



Microsoft in the Enterprise

Resource Guide 2009-2010

Creating Business Value in Today's Economy

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Microsoft's Enterprise and Partner Group is dedicated to ensuring that our customers and their partners realize the most business value from their relationships with Microsoft.

Message from the Enterprise and Partner Group

Welcome to the Microsoft in the Enterprise Resource Guide 2009-2010

Today's economic climate has changed, requiring careful planning of all your investments, and at Microsoft, we are confident that one of the best investments you can make is in information technology (IT). IT can help you reduce costs, improve the productivity of your people, and enable growth.

Microsoft offers high-value solutions at low cost to help you accomplish your goals. We can help you:

- Transform your IT infrastructure from a cost center to a strategic business asset.
- Introduce efficiencies to enable your people to improve performance.
- Drive innovation for sustainable strategic advantage.

Inside the Resource Guide

In this guide, we explore our vision and approach for the enterprise. You will find information about the importance of an optimized infrastructure and platform as well as three Optimization models that provide a roadmap to take IT from a cost center to a core strategic asset. You will learn about innovative industry solutions for the Communications, Distribution and Services, Financial Services, Manufacturing and Resources, and Public sectors that you can use to drive better business performance. And we'll look ahead at future innovations so you can plan your technology roadmap.

You will also find success stories about organizations like Dassault Aviation, which deployed Microsoft® Office Communications Server for real-time communications to help reduce costs and increase efficiencies; the City of Edinburgh Council, whose Infrastructure Optimization project saved U.S. \$7.8 million in direct IT costs over 14 months; and Starbucks Coffee Company, which improved communication and reduced inefficiencies between its corporate office and retail stores and partners with an advanced Web portal.

We look forward to working with you to help you realize significant business value from your IT investments.

Microsoft in the Enterprise

Running a large organization is challenging and complex. With the world economy in flux and the global marketplace more competitive, every organization needs to get the greatest return on its IT investments. At Microsoft, we are focused on helping you use technology to achieve the most business value throughout your organization.

We know that one of the keys to success in this globally competitive, rapidly changing business world is to ensure that your people have the capabilities, tools, information, and solutions they need to make the biggest contribution they can, as quickly as they can. At Microsoft, we focus on enabling the people-ready business.

Microsoft offers organizations an integrated platform spanning clients, servers, and services that people can use in a broad range of workplace scenarios. The front-end applications are people-ready: familiar, flexible, and role-tailored. The back-end infrastructure is enterprise-ready: highly secure, manageable, flexible, and interoperable—offering organizations the agility they need to drive success.

Microsoft is focused on helping enterprises harness the talent of their people to drive successful business outcomes. But we recognize that a key customer challenge is often organizational misalignment across people, processes, and technology. To resolve this disconnect, we respond with an integrated approach that combines Role-Based Productivity—featuring solutions that move beyond personal productivity and business process automation to adapt to how people work—with a Dynamic IT strategy that reduces the complexity and cost of IT management while helping to protect information, control access, and achieve agility.

Customer Value Delivered

Our broad range of people-ready software and technologies can lower costs, improve productivity, and enable your people to innovate for growth and sustainable strategic advantage.

Lower Costs

It's on everyone's mind. How can I lower costs and still remain competitive? In fact, you can reduce costs across your organization by optimizing your IT infrastructure and become even more agile than before. With Microsoft solutions, you

reduce your costs of training, software purchase, and energy consumption and enable more efficient management of software applications. These are real savings that go straight to the bottom line. With Microsoft solutions you can:

Reduce your total cost of ownership—by using online services.

Reduce your hardware and energy costs—through virtualization.

Realize a significant cost reduction—in server ownership by improving the management of your data-center operations.

Lower your infrastructure and platform costs—through optimization.

Reduce your travel and communications costs—with Unified Communications.

Improve Productivity

Realizing the business value of IT requires more than just lowering your costs. When deployed as a strategic asset, IT makes your organization more competitive by streamlining your operations. Our solutions help you improve organizational performance, introduce operational efficiencies, and better manage your risk. You can:

Deliver flexibility to your people—and greater efficiency and agility to your IT organization by implementing application, PC, and server virtualization.

Make your virtual meetings face-to-face interactions—with new video conferencing and collaboration tools.

Make the most of your organization's information—with Business Intelligence solutions that give your people the right information at the right time in an easy-to-use format. By tracking and analyzing data across your organization, you drive better insights, make better decisions, and plan more effectively.

Enable Growth

Prospering in today's marketplace requires top-line growth as well as bottom-line savings to maintain strategic advantage. It's wise to focus on controlling expenses, but history has shown that organizations that pursue innovation can take advantage of market changes and new opportunities. At Microsoft, we believe that people provide the inspiration and initiative to find new customers, implement new ideas, and expand into new markets. With Microsoft, you can:

Use new communications methods—to give your people the tools they need to collaborate from virtually anywhere in the world, allowing you to break down silos that impede innovation. Because our Unified Communications solutions work with your existing tools, you can ensure that collaboration is part of everyday business.

Support everyone in your organization—information workers, business leaders, IT professionals, and developers—with Business Intelligence solutions that help them make strategic decisions about innovations that are inspired and informed by insightful business data.

The Microsoft Difference

We know that you have many choices for IT. But at Microsoft, we strive to give you the greatest value for your IT investment by delivering these competitive advantages:

Familiarity

No technology investment will be effective if people don't use it. We design technologies to reflect the way people and organizations work. Because we span the digital lifestyle and the digital work style, our tools are familiar and easy to use. This results in fewer training barriers, wider use and adoption, and ultimately a higher return on your investment.

