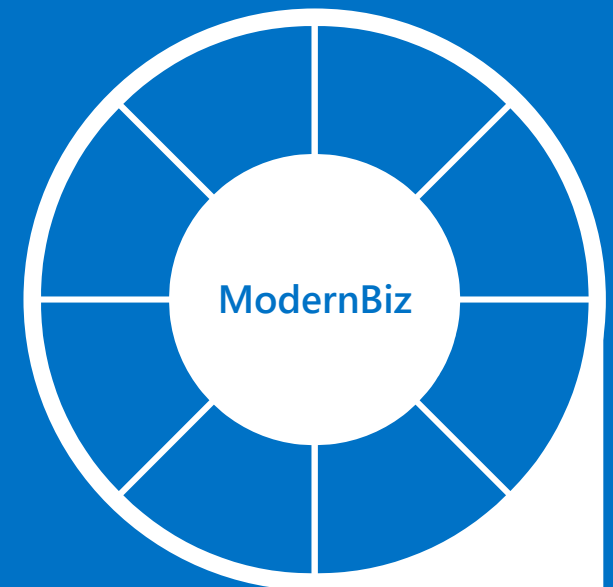


Microsoft Azure

Bogdan Paun

Microsoft Product Manager & Cloud Lead
Likelt Solution



The cloud: extending your IT infrastructure



The cloud is about instantly expanding your IT capabilities

The cloud is ideal when you need to:

- Get apps up and running fast
- Scale instantly
- Pay only for what you use
- Leverage enterprise-level security

With Microsoft, you choose the combination that's right for your business



Physical Server



Virtualization



Cloud

The cloud platform for the modern business

Microsoft Azure is a flexible cloud platform that helps you grow with greater efficiency and be more responsive to change.

With Azure, you can be up and running fast, scale up or down as needed, and avoid high capital costs—paying only for what you use.

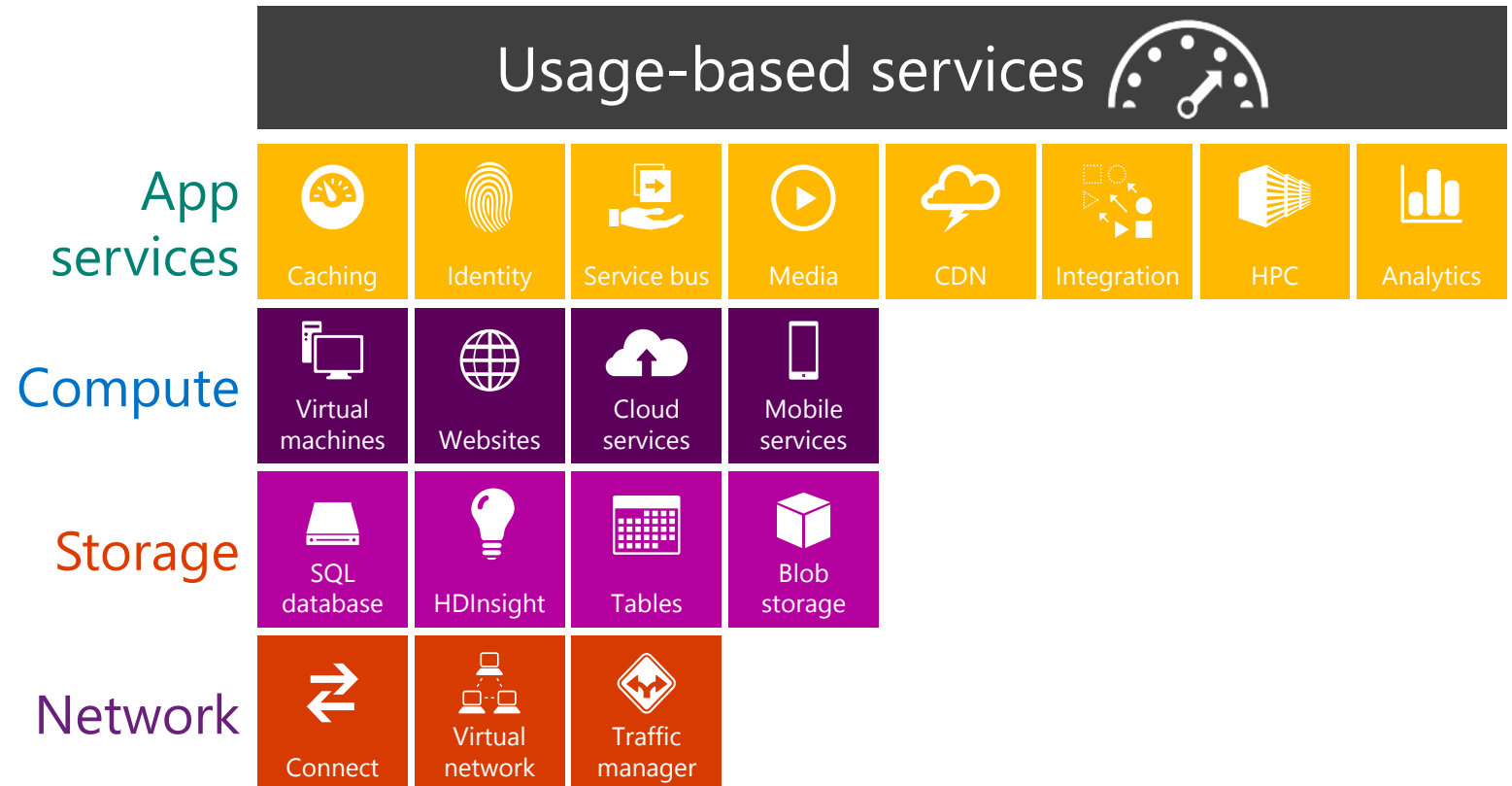
Microsoft Azure



Microsoft Azure

An open and flexible cloud platform that enables you to quickly build, deploy, and manage solutions across a global network of Microsoft-managed datacenters.

