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USERS 2013 CONFERENCE

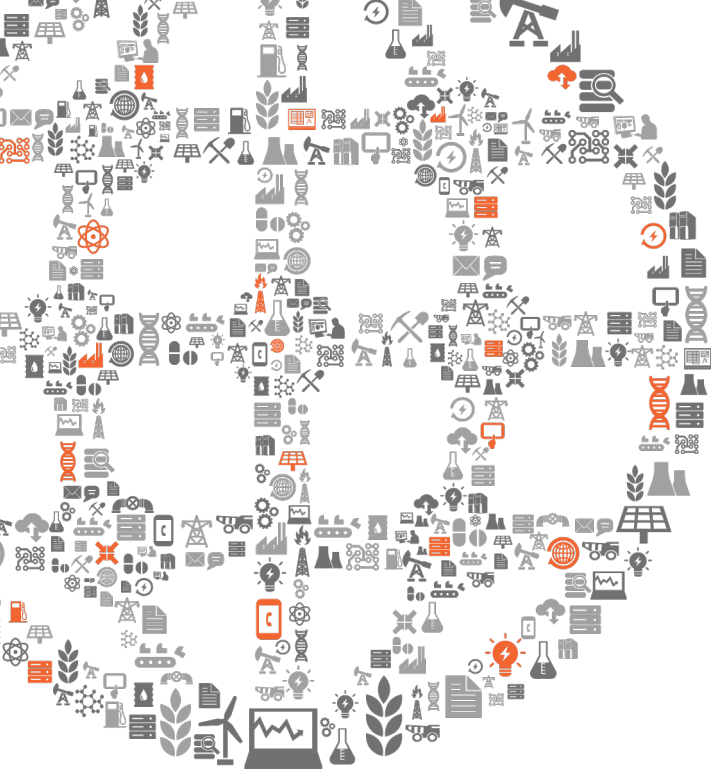
The Power of Data

THRIVING

IN A

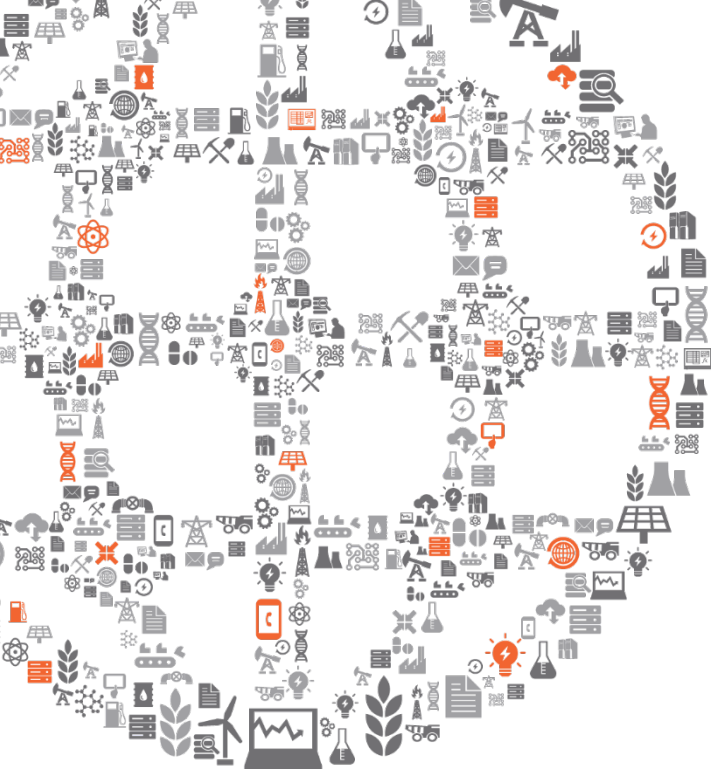
WORLD OF

CHANGE



C. Dewey Forrester

Sr. Director, *Microsoft Corp.*



Thriving with Cloud Services

Presented by **Dewey Forrester**
Sr. Director | Microsoft Corporation

Data

0.8ZB

2009

7.9ZB

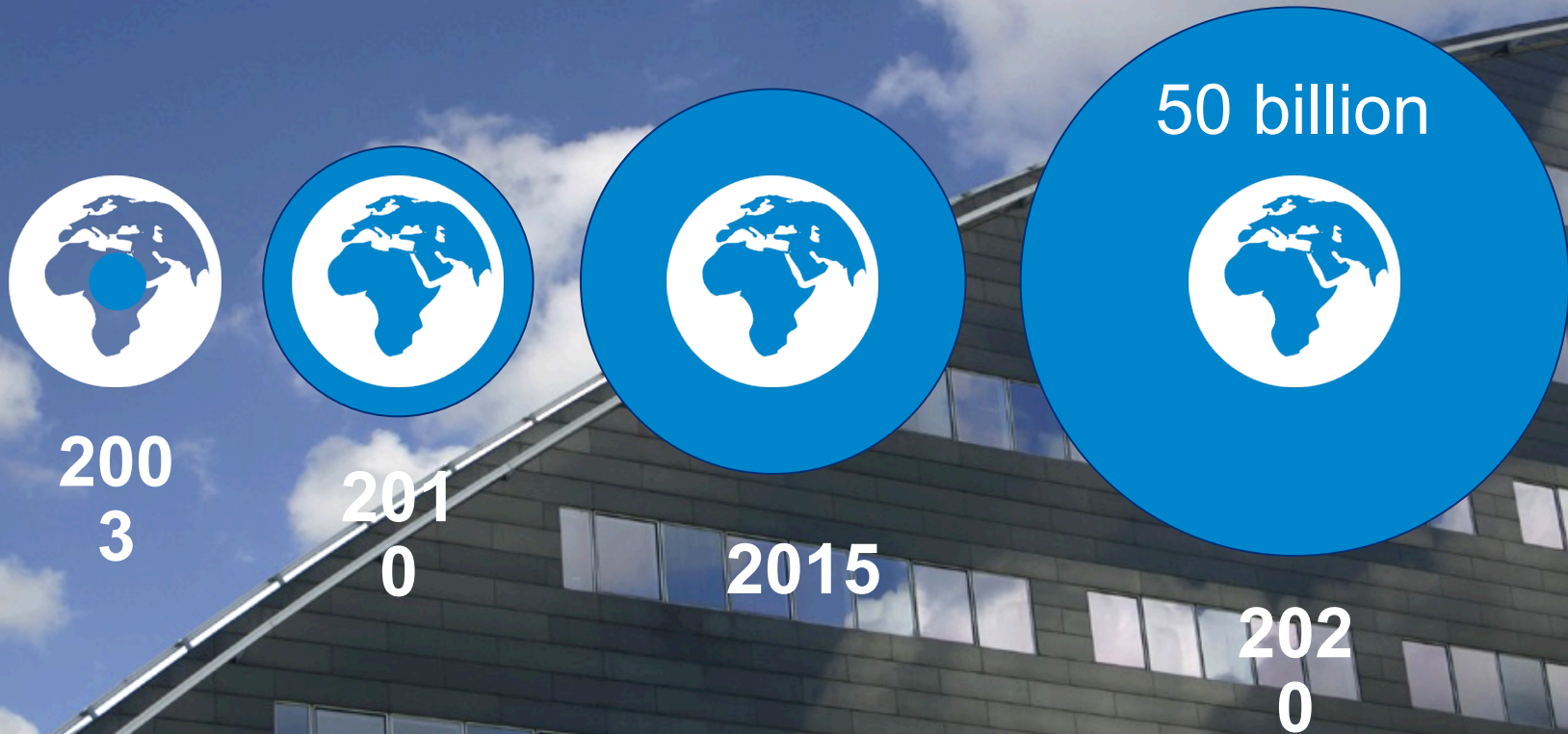
2015

35ZB

2020

1,000,000,000,000 Gigabytes
= 1,000,000,000 Terabytes
= 1,000,000 Petabytes
= 1,000 Exabytes
= 1 Zettabyte

Devices



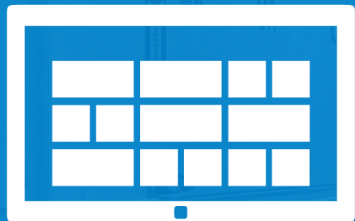
Services



