Enjoy the **ε**, measure the **Δ**
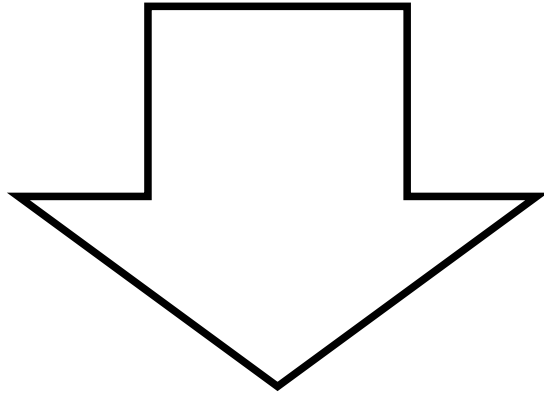
Todi Pruteanu

Platform strategy

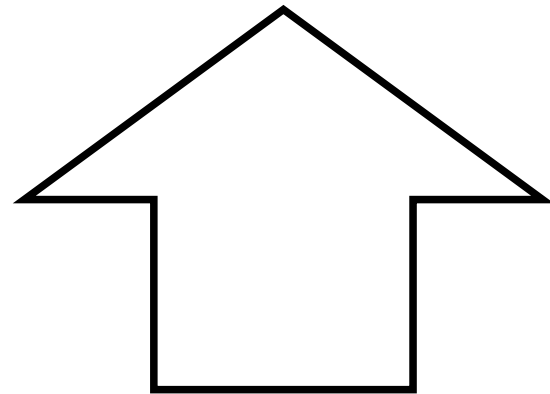todi.pruteanu@microsoft.com

Prove

- Who needs it?
- Who's doing it?
- How can I do it?

Convince

- Web hosting
- Virtual servers
- Media platform

Re: Propunere de întâlnire

„Numărul mic de cereri de hosting pe Windows ne face să credem că în acest moment nu este oportun pentru noi să începem această ramură nouă a hostingului în mediu Windows, neexistând cerere substanțială înseamnă venituri viitoare foarte mici raportate însă la costuri suplimentare mari (sysadmini pregătiți în acest domeniu, cursuri de recalificare pentru cei existenți etc).

Rețin oferta dvs. ca fiind una interesantă dar consider că în acest moment greu pentru România și pentru societățile comerciale românești, compania noastră nu este gata/pregătită/dispusă să lanseze noi ramuri ale activităților de webhosting.”
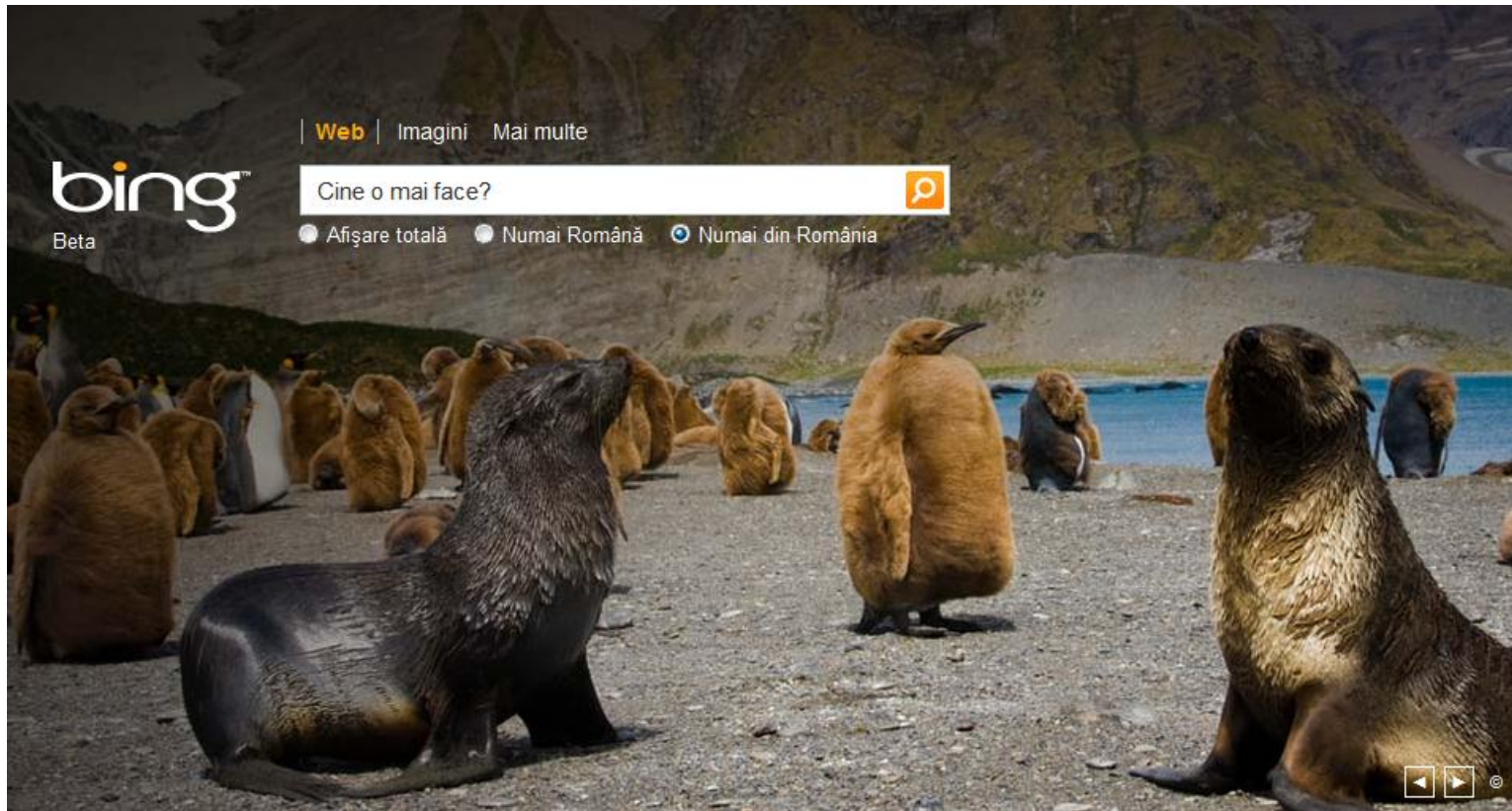
Who needs it?

