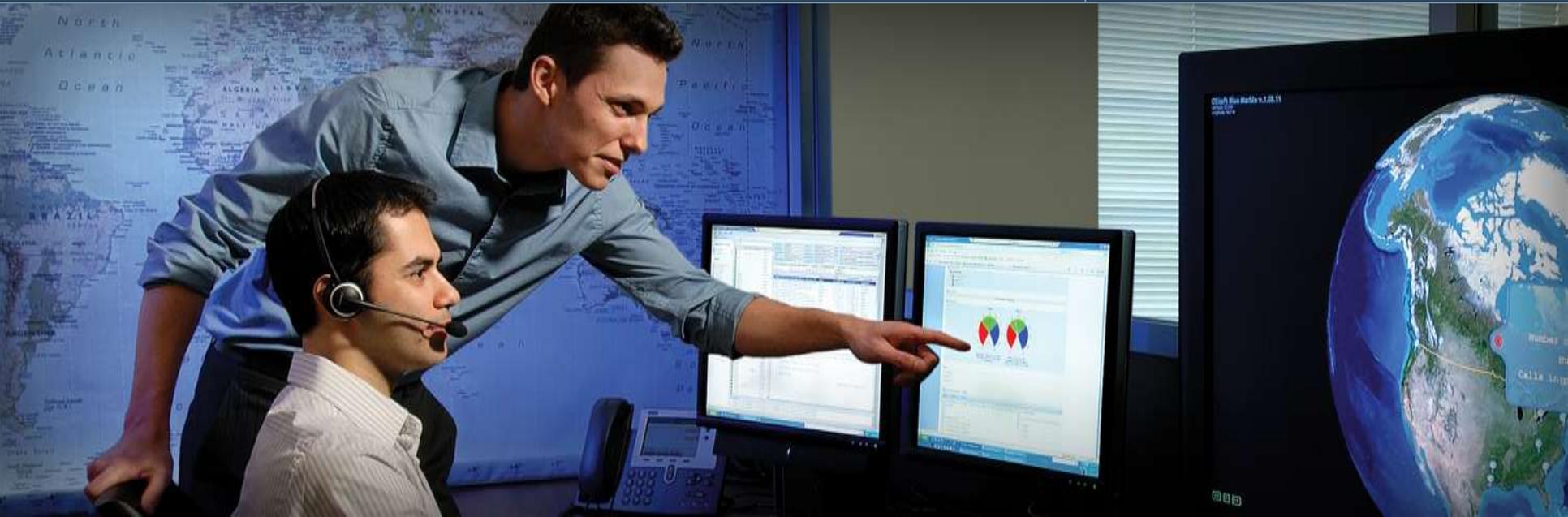




# Regional Seminar Series São Paulo, Brasil



## Momento de Transformação com Infinitas possibilidades

Roberto Prado  
Diretor de Satisfação de Clientes e Parceiros  
Microsoft

Outubro, 2010



*Momento de transformação com infinitas possibilidades*



PORQUE O BRASIL SERÁ  
A 5ª ECONOMIA DO  
MUNDO E O 3º MAIOR  
MERCADO DE PCs

# THE GLOBAL COMPETITIVENESS REPORT

World Economic Forum Report - Brazil



## INNOVATION AND SOPHISTICATED FACTORS = 38

Business Sophistication (31)

Innovation (42)

## EFFICIENCY ENHANCERS = 44 (YOY -2)

Higher Education and Training (58)

Goods Market Efficiency (114)

Labor Market Efficiency (96)

Financial Market Sophistication (50)

Technological Readiness (54)

Market Size (10)

## BASIC REQUIREMENTS = 86 (YOY +5)

Health and Primary Education (87)

Macroeconomic Environment (111)

Institutions (93)

Infrastructure (62)

