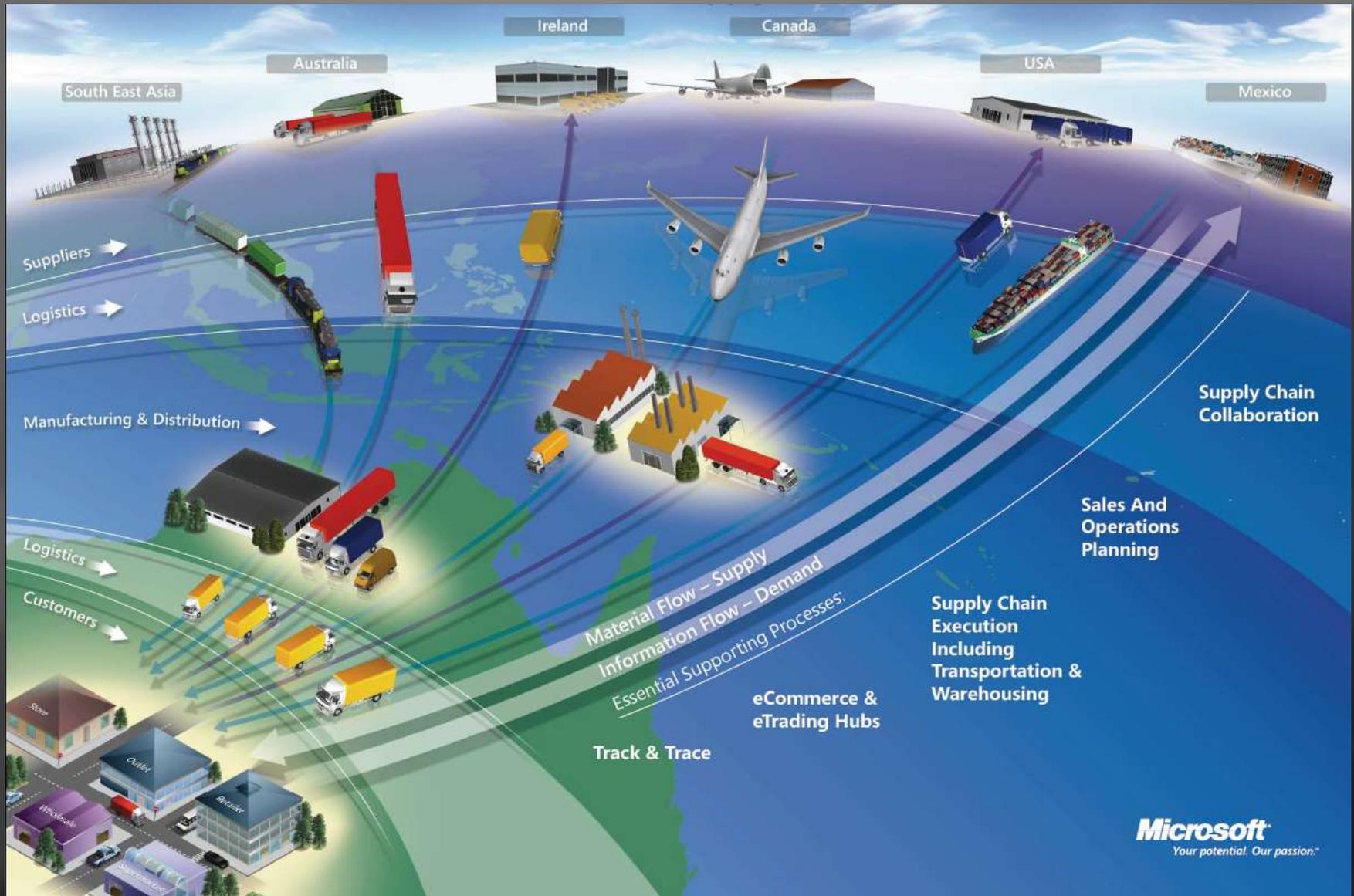


BizTalk Server 2006 R2 Launch

