

Comparing the Business Value of Windows to Linux-based Alternatives in Key IT Scenarios

Application Development and Deployment Platform

Competitive Situation

Customers today require a variety of servers and tools to build, deploy and manage applications. Windows Server 2003 and Visual Studio.NET help provide productive means to deliver custom enterprise Web-based applications, client-based enterprise applications and Web services.

The primary competition for custom Web-based applications and Web services is the combination of Linux, a commercial Java 2 Platform, Enterprise Edition (J2EE) based application server, Apache, and a set of tools. IBM and BEA, the leading commercial J2EE-based application server vendors, are increasingly promoting Linux. There is no leading integrated development environment (IDE). IBM, BEA, Borland, Sun and Oracle promote their own IDEs, and Macromedia offers a leading Web development tool. Eclipse, an open source IDE platform and IBM's tool foundation, is gaining traction in the open source community. For smaller-scale Web applications, Perl, Python, and PHP are more common, which are supported on Windows Server and IIS.

In choosing application infrastructure, customers should also consider other types of applications they support. Windows and Visual Studio.NET currently combine to create leading solutions for custom client-based applications. Linux requires C/C++. Windows Server is a widely supported and deployed server platform for packaged software. Packaged infrastructure and application vendors are also increasingly leveraging J2EE-based application servers.

Top Level Positioning Statement

Microsoft Windows Server 2003 includes an integrated set of application services that, combined with Visual Studio.NET, is a productive way to leverage existing assets and deliver new applications and Web services with leading performance, scalability, reliability and security. By using Windows Server 2003 and Visual Studio.NET, some IT organizations have doubled productivity and delivered new applications and Web services in half the time with lower total cost of ownership, when compared to J2EE and Linux.

Key Messages & References

- Windows Server 2003 is designed to provide broad support for existing systems and for the latest technologies – including Windows, Web, mobile devices and Web services -- enabling companies to be more agile by delivering more flexible, interoperable applications and Web services.
- Windows Server 2003 and Visual Studio.NET help IT be more productive in development and operations, enabling IT to deliver more solutions in a shorter timeframe and with a lower total cost of ownership.
 - Giga found up to a 25-28% total cost of ownership advantage over J2EE/Linux. Some customers have experienced half the time to market and as low as one-third the cost compared to J2EE/Linux
- Windows Server 2003 delivers leading performance, scalability, reliability, availability and security compared to Linux, J2EE and Apache.
 - Some customers have found up to a 3x performance advantage versus J2EE. Docolabs and the Middleware Company found a 3x performance advantage for Web services over J2EE on Linux.

Top Level Audience-Specific Guidance

| Customer | Cares About | Feels Pain About | Key Objection | Guidance |
|---|---|---|---|--|
| Technical Decision Makers (TDM): Chief TDMs include application architect, Director of Development and Applications, Corporate Standards Group, CTO, CIO. | The full application lifecycle: interoperability / integration, developer and IT productivity, security, reliability, performance scalability and standards | Security, integration (with existing systems) developer productivity, manageability and standards | Security and patch management, quality and reliability, lack of interoperability and proprietary (vendor lock-in) | Educate up front about interoperability, productivity and cost, and "abilities" including security of Windows Server 2003, IIS 6.0, and .NET Framework |
| (Lead) Application Developers | Increase developer productivity, leverage existing skill sets, supported languages and functionality | Integrating and managing changing technologies, "the mundane" work (including integration, debugging) | Not stable or proven, not enterprise class, requires new skill sets, breaks old apps (example, VB 6, ASP) | Use trials, proof of concept and seminars to demonstrate productivity and other benefits. Leverage technical field. |
| IT operations: IT administrators, IT operations directors | Manageability, productivity, security, performance, scalability and reliability | Manageability, security, performance and reliability | Security and patch management | Educate on Windows Server 2003 patch management, reliability, scalability and security |
| Business Decision Makers (BDM): steering committee, including line of business execs and project director | Solves the business needs, ROI, TCO, shortest time to market, secure and reliable | Business needs and costs | Security and reliability | Show how Microsoft solves their business needs. Show evidence for ROI, TCO studies, time to market, security and reliability |