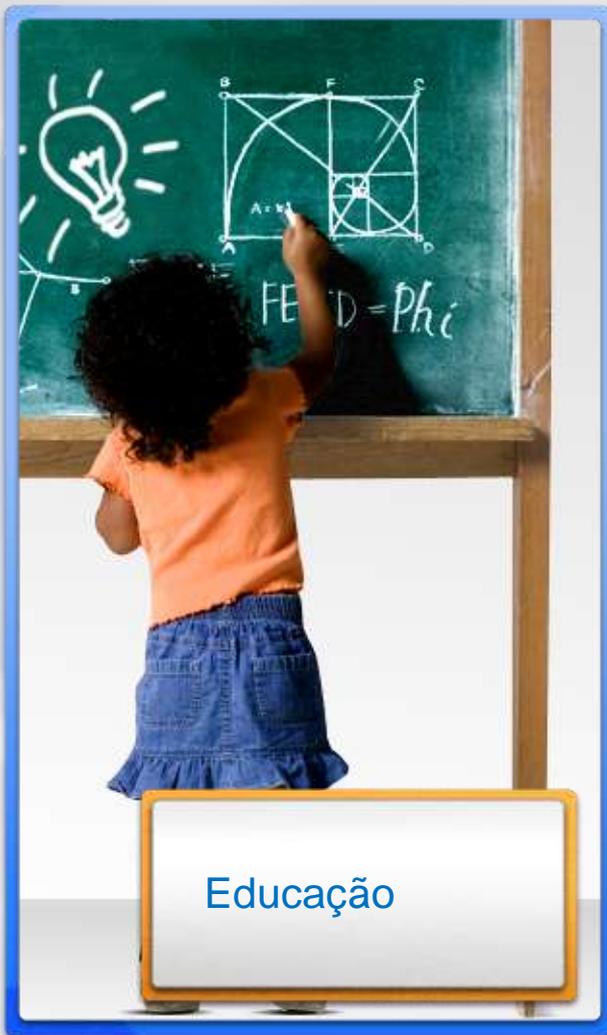
National Competitive Agenda

## Global Competitiveness Index

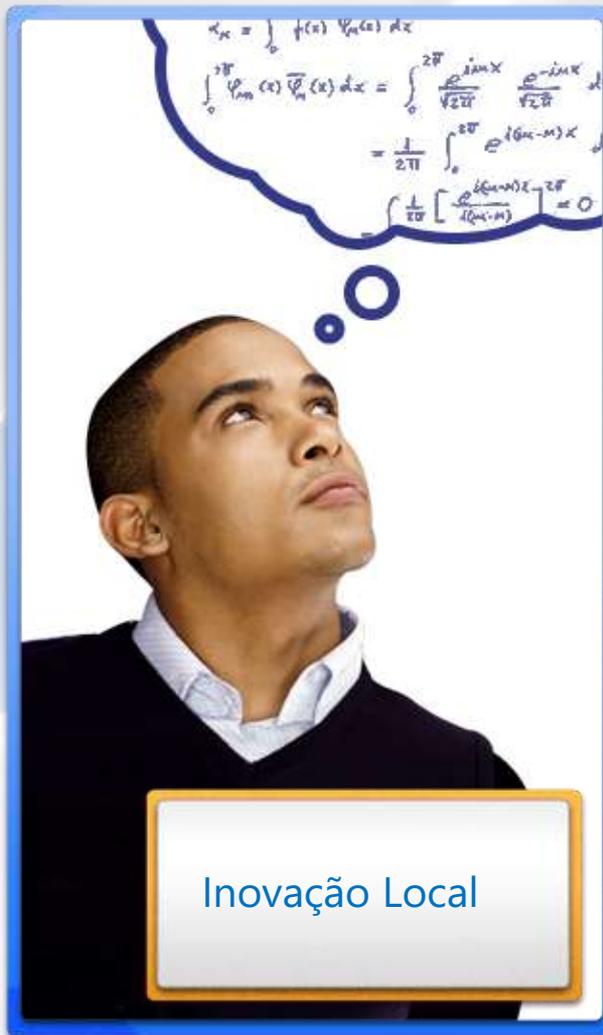
	Rank (out of 139)	Score (1-7)
<b>GCI 2010-2011</b> .....	<b>58</b>	<b>4.3</b>
GCI 2009-2010 (out of 133).....	56	4.2
GCI 2008-2009 (out of 134).....	64	4.1
<b>Basic requirements</b> .....	<b>86</b>	<b>4.3</b>
1st pillar: Institutions .....	93	3.6
2nd pillar: Infrastructure .....	62	4.0
3rd pillar: Macroeconomic environment.....	111	4.0
4th pillar: Health and primary education .....	87	5.5
<b>Efficiency enhancers</b> .....	<b>44</b>	<b>4.4</b>
5th pillar: Higher education and training .....	58	4.3
6th pillar: Goods market efficiency.....	114	3.7
7th pillar: Labor market efficiency .....	96	4.1
8th pillar: Financial market development.....	50	4.4
9th pillar: Technological readiness.....	54	3.9
10th pillar: Market size.....	10	5.6
<b>Innovation and sophistication factors</b> .....	<b>38</b>	<b>4.0</b>
11th pillar: Business sophistication .....	31	4.5
12th pillar: Innovation.....	42	3.5



