

# Windows Azure Platform

## *Determinando los costes de Cloud*

Patrick Butler Monterde

World Wide Windows Azure Technical Sales Specialist

Office of the CTO, EPG Incubation

Microsoft



Windows® Azure™ Platform

# Agenda

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Resumen de servicios

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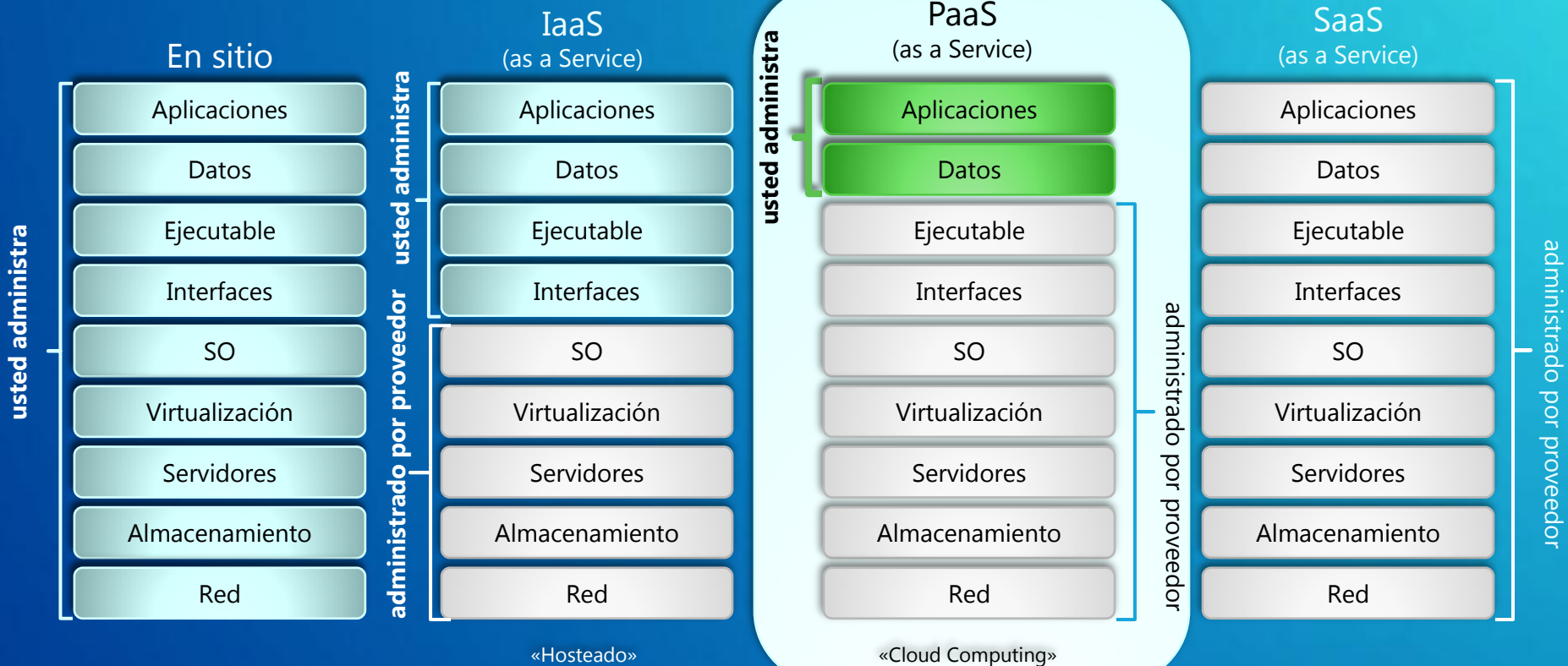
Resumen Financiero