- Build applications using any language, tool, or framework
- Integrate public cloud solution with the existing IT environment
- 99.95% monthly SLA
- Automatic OS and service patching



Key Azure Scenarios

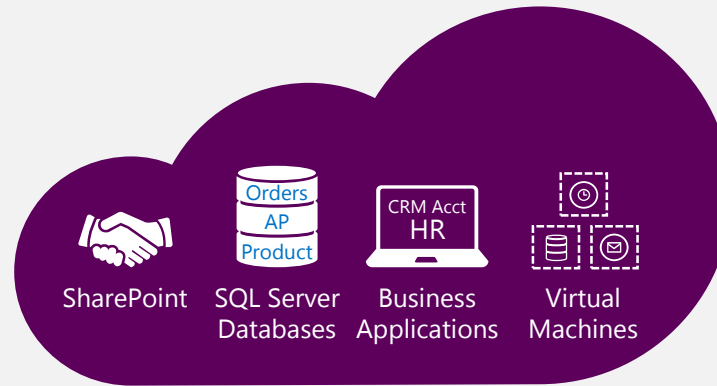
Data Backup in the Cloud



Provide easy, scalable data backup in the cloud

- A range of applications: file servers, SharePoint, SQL Server, Exchange
- Encrypted backups, Global Geo-redundant datacenters
- Quickly and easily provision more storage for your customers as needed

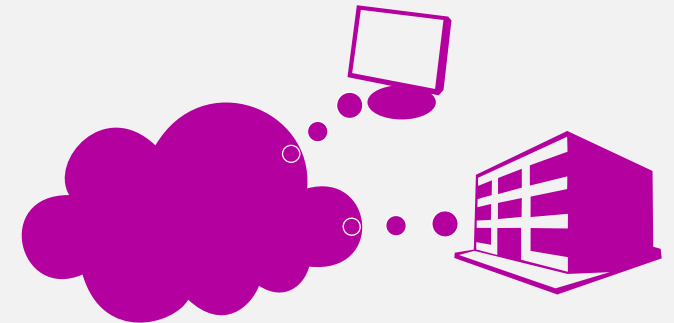
Deploy Applications within VMs



Leverage Microsoft Azure to quickly deploy customer applications in the cloud

- Cut infrastructure costs & Reduce IT management burden
- Deploy Microsoft Workloads (SharePoint Servers, SQL Server, Domain Controllers) as well as 3rd party business applications

Host Websites



Grow your business helping customers move their websites to the cloud with Microsoft Azure

- Quickly build, deploy, and manage websites on an open and flexible cloud platform
- Offer the peace of mind from hosting on a global network of Microsoft-managed data centers

Back up your data





Is your data backed up?

Many businesses lose critical data when primary data storage becomes damaged or files are accidentally deleted

Effective data backup often requires significant capital investment in hardware and backup media

Get simple, reliable backup in the cloud with Microsoft Azure



Back up your files and data to the cloud, simply and affordably



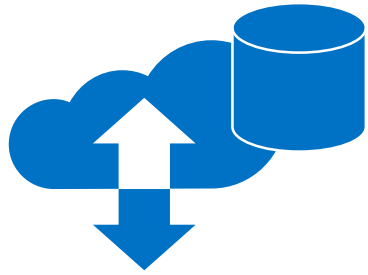
Avoid capital expense for storage hardware & media

Scale up or down as needed and pay for what you use

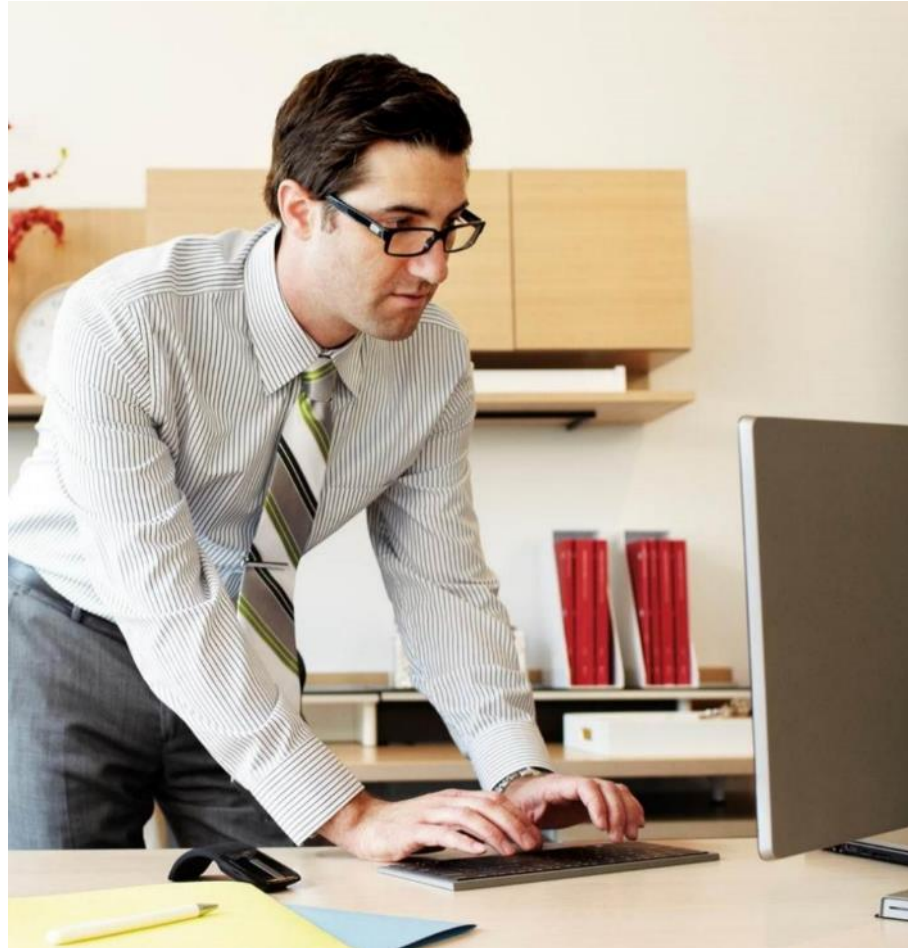
Get enterprise-grade data protection

[Click here](#) to jump to a slide in the appendix with more technical information on this solution.