Addressing Key Customer Pains

| Pain | Value/Cost | Interoperability | Manageability | Reliability | Security |
|----------------------------------|---|--|---|--|---|
| Perceived Linux Advantage | <i>With Linux, costs are lower because Linux is free, as are a broad range application infrastructure products and developer tools.</i> | <i>Linux is based on open standards, is designed to work with existing systems and heterogeneous environments, especially UNIX systems. Windows is about "rip and replace" or "embrace and replace."</i> | <i>Linux, like UNIX, gives administrators greater administrative control through command-line access and componentization. Apache and J2EE are widely deployed and proven.</i> | <i>J2EE is proven and widely deployed for mission critical applications today. Linux runs on Intel-based platforms and on the mainframe, delivers better reliability and scalability, crashes less, and requires fewer patches and reboots.</i> | <i>Linux, J2EE and Apache are secure. Windows is not. Look at all the security announcements, the exploits, and the patch management problems with Windows. We don't hear the same problems with Linux, Apache or J2EE.</i> |
| Microsoft Message | <p>Purchase costs may be higher with Linux and J2EE when including the cost of commercial J2EE-based application servers.</p> <p>Windows Server's real savings are in labor, in development and deployment, and in ongoing support and operations. Windows Server may provide a 2x developer productivity advantage, ½ the time to market and a lower cost of operations. This may lead to a significantly lower TCO than Linux and J2EE.</p> | <p>Windows Server 2003 is built from the ground up on open standards to provide broad interoperability with existing infrastructure, applications and management products.</p> <p>Windows Server provides broad support for interoperating with widely deployed technologies including existing UNIX, mainframe, Netware and Macintosh-based systems. It also provides broad support for packaged infrastructure and applications.</p> | <p>Linux, J2EE-based application servers and Apache (Web servers) are three distinct products that are instrumented, configured and managed as different products. This means customers spend time making these products work together.</p> <p>Windows Server 2003 includes all of these capabilities as an integrated set of application services that are a native part of Windows Server 2003. These services are instrumented together for greater visibility and are designed to be more easily deployed and managed together. This may result in a lower TCO.</p> | <p>Windows Server 2003 delivers leading performance, scalability and reliability compared to Linux, Apache and J2EE:</p> <ul style="list-style-type: none"> • 3x the performance in Web services vs J2EE/Apache • 3x the Web server performance vs Apache • Proven 5-nines (99.999%) reliability for applications • Highest TPC-C benchmark following launch | <p>Security was a top priority during the development of Windows Server 2003. Microsoft's criteria were to make Windows Server 2003 secure by design, default, in deployment and communications.</p> <p>To date the investment has shown. The number of "critical" or "important" security bulletins issued for Windows Server 2003, compared to Windows 2000 Server, dropped from 55 to 17 in the first 455 days each product was on the market. This was 69 percent lower than with Windows Server 2000 over the same length of time after it was released. Customers and analysts such as @Stake have found Windows Server 2003 to deliver leading security.</p> |
| Microsoft References | <ul style="list-style-type: none"> • The Middleware Company (Aug 2003): 1/4 the code • GIGA TEI Study: 25-28% lower cost than Linux/J2EE • ObjectWatch: up to 8x less expensive than WebSphere and Linux. • London Stock Exchange (Linux): 2x productivity • ServiceTune (J2EE/Linux): 3x faster, 1/3 the cost • 7-Eleven, Bank of New York, JetBlue, Allstate, Kana, (J2EE): 2x productivity, ½ cost | <ul style="list-style-type: none"> • Gartner: MS the leader in Web services, enterprise integration (BizTalk) (NOTE: IBM is in the leader quadrants as well.) • SFU 3.0: best product at LinuxWorld 2003 • InfoSpace (MSMQ vs JMS) • Xerox (J2EE) • Allstate, AON (J2EE Interop) | <ul style="list-style-type: none"> • The Middleware Company: 1/5 the deployment time • Bank of New York • ServiceTune | <ul style="list-style-type: none"> • The Middleware Company: 3x the performance in Web services, leader in Web applications with SQL Server 2000. • Doculabs (March 2003) • ServiceTune (J2EE/Linux): 3x faster, 1/3 the cost • London Stock Exchange (Linux) • 7-Eleven, Xerox (J2EE) | <ul style="list-style-type: none"> • @Stake (June 2003): conforms better to best security practices, and easier to deliver secure applications vs. WebSphere and Linux/UNIX. • ServiceTune (Linux/J2EE) • Microsoft Security Updates |

Handling Sales Objections (Rude Q & A)