S+S transformations are the answer but there's more

- Who needs Web hosting today?
  - 150 startups in BizSpark ([case study](#))
  - 60 agencies in WebsiteSpark ([case study](#))
  - Hundreds of other Microsoft partners ([case study](#))
- [Who needs high-quality adaptive streaming](#)?
- No need to reason the request for virtual Windows servers

- How many explicit requests for Windows or Linux?
  - „I need to host my e-commerce site"
  - „I need a dedicated server at half of the cost"
  - „I need to increase engagement with users"
- How many requests for a *specific* virtualization platform?

Who's doing it?

Web hosting

[Hosting Firm Expands Offerings, Expects to Save $166,000 in Costs in First Year](#)

[...] The company determined that its upcoming hosting solution—MaxESP—would benefit from several key features in the new operating system, including Internet Information Services (IIS) 7.5 and Application Request Routing, which is an IIS extension. With the new solution, [MaximumASP](#) will be able to more quickly provision highly available and scalable server farms and expand customers' self-service options.

Media delivery

[Internet Solutions Company Boosts Scalability of Content Delivery Network](#)

[Internap](#) deployed Internet Information Services 7.5 in the Windows Server® 2008 R2 operating system to implement new capabilities in its content delivery network. As a result, the company can replace Apache Squid on its edge servers, cut costs, and improve scalability, reporting, and the users' Web experience.
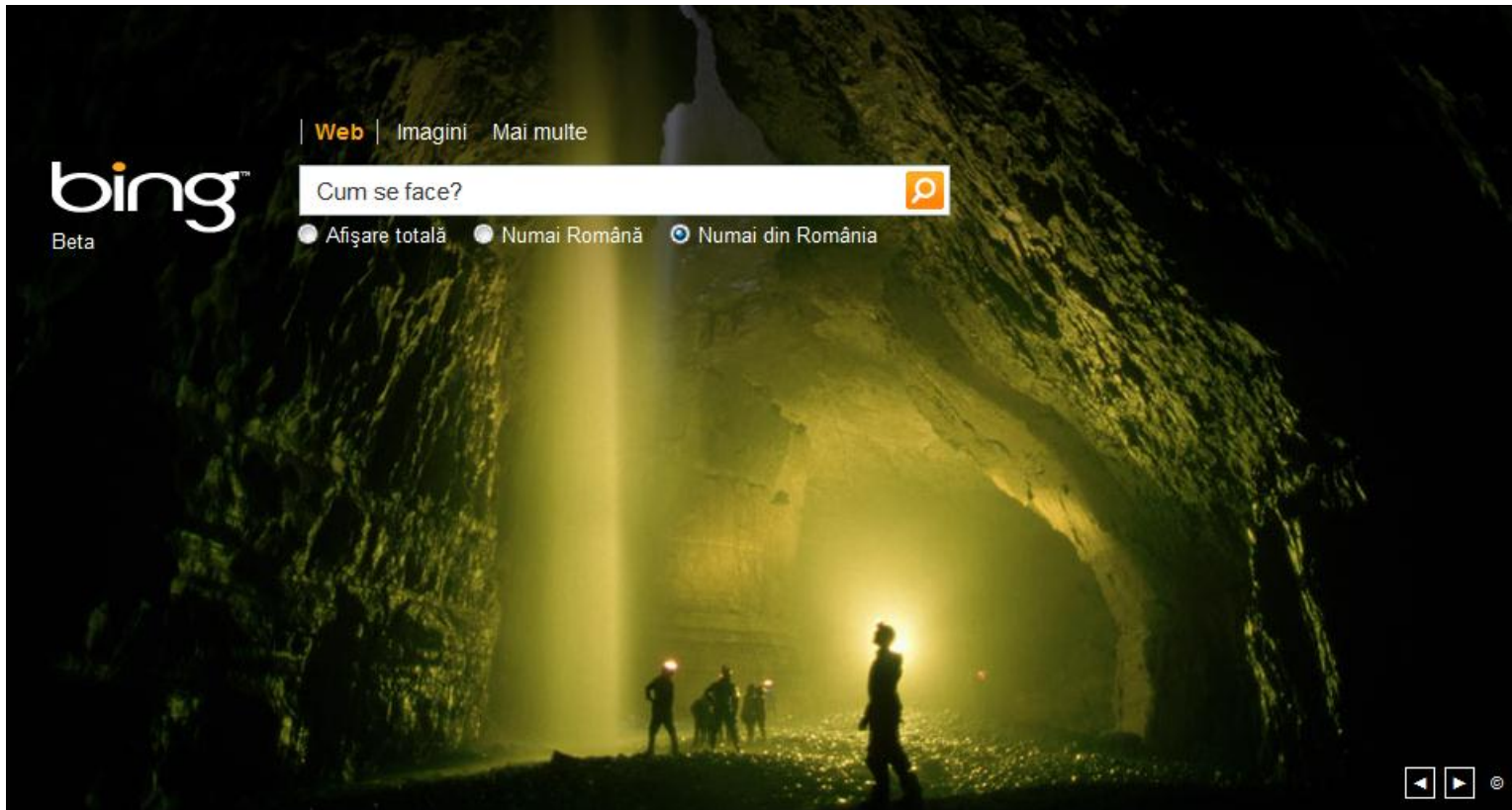
Virtual Windows Servers