Easily backup your on-site SQL Server database to the cloud



Get fast, easy backup for your database with SQL Server and Microsoft Azure



Automate database backups to minimize data loss

Encrypt your backup files for added protection

Restore to the cloud if on-site servers are down

Reduce unexpected downtime





40% of businesses hit by a disaster never reopen¹

You have an insurance policy for your business. What's your insurance policy for your data and IT systems?

Building and hosting a disaster recovery solution is too expensive for most small and midsize businesses...

¹ Federal Emergency Management Agency, [fema.gov](https://www.fema.gov)

Have the peace of mind that you're open for business—even if disaster strikes



Microsoft Azure
Site Recovery

Know you're covered—get your business back up and running in minutes



Avoid capital expense and significantly reduce operational costs

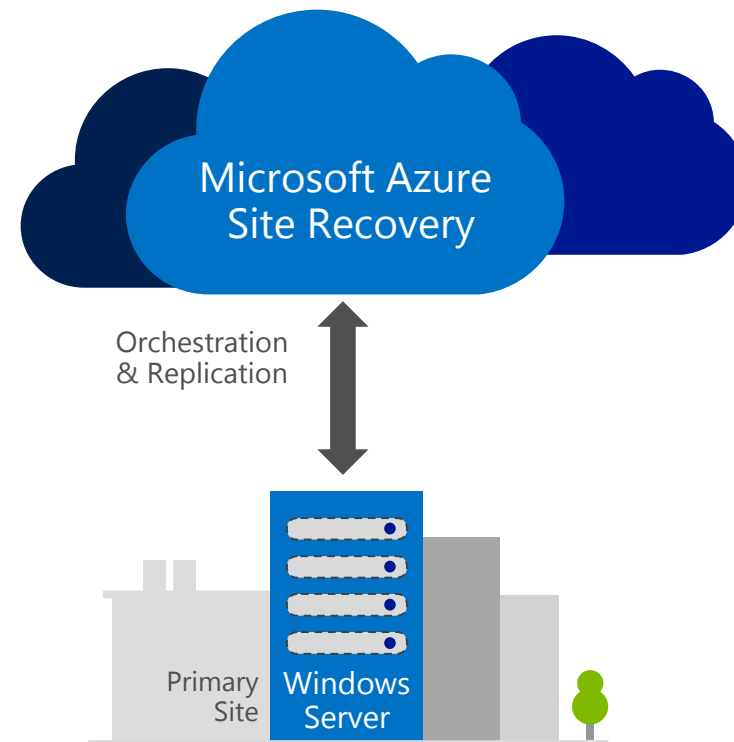
Automated recovery to reduce application downtime, and near-zero data loss

Greater peace of mind with ongoing testing and monitoring

Disaster recovery in the cloud with Microsoft Azure Site Recovery

- Use Azure as your DR site
- Automated VM protection & replication
- Remote health monitoring
- Customizable recovery plans
- No-impact recovery plan testing
- Orchestrated recovery of tiered applications

On-premises to Microsoft Azure protection



Microsoft Azure Site Recovery: Hyper-V Replica Replication Engine

Integrated Software-Based VM Replication

VM replication capabilities built into Windows Server 2012 R2 Hyper-V

Configurable replication frequencies of 30 seconds, 5 minutes and 15 minutes

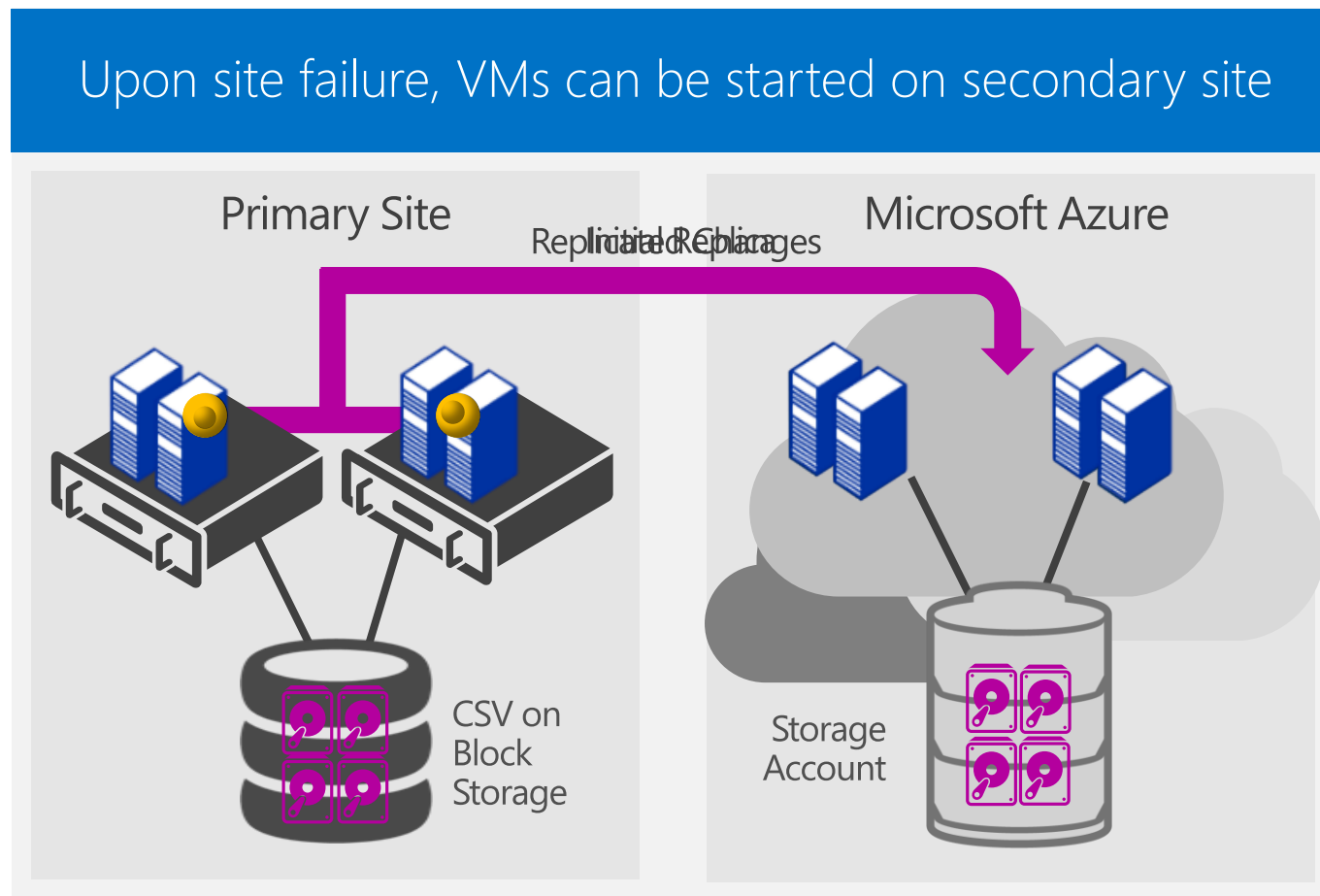
Secure replication across network using certificates

