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The Microsoft Application Platform: A Perspective

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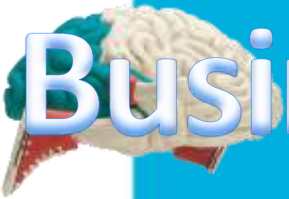
Objectives

- Show the link between business strategy and application platforms
- Provide a general model for thinking about application platforms
 - On-premises and in the cloud
- Illustrate today's most visible application platforms using this model



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Application Platforms and Business Strategy



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Business Strategy and IT

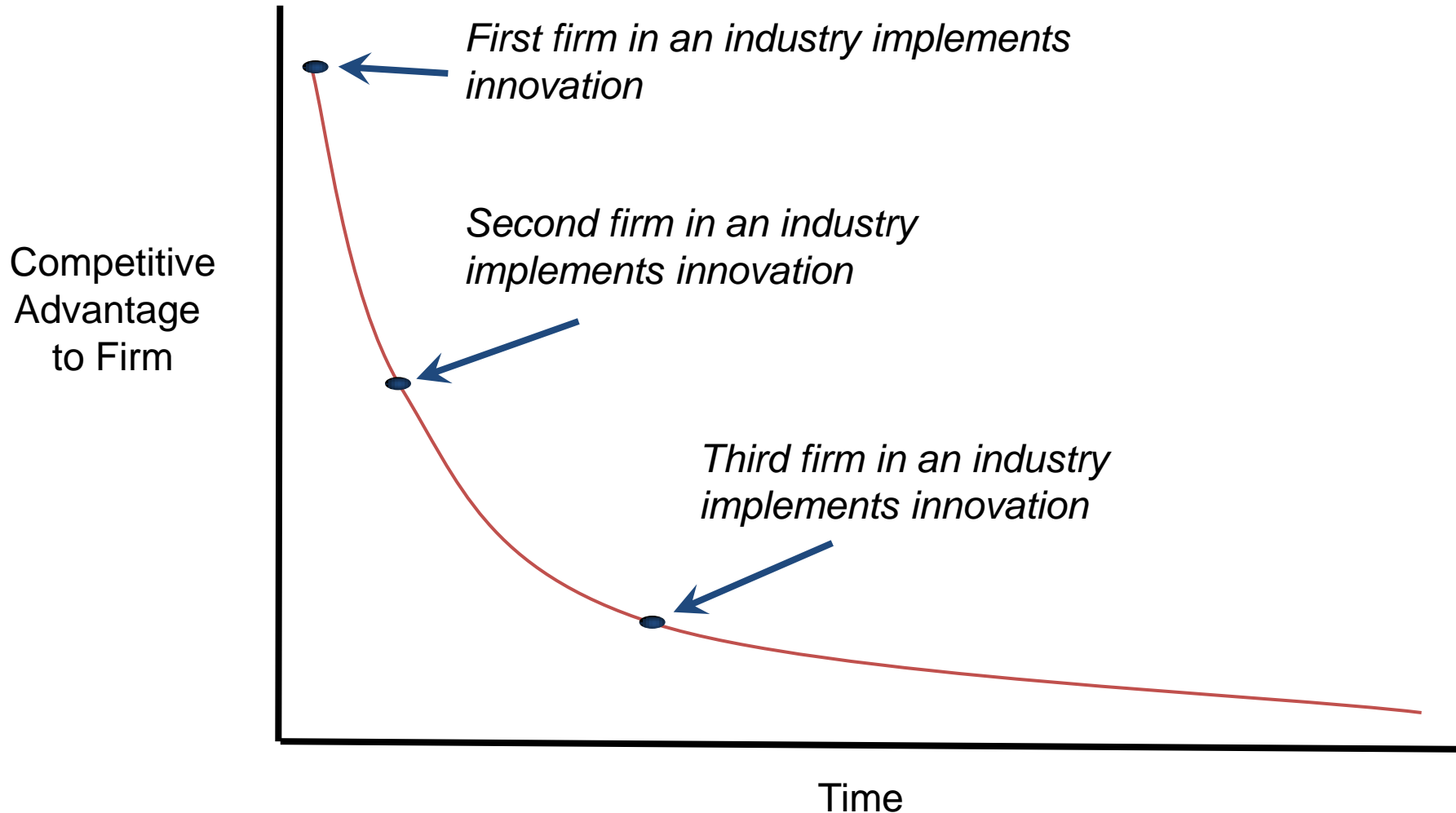
The importance of being different

- A primary goal of business strategy is to create competitive advantage
 - The essence of that advantage is being different
- Virtually all business strategies today have an IT component
 - IT really does matter



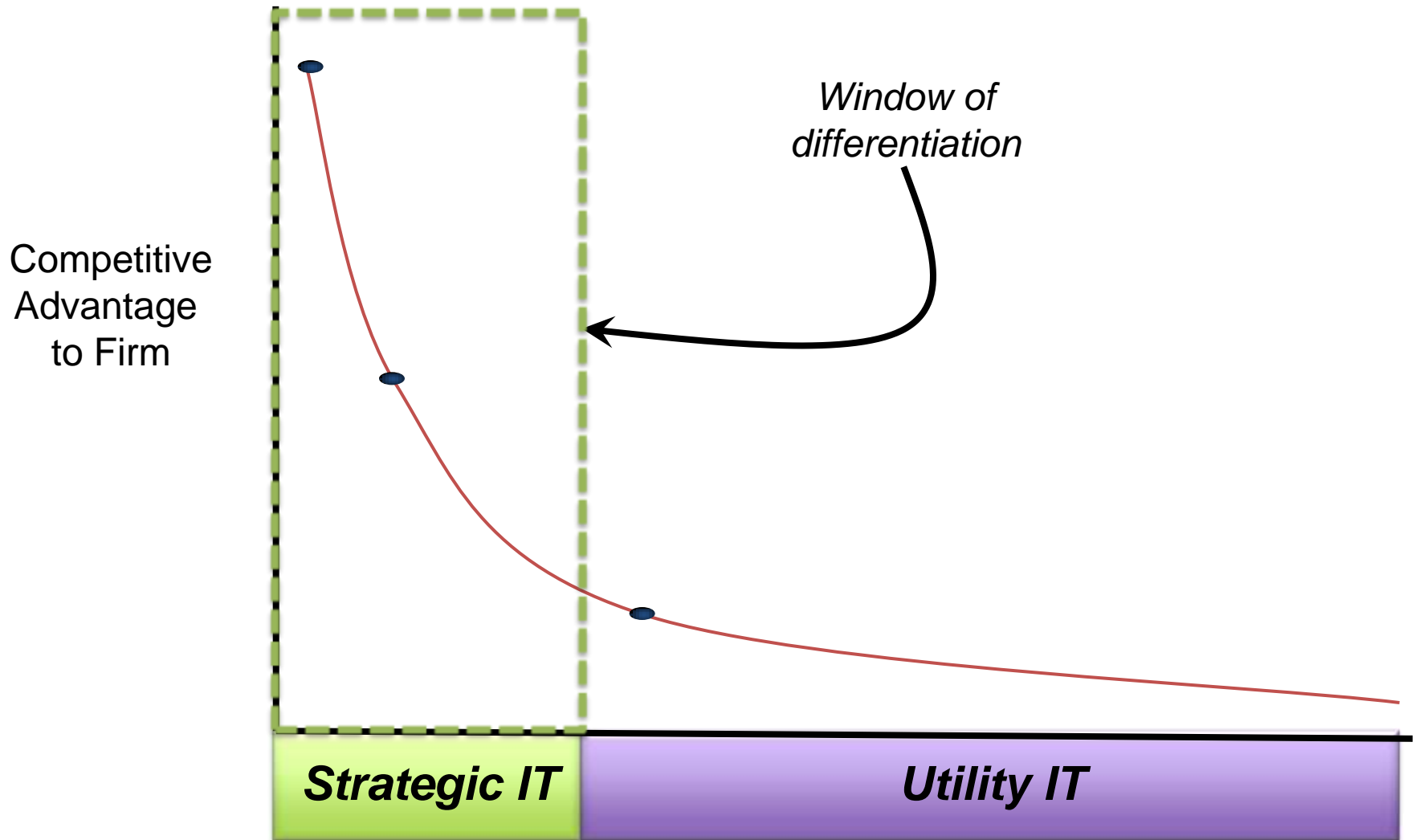
Relative Benefit of an Innovation

From competitive advantage to cost of doing business



Categorizing IT Spending

Strategic vs. utility



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Making the Connection

From strategy to application platform

- Business strategy means *being different* from the competition
- Being different relies on *strategic IT investments* to support that differentiation
- Strategic IT investments are most often *custom applications*
- Custom applications depend on an *application platform*



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Choosing an Application Platform

What's required

- An application platform needs to work well in both the strategic and utility phases
- The strategic phase requires:
 - Support for rapid development
 - With available developers
 - Current technologies
- The utility phase requires:
 - Low cost
 - Long-term supportability