Choice

Business needs can change overnight. Technology should be agile enough to respond. We offer you the greatest range of choices in the use and deployment of software. Our Software-plus-Services vision means that you can deploy from the cloud or the enterprise data center and deliver rich applications to PCs, the Web, and mobile devices. And with our commitment to setting new standards in interoperability, our solutions integrate with your heterogeneous computing environment. Choice means giving you the flexibility required to create the IT infrastructure that is right for you as you balance cost considerations with business imperatives.



Innovation

Microsoft has always believed in, and fostered, an innovation culture. We know that innovation fuels the development of groundbreaking and customer-centric technologies, and we are firmly committed to the process of continuous innovation. Innovations are fueled by systematic internal processes, market feedback, acquisitions, and a broad research and development portfolio. At Microsoft, we spend more on research and development than any other software company, ensuring that you have ongoing access to the most innovative solutions. In fiscal year 2009, Microsoft plans to invest upward of U.S. \$8 billion in research and development.

Relationships

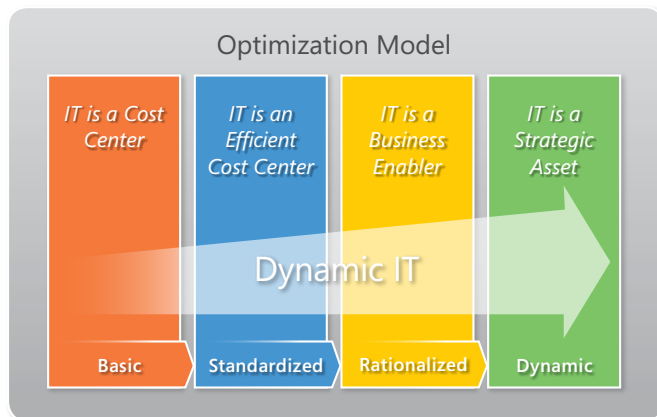
Getting the most from IT depends as much on great relationships as it does on great software. Microsoft is committed to creating long-term relationships with our enterprise customers, and we are continually working on ways to make doing business with us easier. A broad network of leading independent software vendors (ISVs) and systems integrators, supported by Microsoft Services, is available to our customers worldwide. Microsoft Services offers services from architecture, planning, and technology consulting to enterprise support to help your business achieve rapid and tangible value from your Microsoft technology investments. And our global ISV and system integrator network offers specialized experience in all industries, with experts who are trained and certified to help you implement and deploy your Microsoft IT solutions.

Optimizing Your IT Infrastructure and Platform

The need for an IT organization to deliver ongoing business value has never been more important. Microsoft helps your IT organization drive innovation and profitability and at the same time reduce costs. Gartner predicts that by 2012, "IT contribution will be cited in the top three success factors by at least half of top-performing businesses and IT barriers will be cited in the top three failure factors by at least half of the lowest performers."ⁱ For your IT organization to regularly deliver business value, you need to reduce the amount of time and resources spent on maintaining IT systems and increase the resources spent on strategic initiatives. This shift is possible by optimizing your IT infrastructure and platform.

Reaching a Dynamic State

Our Optimization models use a systematic approach to assessing the maturity of your IT capabilities and prioritizing projects to progress toward a dynamic state. Through our experience with enterprise organizations and by using industry best practices, we recognize four stages of optimization:



Basic

At the basic level, your infrastructure and platform require constant manual monitoring and repairs.

Standardized

At the standardized level, your infrastructure and platform include automated systems-management capabilities and some automated identity- and access-management procedures.

Rationalized

At the rationalized level, your infrastructure and platform include some virtualization capabilities and proactive security and configuration policies that enable self-provisioning.

Dynamic

At the dynamic level, your infrastructure and platform achieve their full potential as strategic assets for your business and enable people throughout the enterprise to do more to advance your business.

By working with your Microsoft account team, Microsoft Services, and Microsoft partners, you can assess where your IT infrastructure is today and determine what is optimal for your organization. Together, we will build a roadmap and deploy solutions to achieve your goals.

Experience the Results of Optimization

Today's technology innovations enable you to operate with greater efficiency and effectiveness, to automate processes, and to do more with fewer resources. In a recent IDC study, researchers found that as an organization improves its optimization level, IT labor costs decrease dramatically. On average, organizations whose core infrastructure was at the standardized level had an IT cost structure (per PC, per year) that was 56 percent lower than organizations at a basic level. Organizations at a rationalized level had an IT cost

structure (per PC, per year) that was 60 percent lower than organizations at a standardized level and 83 percent lower than organizations at a basic level.ⁱⁱ

Deliver Strategic Business Value

An optimized infrastructure and platform help align business priorities with technologies so that your IT organization can deliver the business outcomes you need. Research published by the Harvard Business School Press found that “companies with more mature architectures reported greater success in achieving strategic goals.”ⁱⁱⁱ As you move toward a state of dynamic IT, your organization increases its ability to transform IT investments into cost-effective, strategic assets.

➔ For more information on optimizing your IT infrastructure and platform, including white papers, case studies, tools, and partners, and for a cost-savings calculator providing a personalized analysis of your current IT costs and recommendations for generating high-impact cost savings with minimal investment, visit www.microsoft.com/optimization

Our customers are taking a close look at their expenditures and operational costs. Microsoft is no different. Our IT department has taken on several projects to reduce costs and increase productivity. One good example is our work with virtualization to reduce space and power consumption and ensure appropriate server utilization.

By evaluating the performance workloads of Microsoft IT-managed servers, we concluded that 75 percent of our servers had average utilization rates of 20 percent or less. Even with this underutilization, our total number of servers was growing. By adopting an aggressive virtualization program, we now run 25 percent of our servers on a virtualized platform and have estimated that 35 to 40 percent will be virtualized by June 2009. This effort has already produced an annual savings of U.S. \$10 million, with a projected annual savings of U.S. \$16 million. And today, just four people manage our group's 3,500 virtual servers.