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| <p>Linux Objection</p> | <p><i>.NET is not open. J2EE-based platforms (like WebSphere) provide a standards-based platform offering better backwards compatibility without vendor lock-in</i></p> | <p><i>J2EE (and Linux) deliver superior TCO and scalability</i></p> | <p><i>J2EE (and Linux) support what you already have, and is not rip and replace</i></p> | <p><i>J2EE is mature and proven. .NET is relatively new and not as widely used in mission critical applications</i></p> | <p><i>Windows Server is not secure!</i></p> |
| <p>Microsoft Message</p> | <p>Customers focus on interoperability and open standards to ensure they can connect with other systems in a heterogeneous environment, to help reduce technology risks such as application compatibility and to keep costs lower, today and in the future. Windows Server 2003 is the most widely deployed and supported platform for infrastructure and applications today. Windows Server 2003 is built from the ground up on open standards, such as XML and Web services to improve interoperability and help lower integration costs. Windows Server adds built-in services that provide out-of-the-box interoperability with existing systems at the lowest cost of ownership. J2EE is a standard focused on portability of applications. Web services are about interoperability. It may be challenging to port J2EE applications from one J2EE-based application server to another. BEA and IBM, the leading J2EE app server vendors, continue to add vendor-specific features that are not portable.</p> | <p>Windows Server 2003 and Visual Studio.NET have been shown to deliver the lowest cost of ownership versus Linux and J2EE. According to a Giga study, customers using Windows Server experienced up to 25-28% lower cost of ownership versus Linux and J2EE-based application servers (BEA.) A study by ObjectWatch found Windows Server to be up to 8x less expensive than WebSphere on Linux. Customers have experienced up to a 2x productivity advantage and up to a 67% reduction in cost of ownership with Windows Server 2003 and Visual Studio.NET compared to J2EE. Windows Server and .NET-based applications have also demonstrated better performance and scalability than J2EE/Linux, both with customers and in Middleware Company and Doculabs Benchmarks (In these same benchmarks, J2EE has demonstrated superior performance on Windows than Linux.)</p> | <p>Windows Server 2003 is built from the ground up on open standards to provide broad interoperability with existing systems, to ensure customers don't have to rip and replace infrastructure, application and management products. Microsoft is a leader in Web services, which are a native part of the platform. Windows Server provides the most complete set of built-in services for more interoperating with widely deployed technologies, including existing UNIX, mainframe, Netware and Macintosh-based systems. Customers have demonstrated interoperability with mainframes and AS/400 systems, UNIX systems, leading database vendors and a broad range of packaged applications.</p> | <p>.NET is widely adopted, deployed and proven. Today there are more Visual Studio.NET developers world-wide than any other developer base, including Java. The majority of the Fortune 100, leading companies world-wide have deployed .NET-based applications, finding better performance and scalability than J2EE and experiencing the 5-nines (99.999%) of reliability.</p> | <p>A top priority for Windows Server 2003 during development was security and the results have shown. Independent security firms such as @Stake recognized Windows Server 2003 and Visual Studio.NET as delivering leading security. Since the launch in April 2003, IIS 6.0 has not had a single exploited or discovered vulnerability. That's one reason why people are upgrading to IIS 6.0 and switching from Apache to IIS 6.0.</p> |
| <p>Microsoft References</p> | <p>IBMs 300 page RedBook on migrating from BEA to WebSphere Protocols supported by Windows Server 2003</p> | <ul style="list-style-type: none"> • The Middleware Company (Aug 2003): 1/4 the code, 3x the performance in Web services • GIGA TEI Study: 25-28% lower cost than Linux/J2EE • Doculabs (March 2003) • ServiceTune (J2EE/Linux): 3x faster, 1/3 the cost • 7-Eleven, Xerox (J2EE): 2x the performance, 1/2 the cost • London Stock Exchange (Linux) • ObjectWatch: up to 8x less expensive than WebSphere and Linux. • 7-Eleven, Bank of New York, JetBlue, Allstate, Kana, (J2EE): 2x productivity, 1/2 cost | <ul style="list-style-type: none"> • InfoSpace (MSMQ vs JMS) • Xerox (J2EE) • Allstate, AON (J2EE Interop) • Continental Airlines, Deutsche Bank, Dollar Rent A Car, Jet Blue, Pacific Life | <ul style="list-style-type: none"> • The Middleware Company: 3x the performance in Web services, leader in Web applications with SQL Server 2000. • Doculabs (March 2003) • ServiceTune (J2EE/Linux): 3x faster, 1/3 the cost • London Stock Exchange (Linux) • 7-Eleven, Xerox (J2EE) | <ul style="list-style-type: none"> • @Stake (June 2003): conforms better to best security practices, and easier to deliver secure applications vs. WebSphere and Linux/UNIX. • ServiceTune (Linux/J2EE) |

