
Microsoft®
Visual Studio®

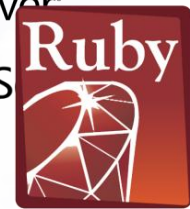
Microsoft®
System Center



Microsoft®
SQL Server®
Windows
Service Provider



Microsoft®
SQL Server®
Windows S
Customer

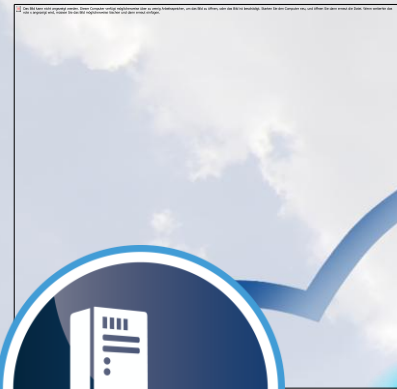




CUSTOMER &
PARTNER APPS
SOFTWARE
AS A SERVICE



PLATFORM
AS A SERVICE



Windc

Platform

INFRASTRUCTURE
AS A SERVICE

IT as a Service

Run Your Business, *Not Your Infrastructure*



Windows



Windows
Platform

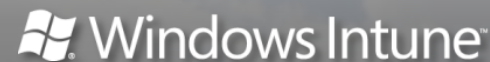
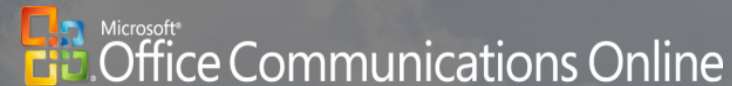


Windows
Platform

Microsoft Online Services

Enterprise class software delivered via subscription services hosted by Microsoft and sold with partners

Business Productivity Online Suite (BPOS)



Delivering Productivity



BPOS Advisor

Partner Hosted

BPOS Syndication



SOFTWARE
AS A SERVICE



PLATFORM
AS A SERVICE



INFRASTRUCTURE
AS A SERVICE

IT as a Service

Where you go to get started:

<http://www.microsoftcloudpartner.com/>

For all partners!

Microsoft Partner Network

[All Microsoft Sites](#)

GET THE CLOUD ESSENTIALS

The way your customers do business is changing. Are you?

Whether you want to sell and service or build and develop on the cloud, Microsoft offers ways to engage that complement your existing Microsoft Network benefits.

SELL & SERVICE

- Dynamics CRM Online
- Exchange Online
- Office Live Meeting
- Windows Intune
- Office Communications Online
- SharePoint Online

[ENGAGE NOW](#)

BUILD & DEVELOP

- Windows Azure
- SQL Azure
- Windows Azure Platform
- AppFabric

[ENGAGE NOW](#)

Microsoft Cloud Essentials Pack

Connected to **Microsoft Partner Network**

Microsoft Cloud Essentials Pack, coming in late 2010.

Benefits Include:

- Internal Use Rights (IUR)
- Pre-Sales and Technical Support
- Marketplace participation

[Learn more >>](#)

MICROSOFT CLOUD ACCELERATE

Designed for the most cloud-committed partners, those who fulfill a premium level of requirements will have their dedication rewarded with benefits such as a Cloud Accelerate Badge, priority listing in Marketplace, and more.

Qualifications include:

- **Commitment:** Online Services Sales or Windows Azure Platform Tested Application
- **Capability:** Training and Assessment
- **Evidence:** Cloud Customer References

WORLDWIDE PARTNER CONFERENCE VIDEO SHOWCASE

[Microsoft Partners and Cloud Computing](#)
2:06

JOIN THE CONVERSATION

Microsoft Partner Network

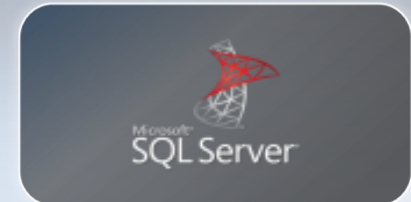
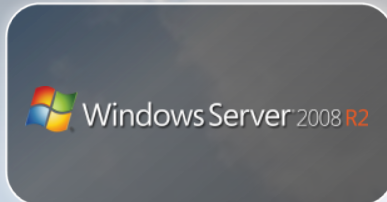
For the more advanced!