# PILARES DA AGENDA NACIONAL DE COMPETITIVIDADE



Educação



Inovação Local



Oportunidades de  
Emprego

plataforma

tecnológica

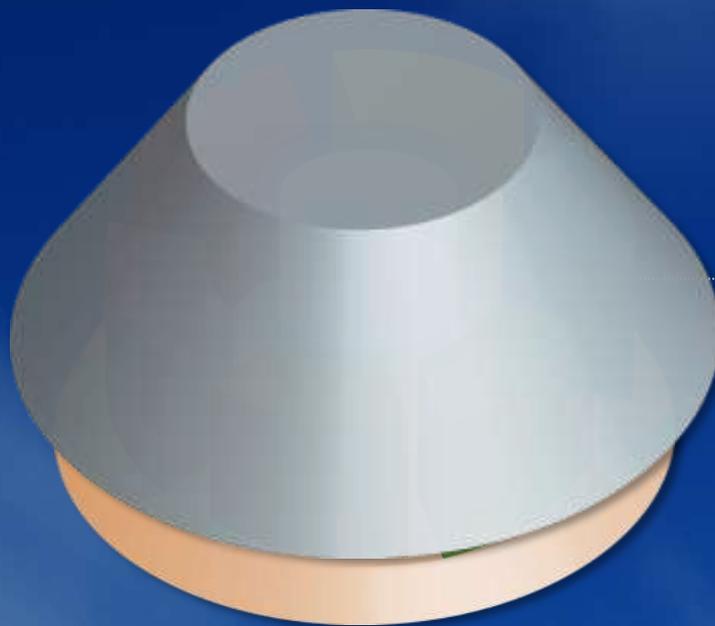


s.f. **visão arquitetural** da Tecnologia de Informação, que visa garantir comum **entendimento e facilidade de integração** dos diversos elementos dessa estrutura.

*wikipedia*

plataforma  
"user experience"