Technical Side-by-Sides

| Task/Issue | (J2EE) Interoperability | Enterprise Development |
|-----------------------------|--|---|
| Competing Solutions | J2EE: WebSphere, BEA | J2EE-based solutions: WebSphere / WebSphere Studio Application Developer, BEA/WebLogic Workshop + Borland JBuilder, Oracle, Sun |
| Microsoft solutions | Windows Server 2003 (and Windows Server System) | Windows Server 2003 + Visual Studio.NET + Windows Server System + partners |
| Microsoft References | <p>Windows Server 2003 provides leading interoperability with existing IT infrastructure and applications through a rich set of built-in services.</p> <ul style="list-style-type: none"> • Native support for Web services including Universal Description, Discovery, and Integration (UDDI) services and the latest WS-I standards to provide Web services interoperability • Proven J2EE interoperability through Web services and 3rd party products • Services for UNIX, Novell, Macintosh for network, file and print, and security, as well as running UNIX apps on Windows Server • Broad support for Web browsers, 100's of mobile devices and Windows clients • High performance connectivity with SQL Server, Oracle, DB2, Informix and Sybase, and support for most databases • Interoperability with leading management solutions through support for Simple Network Management Protocol (SNMP) and Windows Management Instrumentation (WMI), which is based on Common Information Model (CIM), as well as through the Microsoft Operations Manager Connector Framework (MCF), a Web services API supported by leading management vendors • Built-in messaging (MSMQ) and WebSphere MQ support • Seamless .NET interoperability with Microsoft Component Object Model (COM) through COM interoperability. .NET and COM developers can reuse each others code, and COM applications can be exposed as Web services without any additional development. • Mainframe connectivity through Host Integration Server • Application integration and business process orchestration using BizTalk, with over 300 packaged connectors as well as native support for Web services <p>The largest ISV and partner community, with over 80,000 ISVs, systems integrators and solution providers</p> | <p>Visual Studio .NET and Windows Server 2003 may enable developers to be twice as productive, write ½ the code, and deliver applications in ½ the time compared to J2EE-based application servers and tools on Linux and Apache. Benefits include:</p> <ul style="list-style-type: none"> • The largest developer base (2.5+ million), greater than the number of Java developers worldwide • Leverages existing skill sets, in part by offering support for over 30 languages, including C#, VB.NET, J# and COBOL • The most productive way to leverage existing systems through Web services, COM interoperability, database connectivity, messaging, application integration, or mainframe connectivity. • The foundation for Windows Server System, making it easier to leverage BizTalk 2004, Host Integration Server 2004, Content Management Server (CMS) and Sharepoint Portal Server (SPS) • Proven migration tools for Java/JSP/J2EE, PHP, relational databases and other products • Proven patterns and practices |
| Microsoft Evidence | <ul style="list-style-type: none"> • Allstate, AON – J2EE Interop • Analog Devices (ADI) – Web services for app integration. AD and Web services for single sign-on and personalization • Continental Airlines – OS/390, Pocket PC, Palm VII, Cell phones • Deutsche Bank – Solaris-based equities Pricing Application • Dollar Rent A Car – mainframe integration using Web services, Mobile access • JetBlue – COM Interop, Biometric and smart cards, Verisign Credit card processing • London Stock Exchange – leverages existing systems • Pacific Life – developer productivity and interoperability • Reuters – Web services for integration • Scandinavian Airlines (SAS) – COM Interop, mobile access for customers with ASP.NET | <ul style="list-style-type: none"> • 7-Eleven - development time went from 9 weeks on J2EE to 2 weeks in ASP.NET • Allstate - developers at least twice as productive as with J2EE • AON - brings solutions to market in half the time • Bank of New York - time-to-market reduced 40% (almost a year) • CafePress - 80% reduction in code, development cycle times reduced 75%, as compared to Java • London Stock Exchange – 2x productivity gain, ½ the time to market • Xerox – 2x productivity gain, 4x on Web tier, 70% code reduction in many areas • UnumProvident - project time drops from 18 months to 6 months |

