



Japan

Annual Report 2006-2007

Microsoft
Innovation
Center



Microsoft

Welcome

*Greeting from President & CEO,
Microsoft Co. Ltd., Japan*

In July 2005, Microsoft announced Plan-J, a new business strategy for the Japanese market. Plan-J represents Microsoft Japan's commitment to our customers, partners, and Japanese society to improve our business activities based on three pillars: expand investments in Japan, establish closer partnerships with the government, educational institutions, and industries, and drive innovations.

In just under two years since we announced Plan-J, we succeeded in achieving our goals. We increased investments in Japanese businesses and enhanced partnerships with our business partners. In November 2006, we established the Microsoft Innovation Center to realize our third pillar -- drive innovations.



The Microsoft Innovation Center provides a wide variety of technological and product development resources supporting Japanese IT industries in the areas of technological research and development and product development/verification. The Center also offers four programs that generate and promote new business opportunities in Japan and around the world. This report highlights case studies to which the Microsoft Innovation Center contributes.

Darren Huston
President & CEO, Microsoft Co. Ltd., Japan

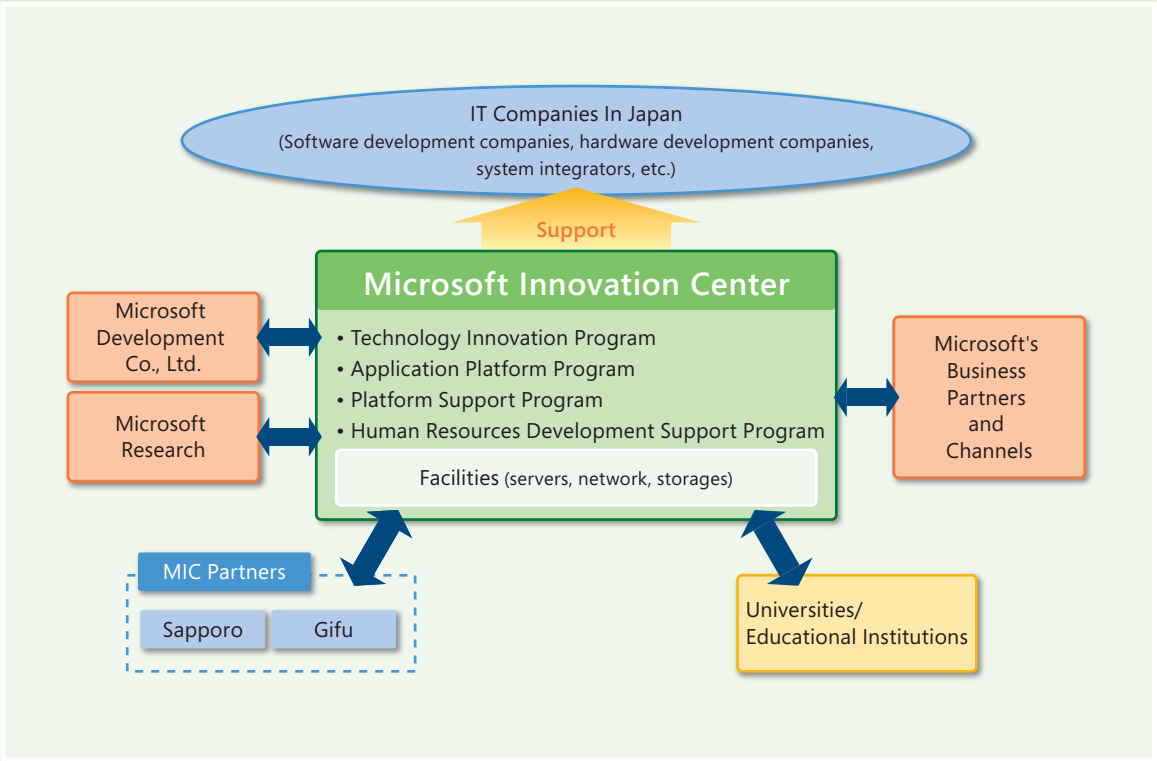
A handwritten signature in black ink that reads "Darren Huston". The signature is written in a cursive, flowing style.



Overview

The goal of Microsoft Innovation Center (MIC) is to contribute to the IT industry in Japan by supporting not only software and hardware development companies, system integrators, educational institutions, and entrepreneurs with innovative ideas, but also individuals and organizations looking for global business opportunities. In addition, through collaboration with Japanese companies with cutting edge technologies and products that operate their business globally, Microsoft Innovation Center provides innovative products and services.

The goal of Microsoft Innovation Center (MIC) is to contribute to the IT industry in Japan by supporting not only software and hardware development companies, system integrators, educational institutions, and entrepreneurs with innovative ideas, but also individuals and organizations looking for global business opportunities.



Conceptual Diagram of MIC



Programs

1 Technology Innovation Program — This program, providing the technologies and verification facilities at Microsoft Research (Microsoft's R&D lab) and channels to Microsoft's global business partners, helps develop technological elements such as HPC (High Performance Computing), data mining, and robotics, and ideas for collaborative research, and offers comprehensive support for realizing these elements to business operation in Japan and other countries.

2 Application Platform Program — This program is designed for software development companies that develop application software based on Microsoft platform products, and provides a single package containing various trainings, migration tools, technology information, programming techniques, and verifications with a variety of hardware with regard to migration to and support of the latest Microsoft products.

3 Platform Support Program — Targeting the areas of enterprise, mission critical, and HPC, this program provides a range of environments from advanced software/hardware environments that allow realization and verification of innovative ideas to those needed upon request from Microsoft Innovation Center's partners and collaboration development partners.

4 Human Resources Development Support Program — This program, designed to develop human resources for the IT industry, provides a variety of contents Microsoft can offer (technologies, business operation, marketing, etc.) for human resources development and software business creation as well as supports fostering training instructors.

In addition, Microsoft Innovation Center accepts internships from its partners, and participants in this program can improve their skills in real-world environments.

Microsoft Innovation Center will make this facility available for partners to support their wide range of verifications, and will offer a variety of programs for partners to utilize this facility.

Making the facility available for various demonstration experiments and verifications

Microsoft has been making efforts to improve the quality of product developments, deployment, and operation. In particular, Microsoft provides the Technical Adaptation Program (TAP) that helps the customer deploying Microsoft products verify the products before their shipment, the Center of Quality Innovation (CQI) that enables verifications by building the same environments based on the various customers' deployment and operation scenarios, and the Proof of Concept (POC) that verifies sizing and functionality before product deployments. Microsoft Development Department owns one of the largest development and verification facilities in Japan. This facility at Microsoft Chofu Technology Center (Chofu, Tokyo) satisfies the highly advanced hardware requirements including mission critical systems, HPC, and interoperability (This facility consists of over 100 servers like IA64 32-way and x64 8-way, over 300 x64 compatible client machines, a storage environment of over 300 TB capacity, a network environment that enables a WAN environment emulation, is maintained up-to-date with the latest equipment). Microsoft Innovation Center will make this facility available for partners to support their wide range of verifications, and will offer a variety of programs for partners to utilize this facility.



Interviews

Executive Interview

What Microsoft Innovation Center Aims At And What It Will Do



Shunichi Kajisa

CTO, Microsoft Co. Ltd, Japan

How did you come to be in charge of innovation?

Microsoft has 20 years of experience in development in Japan, and has about 380 developers. Our developers in Japan are working on development activities targeting the Japanese market, including localization that allows works of Microsoft Corporation in the US to function in a Japanese environment.

We have actively incorporated various unique functions, for example, to support devices specific to the Japanese market on our operating system products. In our server products, too, we are working to customize the products and are providing unique solutions.

Through these activities, we began to think

about whether we could create a new approach. Not only through customization, but also by integrating our partners' technologies with Microsoft technologies, we should be able to generate brand new innovations - Microsoft Innovation Center was born to realize such a concept.

As Darren Huston, President and CEO of Microsoft Co. Ltd. Japan, announced, a new management strategy called Plan-J, Microsoft Innovation Center, has come to life, and I, having been participating in development for 17 years, came to be in charge as CTO.

How will Microsoft Innovation Center change organizations with advanced technologies and innovative ideas and their workers' environments?

When working in a single organization, your techniques are often limited and you may wish you could use other technologies (than what you are using) or advanced facilities (that other companies have). In order to bring a breakthrough into such a situation, I believe it is necessary to integrate totally different technologies and organizations together.

Through its 20-year history in development in Japan, Microsoft has technologies, knowledge, and advanced facilities that 380 developers have established in their daily activities. By establishing Microsoft Innovation Center, our partners will be able to utilize these resources.