New Virtual Servers Will Help Hoster Cut IT Work and Save $2 Million Annually

[…] The Hostway Enterprise Services division used the Windows Server® 2008 R2 Datacenter operating system, the Hyper-V™ technology, Microsoft® System Center data center solutions, and the Microsoft Dynamic Data Center Toolkit for Hosting to create an on-demand, dedicated virtual server offering. With the new platform, Hostway will slash server deployment work by up to 1,000 hours a month and expects hardware and electrical costs to drop by nearly U.S.$2 million annually. Hostway was also able to cut 60 to 90 days from its product introduction cycle and get to market sooner with a cost-effective offering that boasts 100 percent uptime.
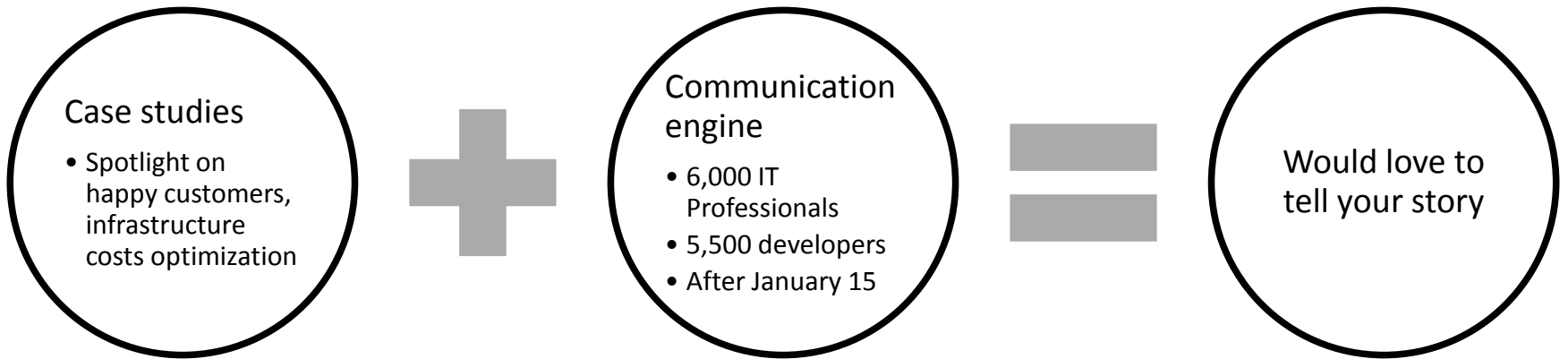
How can I do it?

"As Simple As Possible, But Not Simpler"

- Identified needs
  - High demand for Windows Web hosting
  - Low-cost and reliable Virtual Windows Servers
  - (emerging) HTTP media delivery, infrastructures to support premium content

- Lessons learned from mistakes
  - Learning is important (take a book when you leave)
  - We have a market ([analyst reports](#))
  - Customers love free evaluation ([100 de servere web în teste gratuite, în regim profesional](#))
  - With good products, marketing works (60 members in WebsiteSpark, [www.hostway.ro/websitespark](#))

Case studies
- Spotlight on happy customers, infrastructure costs optimization

+

Communication engine
- 6,000 IT Professionals
- 5,500 developers
- After January 15

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Would love to tell your story

Questions?