



# Cloud and Mobile

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El mundo en el que vivimos:  
es complejo

# Las decisiones de TI están basadas en

#APIs

#Virtualization

#Mobile

#Touch

#Cloud

#Security

#MarketShare

#OSS

#IoT

#MachineLearning

#Innovation

#Wearables

#Speech

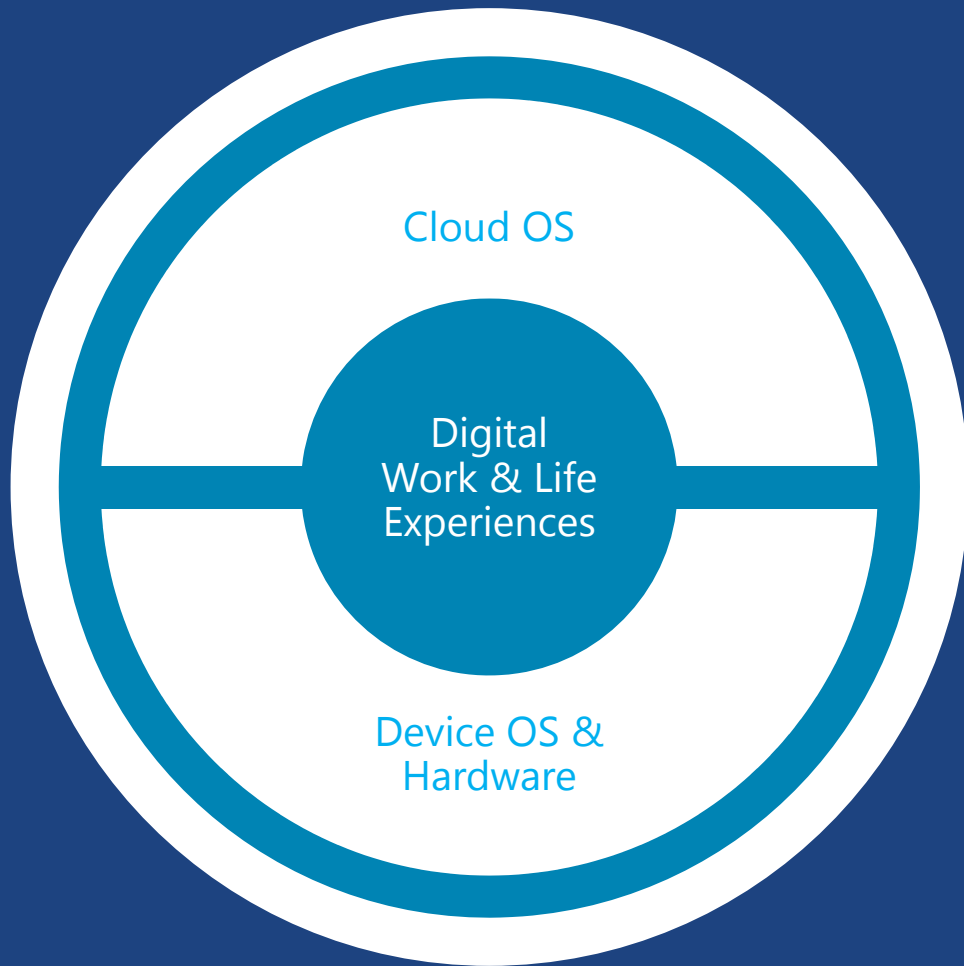
#Languages

#UserExperience

#CxO

#Devices

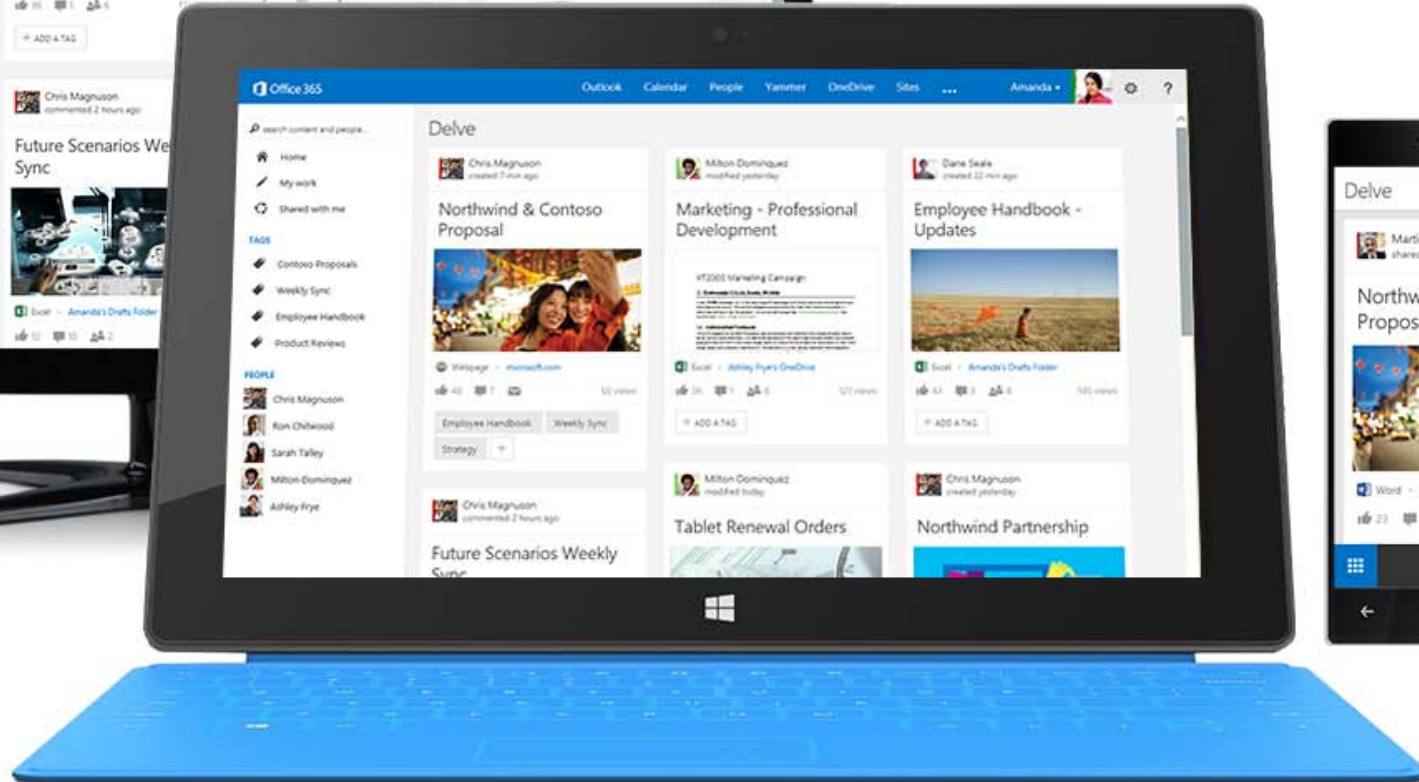
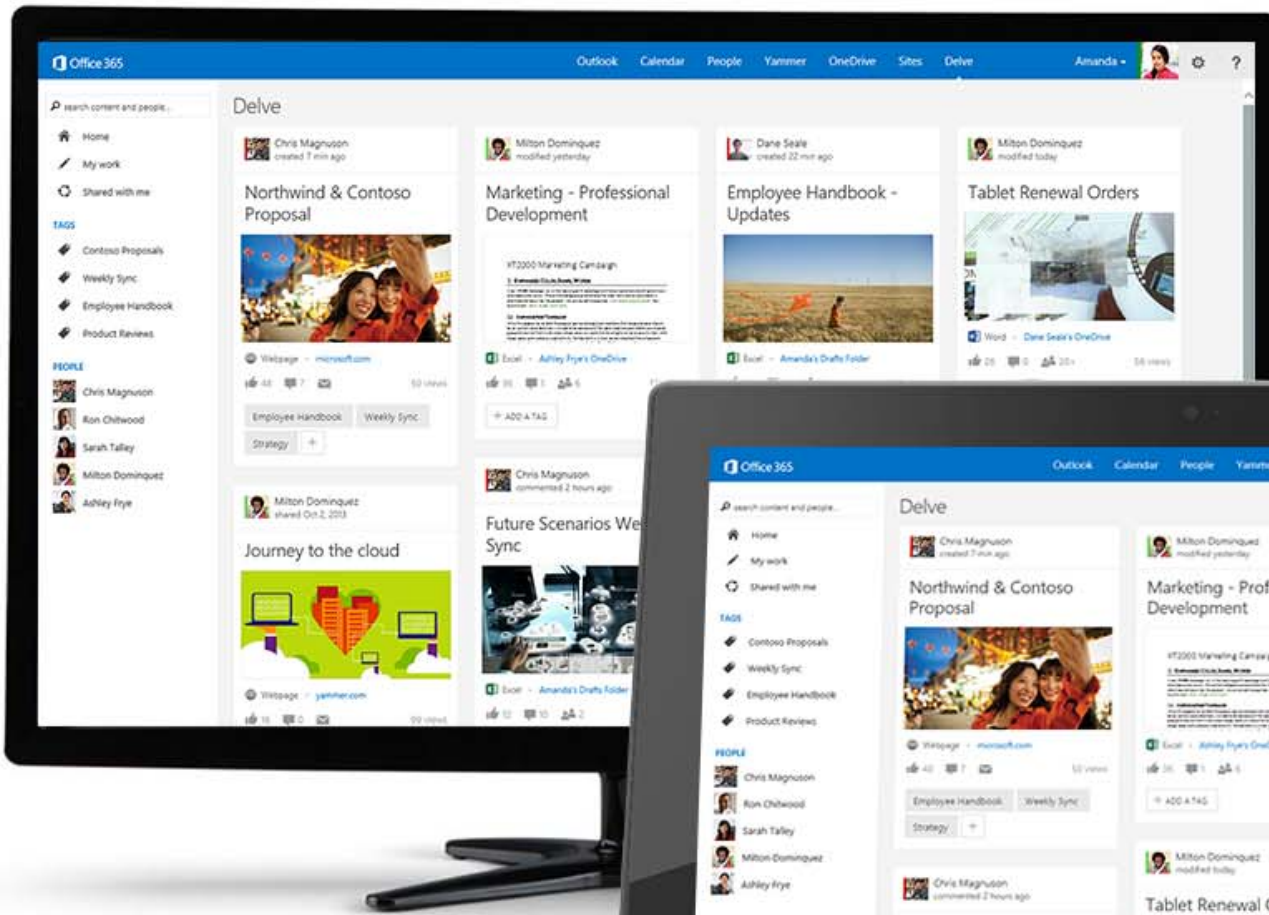
Mobile First, Cloud First.



