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Steve Ballmer  
Microsoft

## [Microsoft Has Windows Azure Cloud OS, Google Has Nothing](#) *Says CEO Steve Ballmer*

When it comes down to cloud platforms, Google is no contest for Microsoft. During the User Conference for Microsoft Services in Japan, Microsoft Chief Executive Officer Steve Ballmer pointed out that despite the fact that "Google [is the] number one search company from the cloud," it "has yet to introduce a platform". Ballmer explained that the reason for this is the fact that Google has not embraced building platforms for IT as a business model. By contrast, Microsoft is hard at work developing Windows Azure, the company's Cloud operating system.

Azure fits perfectly into the Redmond giant's overall Software-plus-Services strategy, which Ballmer describes as "phone, PC, server and cloud, operating together, same programming model, same deployment model across these areas". He underlined that as with former Microsoft operating systems, the company aims to deliver the platform which would support its business strategy moving forward. Under Ray Ozzie, Microsoft's Chief Software Architect, the company is embracing the S+S model, as opposed to Google's Software-as-a-Service.

"When Microsoft was first getting into the PC business, the first model of computing, what was the first thing we did? We wrote an operating system for the PC. It was called Windows," Ballmer stated. "When we wanted to enter the world of client-server computing, what did we do? We wrote a compatible operating system called Windows Server. When we wanted to enter the world of mobility, we wrote an operating system called Windows Mobile. And now as we enter the world of cloud computing, we're essentially creating an operating system that runs in the Internet cloud that we call Windows Azure."

Microsoft's CEO stressed that despite being one of the leaders in terms of Cloud computing, Google has yet to enter the Cloud platform game. Ballmer indicated that Microsoft had little competition in this arena, but that he expects rivals to crowd along the way.

"Now, why Azure? French word for 'blue' blue sky, clouds, sunny days. Windows Azure. And what we're doing with Windows Azure is exactly what we did with Windows Server. The Windows Azure programming model which runs in the Internet, not in corporate data centers, not on PCs, but in the Internet will have running on top of it .NET, Windows applications, SQL Server, SharePoint, Exchange Services, and many others," Ballmer stated.

Even as it moves in the cloud, Microsoft's focus remains on delivering a platform for developers and end users. The same concept of the Windows operating system running on PCs, servers and mobile phones is now extended to the Internet. However, one aspect that places Microsoft ahead of the game is the company's strong focus on business users, with Azure, Ballmer explained.

"We're adding to the Windows Server platform something we call Live Services. And Live Services bring Web 2.0-type capabilities to the Windows Azure platform. So Windows Azure is another element and then the job we have as a company is to tie together Windows Mobile, Windows, Windows Server, and Windows Azure. So you can build and deploy and distribute applications," he added.