Dynamic Data Center Toolkit for Hosters

The foundation for building the infrastructure

Prescriptive guidance for creating managed services and hosted Cloud offerings

- > On-demand VM provisioning
- > Provide customers an integrated control and view of services



forecasts the VPS market to grow 12-14% y/y 2010-2012

<http://www.microsoft.com/dynamicdatacenter>

Dynamic Data Center Toolkit for Hosters

The foundation for building the infrastructure

Case study: Fasthosts

Solution:

Fasthosts used Windows Server 2008 R2 Datacenter with Hyper-V along with Microsoft System Center solutions to create a virtual private server offering that its direct customers and channel partners provision online.

Benefits:

- Expansion of addressable market
- New revenue streams for partners
- More flexibility for end customers
- Lower operating costs

With Hyper-V, we were able to plug a gap in the marketplace and quickly create a flexible cloud offering. We're able to give customers a scalable ... hosting option with pay-as-you-grow pricing. The Dynamic Data Center Toolkit was very powerful in helping us deliver our VPS service

Steve Holford
Marketing Director, Fasthosts



In Market Today

Hosting Provider Uses Scalable Computing to Create Hybrid Backup Solution

“Windows Azure is the most obvious choice for a cloud platform because it's more than just a storage and compute platform—it's a full development platform”