For an organization launching a new project, Microsoft Innovation Center can help it conduct

verification tasks that were not possible by itself and the organization can get support from Microsoft engineers. Microsoft Innovation Center aims at linking our partners' unique technologies and innovative ideas to new businesses and social contributions.

How do you plan to operate it?

At Microsoft Innovation Center, we have a small but extremely talented staff working at Microsoft Chofu Technology Center. In addition, we promise Microsoft will offer full support for development, marketing, and business operation in the actual collaborations.

Until now, the sales division has taken a pivotal role in offering incubation and other opportunities. By organizing Microsoft Innovation Center, our technicians will be able to offer strong support for these activities.

Also, with Microsoft Innovation Center at Microsoft Chofu Technology Center as a hub, we are now planning to establish Microsoft Innovation Center certified organizations across the country. By building up this network, our partner companies all over Japan should appreciate the merit of Microsoft Innovation Center.

What programs will be available at Microsoft Innovation Center?

In the beginning, Microsoft Innovation Center will offer four programs.

The Technology Innovation Program is designed for partners in the field of advanced technologies and will offer Microsoft's technologies, verification facilities, as well as channels to other business partners. As it is a huge project covering areas from data mining, to HPC (High Performance Computing) to robotics, we plan to establish partnerships with just a few organizations.

Partners developing applications based on Microsoft products are encouraged to join the Application Platform Program. In this program, latest technology information, training, migration tools, programming techniques, and verification are all packaged in one. At the beginning, we expect about 100 partners to participate in this program.

There are also organizations with innovative ideas and advanced technologies, but without the facilities to verify them. Platform Support Program is designed for such partners that lack necessary facilities. Microsoft Chofu Technology Center, one of the largest facilities in Japan, accommodating very advanced hardware requirements, has been used in our development and verification processes. By joining this program, our partners can utilize Microsoft's facilities such as this to verify their projects.



“In development work, we began to think about whether we could create a new approach and if we could generate brand new innovation by integrating different technologies and organizations -- Microsoft Innovation Center was born to realize such a concept.”

Shunichi Kajisa
CTO, Microsoft Co. Ltd, Japan

In addition, Microsoft Innovation Center will offer training designed for human resources development, covering areas from technologies, to business operation, to marketing. This Human Resources Development Program is not just a training program, but aims at training instructors as well. We plan to take internships, so participants can participate in our projects with us and improve their technologies in an actual production environment.

These programs I explained today are just initial programs at the launch of Microsoft Innovation Center. We will add other programs based on feedback and requests so that it will be an organization that reflects its partners' viewpoints.

Reports

Microsoft Innovation Center Report vol. 1
Press Conference: Announcement of Microsoft Innovation Center

November 20, 2006,
Grand Hyatt Tokyo,



On Monday, November 20, Microsoft announced to the press that it has established Microsoft Innovation Center.

At the press conference, Jean-Philippe Courtois (President, Microsoft International; Senior Vice President), Darren Huston (President & CEO, Microsoft Co. Ltd., Japan), Kyoichiro Suzuki (Executive Officer; Senior Director, Developer & Platform Evangelism, Microsoft Co. Ltd., Japan), and Shunichi Kajisa (CTO, Microsoft Co. Ltd, Japan) presented their thoughts for probing Japanese innovation and the details of Microsoft Innovation Center.

Establishing an organization to promote Japanese innovation

"If you take the top 10 high tech companies in the world and look at the number of patents the companies have, you'll find out that five out of those 10 companies are Japanese companies,"

said Jean-Philippe Courtois, announcing the establishment of Microsoft Innovation Center, "It's fair to say that the technology leadership is also very visible, in particular in the hardware industry. There are many, many world-wide brands that we know about which are coming from Japan."

He explained that Microsoft was the very first software company in the world to establish a research group in 1991, and that Microsoft has extended its investment to 7.5 billion dollars worldwide into innovation in the current fiscal year. Courtois promised that, as part of Plan-J, Microsoft Innovation Center will take a role in driving innovation and innovations in the IT industry to realize their full potential in Japan.

"In Japan, we are committed to building the virtue of innovation circle which reinforces itself between innovation, the market needs, and technology leaders. So this is the reason why we partner with the Japanese IT industry, the academia, and the government to build this very extensive and vibrant software economy" (Jean-Philippe Courtois)

Courtois explained that Microsoft is committed to the use and leverage of its resources established through its 20 years of development activities in Japan, such as the technology portfolio, skills, marketing, and sales, for Microsoft Innovation Center in order to establish very tight connections with partners in Japan that are willing to open the frontiers in new areas to drive innovation in Japan.

Plan-J and Innovation

Darren Huston followed Courtois to explain that his new strategy Plan-J, launched a year and a half ago, has been successful and that Microsoft has developed a number of win-win partnerships. "I believe that at this mid-point time," Darren emphasized, "it is time for another big step forward."

"We have over 7,000 partners in Japan. They truly have leading capabilities that would be recognized on a worldwide stage. Working together with Microsoft, we can go to the market and really drive the economy forward, hopefully not just have success in Japan but potentially on a global basis." (Darren Huston)



Microsoft Innovation Center will offer four programs which allow the partner companies to use Microsoft's technologies, development knowledge, and facilities. Huston announced that Innovation Day (tentatively named) will be held in the summer of 2007, aiming to bring 500

solutions and 50 companies together to honor those outstanding innovations.

Programs and Facilities Microsoft Innovation Center Offers

At the end of the conference, Shunichi Kajisa, CTO, Microsoft Japan, who participated in the launch of Windows Vista and will be in charge of Microsoft Innovation Center, made a closing announcement.

Microsoft Innovation Center will initially offer four programs. The Technology Innovation Program will allow partners in fields such as data mining, HPC (High Performance Computing), robotics and Microsoft developers to work together to drive innovation. For partners developing applications based on Microsoft products, the Application Platform Program will offer the latest technology information, training, migration tools, and programming techniques.

For those organizations with innovative ideas and advanced technologies but without the facilities to verify them, the Platform Support Program will help them utilize one of the largest facilities in Japan at Microsoft Chofu Technology Center that can accommodate very advanced hardware requirements for their project verification.

In addition, the Human Resources Development Support Program will provide a variety of training, covering areas such as technologies, business management, and marketing.

"The four programs I described today are

just the initial programs. In the future, Microsoft Innovation Center will provide a wide range of programs based on our partners' feedback and requests."

Microsoft Innovation Center will take a role as the hub to link Microsoft Development Co., Ltd., Microsoft Research, certified organizations that will be organized across Japan, educational and research institutions, and other organizations and IT companies in Japan. "Our 380 developers, including myself, who have participated in development at Microsoft for 17 years," Kajisa concluded the press conference, "will work together with partners in Japan to drive innovation in Japan."



“In Japan, we are committed to building the virtue of innovation circle which reinforces itself between innovation, the market needs, and technology leaders. So this is the reason why we partner with the Japanese IT industry, the academia, and the government to build this very extensive and vibrant software economy”

Jean-Philippe Courtois
President, Microsoft International
Senior Vice President, Microsoft Corporation

Reports

Microsoft Innovation Center Report vol. 2

Developing Human Resources to Contribute to Local Industries through

Partnership with Microsoft Innovation Center

– IAMAS (Institute of Advanced Media Arts and Sciences/International

Academy of Media Arts and Sciences)

February 16, 2007,

IAMAS (Institute of Advanced Media Arts and Sciences/International Academy of Media Arts and Sciences)

IAMAS (Institute of Advanced Media Arts and Sciences/International Academy of Media Arts and Sciences), internationally famous for integration of media arts and cutting-edge information technology, announced that it has established a partnership with Microsoft for its educational materials and training courses. IAMAS plans to utilize Microsoft's Human Resources Development Support program and offer a series of training programs and lectures related to the Windows platform in its curriculum lectures and adult extension courses.

IAMAS - Where Science and Art, Graduate School and Vocational College Coexist

IAMAS was established in 1996 by Gifu Prefecture as part of its strategy to promote advanced information technology. With young and talented teachers, IAMAS is advocating the integration of science and arts. Many of its graduates have achieved success in the field of media arts.

"Just like vocational colleges overseas," Tadashi Yokoyama, President, IAMAS, explains about the unique structure of IAMAS that consists of a graduate school and a vocational college, "we offered vocational college courses when we started so that college graduates and graduate school graduates could take our

courses without much difficulty. Based on these courses, we established a graduate school in 2001 to become the institution that we are today."