Technical Side-by-Sides (continued)

| Task/Issue | Enterprise Deployment | Enterprise Management |
|-----------------------------|---|--|
| Competing Solutions | J2EE-based application servers (built-in) + scripts (e.g. Ant) + J2EE ecosystem (startups.) | J2EE-based application servers + 3 rd party management (Tivoli, Unicenter, Openview, startups) |
| Microsoft Solutions | Windows Server 2003 + SMS 2003 + Application Center | Windows Server 2003, Microsoft Operations Manager (MOM), partners (Tivoli, Unicenter, Openview, etc.) |
| Microsoft Message | <p>Windows Server 2003 is designed to simplify deployment through integrated services that include IIS 6.0 and the .NET Framework.</p> <ul style="list-style-type: none"> ▪ XML application packaging and configuration simplifies configuration and scripting automation. ▪ Unlike J2EE, .NET provides built-in versioning of assemblies which eliminates DLL challenges by simplifying application upgrades and side-by-side application deployment on the same machine. ▪ Self-contained assemblies enable XCOPY application deployment without configuration. ▪ Integration of Visual Studio with build tools simplifies XCOPY and installer-based deployment. ▪ No touch deployment of Windows Smart clients automates client-side deployment. ▪ IIS 6.0 simplifies Web deployment, through dynamic XML file-based configuration of Web servers and hot deployment and rollbacks of Web-based applications, without the need to reboot or disrupt end users. <p>Integration with Windows Server System enables a single solution infrastructure and application deployment management and automation.</p> <ul style="list-style-type: none"> ▪ Symmetric Multiprocessing Systems (SMS) provides a single solution for application and patch deployment management, including installer-enabled NET applications. ▪ Application Center automates Web farm deployment. | <p>Windows Server 2003 may enable improved manageability at a lower cost of ownership through greater operations visibility and automation, and through increased server consolidation.</p> <ul style="list-style-type: none"> ▪ Greater visibility into the health of IT infrastructure through common instrumentation Microsoft Windows Management Instrumentation (WMI) and logging for the entire application infrastructure stack, including custom applications. Developers can easily instrument applications using the Enterprise Management Instrumentation (EIF) . Instrumentation and logging is different for Linux, J2EE and Apache, making it harder for administrators to identify root causes. ▪ Increased management automation and reliability of Web-based applications through IIS process isolation, health monitoring and process recycling. ▪ Complete support for command line administration and scripting automation. ▪ Up to 2/3 server consolidation of Web and application servers by customers using Windows Server 2003 and IIS 6.0 ▪ Increased heterogeneous application consolidation with side-by-side deployment and Virtual Server 2004 with fine-grained performance tuning using Windows Server Resource Manager. ▪ Common monitoring and management solution using Microsoft Operations Manager for both IT infrastructure and applications that support .NET and IIS-based applications and enable proactive rules-based monitoring and management automation. |
| Microsoft References | <ul style="list-style-type: none"> • ServiceTune – Rich Web client functionality, secure deployment • Bank of new York – no touch deployment • UnumProvident – No touch and side-by-side deployment • @Stake report – secure in deployment and operations • The Middleware Company – 1/5 the deployment time | <p>NOTE: current customer evidence versus Linux and J2EE for applications points more to a lower cost, not improved manageability. Refer to other workloads for additional evidence.</p> <ul style="list-style-type: none"> • London Stock Exchange – Adopting Microsoft platforms for mission critical applications has cut the cost of system ownership at every stage, from development to operational support. • Infospace – cut hardware costs 1/5, saved \$100,000 in additional cluster hardware • GIGA TEI Study – 25-28% lower cost than Linux/J2EE (with largest savings in labor costs for development, deployment and maintenance.) • @Stake report – secure in deployment and operations |