## Our core

Microsoft is the **productivity and platform** company for the **mobile-first and cloud-first world**.

We will reinvent productivity to **empower** every person and every organization on the planet to **do more and achieve more**.



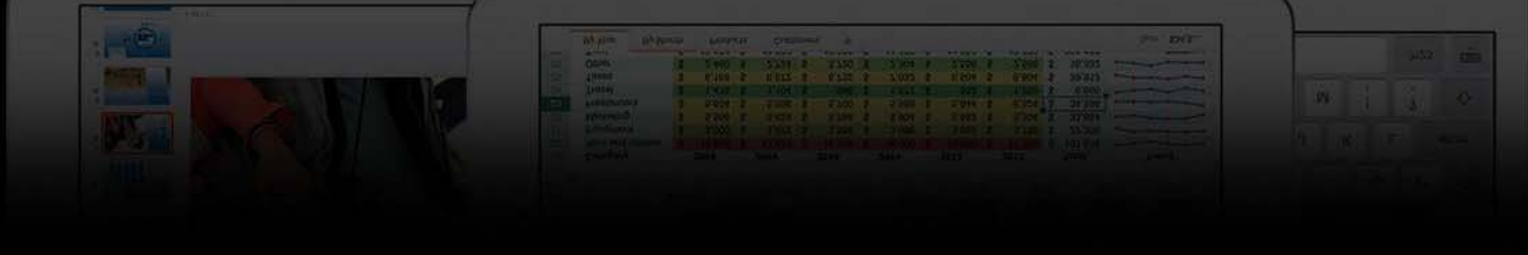


Microsoft PowerPoint interface showing a slide with a photo of a smiling couple. The ribbon includes 'HOME', 'INSERT', 'TRANSITIONS', and 'SLIDE SHOW'. The slide title is 'New Slide Century Gothic'.

