

# The future of Application Innovation, today

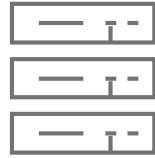
Alex Montgomery (Monty)  
@afmonty



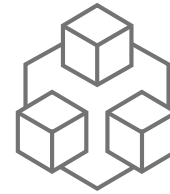
# The evolution of Application Platforms



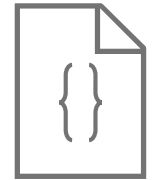
On-Premises



IaaS



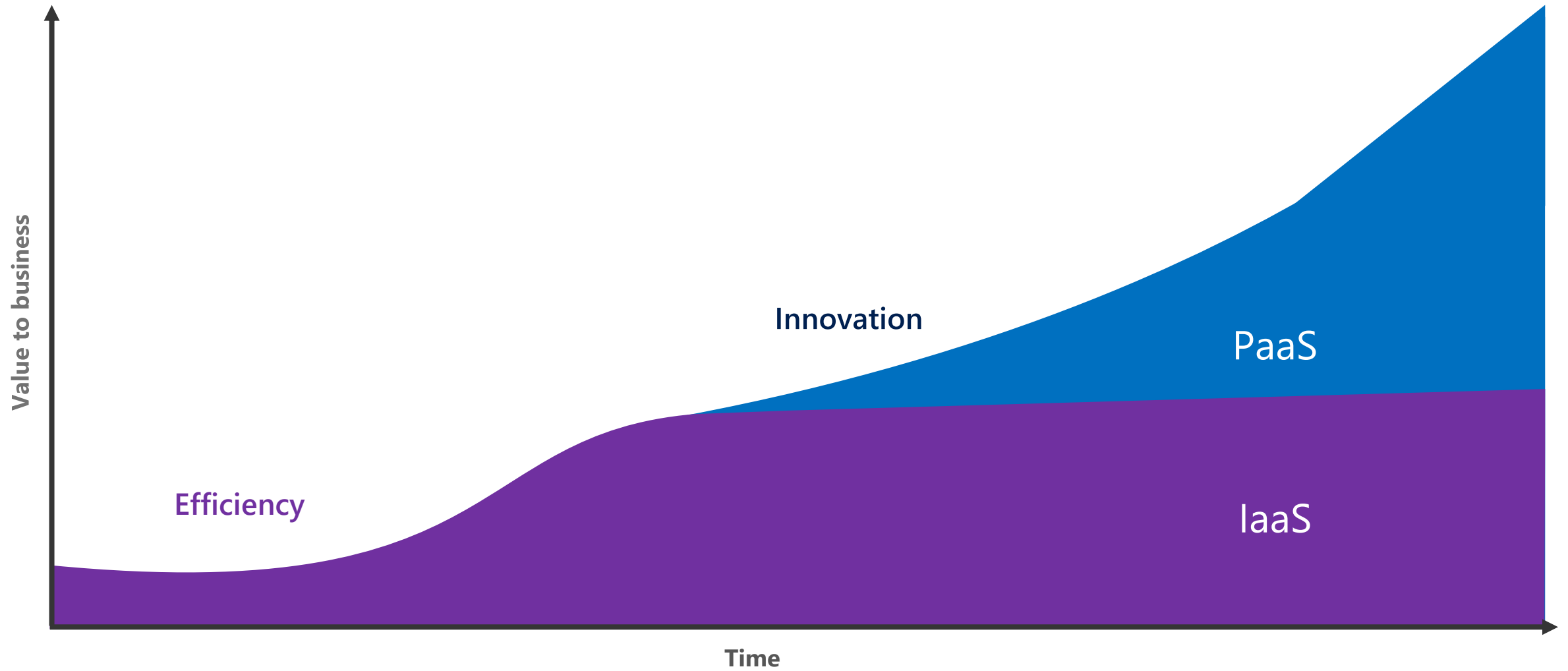
PaaS



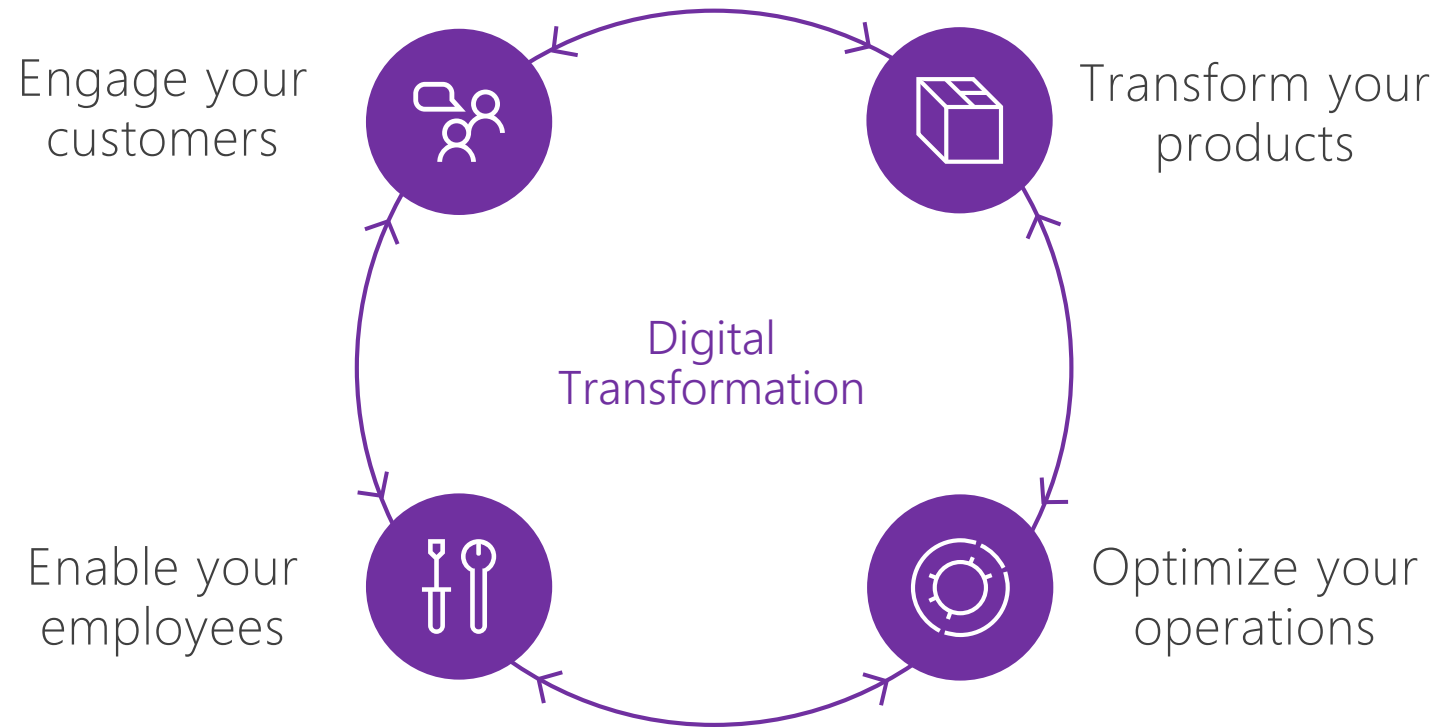
Serverless



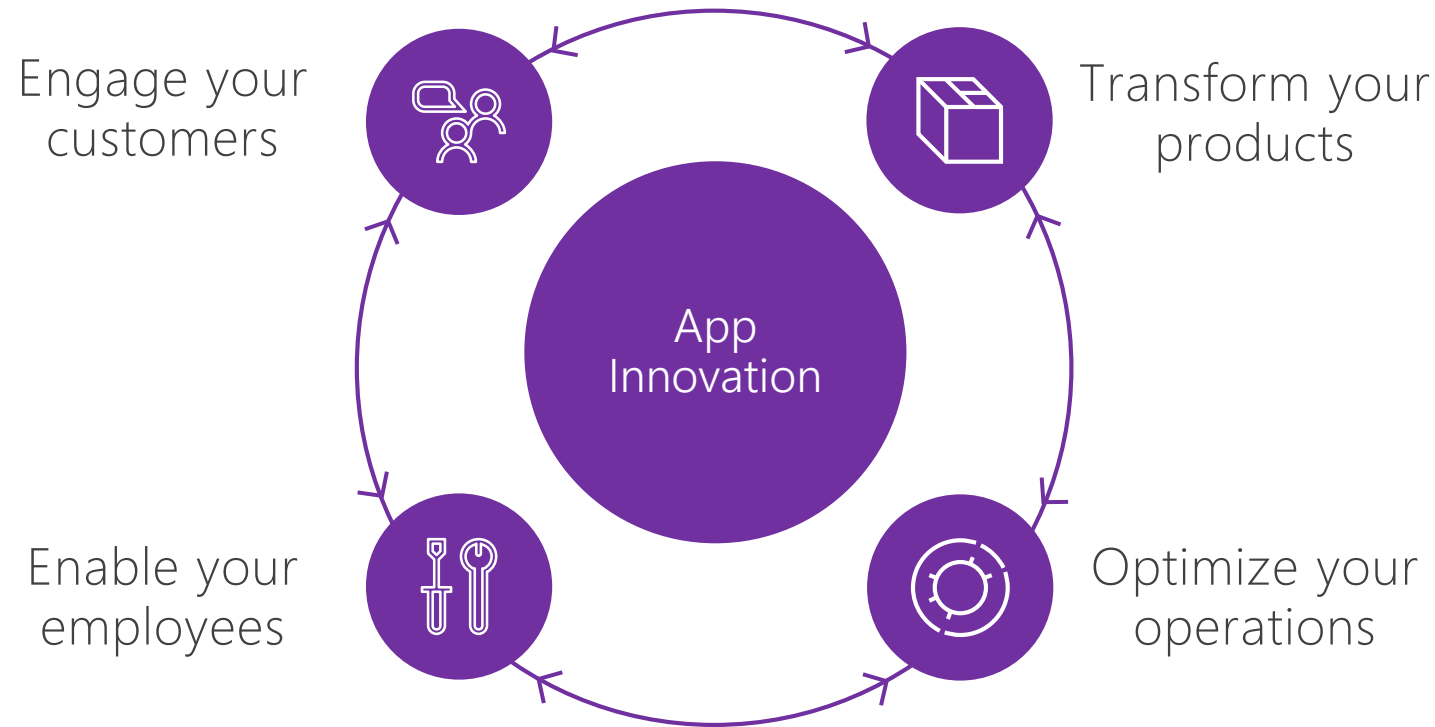
# Innovate Faster



# App Innovation fuels Digital Transformation



# App Innovation fuels Digital Transformation





Cost

80%

Global IT budgets dedicated to maintenance



Agility

28%

Time spent on Administrative tasks



Security

40%

Increase of data breach incidents in 2016

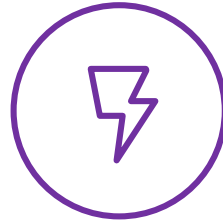




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## Cost

Reduce costs by up to **90%** by digitizing businesses processes



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## Agility

Agile firms grow revenue up to **37%** faster



