

## New Opportunities to Create Compelling Experiences

In this new world, where people desire to remain connected, at will, with all of the people and things that matter to them, Microsoft is investing to ensure that it is able to provide a seamless and user friendly experience across all of the multiple screens and gadgets that are keystones of this connected experience. Microsoft realizes that the Web is the future of commerce, education, and communication, and also believes that empowering developers and web designers is critical to the realization of this goal. Microsoft deliver the tools and technologies that are required to create the next generation of UI, applications and web design, including.

- **Client & browser:** Windows7, Office 2010, Internet Explorer 8, Windows Phone
- **Server & cloud:** SQL Azure, Windows server, SharePoint Server, SQL Server, Windows Azure
- **Runtime & tools:** HTML 5, .Net, Silverlight, Visual Studio, Expression Studio

In everything the Company does – it thinks of how to make it easy for this ecosystem to deliver the experiences that customers and users want.

### ***India momentum on Microsoft's Cloud services – till date SaaS (Software as a service)***

- ***Microsoft Online Services: over 600 commercial customers in India with over 10,000 seats. A total of over 4000 customers experiencing BPOS today.***

### ***PaaS: (Platform as a service) - Windows Azure Services Platform***

- ***Over 4000 applications developed in India***
  - o ***Wipro, Infosys, Cognizant, HCL and other large Indian SIs are building global applications on Azure***
  - o ***Over 100 ISVs and solution providers have built commercial applications on Windows Azure.***
  - o ***Top tier Indian academic institutions like IITs, IITs, IISc-Bangalore are building India relevant projects leveraging Microsoft's cloud platform***

### ***IaaS (Infrastructure as a service)***

- ***Key partners providing private and public cloud services using Microsoft cloud technologies include Netmagic Solutions and Reliance Data Centre***

### **Microsoft's Cloud Strategy and developer opportunity**

The cloud is the new paradigm, and the transition of enterprises to the cloud is inevitable. Microsoft is thinking holistically of how to deliver the best of the internet, the best of the client and the best of the datacenter to deliver a compelling cloud experience.

The five things that fuel Microsoft in this discussion and that it in turn fuels, is that the cloud

- Creates new opportunities and responsibilities – such as security, privacy etc
- Learns and helps one learn , decide and take action
- Enhances social and professional interactions
- Wants smarter devices
- Drives server advances that in turn drive the cloud

Over the past year, Microsoft's has successfully launched comprehensive cloud services offerings in India, the most recent being the Business Productivity Online Suite (BPOS), the Windows Azure Platform and Office Web Apps, all demonstrating tremendous momentum in India. India has the potential to emerge as the global competency centre for cloud services, and is important to Microsoft in its overall cloud services strategy. A recent Zinnov study estimates the global cloud computing market to be over \$70 billion by 2015. This is a huge opportunity for the over 1.4 million developers in India, as also the ecosystem of over 1300 independent software vendors (ISVs), and the more than 11000 system integrators (SIs and Custom software development organizations). In fact, Zinnov estimates that an additional 300,000 jobs related to cloud services are to be created in India over the next 5 years.

### **India is betting on the web platform – creating new opportunities for Developers**

helps developers build winning web solutions that help customers maximize value from the rising importance of the web in their audiences' lives. Microsoft's web platform helps create new digital business models and compelling user experiences while allowing businesses to focus on their core competencies. Industry leaders across businesses across the world and in India have migrated to the Microsoft platform. These include the likes of Sify, Economic Times, LIC, National Stock Exchange, Wills India Fashion Week, Indiatimes, Kotak Mahindra Bank, Rediff.com, Indian Banks Association, NDTV and The Mumbai Indians.

- **ICICI Direct** has launched a revamped trading platform, aimed at making stock trading simple, intuitive and engaging. It delivers easy to use and powerful UI – built with Microsoft's Silverlight Technology
- **Indiatimes.com** is driving innovative consumer experiences leveraging the power of the internet and Microsoft Technologies.

- **Netmagic** has launched [mynetmagic.com](http://mynetmagic.com), a public cloud computing offering that uses Microsoft technologies to provide a unique **pay as you go** (cloud service) offering, which will drastically reduce time required to register and provision new servers.

**Looking Ahead:** Microsoft sees web technologies as vital growth engines to drive ROI for businesses. Its intrinsic flexibility and scalability will help customers in turn meet changing user needs, and offers a broad platform to help them reach out to the over 1 billion strong Indian population

***Global momentum on key Microsoft technologies***

- ***Windows 7— 100 million licenses sold globally - our fastest selling OS ever***
- ***Over 450 million active Windows Live IDs***
- ***20 million gamers connected on Xbox Live***
- ***450 million PCs will have access to Office Web Apps next year***
- ***IE Add-ons Gallery saw 40 million unique visits in first 6 weeks***
- ***Tens of thousands building apps on Windows Azure Platform***
- ***75% of the world's servers run Windows Server***
- ***50 new Windows Phones launched in last year; 30 more next quarter***
- ***Silverlight is installed on 60% of Internet connected computers***
- ***Over 100 million SharePoint licenses worldwide***
- ***SQL Server is the fastest growing database in the market (IDC) with 45% of all new databases shipped***