UNLIMITED POSSIBILITIES

THE WINDOWS AZURE™ APPLICATION SHOWCASE

Microsoft®

⊞ Windows Azure™

INTRODUCTION

"Windows Azure™ is an open and flexible cloud platform-as-a-service that allows organisations to quickly build and deploy applications across a global network of Microsoft managed datacentres. This lets software companies – like those in this book – turn great ideas into reality without the need for big upfront investments. This is computing without limits and I'm excited to see the innovative ways the technology is being used. From smartphone apps to education, from social engines to logistic solutions, this catalogue shows some of the remarkable ways Windows Azure is being used to change our lives."

Philip Goldie
Server and Tools Group Lead
Microsoft Australia

"The journey to the cloud has redefined many of our expectations for software development and delivery. Partners across Australia are delivering a tremendous range of powerful Software as a Service offerings and I hope you enjoy this selection of our recent stories. My thanks go out to each of these partners who are taking advantage of the power of Windows Azure. I hope these examples will show you what is possible and inspire you to think about how Windows Azure could take your business to new heights."

Christian Longstaff
Windows Azure Partner Manager
Microsoft Australia

THANK YOU

TO ALL OF OUR PARTNERS WHO ARE DOING AMAZING THINGS WITH WINDOWS AZURE™

Share your Windows Azure™ story with us

If you've created an application solution or service that leverages Windows Azure™, we'd love to hear about it: azureau@microsoft.com.

To learn more about Windows Azure visit www.windowsazure.com

CLOUD APP KEEPS GLOBAL TRAVELLERS SAFE

Australian travel company Bay Travel Group has a number of engineering and security firm customers on their books. Many of these companies' employees travel regularly to places prone to natural events or political upheaval. Bay Travel wanted a solution that would allow their clients to monitor the safety of their staff on these journeys to potentially hazardous locations.

In response, IT provider **Artis Group** developed an app for all common mobile phones that records the locations of employees traveling on business, enabling communication in any emergency.

This app is deployed on Windows Azure™ for its high reliability and ability to scale quickly during heavy travel periods.

1

CLOUD PORTALS REDUCE BUSINESS ASSESSMENT COSTS

HTTP://SHAREPOINT.ASSESSMENT-PORTAL.COM

Assessment Portal is a Windows Azure™-based platform that can automate any business assessment process or needs analysis activity – such as audits, or migration requirements – and present it as a self-branded portal.

Automating this process minimises assessment costs and timeframes; customers want their budget dollars spent delivering outcomes, not on time-consuming assessments just to establish their current state.

The resulting service looks and feels like a solution and can include custom reports and scientific analysis, all served through the cloud.

2

A FORM GUIDE IN THE CLOUD

3

Online bookmaker Centrebet turned to Application Integration consulting firm **Breeze** to build a microsite to provide vital race and betting information to its customers.

Centrebet needed a cost-effective, reliable solution that could be up and running quickly without impacting their core betting operations.

For Breeze, Windows Azure™ ticked all the boxes with its scalability and operational efficiency, cost-effective hosting model, long-term cost savings, and ability to processes large volumes of information quickly and efficiently.

WWW.BREEZE.NET

A VIDEO LIBRARY THAT NEVER CLOSES

4

ClickView® enables schools to store, manage and deliver HD educational videos via their existing network. This gives every computer in the school access to thousands of high-quality educational videos from Australia's leading content providers. Taking this service into the cloud, ClickView Online gives teachers and students access to their school's video library via a web browser, so they can continue to learn even when out of the classroom. With ClickView Online, a school's video library is open all hours to anyone.

Windows Azure™ allows ClickView to handle spikes in demand without owning hundreds of thousands of dollars worth of servers.

WWW.CLICKVIEW.COM.AU

FROM FARM TO FORK VIA THE CLOUD

Hosted on the Windows Azure™ Platform, the **Cooltrax** system brings together state-of-the-art Radio Frequency Identification (RFID) technology with cloud-based tracking and monitoring software that confirms the physical temperature and location of chilled or refrigerated products throughout their journey.

This unique 'farm-to-fork' solution delivers comprehensive benefits and customer satisfaction by extending product shelf life, improving fuel and energy savings through better refrigeration asset management, and increasing transparency throughout the cold-chain to satisfy internal and regulatory requirements.

WWW.COOLTRAX.COM

5

BUILD BETTER BUSINESS APPS FASTER

The **expanz platform** is a fast way for professional .NET developers to build scalable, cross platform business applications for the desktop, browser, mobile and Windows Azure™ – without writing platform-specific code.

