



Visual Studio 2012

Rise to the opportunity with modern apps.

Modern app investments

Take your business forward in realizing new software enabled value opportunities in customer reach and engagement, commerce channel expansion, and increasing employee productivity. When realized, such new value opportunities enable you to grow your top and bottom lines by increasing revenue and lowering operational costs. Top modern app investments categories include:

- **The next killer product or service** delivered as a mobile and/or web app.
- **Direct-to-consumer** apps to engage directly and contextually with consumers and target audiences anywhere and at any time. Digital marketing, sales, support, consumer engagement in business development (marketing, support, future products/offers ideation), and fostering consumer loyalty are top value opportunities enabled by direct-to-consumer app investments.
- **Connected commerce services** to integrate direct and indirect brick & mortar channels, e-commerce storefronts, mobile storefronts, and relevant online social channels in expanding sales and marketing reach.
- Mobile and device optimized experiences for business apps to increase **mobile workforce productivity**.
- **Ecosystem enablement** by exposing apps and services as web friendly APIs to enable community driven reach expansion.

Always on, accessible anywhere, and constantly evolving

These are defining traits of modern apps. Enabling these traits without the right application platform and tools is a tough scale and complexity challenge. **Visual Studio** and the **Microsoft Application Platform** offer a comprehensive solution to address these challenges in realizing your modern app investments, and taking your business forward with agility and quality. The solution components include:

- **Modern app development platform and tools** to build connected device (phone, tablet, browser, PC, device console), web, and cloud apps and services that are accessible anywhere while being internet reach and scale capable.
- **Modern app lifecycle management** tools and services to enable a continuous delivery cadence for constantly evolving modern app investments.
- **Modern data and BI** services and development tools spanning Big Data, RDBMS, and OLAP data/information models to address the volume, variety, and velocity challenges of modern app data requirements.
- **Modern data center** solutions spanning on-premise, private cloud, and public cloud infrastructure to meet the **always on** and elastic scalability requirements of modern apps.

Business value

Differentiate from the competition in:

- Delivering digital products and services
- Growing customer reach
- Re-imagining audience engagement
- Expanding direct and indirect commerce channels
- Increasing productivity of mobile and distributed workforces
- Time to market velocity

Visual Studio and the Microsoft platform

Comprehensive application platform and tools for modern app development and modern app lifecycle management