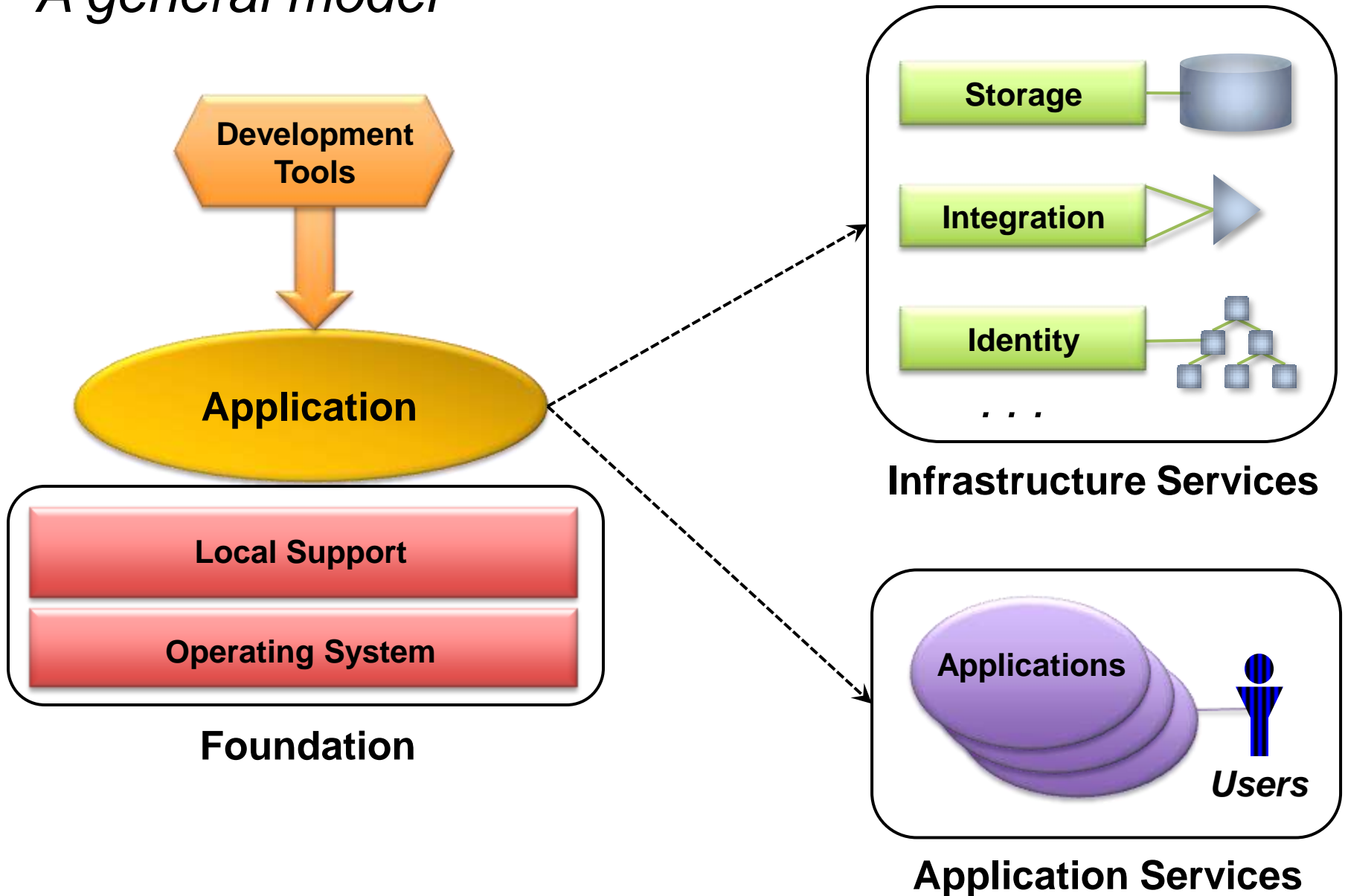
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Thinking About Application Platforms: A Model