City of Edinburgh Council reduces costs with Infrastructure Optimization

Based in Scotland's capital city, the City of Edinburgh Council provides a range of services from more than 70 locations to 480,000 citizens, businesses, and organizations. The council undertook an Infrastructure Optimization project with Microsoft to reduce costs and increase efficiencies.

The project resulted in a net benefit of approximately £5 million (U.S. \$7.8 million based on current exchange rates) in direct IT costs and a return on investment in just 14 months. The council is on target

to reach savings of £25 million (U.S. \$39 million) by 2011. A post-implementation evaluation showed a 32 percent reduction in the cost of desktop support and a 72 percent reduction in server costs. Hardware incidents have been reduced by 69 percent, resulting in lower support costs.

➔ Read more about the City of Edinburgh savings at www.microsoft.com/09customerstoryguide



Optimization Models

Core Infrastructure, Business Productivity Infrastructure, and Application Platform

Microsoft's three Optimization models help you assess and improve your IT infrastructure: Core Infrastructure Optimization, Business Productivity Infrastructure Optimization, and Application Platform Optimization. Some organizations start with one area and quickly realize the benefits, while others look at optimization across all three areas to make significant progress toward a dynamic state. Most often, an organization's pressing business challenges determine how it begins to optimize its IT infrastructure and platform.

The three Optimization models encompass specific capabilities for your IT organization. As you address these capabilities, your organization will progress through the Optimization levels and realize considerable cost savings and increased business value.

Core Infrastructure Optimization

Core Infrastructure Optimization helps you better understand your IT infrastructure and make changes that result in a more secure, well-managed, and dynamic infrastructure. Addressing core infrastructure capabilities eliminates unnecessary costs and complexity and ensures that your systems are consistently responsive and reliably performing.

Core Infrastructure Capabilities

There are five Core Infrastructure capabilities:

Identity and Access Management

This capability helps you manage your people and asset identities. It helps you better manage and protect identity

data, including synchronization, password management, and user provisioning. It also helps you manage access to resources by mobile users, customers, and partners outside your firewall.

Desktop, Device, and Server Management

This capability helps you manage desktops, mobile devices, and servers, as well as how to deploy patches, operating systems, and applications across your network. Here, we look at leveraging virtualization and branch office technologies to improve your IT infrastructure.

Security and Networking

The security and networking capability helps provide

EDF Energy reduces IT costs by 15 percent through Infrastructure Optimization

EDF Energy, one of the largest energy companies in the U.K., employs over 13,000 people and supplies energy to approximately 5.5 million customers. When the utilities industry was deregulated and privatized in the U.K., EDF Energy was formed from three separate companies. After the merger, EDF Energy faced the challenge of consolidating three distinct IT infrastructures into one unified platform. EDF Energy partnered with Microsoft Gold

Certified Partner Computacenter Services to create a more unified and agile IT infrastructure.

EDF Energy's optimized infrastructure has enabled the company to move away from manual IT processes. Implementing automated procedures not only saves money but allows the company's IT staff to focus on more strategic projects. The unified infrastructure also works more efficiently, resulting in significant

cost deferrals. Overall, Computacenter Services estimates that EDF Energy's IT maintenance costs have been reduced by 15 percent since it began its managed services contract.



Read more about EDF Energy's optimization project at www.microsoft.com/09customerstoryguide

protection from unauthorized access to information and communications. We review mechanisms to better protect your IT infrastructure from denial-of-service attacks and viruses while preserving access to corporate resources.

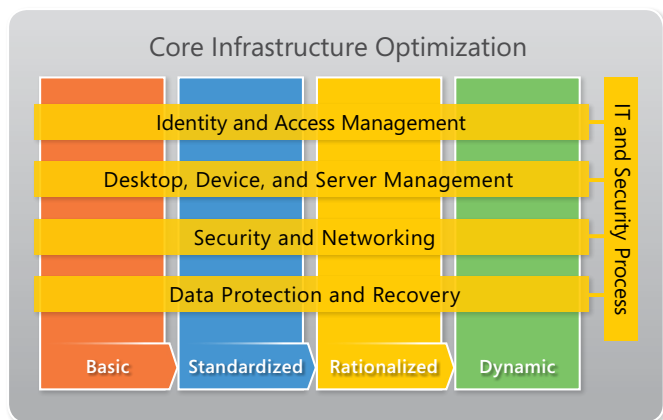
Data Protection and Recovery

As information and data stores proliferate, you are under pressure to protect information and provide cost-effective and time-efficient recovery. This capability provides guidance on structured backup, storage, and restore management.

IT and Security Process

While dependable technology is necessary to meet the demands for reliable, available, and highly secure IT services, technology alone is not sufficient; process excellence is also needed. This capability provides proven best practices on how to design, develop, operate, and support solutions while achieving high reliability, availability, and security. Microsoft Services can help you realize improvements in each of these areas through our technical consulting services.

 Find more information on Core Infrastructure Optimization at www.microsoft.com/infrastructure



MICROSOFT SERVICES

Samba Financial Group enhances operations through Microsoft Services engagement

As a leading financial institution in the Kingdom of Saudi Arabia, Samba provides world-class banking and investment solutions to its corporate and retail customers. The institution employs roughly 4,000 people in branches throughout the Middle East and Europe.

Samba owns a large pool of technology resources that can be troublesome to maintain—particularly challenging is the need to apply frequent, yet necessary, software patches and updates. The Samba team periodically updated and patched

all software using its in-place Microsoft Systems Management Server 2003, but the success ratio for desktops and servers remained below internal thresholds (rarely exceeding 90 percent for desktops) due to exceptions and inconsistencies in the process.