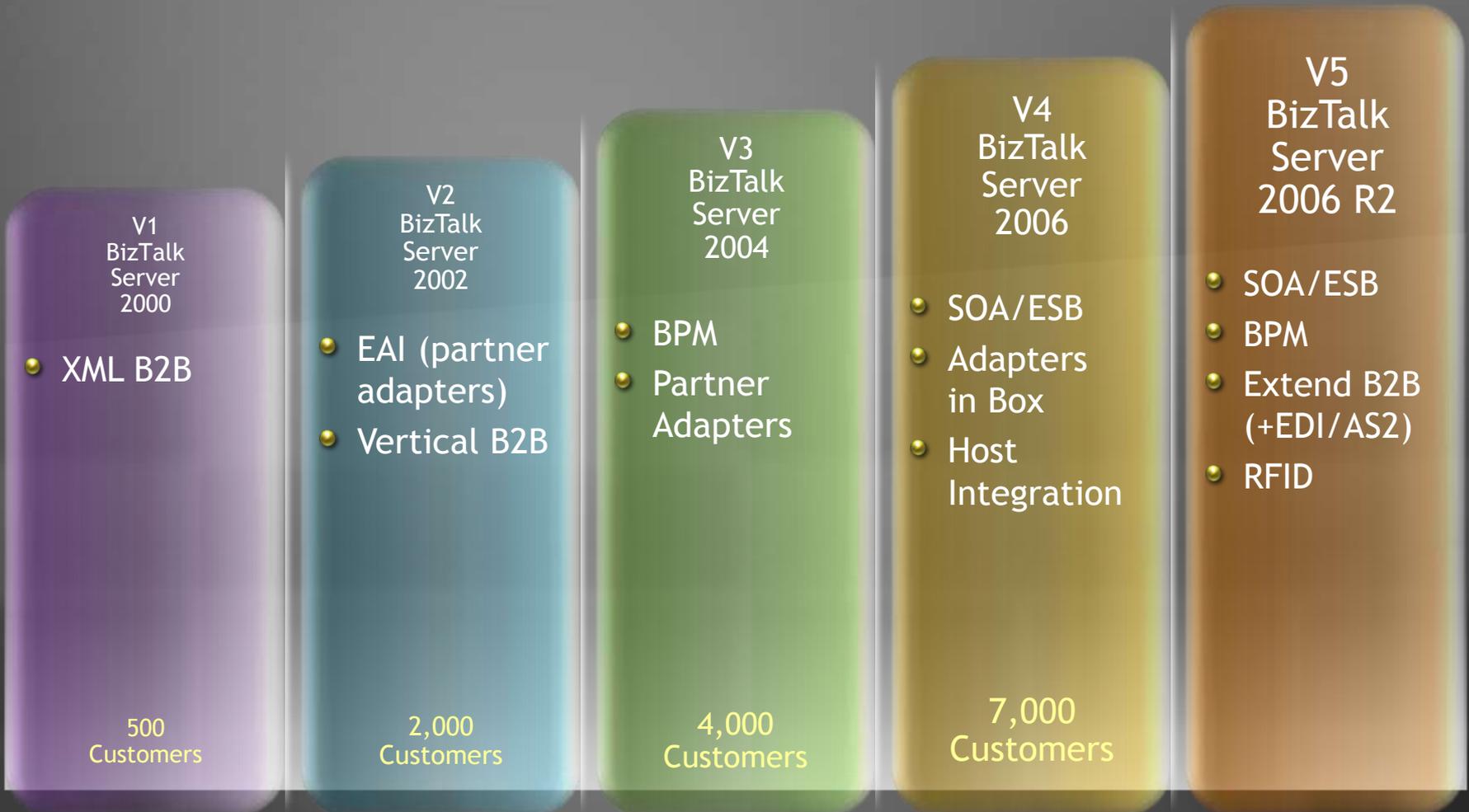
Oliver Sharp
General Manager
BizTalk Server