Industry, Press, & Microsoft Resource Overview

| Reference | URL |
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| IBM's 300 page RedBook – Migrating WebLogic Applications to WebSphere Advanced Edition | http://publib-b.boulder.ibm.com/Redbooks.nsf/RedbookAbstracts/sg245956.html?Open |
| TPC-C Benchmarks | http://www.tpc.org/tpcc/results/tpcc_perf_results.asp |
| Protocols supported by Windows Server 2003 | <ul style="list-style-type: none"> - Networking: TCP/IP, 802.1x, DNS, DHCP, IPX, DNS, RADIUS, EAP/PEAP; - Identity and security: Kerberos, SSL, PKI, L2TP, IPSEC, LDAP; - Application: HTTP, XML, SQL and ODBC, XA for transactions. 30+ standards-based languages. CLR and C# standards submitted to ECMA, and open source CLR (Mono) today. - Integration: Web services (SOAP, WSDL, UDDI), WS-I, BPEL4WS for Web services orchestration. - Management: CIM (WMI), WBEM, SNMP |
| GIGA TEI Study | Microsoft .NET Development Platform Delivers 25 Percent Lower Development and Support Costs Than J2EE/Linux http://www.microsoft.com/windowsserversystem/facts/analyses/msnetdev.mspx |
| Doculabs Benchmark | http://msdn.microsoft.com/library/default.asp?url=/library/en-us/dnbda/html/DoculabsWS.asp |
| Middleware Company's PetStore Benchmarks | http://gotdotnet.com/team/compare/middleware.aspx |
| GotDotNet | http://www.gotdotnet.com |
| Veritest Web server benchmark, ObjectWatch, Giga TEI study (get the facts) | http://www.microsoft.com/mscorp/facts/analyses.asp |
| @ Stake (June 2003) - conforms better to best security practices, and easier to deliver secure applications vs. WebSphere and Linux/UNIX | http://www.atstake.com/research/reports/eval_ms_ibm/ |
| Gartner : Industry Analyst Firm Moves BizTalk Server Into the Leader Quadrant of Its Application Integration After Only Two Product Releases | http://www.microsoft.com/MSCorp/presspass/Press/2002/Jun02/06-24MQLeaderPR.asp |
| 3 rd Part Evidence – ObjectWatch; A new approach to software modeling uncovers Microsoft's advantages | http://download.microsoft.com/download/0/7/1/0715a190-70f5-4b0d-8ced-f9d1e046aa6a/modeling.doc "Modeling Software Architectures and Platform Choices" |
| Microsoft Security Updates | http://www.microsoft.com/security/bulletins/default.mspx |

References

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| Case Study: Allstate | <p>http://infoweb/customerevidence/CaseStudy.asp?CaseStudyID=13648 <i>Allstate Financial Group wanted to extend its five existing policy management systems for access by the company's countrywide network of independent producers. Using Microsoft Visual Studio .NET and the Microsoft .NET Framework, Allstate built a solution combining .NET technologies and J2EE to put Allstate Financial information at producers' fingertips. Allstate attributes the success of its project and rapid time to market—seven months from the start of coding to production rollout—to the significant gains in performance, scalability, reliability, and developer productivity provided by Visual Studio .NET and the .NET Framework.</i></p> |
| Case Study: AON | <p>http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=15344 Over the past three years, Aon has reported on average, over 26,300 claims a year to the Dutch co-insurance market. Under previous processes, settlement of claims involved a combination of the Bourse internal mail system, physical visits to the trading floor at the Bourse or the Dutch post office. The costs associated with physical delivery have now been eliminated and claims are settled much more quickly. Explains Green: "Aon has enjoyed a reduction of over 70 per cent in the average time it takes to resolve claims. "Mandos says: "Not only have delivery costs been reduced, but faster claims resolution is now possible with all external partners receiving information at the same time electronically. We can offer superior client service in terms of speed, accuracy and quality, and our external partners are also benefiting from efficiency gains."</p> |
| Case Study: Bank of New York | <p>http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13938 We wanted the ability to build scalable, stable server-side business components with rapid application development tools," says Joe Gerbino, Vice President. "Standardized, repeatable components would not only drive down development costs by allowing us to maximize the value of our existing software base to create new applications, but also boost our agility by facilitating application updates and maintenance throughout the application life cycle."</p> |
| Case Study: CafePress | <p>http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11721 Along with the .NET Framework, we examined BEA WebLogic and Orion. The .NET Framework proved to have everything we wanted—the richest library, and the best price point," says Durham. "We were able to do a 100 percent conversion of all our systems in less than four months from initial testing to complete rollout. For a time during the transition, we had Java and the .NET Framework running side by side without problems on our live Web servers."</p> |
| Case Study: Continental Airlines: | <p>http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=10815 <i>Using Visual Studio .NET to Build a Mobile Travel-Planning Application</i></p> |
| Case Study: Deutsche Bank | <p>http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11105</p> |
| Case Study: Dollar Rent a Car | <p>http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11626 We knew exposing our reservation system as an XML Web service would provide a standard interface that could be used by a wide range of other applications, both internal and external. However, at the time, we had no idea just how often we would use it, or the magnitude of the benefits it would deliver," Peter Osbourne Group Manager, Advanced Technology Group, Dollar Rent A Car.</p> |
| Infospace | <p>http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13920 "With SRMP over HTTP, we no longer required this expensive, complex central messaging cluster built on top of a cluster server," says Brian Jeide, Senior Manager of Systems Engineering at InfoSpace. "Nor did we need all the custom software that we would have had to write to achieve our scalability and reliability goals. Instead, we could put all the servers that we needed behind a network load balancer and then just use the SOAP Reliable Messaging Protocol to move messages from point A to point B. In one fell swoop, we saved on the order of \$100,000."</p> |
| Case Study: JetBlue | <p>http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11168 In the nearly four years since its launch, JetBlue Airways has grown into a \$300 million business serving more than 4 million travelers in 16 U.S. cities. According to its founders, it's JetBlue's commitment to working at the forefront of technology that's largely responsible for the young company's success in an industry that's been struggling for much of that four years. The company pioneered the paperless cockpit, including paperless pilot manuals; it also offers handheld wireless check-in and is looking seriously into building systems using SmartCard technology, biometrics, and wireless data links to its planes."We began developing ShopBlue in an earlier version of ASP, and it took us about a month to get a third of the way through," he reports. "Then we moved to the .NET Framework, including ASP.NET, ADO.NET, and XML Web services, and in the same period of time we got the rest of the application done." Jeff Cohen CIO and Vice President, JetBlue Airways.</p> |