Including a framework, runtime and native rich thin client Software Development Kits (SDKs), expanz takes care of an app's non-functional requirements out of the box. This allows developers to focus on the stuff that really matters: business rules, user experience and speed to market.

WWW.EXPANZ.COM

SERVING UP COST SAVINGS FOR THE FOODSERVICE INDUSTRY

7

WWW.FOODSTORM.COM

Built on Windows Azure™, **FoodStorm** is web-based software that provides a smorgasbord of time and cost savings for foodservice businesses. FoodStorm allows caterers, manufacturers and distributors to manage orders more efficiently from placement to delivery. All of which saves time, reduces costs and increases customer satisfaction. Powerful features delivered in the cloud include payment processing, invoicing, reporting, stock control, cost pricing and more.

DATA SYNCHRONISATION VIA THE CLOUD

8

eBusinessPlus from IT provider Hands-on Systems is a platform that integrates web and mobile solutions with Microsoft Dynamics™, creating a single system to manage all of an organisation's records. With only one system of synchronisation between different data sources, IT maintenance costs are significantly reduced. eBusinessPlus helps businesses save time, create efficiencies and reduce data entry mistakes.

Delivered via the cloud on Windows Azure™, this customisable 'out of the box' solution provides the options of full eCommerce functionality, warehouse stock management and sales mobility. All of which enables mobile sales staff to take or check on orders anytime, any place – with or without an Internet connection.

WWW.EBUSINESSPLUS.COM.AU

USING THE CLOUD TO KEEP CONTENT FRESH

9

Hyperlocalizer is a scalable enterprise application framework and 2nd generation cloud based Content Management System for social, mobile, and local convergence with an extensive range of web applications.

The web applications provide the features and functionality for localised websites, social networks, community portals, local business portals, branded electronic commerce, group buying and location based mobile portals.

Delivered as an "end-to-end" managed service via Windows Azure™, Hyperlocalizer allows companies to republish content – saving up to 90% of the cost of multi-market localisation on web and mobile.

WWW.HYPERLOCALIZER.COM

DOCUMENT PRODUCTION COSTS REDUCED BY 80%

WWW.INTELLEDOX.COM

Intelledox is an elegant system that combines the power of intelligent document generation, smart web forms, and line-of-business integration to deliver significant business advantage to business and government.

This fully web-enabled cloud solution leverages the flexibility of Windows Azure™ along with an organisation's existing investment in document management and information assets to reduce document generation time and template management costs. Intelledox can reduce document production costs by 80% and template management time by 90%, to deliver a rapid ROI with minimal IT involvement.

10

REDUCING THE COST OF SUPPORTING A SALES FORCE

11

For businesses with mobile salespeople, the costs of IT and admin support can be large. Delivered as a cloud service, **Inzant Sales** can greatly simplify sales processes for companies selling to retail organisations.

Built on the Windows Azure™ platform, Inzant Sales can integrate seamlessly with existing business systems. This allows sales reps to spend less time paper shuffling and more time face-to-face with customers. Inzant Sales also provides real-time visibility into sales team activities, which helps sales managers forecast sales and strategise with greater confidence.

Specifically designed to save time, streamline sales processes and improve sales revenue, Inzant Sales helps businesses reduce IT and administration spend.

WWW.INZANTSALES.COM.AU

SWEEPSTAKES FOR FACEBOOK MADE EASY

12

Created by digital marketing and development agency Kelly Street Digital, **Sweepshake** is a Software as a Service (SaaS) tool that enables marketers and developers to quickly add sweepstake promotions and applications within Facebook to attract more fans and prospects.

Developed in .Net and hosted in Windows Azure™, Sweepshake utilises the Azure Content Delivery Network (CDN) to ensure fast page performance and load times.

Simple point and click configuration means anyone can create professional-standard promotions in minutes. While for Developers, HTML and JavaScript snippets allow total customisation. Whether a business has 100 or 100,000 fans, Sweepshake provides perfect performance for a single flat rate.

WWW.SWEEPSHAKE.COM

BUILDING BRICKS AND MORTAR WITH THE CLOUD

13

The most advanced works management software for the building industry is now delivered via the cloud. Developed by IT services firm LogicalTech™, **WebXact** provides a highly efficient way for building and construction firms to manage complex projects. While increasing revenues and reducing costs in the process.

To take the pain out of project management WebXact delivers standardised estimating, automated workflow, efficient scheduling of labour and many other time and money-saving features – all via a cloud based platform.