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## Security

**94%** on-premises customers experienced additional security benefits



More than any other factor, customer experiences determine whether companies thrive and profit, or struggle and fade.

– Forrester Research, "Outside In"





# Your customers have high expectations

## Speed

79% won't return to a slow website

## Personalization

38% won't call again if they have to repeat themselves

## Cross-device

65% get frustrated with an inconsistent experience



# Increase ROI, business growth, and customer satisfaction

Speed

+2%

Increase in conversion

Personalization

+14%

Uplift in sales

Cross-device

+36%

Increase customer satisfaction



What does it take to realise these benefits?



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Azure Services | World of ISVs | Marketplace partners | Third-party clouds and SaaS providers



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**Azure Services** | World of ISVs | Marketplace partners | Third-party clouds and SaaS providers

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Open and hybrid  
cloud



Data-driven  
intelligence



Cross-device  
experiences

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Continuous app innovation

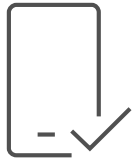




Open and hybrid cloud



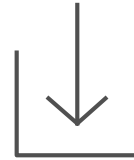
# Open and hybrid cloud



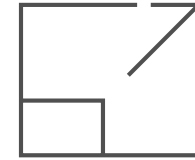
Turnkey mobile  
functionality built-in



Reduce effort and  
cost with managed  
cloud services



Easily integrate with  
existing enterprise assets  
and data

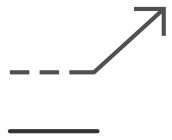


Future-proof your app  
and scale as needed

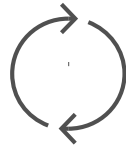
Azure Container Service | Azure App Service | Azure Functions



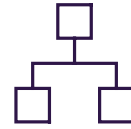
# Microsoft approach to open source in the cloud



An **open and flexible platform** that meets you where you are and adds value to your existing investments.