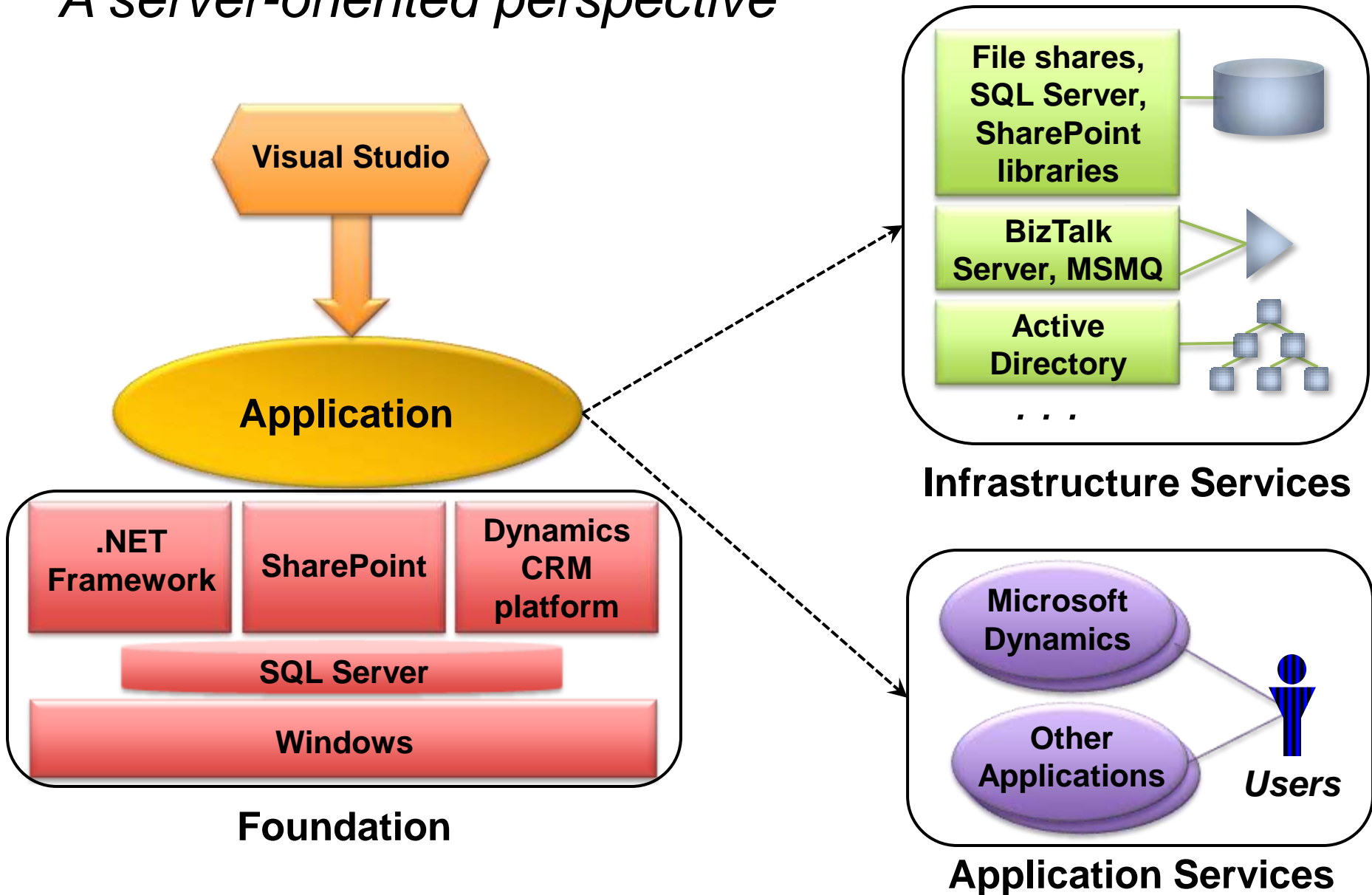
Defining an Application Platform

A general model



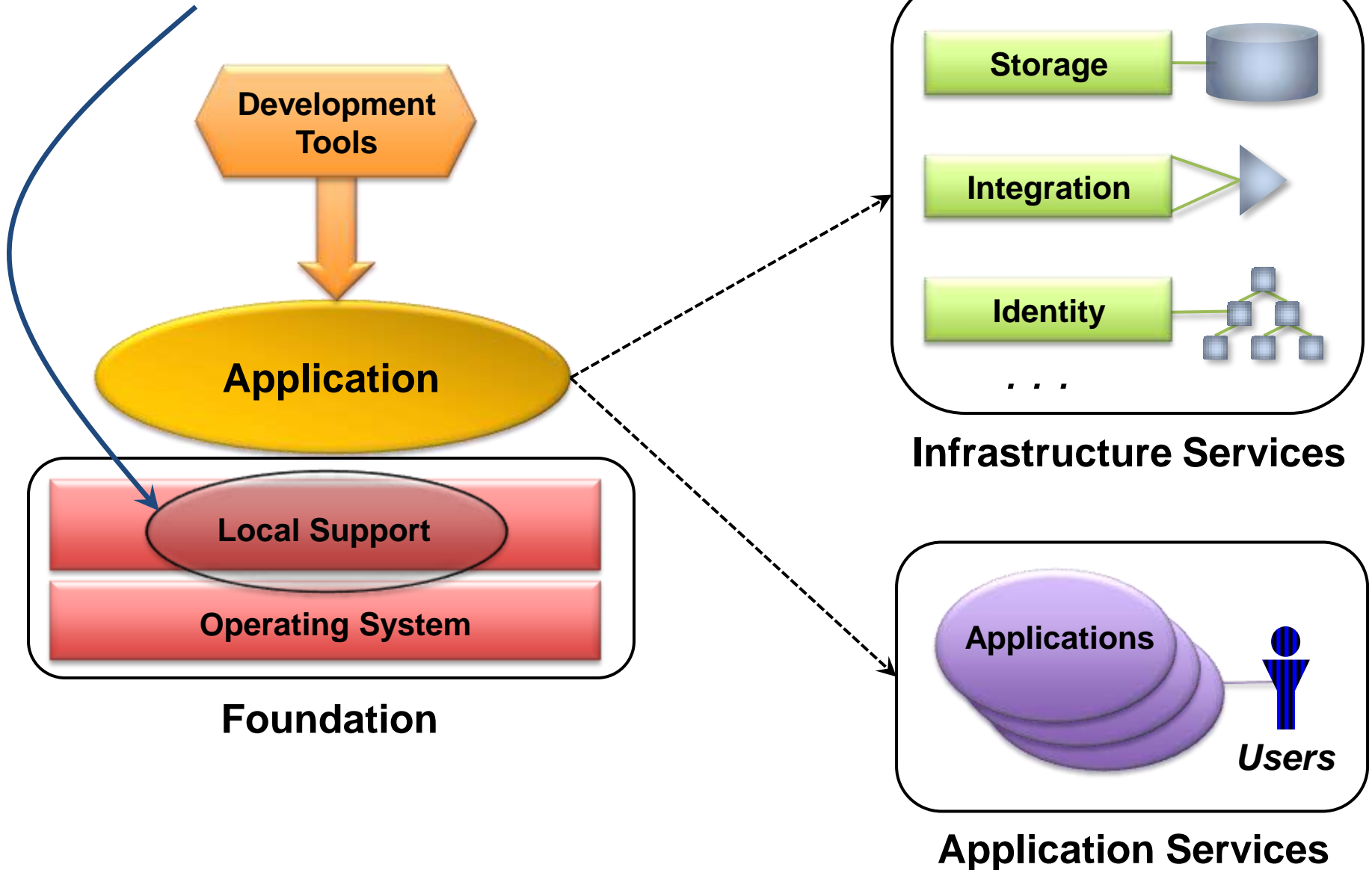
The Microsoft Application Platform

A server-oriented perspective



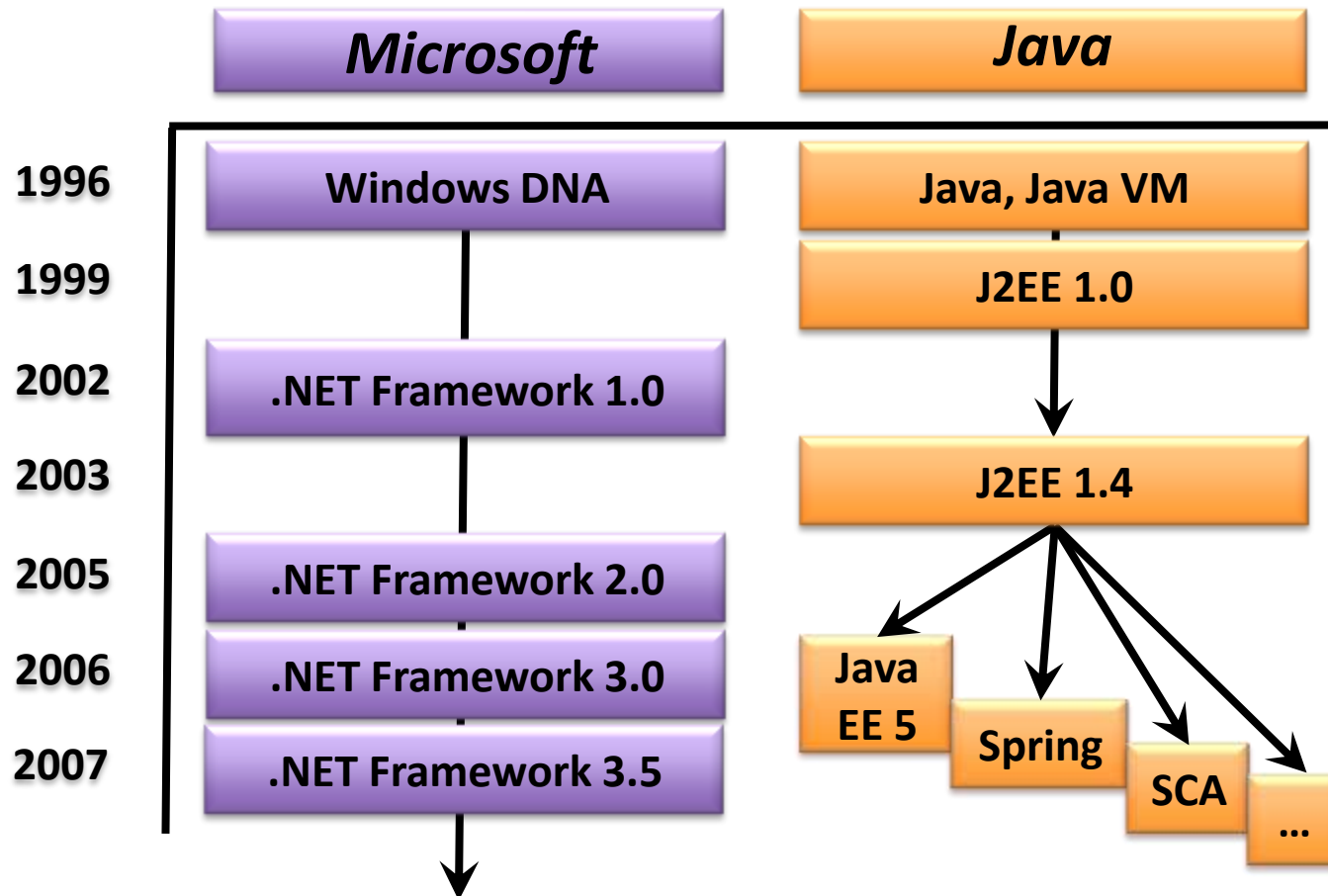
Application Platform Issues

Microsoft vs. the Java world



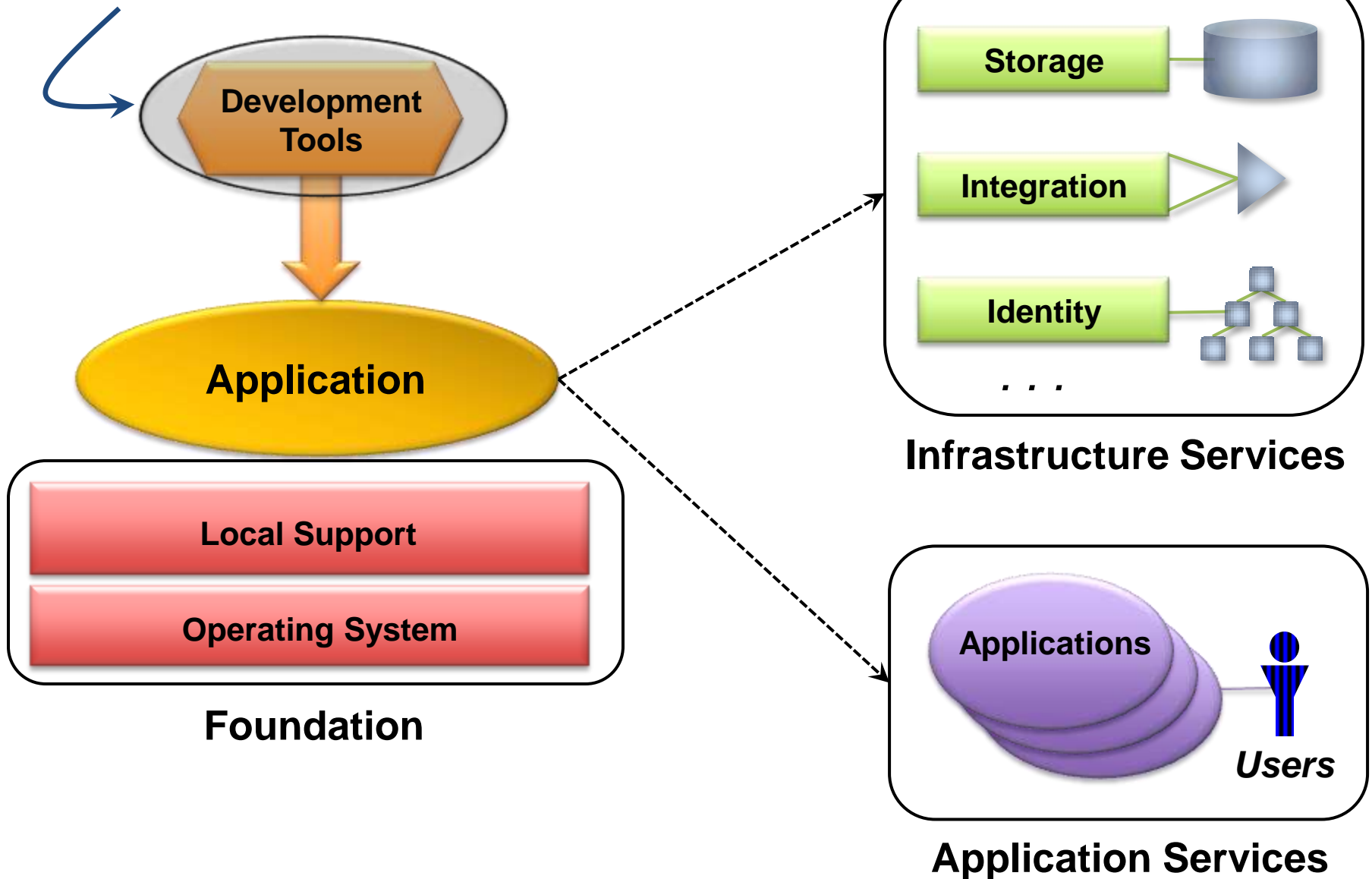
Microsoft vs. the Java World

A dozen years of competition



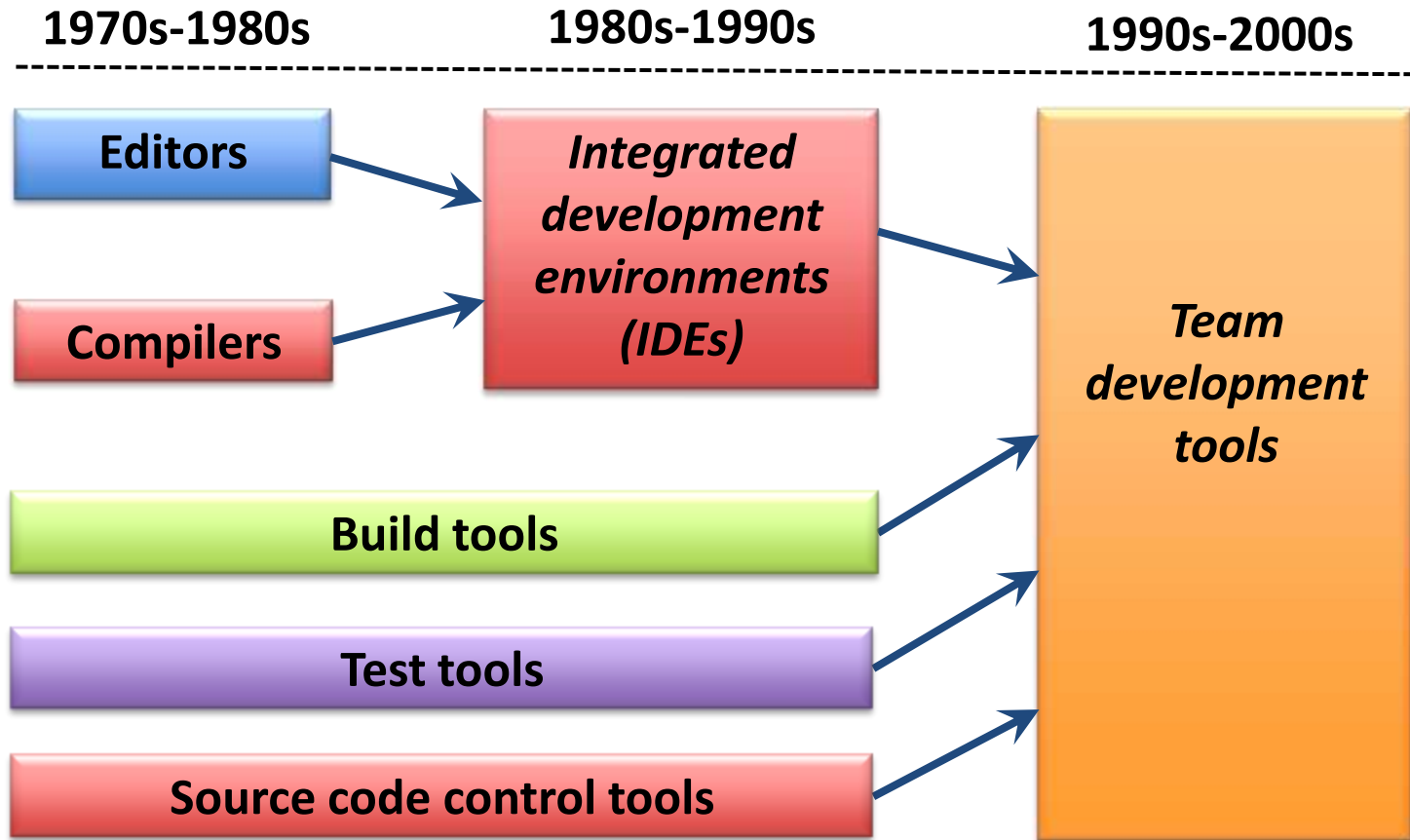
Application Platform Issues

Getting tooling right



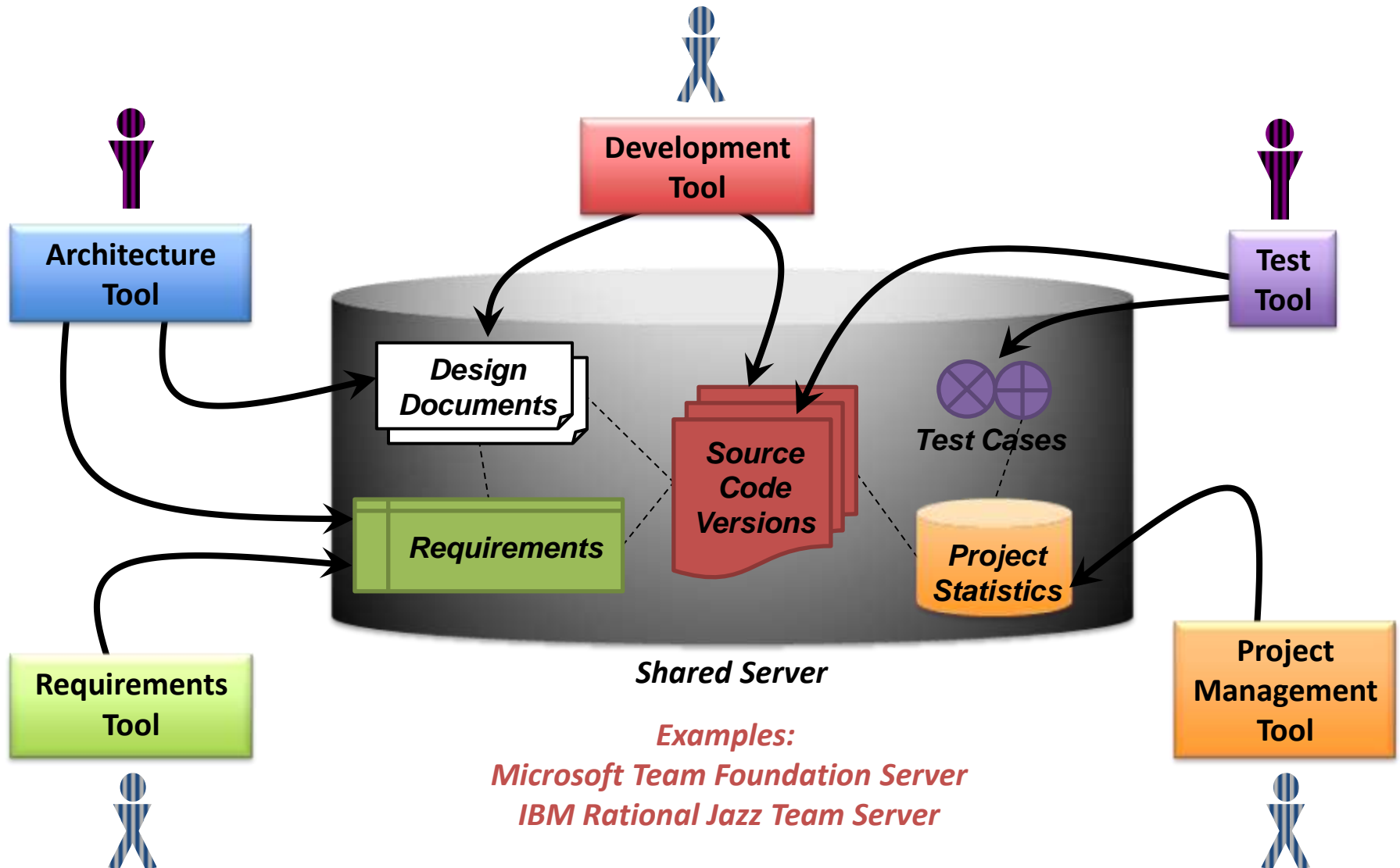
Tools for Software Development

An evolution



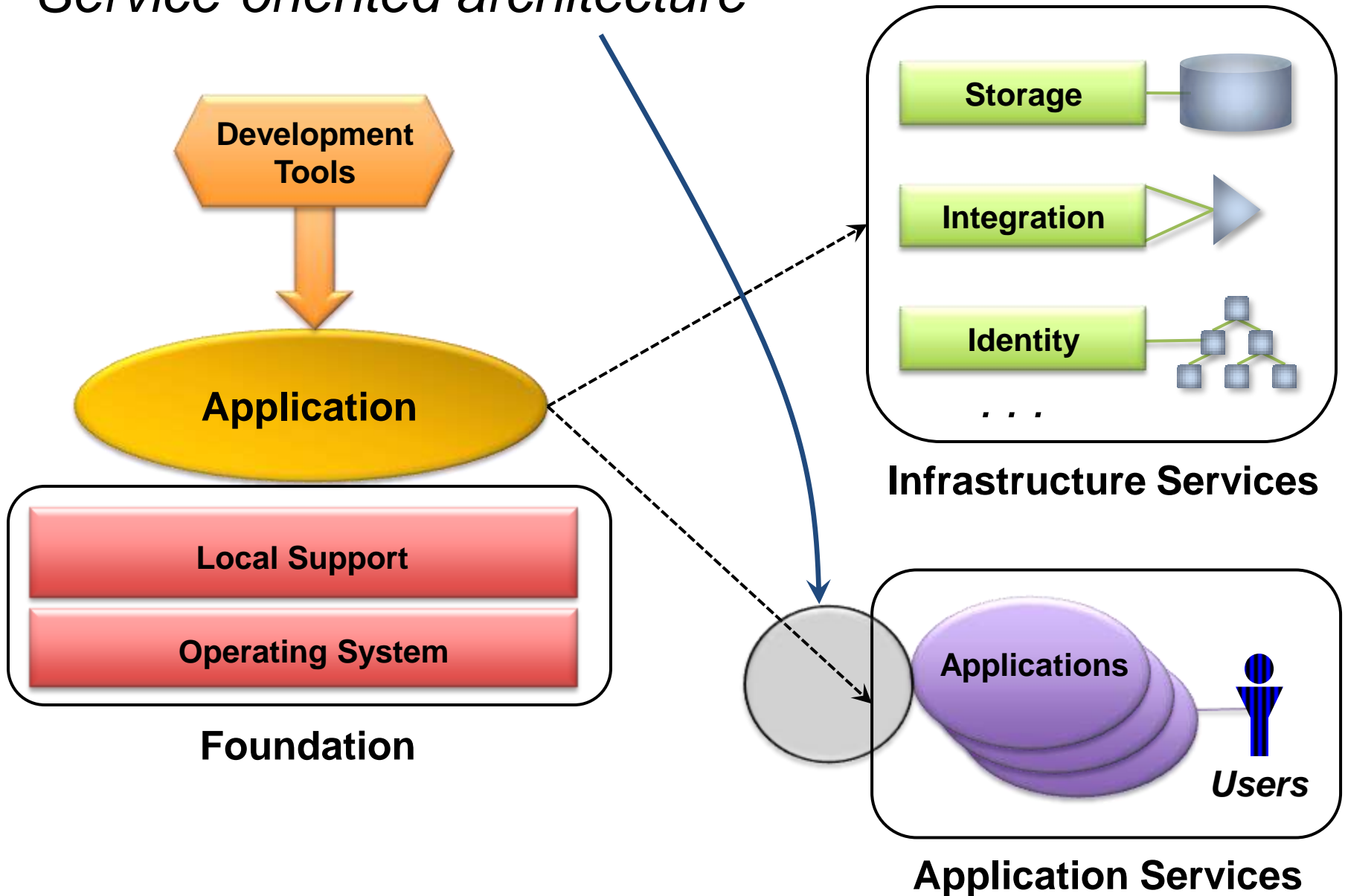
Tools for Software Development