Flexible solution, agnostic of network, server and storage hardware on either site

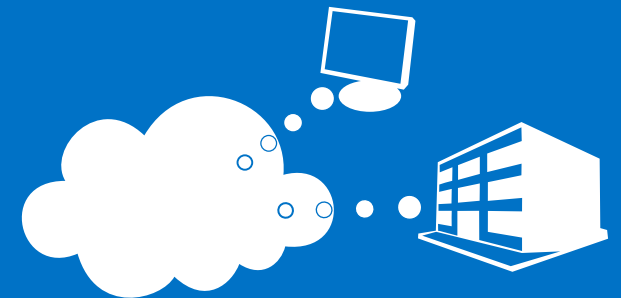
No need for other virtual machine replication technologies, reducing costs

Automatic handling of live migration

Simple configuration and management



Host your website





How much is your website costing your business?

Many small and midsize businesses host their own websites on their own on-site server, which can cost money ...and customers

Unexpected downtime

Poor performance

Lacking security

IT and hardware costs

Offer a great customer experience by hosting your website in the cloud

Provide a reliable, satisfying, more secure customer experience without the need to invest in costly infrastructure.



High availability

Fast, responsive performance

The latest security and protection

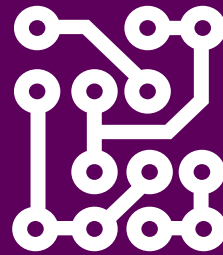
Premium resources at budget prices

How to buy

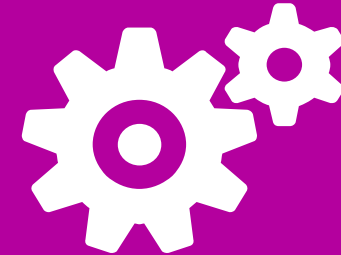
What is Azure in Open?



Monetary
commitment valid for
12 months



Applicable to any
Azure Service *eligible for
Monetary Commitments*



Business processes
follow existing Online
Services in Open

Available August 1, 2014

Azure in Open – The Details

One Monetary Commitment SKU, available in unlimited quantities

Customers can purchase additional credit for Azure services at any time

Can be used against any Azure service* within 12 months from the date of activation

Available in countries with Open Volume Licensing program partners and that offer Azure Direct

** eligible for Monetary commitments*



Why Azure in Open?



Low **barrier of entry** with no investments in complex billing systems



A **consistent, familiar** licensing option for cloud services along with your on-premises solutions