To more effectively run the update and patch-management process, Samba IT leaders wanted to create a consistent, structured approach to the process. Taking advantage of the knowledge and experience within Microsoft, Samba

engaged in the Microsoft Services Software Update Management offering, which provided guidance to create and deploy an efficient, structured update and patch process. As a result, Samba saw its patch and update success ratio rise from 90 percent to 98 percent in just one month.

 To learn more about Samba's success with Microsoft Services, visit www.microsoft.com/09customerstoryguide

Spotlight on Optimized Desktop, Virtualization, and Server Management

Within the Desktop, Device, and Server Management capability, we have highlighted three specific subcapabilities that contribute to reducing costs, increasing productivity, and enabling growth for enterprise organizations.

Optimized Desktop

To keep up with issues such as globalization, workforce mobility, and security threats, your IT organization must provide a desktop infrastructure that empowers employees with the flexibility they need to be productive while providing IT with the level of control, manageability, and security they need.

Microsoft's Optimized Desktop combines Windows Vista® Enterprise and the Microsoft Desktop Optimization Pack to help you secure, manage, and lower the costs of your organization's desktop infrastructure. Desktop deployment, management, and support are dramatically simplified through virtualization, automation, and centralized administration. Ultimately, an Optimized Desktop is about providing an infrastructure that helps you lower costs, improve systems availability, and enable greater business agility.



For more information on optimizing your desktop infrastructure, visit www.microsoft.com/infrastructure/solutions/desktop.mspx

WHAT'S NEW:



Built on the Windows Vista foundation, Windows® 7 helps make your users be productive anywhere, through enhanced security and control, and streamlined PC management. If you're running Windows Vista, you will find that Windows 7 delivers strong compatibility with Windows Vista-compatible software and devices and that Windows 7 can be managed with many of the tools used to manage Windows Vista. If you are using the Microsoft Desktop Optimization Pack, you have an even greater advantage when moving to Windows 7 because you can more easily migrate settings and applications.



For more information, visit www.microsoft.com/windows/enterprise/products/windows-7.aspx

Virtualization

Topping Gartner's list of strategic technologies for 2009^{iv}, virtualization has become a must-have technology to reduce costs in the enterprise. A virtualized environment provides

Continental Airlines upgrades to Windows Vista for reduced IT and energy costs

U.S.-based Continental Airlines wanted to provide its employees and customers with quicker access to information, increase productivity by enabling better applications, promote workforce mobility, and improve security for employees. To accomplish these goals and reduce costs, the company is deploying the Windows Vista operating system on 6,000 computers.

Continental expects to see dramatic cost savings in two key areas. The first is through energy savings, which reduce operational costs while decreasing the company's carbon footprint. Windows Vista offers more granular control of

the desktop experience through newly added Group Policies, including the ability to configure power-management settings. "We estimate our annual energy savings from 18,500 PCs will be 33,264 megawatts," says IT Manager Eric Craig. Taking into consideration variables such as energy prices in different regions, that savings translates to U.S. \$1.5 to \$2 million each year.

Continental will also experience a lower total cost of ownership through easier deployment and manageability. While it already runs a very lean IT organization, Continental is experiencing help desk benefits with its deployment of Windows

Vista. Fewer calls need to be handled as a result of strengthened security as well as self-service features that allow users to quickly fix simple problems with their own PCs.



Read more about Continental Airlines' deployment of Windows Vista at www.microsoft.com/09customerstoryguide

greater operational flexibility, streamlines system changes, and provides a platform that strengthens business continuity and scales rapidly to meet business demands.

Microsoft's virtualization solutions deliver dynamic and reliable platform capabilities through a single set of tools that you can use to manage server workloads, desktop applications, and physical and virtual assets. By using products that span the desktop to the data center, you can bring capacities online in real time; streamline and provision applications, services, and data on demand; accelerate backup and recovery; and enhance availability so that your users are protected against system failure and service interruptions.

Microsoft's Virtualization Toolset—Microsoft provides a complete suite of technologies to enable an integrated, end-to-end, virtualized infrastructure.

Today, Microsoft's virtualization toolset for the data center includes Microsoft Virtual Server and Microsoft Windows Server® 2008 Hyper-V™, which consolidates server roles as separate virtual machines on a single physical machine. On the desktop side, we offer Microsoft Terminal Services, which virtualizes the presentation of entire desktops or specific applications; Microsoft Application Virtualization (App-V), which transforms applications into centrally managed virtual services that are never installed and don't conflict with



other applications; Microsoft Virtual Desktop Infrastructure (VDI), which allows customers to centralize the storage, execution, and management of a Windows desktop in the data center; and Microsoft Enterprise Desktop Virtualization (MED-V, formerly Kidaro), which, with Virtual PC, enables client-hosted desktop virtualization, with which you can deploy and centrally manage virtual machines on Windows desktops while providing a seamless user experience. To simplify management of your entire infrastructure, we offer Microsoft System Center, which lets you manage both physical and virtual assets for clients and servers, including multiple hypervisors, all with the same platform.

Dartmouth-Hitchcock Medical Center reduces costs with virtualization

Located in the northeast United States, New Hampshire-based Dartmouth-Hitchcock Medical Center began using server virtualization three years ago to curb server proliferation and rising electrical costs. The hospital and teaching facility initially used Microsoft Virtual Server 2005 R2 to trim 75 servers, but it wanted to move even more applications to virtual machines. With partner AMD, Dartmouth-Hitchcock decided to move its virtualization infrastructure to the Windows Server 2008 operating system with Hyper-V technology, using System Center Virtual Machine Manager 2008 to manage its server landscape.

With the new solution, Dartmouth-Hitchcock Medical Center expects to reduce total server holdings and save U.S. \$4,300 per server in hardware, maintenance, electrical, and real-estate costs. It can now virtualize its most demanding applications and expects to improve service levels, save 30 hours each

month in server-management time, and create a more dynamic IT environment.



