Cloud Computing and the Internet Service Bus

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Fundamental Industry Change

Enterprises

Dynamic services
Dramatic savings

ISV's

Faster invention
Greater reach
Dramatic savings

*Software as a Service
Cloud Computing*

New Businesses
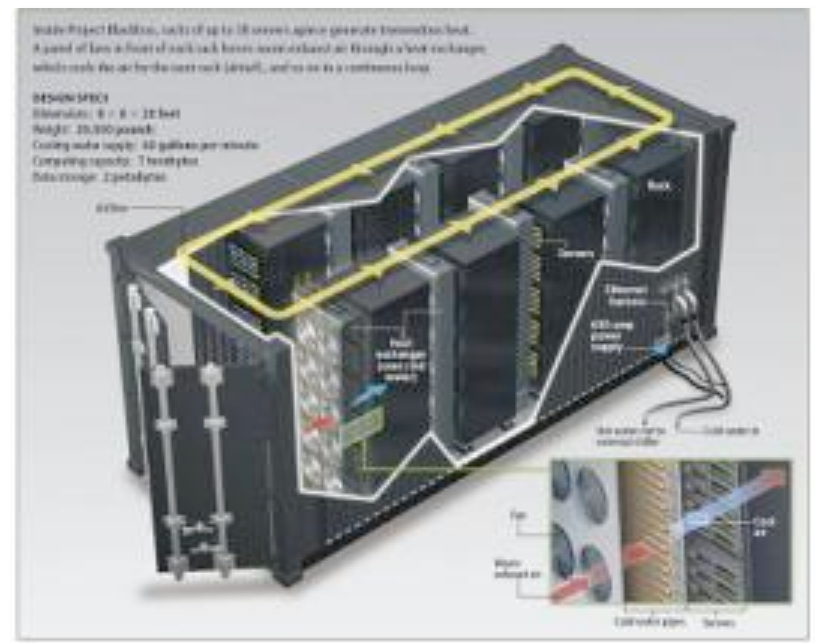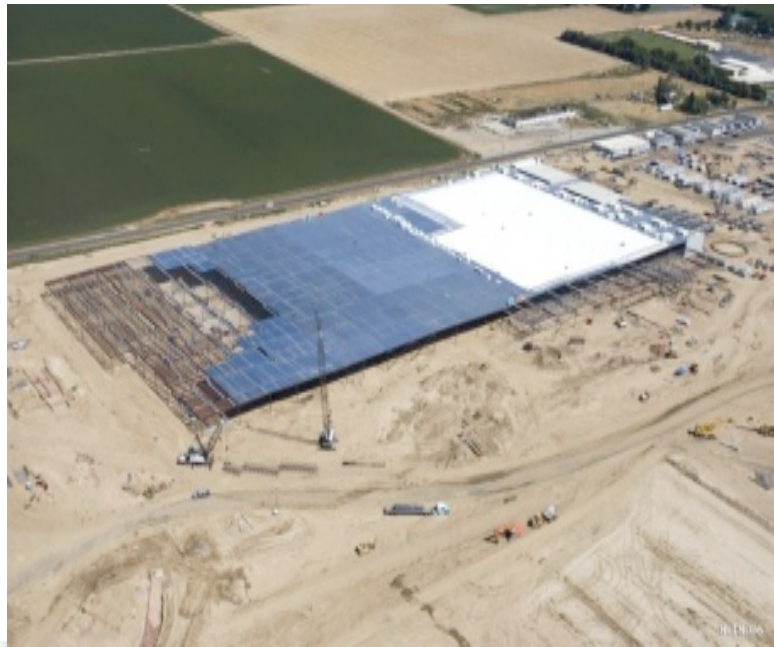
Instant scale
Zero capital

SI's/VAR's

Preservation
New growth

Hosters/Service Providers

Nextgen capabilities
Customer stickiness
Survival

Microsoft Data Centre in Chicago

- Cost: $500 million
- Size: 500,000 sq. ft. facility (10 football fields)
- Container-based

