



## Capturing the cloud

### PUT THE CLOUD TO WORK FOR YOU

Welcome to the upcoming webcast series on cloud computing focusing on the **platform as a service** approach. This type of cloud computing can allow your company to focus more time on building custom solutions rather than the infrastructure required to run them.



In this series there are two tracks with one focusing on technology and the other with a more business perspective. We plan to continue these series with topics coming from our customers. Below is the scheduled webcasts with registration links, I look forward to seeing you there.



# Capturing the cloud Webcast series

### BUSINESS FOCUSED WEBCAST SERIES

#### [April 20<sup>th</sup> \(2pm EST\) – Economics of public cloud computing](#)

Come attend a session that covers the economics of cloud computing from both a supplier and consumer perspective. We will explore how this new computing style can impact your bottom line as well as greatly improve your capabilities. This session will focus on the larger business aspects of cloud computing with heavy focus on Microsoft's Azure Platform. This session will be presented by [Neudesic](#) and Microsoft.

#### [April 27<sup>th</sup> \(2pm EST\) – Building the business case for the cloud](#)

This session will focus on the process for building a business plan for cloud computing development and migration. The discussion will focus on how to calculate ROI and TCO in cloud computing as well as ideal workloads. Case studies will also be discussed and new cloud enabled business models explored. This session will be presented by [Magenic](#) and Microsoft.

#### [May 11<sup>th</sup> \(2pm EST\) – Building the business strategy for cloud adoption](#)

In today's world the term cloud computing can seem overwhelming and hard to make actionable. This session will focus on the process companies can follow to identify the best targets for cloud computing, whether that is new development or migration of existing systems. This session will be presented by [RDA](#) and Microsoft.

### TECHNICAL FOCUSED WEBCAST SERIES

#### [April 13<sup>th</sup> - \(2pm EST\) - Setting up your cloud environment and building your first cloud application](#)

Come learn everything you need to get started in building your first Azure based application. This conversation will help you get your environment setup as well as the tools and process to feel comfortable with your first set of cloud based applications. This session will be presented by [AgileThought](#) and Microsoft.

#### [May 4<sup>th</sup> - \(2pm EST\) – Migrating Existing Applications to Windows Azure](#)

This session focuses on how companies can migrate existing applications built on a variety of technologies to Windows Azure. Learn about the iterative process for migration and how to adopt the new cloud features to make your applications even more scalable. This session will be presented by [Bit-Wizards](#) and Microsoft.

#### [May 25<sup>th</sup> - \(2pm EST\) – How to handle Data Security, User Authorization and Authentication in the Windows Azure](#)

This session will focus on how to secure cloud deployed solutions on the Windows Azure platform. The discussion will detail approaches, architectures and strategies for both federating authentication as well as integrating with existing directory structures. This session will be presented by [Wintellect](#) and Microsoft.

### WHAT IS WINDOWS AZURE?

The Microsoft Windows Azure platform is an Internet-scale cloud computing and services platform hosted in highly secure, geo-redundant Microsoft data centers. It offers a flexible, familiar development environment to create cloud applications and services. Using the Windows Azure platform, organizations can easily deploy applications in the cloud-based infrastructure without incurring huge costs involved in planning, purchasing, configuring, and maintaining the hardware and software required to deploy the applications.

**Run your business...**  
**...not your infrastructure**