Transforming Your Information into Knowledge

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Matt Valentine
Principal Platform Architect
Microsoft Hong Kong

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Knowledge In the Information Age

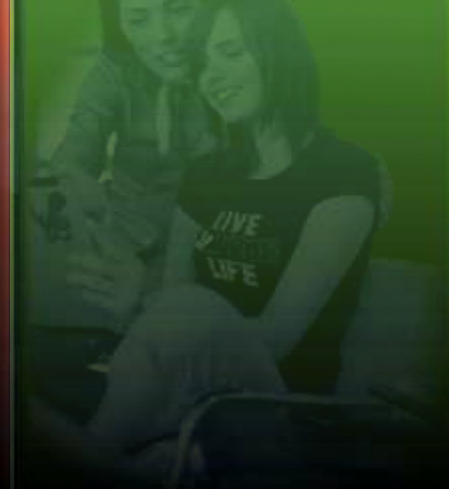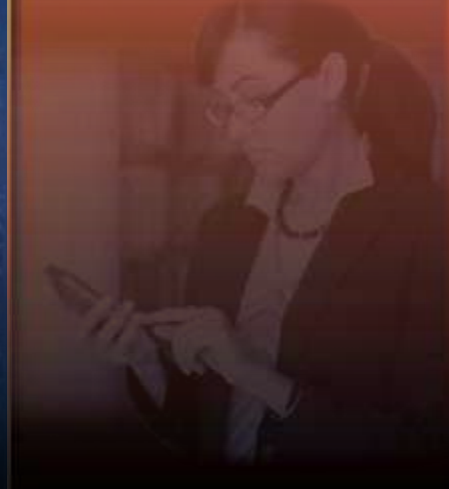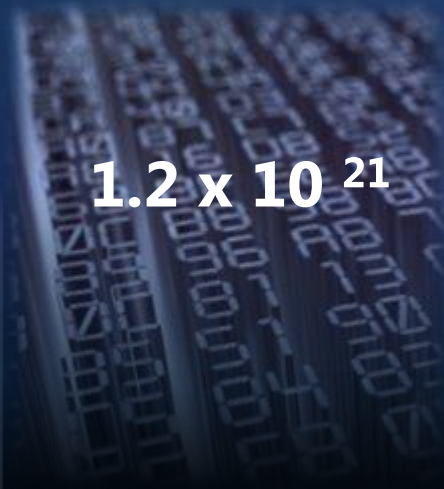|				
The world's digital information is available at a search.	*Information is available when and where we need it.*	*We can find expertise on any topic.*	*We can connect those who know with those who want to learn.*	*We can link students to the best teachers for them.*

1.2 x 10^{21}

The Evolution of Knowledge

It's no longer about memorization.

Need to focus on how to learn rather than what to learn.

Self directed, self-paced, self-driven

Need tools that empower people to analyze and make decisions.

What This Means For Information Technology

Manage massive amounts of information
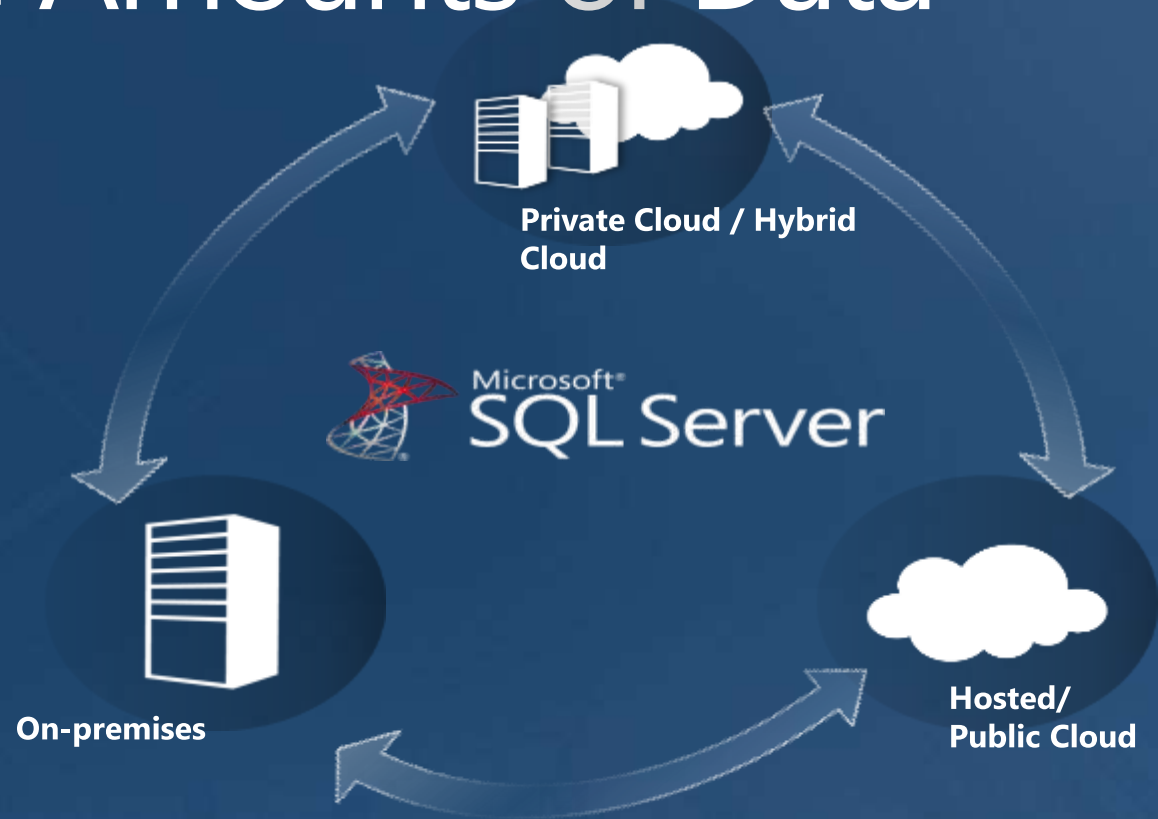
Provide people with familiar and flexible tools