Embrace leading ecosystems, increase agility and provide consistent **open source offerings**.



Support a **strong ecosystem** to achieve more through Microsoft's own portfolio investments.



**Extend the community**, reach out to more people, and partner for first-class experiences.

Enable

Integrate



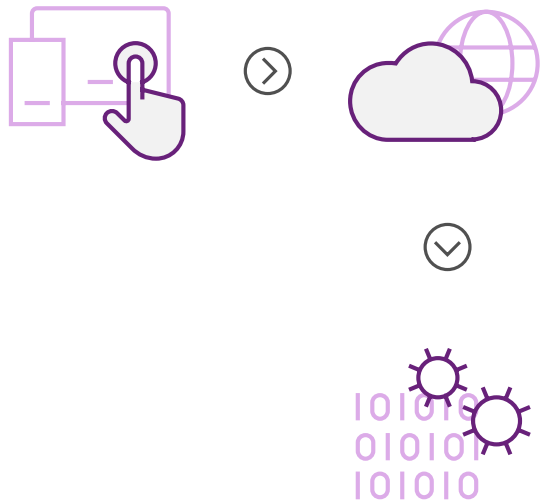
Release

Contribute

**Open Source Partners and Ecosystem**



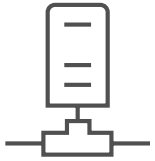
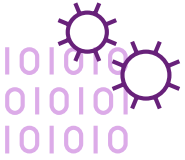




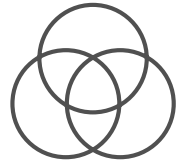
# Data-driven intelligence



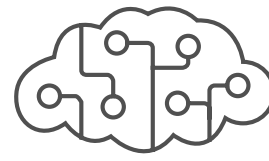
# Data-driven intelligence



Industry-leading data platform with record performance and everything built-in



Intelligent data services across relational, NoSQL, and big data



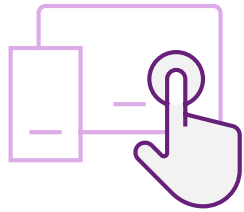
Machine learning and cognitive services enable human-like intelligence



Data protection with leading security innovations built-in

SQL Server | Azure Cosmos DB | Cognitive Services

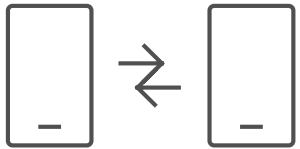
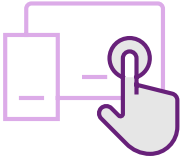




# Cross-device experiences



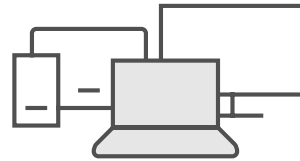
# Cross-device experiences



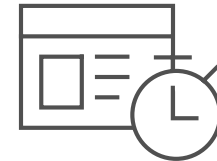
Create outstanding native cross-platform mobile apps



Build immersive web sites, web apps, and hybrid apps



Use one platform, IDE, and language for all app types



Get five-star apps to users faster with mobile DevOps

Visual Studio | Xamarin | Visual Studio Mobile Center

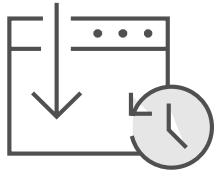




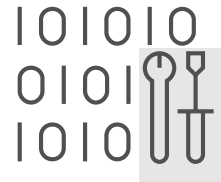
# Continuous innovation



# Continuous innovation



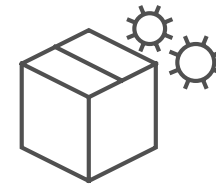
Streamline and speed up application delivery



Advanced tools that let developers write better code



Save time and money with cloud dev/test environments



Fix issues faster with data and insights captured in production

Visual Studio Team Services | Microsoft Azure



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Azure Services | **World of ISVs** | Marketplace partners | Third-party clouds and SaaS providers

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# Azure Services | World of ISVs | Marketplace partners | Third-party clouds and SaaS providers

