



From here...

...to here

Six Mega-trends That Will Shape IT In The Next Decade

Donald F. Ferguson

donald.ferguson@microsoft.com

Microsoft Technical Fellow
Office of the CTO

Don and Predictions

Nostradamus



Time

Time

2010 Technical Fellow,
CTO

2009 Architects, DEs

2008 Development, Product Mgmt

2007 Marketing, Sales, Support

Megatrends

Enables
SW Advances

Extends SOA
to the
Edge

SOA and
Business
Processes Enable

Performance
of hardware

Wireless, portable,
Tablet PC, phone

Service-oriented
architecture

Apps that
span both
lifestyles

Just-in-Time
and Situational
Solutions

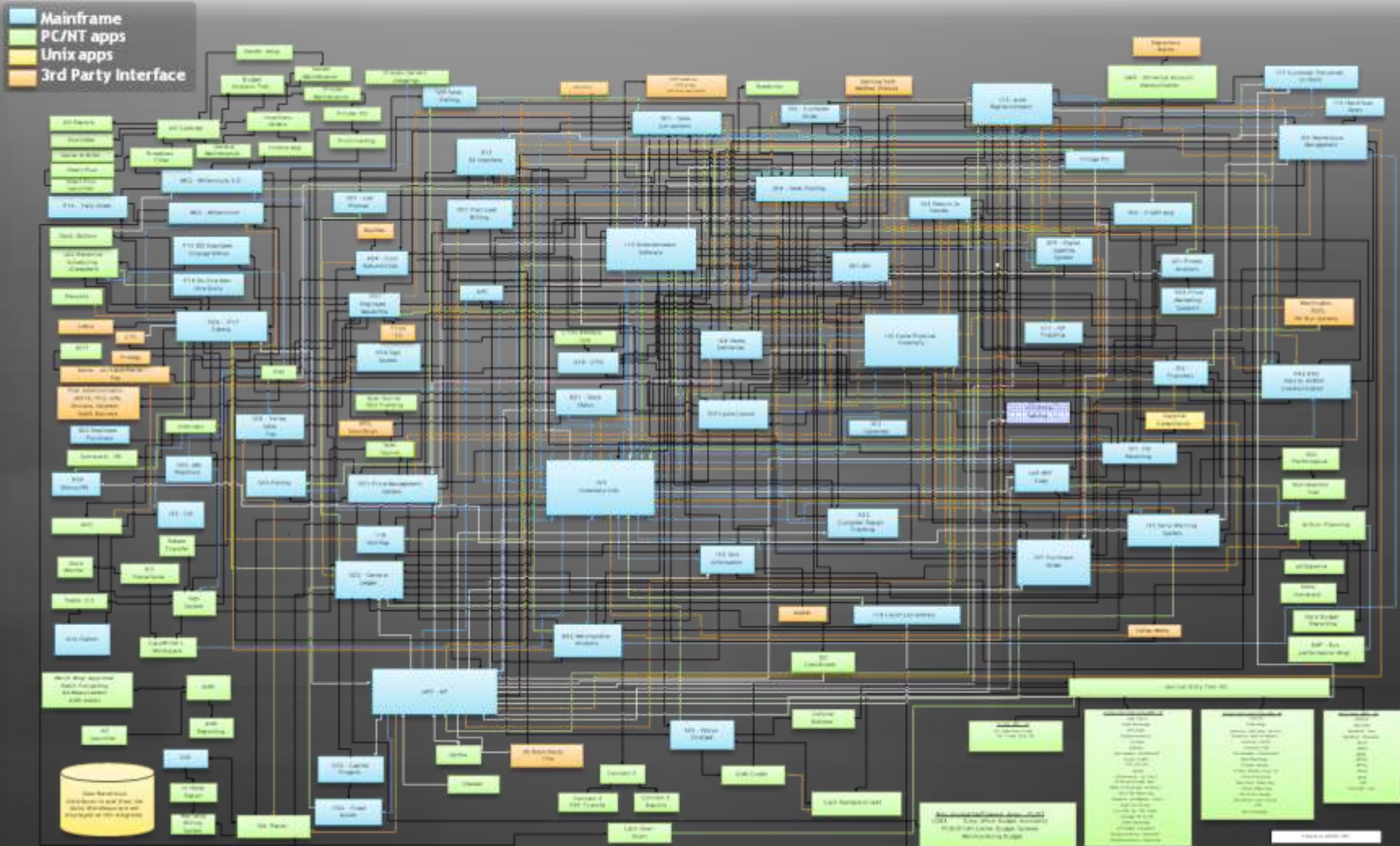
MDD, Rules
and
End User Prog.