A flexible, **consumption-based purchasing** model

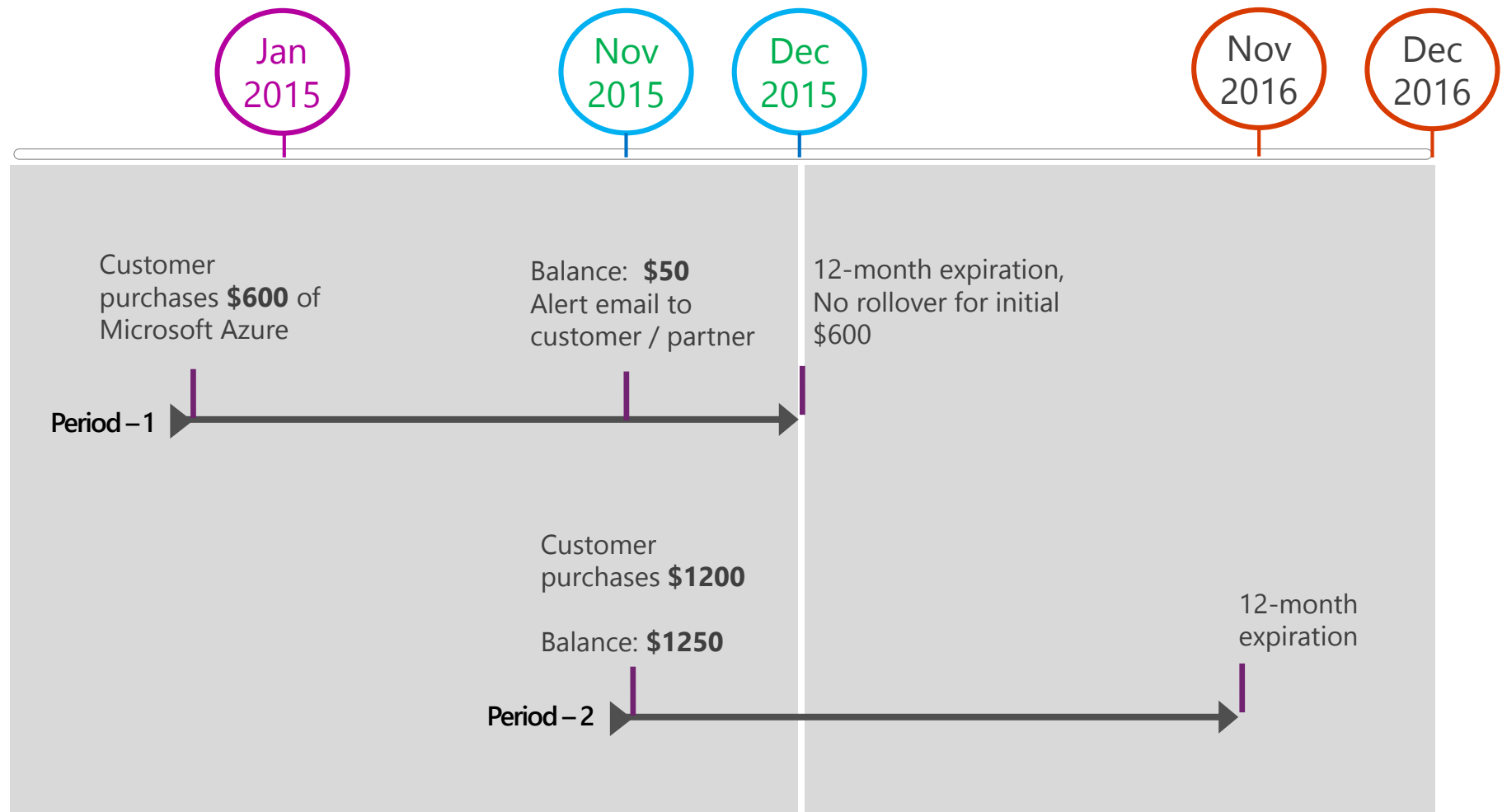
Capitalize on the opportunity to incorporate the cloud into your solutions and services



Monetary commitment tokens

Use case: 180GB of Microsoft Azure Backup for 12 months; ~\$50/month

- Each redemption creates a unique 12-month consumption period
- Previous tokens are exhausted before next tokens are consumed
- Unused amounts cannot be rolled over into future periods
- 12-month consumption period starts when subscriptions are redeemed
- No limit to number of redeemed subscriptions
- Configurable alert emails



Location-based meter currencies

Microsoft Azure services are currently offered in 19 currencies. A customer's meter currency is determined by the geographic location entered by the customer during sign-up.

	Argentina: ARS		Indonesia: IDR		Saudi Arabia: SAR		Taiwan: TWD
	Australia: AUD		Japan: JPY		South Africa: ZAR		Turkey: TRY
	Canada: CAD		New Zealand: NZD		South Korea: KRW		United Kingdom: GBP
	Denmark: DKK		Norway: NOK		Sweden: SEK		United States: USD
	Eurozone: EUR		Russia: RUB		Switzerland: CHF		Rest of World: USD

Microsoft Azure in Open: Activation experience

Sample VLSC email

Once order is processed, customer and/or reseller receives VLSC welcome email:

Welcome!

Congratulations on your newly accepted Open License with Microsoft. You have been assigned Administrator permissions on the Microsoft Volume Licensing Service Center (VLSC) site.

In order to access the VLSC site, you must first register and validate your business e-mail address, which was provided to Microsoft when your contract or order was submitted. To begin registration, click the link below. When prompted, enter your business e-mail as shown below:

VLSC Registration:

<https://www.microsoft.com/licensing/servicecenter/registration.aspx>



1) Keys found on VLSC

How to activate your Online Services:

1. Please obtain your Product Key from VLSC. The Online Service Activation (OSA) Keys can be found at either of the following locations from the VLSC Homepage:

- **Download & Keys** > find the Product/Service name > click **Key**
- **Licenses > Relationship Summary** > Click on the License Number > **Product Key**

2. Copy the Keys and activate at the below Online Product Portal :

- For Office 365 activation <http://www.office.com/setup365>
- For Windows Intune activation www.microsoft.com/windowsintune/open
- Copy the Keys and activate Azure at [Azure Portal](#)



2) Keys redeemed on portal

Thank you,
The Microsoft Volume Licensing Service Center Team

VLSC sign-in

Welcome email link points here



Microsoft Volume Licensing Service Center

Welcome to the Volume Licensing Service Center

Products, Benefits and Subscriptions

The Volume Licensing Service Center (VLSC) gives you easy access to:

- > Download products and keys
- > Access all your licensing information in one location
- > View your relationship summary and license summary details
- > Review the status of your enrollments
- > Activate and consume Software Assurance benefits

Sign In

Sign in to access the Volume Licensing Service Center

[Sign In](#)

Register, Assign Permissions or Access Your Licenses

During registration, provide the same business or organization e-mail address that was referenced in the access notification e-mail you received.

Have questions? Check out these [training resources](#), including videos. If you have questions about registering, please view this [video on VLSC self-registration](#).

Helpful Links

- [See FAQ](#)
- [Contact Us](#)
- [Training & Resources](#)

Microsoft

[Help](#) | [Terms of Use](#) | [Trademarks](#) | [Privacy Statement](#) © 2011 Microsoft

VLSC sign-in

VLSC sign-in requires Microsoft Account (MSA)

If customer doesn't have an MSA, they must sign up



Sign in

Microsoft account [What's this?](#)

☐ Keep me signed in

Sign in

Can't access your account?