The real goal: Optimizing the end-to-end process



Application Platform Issues

Service-oriented architecture



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Defining SOA

Some possible views

- Service-oriented applications
 - Such as an app that uses services to expose its logic to diverse clients
- Service-oriented architecture
 - A broad attempt to expose the functionality of applications to other applications
 - Potential benefits:
 - Faster, cheaper development of new applications through *reuse* of existing services
 - More *agile* business processes because creating and changing connections among applications can be simpler



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Evaluating SOA

The reality

- Service-oriented applications can make sense
 - Especially when you have immediate clients
- Getting benefits from a broad service-oriented architecture effort is hard
 - Creating service-oriented applications can sometimes add up-front cost for long-term benefit
 - Achieving reuse is difficult
 - Choosing the right services to expose is hard
 - Technical and business incentives are hard to create



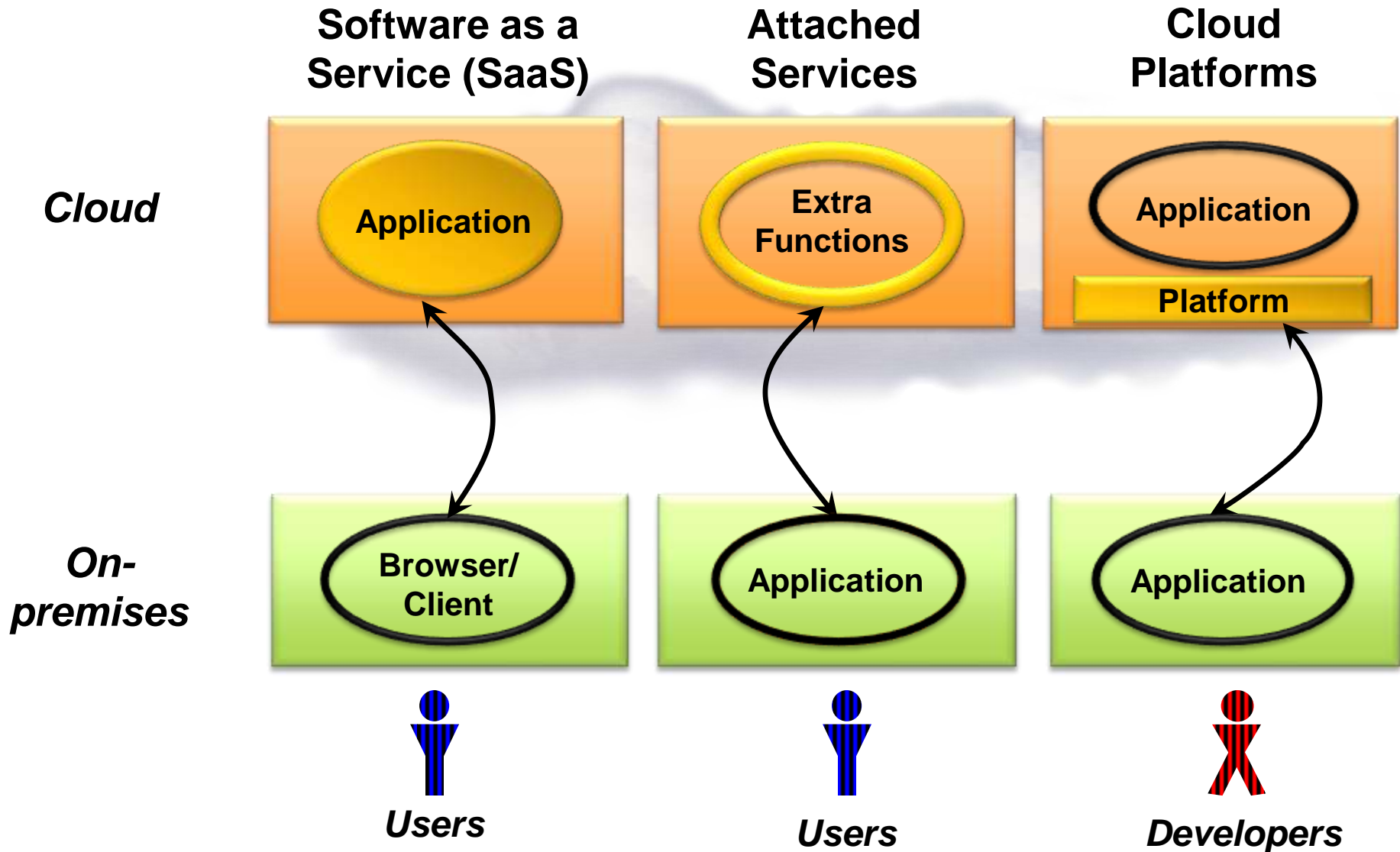
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Application Platforms: Extending into the Cloud