In Ogaki City, where IAMAS is located, Softpia Japan, the hub of the "Gifu Advanced Information Base", is also located, concentrating a wide range of IT companies. As Shigeki Yoshida, Professor, International Academy of Media Arts and Sciences, says, "Many graduates from IAMAS are working at Softpia Japan, some as employees and some as entrepreneurs". Quite a few IAMAS students also choose to work at companies in Gifu prefecture or in the neighboring areas.

"Many local governments across Japan have strategies to promote their local IT industries," says Atsushi Shinjo, Lecturer, International Academy of Media Arts and Sciences, "Gifu prefecture is not an exception and Softpia Japan has been taking the pivotal role in that. In order to energize our local industries as a whole, however, it is necessary to promote IT among the existing industries. We have been providing human resources to our local society to actively promote IT."

As Shinjo says, IAMAS has been promoting IT among local companies by providing human resources to a variety of fields of Gifu's local industries.

Local Companies Called IAMAS for Partnership with Microsoft

With close relationships to the local industries, IAMAS listened to their needs and established a series of adult education courses. It has offered practical programs designed for these companies, including courses for the printing industry and courses for IT technicians.



"Most companies in Japan are small to mid-size businesses, and many in Gifu prefecture are manufacturing companies." Shinjo explains, "Listening to the local companies, we came to know two things: it is difficult to promote IT in-house, and they want to promote IT leveraging their current production system (Windows PC's)."

Students taking adult education courses also wanted courses about intranet and Windows Servers. Yoshida says, "IAMAS was not ready then to offer a course teaching the Windows platform," says Shigeki Yoshida, "So we asked Microsoft for support and they offered some



"IAMAS, as an educational institution, has been promoting IT among local companies by providing human resources to them."

Tadashi Yokoyama
President, Institute of Advanced Media Arts and Sciences / International Academy of Media Arts and Sciences

pilot courses. As a result, we held IT Pro Courses as a part of our adult education courses (December 2006). We had some lecturers from Microsoft this time, but we want to be ready for the courses by ourselves next year."

By providing a number of educational content that Microsoft has established, Microsoft Innovation Center has been looking for partnerships with educational institutions and organizations to be able to reach many users.

"IAMAS has both a vocational college and a graduate school," says President Yokoyama, "and we are sure that all of our offerings are at graduate school level." With its high educational framework, IAMAS is one of the ideal educational institutions to make use of the Human Resources Development Support Program. IAMAS's adult education course is a part of this program, and IT Pro Courses were held at IAMAS in December 2006 as a program that was ready to be implemented at a practical business level.



“Gifu prefecture’s strategy to promote advanced information technology aims at energizing the local industries by promoting IT among the existing companies based on today’s trend.”

Shigeki Yoshida
Professor,

International Academy of Media Arts and Sciences

Utilizing Human Resources Development Support Course for Regular Courses and Everyday Lectures

IAMAS will offer a series of lectures on the basics of networks and servers in the first half of our adult education course and another set of lectures for deployment of an in-house system using a Windows platform in the second half of the course." We want to have support from Microsoft Innovation Center in the latter half of the course in particular," says Yoshida, "We would like to utilize various educational materials provided through their Human Resources Development Program."

The content of this training is now being used in the classes for the graduate school and the vocational college. As IAMAS has partnerships with high schools in Gifu prefecture, it is also planning to offer the

content provided in the Human Resources Development Program to these high schools as educational materials.

Yoshida’s plan expands. "Due to the physical location and class schedule, some students may consider it difficult to come to IAMAS." Yoshida continues, "I want to offer e-learning courses for such students."

Providing an Environment Five Years Ahead to Local Companies with World-Class Technologies

"People often ask us why IT in Gifu," says Shinjo, "Why is that? When thinking about the IT industry alone, we might be better located in a metropolitan area such as Tokyo in terms of the jobs and good human resources." He believes the strength of the industries in Gifu is in manufacturing.

"Gifu has a lot of small or mid-size manufacturing companies with world-class technologies," Shinjo continues, "However, they are facing tough competition from other countries in Asia. In order to improve the technologies and efficiency in production to survive the competition, a company has to aggressively use IT in its in-house system."

In Gifu, many companies have outsourced or ordered the deployment of their in-house IT system to other IT companies. In order to implement a truly suitable system, however, a company has to have knowledge in order to place a correct order.

"What we have been offering in our adult

education courses includes a program for ordering a required system and a program for an in-house IT administrator to deploy efficiently and so on," Shinjo explains, "In order to achieve a big result in a short time for this process, it is most effective to utilize Microsoft's resources. In our next steps, the companies will need in-house staff who can build or develop a system for their own needs. Working together with the production front at companies, IAMAS provides education and opportunities including internships for the students to participate in the production. Through these opportunities, we are providing good human resources to the local companies."

Gifu has been promoting IT in order to enhance its manufacturing industry, instead of attracting IT companies to the prefecture. When asked how IAMAS activities will change local companies, Shinjo answered "By adding a new environment called IT to world-class technologies, I believe companies in Gifu will grow and keep growing in the next five or ten years."



“By adding a new environment called IT to world-class technologies, I believe companies in Gifu will grow and keep growing in the next five or ten years.”

Atsushi Shinjo
Lecturer,
International Academy of Media Arts and Sciences

IT Pro Course Was Held As a Part of IAMAS Adult Education Course

In December 2006, IT Pro Course was held at IAMAS as a pilot program of Microsoft Innovation Center's Human Resources Development Program. Using the running applications, this course demonstrated how to build a Windows platform system.





This course demonstrated skills from building an Active Directory to a messaging system deployment, using both old and new Windows systems. Many workers at local companies in Gifu, as well as graduates from IAMAS, attended the course, illustrating the high interest in IAMAS adult education courses.

Feedback from the participants



- "I decided to take this course because I'm developing an in-house solution using

Microsoft products. As a demo environment and the actual processes were presented, the lecture was very easy to understand. Usually, I collect information from the Internet, and I envy the current students who can take such practical courses." (Mr. Nakagawa, Central Fine Tool, Co. Ltd)

- "As our company is relocating this year, we plan to migrate our NT 4.0 domain to an Active Directory. The biggest benefit from this course was that I get a real feel on how to implement and the merits of implementation. I would like to implement this in our in-house environment to improve our production environment." (Mr. Kano, Tokai Paudex Co. Ltd.)

Reports

Microsoft Innovation Center Report vol. 3 Gifu Prefecture, IAMAS, and Microsoft Agreed to Work Together to Promote IT in order to Energize Gifu's Local industries.

*February 16, 2007,
Gifu Prefecture*



On Friday, February 16, Microsoft agreed with Gifu Prefecture and IAMAS (Institute of Advanced Media Arts and Sciences/International Academy of Media Arts and Sciences) to work together to energize Gifu's industries by promoting IT, and a signing ceremony and press conference were held at Gifu Prefectural Government Building.

Agreement Signing Ceremony

At Gifu Prefectural Government Building

Hajime Furuta (Gifu Governor), Tadashi Yokoyama (President, Institute of Advanced Media Arts and Sciences/International Academy of Media Arts and Sciences), and Kyoichiro Suzuki (Executive Officer; Senior Director, Developer & Platform Evangelism) signed the agreement in front of press representatives from more than 10 media companies and confirmed

that they will work together to energize Gifu's local industries by promoting IT.

Since 2004, IAMAS has offered adult extension courses to teach the basics of building and maintaining networks and servers in order to develop IT human resources for the local manufacturing industry. On the other hand, Microsoft established Microsoft Innovation Center in November 2006 in order to support technology research, product development, and verification projects at companies and educational research institutions in various fields by providing its technologies and other resources relating to product development.





“We would like to move this project forward with a big vision based on a closer relationship with Microsoft. We took the very first step forward today.”

Hajime Furuta
Gifu Governor

With this agreement, Microsoft Innovation Center positions IAMAS as one of its major partners. Through the Human Resources Development Support Program, Microsoft Innovation Center will contribute to human resources development activities by providing curricula and technology support for IAMAS adult extension courses. The Platform Support Program will provide the local companies with the resources Microsoft has, including various software and hardware, for the verification experiments such as stress tests in building more advanced systems. The Technology Innovation Program will support collaborative research projects related to the technology elements that generate new innovations for the manufacturing industry, and the Application Platform Program will offer supports to the IT companies in Gifu for application software development to meet the local industries' needs.

Comments from the Signing Ceremony Participants

Hajime Furuta, Gifu Governor

"I expect this agreement will lead to a significant promotion of IT among our local industries, especially the manufacturing companies, and the local economy will get energized. We will aggressively acquire Microsoft's knowledge to improve our IT human resource development programs. In the future, we would like to move this project forward with a big vision based on a closer partnership with Microsoft and IAMAS. We took the very first step forward today."