Microsoft Excel spreadsheet titled 'Contoso Expenses'. The formula bar shows  $=SUM(C23:H23)$ . The spreadsheet includes a pie chart for 'Categories' and a bar chart for 'Expenses By Year'. Below the charts is a data table:

Category	2008	2009	2010	2011	2012	2013	Total	Trend
Rent and Utilities	\$ 18,840	\$ 17,828	\$ 16,368	\$ 16,000	\$ 19,020	\$ 17,760	\$ 107,616	
Equipment	\$ 3,000	\$ 3,972	\$ 3,588	\$ 3,996	\$ 3,888	\$ 3,756	\$ 22,200	
Marketing	\$ 5,556	\$ 5,424	\$ 5,784	\$ 5,904	\$ 6,892	\$ 6,304	\$ 33,864	
Freelancers	\$ 5,604	\$ 5,556	\$ 5,700	\$ 5,568	\$ 5,844	\$ 6,324	\$ 34,596	
Travel	\$ 1,476	\$ 1,104	\$ 696	\$ 1,572	\$ 562	\$ 1,260	\$ 6,660	
Taxes	\$ 6,168	\$ 6,072	\$ 6,732	\$ 7,032	\$ 6,504	\$ 6,804	\$ 39,912	
Other	\$ 2,490	\$ 2,724	\$ 3,720	\$ 2,304	\$ 2,556	\$ 2,568	\$ 16,332	
<b>Sum</b>							<b>\$34,596</b>	

Microsoft Word document titled 'Northwind Business Plan'. The ribbon includes 'HOME', 'INSERT', 'LAYOUT', 'REVIEW', and 'VIEW'. The document contains text about customer research and a photo of a person in a field.





Usuarios



Desarrolladores



Área de IT

Los desarrolladores  
hoy...



# Universal Apps

Unified Store experience

Windows 8.1

Windows Phone 8.1

# Universal Apps

Store unificado

Windows 8.1

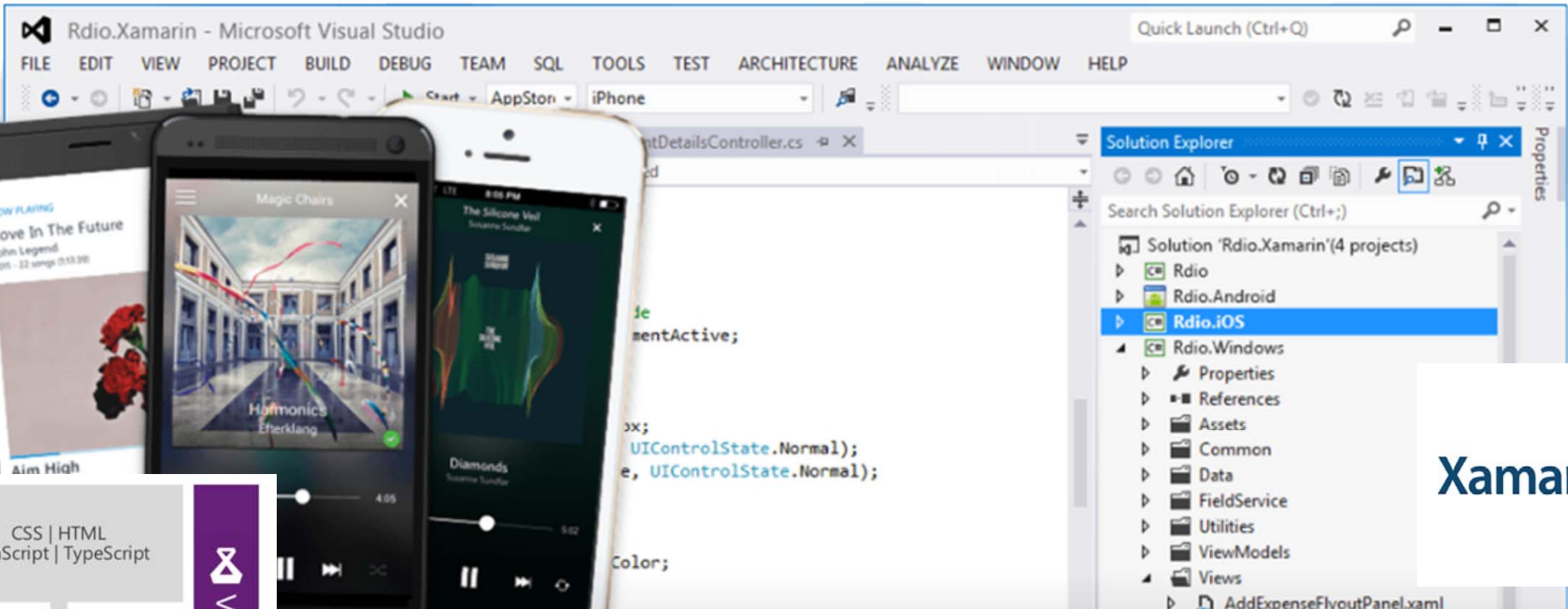
Windows Phone 8.1

iOS & Android  
(Xamarin)