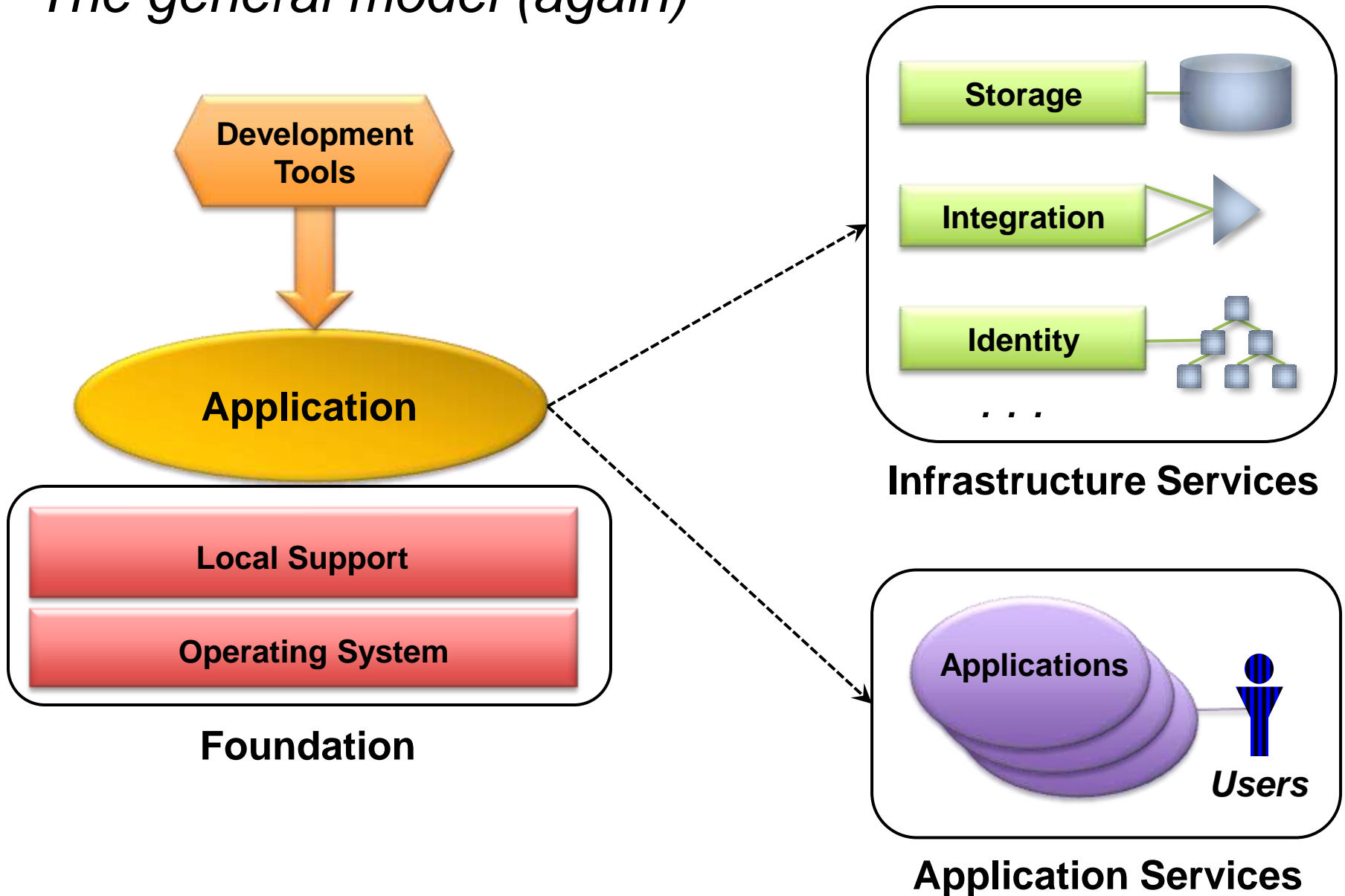
Categorizing Cloud Services

A simple taxonomy

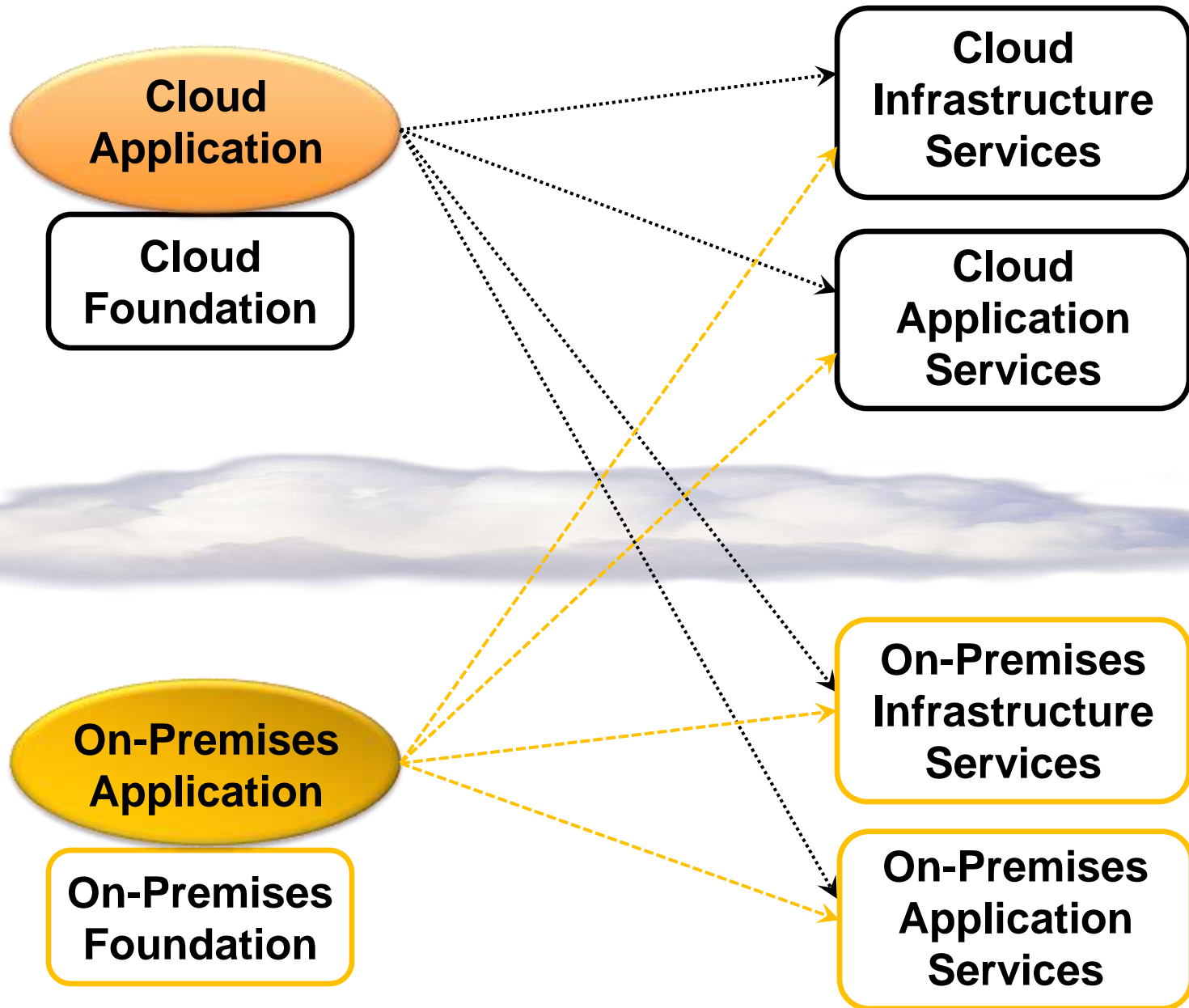


Defining an Application Platform

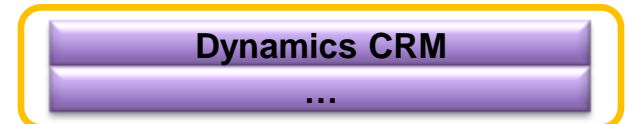
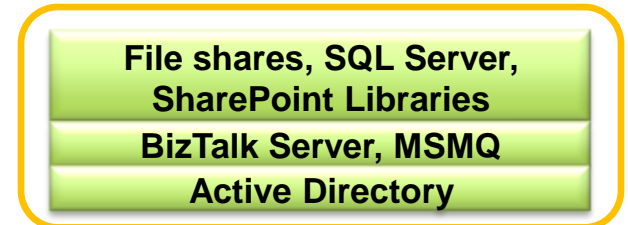
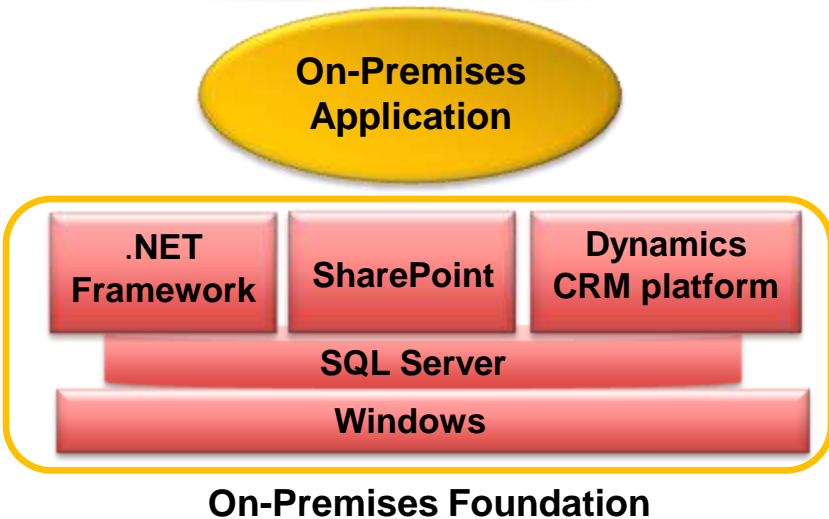
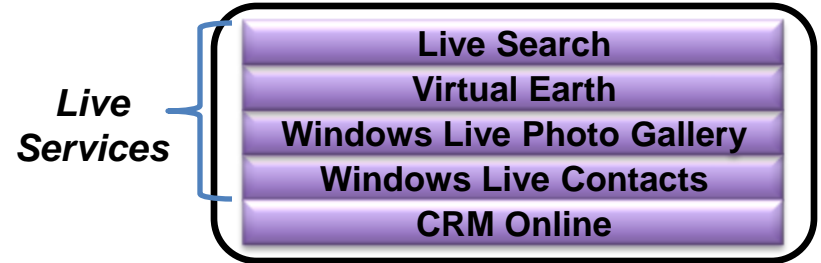
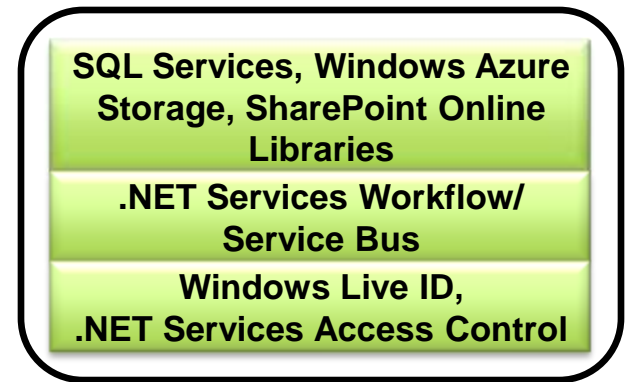
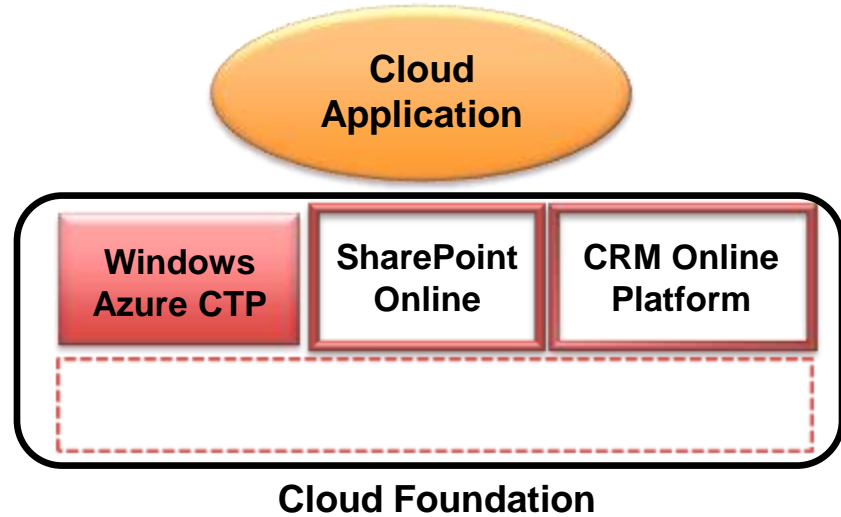
The general model (again)