Tadashi Yokoyama, President, Institute of Advanced Media Arts and Sciences/International Academy of Media Arts and Sciences

"This agreement offers a wide range of possibilities for each of us, and I believe it will contribute to our research projects a lot. IAMAS will enhance its relationships with the local industries in Gifu and promote this project."

Kyoichiro Suzuki, Executive Officer; Senior Director, Developer & Platform Evangelism, Microsoft Co. Ltd., Japan

"What Japanese industries should be proud of is their commitment to manufacturing and advanced technologies. Because there are a lot of manufacturing companies with world-class technologies in Gifu, we chose IAMAS as our first partner in Microsoft Innovation Center's Human Resources Development Support Program."

Comments from Observers at the Signing Ceremony

Tetsuo Imai, *President, Imai Aircraft Company; Director, Gifu Metal Engineering Community Cooperative Association*

"The wave of IT has now become a significant factor that affects a company's performance. In such a situation, Gifu Metal Engineering Community Cooperative Association has been actively working with IAMAS since 2004 to promote IT. I expect the partnerships between Microsoft and IAMAS will help improve our activities and provide a variety of benefits to many industries."

Toshihiko Tsutsumi, *President, Nihontaisanbin Glass Bottle MFG. Co., Ltd.; Chairman, Gifu Doyukai*

"I welcome this agreement between IAMAS, that has years of experiences in partnerships with local companies, and Microsoft, a leading company in the IT industry. Utilizing IT is essential to realizing the company's full value. I believe the support for the companies through this agreement will drive the growth of our local industries."

Manufacturing Companies in Gifu

On the day of the signing ceremony, IAMAS and Microsoft, with the representatives of Gifu Prefecture, visited some manufacturing companies in Gifu. At the production front of these manufacturing companies, they

examined the current situation and needs that the companies have, and listened to their expectations for this agreement.

Pacific Industrial Co., Ltd.

With a 95% share of the tire valve and valve core industry in Japan and a 20% share of the industry worldwide, Pacific Industrial Co. Ltd. has factories in the US, Taiwan, Korea, and Thailand. The company is conducting global business operations.





“We chose Gifu, where a lot of manufacturing companies with world-class technologies reside, for our first partner in Microsoft Innovation Center’s Human Resources Development Support Program.”

Kyoichiro Suzuki

Executive Officer; Senior Director, Developer & Platform Evangelism, Microsoft Co. Ltd., Japan

MFG has survived in one of the industries where the toughest competition was taking place, and the company is looking for advanced use of IT. The visitors reconfirmed the high degree of importance and expectation for IT human resource development and innovation in this agreement.



Pacific Industrial Co., Ltd. has employed Toyota’s famous production system, the Kanban system. Its unique production management process where the downstream process gives instructions to the upstream process was demonstrated to the visitors.

The visitors examined what IT systems are used in this Kanban system and what information technologies are needed.

Nihontaisanbin Glass Bottle MFG. Co., Ltd.

Nihontaisanbin Glass Bottle MFG. Co., Ltd., whose president Toshihiko Tsutsumi was one of the observers at the signing ceremony, was the next site to visit. The visitors saw the glass bottle production line whose temperature usually exceeds 50 degrees centigrade.

Of the material that the company uses for their glass bottle production, 70-80% of it is recycled material. Nihontaisanbin Glass Bottle



"We will enhance our relationships with local industries and promote this project."

Tadashi Yokoyama

President, Institute of Advanced Media Arts and Sciences/International Academy of Media Arts and Sciences

Special Lecture Presentation: "IT Opens Up the Future for Local Industries"

After visiting the manufacturing companies in Gifu, a special lecture presentation was presented by IAMAS and Microsoft at Softpia Japan, Gifu Advanced Information Base.

With Atsushi Shinjo (Lecturer, International Academy of Media Arts and Sciences) as master of ceremonies, Shigeki Yoshida (Professor, International Academy of Media Arts and Sciences), Kyoichiro Suzuki (Executive Officer; Senior Director, Developer & Platform Evangelism, Microsoft Co. Ltd., Japan), and Shunichi Kajisa (CTO, Microsoft Co. Ltd., Japan) participated in a panel discussion.



They first announced that Microsoft Innovation Center and IAMAS have agreed to establish a partnership. Each member of the panel then explained what activities each party will offer through this agreement.

"IAMAS has always been thinking about

what it can do for local industries in terms of IT education." Shinjo said, "One of the answers to this is partnerships with the manufacturing companies in Gifu." As he said, IAMAS adult extension courses, started three years ago, have contributed to technology improvement and efficient operation and have enhanced the competitive advantage of local companies by promoting IT among the existing industries in Gifu.

"For the manufacturing companies to drive innovations by utilizing IT," Yoshida said, "they must have knowledge to place a correct order for the system really needed. While our adult extension courses provide some basic lectures, the participants showed high interests in lectures related to Windows Servers. The voices of the local companies called for this agreement."

At this panel discussion, IAMAS and Microsoft exchanged their viewpoints on how to utilize IT for the local companies to drive innovation. The meeting closed with a free discussion with the audience to exchange opinions.



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With the City of Sapporo, Microsoft Contributes to "IT Architect Development PBL Materials Development Project", a Research and Development Operation on MIC Advanced Information Communication Human Resources Development Program

February 2007,

Sapporo, Hokkaido, Japan



With Sapporo Electronics and Industries Cultivation Foundation, Microsoft offered a demonstration experimental course "IT Architects PBL (Project-Based Learning) Training Materials Development Project", a research and development operation relating to the Ministry of Internal Affairs and Communication's (MIC) Advanced Information Communication Human Resources Development Program.

Microsoft has agreed with the City of Sapporo to work together for advanced ICT (Information Communication Technology) human resources development and promotion operations, and by utilizing the PBL training materials developed in this demonstration experiment, it will contribute to fostering technicians with IT architect skills.

First Effort at IT Architect PBL Training Materials Development in Japan

In February 2007, the City of Sapporo, IT

Architect PBL Practical Course was held as a demonstration experiment of the IT Architect PBL Training Materials Development Project. This demonstration experiment was designed to, by using the PBL training materials in real lectures, verify these training materials developed as a part of MIC's Advanced Information Communication Human Resources Development Program.

According to the operation chief Yukio Akabane, Senior Advisor, Sapporo Advanced ICT Human Resources Development and Promotion Operation, MIC had developed the PBL training materials for fostering project managers in 2005, but this is the first attempt in Japan to develop PBL training materials for fostering IT architects.

"This demonstration experiment will be held only once," says Akabane, "but because it is sponsored by MIC, its products will be available to the public. From next year on, the training materials developed and improved through this experiment and verification will be utilized in the IT architects fostering project as a part of Sapporo Advanced ICT Human Resources Development Operation."

PBL Training Materials That Help Students Learn through Assignment Tasks

Mamezou Co., Ltd. undertook the training materials development. "There is hardly ever a single answer in the actual operations an IT architect is involved in," Eiichi Hanyuda, Board Chairperson, Mamezou Co., Ltd. says, "These training materials will help the students develop

their ability to choose the best solution from multiple possible options (decision-making ability in designing)." The PBL training materials contain various scenarios and they are designed in a way that the candidates learn through a variety of assignment tasks.

The demonstration experimental course targeted system developers with three to five years of experience in application development who are considering progressing their careers to be IT architects. The course's ultimate goal is to equip them with the high level of skills necessary to design applications, considering the life cycles of multiple systems as a whole.

"It is not sufficient for an IT architect," says Hanyuda, "to have experience in .NET application development alone. We want to develop human resources as much as possible that can utilize various development skills for designing solutions most suitable for the customers' own environment."

Expanding New Business Opportunities by Developing Advanced ICT Human Resources

From 2006, the City of Sapporo, one of the cooperative entities on this project, is enhancing its strategy to foster IT architects as a part of Sapporo Advanced ICT Human Resources Development Operation. It aims at providing skilled workers by 2008.

As Motoi Hitotsubashi, Assistant Manager, City of Sapporo Economic Affairs Bureau Industrial Development Department Policy Division for IT Promotion, says "Although



“The PBL training materials developed through this demonstration experiment will be utilized in Sapporo Advanced ICT Human Resources Development Operation”

Yukio Akabane
Operation Chief, IT Architect PBL Training
Materials Development Committee;
Senior Advisor,
Sapporo Advanced ICT Human Resources
Development and Promotion Operation

we have been making efforts to promote the IT industry for over 20 years, this is our first time to be really into human resources development." The City of Sapporo has been promoting collaborative research and providing IT infrastructures as a part of its strategy to energize the IT industry. Despite the fact that the IT industry in Hokkaido is now experiencing steady growth, the City of Sapporo decided to take another step towards the future to develop advanced ICT human resources.