Sign in with a single-use code

Don't have a Microsoft account? [Sign up now](#)



Microsoft

VLSC sign-up

MSA sign-up requires customer information



Create an account

You can use any email address as the user name for your new Microsoft account, including addresses from Outlook.com, Yahoo! or Gmail. If you already sign in to a Windows PC, tablet, or phone, Xbox Live, Outlook.com, or SkyDrive, use that account to [sign in](#).

Name

User name

[Or get a new email address](#)

Create password

8-character minimum; case sensitive

Reenter password

Country/region

ZIP code

Birthdate

Gender

Help us protect your info

Your phone number helps us keep your account secure.

Country code

Phone number

We want to make sure that a real person is creating an account.

Enter the characters you see

[New](#) | [Audio](#)



☐ Send me promotional offers from Microsoft. You can unsubscribe at any time.

Click **Create account** to agree to the [Microsoft Services Agreement](#) and [privacy and cookies statement](#).

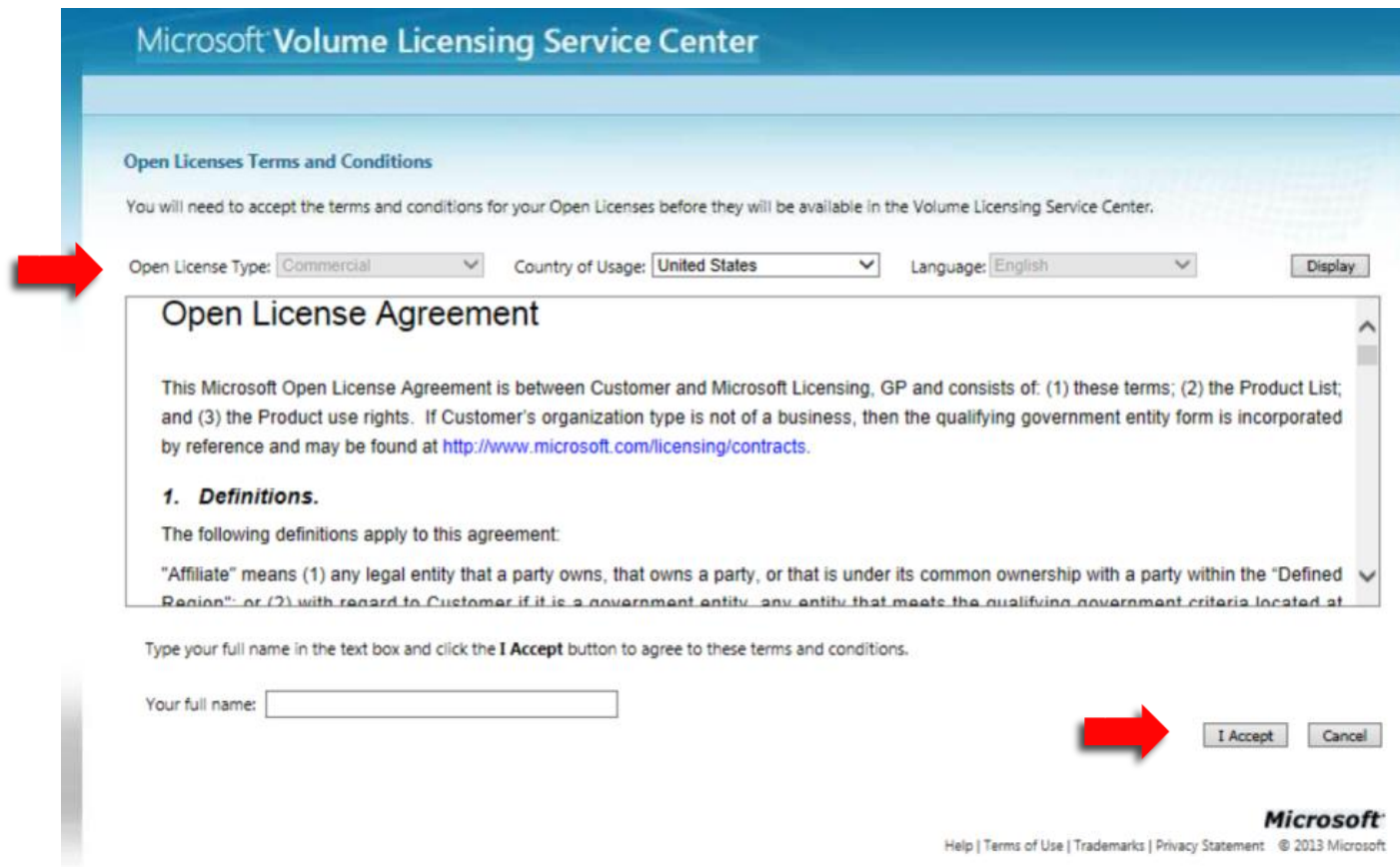
Create account



VLSC contract signing (Open License only)

First log-in for Open license customers requires contract signing

Customers enter license type, country, language, and sign



Microsoft Volume Licensing Service Center

Open Licenses Terms and Conditions

You will need to accept the terms and conditions for your Open Licenses before they will be available in the Volume Licensing Service Center.

Open License Type: Country of Usage: Language:

Open License Agreement

This Microsoft Open License Agreement is between Customer and Microsoft Licensing, GP and consists of: (1) these terms; (2) the Product List; and (3) the Product use rights. If Customer's organization type is not of a business, then the qualifying government entity form is incorporated by reference and may be found at <http://www.microsoft.com/licensing/contracts>.