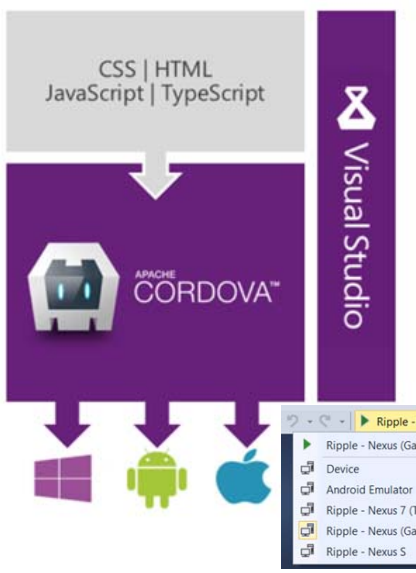
XBOX (coming soon)

Reusable Code (~70-90%)

Azure and O365 Services



Xamarin



# Universal Windows apps and Xamarin

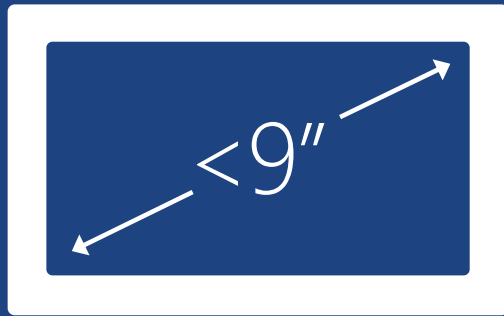


ios

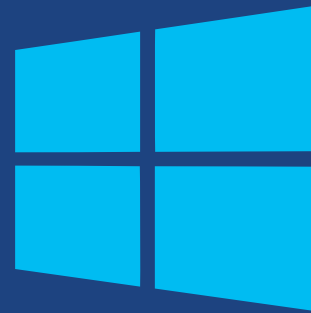


# Windows





=

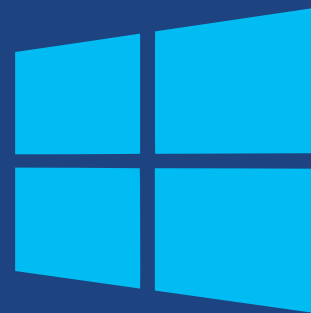


Windows  
costo zero



Windows  
for IoT

=



Windows  
costo zero

# TOSHIBA

Leading Innovation >>> Home & Home Office

Toshiba recommends Windows.

Search



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ACCESSORIES

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SUPPORT

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## Encore™ Mini Tablet

- A pocket-sized Windows tablet
- Slim and lightweight
- Powered by Intel®

STARTS AT: **\$119.99**

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# Universal Apps



Cloud OS

# Microsoft Azure

Cloud OS

> 57%

Fortune 500 using Azure

> 250k

Active websites

Greater than  
1,000,000

SQL Databases in Azure

> 20 TRILLION  
storage  
objects

> 300 MILLION  
AD users

> 1 MILLION  
Developers  
registered with  
Visual Studio  
Online

> 2 MILLION  
requests/sec

> 13 BILLION  
authentication/wk

# Industry positioning



[Gartner Magic Quadrant for Ent App Platform as a Service \(PaaS\)](#)

[Gartner Magic Quadrant for Cloud Infrastructure as a Service \(IaaS\)](#)

[Gartner Magic Quadrant for Public Cloud Storage Services](#)

[Gartner Magic Quadrant for Virtualization Technology](#)

