

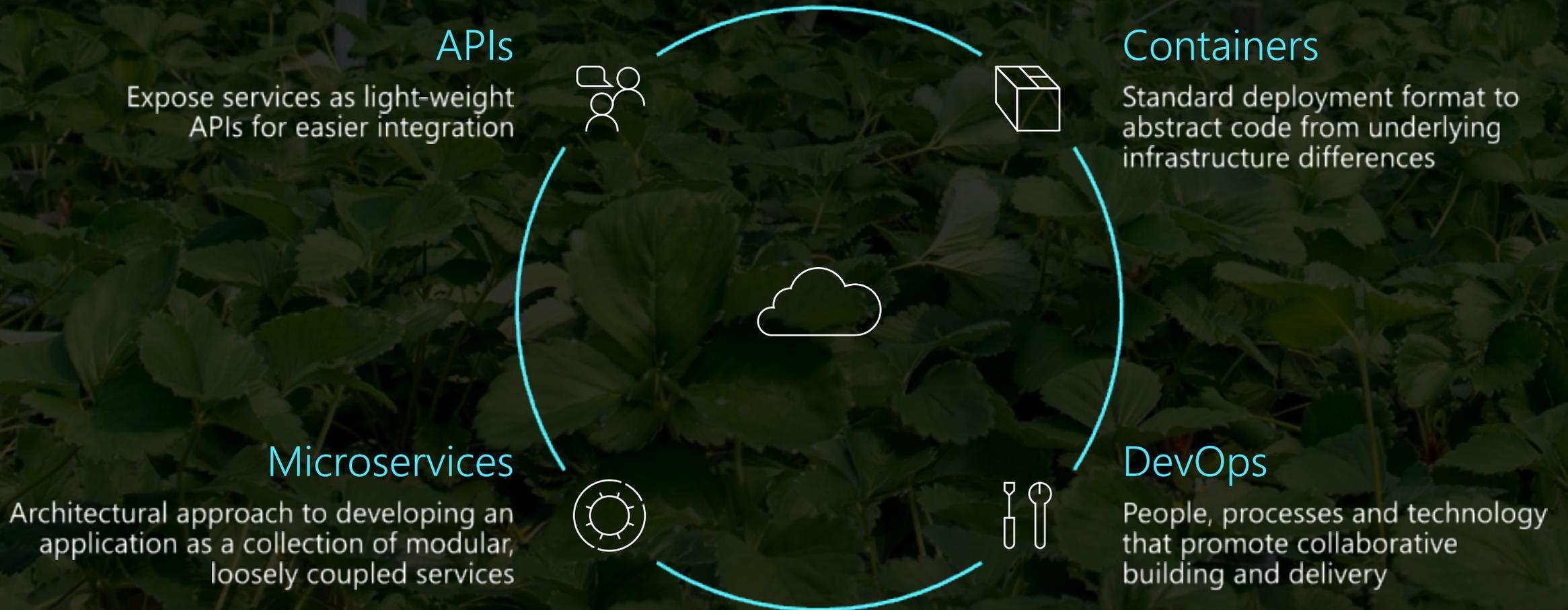
Cloud native
is **the new
paradigm**
of software
development

> **35%**

of all production
apps will be cloud-
native by 2022¹

What is cloud native?

Package application code & dependencies in containers, deploy as microservices and manage them using DevOps processes & tools



Why cloud native?

