



SALES ADVISOR

Partner Sales Battlecard

Microsoft® Windows Azure

Windows Azure is the Microsoft® public cloud platform, enabling you to quickly build, deploy, scale and manage applications across a global network of Microsoft datacenters. You can build applications using multiple languages, tools and frameworks.

KEY FEATURES

Cloud Storage

Automatic store data, applications, and backup virtual machines (VMs) and Windows Server 2012 in the cloud to reduce storage cost and provide disaster recovery capabilities.

Virtual Machines

Easily deploy and run Windows Server 2008 R2 or Windows Server 2012 Hyper-V and Linux virtual machines on Windows Azure virtual machines in minutes. Customers will also receive best-in-class support to deploy Microsoft workloads such as SQL Server 2012 and SharePoint 2012 on Windows Azure virtual machines. Migrate workloads without having to change existing code. In particular, Windows Server Hyper-V virtual machines can be moved across three cloud types, including the customer's private cloud datacenter, a cloud hoster's datacenter and Windows Azure. Of course, customers can move those VMs back and forth as necessary, avoiding lock-in.

Mobile Services

Accelerate customers' mobile app development. Incorporate structured storage, user authentication, and push notifications in minutes. The new app development app model, supports iOS, Android, Windows 8 Store, and Windows Phone 8 apps via both .NET and HTML5.

Cloud Services

Create highly-available, scalable applications and services using a rich PaaS environment. Support advanced multi-tier scenarios, automated deployments and elastic scale. Deliver great SaaS solutions to customers anywhere around the world. Windows Azure Active Directory provides single sign-on identity and access management capabilities for your on-premises apps and cloud applications, including those from third-parties.

Big Data

Get actionable insights from your data by taking advantage of a fully compatible enterprise-ready Hadoop service, HDInsight. This PaaS offering provides easy management and integrates with Windows Server Active Directory and System Center 2012.

Media

Create, manage, and distribute media in the cloud – everything from encoding to content protection, streaming, and analytics support. Customers can stream audio and video to Windows desktops, iOS, Android, and other devices and platforms using HTML5, Flash, and Silverlight.

Websites

Quickly and easily deploy sites to a highly scalable cloud environment that allows you to start small and scale as traffic grows.

WHY SHOULD A RESELLER CARE?

- Get service revenue by helping customers develop hybrid apps, provide backup and DR solutions, configure and maintain customer networks, manage VMs, and migrate applications to the cloud.

WHY SHOULD A CUSTOMER CARE?

- Save money by paying for storage, application and infrastructure scalability on-demand, compute power, and other cloud services on a pay-as-you-use basis.
- Take advantage Windows Azure support for open standards to provide a flexible platform. We support multiple languages (.NET, Java, PHP, Node JS, Python, and more), both tools and frameworks.
- Windows Azure is a managed service and provides up to 99.95% SLA as well as state-of-the-art application and data security.

TARGET CUSTOMERS

- **Developers:** Quickly and easily create, deploy, and manage applications in the cloud
- **Enterprise business decision maker (BDM):** Reduces information-technology (IT) costs, freeing up time and capital to focus on core business innovation.
- **Enterprise technical decision maker (TDM):** Enables applications with a higher performance-to-price ratio by running them on as cloud services in Windows Azure datacenters on a pay-as-you-go basis.
- **Enterprise developer:** Provides an onramp to the cloud with needed tools and building blocks. Extends existing on-premises systems to the cloud.
- **Independent software vendors (ISVs):** Offers the ability to provide customers a range of choices in user experience over the web or on connected devices.
- **System integrators:** Affords an opportunity to both streamline their own infrastructure investments and help their clients to do the same.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How are you currently working to develop and test applications?"	"Datacenter capacity is a constraint and I wish we could shorten setup and cycle time for app development and testing."	A need to accelerate app development and test in a cost-effective way.	"Develop and test on Windows Azure virtual machines provides many benefits, including agility, instant hardware provisioning; elastic scaling; •Focus: No hardware management; •Low TCO: Pay for what you use. Developers can use common development tools and frameworks for on-premises and cloud and so leverage existing skills."
"How are you currently storing your data and applications? Do you have a disaster recovery plan?"	"Failures are a serious concern, and we are working on several failure and backup solutions."	Catastrophic failure can lead to substantial business and revenue loss.	"Windows Azure storage provide geo redundant storage features to prevent data loss in the event of natural disaster."
"Are there any new services or solutions that you are currently investigating?"	"We are not sure right now is the right time to test a new solution."	Developing innovative solutions for businesses requires significant investments in infrastructure.	"Windows Azure lets developers use their existing skills when building application and services using both Microsoft and non-Microsoft technologies. With the Windows Azure customers can develop, deploy and manage hybrid apps to save money by paying only for what they use to achieve agility, scalability in the cloud."

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COMMON OBJECTIONS

What You Hear	Your Response
"We aren't sure we want to move our data to the cloud because of the regulation demands the government and industry have put on us."	"Microsoft has worked to ensure that the online services and cloud-based data storage services being provided by Windows Azure are compliant with industry and government requirements. We provide up to 99.95% monthly up-time service level agreements (SLAs)."

TRIAL INFORMATION

This promotional offer for members of the Microsoft Partner Network enables you to try a limited amount of the Windows Azure platform at no charge. The subscription includes a base level of monthly compute hours, storage, data transfers, a SQL Azure database, Access Control Service (ACS) transactions, and Service Bus connections at no charge. Please note that any usage over this introductory base level will be charged at the standard rates.

PRICING

Visit <http://www.windowsazure.com/en-us/pricing/purchase-options/> for the latest pricing and purchase options.