The screenshot shows the Microsoft Azure Marketplace interface. At the top, there's a navigation bar with 'Microsoft Azure' logo and links for 'Why Azure', 'Solutions', 'Products', 'Documentation', 'Pricing', 'Training', 'Marketplace', 'Partners', 'Blog', 'Resources', and 'Support'. A 'FREE ACCOUNT' button is visible on the right. Below the navigation bar is a search bar labeled 'Search Marketplace' and a user profile icon for 'Alex'. The main content area is divided into sections: 'Product Category' on the left with a list of categories like 'Compute', 'Networking', 'Storage', etc.; 'Featured apps' in the center, displaying five app cards: 'CloudSupervisor Azure', 'VCC for the Enterprise', 'Cloud Management Portal for Azure', 'Episerver CMS', and 'SUSE Linux Enterprise Server'; and 'Trending' at the bottom, showing 'Windows Server', 'Translator Text API', 'Azure Blockchain Service', 'Citrix XenApp Essentials', and 'Jenkins'. A 'Refine' section on the left allows filtering by 'Trials' and 'Pricing Model'.

The screenshot shows the Microsoft AppSource homepage. The top navigation bar includes 'Microsoft', 'Cloud', 'Mobility', and 'Productivity' menus, along with a search bar for 'Search Microsoft AppSource' and a user profile icon for 'Alex'. The main heading reads 'Find the right app for your business needs' with the subtext 'Get solutions tailored to your industry that work with the products you already use'. Below this is another search bar and three 'Refine by' sections: 'Refine by category', 'Refine by industry', and 'Refine by product'. The 'Refine by category' section lists various categories like 'Analytics', 'Artificial intelligence', etc. The 'Refine by industry' section lists industries like 'Agriculture', 'Distribution', etc. The 'Refine by product' section lists products like 'Cloud solutions', 'Dynamics 365', etc. Below the filters is a 'Top app results' section with a 'Go to gallery' link, displaying six app cards: 'Zoho CRM for Microsoft Office 365', 'Smartsheet', 'Calendly', 'Apptivo CRM', 'RunYourMeeting - the app for productive meetings', and 'ServiceDesk Plus (Cloud)'. Each card includes the app name, provider, and a brief description.





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Azure Services | World of ISVs | Marketplace partners | **Third-party clouds and SaaS providers**

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# Logic Apps Workflow Designer