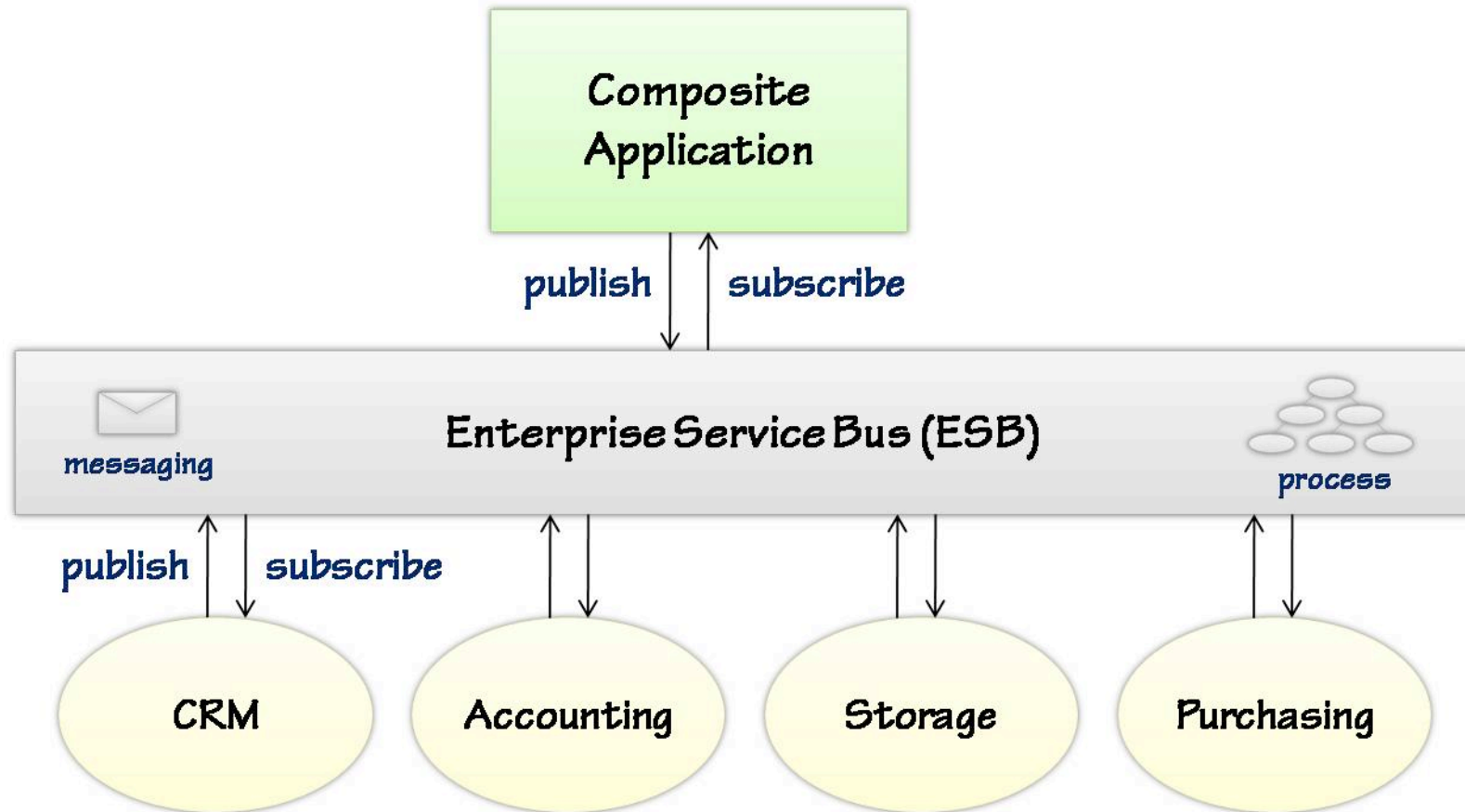- Microsoft deploys 10,000 new servers/month

Microsoft and Cloud Computing

- Allow people to utilize the cloud using the skills, tools and technologies they already have