Read more about Dartmouth-Hitchcock Medical Center's server virtualization project at www.microsoft.com/09customerstoryguide

"We expect to consolidate an additional 75 servers using Hyper-V, which will lead to a cost savings of more than U.S. \$325,000 annually."

—Robert McShinsky, Senior Systems Administrator
Dartmouth-Hitchcock Medical Center

Virtualization from Microsoft helps you:

Lower costs—Server consolidation helps you lower your costs of hardware, space, and utilities; minimize your energy costs; and reduce management complexity through unified tools. Presentation and application virtualization can enable applications written on older operating platforms to be supported in a current operating system without time-consuming and costly software code revisions. By virtualizing applications and delivering them on demand to desktops or servers, application-to-application conflicts are nearly eliminated. This significantly reduces the regression testing required for deployment, saving labor and associated costs. Microsoft virtualization provides all of these cost-saving benefits, giving you an excellent return on your IT investment.

Improve security and availability—Virtualization reduces the impact of disruptive events and streamlines maintenance and disaster recovery to help you maximize system availability and ensure business continuity. Using quick migration and clustering, workloads can remain available while servers are patched and hardware is serviced. Microsoft System Center tools can monitor physical and virtual environments and alert your staff to issues before they result in a service outage. By using Data Protection Manager, you can achieve near-continuous backup of virtual servers and continuous data protection of workloads running on the servers.

Increase agility—To respond to strategic business priorities, your IT organization needs speedy provisioning of computing power for development, test, and production operations. With virtualization, you can free your IT organization from tasks related to legacy applications by hosting legacy virtual machines on the latest hardware.



Determine your return on investment in Microsoft virtualization tools by visiting www.microsoft.com/virtualization/roitool



Server Management—Server technology is rapidly changing with innovations such as virtualization, clustering, and server consolidation, but managing this complexity and reducing costs at the same time can be difficult. Optimizing your server infrastructure allows you to lower costs, improve security and availability, and increase the alignment of IT and business priorities. Microsoft's server-management solutions provide configuration management, change management, compliance, monitoring solutions, and data protection and disaster recovery for data-center, branch, and remote server infrastructures.

Data-center management—Optimize your data center through unified management of the physical and virtual infrastructure. We offer an integrated suite of solutions for configuration management, server compliance, end-to-end monitoring, and disaster recovery.

Information protection and secure access—Protect your data and applications through automated identity management and policy-based access control solutions.

Secure messaging and collaboration—Protect your messaging and collaboration infrastructures against viruses, spam, and inappropriate usage.

VIRTUALIZATION: SUPPORTING GREEN IT

The U.S. Department of Energy has stated that data centers are the fastest-growing energy consumers in the United States, with 61 billion kilowatt hours going toward data-center power consumption. Microsoft has made significant engineering investments to ensure that Windows Server 2008 uses energy efficiently. As a result, Windows Server 2008 uses approximately 10 percent less energy than Windows Server 2003 running an identical workload.

While a 10 percent power savings is significant, virtualization provides an opportunity for a vastly greater impact. One of the primary goals of virtualization is making efficient use of available system resources. Hyper-V dramatically improves capacity by consolidating underutilized servers. Less space is required, less cooling is necessary, and fewer kilowatt hours of power are used, all of which saves money and lessens impact on the environment. Our measurements of Hyper-V show nearly a one-to-one energy savings for each server consolidated—the power consumption of the host operating system does not substantially increase as guests are added.

At the heart of our server-management solutions is Microsoft System Center. System Center helps you drive costs out of data-center operations through tool consolidation, more efficient operations, and virtualization. If you have an existing investment in VMware, our solutions allow you to build on these tools without the need to replace them. The single, familiar toolset allows you to manage your physical and virtual data-center needs, simplifying operations and lowering costs. And through Microsoft's embedded best practices and our knowledge about hardware, operating systems, virtual servers, and applications, you can realize significant operational cost savings.



For more information on Microsoft's server-management solutions, visit www.microsoft.com/infrastructure/solutionsserver



"Microsoft's management and virtualization strategy continues to mature, which is helping the company extend its relevance to global enterprises by expanding its offerings from Windows-only management to becoming an end-to-end, cross-platform management vendor."^v

—IDC, May 2008

Business Productivity Infrastructure Optimization

Business Productivity Infrastructure Optimization helps streamline the management and control of content, data, and processes across all areas of your business. It helps simplify how people communicate and share expertise, makes processes and content management more efficient, and improves the quality of business insight.

Business Productivity Capabilities

The Business Productivity Infrastructure Optimization model includes five capabilities that build a more agile, cost-effective IT infrastructure:

Unified Communications

Microsoft's Unified Communications technologies help streamline communications, regardless of the medium, platform, device, or location, through a comprehensive set of client and server applications, services, and devices.

Collaboration

A productive collaboration environment empowers teams through collaborative workspaces, connects people through robust portals, and enables communities through social computing tools. At the same time, your IT organization can define processes and standard solutions that can be customized to meet specific business needs.

Enterprise Content Management

Enterprise Content Management provides criteria to manage the life cycle of a wide range of business content and to streamline collaborative business processes. This capability offers better risk management and content protection, lower implementation and management costs, and increase visibility of information across your organization.