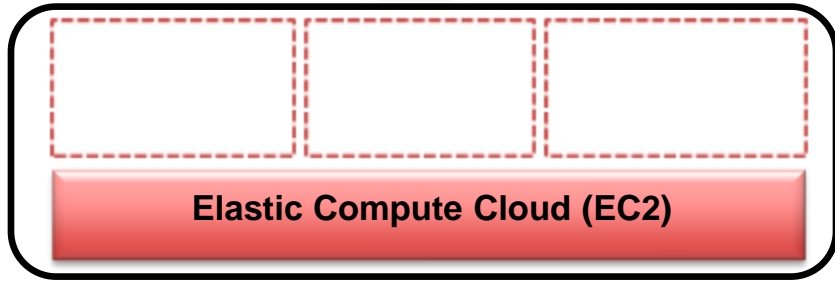
On-Premises and Cloud Platforms



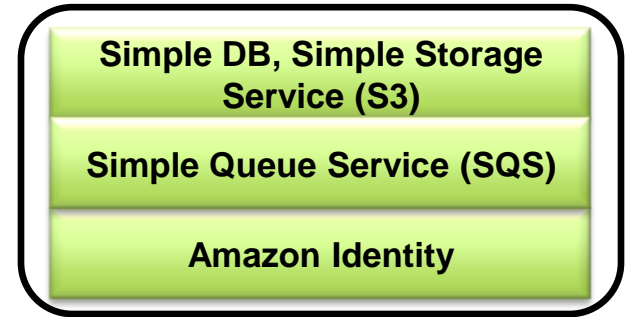
Microsoft



Amazon



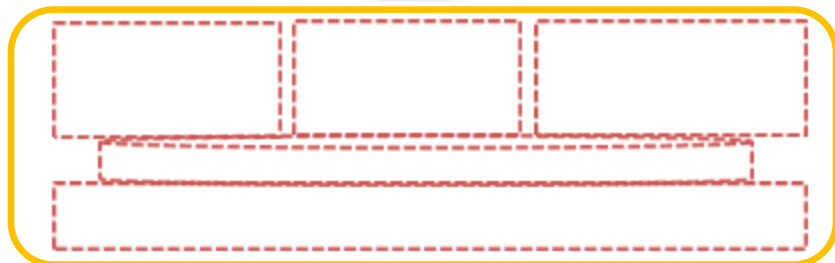
Cloud Foundation



Cloud Infrastructure Services



Cloud Application Services



On-Premises Foundation

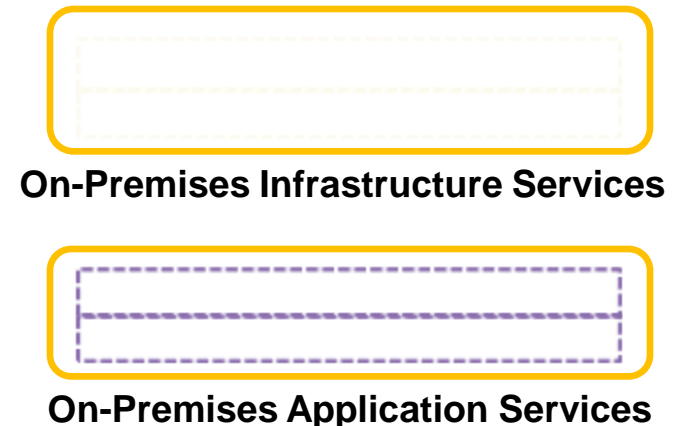
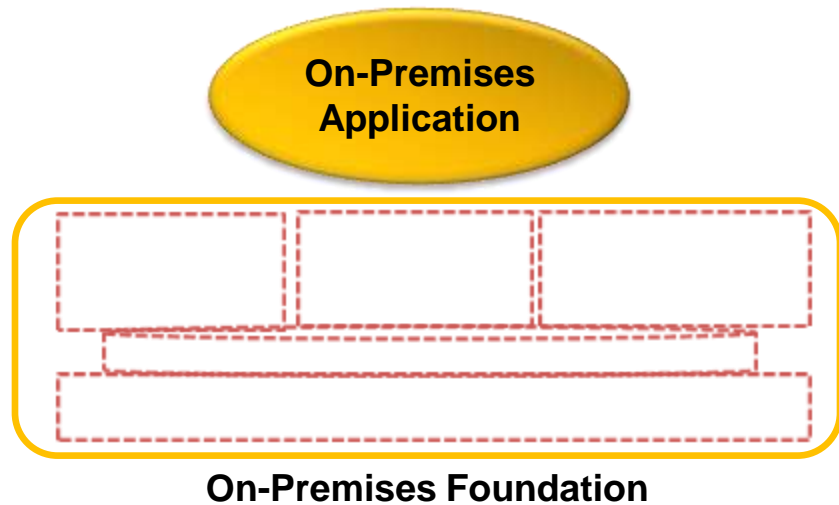
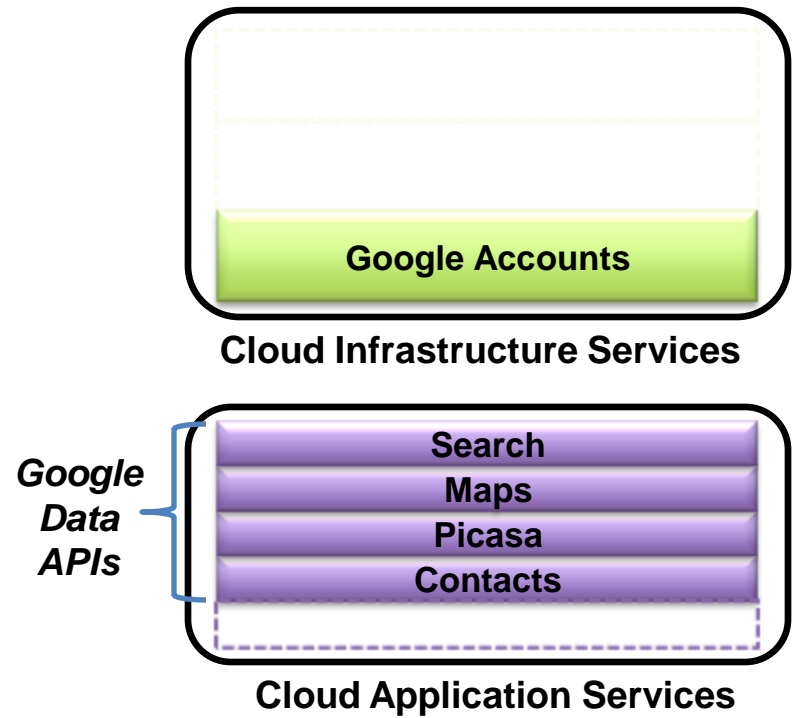
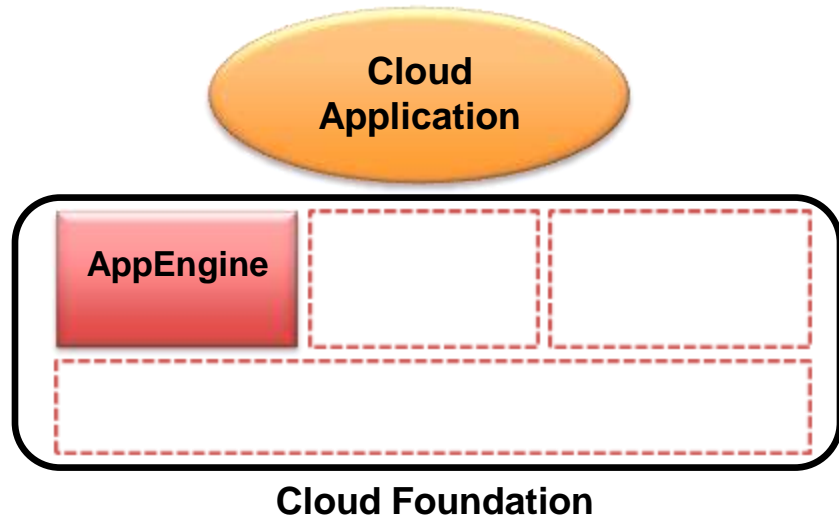