- Mixture of on-premises and in the cloud
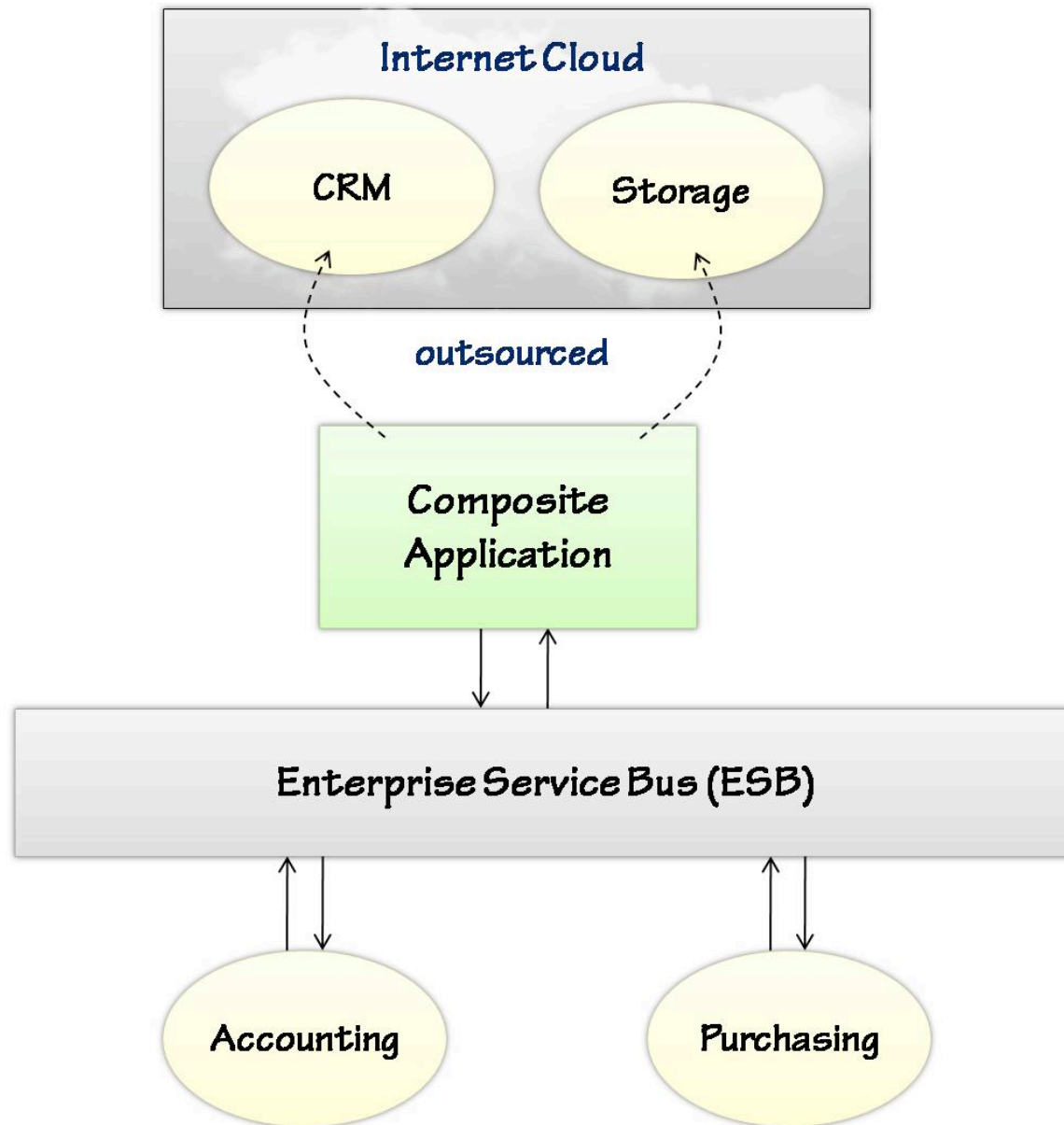
- Software + Services