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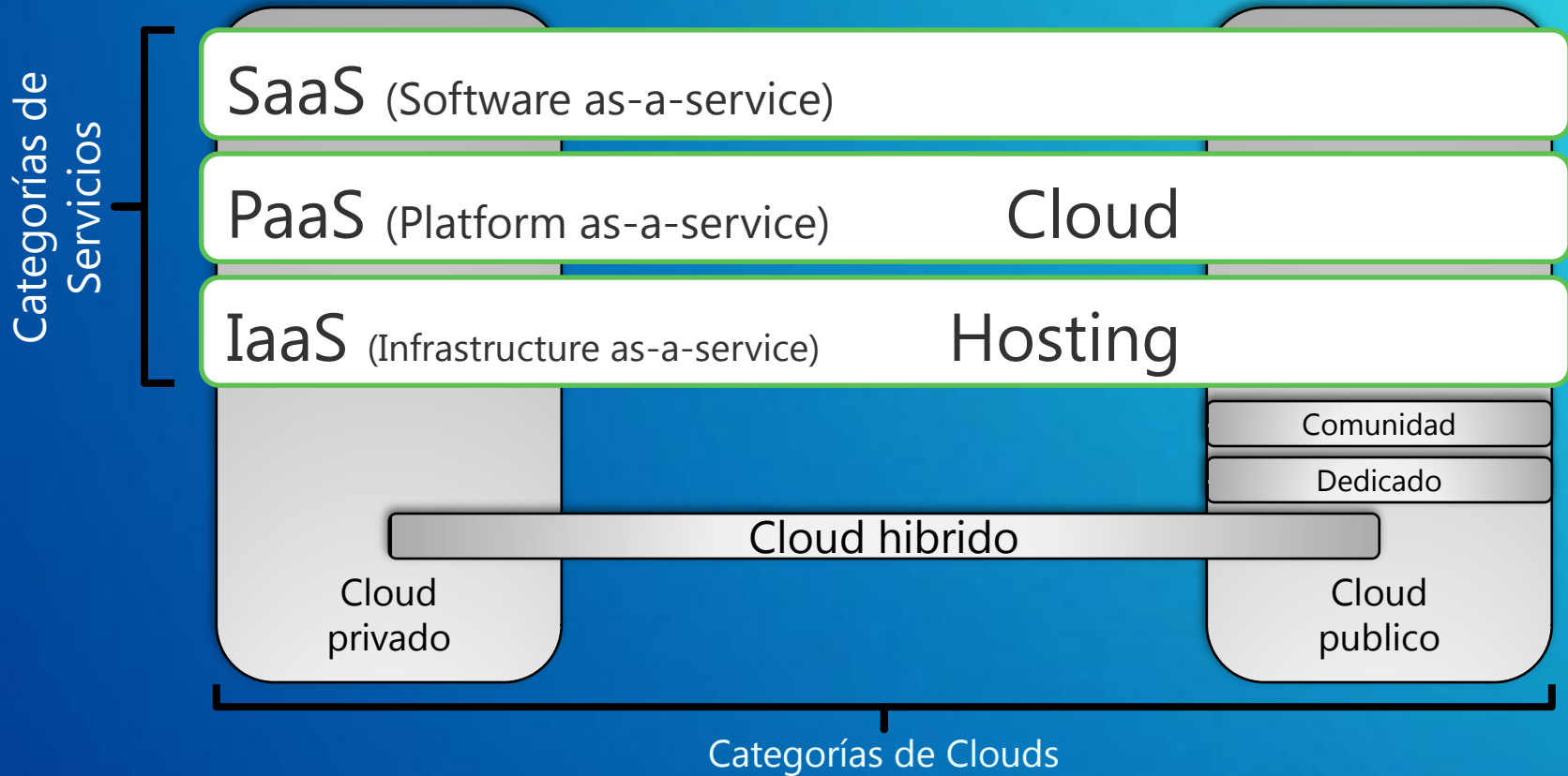
Parametros basicos de costo