# Microsoft Azure

## Programming languages + tools

.NET, Visual Studio, TFS + Git, Java, NodeJS, PHP, Python, Ruby, C++

## IaaS

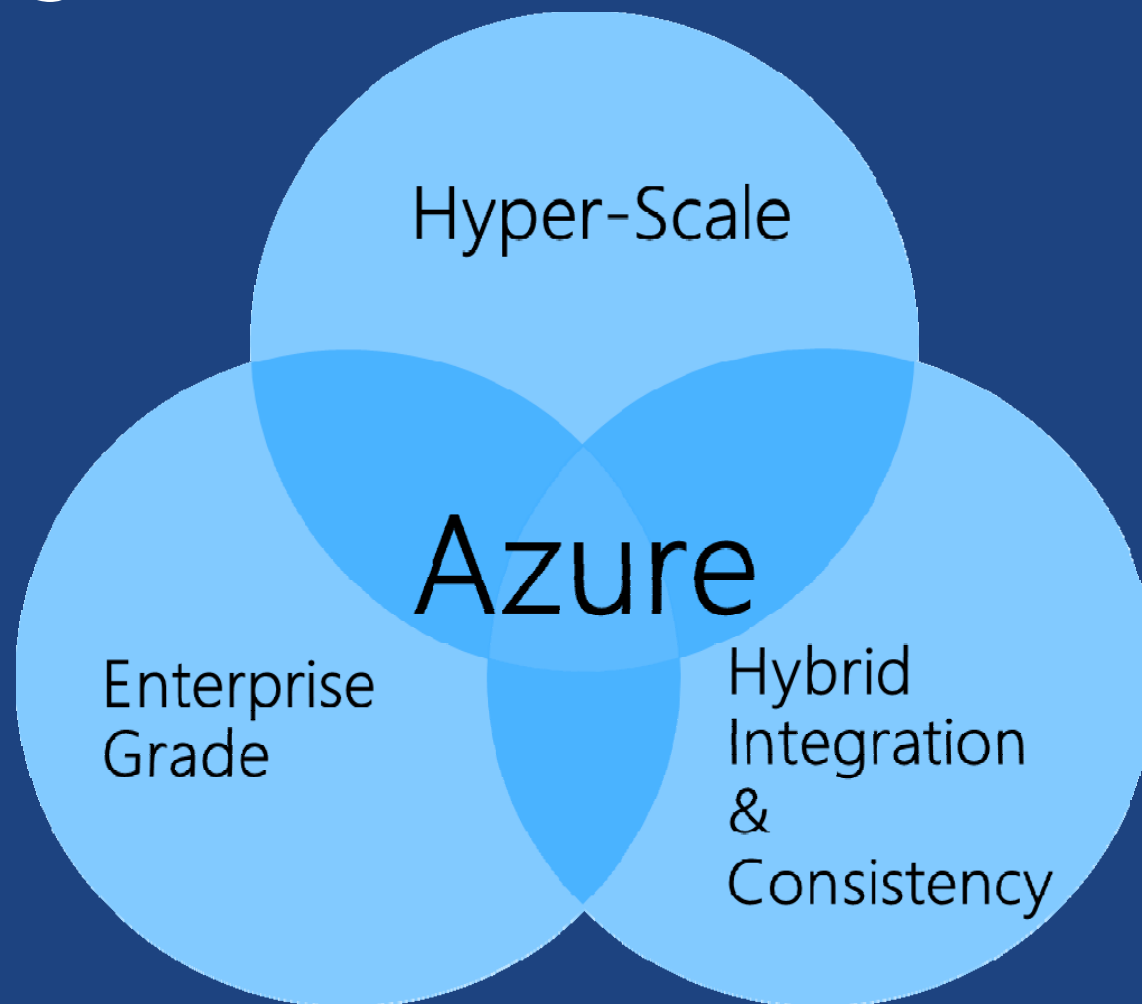
Windows VMs  
Linux VMs  
Storage  
Networking