Services are great but…

- How do I expose a service broadly?
  - Client callbacks, organizational boundaries, etc.
- How do I handle identity and access control?
  - For a service? For an organization
- How do I interoperate?
  - Multiple vendors and/or REST
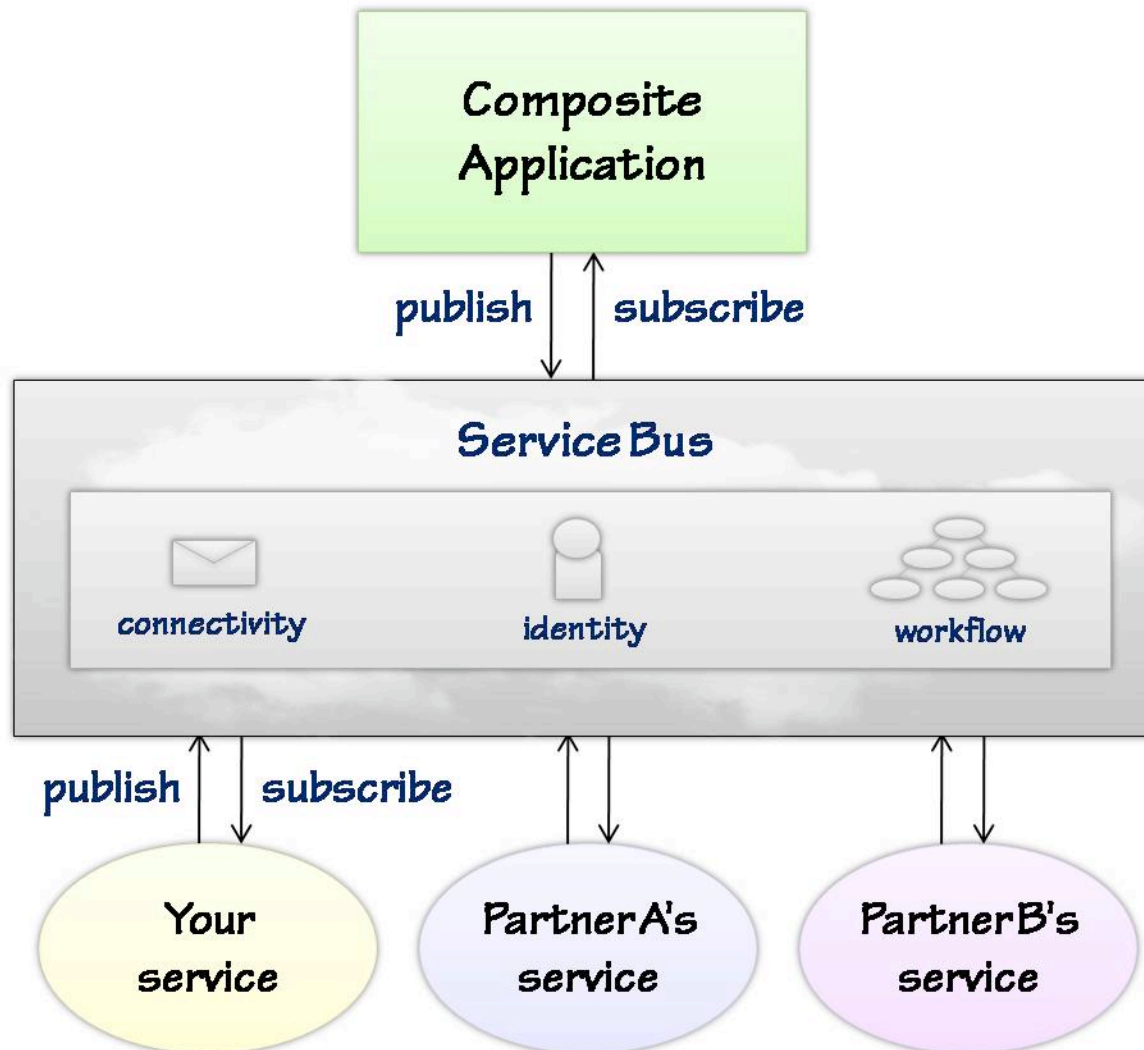- How do I orchestrate many service calls?
- …

Enterprise Service Bus (ESB)

Software as a Service (SaaS)

ESB + SaaS = Internet Service Bus

The Internet Service Bus

- Services hosted by Microsoft for:
  - Firewall friendly messaging
  - Scalable pub/sub engine for the internet
  - Standards-based security
  - HTTP/REST transformations
  - Discoverability
  - Workflow over services
- Currently in CTP as *BizTalk Services*
  - BizTalk Services != BizTalk Server
- Available at http://biztalk.net

Questions?