# Azure™ Services Platform

Windows® Azure™

**Windows Azure is the cloud services operating system that serves as the development, service hosting, and service management environment for the Azure Services Platform. Windows Azure provides developers on-demand compute & storage to create, host and manage scalable and available web applications through Microsoft data centers.**

## Get Started Quickly Using Your Existing Skills

Windows Azure reduces barriers to entry to creating reliable and scalable web applications because it is based on and works with familiar Microsoft technology. Windows Azure supports Microsoft Web technologies such as ASP.NET, IIS, and Visual Studio 2008, so developers can use their existing skills to efficiently create, test, deploy, manage & monetize web services.

## Agile and scalable

Windows Azure enables developers to respond to business needs quickly and easily without worrying about operational constraints.

Windows Azure is designed from the ground up to be a fault-tolerant platform. This means individual servers can fail without affecting service availability. This is achieved through an innovative technology called the Fabric Controller. In addition, developers can upgrade their application without any service interruption.

As a developer, you can focus on the business logic of your applications without having to consider infrastructure scalability.

## Maintain application control, Minimize costs

The built-in management services in Windows Azure provide developers control and visibility to stay focused on what they do best - create and deliver applications online.

Developers can specify the performance level and parameters of their applications in Windows Azure.

Advanced tracing and logging functionality exposed in the Windows Azure portal allows developers to monitor compute, storage, and bandwidth. This enables developers to ensure performance while paying only for resources that their application consumes.

Developers can add tracing and logging capabilities to their solution without having to develop custom code or pay for third-party components.

## Easy and flexible development environment

Windows Azure is built for compatibility and interoperability.

Windows Azure supports standards and protocols including SOAP, REST and XML. Windows Azure is an open platform that will support both Microsoft and non-Microsoft languages and environments. Windows Azure welcomes third party tools and languages such as Eclipse, Ruby, PHP, and Python.

### Use Windows Azure to:

- Add web service capabilities to existing packaged applications.
- Build, modify, and distribute applications to the web with minimal on-premises resources.
- Perform services (large-volume storage, batch processing, intense or large-volume computations, etc.) off premise.
- Create, test, debug, and distribute web services quickly and inexpensively.
- Reduce costs of building and extending on-premises resources.
- Reduce the effort and costs of IT management.

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## Becoming a Windows Azure user

During the Community Technology Preview (CTP), developers invited to the CTP program, which includes attendees of the Microsoft Professional Developers Conference 2008 (PDC), will have the ability to host their services in Windows Azure in Microsoft data centers. All Developers will receive free trial access to the Windows Azure SDK.

Invited developers will also have access to a rich set of cloud-optimized modular components including SQL Services Live Services, and .NET services. Each of these services can be consumed independently.

A planned Azure Services marketplace will provide evelopers an avenue to expose their applications to over 400 million Windows Live users for monetization.

## Resources and Support

Developers have access to a suite of readiness resources including Prescriptive Architecture Guidance, virtual hands-on labs, webcasts, and documentation. Support during the CTP period is provided through developer-to-developer blogs and forums.

## Get started today

**For more information, visit**
www.azure.com

To try Windows Azure, download the SDK www.azure.com/register