Eilert Hanoa, CEO and Founder, Mamut

Simplicity

Efficiency

Agility



SOFTWARE
AS A SERVICE



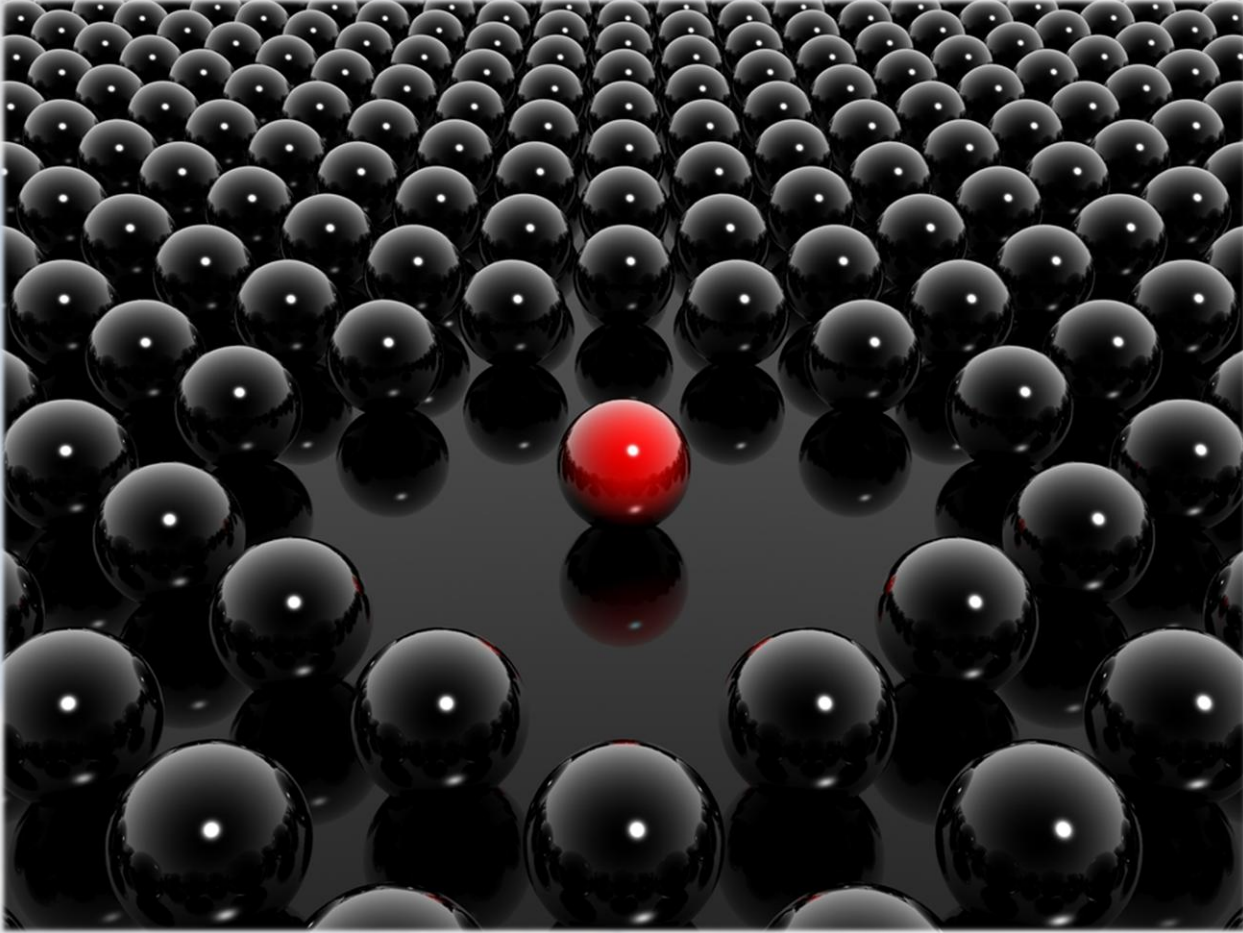
PLATFORM
AS A SERVICE



INFRASTRUCTURE
AS A SERVICE

IT as a Service

What makes you unique?