Enterprise Search

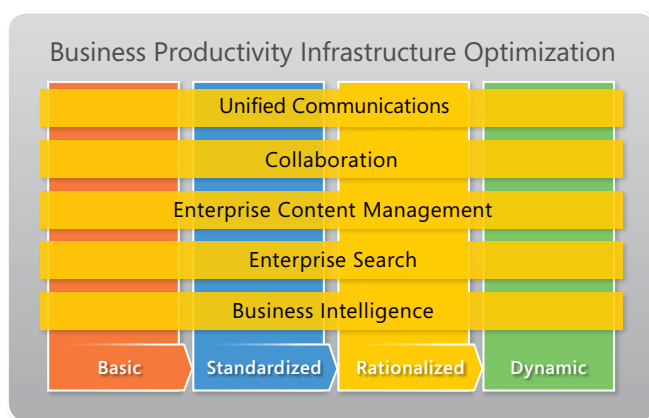
Enterprise Search integrates information from different formats, data sources, and line-of-business applications into a centralized infrastructure. By advancing your organization's search capabilities, you make it easy for your people to find and act on information from anywhere in the organization.

Business Intelligence

Business Intelligence enables you to define standard reports and metrics that can be accessed in a rich, role-based interface that ensures information is available only to appropriate people. Timely access to real-time information, reporting, and analytics enables your people to take informed actions that reflect business priorities.



To learn more about optimizing your Business Productivity Infrastructure, visit www.microsoft.com/bpio



Subcapabilities

UNIFIED COMMUNICATIONS	COLLABORATION	ENTERPRISE CONTENT MANAGEMENT	ENTERPRISE SEARCH	BUSINESS INTELLIGENCE
> Messaging > Instant Messaging and Presence > Conferencing > Voice	> Collaborative Workspaces > Social Computing	> Document and Records Management > Forms > Web Content Management	> Enterprise Search	> Reporting and Analysis > Data Warehousing

MICROSOFT UNIFIED COMMUNICATIONS SAVE OPERATIONS COSTS*

563%

Average ROI (risk-adjusted)
and a two-month payback
period

43%

Reduction in telephony
and conferencing call
charges

23%

Reduction in travel costs

\$150,000

Reduction in voice mail
costs per location

* Source: "The Total Economic Impact of Microsoft Unified Communications Products and Services," Forrester Consulting, October 2007.

WHAT'S NEW:



Microsoft® Office "14"

Office Web applications—lightweight versions of Word, Excel®, PowerPoint®, and OneNote®—are part of the next version of Office. These applications are designed to be accessed through the Web, enabling people to view, edit, and share information and collaborate on documents on their desktops, their phones, or in a Web browser in a consistent and familiar way. Office Web applications underscore our focus on Software-plus-Services, which reaches from the Microsoft Azure™ Platform to our flagship productivity tools.

Spotlight on Unified Communications, Collaboration, Enterprise Content Management, and Enterprise Search

Within Business Productivity Infrastructure, we have highlighted four specific capabilities that provide significant cost savings and increased productivity for organizations.

Unified Communications

In today's workplace, the focus is on the work, not where it is done. People come together to solve problems, develop plans, and embrace opportunities. In the past, this usually required that people be in physical proximity. In the new world of work, however, working together no longer means working in the same room, the same office, or even the same

country. Nor does it mean that people belong to the same organization or share the same applications infrastructure or network resources.

Microsoft Unified Communications and Collaboration solutions provide a comprehensive set of clients, servers, services, and devices that deliver e-mail/calendar, mobile messaging and device management, unified messaging, presence, instant message and persistent group chat, VoIP call management, and audio-video-Web conferencing for users in any location. By empowering end users with a familiar set of tools built on an enterprise-ready, scalable, and easily managed architecture, Microsoft Unified Communications technologies break down communications silos and extend existing communications investments while enabling business process innovation.

MICROSOFT SERVICES

Timken uses Microsoft Services to mitigate portal deployment risks

Timken, a 109-year-old company in Canton, Ohio (U.S.), with offices in 27 countries and 25,000 employees, is a longtime leader in the production of antifriction bearings and specialty steel. Executives at Timken were anxious to rebuild the company's portal to improve the efficiency of diverse, global content management. They selected Microsoft Office SharePoint® Server 2007 as the company's portal solution and SAP as its enterprise resource planning solution.

Timken chose the Enterprise Portal and Collaboration Technology Planning service for the safe implementation of Office SharePoint Server 2007. The ongoing access to the Microsoft Services team meant that Timken could benefit from Microsoft's own industry knowledge from thousands of similar customer engagements. The Microsoft Services team was always present to help the Timken IT team resolve any questions during the implementation process. In addition, the

company's IT staff augmented its skills by engaging with the experts from Microsoft Services and the developers from partner ProSource Solutions.



Read more about how Timken
uses Microsoft Services at
[www.microsoft.com/
09customerstoryguide](http://www.microsoft.com/09customerstoryguide)

Our Unified Communications solutions help you reduce travel and training costs, minimize intellectual property risks, and improve team efficiency. These solutions are an important part of your Business Productivity Infrastructure Optimization project.



For more information on Unified Communications, visit www.microsoft.com/uc

Collaboration and Social Computing

Today's organizations can get more done with the use of collaborative workspaces, portals, and powerful social computing tools. In an February 2008 Gartner report^{vi}, Microsoft is named as one of only two companies positioned in the Challenger's Quadrant, demonstrating that our social software solutions are leading this fast-growing market. Easy-to-use tools allow users to create their own workspaces and share assets across teams, departments, and organizations while allowing IT to maintain control. Portals make it easy to connect people with line-of-business data, experts, and business processes across the organization. Social computing capabilities are incorporated within these workspaces and portals so that users can more easily harness the collective intelligence of the organization. With the integrated

infrastructure of Office SharePoint Server, you can lower your total cost of ownership and more easily meet business demands. The solution leverages existing investments, is extensible, and is interoperable with your other systems.