“SaaS will grow nearly five times faster than the software market as a whole reaching \$67.3 billion by 2016.”

“By 2016....nearly \$1 of every \$5 spent on applications will be consumed via the cloud.”

Microsoft Picture



300
petabytes
Bing data

200+
services
online 24/7

350
million
email accounts

40
million
Xbox Live users

5.5
billion+
monthly searches

Continuous Services - Connected Devices



- World class service
- Hybrid IT
- Supports with open source, including Hadoop, Mongo, and mySQL
- Cloud-connected
- Supports multiple device platforms, including iOS and Android



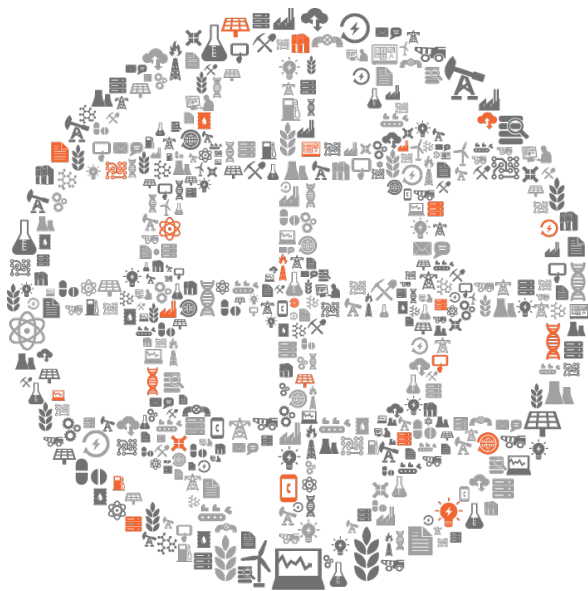


THANK

YOU

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