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# Categorías de Servicios

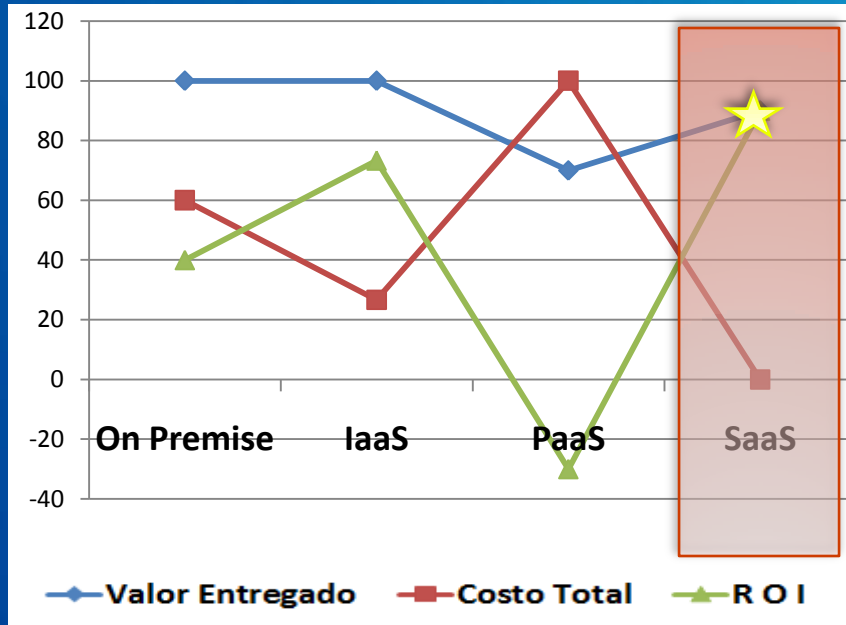


# Conceptual – Modelos de implementación



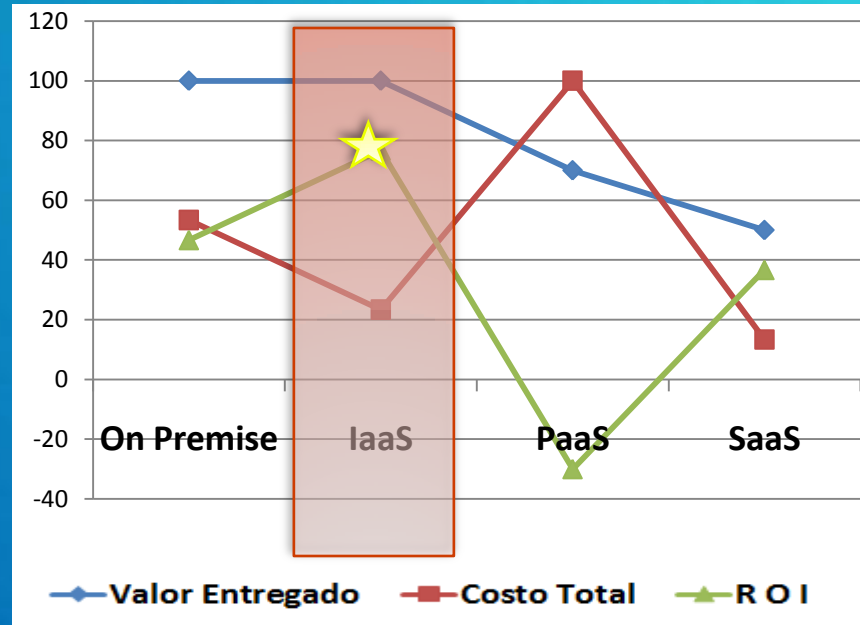
# Comparacion de las Taxonomias de Cloud