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| Case Study: Kana | http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13530 CRM Vendor Ports J2EE/EJB Application to Microsoft .NET Quickly with Visual J# .NET, Reduces TCO for Customers. KANA wanted to port its KANA iCARE enterprise customer relationship management application from J2EE to the Microsoft® .NET Framework. There were two major business goals to this porting effort: to expand its sales base to customers running the Microsoft .NET Framework rather than Java 2 Enterprise Edition, and to reuse much of their Java-language source code when building the .NET application. |
| Case Study: London Stock Exchange | http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13911 Adopting Microsoft technologies to support mission-critical applications has cut the cost of system ownership at every stage, from development to operational support. Programming and support skills for the Windows environment are widely available, and the required hardware costs far less to buy, maintain, and upgrade than do the alternatives. |
| Case Study: Pacific Life | http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=12025 The flexibility and scalability of the .NET Framework provided the tools necessary to speed up the development process, plus the additional benefit of the integration with their existing enterprise customers. "It's important for us that the protocol be platform-independent, because we can't tell a business associate what platform they have to run to consume our service." |
| Case Study: Scandinavian Airlines | http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=12020 "Visual Studio .NET, along with the Mobile Internet Toolkit, was an easy choice to make," says Peter Müller, Deputy Director for the Scandinavian IT Group. "It allowed us to deliver customized pages for myriad devices quickly and cost effectively, plus we have the flexibility to build in exciting new features that will help SAS serve customers even better in the future." |
| Case Study: Service Tune | http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13939 RFP Web Application Is Graphical, Flexible and Secure with the .NET Framework. "ASP.NET supports browser targeting that has allowed us to take advantage of a specific browser without being tied to it irrevocably," says Patrick J. Hynds, CTO of CriticalSites. "It doesn't impose any plug-in or add-on requirement to the client. GDI+ enhancements on Windows Server 2003 have allowed us to take that benefit and still deliver no-compromise graphic reports." |
| Case Study: UnumProvident | http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11062 "Greater performance means we'll have additional headroom to accommodate business growth without having to buy new hardware," said Klausner. "On the systems management side, the new no-touch and side-by-side deployment capabilities provided in the .NET Framework will enable us to deploy changes much faster, and with significantly less risk of impacting existing functionality." |
| Case Study: 7-11 | http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14962 7-Eleven concluded that Windows Server System would incur 20 percent less total cost of ownership than Linux and would reduce by 50 percent the time it takes to deploy new capabilities to its stores, increasing its ability to respond to customer needs. 7-Eleven sought to minimize risks to its business operations and determined that the proven support record and extensive partner community of Microsoft would help it achieve that goal. |
| Case Studay: Xerox | http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14888 "The combination of MSDE 2000 and Microsoft Visual Studio .NET tools increased our productivity by 50 percent and, consequently, shortened our development time by half," Matt DeRoller Software Development Manager, Xerox Global Services |