The Connected Enterprise



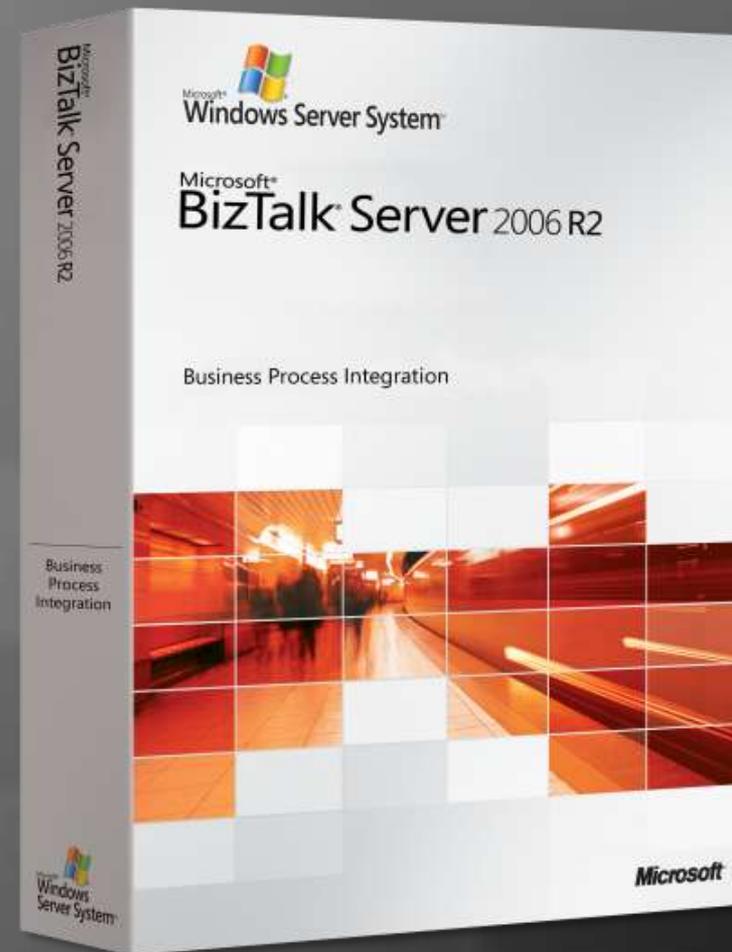
BizTalk Server

Evolution of a Platform



Announcing

- General availability of BizTalk Server 2006 R2
- Availability of Microsoft's ESB Guidance
- Beta 2 of the Microsoft BizTalk Adapter Pack



BizTalk Server 2006 R2

“Enterprise Proven”

- ESB Guidance
- Business Process Alliance solutions for modeling, workflow, simulation and rules

“Simplify Interoperability”

- WCF support for WS* standards
- Native integration of IBM midrange and mainframe
- BizTalk Adapter Pack enables LOB access across .NET

“Edge of the Enterprise”

Supply-chain Scenarios

- Native EDI + AS2 Support
- B2B vertical standards support HIPAA, HL7, SWIFT, RosettaNet

RFID/Branch Scenarios

- Complete RFID infrastructure
- New Branch Edition SKU

Enterprise Proven

- Over 7,000 customers worldwide
- 90% of the Fortune Global 100
- 12 of the 15 largest Retailers in the World
- 9 of the 10 largest Insurance Companies in the World





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DEI PASCHI
DI SIENA**
BANCA DAL 1472

Simplify Interoperability

BizTalk Server - "Adapters In the Box"

MQ
MSMQ
WSE
HTTP
SMTP
File
FTP
POP3
SOAP
SWIFT
HL7
RosettaNet
HIPAA
SQL
WCF Adapter
SharePoint

PeopleSoft
JD Edwards
OneWorld XE
JD Edwards
Enterprise1
Oracle ODBC
Siebel
TIBCO Rendezvous
TIBCO EMS
SAP
EDI/AS2