Digital workstyle,
lifestyle

Digitization
of the economy

Software
breakthroughs

Complexity — An Example



Complexity — An Example

Mainframe
PC/NT apps
Unix apps
3rd Party Interface

Complexity will get much worse

- Increasing partnerships and multi-organization
- LOB drives increased portfolio of apps
- SOA creates semi-dynamic flexible use of core enterprise services
- Competition and business opportunities drive rapid change of business processes

A Simple Scenario — Travel Problems

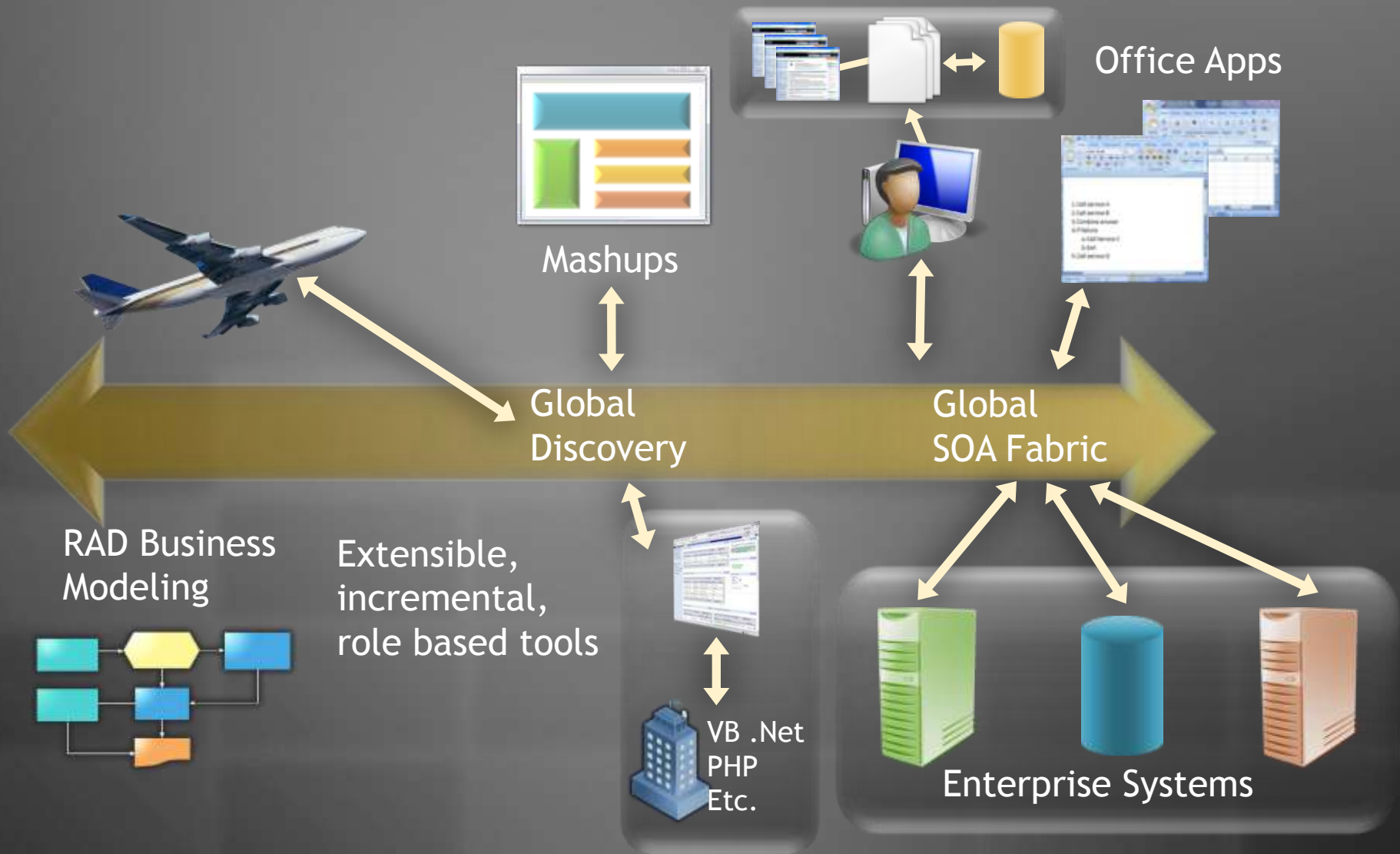
Meet Dave, a frequent traveler

- Dave interacts with
 - Corporate travel support in travel agency
 - Premium customer programs in airlines and hotels
 - Local town car services
 - Restaurants through their Web sites
 - Friends and colleagues
- Only Dave sees all elements of the itinerary
- Dave will miss a connection because of delay due to weather, and it is late at night
 - Dave must manually repair the itinerary on landing
 - Change customer contact plans
 - This is complex and tedious
 - Simple cases could be automatically repaired while Dave is in the air