On-Premises Infrastructure Services

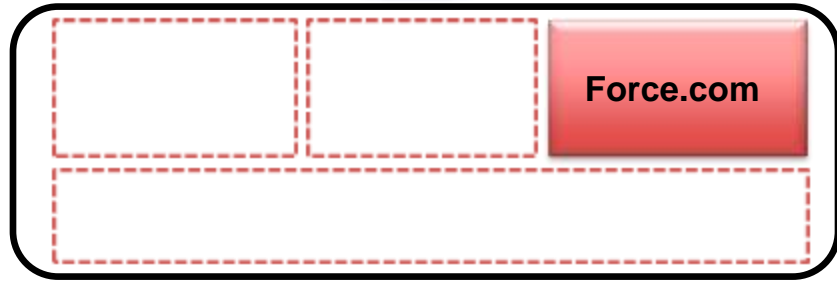


On-Premises Application Services

Google



Salesforce.com



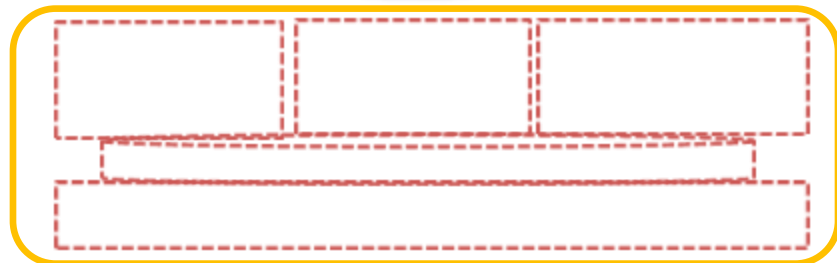
Cloud Foundation



Cloud Infrastructure Services



Cloud Application Services



On-Premises Foundation

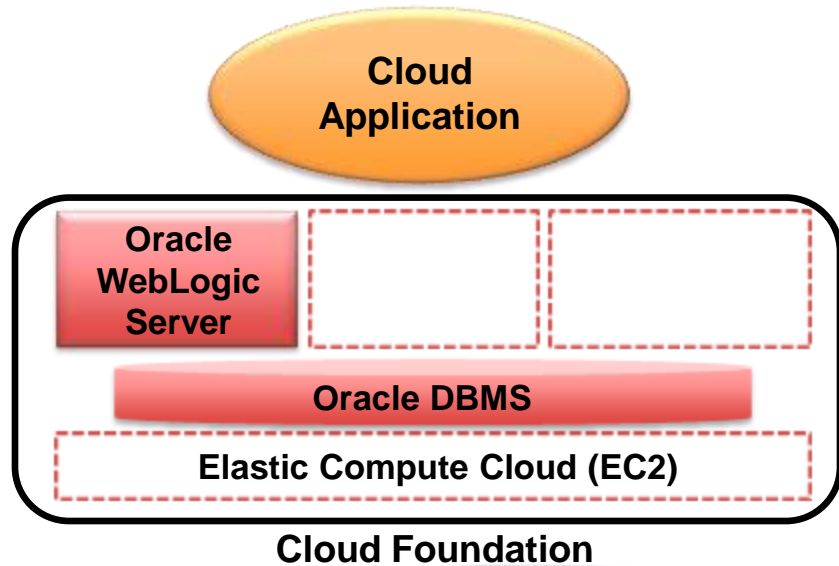


On-Premises Infrastructure Services

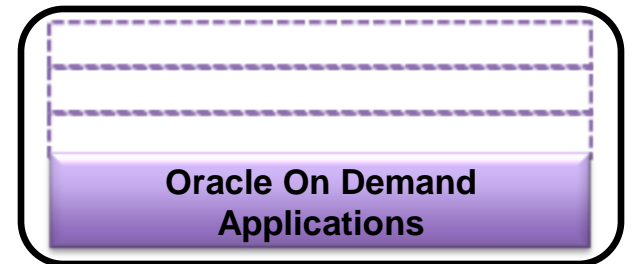


On-Premises Application Services

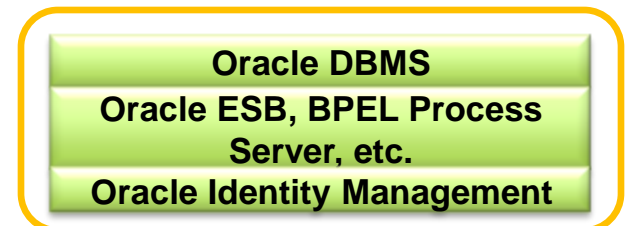
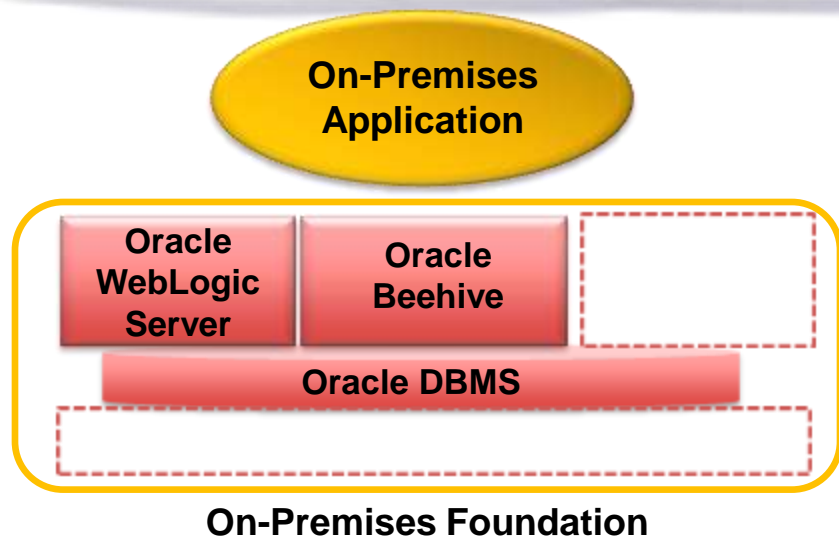
Oracle



Cloud Infrastructure Services



Cloud Application Services

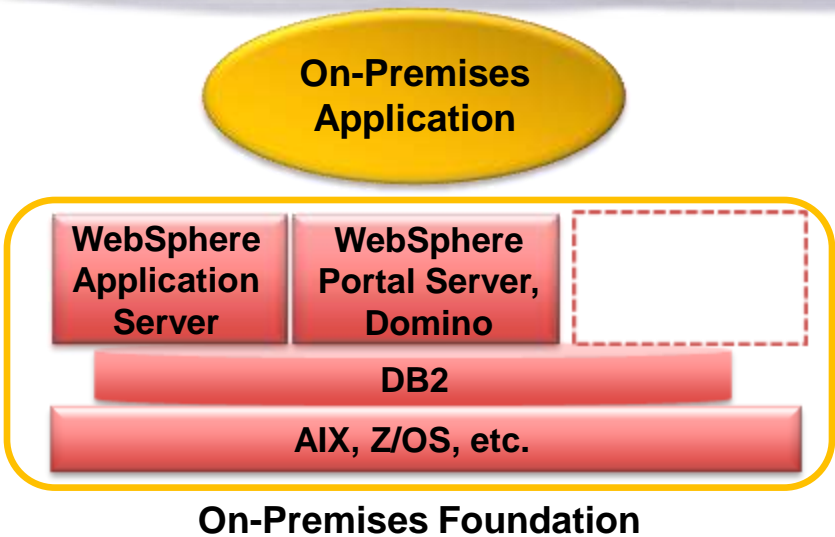
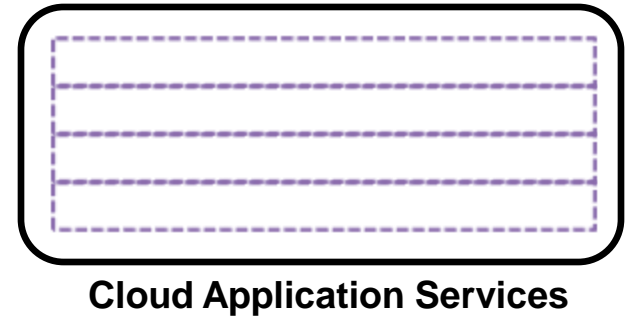
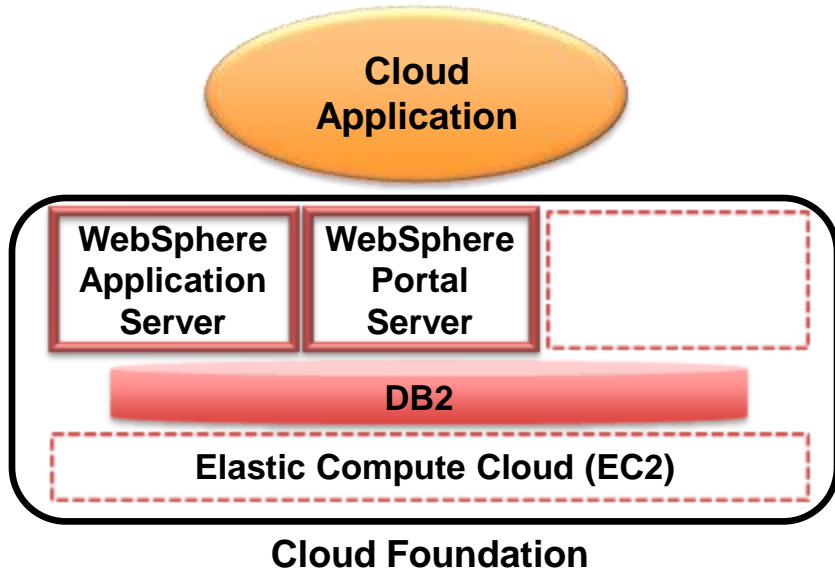


On-Premises Infrastructure Services



On-Premises Application Services

IBM



Conclusions

- Application platforms are a fundamental choice for an organization
 - They're the foundation for business strategy
- Some observations:
 - The J2EE world is fragmenting
 - Team development tools finally address the right problem: optimizing the end-to-end flow
 - SOA isn't succeeding in most organizations
 - The notion of “application platform” is broadening to include the cloud



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David Chappell is Principal of Chappell & Associates (www.davidchappell.com) in San Francisco, California. Through his speaking, writing, and consulting, he helps people around the world understand, use, and make better decisions about new technology. David has been the keynote speaker for many events and conferences on five continents, and his seminars have been attended by tens of thousands of IT decision makers, architects, and developers in forty countries. His books have been published in a dozen languages and used regularly in courses at MIT, ETH Zurich, and other universities. In his consulting practice, he has helped clients such as Hewlett-Packard, IBM, Microsoft, Stanford University, and Target Corporation adopt new technologies, market new products, train their sales staffs, and create business plans. Earlier in his career, David wrote networking software, chaired a U.S. national standards working group, and played keyboards with the Peabody-award-winning Children's Radio Theater. He holds a B.S. in Economics and an M.S. in Computer Science, both from the University of Wisconsin-Madison.