## eMail Personal con Yahoo



El software commodity es suficiente

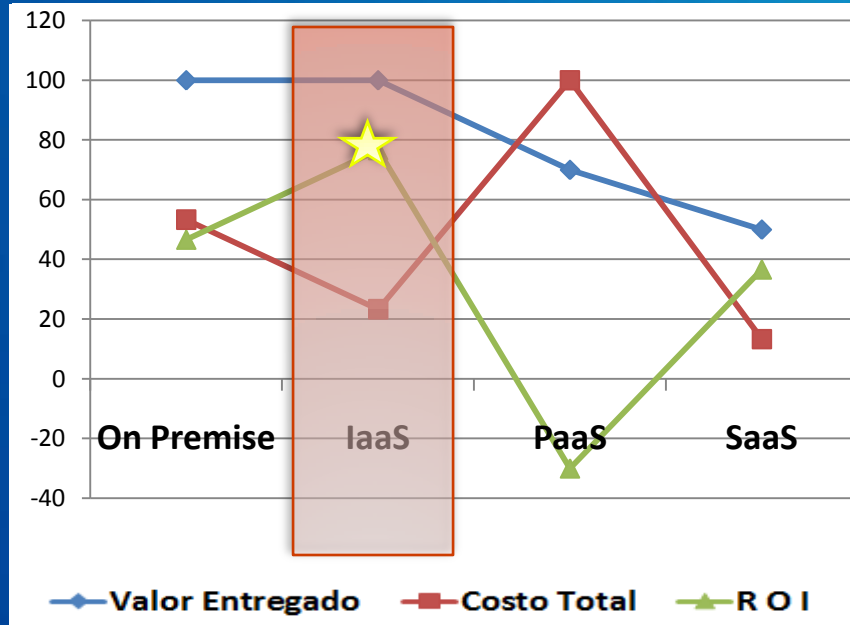
## eMail Corporativo con Yahoo



Los requerimientos corporativos haría que la misma solución no sea suficiente

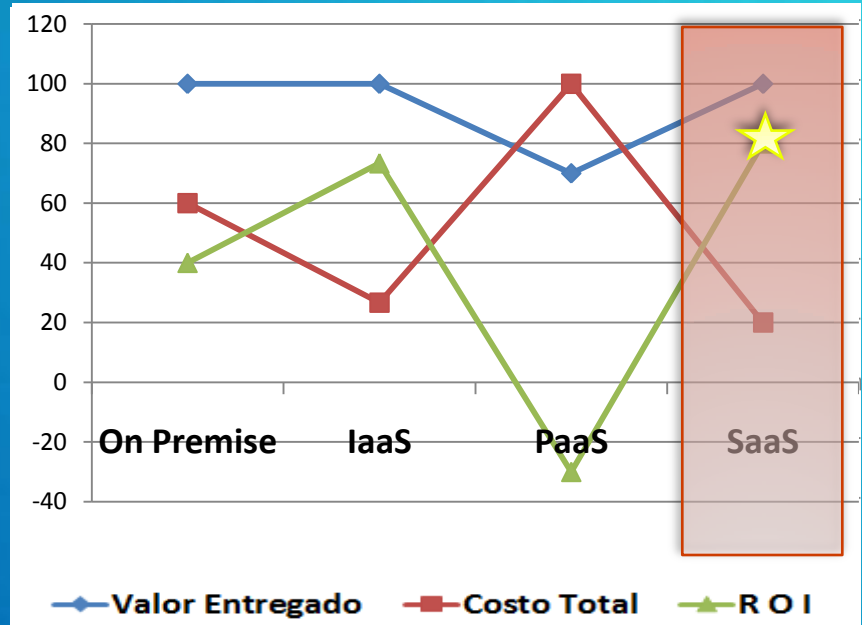
# Comparacion de las Taxonomias de Cloud

## eMail Corporativo con Hoster



El hoster ahorrará algunos costos

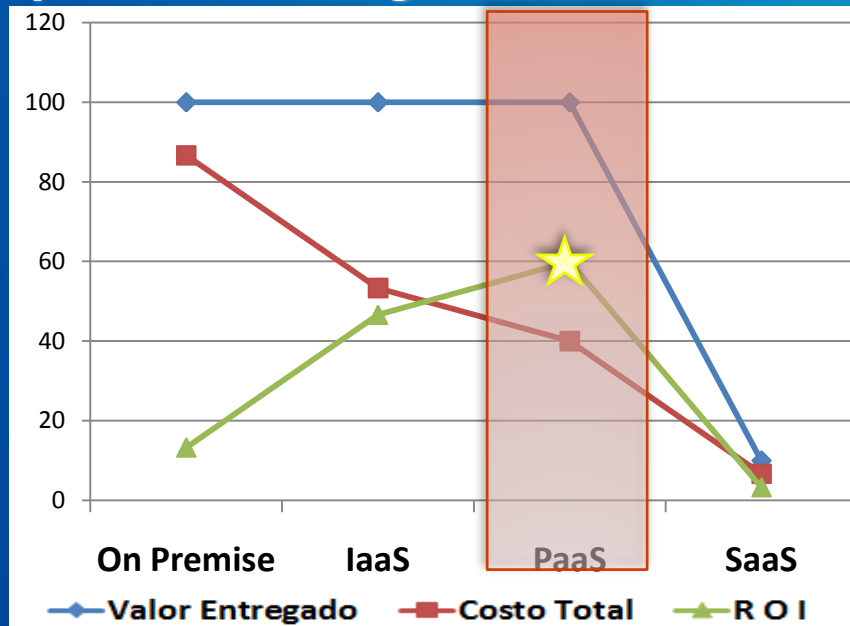
## eMail Corporativo con BPOS



Conforme el SaaS ofrece soluciones a todos los requerimientos se vuelve una opción