“The training materials will help the students develop their ability to choose the best solution from multiple possible options.”

Eiichi Hanyuda
Board Chairperson, Mamezou Co., Ltd.

"The majority of the current work we are getting so far is just subcontracting because we do not have any large IT-related companies here," Hitotsubashi explains, "We will first develop advanced ICT human resources through this project. Then, we would establish some structure to demonstrate each company's unique technologies by visualizing them. By systematizing our efforts like these, our ultimate goal is to enable the IT industry in Hokkaido to aggressively seize new business opportunities."

A Model Case of the Human Resources Development Support Program

Based on its cooperative agreement with the City of Sapporo for advanced ICT human resources development and promotion operation, Microsoft contributes to this project.

While Hitotsubashi says "Microsoft brought the most detailed proposal when we were talking to different companies for the advanced ICT human resources development," Nobuaki Nagai, (Senior Manager, Business Incubation

Promotion (LSE), Microsoft Co. Ltd., Japan), says, "We determined this project will be a success case because the City of Sapporo has been active in human resource development."

In November 2006, Microsoft announced the establishment of Microsoft Innovation Center developed to contribute to the Japanese IT industry by introducing Japanese innovations to the world. As part of its Human Resources Development Support Program, Microsoft contributes to this project and provides various resources including training tools.



"As Mr. Akabane said, this project is our first effort to develop the PBL training materials for fostering IT architects," Nagai continues, "Besides the merit that we could promote the training materials developed using Microsoft architecture across the country, both Microsoft and the City of Sapporo really want to develop a successful support case of the IT industry through human resources development. I believe our collaboration with the City of Sapporo will be a model case for advanced

“Our ultimate goal is to enable the IT industry in Hokkaido to aggressively seize new business opportunities.”

Motoi Hitotsubashi

Assistant Manager, City of Sapporo Economic Affairs Bureau Industrial Development Department Policy Division for IT Promotion

ICT human resources development as a part of our implementation operation for the Human Resources Development Support Program across Japan.

Microsoft and the City of Sapporo are now developing a roadmap for their advanced ICT human resources development and promotion strategy. The products developed in this project will be used as supplementary training materials.



Demonstration Experimental Course "PBL Practical Course for IT Architects"

In February 2007, a demonstration experimental course, IT Architect PBL Training Material Development Project, a research and development operation relating to MIC Advanced Information Communication Human Resources Development Program was held at JJS Hokkaido Inc's Sapporo Training Center. A group of system engineers in Hokkaido with over three years of experience attended this PBL course.

In this course, using the training materials

consisted of a simulation project based on a real company scenario "Order system (Web system) development for daily goods resellers," a series of lectures and demonstration sessions were offered. As a curriculum that would normally be approximately 200 hours was offered in only 40 hours in a concentrated form, all the participants eagerly participated in the course as if they were in a real job situation.

Feedback from the participants

- "I felt like it was an actual assignment task because I worked with other participants with different skills and experiences in our group exercises. Although we are not yet well known, I want to be an IT architect who can design different customers' systems based on the comprehensive understanding of their unique situations and challenges." (Mr. Isono, Hokkaido NS Solutions Corporation)
- "I attended this course because my boss recommended it and I was also interested in the object-oriented development. My job is to design systems, and I just realized I have been doing similar jobs that IT architects might have been doing. It was a short program, but I want to expand my knowledge about the concept by using the teaching materials developed in this experimental course." (Mr. Saishu, UserSide Inc.)

Reports

Microsoft Innovation Center Report vol.5

The University of Tokyo:

Technology Innovation Program Enables Cultural Heritage Modeling - Merging TB Image Data with the Details of 1cm Meshes

March 2007, Ikeuchi Lab, Graduate School of Interdisciplinary Information Studies, The University of Tokyo



In cooperation with the Japanese Government Team for Safeguarding Angkor (JSA), Ikeuchi Lab at The University of Tokyo is conducting Bayon Digital Archival Project, a modeling project of the Bayon temple at Angkor Thom, Cambodia. This spring, Ikeuchi Lab started taking advantage of the Technology Innovation Program offered by Microsoft Innovation Center.

Using Microsoft facilities, Ikeuchi Lab is in the process of verification of their software developed for this Bayon project, and will model the real objects using a parallel processing environment consisting of 100 machines and 4 nodes, merging TB image data with the detail of 1cm meshes.

Twofold Meaning in Cultural Heritage Modeling: Information Studies and Cultural Property Research

The Bayon temple, part of the Angkor monuments built by the Khmer empire in the area from the 9th to 14th centuries, features the essence of the Khmer culture. It is well known for its unique architecture with a complicated three-layer terrace structure, as well as a dual corridor decorated with integrated themes of the three major religions and citizens' lives at the time, as well as enormous face sculptures.

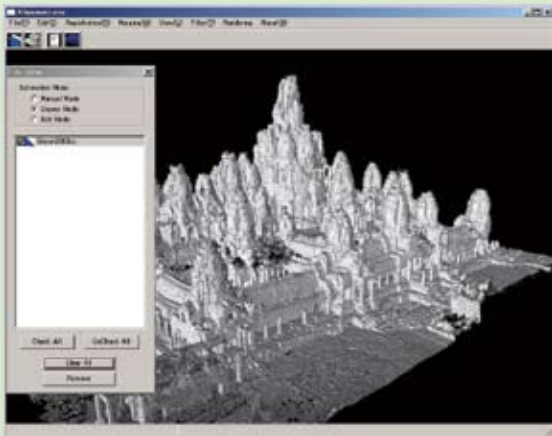
Ikeuchi Lab is focusing on the research projects of 3D digital data collection and modeling of the world's cultural heritages. In February, 2003, in cooperation with the Japanese Government Team for Safeguarding Angkor (JSA), Ikeuchi Lab started the Bayon Digital Archival Project to archive the digital contents representing the Bayon temple. Based on a total of 1,500 man-day survey works, Ikeuchi Lab collected 20,000 pieces of image data and now is aligning these pieces and merging them as a whole.

"There is a two-fold significance to our research," says Prof. Katsushi Ikeuchi from The University of Tokyo, about his cultural heritage studies. "First, the Bayon temple is now facing serious deterioration due to aging. Many of the other existing cultural monuments have the same issue, and the need to maintain them in the form of digital data is increasing. The digital content representing the real objects

by modeling them can help popularize great cultural heritage through virtual tours, for example, and it will be very useful material for the analysis and restoration projects of such cultural monuments."

On the other hand, the significance of the research to information studies is in the development of cutting-edge technologies.

"The Bayon temple is an enormous structure, 45 m (150 ft) high, built in an area 160m x 120 m (525 ft x 400 ft)," says Takeshi Oishi, Project Research Associate, Institute of Industrial Science, The University of Tokyo. "Although today's digital modeling targets the cultural monuments, it is the very first project to model and archive such a huge architectural monument in 1cm (0.4 inch) detail."



“The Modeling of real objects will provide valuable materials for education about the world’s cultural heritage as well as information for the analysis and restoration of these cultural heritages.”

Prof. Katsushi Ikeuchi
Ikeuchi Lab, Graduate School of Interdisciplinary
Information Studies, The University of Tokyo

Advanced Facilities Required for the Modeling Software Verification and Process

The modeling process of a real object involves three steps: data collection, alignment, and merging.

Because the Bayon temple is an enormous and complex architectural monument, it is impossible to observe the entire structure by the survey works using ordinary laser range sensors. In order to resolve this issue, Ikeuchi Lab developed the FLRS (Flying Laser Range Sensor) and the Climbing Sensor. Over 20,000 pieces of image data were collected in order to obtain accurate data of the highly complicated shapes.

The modeling process issues lied in alignment and merging as well. Aligning distance images one by one causes some distortion. "In a project like this that involves 20,000 pieces of distance images," Oishi says, "small errors accumulate when aligning these images. So, an extensive calibration is needed to resolve these distortions."



“I believe Microsoft Innovation Center helped us to perform many processes that we could not have otherwise been able to do.”