- X12 and EDIFACT support
- Drummond Interoperability Certification

Host Applications

- IBM mainframe zSeries (CICS and IMS)
- Midrange iSeries (AS/400)

IBM DB2

- Mainframe DB2 for z/OS
- Midrange DB2/400
- DB2 Universal Database for open platforms (AIX, Linux, Solaris, and Windows)

Host Files

Introducing

Raymond
HP

HP and Microsoft

■ HP and Microsoft – Partnership

- Powerful FLP partnership
 - Enterprise Partner of the Year 2007
 - HP has achieved the award 4 times
- HP & Microsoft Solutions for People-Ready Business
 - Latest initiative to help customers capitalize on next-gen technologies
- Comprehensive portfolio of products and services
 - Proven experience in MS technologies
 - Global reach

■ HP and BizTalk Server

- As a customer
 - HPIT has used every version
 - Mission-critical deployment across all business units
 - Integrating customers, partners, suppliers, channels and retailers
- As a partner
 - One of the leading partners since the first versions of BizTalk
 - Helped customers across all industries
 - Provide proven configurations



2007 ENTERPRISE ALLIANCE
PARTNER OF THE YEAR



Euro Pool – HP BizTalk RFID TAP Customer

- Euro Pool System
 - Head office in the Netherlands
 - Offices in Belgium, Germany, France, Italy, Spain, Netherlands and the Czech Republic
 - Euro Pool System rents out returnable packing for fruit, vegetables and many other fresh products.
 - **Number 1 in Europe** in terms of market share

- Key figures :

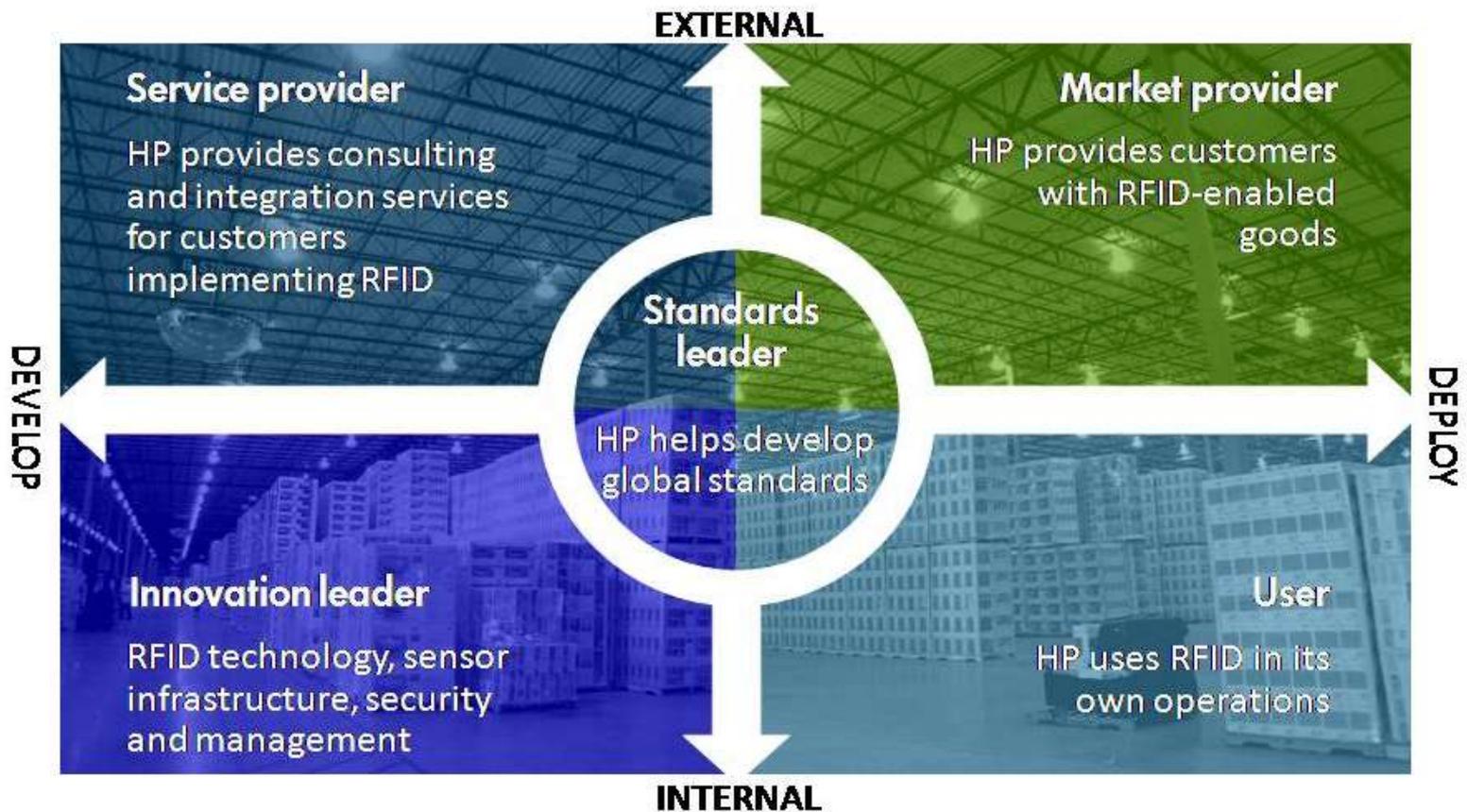
– Turnover (2005) :	121 million €
– Number of rotations:	141 million
– Number of crates :	88 million
– Number of depots :	40 (in Europe)