Maintain control and compliance

Managing Massive Amounts of Data

*"'**Hybrid' portfolios** — with options for both public and private deployment, as well as combinations of both models — will be the rule.[1]"*

Private Cloud / Hybrid Cloud

Microsoft® **SQL Server**

On-premises

Hosted/ Public Cloud

Migrate apps with interoperable **DEPLOYMENT OPTIONS**

Connection points to **WINDOWS AZURE**

private & public CLOUD OFFERINGS

Delivered with Microsoft® **SQL Server** 2012

Provide People With Familiar and Flexible tools
Easy-To-Use Data Analysis and BI tools

*"Only **28%** of potential users are using the standard BI platform of choice in organizations[1]"*

Car Sales / Gas Ratio

Ford		Ford Escapr...	
Make		Model	
34		31	
MPG City		MPG Highway	
$34,830		Hybrid	
MSRP		Type	

County	County Image	Population State Sales		Transactions
Jefferson County		30,024.00 WA	$2,349,306.83	70
King County		1,936,894.00 WA	$67,095,787.98	2004
San Juan County		16,030.00 WA	$2,565,567.93	77
Thurston County		255,549.00 WA	$5,550,297.01	167
Whitman County		42,909.00 WA	$4,285,947.27	128

Mashup data, **PowerPivot**

Stunning, interactive **data visualizations, Power View**

Familiar tools built on Excel & SharePoint

[1] Gartner, "The Consumerization of BI Drives Greater Adoption," James Richardson, June 3, 2011

Mediterranean Shipping Company

22 Tb stored in SQL Server

396,907 transactions per minute

210 billion transaction per year

External data sources *(US Customs)*

Mash-up with 33m rows internal data

Built in 3 days

Demo

Maintain control and compliance
IT-Managed Self-Service BI

"We can balance our employees' need for rich information and collaboration with IT's need to **manage the safety & confidentiality of information**.*"*