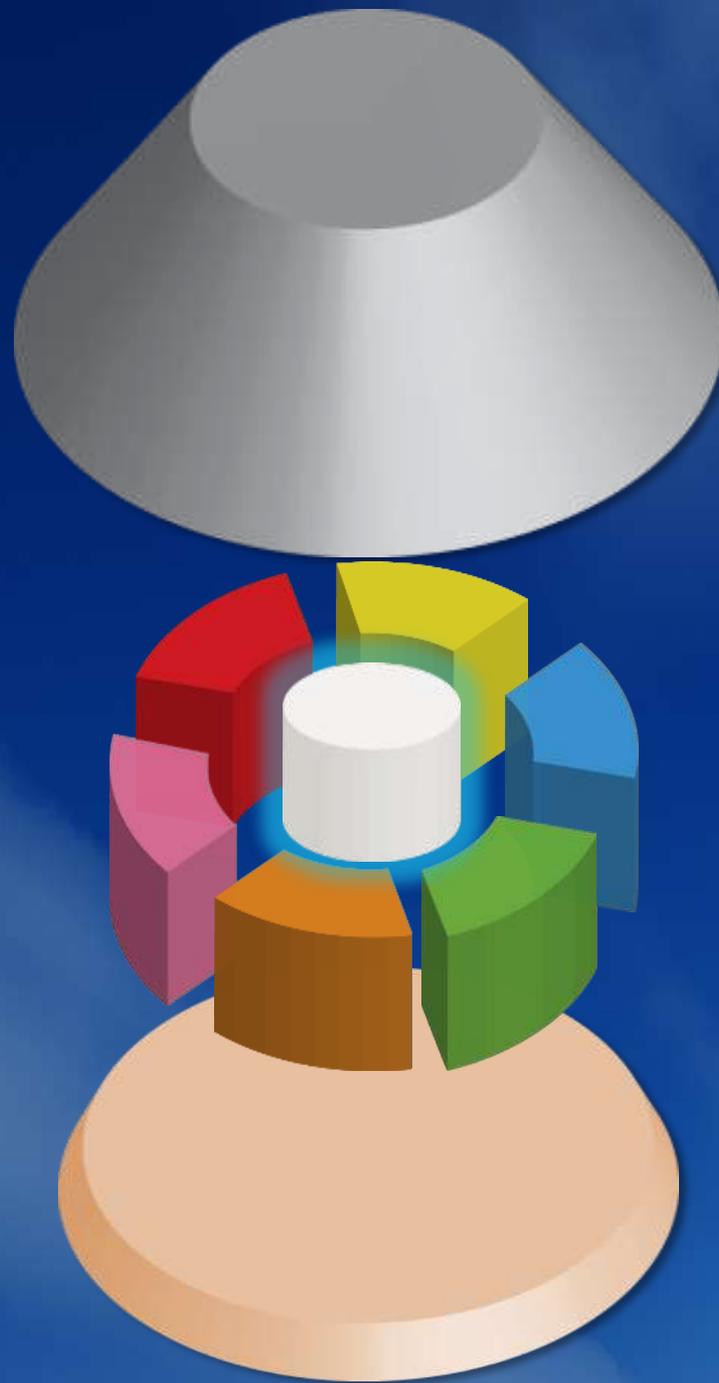
plataforma de  
aplicações



sistemas  
internos (LOB)

plataforma de  
infraestrutura

plataforma  
aplicações



Live Services

bing

Microsoft HealthVault Microsoft Dynamics CRM Live

Microsoft Office Communications Online

Microsoft Exchange Online

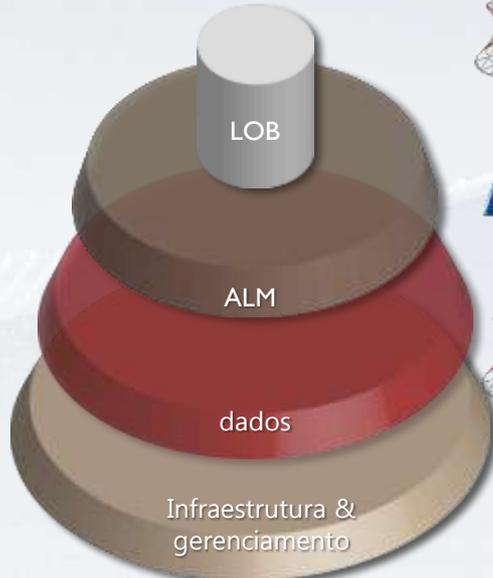
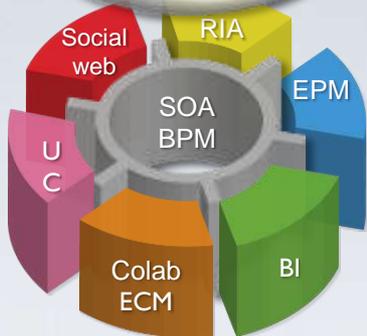
Microsoft SharePoint Online

Microsoft Codename "Dallas"

Windows Azure platform AppFabric

Microsoft SQL Azure

Windows Azure



Internet Explorer

Windows 7

Office

fast

Microsoft Dynamics Amalgam

Microsoft Exchange

Microsoft SharePoint Server

Microsoft BizTalk

Microsoft .NET

Microsoft Visual Studio

Microsoft Expression

Microsoft SQL Server

Windows Server 2008

Microsoft System Center

XBOX 360 ZUNE

Windows Phone

Microsoft Silverlight

Microsoft Office Live Meeting

Microsoft Office Project Portfolio Server

Microsoft Office PerformancePoint Server 2007

Microsoft Forefront

# Plataforma de Produtos e Plataforma de Serviços

Serviços na Nuvem = ∞ Possibilidades

# Serviços na Nuvem

IT como Serviço  
Mais foco e tempo para o seu  
negócio



AGILIDADE



FLEXIBILIDADE



ESCALABILIDADE

IT como Serviço



Há 15 anos estamos na nuvem

# Adaptando-se ao Mercado!

Datacenter Tradicional      Datacenter Virtualizado      Nuvem Privada      Nuvem Pública

**Datacenter Tradicional**

- Bem conhecido, estável e seguro
- Utilização <15%

**Datacenter Virtualizado**

- Utilização aumenta para >50%
- Agilidade em TI

**Nuvem Privada**

- Os custos de gerenciamento decrescem
- TI como um serviço

**Nuvem Pública**

- Capacidade baseada na demanda
- Alcance global



# Cloud Services - Consumidor



530M Active Windows Live IDs!

- Windows Live SkyDrive
- Windows Live Photo Gallery
- Windows Live Movie Maker



368M People Using



Over 303M Users Each Month



Over 4B WW Queries Each Month!