1. Definitions.

The following definitions apply to this agreement:

"Affiliate" means (1) any legal entity that a party owns, that owns a party, or that is under its common ownership with a party within the "Defined Region"; or (2) with regard to Customer if it is a government entity, any entity that meets the qualifying government criteria located at

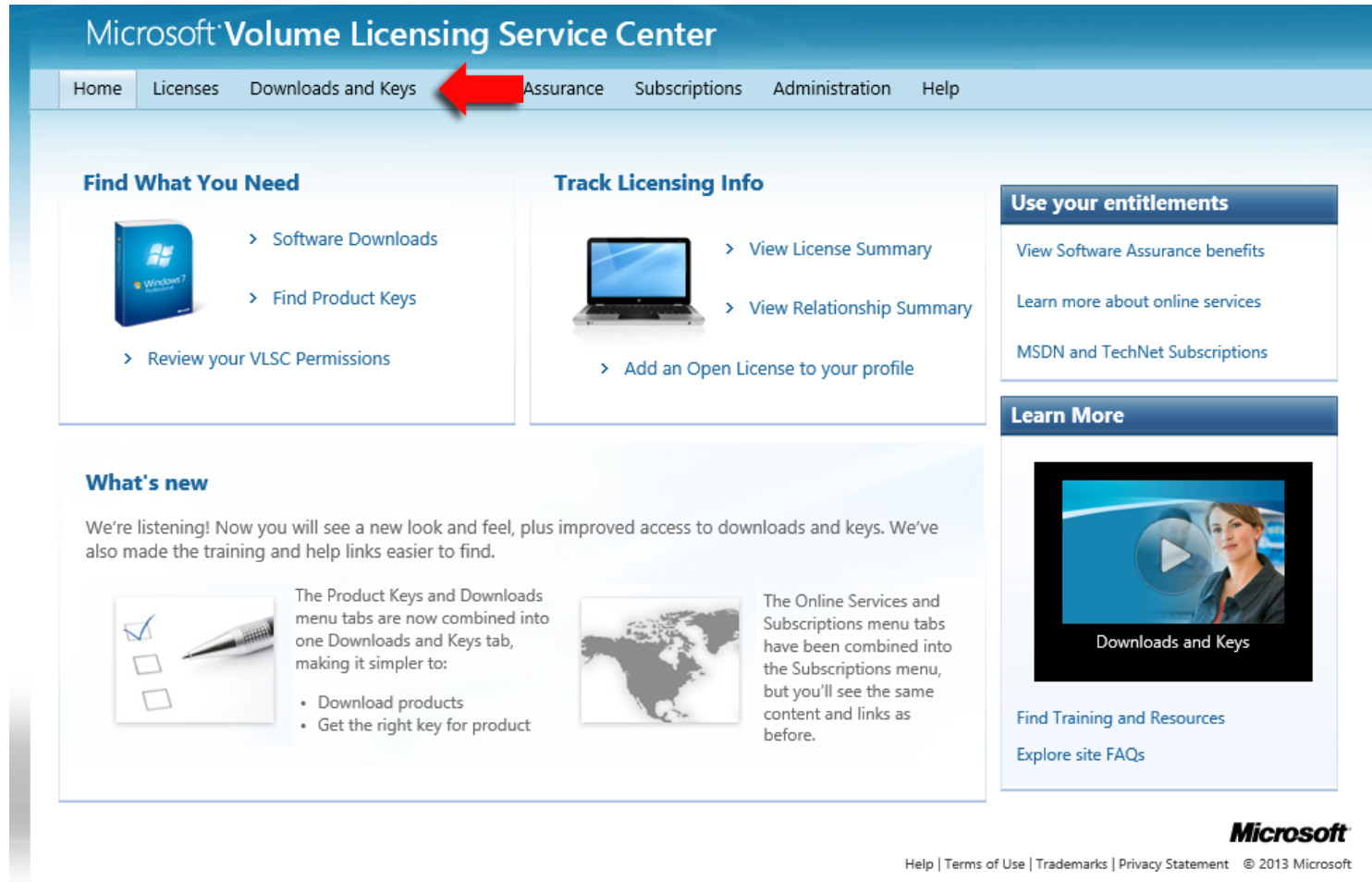
Type your full name in the text box and click the **I Accept** button to agree to these terms and conditions.

Your full name:

Microsoft
Help | Terms of Use | Trademarks | Privacy Statement © 2013 Microsoft

VLSC main screen

Click on "Downloads and Keys"



Microsoft Volume Licensing Service Center

Home Licenses Downloads and Keys Assurance Subscriptions Administration Help

Find What You Need

- > Software Downloads
- > Find Product Keys
- > Review your VLSC Permissions

Track Licensing Info

- > View License Summary
- > View Relationship Summary
- > Add an Open License to your profile

Use your entitlements

- View Software Assurance benefits
- Learn more about online services
- MSDN and TechNet Subscriptions

Learn More

What's new

We're listening! Now you will see a new look and feel, plus improved access to downloads and keys. We've also made the training and help links easier to find.

The Product Keys and Downloads menu tabs are now combined into one Downloads and Keys tab, making it simpler to:

- Download products
- Get the right key for product

The Online Services and Subscriptions menu tabs have been combined into the Subscriptions menu, but you'll see the same content and links as before.