Takeshi Oishi

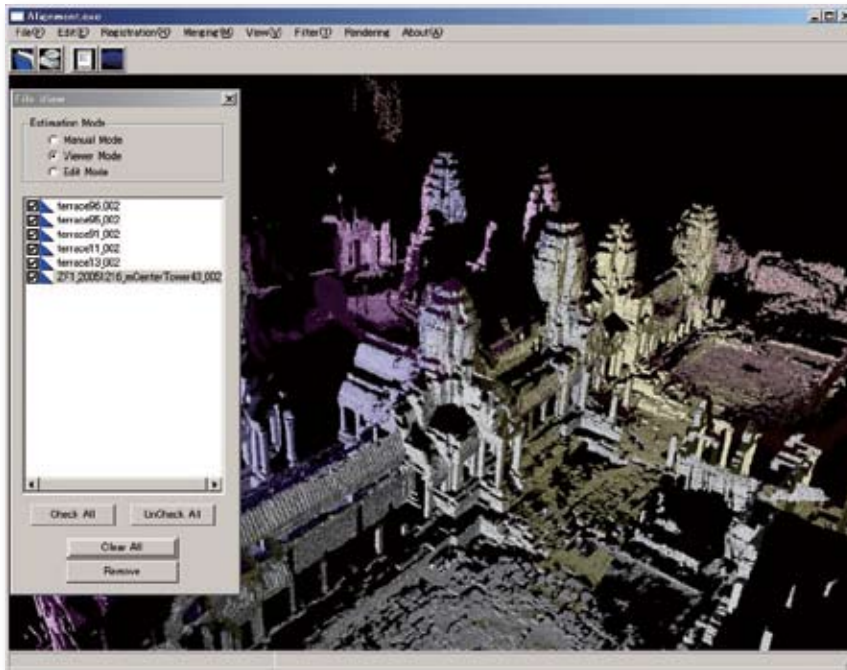
Project Research Associate, Institute of Industrial Science, The University of Tokyo

In order to facilitate this calibration process, Ikeuchi Lab developed a technique to align multiple part models (range images) simultaneously. Instead of aligning a large

number of part models one by one, a program was developed to calculate the relative locations of all the part models at the same time through a simultaneous parallel process using a distributed memory system in a PC cluster environment.

In addition, a new merging technique was developed, enabling a volume metric to merge a large number of aligned part models. Ikeuchi Lab’s facility, however, was far from meeting the requirements in terms of calculation time and memory usage to model the entire Bayon temple.

“It might be possible to prepare a PC-cluster environment at our university,” Prof.



Ikeuchi says, "however, it would take a long time until it is ready to use. In order to produce the research results without waiting too long, we decided to resolve the facility issue by utilizing the Technology Innovation Program offered by Microsoft Innovation Center."



TB-Class Parallel Process Achieved in a PC-Cluster Environment Consisting of 100 Machines and 4 Nodes

At Microsoft Innovation Center at Microsoft Chofu Technology Center, Oishi and two other researchers are working.

"I would like to focus on the merging process at Microsoft Innovation Center," says Oishi, "We are now verifying our programs. We used eight PC's at the university, but here at Microsoft, a well-established PC cluster environment with over 100 PC's is available. I believe we can perform many processes that we could not have otherwise been able to do."

Their current program is an extended

version of its base software. "In a previous project, we modeled the Great Buddha statue at Nara," say the researchers Kazuki Nakao and Yasuhide Okamoto, "The data size was just about 2GB in the Great Buddha project. To model the Bayon temple, we need to process over 100 times that amount of data." In the production after the verification, they will use a PC-cluster environment consisting of 100 machines and four nodes to perform parallel processes.

The staff at Ikeuchi Lab have never visited other facilities outside of the lab for collaborative research projects before. Oishi expects their relationship with Microsoft will continue to develop when he says, "We want to learn more image processing technologies in the area of 3D and image projection from Microsoft. If Microsoft Headquarters in the US has an internship program, we are very interested in it."



Reports

Microsoft Innovation Center Report vol.6
Microsoft Incubation Program Partner Meeting

Thursday, March 29, 2007, Microsoft Chofu Technology Center



On Thursday, March 29, Microsoft announced the elected partner companies of 2007 Microsoft Incubation Program. Microsoft

Incubation Program is a program designed to foster small and midsize IT companies by providing development tools and software, technical support, training, and marketing support through cooperation with various venture business incubation programs provided by the local governments in Japan.

At the beginning of this partner meeting, the elected partner companies received their program certifications, followed by the presentation explaining the details of the Incubation Program and other valuable programs, including Microsoft Innovation Center's Application Platform Program and Microsoft Partner Program.

2007 Microsoft Incubation Program Elected Partner Companies				
Kanagawa Prefecture	Gifu Prefecture	Saitama Prefecture	Chiba Prefecture	Hokkaido
<ul style="list-style-type: none"> • WEB4U • Micro Crew • Datum Islands Limited 	<ul style="list-style-type: none"> • cab Co.,Ltd. • System Produce Inc. • DB Tech Corporation 	<ul style="list-style-type: none"> • Irori Communication Co.,Ltd • ManaBing Co., Ltd. • media5 Corporation • Umedakogyo Co., Ltd. 	<ul style="list-style-type: none"> • GC Planning Co.,Ltd. • System-EXE Inc. • Softplanner Co.,Ltd. • BEAT Co., Ltd • CareBrains, Inc. • Keiyo System Corporation • Technical Brains Co.,Ltd. 	<ul style="list-style-type: none"> • NextWave Co.,Ltd. • AnfinySystem Co.,Ltd. • HUNES Co.,Ltd. • Media Magic Co.,Ltd

For the Success of Companies with High Potential

"With the cherry blossoms in full bloom, it is a perfect day to start brand new things." said **Shunichi Kajisa**, CTO, Microsoft Co. Ltd., Japan, as he announced the opening of the partner meeting and talked about Microsoft's vision for incubation of small and midsize IT companies.



When it was established in 1975, Microsoft was a venture company. Under the vision "Bring computers to all desks and all households", Microsoft has operated business and contributed to the diffusion of over 8 hundred million PC's all over the world. The growth of Microsoft was part of the growth of the entire IT industry.

"It is our great pleasure to have such a great opportunity to support these outstanding venture companies which have such good prospects for the future," Kajisa continued, "By growing together, being successful together, we would like to contribute to the further growth of the IT industry in Japan."

Microsoft has evolved by providing computers with operating systems, and close cooperation with partners is one of the most important things in its business. Especially, cooperation with hardware vendors and

software vendors (ISVs) is essential.

Five out of the world's top 10 high tech companies with outstanding patents are Japanese companies. The technology leadership is very visible, and there are a number of Japanese brands widely known around the world. In addition, the number of world-class software companies from Japan is expected to increase as has recently been seen in the case of ISVs in India and China.

"Today, we invited partners with unique visions in software development," Kajisa said, promising support for small and midsize IT companies through Microsoft Incubation Programs. He concluded, "We would like to provide full support in every aspect so that our partners can make great achievements in software development."



What Microsoft Expects from the Participant Partners

Following Kajisa, **Nobuaki Nagai** (Senior Manager, Business Incubation Promotion (LSE), Microsoft Co. Ltd., Japan) explained the meaning of participating in the Microsoft Incubation Program. Nagai is in charge of promoting the IT industry in Japan as part of Microsoft's corporate citizen activity. He pointed out some common characteristics seen among the successful partner companies in Microsoft's Incubation Program: having visible evaluation, like case studies; actively utilizing Microsoft partner programs; and efficiently taking advantages of Microsoft technologies. Nagai concluded that there are great possibilities by establishing strong and trusted partnerships,

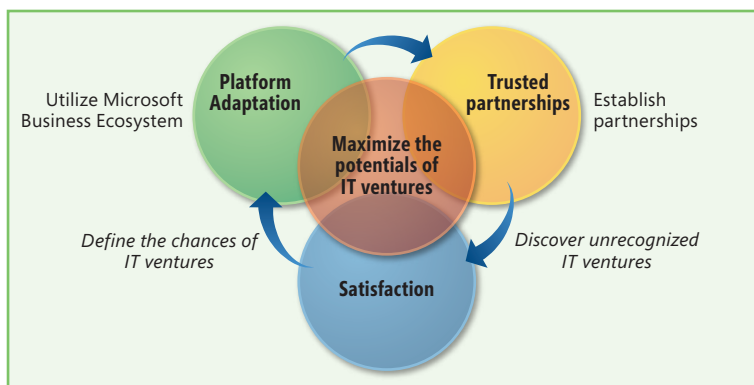


where 1+1 can become 3 or even 4.

"We expect our partner companies to actively utilize the information Microsoft provides and determine the market trend to improve product development," Nagai said. "We will provide active support to our partners and products with directions that we can share."