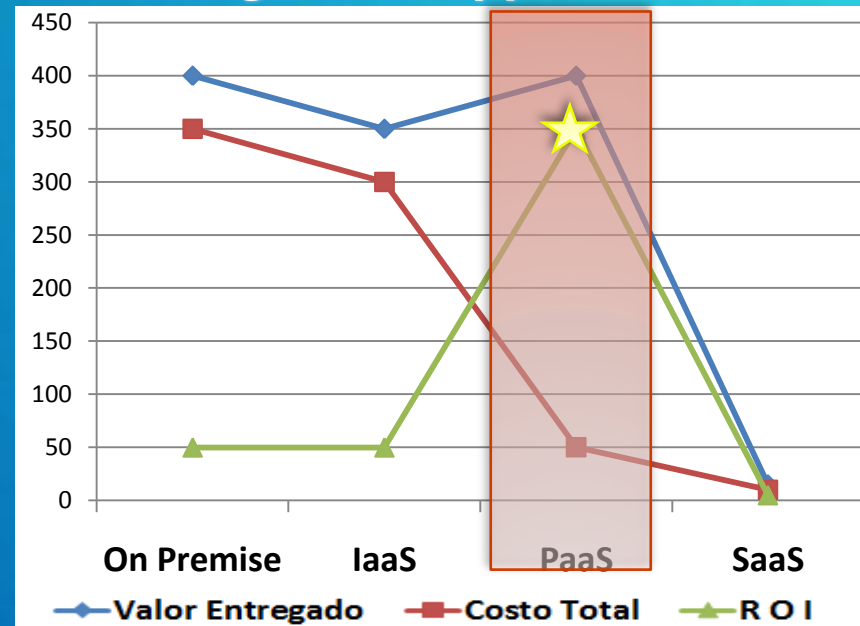
# Comparacion de las Taxonomias de Cloud

## Aplicación de negocio



PaaS ofrecer mejores costos cuando se desarrolla la solución porque no hay una alternativa SaaS

## HPC & High scale applications



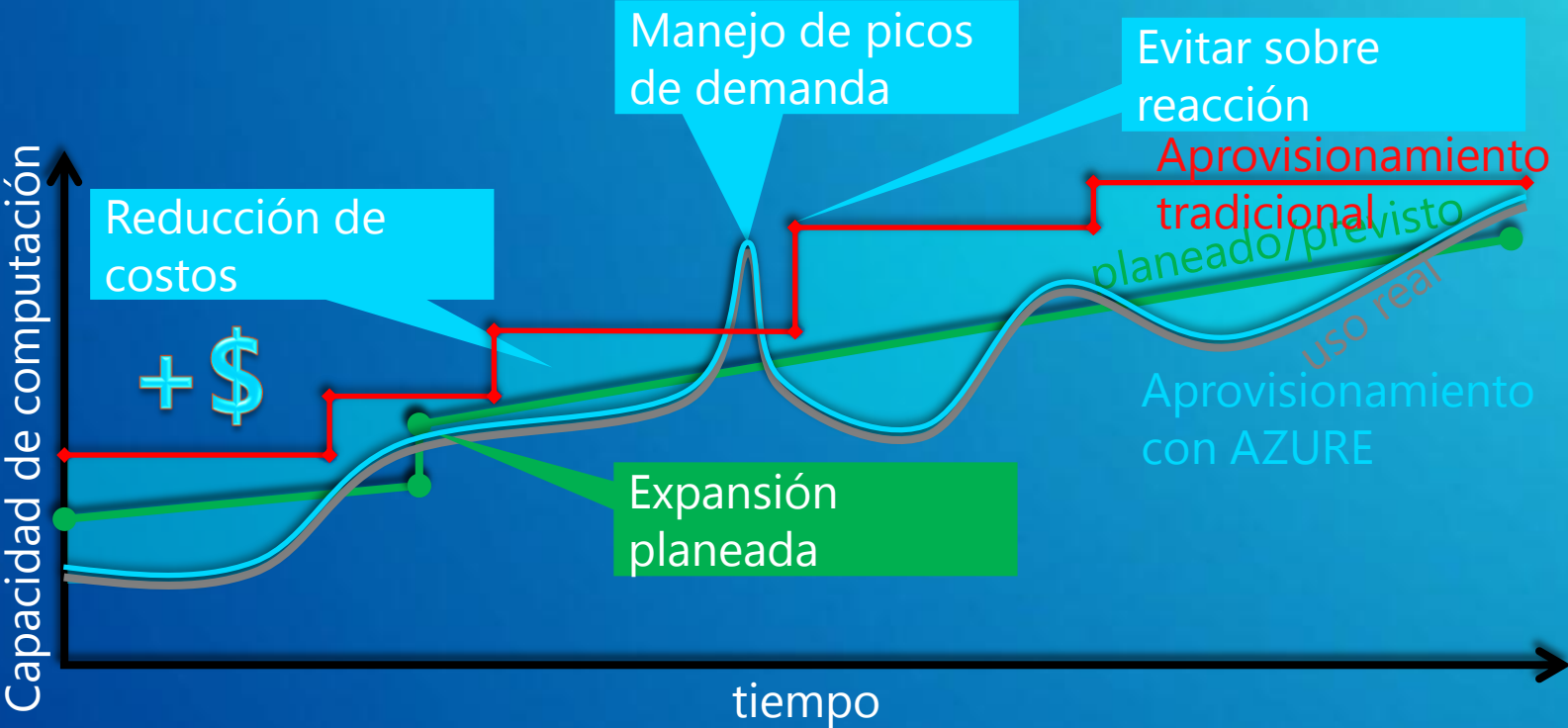
Es en estos escenarios donde PaaS ofrece escalabilidad "sin límites" y control de costos