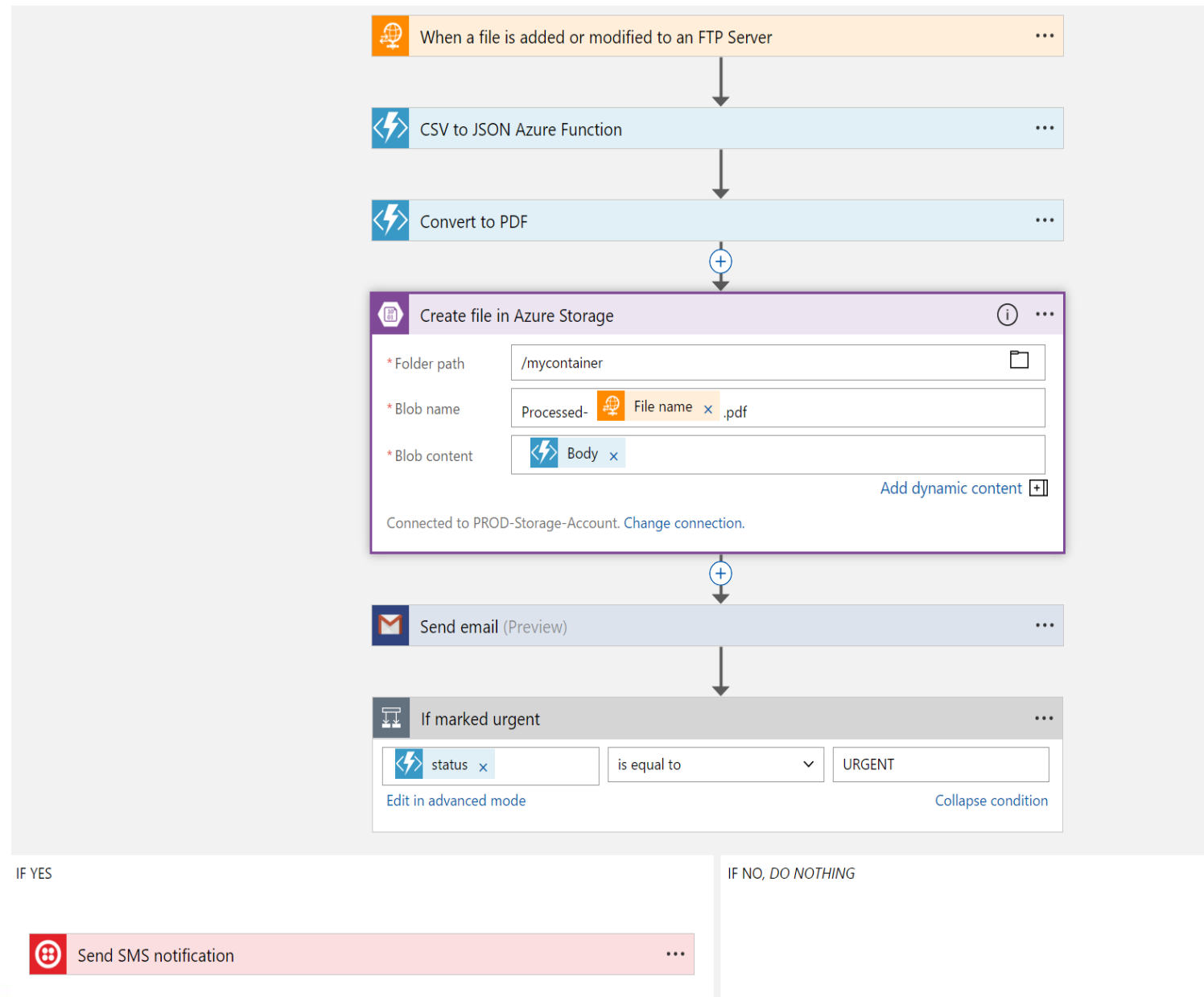
Workflow in the cloud

Powerful control flow

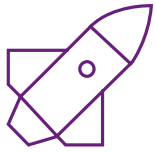
Connect disparate  
functions and APIs

Declarative definition  
that can be checked into  
source control and used  
in deployments

<http://aka.ms/TryFunctions>



# Common Scenarios



## Digital marketing

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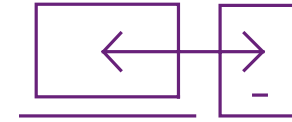
Connect with customers worldwide with digital campaigns that are personalized and scalable



## Transactional apps

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Give customers what they want with a personalized, scalable, and secure shopping experience



## Mobile

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Reach your customers everywhere, on every device, with a single mobile app build



# Business transformation examples

# Azure momentum for web and mobile apps

**> 1 million**

websites run on  
Azure App  
Service

**> 1 million**

Xamarin downloads  
since its acquisition,  
a 3x rate increase











## Next Trip



Dinner with Robert



12 min



6:27 PM PDT



0.9 Miles

15 The Embarcadero  
San Francisco, CA 94111

Carrier

12:46 PM

100%

Hello Tom

Vehicles >

750LI XDRIVE



SCHEDULED

View All >

**1** Dinner with Robert 51 min

Pier 15, The Embarcader... 36.1 mi

Wed 6:30 PM From your Cale...