The participant companies in the Microsoft Incubation Program can not only leverage the existing platforms for their products as a business ecosystem in product development with Microsoft technology, but also use a wide range of development software, technical support, and training programs. In addition, marketing support will be provided to expand their business opportunities.

Partners' success in their business is the essential element for Microsoft's continuous growth. In fact, 96% of Microsoft's business depends on its partners' businesses. As Nagai suggested, "Let's all achieve great success together." Supporting the partners will eventually help Microsoft grow.



Available Programs

In the partner meeting, Microsoft representatives demonstrated the details of the programs offered to the participant partner companies. In addition to the Microsoft Incubation Program, partners can receive more advanced support through Microsoft Innovation Center's Application Platform Program and Microsoft Partner Program.

Microsoft Incubation Program

Presentation by **Mieko Imai**, Program Manager, Program & Marketing Group, Public Sector, Microsoft Co. Ltd., Japan



2007 Microsoft Incubation Program is offered to 21 elected partner companies from five relevant local governments in Japan and 14 other candidate companies. This program consists of three categories of support:

Support Category	
Technical Support	<ul style="list-style-type: none"> • Development software/tools Newly elected partner companies and the existing participant companies receive MSDN Subscription and Empower for ISV Initiative, respectively, free of charge. • Technical support An exclusive technical support contact for the participant companies will be available: NEC Learning, Ltd. will provide technical support for product development. • Invitation to conferences The participant companies will be invited to various Microsoft conferences.
Marketing Support	<ul style="list-style-type: none"> • Program logo usage The Microsoft Incubation Program logo is available to the participant companies to use for their products and marketing activities. • Promotion in catalogs and Microsoft sites Microsoft will develop catalogs and Web sites to introduce the profiles and products of the participant companies. • Partner Meetings
Microsoft HQ Tour	<ul style="list-style-type: none"> • Tours to visit the IT industry in the U.S. A tour visiting major IT enterprises in the U.S., including Microsoft. This tour is designed to provide the partners with an opportunity to examine the front line of venture businesses on site for future business strategies.

Microsoft Innovation Center

*Presentation by
Kenzaburo Tamaru,
Senior Manager, National
Technology Office /
Innovation Center,
Microsoft Co. Ltd., Japan*



The goal of Microsoft Innovation Center is to contribute to the IT industry in Japan by supporting not only software and hardware development companies, system integrators, educational institutions, and entrepreneurs with innovative ideas, but also individuals and organizations looking for global business opportunities. Participant companies in the Microsoft Incubation Program can enroll in Microsoft Innovation Center programs. Through Microsoft Innovation Center, the partners can access a wide range of resources including Microsoft facilities and information resources.

Microsoft Innovation Center will initially offer four programs.

The Technology Innovation Program will allow partners in fields such as data mining, HPC (High Performance Computing), robotics and Microsoft developers to work together to drive innovation. For partners developing applications based on Microsoft products, the Application Platform Program will offer the latest technology information, training, migration tools, and programming techniques.

For those organizations with innovative ideas and advanced technologies but without the facilities to verify them, the Platform Support Program will help them utilize one of the largest facilities in Japan at Microsoft Chofu Technology Center that can accommodate very advanced hardware requirements for their project verification.

In addition, the Human Resources Development Support Program will provide a variety of training, covering areas such as technologies, business management, and marketing.



Application Platform Program

Presentation by Hiroshi Nagano, Business Development Manager, Technology Marketing Group, Partner Technology Enablement Division, Developer & Platform Evangelism, Microsoft Co. Ltd., Japan



Microsoft Innovation Center's Application Platform Program provides a single package containing training, migration tools, technical information, and hardware to the partner companies that plan to accommodate or migrate to the latest Microsoft platforms in order for them to verify and evaluate their products. The partners will perform the migration tasks and verification

with Microsoft technical staff (Evangelists) using Microsoft Innovation Center facilities. At the end of the program, issues will be identified and discussed in detail so that the partners can examine their issues and/or solutions later.

Currently, the Application Platform Program consists of six courses. Additional courses, including those for Exchange Server 2007, Office SharePoint Server 2007, the next versions of Windows Server and SQL Servers, will be added in the near future

This program is designed to accelerate Microsoft partners' innovations by providing Microsoft facilities and knowledge to them. Microsoft will improve this program so that the requested courses will be added in the future. The partners are encouraged to take advantage of this program actively in order to improve their customer satisfaction.

Six available courses in the Application Platform Program

- SQL Server 2005 / SQL Server Express Migration
- Business Intelligence Adoption
- Active Directory (ADAM / ADFS)
- Visual Studio 2005 / .NET Framework 2.0 Migration
- 64Bit Migration
- Windows Vista Migration

Microsoft Partner Program

Presentation by Yoko Tahara, Marketing Specialist, Partner Program, Partner Strategy Division, Microsoft Co. Ltd., Japan



Microsoft Partner Program is designed to support the IT business partner companies that use Microsoft products or technology to provide high quality services to their corporate customers. After the completion of Microsoft Incubation Program, the partners can join this program to receive optimized support services to promote their business based on their focus areas and business scopes.

Microsoft Gold Certified Partner

- 120 Partner points
- More than one competencies
- Detailed profile

Microsoft
GOLD CERTIFIED
Partner

Microsoft Certified Partner

- 50 Partner points
- Detailed profile
- Admission fee
- More than two Microsoft Certified engineers or tested products

Microsoft
CERTIFIED
Partner

Registered Member

- 0 Partner point
- Basic profile
- Online registration /contract

Registered Member

Three program levels are available in Microsoft Partner Program based on the partners' business.

Microsoft Partner Program defines the partners' expertise and focus areas based on their competences. For example, Software development partners can acquire ISV/Software Solutions Competency not only to highlight their expertise but also to share business strategies Microsoft operates, and to cooperate with other Microsoft partners.

Three program levels	
Registered Member	Registered Members are organizations that provide evaluations of Microsoft products and advice for their customers. This is the entry level for the Microsoft Partner Program and registration is free.
Certified Partner	Certified Partners represent a high degree of competence and experience with Microsoft products. Certified Partners provide the most optimized solutions to different customers' needs through system integration, consultation, business application development, education, and technical support. Certified Partners have access to the dedicated business contacts to establish continuous communication for business collaboration with Microsoft.
Gold Certified Partner	Gold Certified Partners represent the highest level of competence and expertise in providing high quality solutions based on rich experiences. Microsoft recognizes Gold Certified Partners as the most valuable partners and promotes them to the market and customers.

Facility Visit and Active Information Exchange

After the partner meeting, the participants visited Microsoft Innovation Center and a free discussion with refreshments was held.

All the participants visited Microsoft Innovation Center after the partner meeting, and they examined Microsoft Chofu Technology Center facilities that are available in a series of programs including the Application Platform

Program. Some participants examined the advanced facility in close detail, and many partners considered the merits of the available programs.

At the free discussion, with refreshments in hand, in a relaxed atmosphere, participants and Microsoft representatives exchanged information about their interests.



Reports

Microsoft Innovation Center Report vol.7

Providing Microsoft Chofu Technology Center Facilities for Partners Who Demand Ways to Collect Data and Resolve Issues: The Application Platform Program

April 2007, Microsoft Co. Ltd., Japan



In October 2006, Microsoft Innovation Center started offering the Application Platform Program. As part of this program, two-day technical support service courses utilizing Microsoft Chofu Technology Center facilities are offered for the partners that develop products based on Microsoft products.

New Partnerships Emerging from the Development Front

"We offer the Application Platform Program to two partners each week," says Hiroshi Nagano (Manager, Technology Marketing Group, Partner Technology Enablement Division, Developer & Platform Evangelism, Microsoft Co. Ltd., Japan), "and our schedule is fully booked for the next two months." Since its start in October 2006, quite a few Microsoft partners have provided favorable feedback on this new Application Platform Program.

This program is designed for the partners

that are considering migrating their products to the latest Microsoft platforms, and allows them to use Microsoft Chofu Technology Center facilities. With a Microsoft technical staff (Evangelist), the partners will work in two-day courses using the running software to verify migration of their products to the target platforms, identify potential problems and discuss possible solutions.

"We consider the Application Platform Program as an entry point for our future collaborative works with our partners," says Nagano, "We would like to encourage our partners, if they plan to use fee-based support services or other partner programs, to join this program. It is our great pleasure to help them introduce their products to the market on time through the advice from our technical staff (Evangelists) and verification on running machines.



Great Merits of Secure and Advanced Facilities and Advice from the Technical Staff (Evangelists)

Microsoft has provided a number of beta versions and evaluation versions of software, a variety of migration tools, and technological information to enable our partners to accommodate the latest Microsoft platforms. Most of the partners in the Application Platform Program had successfully taken advantage of these resources.