# Infraestructura tradicional





# Usando Cloud Computing



# Cuál es el impacto de Cloud Computing

## NUEVO MODELO ECONOMICO



- Pago por consumo
- Costos escalables
- De capex a opex
- ROI acelerado

## ADMINISTRACION REDUCIDA



- No parches, ni mantenimiento
- Deployment más rápido
- Seguridad más robusta
- Confiabilidad y tolerancia a fallas

## PRODUCTIVIDAD INCREMENTADA



- Últimas versiones para usuarios finales
- Colaboración en internet
- Acceso desde cualquier lugar
- Auto-provisionamiento instantáneo

# Cuál es la tendencia?

*"By 2012, 80% of Fortune 1000 enterprises will be using some cloud computing services, 20% of businesses will own no IT assets."*

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**Gartner**

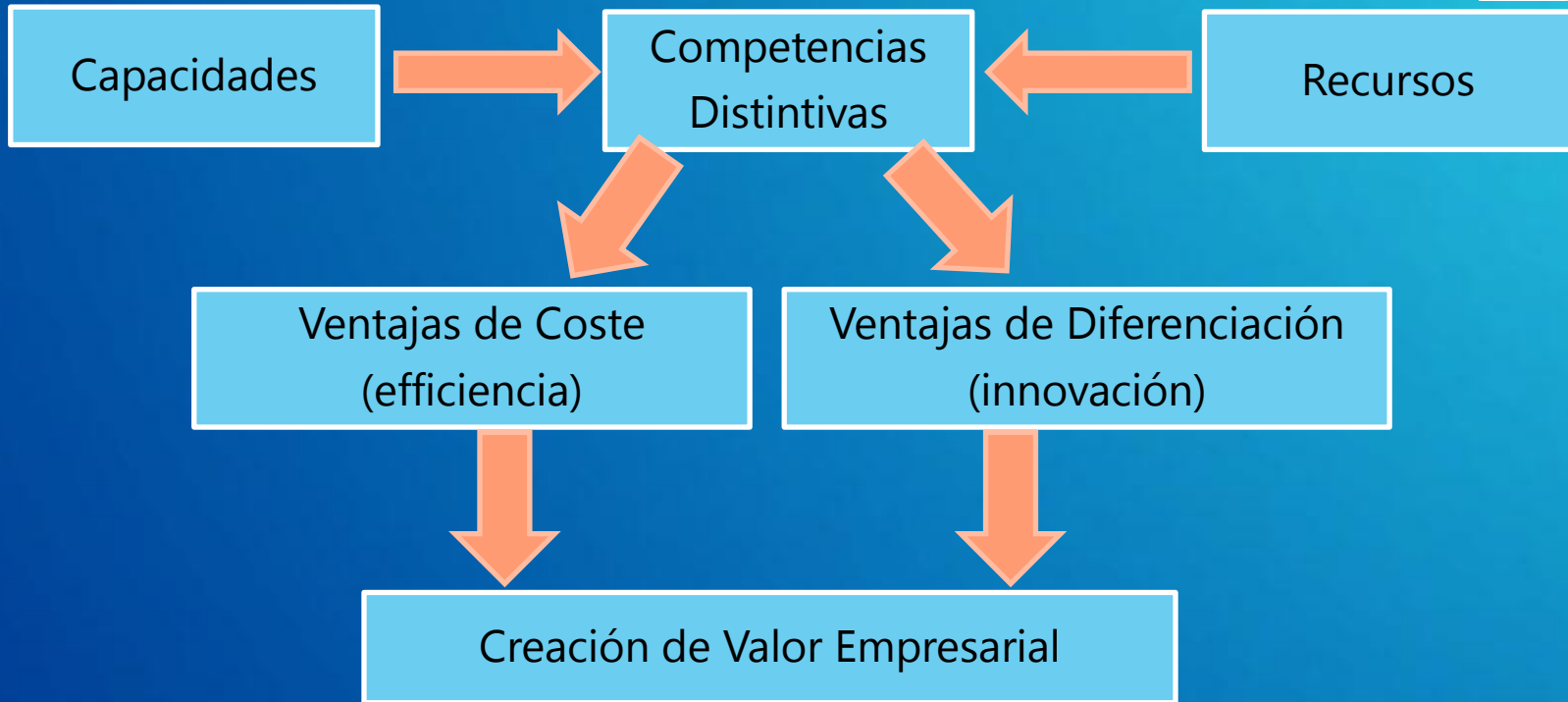
*"The bottom line: Early adopters are finding serious benefits, meaning that cloud computing is real and warrants your scrutiny as a new set of platforms for business applications."*

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**FORRESTER**

# Ventajas de Competividad

modelo por Michael Porter



# Ventaja Competitiva y la Cloud

## Ventajas de Coste (evolutionary)

- IT Infrastructure
- IT Software Stack
  - Monitoring, Auto Scaling, etc...
- IT Management
  - ALM
  - Reglas y Procedimientos
- Seguridad
- Disaster Recovery

## Ventajas de Diferenciación (revolutionary)

- El tiempo de comercialización
- Coste de Oportunidad
- Alcance de Influencia
- Innovación

Nike -> AirJordan Campaign