Companies that implement WebXact generally achieve ROI within 5-10 months. In addition, the ability to process more quotes provides more chances of winning business.

WWW.WEBXACT.COM.AU

HELPING KIDS FEEL CONFIDENT ABOUT THEIR SCHOOLWORK

14

Kinetic Education – the marketing arm of M-Bytes Pty Ltd – was founded over 20 years ago by a husband and wife team whose son was struggling with Maths and English. Amazed by how well he responded to computer-based learning, they now employ a team to develop the most advanced educational programs – and deliver them to children everywhere via the cloud, using Windows Azure™.

The Kinetic Education Maths Wiz, English Wiz, Science Wiz and Maths Doctor products include over 50,000 activities. Learning is structured and multi-sensory, teaching children how to think and gain confidence with their schoolwork. Over 500,000 students in Australia, Canada, Malaysia, Hong Kong, UK and USA access Kinetic Education Maths and English programs.

WWW.KINETICEDUCATION.COM.AU

BUSINESS PROCESS MANAGEMENT FROM THE CLOUD

15

Developed by IT provider Mokom, **workQ** is a Business Process Management (BPM) platform that delivers a completely new approach to document assembly and process automation. workQ delivers workflow as a service, pulling information from different sources, integrating it with your business processes, and automatically producing documents that can be presented in multiple formats including Microsoft Office.

For example, a complex Statement of Advice document that used to take one day to produce can now be produced in only one minute.

Because workQ is hosted on the Windows Azure™ cloud platform, it can also securely connect to applications running on your servers. This enables a faster, lower cost transition to the cloud. Once an application is plugged into the workQ platform it automatically provides users access to all the services the platform offers for use in their documents and processes.

WWW.MOKOM.COM.AU

AUTOMATED CONVERSION OF ACCESS TO SQL AZURE

16

Companies planning to deploy Microsoft Office or the latest version of Microsoft Windows® need to upgrade or convert their legacy Access databases to SQL Server. OneNimbus® **2SQL™** helps with this process by automating the conversion of Access databases to SQL Server (on-premise) and SQL Azure (in the Cloud). It's also the only product that fully converts forms, templates, tools, images, VBA code, etc.

OneNimbus guarantees at least 90% of any Access database will be automatically converted, no matter how complex. 2SQL also offers savings of at least 60% when compared to converting the same database manually. Conversions are completed in a fraction of the time, and the front end remains in Access, which means no end-user re-training is needed.

WWW.ONENIMBUS.COM

CONTRACT MANAGEMENT SYSTEMS AS A CLOUD SERVICE

17

Many large organisations generate a host of supplier contracts and procurement agreements, and keeping track of them all can be challenging. Delivered as a service from the cloud, **Open Windows** on Windows Azure™ monitors the trigger points in all of an organisation's agreements, including deliverables, insurances, expiry dates, payment schedules and SLAs.

Open Windows migrated their .NET applications to Windows Azure to give their customers more choice and an easier path to better contract management without worrying about business cases and 18-month purchasing cycles.

By providing system support to contract managers in tier one corporations and government departments, Open Windows on Azure reduces the risk of non-compliance and delivers real cost savings year after year.

