A periodic newsletter with links to blogs and industry news for subscribers to the Architecting IT blog.

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This is newsletter #32, published on 7 November 2016.

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The Re-building of Microsoft

From my dim and distant memory, the first Microsoft products I remember using were Windows 1.0 in 1985/6 and of course MS-DOS that was the platform onto which Windows was initially installed. At the time I was a student and so had the fun of graphical interfaces at University (Apple Lisa) and the Windows interface during the holiday times as I worked to configure the computers for a local hospital.

Without a doubt in terms of releases the zenith for Microsoft was Windows 95, with an unbelievable amount of press about the "Start" button (and of course the use of the Rolling Stones single "Start me Up"). In the early nineties I started to use Windows NT and that became the baseline for the evolution of today's Windows Server and Windows Desktop platforms as the Windows

95/98 line was discontinued.

Love or Hate?

It's probably fair to say I have a love/hate relationship with the Windows operating system. I'm definitely not a fan of the releases from Windows 8 onwards. The navigation is terrible; the obfuscation of the standard control panels is a mess and still not fully converted. There are so many references to "PC" in the server version, which obviously isn't a Personal Computer. For such a large well-funded development company like Microsoft, the state of Windows is a joke and needs a massive shakeup.

I'm sure plenty of people will disagree with me on this part, so feel free to chime in if you think I'm wrong about where Windows finds itself at...

Embracing the Internet (Cloud)

Now, on a parallel track, Microsoft has been doing great things with the Public Cloud. Although Bill Gates may have almost missed the opportunities from the rise of the Internet in the 1990's, the Microsoft of today is all-in on the use of the Internet and public computing. Everyone I know in IT raves about how good Microsoft's Azure platform is. The company has taken radical steps to support non-Microsoft operating systems (both in Azure and for long-standing applications like SQL Server). There are also moves to provide PowerShell support outside of Windows too. In the Enterprise this is a new Microsoft that everyone seems to love (even me). Not only that, but with their hardware, Microsoft currently seems to be outdoing Apple (another story perhaps).

If you want to see just how well Azure is doing, check out a few links ([here](), [here]() and [here]()).

The Sting In The Tail?

Unfortunately for us in the UK, there's a sting in the tail. The fall in Sterling compared to the Dollar means that Microsoft is increasing their Cloud prices in January 2017 by around 20% ([link]()). On premises software is also rising at around 13% to "realign with Euro levels" - which is ironic bearing in mind software takes nothing to produce once it's developed.

Wasn't the Cloud supposed to see continually falling prices? Well, it appears not so. Microsoft hasn't just frozen prices, it has increased them to realign against non-Sterling currencies. What's interesting here is that the company has opened data centres in the UK, so will prices vary if you've been moved to

a UK data centre? I suspect not.

The Architect's View

Microsoft's move to public Cloud is a great transition for the company, one that is paying dividends. One thing I ask though, Microsoft - go back and rethink your Windows strategy. Is there long-term money to be made in having a proprietary paid-for operating system? Could you make the platform free for developers?

What do you think?

Chris Evans

New Architecting IT Blog Posts...

- [AWS Getting Serious About Enterprise On-Prem with Dockerised Linux AMI](#) (2 November 2016)

New Storage Unpacked Podcasts...

- [Garbage Collection - All-flash Market Consolidation](#) (3 November 2016)
- [All-flash - Does it Justify a Market Segment?](#) (28 October 2016)
- [Soundbytes: Talking Object Storage With Jeff Lundberg](#) (8 October 2016)
- [Soundbytes: A Conversation About IoT with Michael Hay](#) (7 October 2016)

Other Blog Posts...

- [What Should We Expect Fro The Next Generation Storage](#) (Kamshin blog, 18 October 2016)
- [New - AWS Server Migration Service](#) (AWS blog, 24 October 2016)

People to Follow

Folks I follow online. Names change with each newsletter...

- [Max Mortillaro](#) - blogger and Tech Manager from the Czech Republic
- [Alex Galbraith](#) - blogger and Solutions Architect for Rackspace
- [Bob Madaio](#) - VP Infrastructure Marketing at Hitachi Data Systems
- [Marc Farley](#) - Storage expert, podcaster and producer of vulcancast.com
- [Howard Marks](#) - analyst, journalist, firestarter and storage expert

News Worth Reading...

Click on the links to read the full story.

[TechCrunch: CoreOS introduces Operators to streamline Kubernetes container management](#)

[CoreOS](#) introduced [a new container management concept today known as Operators](#), which they say will advance the Kubernetes project by offering more automated container management. What's more, they are open sourcing the technology.

[VentureBeat: Microsoft will launch Azure Container Registry preview on November 14](#)

Microsoft is announcing today a few updates to its Azure public cloud lineup. Most significantly, the company is introducing a new Azure Container Registry service that will let developers host container images for applications they want to run on the Azure infrastructure...

[The New Stack: What Does the VMware/AWS Mashup Mean to IT Pros and CIOs?](#)

You would expect an agreement between the number one private cloud company and the number one public cloud company to make waves. You might not realize the new categories of applications the VMWare/AWS integration makes possible as your company's online transactional processing (OLTP) and other operational functions get access to the mountains of data now residing in the cloud....

[The Next Platform: Learning from Google's Cloud Storage Evolution](#)

Making storage cheaper on the cloud does not necessarily mean using tape or Blu-Ray discs to hold data. In a datacenter that has enormous bandwidth and consistent latency over a Clos network interconnecting hundreds of thousands of compute and storage servers, and by changing the durability and availability of data on the network and trading off storage costs and data access and movement costs, a hyperscaler can offer a mix of price and performance and cut costs.

[VentureBeat: AWS reports $3.2 billion in revenue in Q3 2016, up 55% over last year](#)

Ecommerce company Amazon.com today said that its Amazon Web Services (AWS) public cloud computing infrastructure division generated $3.23 billion in revenue in the third quarter of the year. That means revenue was up 54.9 percent year over year.

[VentureBeat: AWS releases Amazon Linux container image for use in on-premises data centers](#)

Amazon Web Services (AWS), a division of Amazon that offers cloud computing and storage services, today announced that it has released a container image of its Amazon Linux operating system — which has until now only been accessible on AWS virtual machine instances — that customers can now deploy on their own servers.

We're interested in your feedback! Is there anything you would like to see covered in these newsletters or on the blog? Do you have an opinion on any of the content? Just hit reply to this email or continue the conversation online: [@architectingit](#) on Twitter, or via [Linkedin](#).

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