# Parametros de Coste Base para Cloud

- IT Infraestructura -> Herramienta de ROI en Azure.com
- IT Software de Infraestructura
- Coste de desarrollo
- SLA & Calidad de Servicio
- Preparación y Formación de los empleados
- El tiempo de comercialización
- Coste de Oportunidad
- Cambios en las on Corporate Policies and procedures
- Strategia empresarial de corto a largo plazo

**Coste del Parametro x Factor de Peso = Coste real**  
**Ejemplo: SAT Mexico (Impuestos Nacionales)**  
**-> \$30 millones vs. \$20K/month**

# Microsoft en "la nube"

Experiencia empresarial en «la nube»

La más amplia oferta de servicios

Nuevas capacidades, Programas familiares

Grandes Inversiones

Infraestructura Global, presencia y soporte local

Commitment de Futuro



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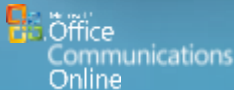


# Cost Parameters

- **ROI Tool (Screen Shoot) + List of Parameters**
- **SLA**
- **IT Software Stack**
  - Monitoring
  - Auditing
  - Security
    - Network Security
    - Antivirus
- **Time to Market**
- **Cloud Readiness and Training**
  - People
- **Development Cost**
- **Changes on Corporate Policies and procedures**
  - Legal and Licensing
  - IT policies and Procedures
    - Application Lifecycle Management
    - Security
    - Disaster Recovery
    - Management Procedures
- **Short to Long Term strategy**

# MS Online Services

- 9,000 clientes
- 40M sillas pagas
- Más de 500 entidades de gobierno
- 50% del Fortune 500
- 70% migrando de Notes
- 12,000 socios