Downloads and Keys

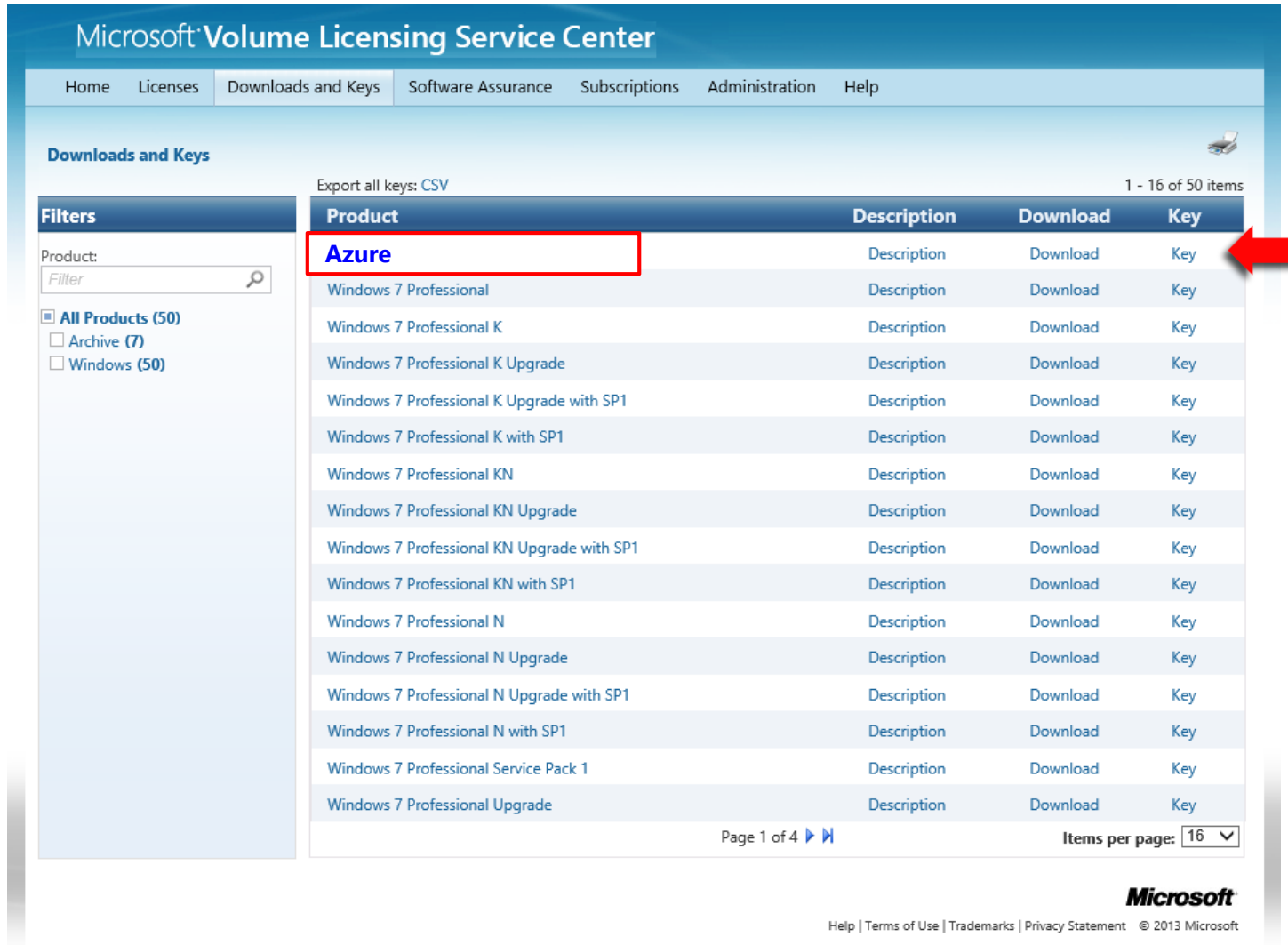
Find Training and Resources
Explore site FAQs

Microsoft

Help | Terms of Use | Trademarks | Privacy Statement © 2013 Microsoft

VLSC downloads and keys

Customer selects Azure, Key



Microsoft Volume Licensing Service Center

Home Licenses Downloads and Keys Software Assurance Subscriptions Administration Help

Downloads and Keys

Export all keys: CSV 1 - 16 of 50 items

Product	Description	Download	Key
Azure	Description	Download	Key
Windows 7 Professional	Description	Download	Key
Windows 7 Professional K	Description	Download	Key
Windows 7 Professional K Upgrade	Description	Download	Key
Windows 7 Professional K Upgrade with SP1	Description	Download	Key
Windows 7 Professional K with SP1	Description	Download	Key
Windows 7 Professional KN	Description	Download	Key
Windows 7 Professional KN Upgrade	Description	Download	Key
Windows 7 Professional KN Upgrade with SP1	Description	Download	Key
Windows 7 Professional KN with SP1	Description	Download	Key
Windows 7 Professional N	Description	Download	Key
Windows 7 Professional N Upgrade	Description	Download	Key
Windows 7 Professional N Upgrade with SP1	Description	Download	Key
Windows 7 Professional N with SP1	Description	Download	Key
Windows 7 Professional Service Pack 1	Description	Download	Key
Windows 7 Professional Upgrade	Description	Download	Key

Page 1 of 4

Items per page: 16

Microsoft

Help | Terms of Use | Trademarks | Privacy Statement © 2013 Microsoft

VLSC downloads and keys

Customer can redeem subscription with Online Service Activation (OSA) keys

Azure

Description

Download

Key

Product Keys

Some products require setup or product activation keys. Find out more about different types of [Product keys](#) and [Volume Activation](#) and [Redeeming an Online Service Activation \(OSA\) Key](#).

Azure PIN

?

License ID	Organization	Key	Type	Activations or Seats	Status
12345678	Organization	ABCDE-FGHIJ-KLMNO-PQRST-UVWXY	OSA Key		Available

Key redemption steps

VLSC FAQ, Welcome Mail both provide links to Microsoft Azure

Customer copies key and redeems at the Microsoft Azure service portal

What is an OSA Key?

An Online Service Activation (OSA) Key is a single-use redemption key used to activate subscriptions to Microsoft Online Services.



How do I redeem an OSA Key?

To redeem an OSA Key to activate Microsoft Online Services, copy the key from the VLSC to the [Office 365](#), [Intune](#), or [Azure](#) redemption site



Microsoft Azure Portals



```
graph LR; A[Microsoft Azure Portals] --- B[Account Portal]; A --- C[Management Portal]; A --- D[Azure portal];
```

Account Portal: used for Account, Subscription and Billing Management.

Management Portal: used to manage all services. VM, Storage account creation, VPN, etc.

Azure portal: <http://azure.microsoft.com> , [calculator](#), [pricing details](#), [service information](#), [support plans](#)

Thank you!