Euro Pool – RFID Project

- Project Challenges
 - Combine 2D Barcode and RFID technology
 - Gen2 readers and tags actual performance
 - Comprehensive benchmark across readers manufacturers
 - Number of tags to be read : 304 simultaneously
 - Blueprint approach to create a basis for further European deployments
- Project Benefits
 - Increase visibility and crate management across the extended supply chain
 - Increase Service Level to Customers
 - Reduce crate stocks and reduce losses
 - Smooth flows between parties

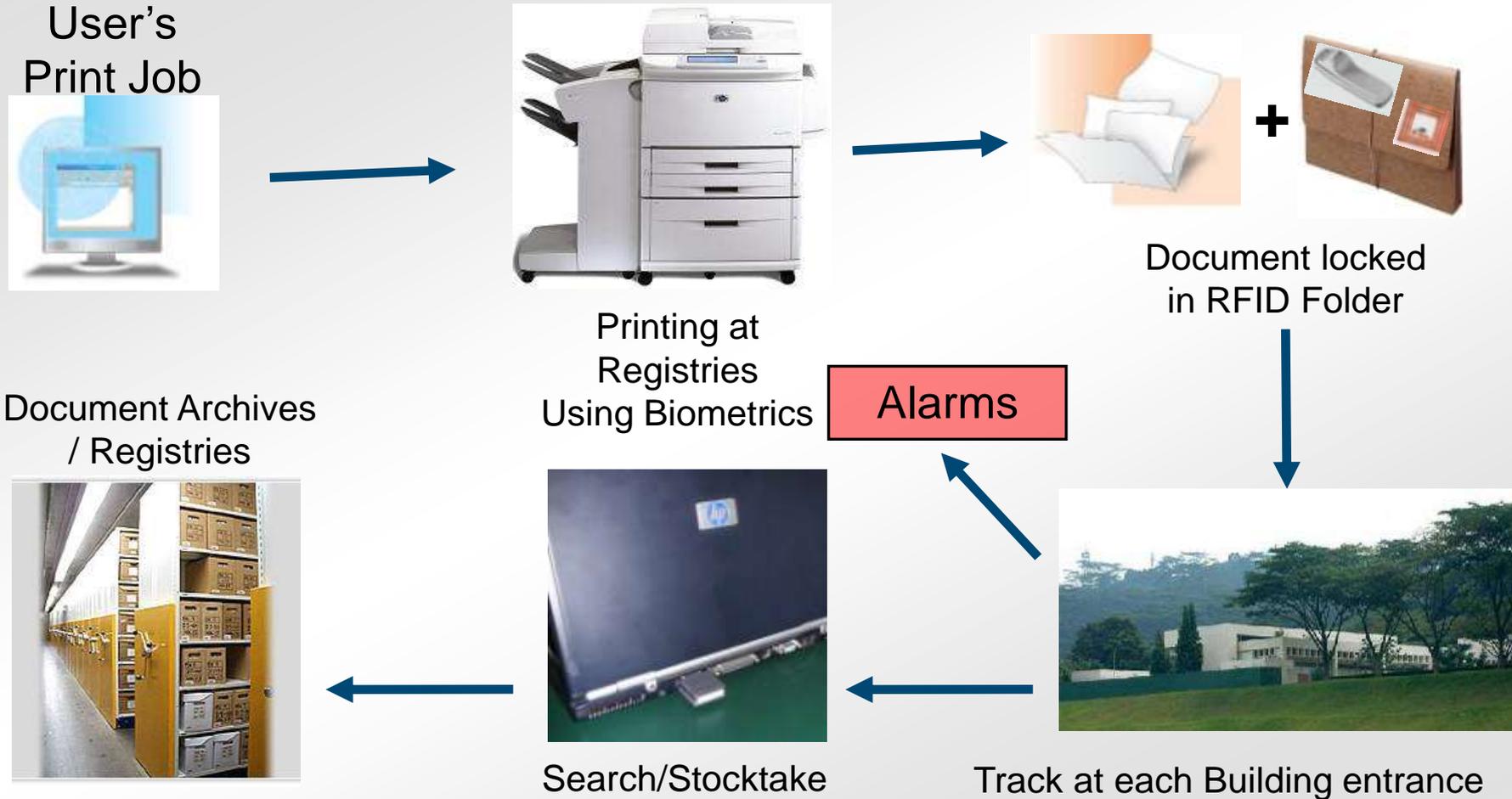
HP in RFID