Speed of innovation



Security at scale

Reliability



Thousands of companies build cloud native applications on Microsoft Azure



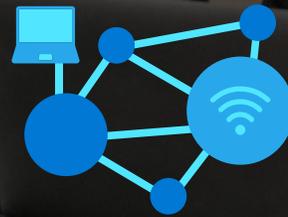
Common cloud native scenarios



Modernize business
critical applications



SaaS
delivery



Real-time
telemetry



Geo-distributed
applications

Common cloud native scenarios

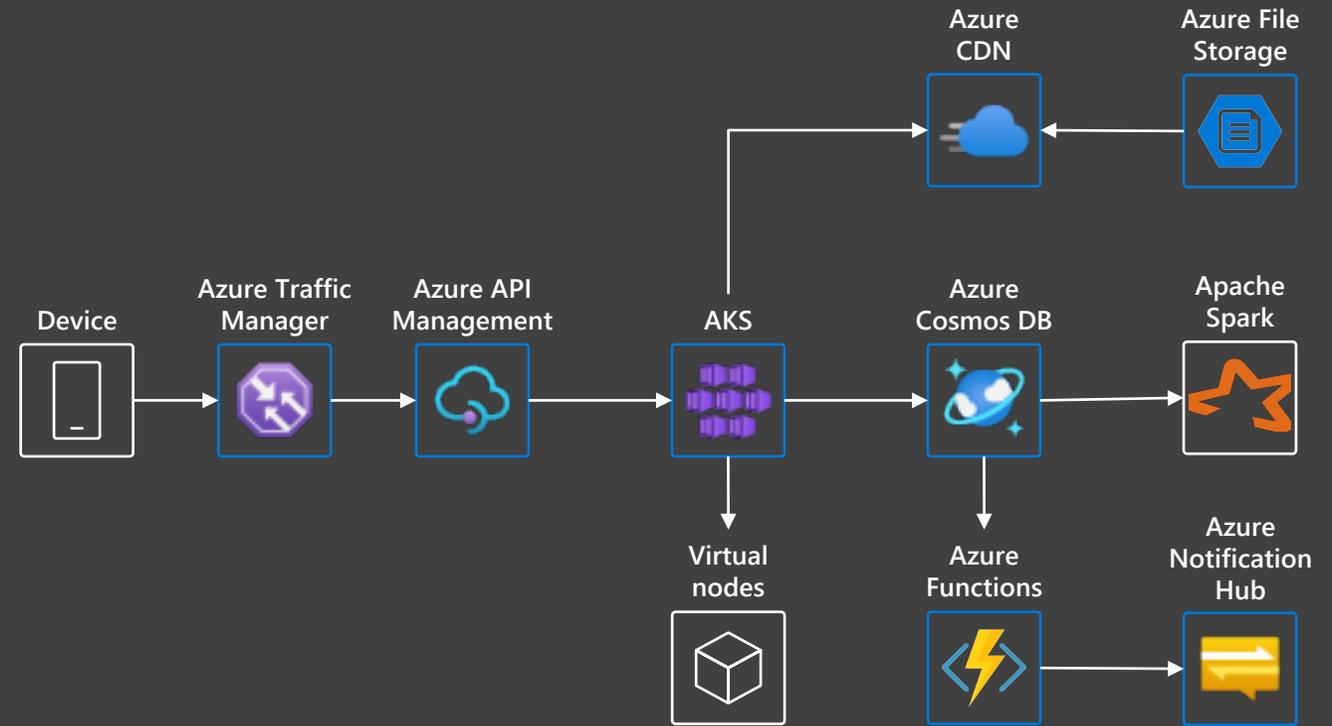


Modernize business
critical applications

Handle spikes in demand with ease

Offer customers fast and reliable service quality during seasonal and other high-traffic demand periods