WWW.OPENWINDOWS.COM.AU

LISTEN IN ON CUSTOMERS' CONVERSATIONS

18
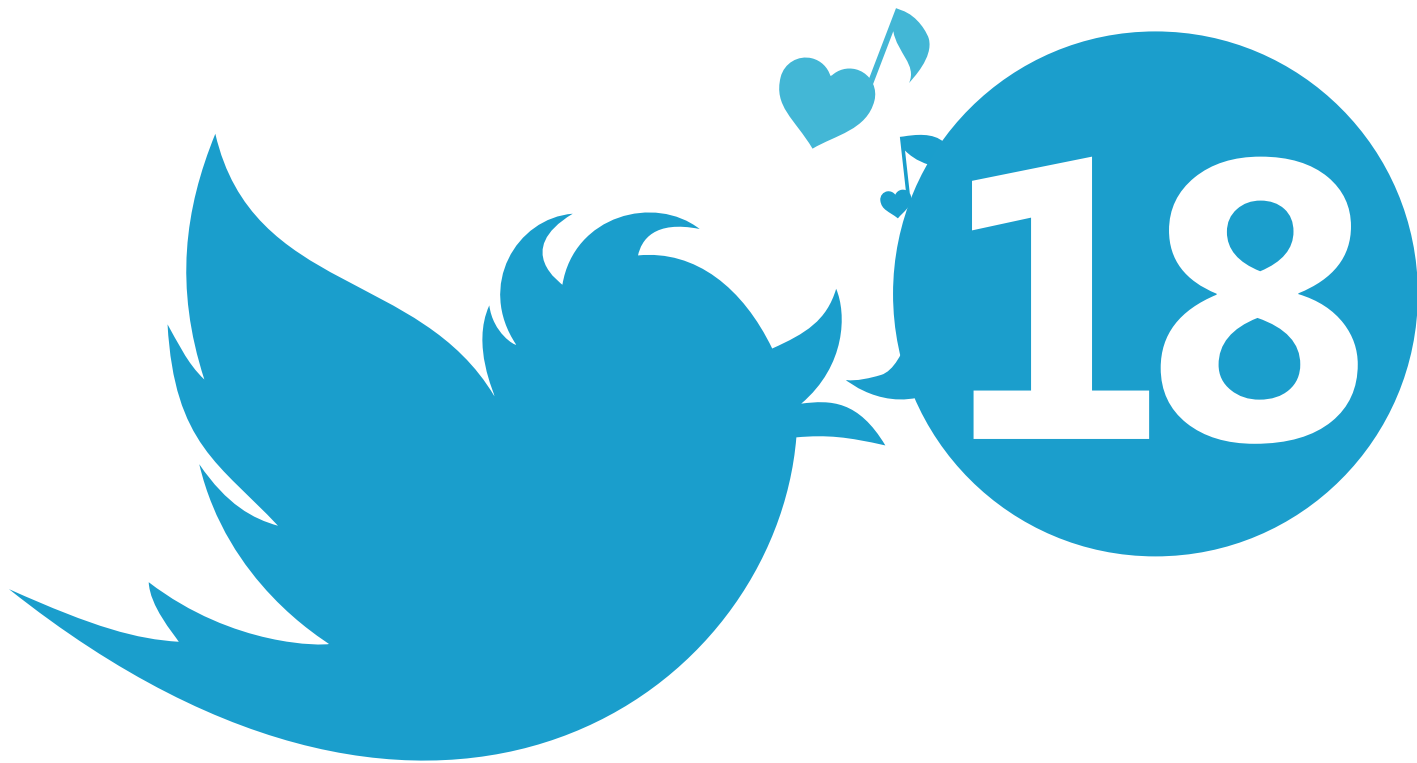
Built on Windows Azure™, **Resonate Pulse** is a cloud-based Software as a Service (SaaS) platform that gives your business the ability to take the pulse of the conversation and know what consumers are saying about you in social media, forums and blogs across the web, contact centre interactions and solicited feedback like surveys.

Resonate Pulse has the ability to merge, navigate, analyse, discover, present and act on structured and unstructured data. In other words, it can combine traditional transactional data with what your customers are actually saying. This allows your brand to identify its promoters and detractors, find out what they think and learn how to keep them happy.

WWW.RESONATESOLUTIONS.COM.AU

BUSINESS INTELLIGENCE WITH ZERO CAPEX

Saasabi is a next generation Business Intelligence solution that can run both on-premises or in the cloud on the Windows Azure™ platform.

Taking advantage of Windows Azure's ability to process large volumes of information quickly and efficiently, Saasabi can deliver self-service reports, charts, dashboards and multi-dimensional analysis to customers via the cloud. Leveraging Windows Azure also allows Saasabi to offer the market advanced BI with zero capital expenditure on hardware and software, and easy pay-by-the-month Software as a Service (SaaS) terms.

WWW.SAASABI.COM

19

20

THE EASIEST WAY TO GET CONTENT ON YOUR PHONE

Tapit is a global Near Field Communication (NFC) solution set to revolutionise the way people interact with brands on their mobile phones. By 'tapping' their phone on an NFC-enabled Tapit tag, consumers can access digital content such as audio, text and video, make a purchase, receive a discount coupon, 'Like' on Facebook or 'Follow' on Twitter.

Tapit leverages the Windows Azure™ platform to give consumers the simplest way to get content on their phone – with just a single tap.

INDEX

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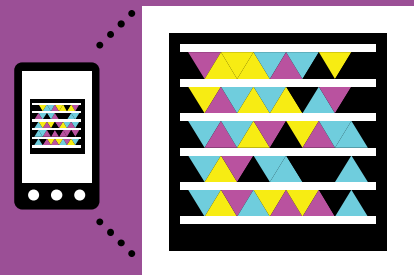
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www.windowsazure.com