HP helps customers implement RFID today, and shapes RFID technology for tomorrow

BizTalk RFID APJ Project

Full Lifecycle Document Tracking



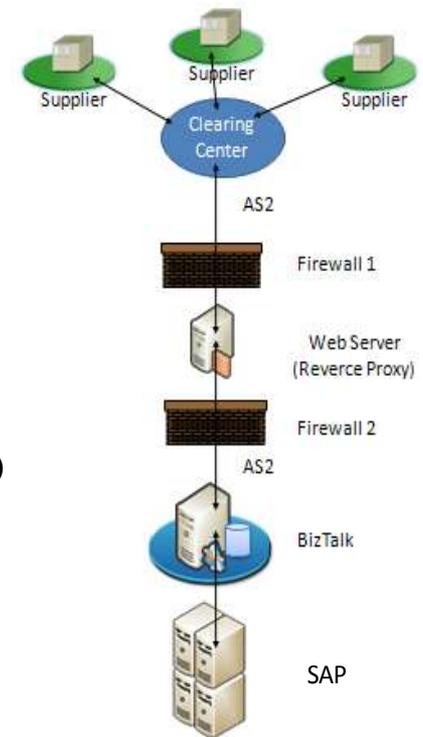
HP BizTalk 2006 R2 TAP Customers examples

■ Würth

- Fastening and assembly technology
- 100,000 products, 2.9M customers, 380 company trading group, 85 countries
- Streamline Supply Chain
- BizTalk Server 2006 R2 EDI

■ Möbel Pfister AG

- The leading Swiss Furniture Retailer
- Extended existing POS, Portal and Shop BizTalk Server integration
- Used BizTalk Server 2006 R2 EDI to integration suppliers with Pfister's SAP