PRODUCTIVITY

COMMUNICATIONS

COLLABORATION

BUSINESS APPS

MANAGEMENT

STORAGE

PLATFORM

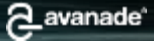


# Momentum

 Pitney Bowes



Autodesk



LIONSGATE



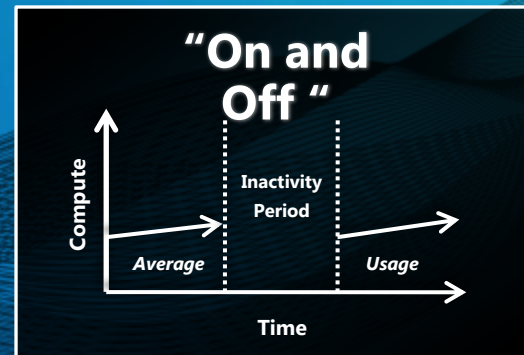
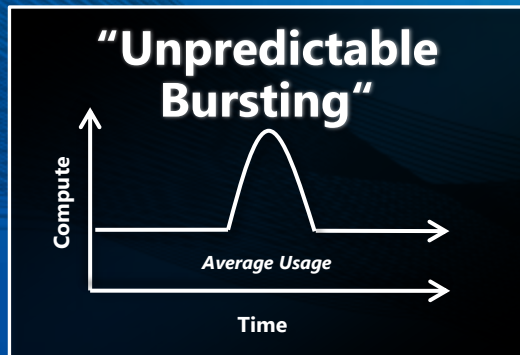
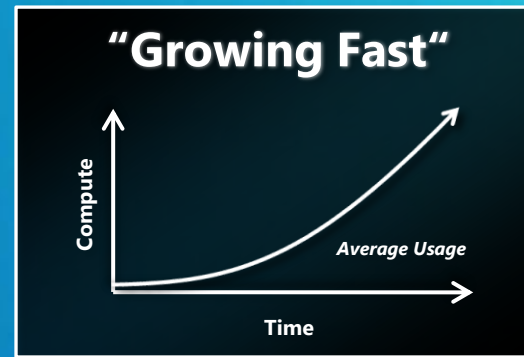
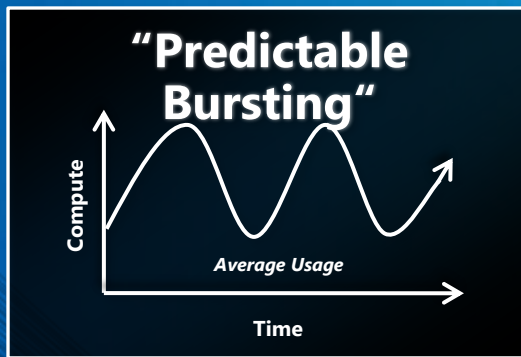
SIEMENS



Visual WebGui



# Escenarios para Windows Azure



# Aprovechando "la nube"

*Escalabilidad*

*"más tráfico"*

*Computo*

*"Más poder"*

*Almacenamiento*

*"backup"*

*Comunicaciones*

*"compatir información"*



- Complementa Windows Server con Windows Azure para soportar “picos”
- Infraestructura Elástica
- Ambiente operativo de desarrollo familiar



*“We’re using Windows Azure to meet the evolving needs of our clients. And with the ... reduced levels of new investment required, we can consider solutions that might otherwise not have been possible.”*

Rob Fraser, Head of Cloud Computing, RiskMetrics



- Flexibilidad incrementada: Alta escalabilidad y servicios al cliente mejorados
- Costos operativos reducidos
- Windows Azure para entregar paquetes de software desde un almacenamiento central a miles de dispositivos

The Siemens logo, consisting of the word "SIEMENS" in a bold, teal, sans-serif font, is centered within a white rectangular box with rounded corners. The box has a subtle drop shadow effect against the blue background.

*“Our first estimates show that we can reduce our TCO by a factor of 10. The software distribution system we built with Windows Azure is 10 times cheaper than our previous solution.”*

Elmar Stoecker, Director Portfolio Management, Siemens IT Solutions and Services



# El poder de elegir

## Herramientas de Integración y Desarrollo

Browser



Windows



Móvil



Servicios de  
Terceros



On Premise



Hosted



Cloud



We're all in.

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