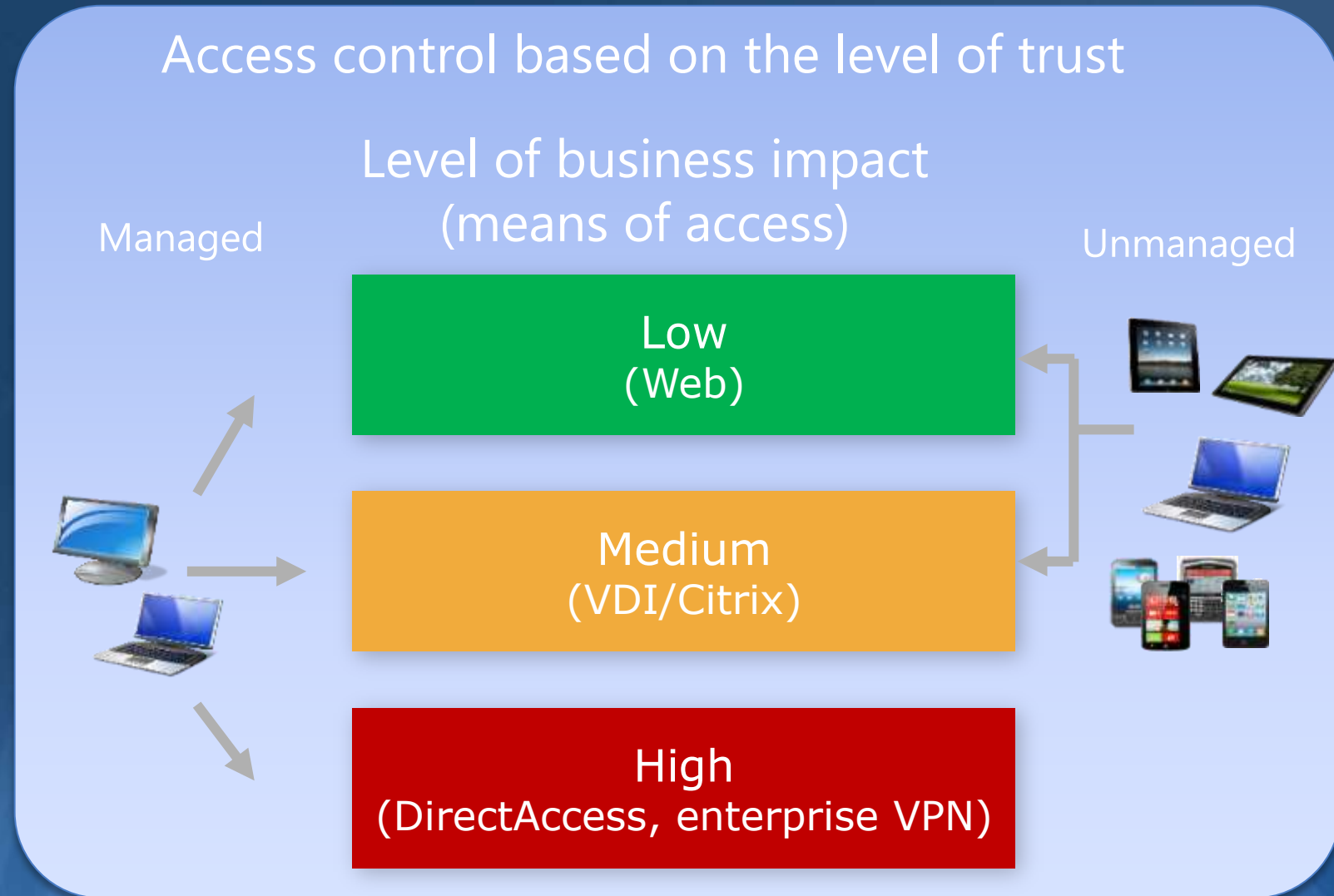*CareGroup Healthcare System*

Gain **insight** & oversight

End user created, IT managed

Single administration **from SharePoint**

Maintain Control and Compliance
Mobile Devices

- Continuous influx of mobile devices
- It's not about devices, it's about systems management
- Empower your people, but maintain control

Access control based on the level of trust

Level of business impact
(means of access)

Managed

Unmanaged

Low
(Web)

Medium
(VDI/Citrix)

High
(DirectAccess, enterprise VPN)

Devices and Cloud Services: TVB Fun

Getting Started With Microsoft
Transforming Your Information into Knowledge

- Get PowerPivot for Excel 2010 **for free!**

- Download and Try Microsoft SQL Server 2012 RC

- Start evaluating System Center 2012 RC

- Try Windows Azure for developing cloud applications

- Download and try Windows 8 Developers Preview

- For Christmas buy Nokia phones running Windows Phone 7.5 "Mango"

Microsoft Enterprise Software & Services

Microsoft Office 365
Microsoft Lync Online
Microsoft Exchange Online
Microsoft Lync Online
Microsoft SharePoint Online
Microsoft Dynamics CRM Online
Microsoft Forefront
Windows Intune
Windows Live ID
Windows Server Active Directory
SQL Azure
Windows Azure Platform Appliance
Windows Azure
Windows Azure Platform Appliance

MICROSOFT CLOUD & PRIVATE CLOUD SERVICES

PRODUCTIVITY	COMMUNICATIONS	COLLABORATION	BUSINESS APPS	DESKTOP MGMT	IDENTITY	DATABASE	PLATFORM
Microsoft Office	Microsoft Lync Server / Microsoft Exchange Server	Microsoft SharePoint Server	Microsoft Dynamics ERP / Microsoft Dynamics CRM	Windows 7 / Microsoft System Center	Windows Server Active Directory	Microsoft SQL Server	Windows Server / Microsoft System Center

MICROSOFT SOFTWARE

Microsoft in the Enterprise

- Over the last 10 years, the Server & Tools Business has grown revenue from $1 billion to $12 billion

- Most widely deployed server operating system

- Most widely adopted database

- 81% of the Fortune Global 100 use BizTalk

- Microsoft products are consistently ranked in leader quadrant by Gartner

- Microsoft Dynamics CRM has seen 27 consecutive quarters of double digit revenue growth

- Committed to helping customers succeed with software.

Matt.Valentine@microsoft.com