Introducing

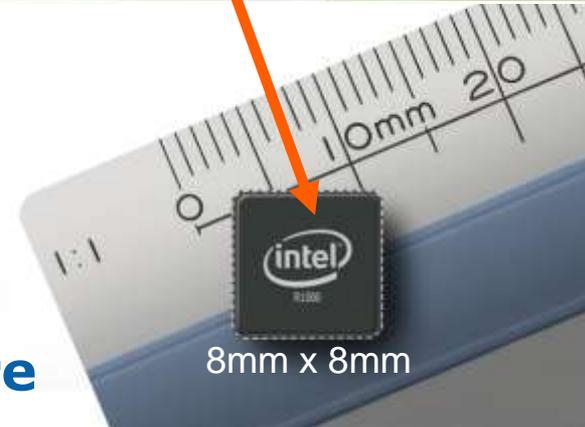
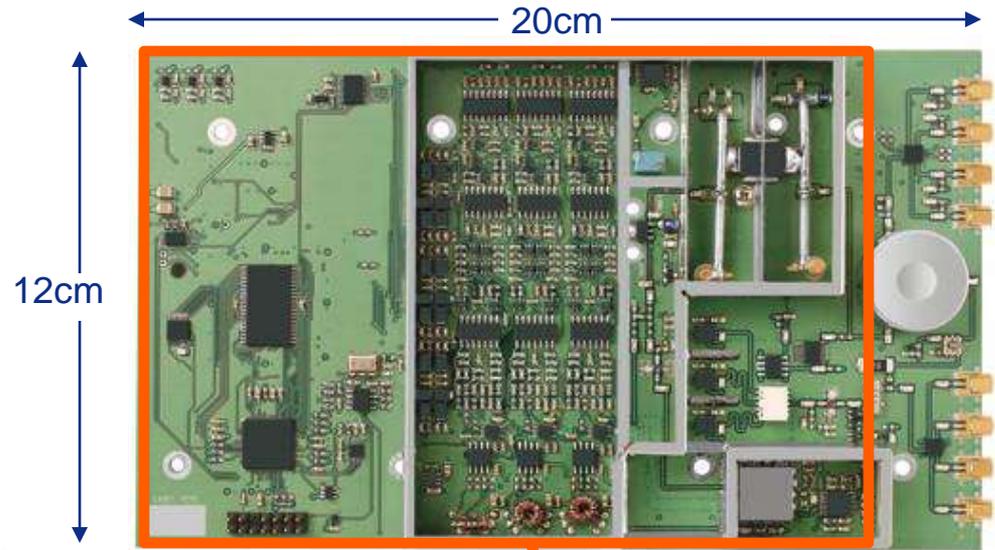
Kerry Krause
Director of Marketing, RFID
Intel Corporation

Intel and Microsoft – A History of Platform Innovation



Intel UHF RFID Transceiver R1000

- ✓ **High Integration**
- ✓ **Lower Cost**
- ✓ **Small Size**
- ✓ **Low Power**
- ✓ **Flexible Performance**
- ✓ **Industry Standards**
- ✓ **Worldwide Coverage**
- ✓ **Supporting Firmware/Software**



Silicon Integration Enables Platform Innovation



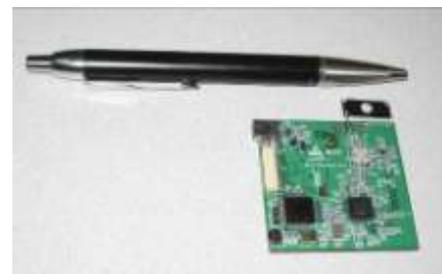
High performance + 4 ports with Power-over-Ethernet (PoE)