Hosting Service Provider

System Integrator

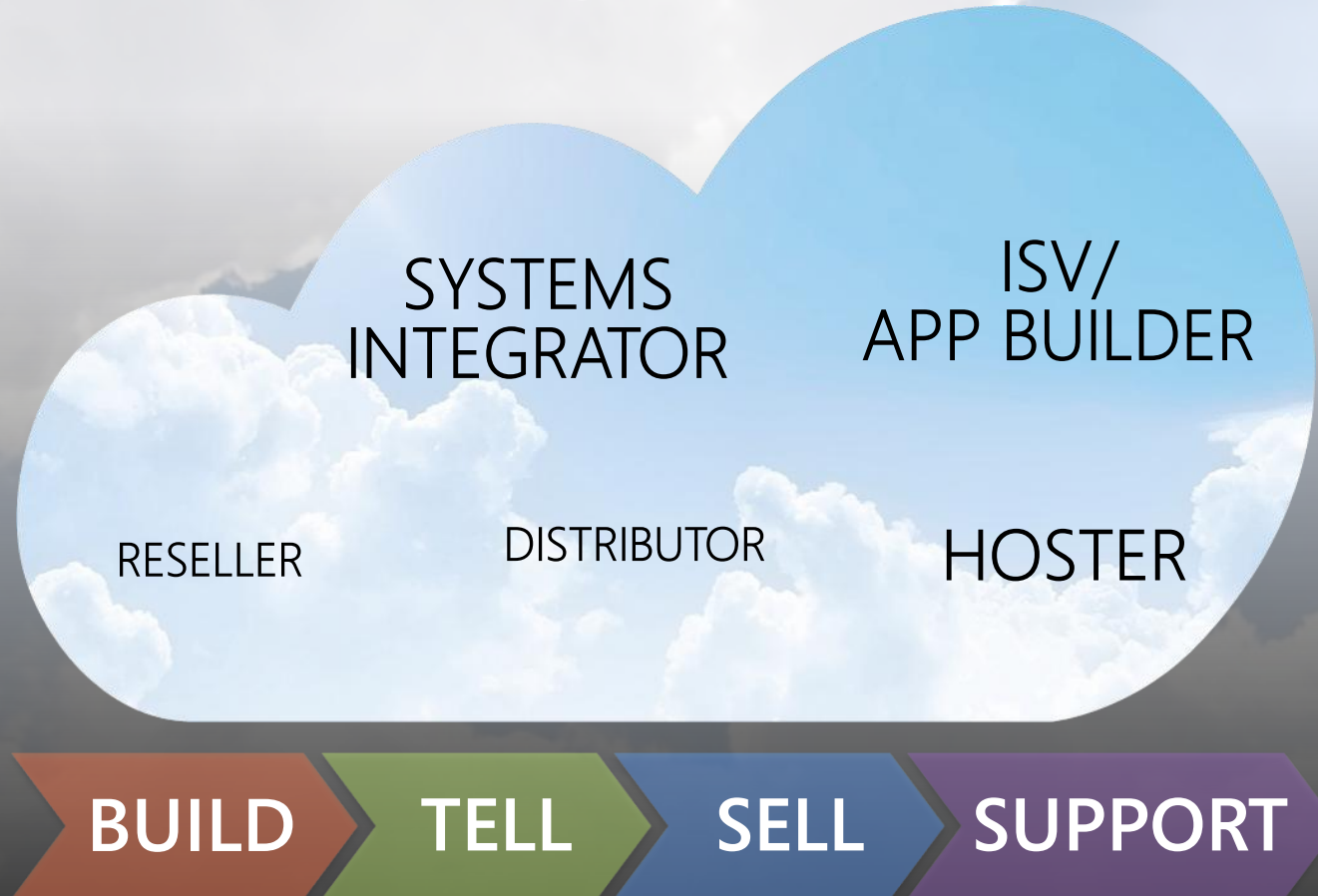
SaaS ISV

Reseller

Distributor

Lead With **The Cloud!**

There Is **Opportunity** For **Every Partner In The Cloud!**



REVENUE OPPORTUNITY:

There Is **Opportunity** For **Every Partner In The Cloud!**

- ▶ Migration & Integration Services
- ▶ Extend Microsoft Online Applications
- ▶ Custom Application Development On Azure
- ▶ Training And Support

- ▶ Sell Cloud Services To Build Recurring Revenue Streams

- ▶ Upsell/Cross-Sell

- Wind
- With

- Mic
- Se
- Off
- App

- ▶ Package With Added Services With Online Services

- ▶ Recruit And Acti
- le

SYSTEMS INTEGRATOR

RESELLER

DISTRIBUTOR

ISV/
APP BUILDER

HOSTER

Existing Applications

- ▶ Create Virtual Data Centers & Deliver Infrastructure As A Service (IAAS)
- ▶ Deliver Application Platform As A Service (PAAS)
- ▶ Offer Hosted Solutions Across Multiple Workloads (SAAS)
- ▶ Resell Hosted Versions Of ISV & Industry Specific Applications

What Business are You in?



Hosting?

IT?

Microsoft[®] + CLOUD

= ∞ POSSIBILITIES

More info:

www.microsoft.com/hosting

www.microsoft.com/hostinginsights

The screenshot shows the Microsoft Hosting website homepage. At the top, there is a navigation bar with links for Home, Grow, Solutions, Licensing, Partners, Programs, Sell, Resources, Hosting Days, and Find a Host. The main content area features a large banner with the text "Grow your hosting business to be the one-stop IT shop for your customers" and a "Get Started" button. To the right of the banner are three call-to-action buttons: "Expand Your Hosting Services", "Build Your Expertise", and "Reach More Customers". Below the banner, there are three smaller sections with icons and titles: "Are You Ready for Cloud Computing?", "What is Your Fitness Level?", and a third section with a gear icon.

The screenshot shows the Microsoft Hosting Blog. The header includes the Microsoft logo and "Hosting Blog". The main heading is "Hosting Insights" with the subtitle "conversations with industry insiders". Below this, there is a search bar and a "Search Blogs" section with options to "Search this blog" and "Search all blogs". The main content area features a blog post titled "How Hosters are adopting BPOS advisory reseller model into their portfolio" by HostingBlog, dated Tue, Jul 27 2010. The post includes a snippet of text: "Earlier this month at our World Wide Partner Conference we had our largest ever participation of the...". To the right of the post, there are options for "Email Blog Author", "RSS for Posts", "RSS for Comments", and "Atom".

The screenshot shows the MSFTHost Twitter profile. The profile name is "MSFTHost" with a location of "Redmond, WA" and a website link "http://www.micros...". The bio reads "Bio Twitterers from Hosting segment of Microsoft Communications Sector". The profile statistics show 93 following, 587 followers, and 42 listed. The main content area displays a tweet with the text "Read how Hosting providers are adopting BPOS advisory reseller model into their portfolio http://bit.ly/biO6Mi" posted at 10:59 AM on Jul 27th via TweetDeck. Below the tweet are three retweets: one from a user about "Hosted Business Class Email users switch their broadband provider 31% below average", one from @Microsoft about "Who are the 640,000?", and one from @Tiffani_Bova about "catch my session today at #WPC10". At the bottom, there is an "RSS feed of MSFTHost's tweets" link.

@MSFTHost