For information on collaboration and social computing, visit www.microsoft.com/sharepoint/capabilities/collaboration/overview.mspx

Enterprise Content Management

Most organizations have a huge volume of unstructured content that includes documents, e-mail messages, videos, instant messages, Web pages, and more. This content is often unmanaged, preventing you from effectively using these valuable assets. Built on a well-integrated, unified platform, Enterprise Content Management from Microsoft extends content management to every information worker through integration with familiar tools like the Microsoft Office system. Enterprise Content Management helps you consolidate and categorize diverse content from multiple file shares and local drives in a centrally managed repository. It satisfies compliance and legal requirements through integrated records management capabilities; efficiently manages multiple Web sites through an easy-to-use content authoring tool and

Starbucks enhances store Web portal with Office SharePoint Server 2007

Starbucks Coffee Company in Seattle, Washington (U.S.), is the leading roaster and retailer of specialty coffees in the world. Starbucks has a corporate Web portal that includes a partner portal used in corporate and field locations and a store portal used in its retail stores. The store portal has become the primary means for communication between the corporate office and Starbucks stores. Additionally, the need for partners to access information has increased. Starbucks redesigned its store portal using Office SharePoint Server 2007 to allow its partners and employees to operate more effectively.

The Office SharePoint Server 2007 store portal reduced inefficiencies at peak traffic times by streamlining business processes and incorporating monitoring and reporting. Starbucks uses document management privacy controls to secure customer and partner information and communications. Moreover, advanced enterprise search capabilities enable Starbucks employees to find information based on document content, document type, or area of interest.



Read more about Starbucks' new Web portal at www.microsoft.com/09customerstoryguide



a built-in approval process; and streamlines content-driven, collaborative business processes by providing the tools and platform for automating tasks.



For information on enterprise content management, visit www.microsoft.com/enterprise

Enterprise Search

Your people need information to be productive and collaborate with others. When they need publicly available information, they know how to search the Internet to find it. But when they need information within your business, they need Enterprise Search. Your IT organization can benefit from a search solution that delivers the simple, easy-to-use experience your people expect, while at the same time meeting the security and manageability requirements your IT environment demands. Microsoft's Enterprise Search provides this solution. Employees locate unstructured and structured information anywhere in your organization and identify people with the knowledge and expertise required to get a job done.



For more information on Microsoft Enterprise Search solutions, visit www.microsoft.com/enterprisesearch



Monsanto empowers employees and cuts costs with integrated enterprise search

Monsanto Company, a global agricultural company with more than 19,000 people across 385 widely dispersed locations, faced a license renewal deadline for its search engine used in more than 20 public Web sites and numerous intranet sites. Search results did not live up to expectations, and the tool was costly and cumbersome to manage. Monsanto evaluated Google and Office SharePoint Server 2007 and chose Office SharePoint Server 2007 for its feature set and for the value of a search solution that extends

enterprise search capabilities from traditional corporate information to people and expertise. Integration between Office SharePoint Server 2007 and the familiar Microsoft Office system was another reason Monsanto decided on Microsoft technologies.

Monsanto has already seen significant benefits from its deployment. The company saved U.S. \$250,000 in licensing fees and gained an easily deployable search solution—it took just 45 minutes to migrate the company's corporate

Web site. But this is only the beginning. Monsanto gained an extensible information-management solution for enterprise content management that will improve business insight, increase collaboration, and empower its IT department to make a significant impact on corporate goals.



Read more about Monsanto's search solution at www.microsoft.com/09customerstoryguide

Application Platform Optimization

Microsoft's Application Platform is a set of integrated technologies and tools that enable your organization to extend and unlock the value in your existing applications and to rapidly develop new applications that differentiate you from your competition. This platform allows you to make significant gains in productivity and total cost of ownership.

An optimized application platform helps your IT organization play a strategic role in your business by delivering connected, flexible, and highly secure applications. You provide a user-focused experience that results in greater productivity and better customer experiences. You allow for fast and easy integration across existing software and new Web-based applications. And you gain the ability to connect mission-critical applications while providing Internet-class scalability and robust performance.

Application Platform Capabilities

Application Platform consists of five capabilities that are necessary to build a more agile application platform:

User Experience

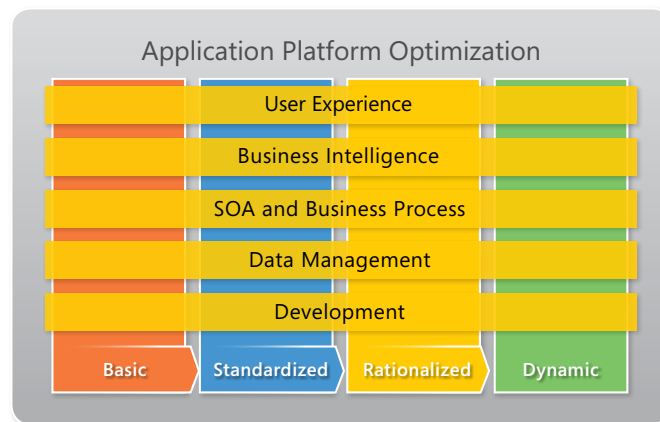
The user experience is an important consideration in the design and development of applications, regardless of what platform an application is being developed for (Web, rich client applications, smart devices, and more). Your developers

can take advantage of the Microsoft Office system by using its rich user interface to expose business data in a familiar format. The Office platform also provides a comprehensive set of servers, clients, and tools that are designed for rapid application development so that your development team can build and deploy custom business applications to connect people to line-of-business systems. By making dynamic applications and business services available to customers and suppliers, you can increase collaboration, customer satisfaction, and profit.

Business Intelligence

Business Intelligence helps you improve your organization's success by enabling all employees to gain business insights, leading to better, faster, and more relevant decisions. Microsoft continues to invest heavily in Business Intelligence because it remains a top priority for our enterprise customers. The focus for Business Intelligence includes collaboration, visualization, analysis and reporting, data mining, data integration, data warehousing, and development.