Lighter handhelds with longer battery life

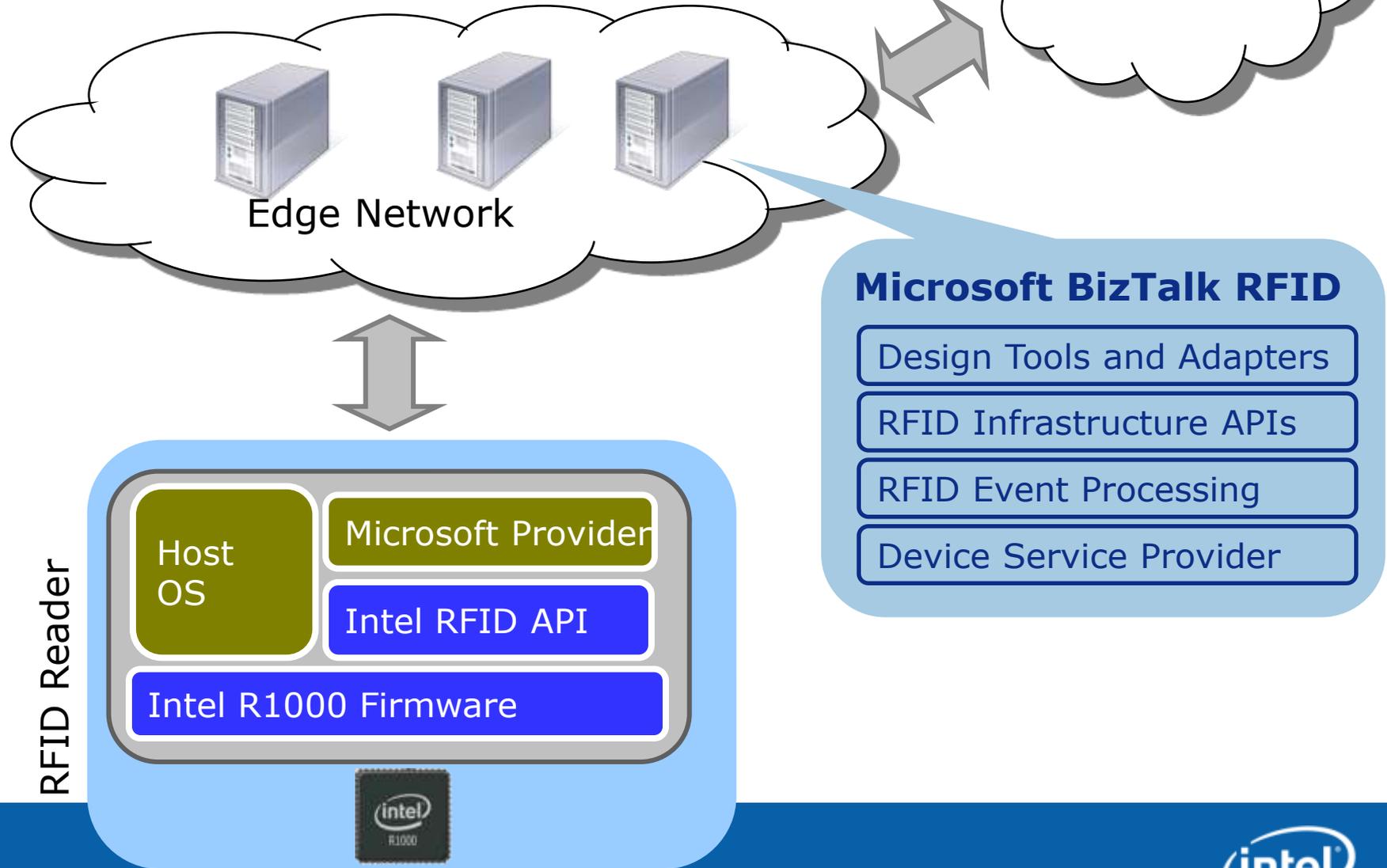


Short range readers powered by USB



Very small modules easily integrate into anything

Extending Intelligence to the Network Edge



demo

Michael Woods
Group Product Manager
Microsoft Corporation

Connect Existing Investments To The Future

- BizTalk Server Today
 - Enterprise Proven
 - Simplifies Interoperability
 - Edge of the Enterprise

- BizTalk Server Tomorrow
 - Model Driven Platform
 - Software + Services
 - Desktop Integration with Office 14
 - Seamless Framework to Server Experience

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