A Simple Scenario — Travel Problems

- Dave needs a simple, SOA/BPM Solution
 - Receive events from airlines
 - Determine impact of delays and cancellations
 - Update reservations
 - Update CRM system to assign other contacts
 - Retrieve new account and product information
 - Update travel: Hotels, restaurants, town car service
- This may *seem* like it requires complex programming skills, but it does not
 - The business process is a “nested list”
 - Each step is like filling out a Web form
 - Computations are no more complex than Excel
 - Profile is Access data or a structured file

Developing A Solution



Megatrends



Performance
of hardware



Wireless, portable,
Tablet PC, phone



Service-oriented
architecture



Digital workstyle,
lifestyle

Microsoft®
BizTalk Server 2006 R2



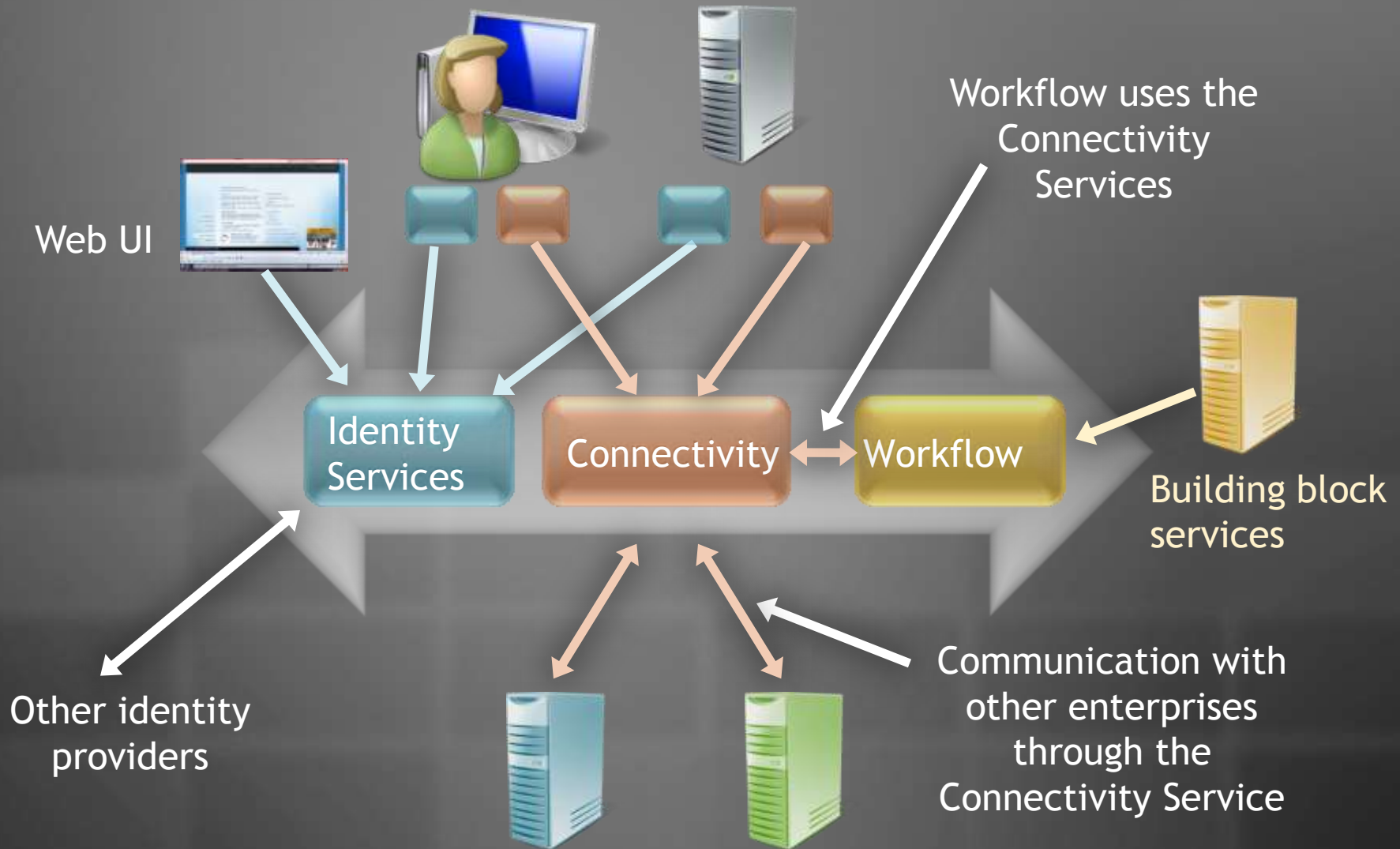
Digitization
of the economy



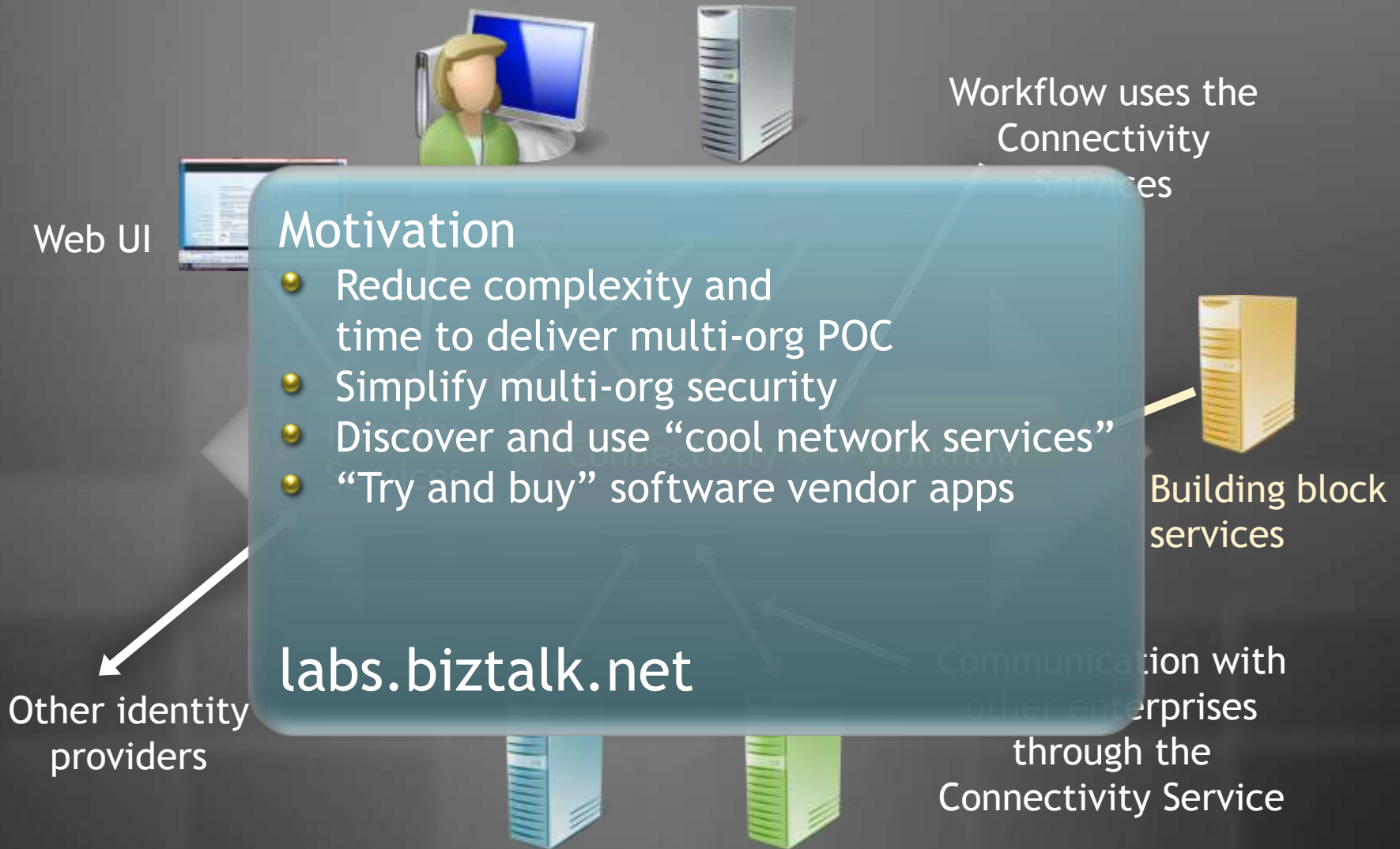
Software
breakthroughs

Your Business. Connected

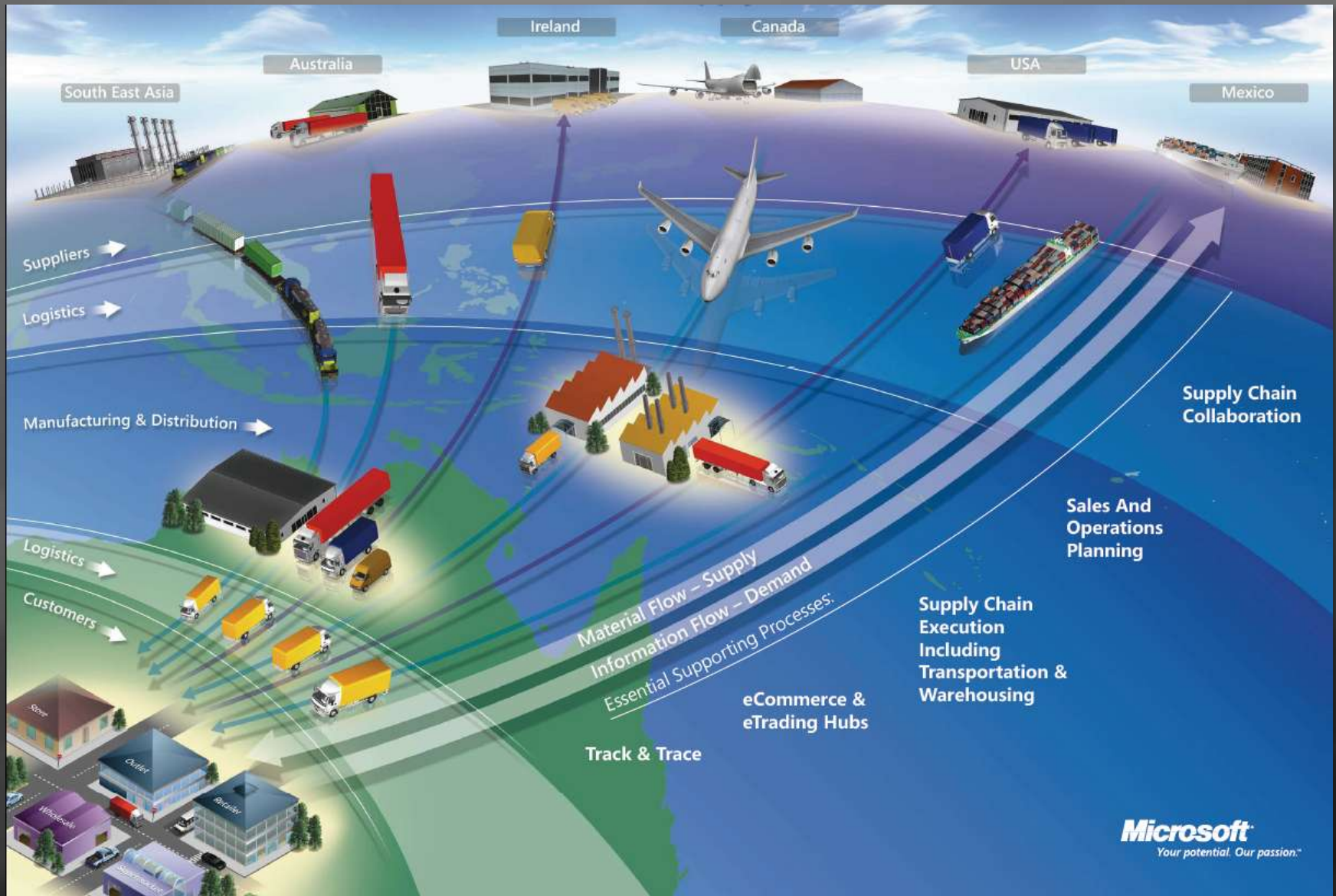
One Element: Service Bus



The Service Bus: BizTalk




The Connected Enterprise



What Matters In A Platform, And Why Microsoft

Digitization of
the economy

- 
- Developer productivity, that is an extension of existing skills
 - .NET, Visual Studio
 - BizTalk Tools
 - Office Application
 - The platform isn't Java or C# — It's the model

SOA,
Software Breakthroughs
 - Global presence — Common Model
 - BizTalk Server, BizTalk Services
 - Office Live!
 - WCF provides “on device” ISB
 - World wide, dynamic data center of 1,000,000s of VM
 - DSI
 - VHDs

HW Performance
(CPU, Memory, Comms)
 - Enablement of multiple, flexible devices

Digital workstyle,
Lifestyle
PC/Phone/Tablet

Microsoft[®]

Your potential. Our passion.[™]

© 2007 Microsoft Corporation. All rights reserved. Microsoft, Windows, Windows Vista and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation.

Microsoft
BizTalk Server 2006 R2

MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.

Your Business. Connected