Over 6M Songs In The Catalog



Over 459M Unique Users

25M People On Xbox Live!



2B Unique Calls Per Year



14B Ads Per Month



CLOUD SERVICES



PC



MOBILE



TV/HOME

# Cloud Services - Enterprise



# Na Prática- TI como Serviço

Vá para a nuvem  
(SaaS)



Consuma a nuvem  
(PaaS)



Seja a nuvem  
(IaaS)



Três cenários

# Vá para a nuvem: Microsoft Online Services

## Business Productivity Online Suite

Microsoft®  
SharePoint® Online

 Microsoft®  
Forefront™  
Online Security for Exchange

Microsoft®  
Exchange Online

 Microsoft®  
Office Live Meeting

 Microsoft®  
Office Communications Online

# Capacidades Disponíveis

Microsoft®

## Exchange Online

- 25GB Mailbox
- Outlook eWeb Access
- Anti-Virus/Anti-Spam
- Shared Calendars, Contacts & Tasks
- Active Sync Mobile Devices
- Blackberry Device Support\*
- Compliance Archiving\*

Microsoft®

## SharePoint Online

- 250MB storage por usuário
- Collaboration
- Portal
- Enterprise Content Management
- Search
- Business Process Forms
- Platform & Extensibility



## Office Live Meeting



## Office Communications Online

- Presence & Instant Messaging (1:1 and multi-party)
- PC-to-PC audio and video calling
- Click-to-communicate from Outlook and SharePoint
- File Transfer
- Calendar Integration with Exchange
- Address Book Search and distribution Lists
- End-to-end encryption

\* Optional capabilities at additional cost

# Capacidades Integradas

*Comunique-se e colabore de modo transparente, entre aplicações e dispositivos*

Mensagens instantâneas      E-mail      Web Conferencing  
Calendários      Work Flow      Mobilidade      Compartilhamento      Acesso offline      Presença      Archiving

### Shared Documents

Share a document with the team by adding it to this document library.

New    Upload    Actions

Type

There are no items to show

- Edit in Datasheet**  
Bulk edit items using a datasheet format.
- Open with Windows Explorer**  
Drag and drop files into this library.
- Connect to Outlook**  
Synchronize items and make them available offline.
- Export to Spreadsheet**  
Analyze items with a spreadsheet application.
- View RSS Feed**  
Syndicate items with an RSS reader.
- Alert Me**  
Receive e-mail notifications when items change.



### Office Outlook Web Access

Connected to Microsoft Exchange

Mail    Inbox (12 Items, 4)

- Sharma
  - Calendar
  - Contacts
  - Deleted Items
  - Drafts [2]
  - Inbox (4)
  - Junk E-Mail
  - Notes
  - Outbox
  - RSS Feeds
  - Sent Items
  - Sync Issues

Search Inbox

Arrange By: Date

Last Month

- Jesse Villa  
FW: draft mail

Older

- Jesse Villa  
FW: Discuss Exo

### Office Communications

Sharma Karupalli    In a meeting

Type a name or phone number

- Recent Contacts
- Business
- CCS
- CCS Infrastructure
- CCS-PH
- Microsoft Outlook Services
- David Chew (248.342)    In a meeting
- Other Contacts

Send an Instant Message

Call

Start a Video Call

Send an E-Mail Message

Schedule a Meeting

Send a File...