**2** Napa, CA 1 hr 59 min

Napa, CA 96.8 mi

Sat 12:45 PM



Next Trip



Destinations



More



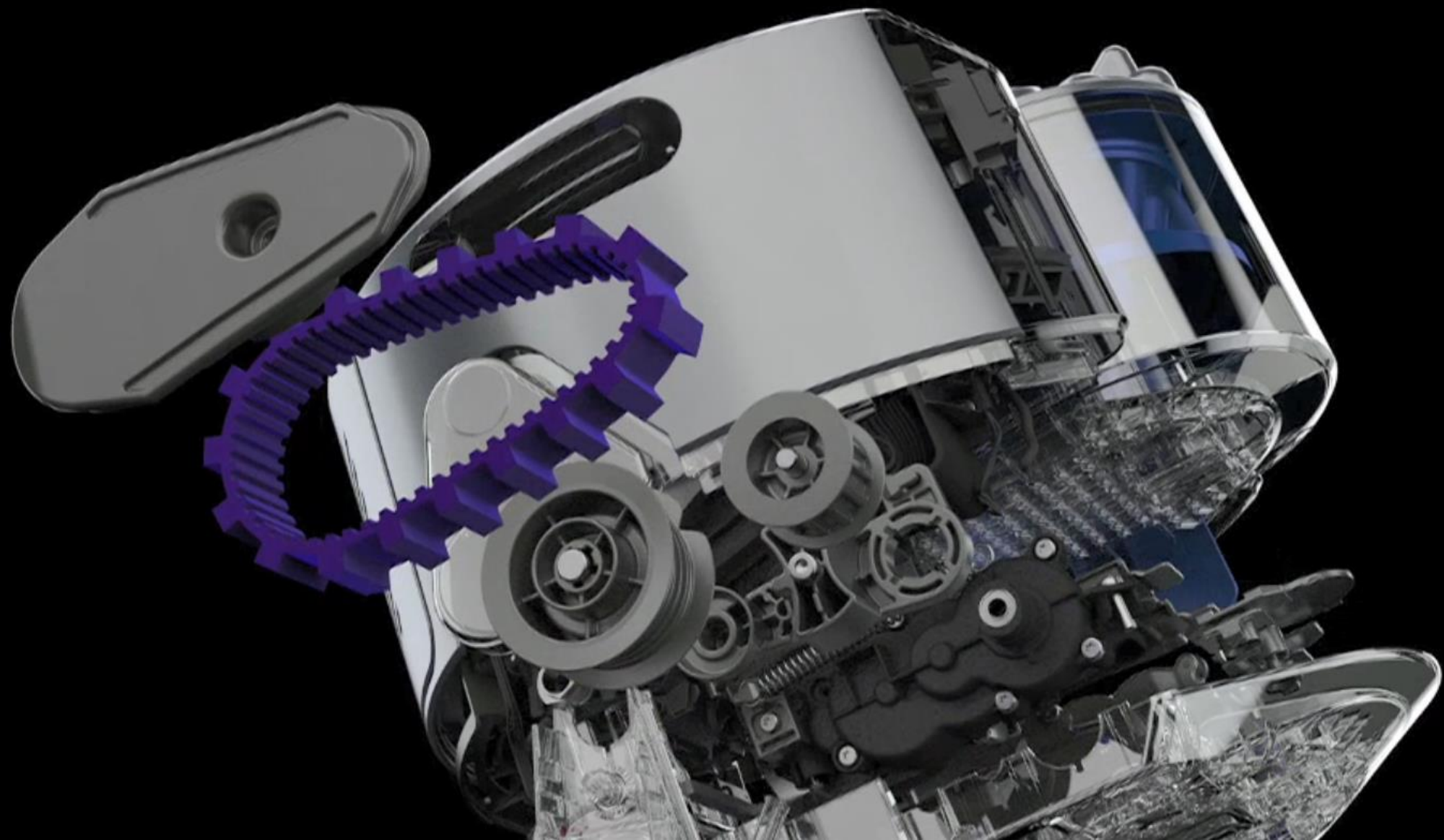
# Digital marketing







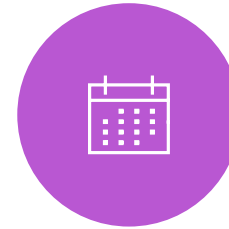
dyson 360 eye



# Dyson campaign takes off with Microsoft Azure & Cortex

Dyson is a leader in the home appliances industry. Not only are Dyson's products truly revolutionary, but they have also succeeded in creating the perfect balance between innovative products and a modern brand

Dyson launched its 360 campaign and needed a platform that could keep up with its aggressive timeline, scale to meet unprecedented demand and make updates quickly



**5 weeks**

From design to deployment



**4 regions**

Expanded to 4 regions due to high global demand



**1 million hits**

Landed on the site compared to 150k estimate





# Transactional apps





“To be one of the best e-commerce destinations in the US, we will have to handle millions of customers... That requires a top-class e-commerce system built on a flexible, open cloud platform. That is exactly what we got with Azure.