However, as Kazunobu Oura (Sangyo Daini System Group, Fujitsu Shikoku Infotec Limited) says, "We often realized that our resources were limited when we could not determine what should be done with our in-house facilities alone when problems occurred due to the difference between various OS and patch environments." It can take a large amount of time for the partners with their limited in-house development environments to investigate and collect information. As a result, they may not be able to address the problems quickly or isolate the issues on time.

"Besides the secure environment and advanced machines at Microsoft, the greatest merit of the Application Platform Program is the advice from Microsoft experts about the migration," Oura says, "They provided us with much valuable advice on issues that we might not have been able to identify in our in-house development works, and they told us, whenever appropriate throughout the course,



“The necessary technological innovation for us is not to waste our customers’ investments.”

Kazunobu Oura
Sangyo Daini System Group,
Fujitsu Shikoku Infotec Limited

how to address the issue and the causes of the problems."

Since the Application Platform Program started, many partners have worked with Microsoft technical staff (Evangelists) for two days to identify issues in migration to the latest Microsoft platforms, enabling their products to be introduced to the market in a shorter time. Fujitsu Shikoku Infotec Limited is not an exception and they were successful in accommodating their flagship product Fit POS to Windows Vista(tm).

Oura's goal in his technological innovation is "not to waste the customers' investments." Products that are customized according to the customers' requirements prior to their shipment, like the POS systems, need to accommodate the latest technologies on time to allow the customers to keep using the same system they have invested in.



Partnership Enhanced through the Application Platform Program

Tomonori Sakamoto (System Division, Application Development, Uchida Yoko Co., Ltd.) says, "We could have timely discussions to determine if the issues could be resolved by changing the settings or if there were other causes". He points out that the collaborative work with Microsoft technical staff (Evangelists) was the greatest merit in the Application Platform Program.

Fit POS (Fujitsu Shikoku Infotec Limited)

Fit POS is a POS system fully utilizing .NET Framework through the cutting-edge C# (an ISO standard). Implemented on SQL Server 2005, Fit POS requires no additional middleware. As it manages the data in XML format, Fit POS is an innovative POS system that can work together with other systems to provide various information analyses.

Fit POS will eventually accommodate various electronic money systems, including Edy and iD (in the future, it will also work together with other Japanese programs including Genba-Shugi, SC-AIDe, Sho-Bugyo, and PCA Dream21). Fit POS is a certified product of Microsoft Platform Test for ISV Solutions.



Uchida Yoko Co., Ltd. participated in the Application Platform Program in January 2007, and the company successfully verified the development issues in the Windows Vista version of Super Cocktail Duo, their integrated business operation software library. Uchida Yoko brought their machines with Windows Vista installed and, in their two-day course, identified a series of migration issues. With a series of detailed discussions with Microsoft technical

staff (Evangelists), the company could find solutions for most of the issues and determine their future strategy. The Windows Vista version of the program was successfully released in March.

With this success, Uchida Yoko is now planning to enhance their partnership with Microsoft.

"Super Cocktail Duo is a business application that is customized by our partners before it is shipped to the customers," says Sakamoto, "So, we need our partners to adapt to the new infrastructures and platforms as soon as they are available. Because of this, we offer educational programs for our partners. In the course for the Windows Vista version, we got great support from Microsoft through the Application Platform Program."



Toshitada Ishii (Application Development Dept., Information Systems Div., Uchida Yoko Co., Ltd.) suggests, "There is a great demand for a course



“With this opportunity, we could get support from Microsoft for educational programs.”

Tomoki Sakamoto
Application Development Dept.,
Information Systems Div., Uchida Yoko Co., Ltd.

for Windows Mobile(tm), so if it comes to be available, there is no reason to hesitate to use it." Uchida Yoko, planning to accommodate the upcoming Microsoft platforms, is now considering acquiring Microsoft Gold Certified Partner certification. The company will enhance its partnership with Microsoft not only in future development works but also in partner education and sales promotions.

Super Cocktail Duo (Uchida Yoko Co., Ltd.)

Super Cocktail Duo is an integrated business operation application that provides a flexible integration of the LOB elements such as sales and accounting.

A series of coordinating software is offered as SuperCocktailApplication's that enables flexible response to the market needs. With its seamless coordination with Super Cocktail Duo, SuperCocktailApplication's improves the system's overall performance.

From partial optimization to total optimization, Super Cocktail Duo provides solutions that meet companies' different needs and growth.



“This program is designed to accelerate our partners’ innovations by providing our facilities and knowledge to them.”

Fumihiko Ido
Developer Evangelist,
Technology Enablement Group,
Partner Technology Enablement Division,
Developer & Platform Evangelism,
Microsoft Co. Ltd., Japan

Helping Define Visions for the Partner’s Development Tasks

As Fumihiko Ido (Developer Evangelist, Technology Enablement Group, Partner Technology Enablement Division, Developer & Platform Evangelism, Microsoft Co. Ltd., Japan) says, “Our partners’ businesses share as much as 96% of Microsoft’s business,” Microsoft’s success depends on its partners businesses in its future activities.

Microsoft Innovation Center’s Application Platform Program is one of the strategies to help Microsoft partners developing application software based on Microsoft platform products to be successful in their business. Microsoft provides its partners with training, migration tools, technical information, and software needed to accommodate the latest Microsoft platforms, and helps them to conduct verification and evaluation. All of these resources are provided in a single package including a

series of discussions with Microsoft technical staff (Evangelists).

The partners who participated in this program provided positive feedback, emphasizing that they could find ways to resolve issues.

“The migration tools are accompanied by related technological information,” Ido says, “but, it may take time if you need to learn how to use them or examine the documents each time an issue is identified. In the Application Platform Program, we can provide the knowledge and techniques Microsoft has through verification on running software and detailed discussions. The partners can identify their issues in the two-day courses so that they can estimate the tasks to be done.”

Currently, the Application Platform Program consists of six courses. Additional courses, including those for Exchange Server 2007, Office SharePoint Server 2007, the next versions of Windows Server and SQL Servers, will be added in the near future.

“This program is designed to accelerate our partners’ innovations by providing our facilities and knowledge to them,” says Ido, “We will improve the program so that the requested courses will be added in the future. We encourage our partners to take advantage of this program more actively to increase their customers’ satisfaction.”

“The Application Platform Program is an entry point for collaborative works between our partners and Microsoft.”

Hiroshi Nagano

*Business Development Manager, Technology Marketing Group, Partner Technology Enablement Division,
Developer & Platform Evangelism, Microsoft Co. Ltd., Japan*

Six available courses in the Application Platform Program

- SQL Server 2005 / SQL Server Express Migration
- Business Intelligence Adoption
- Active Directory (ADAM / ADFS)
- Visual Studio 2005 / .NET Framework 2.0 Migration
- 64Bit Migration
- Windows Vista Migration

Just the Facts

Microsoft Innovation Center Program

- **Technical Innovation Program:** This program is designed to empower Startup, ISV and SI, and help enabling their idea and solution to the market. More than 20 projects has been executed by Partners and their engineers. 15 engineers, project participants, are regularly on-site as an average.
- **Application Platform Program:** Microsoft Innovation Center has helped nearly 40 partners helped migrating their solution to Microsoft platform in order to target large audience. The other word Microsoft Innovation Center helped to accelerate and grow their business through this program.

Education and Training

- **Developer & IT Professionals Training:** More than 600 Japanese software developers and IT Professionals enrolled in Microsoft courses during the past year
- **Employment:** More than 70 unemployed trained, and 40 people got the job during the past year.

Emerging Business Support

- **Start-up and Entrepreneurial Engagements:** Microsoft Japan built relationships with nearly 50 emerging companies in Japan , providing them with access to a range of technical, marketing and business-development resources.

Offices in Japan

Microsoft Innovation Center

Microsoft Chofu Technology Center

18-1, Chofugaoka 1-chome, Chofu-shi, Tokyo 182-0021, Japan

<http://www.microsoft.com/japan/mic>

Regional Microsoft Innovation Center

***IAMAS (Institute of Advanced Media Arts and Sciences /
International Academy of Media Arts and Sciences)***

3-95, Ryoke-cho, Ogaki City, Gifu 503-0014, Japan

http://www.iamas.ac.jp/index_E.html

Sapporo Electronics Center

1-10, Shimonopporo Technopark 1-chome, Atsubetsu-ku, Sapporo-shi, Hokkaido 004-0015, Japan

<http://www.sec.or.jp/elecen/index.html>

