

**Cloud Computing Infrastructure**

**FREQUENTLY ASKED QUESTIONS ON CLOUD COMPUTING**

Get answers to questions about cloud computing, private cloud, public cloud and more.

[Dynamic Data Center Alliance](#_Dynamic_Data_Center)

# General Questions

**Q: What is Microsoft announcing today?**

**A:** Today Microsoft announced the broad cloud strategy as a part of its Dynamic IT vision. Microsoft also announced a new service line offering for enabling private clouds, and a new offering for hosting partners for enabling public clouds.

Microsoft continues to evolve its Dynamic IT vision by delivering a choice across a range of cloud computing offerings. To enable this vision, Microsoft today announced two new offerings. The first will help customers enable private clouds through best practices, services and Microsoft technology. The second offers the same technology and specific best practices to help hosting providers rapidly build and launch managed services.

Microsoft is uniquely positioned to provide the breadth of capabilities through an integrated suite of products and technologies to customers to deliver:

* A **flexible and familiar** infrastructure with a common Windows-based platform on which you can build and deploy applications across clouds, and reduce your development and time on new services.
* **Integrated resource fabrics** that enable the ability to federate services across clouds, ensuring you have the capacity and resources you need to deliver your business requirements. Ideal for allowing overdraft protection for application services into a public cloud
* The **agility** to develop applications and services once, and then deploy them in, and across any cloud environment, allowing you to rapidly respond to new requirements and business change.

**Q: What are the new offerings that were announced today?**

**A:** Today Microsoft announced a new service offering for helping customers to enable the foundation for private clouds, called **Dynamic Datacenter Toolkit for Enterprises**. This offering will provide customers with architecture and deployment guidance and best practices for enabling the foundation for private clouds today and help customer move along the path to create agile and dynamic IT environments.

Microsoft is also announcing a new offering for our hosting partners to enable the foundation for a public cloud environment that will help p enable new scenarios like compute overdraft and cloud-based disaster recovery. The **Dynamic Datacenter Toolkit for Hosters** offering to our hosting partners provides the ability to deploy on-demand managed services and virtualized servers powered by System Center and Windows Server 2008 Hyper-V.

**Q: What is unique about Microsoft’s cloud strategy?**

**A:** We’re looking at providing capabilities to consumer and commercial customers that provide them choice to combine computer-based software and cloud services. For commercial customers, Microsoft’s cloud strategy enables hybrid deployment and provides choice.

With Microsoft’s cloud strategy, the complete set of components used to deliver datacenter services – Infrastructure, applications, management, and security – are combined with best practices to enable a service oriented infrastructure. This approach allows customers to maximize their existing investment in applications as they transition to a cloud paradigm while providing the greatest opportunities to take advantage of new approaches for application and service development.

Microsoft is uniquely positioned to deliver a range of capabilities that provide customers with:

* Virtualized infrastructure
* Automated and service-oriented management environment
* Common application platform & development tools
* Integrated identity, protection, and access technologies

**Q: How much do the Dynamic Datacenter Toolkits service line offering cost and when will they be available?**

A: Both toolkits will be free of charge from Microsoft and will build on top of Microsoft System Center technologies. Availability:

* Available today – Dynamic Datacenter Toolkit for Hosters: enabling the foundation for Hosted Clouds
* Available by end of calendar year 2009 – Dynamic Datacenter Toolkit for Enterprises: enabling the foundation for Private Clouds

**Q: Is the private cloud a separate product? How can customers get this?**

**A:** Private cloud is not a separate product offering from Microsoft. Private clouds are a computing infrastructure deployment option that is a collection of virtualized infrastructure fabrics along with automated management that are deeply integrated with the application platform and identity, protection and access technologies to create an internal service-oriented environment for enterprises.

To enable customers to create private clouds, Microsoft will offer full management solutions along with partner offerings. For details on this, customers can go to <http://www.microsoft.com/virtualization/solutions/cloudcomputing>.

**Q: Is the public cloud a separate product? How can Hosters get this?**

**A:** Hosted clouds are adeployment option for enterprises where the infrastructure services are provided by a hosting partner. Hosting partners can leverage their relationships with their enterprise and SMB customers to offer the benefits of cloud computing with provide support to customers as they get accustomed to these services. Hosting partners have long been part of the overall Microsoft ecosystem.

With the Dynamic Datacenter Toolkit for Hosters, hosting partners can now deploy the foundation for the public cloud with on-demand managed services and Virtualized Servers, Clustering, Network and Storage powered by System Center and Windows Server 2008 with Hyper-V.

**Q: What is Microsoft doing today to bring cloud computing to customers?**

A: We’re providing capabilities to consumer and commercial customers that provide them choice to combine computer-based software and cloud services. We very much believe that there will be a mixture of on-premises resources, together with the cloud, and certainly for some time on-premises will dominate in terms of the total number of resources deployed. But, over time the cloud and service-based computing will emerge as a very important alternative for companies, as they look at how they deploy their resources.

Cloud services represent an emergence of a next generation platform that will help to drive new capabilities, new ability to provision data, get information, get applications deployed quickly, connected to users.