Share Information Using Live Meeting

Presences

View Contact Card    Alt+Enter

Find Previous Conversations

Copy    Ctrl+C

Tap for Status Change Alerts

Change Level of Access

Add to Contact List

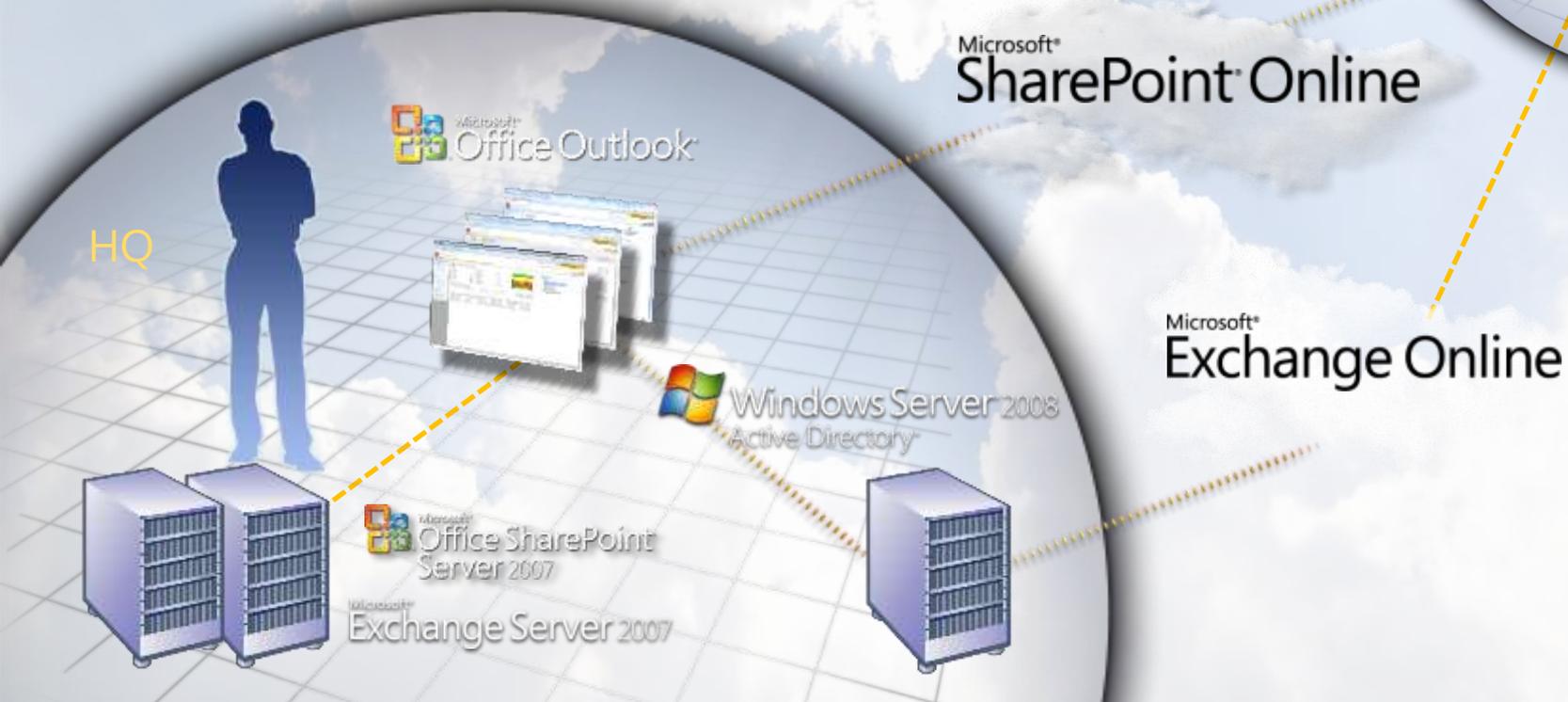
Block Contact To

Remove From Group    Delete

Remove from Contact List    Shift+Delete

# Reutilização de Investimento

*Flexibilidade para escolher entre soluções online por geografia, função ou necessidade do negócios*



# Foco no Negócio, *Não em* *Infraestrutura*



Microsoft®  
**SQL Azure™**



**Windows® Azure™**



**Windows® Azure™**

form



**Windows® Azure™**  
**Platform**

**Microsoft**

IT Pre-Assembled Components  
(ITPAC)

# Consoma a Nuvem!



BENEFÍCIOS PARA CLIENTES & PARCEIROS



Escalabilidade  
& Agilidade



Flexibilidade  
& Custo



Foco



Confiança



Eficiência

[www.windowsazure.com.br](http://www.windowsazure.com.br)

# Seja a Nuvem!

Orientado ao  
SLA

Gerenciamento  
automatizado

Distribuído  
Elástico

Fábrica de  
infraestrutura



**Microsoft** | Dynamic Infrastructure Toolkit  
For System Center

Baseado em  
modelo

Catálogo de  
serviços

Referência em  
arquitetura

Roadmap

# Habilitando uma Plataforma Cloud Computing



Microsoft



**Microsoft** | Dynamic Infrastructure Toolkit  
For System Center (for Hosters)  
Provider



**Microsoft** | Dynamic Infrastructure Toolkit  
For System Center (for Enterprise)  
Customer

JAMES CAMERON'S

# AVATAR



# Cloud Computing - Mercado



SaaS



PaaS



IaaS



GLOBAL PROVIDERS

SERVICE PROVIDERS

Cliente



Thank you

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