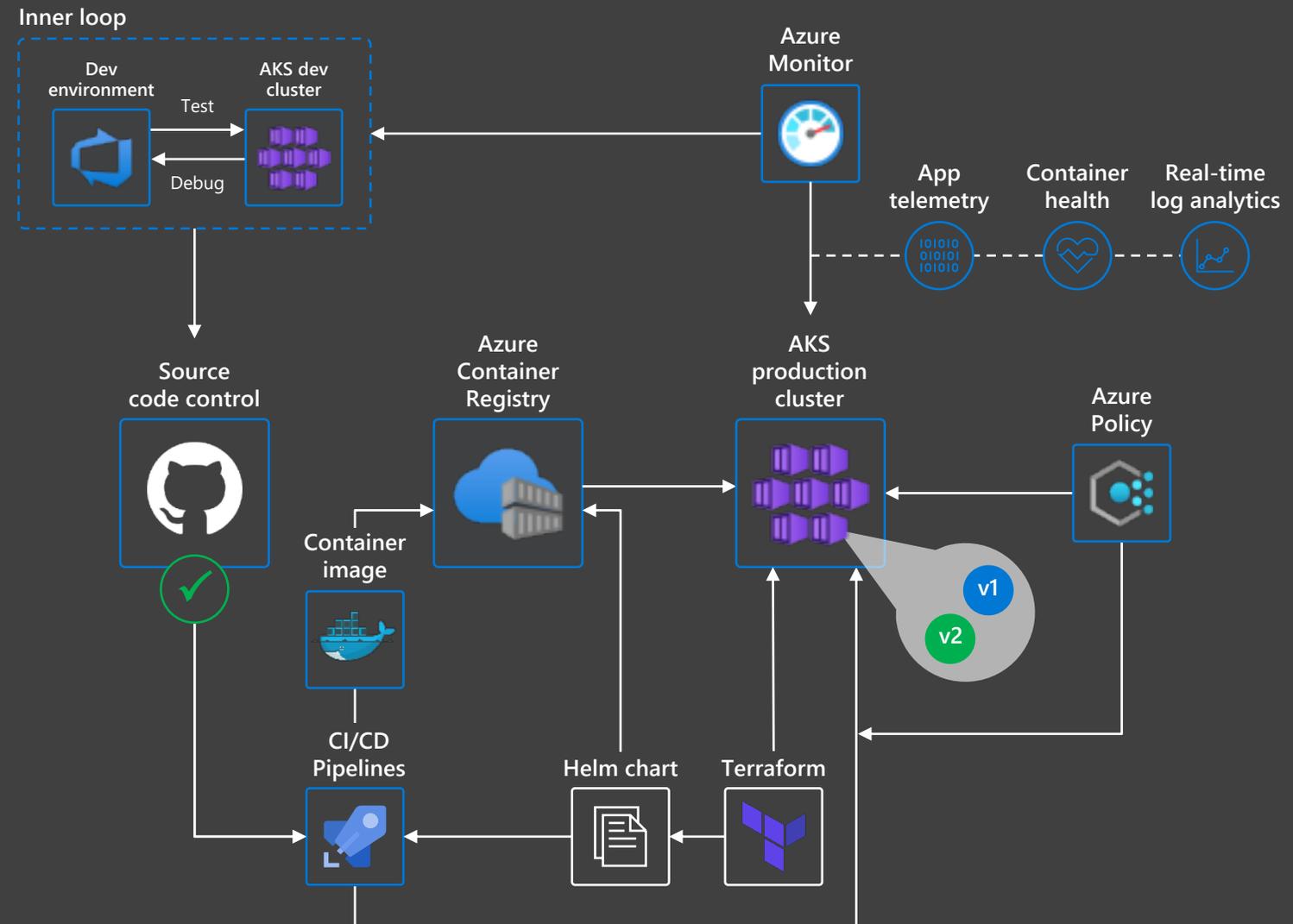
- Instant, elastic scaling handles traffic and sales bursts without managing infrastructures
- Low-latency data access from anywhere in the world for fast, robust user experiences
- High availability across multiple data centers



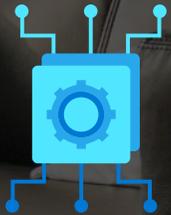
Continuous delivery of new features without downtime

Unlock team agility with streamlined DevOps without compromising security

- Deliver code faster with managed Kubernetes and built-in CI/CD
- Accelerate the feedback loop with real-time monitoring
- Balance speed and security with continuous security and deep traceability



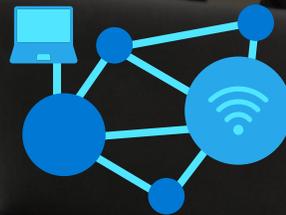
Industry Examples



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Retail

Deliver engaging digital customer experiences

- Deliver customized offers and personalized shopper experiences in real time
- Add new revenue streams faster with improved target marketing
- Serverless scaling to meet seasonal demand spike

Transform store management

- Brand ambassadors empowered by always up-to-date product catalog and inventory
- Build IoT innovations that reduce errors and strengthen loss prevention
- Deploy securely connected mPOS systems to reduce wait times

Build an intelligent supply chain

- Close the gap between demand and fulfillment with real-time order processing and supply chain management
- Expose fraud by detecting and alerting anomalies in real time
- Build partner/vendor portal to improve customer service response and accuracy

Manufacturing & Automotive

Deliver new services

- Unlock omnichannel and personalized customer experiences
- Create a collaborative development environment for partner apps marketplace
- Take advantage of infrastructure advances to bring lean capabilities into IT

Achieve industrial IoT innovation

- Ingest and analyze high volumes of IoT data and generate real-time recommendations and insights
- Power smart buildings and cities
- Predict equipment needs and safety issues before they happen with instant equipment diagnostics

Enable smart, scalable supply chain management

- Produce the right parts at the right time
- Deploy analytics to improve quality, increase operational efficiency, and drive faster time-to-market
- More effectively use computing and human resources, saving time and money

Financial Services

Deliver differentiated customer experiences

- Develop services optimized for omnichannel and self-service
- Speed trading and transactions with digital kiosks
- Improve customer acquisitions with personalized sales and marketing

Manage risk and detect fraud

- Conduct real-time analytics to stress-test risk and exceed compliance levels across standards
- Expose fraud by detecting and alerting anomalies in real time
- Deploy securely and confidently on-premises and in the cloud

Real-time payments

- Centralize payment pipelines to scale high volumes of payment data accurately with low latency
- Enable mobile wallets for efficient use of resources
- Build frictionless peer-to-peer models