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# Private Cloud

**Q: What is Microsoft’s Private Cloud?**

**A:** Private cloud is not a separate product offering from Microsoft. Private clouds are a computing infrastructure deployment option that is a collection of virtualized infrastructure fabrics along with automated management that are deeply integrated with the application platform and identity, protection and access technologies to create an internal service-oriented environment for enterprises.

To enable customers to create private clouds, Microsoft now offers key technologies, service offerings and solution accelerator tools along with partner offerings. For details on this, customers can go to <http://www.microsoft.com/virtualization/solutions/cloudcomputing>.

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# Public Cloud

**Q: What is Microsoft’s Public Cloud?
A:** Microsoft Public cloud is part of the overall Microsoft cloud offering. Hosting partners can leverage their relationships with their enterprise and SMB customers to offer the benefits of cloud computing along with a hand to hold for support as customers get accustomed to these services. Hosting partners have long been part of the overall Microsoft ecosystem.

With this solution, hosting partners will be able to deploy on-demand managed services and Virtualized Servers, Clustering, Network and Storage powered by System Center and Windows Server 2008 with Hyper-V.

**Q: What is the Dynamic Data Center Toolkit?**

**A:** Microsoft’s Dynamic Data Center ToolKit contains guidance, sample code, best practices and collateral to help hosting providers rapidly build and launch managed services powered by Windows Server 2008 Hyper-V and Microsoft System Center. It provides step-by-step instructions for enabling the foundation for the public cloud and that assists hosting providers and ISVs in building an instantly scalable virtualized infrastructure. In addition, marketing guidance and customizable content in the tool kit articulates how hosting partners can market and sell managed services and solutions.

See more here: <http://www.microsoft.com/hosting/accelerate/demo.mspx>

**Q: Why is this Toolkit important to hosting providers?**

**A:** In order to be successful and to grow as large player move into mass-market hosting, it is imperative to hosting providers to be able to offer truly managed-services. The Dynamic Data Center Toolkit makes it easy for hosting providers to rapidly build and launch managed services powered by Windows Server 2008 Hyper-V and Microsoft System Center.

**Q: Do you have examples of hosting providers utilizing the Toolkit?**

**A:** MaximumASP, a Microsoft Gold Certified provider of web hosting and IT services recently utilized the Microsoft Dynamic Data Center Toolkit to improve the performance of its MaxV Virtual Dedicated Servers. MaximumASP collaborated with Microsoft on the Dynamic Data Center Toolkit as a way to offer instant scalability, increased support through advanced monitoring, disaster recovery, and ultimately higher customer satisfaction. The tool kit has allowed MaximumASP to rapidly build and deploy hosted solutions. They are able to better utilize their hardware and support staff, leading to lower costs which they are able to pass along to their customers.

**Q: When will the Toolkit be available to hosting providers and how can they get it?**

**A:** The Toolkit is available to all hosting providers that are enrolled in the Microsoft Hosting Community, an extension of the broader Microsoft Partner Program.

**Q: Are there any training requirements for using the Toolkit?**

A: The Toolkit is based on Windows Server 2008 Hyper-V and System Center. If you are familiar with these tools, you will be able to work with the Dynamic Data Center Toolkit.

**Q: How long does it take to deploy the Toolkit?**

**A:** The amount of time required to deploy and leverage the Dynamic Data Center Toolkit depends on various factors including the hosting partner’s size, familiarity with technology, and number of customers interested. Microsoft recommends pilot programs for deploying this technology.

**Q: Will enterprise customers be able to access technology available to Hosters?
A:** Yes.

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# Dynamic Data Center Alliance

**Q: What is the Dynamic Data Center Alliance?**

**A:** Designed specifically for hosting providers that are creating cloud and virtualized services using the Dynamic Data Center Toolkit, the Dynamic Data Center Alliance can help partners grow their business by providing the tools needed to tap into the emerging enterprise market.

**Q: What the benefits of the Dynamic Data Center Alliance?**

**A:** Members will receive:

* Interoperable, tested, and well-defined technology components that help them accelerate time to market.
* Access to new technology as it comes out.
* Great marketing opportunities, such as referrals and Web traffic from the Microsoft site and the chance to participate in events.

**Q: What are the qualifications to join the Dynamic Data Center Alliance?**

**A:** To become a member of the Microsoft Dynamic Data Center Alliance, partners must be able to:

* Launch and have an active Dynamic Data Center offer in place.
* Agree to participate in market research, provide insights to help drive product development, and assist in the creation of customer evidence.
* Partners must also be an existing Microsoft partner with a signed Microsoft Services Provider License Agreement and have attained hosting competency.

**Q: Who are the current members of the Dynamic Data Center Alliance?**

**A:** We have 10 Charter Members:

* Applied Innovations
* Cloudmore
* Hostbasket
* Hostway
* MaximumASP
* Peak10
* RackForce
* StarUK
* Stratascale
* Terremark

**Q: How can partners join the Dynamic Data Center Alliance?**

**A:** Partners need to submit their solution/offer for review to their Microsoft account rep. Once the offer is reviewed and meets the above qualifications, their logo will be added to the alliance directory.

**Q: Where can partners find more information on the Dynamic Data Center Alliance?**

**A:** For further details and information on Dynamic Data Center Alliance, please visit [www.microsoft.com/dynamicdatacenter](http://www.microsoft.com/dynamicdatacenter)

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