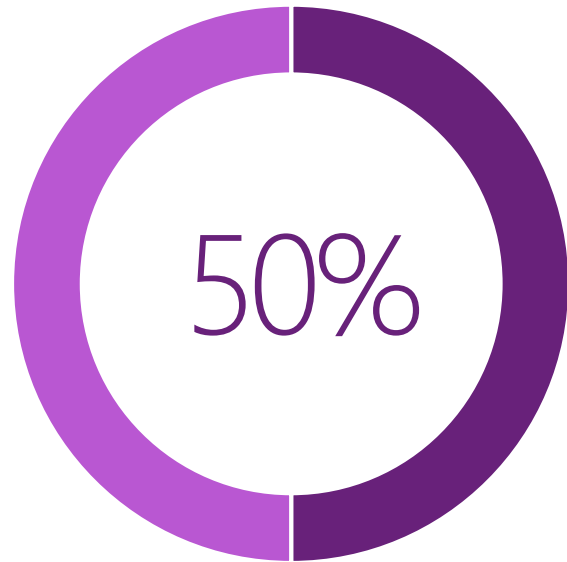
Being able to leverage so many off-the-shelf services and tools from Azure enabled us to go from zero to a full-fledged e-commerce marketplace in just about 12 months.”

Mike Hanrahan  
CTO  
Jet.com





jiet



50%

Faster time to market



BUSINESS

# Walmart Agrees to Acquire Jet.com, One of the Fastest Growing e-Commerce Companies in the U.S.



ECOMMERCE

## *Deal Positions Walmart for Expanded e-Commerce Growth and Customer Reach*

**BENTONVILLE, Ark. and HOBOKEN, N.J., August 8, 2016** – Wal-Mart Stores, Inc. and Jet.com, Inc. today announced they have entered into a definitive agreement for Walmart to acquire Jet for approximately \$3 billion in cash, a portion of which will be paid over time. Additionally, \$300 million of Walmart shares will be paid over time as part of the transaction.



“With Azure, we have changed our business model and dramatically reduced the time it takes to deliver innovation to our customers. We can also offer our customers best-in-class security and rapid best-practice implementation”

**Daniel Saraste**

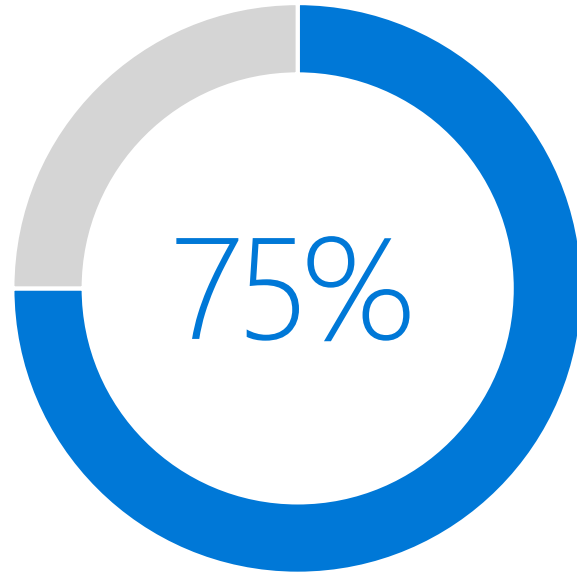
VP of Product Management  
MediusFlow



MARC JACOBS



MARC JACOBS



reduction in invoice  
processing lead time

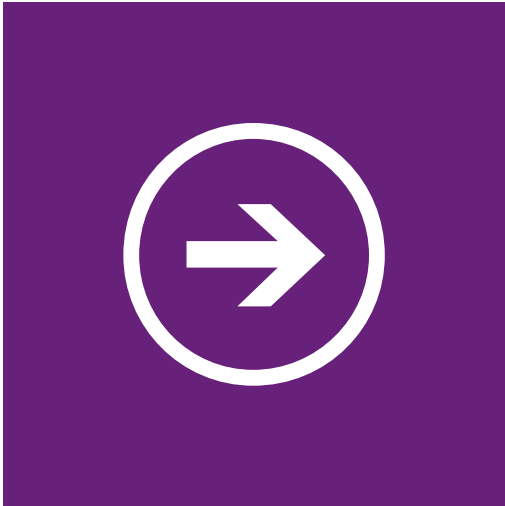
# The Microsoft Application Innovation Solution



- Amazing digital experiences, connected to your business
- A cloud that supports your stack and your app
- A data platform for applications that predict and take action
- Open and extensible tools and services for developers



# Next steps



1. Build practice capability; partner with others
2. Take a [DevOps Self Assessment](#), start using VSTS
3. Check out UK CAD Lab content from our GBB <https://github.com/shanepeckham>
4. Submit a [cloud workshop](#) proposal
5. Bring your customers to [Future Decoded!](#)



# Thank you

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