## PaaS

Web	Data
Mobile	Analytics
Gaming	Media
Cloud services	Identity

Microsoft cloud infrastructure

# Cloud OS



# The largest global footprint



# 2013

Offline Operations

Remote Debug Tag Expressions

Traffic Manager

Site to Site Virtual Network

Stop without Billing

Xamarin integration

SQL, SharePoint, BizTalk Images

Large Memory SKU

HDInsight

Cloud Services SDK 2.0

Mercurial Deployment

Hyper-V Recovery

Windows Phone Support

Distributed Cache

Scheduler

Partitioned Queues/Topics

AutoScale

Per Minute Billing

Dynamic Remote Desktop

Log Streaming

HTML 5/CORS

Android Support

IaaS

Active Directory

Custom Mobile API

IP and SNI SSL

http Logs to Storage

BizTalk Services

IP/DDOS Protection

Multi-Factor Auth

http Logs to Storage

Hyper-V Disaster Recovery Support

MSDN Dev/Test

Integration

Storage Analytics

Delete Disks

Dynamic Remote Desktop

WebSockets

AMQP Support

iOS Notification Support

VIP ACLs

New VM Gallery

PowerBI

Read-Only Secondary Storage

Windows Server Backup

Queue Geo Replication

New Relic

Mobile Services

Notification Hubs

Manage Azure in AD

Windows 8 Notification Support

Git Source Control

AD Management Portal

CORS/JSON Storage Support

AD Directory Sync

B2B/EDI and EAI Adapters

Point to Site

VOD Streaming + Encoding

Software VPN

Web Sites

Media Services

AutoScale/Monitoring

VS Online

Message Pump Programming Model

Import/Export Hard Drives

# OSS

Languages



CMS



Devices



Databases / Apps



Operating systems



Management



# Azure Web Sites

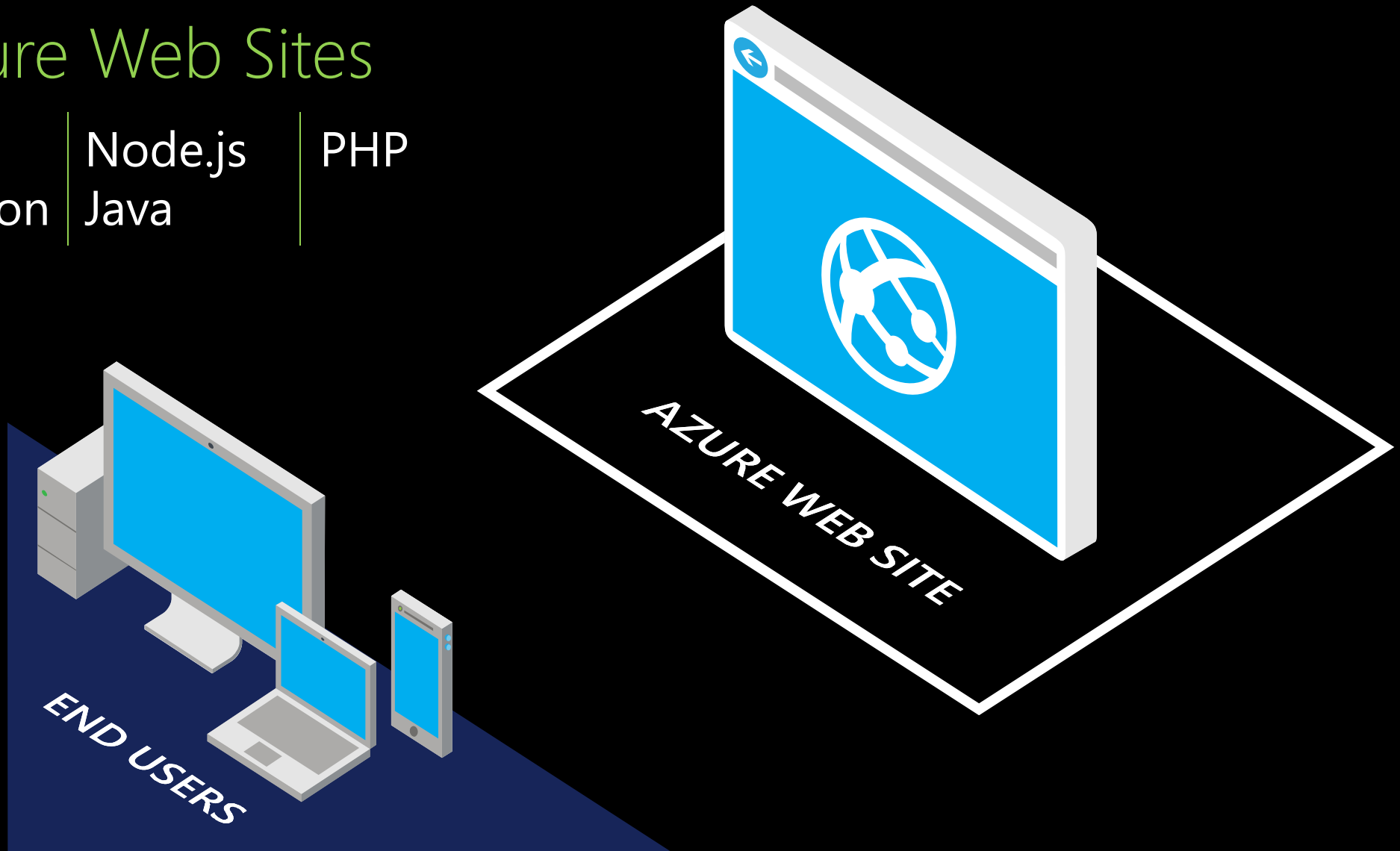
.NET

Node.js

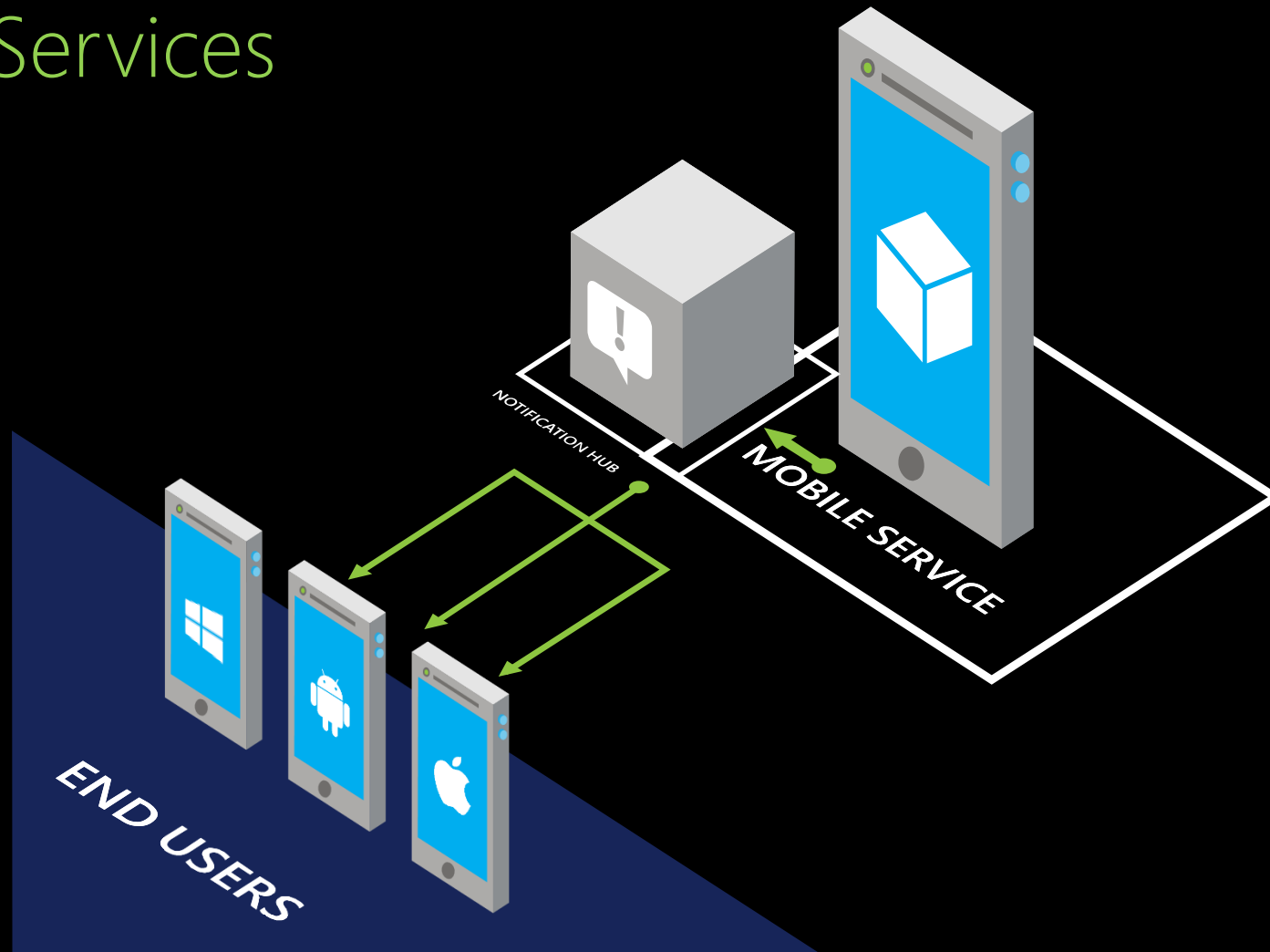
PHP

Python

Java



# Mobile Services





Microsoft is the **productivity and platform** company for the **mobile-first and cloud-first** world.

Para capacitarse:

[www.microsoftvirtualacademy.com](http://www.microsoftvirtualacademy.com)

# Muchas gracias

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“Every company is a  
technology company”

Gartner