Microsoft Business Intelligence is built on the proven and scalable SQL Server® platform and delivered through the Microsoft Office system. This single, complete solution enables you to contain costs by relieving IT professionals of the need to maintain disparate systems.



Subcapabilities

USER EXPERIENCE	BUSINESS INTELLIGENCE	SOA AND BUSINESS PROCESS	DATA MANAGEMENT	DEVELOPMENT
> Client and Web Development	> Reporting and Analysis > Data Warehousing	> Process, Workflow and Integration	> Data Infrastructure Custom LOB > Data Infrastructure ISV LOB > Data Warehousing	> Development Platform > Application Life-cycle Management > Custom Applications

Service-Oriented Architecture and Business Process

A service-oriented architecture (SOA) provides a platform for a more agile IT environment by enabling you to design flexible systems that can be adapted rapidly to meet your changing business needs and priorities. This flexibility is achieved by using XML and Web services to separate business logic from business data, so that business logic can be rapidly and easily revised to support new business processes and leverage data from diverse systems. By aggregating access to business services and information into a set of dynamic, composite business applications, you gain broader visibility and more accurate and more comprehensive information.

With a service-oriented architecture, you can connect systems and automate previously manual information-transfer processes. You can also better collaborate with customers and suppliers, resulting in increased productivity and satisfaction.

Data Management

As you optimize your data-management capability, you can reliably manage critical information and confidently run today's complex business applications. With SQL Server, you get a comprehensive and integrated data-management and analysis solution that lets you build and deploy the most demanding applications and significantly enhance query performance; remain operational with innovative, high-availability features such as database mirroring, failover clustering, and enhanced online operation; expand self-tuning capabilities and use a powerful new programming model so that you can focus on high-value tasks; and take advantage of the integration, analysis, and customizable reporting tools in SQL Server to improve access to information.

Development

Our application platform solutions help you manage the application life cycle, increase team collaboration and productivity, and improve software quality. An optimized solution, built with the .NET Framework and Microsoft Visual Studio® Team System, offers an integrated server with a single data store and built-in collaboration and quality tools for your entire development team, together with a common development framework for Web services, rich client applications, smart devices, and more. Your organization experiences increased productivity and quality, improved project management and delivery, and better collaboration.



For more information on optimizing your application platform, visit www.microsoft.com/applicationplatform

Spotlight on Business Intelligence, Web Applications, and Enterprise Applications

Within Application Platform, we have highlighted three specific capabilities that provide significant cost savings and increased productivity for organizations:

Business Intelligence

Information is at the heart of your organization's ability to make strategic decisions. You require a scalable and robust data platform to provide tools for uniting and analyzing data from a variety of different sources. When you are confident that your insight into data is sound, informed, and complete,

MICROSOFT SERVICES

Microsoft Services gives the Unum Group a clear picture of its service-oriented architecture project

The Unum Group is an employee-benefits company that offers group disability, life, and long-term-care insurance and voluntary benefits programs for business customers of all sizes. Unum offers more than 2,000 products and programs supported by more than 60 systems inherited from earlier mergers or acquisitions. Unum found it difficult to appeal to small businesses because too many Unum products and services were isolated within various vertical groups of the company.

To solve this problem, Unum launched an initiative to link all of its products and services using an enterprise-wide, service-oriented architecture approach. The company's goal for the project, called "Simply Unum," was to create a self-service Web portal that let Unum subscribers sign up for services and manage their accounts without help from their human resources departments or from Unum.

To gain an experienced perspective, Unum engaged with Microsoft Services to perform an Assessment and Roadmap for Service-Oriented Architecture. Microsoft

Services consultants and architects used a Service-Oriented Architecture Roadmap to analyze an IT implementation against a grid of 36 capabilities. The assessment gave Unum valuable guidance, including more accurate benchmarking, easier planning and budgeting, and best practice cataloging.



For more on Unum's work with Microsoft Services, visit www.microsoft.com/09customerstoryguide

you can trust that all your decisions will help you create competitive advantages and achieve business objectives.

Microsoft's Application Platform unites disparate sources of information, and our familiar user interface facilitates access to, and interpretation of, data. Our Business Intelligence solutions give you:

Quality data—The foundation of a successful Business Intelligence solution is trustworthy data that people can access and understand easily. Microsoft SQL Server is the platform that brings your data together, no matter where it resides, and helps you improve your data processes. SQL Server offers an enterprise-ready and proven engine that stores huge amounts of data; scales to the largest enterprise needs; and supports high query loads, high performance, and clustering.

Deeper insight—To help people work as a team, you have to provide a way for them to bring together the information they use. With Microsoft Office Excel, your people can analyze, visualize, and gain insight into data within a familiar environment.

Strategically aligned decisions—The integrated set of tools in Microsoft Office SharePoint Server Enterprise helps you build comprehensive programs that support organizational decision-making processes. Microsoft Office SharePoint Server Enterprise supports business scenarios from sales to human resources and operations to finance.



To learn more about Business Intelligence from Microsoft, visit www.microsoft.com/bi

Web Applications

The Web has evolved into a powerful channel for delivering dynamic applications with rich media experiences. As a result, organizations are investing significantly in Web site redesigns. Microsoft's unique platform provides a dynamic, highly secure, reliable, and manageable Web infrastructure that scales with the growth of your business and provides dynamic Web applications that facilitate e-commerce, increase productivity, and excite and engage customers and partners.

A more secure, reliable Web infrastructure—Microsoft has long led the way in building security features into our platform. Coupled with our identity-management solutions and Microsoft Forefront™, we offer greater protection and control of your Web infrastructure. Microsoft's infrastructure reliability is well tested. We have extensive experience operating some of the most popular destinations on the Web, including MSN®, with more than 465 million unique users per month.

Rich media experiences to engage your customers—

For rich media experiences and interactive applications, we offer Silverlight™, a cross-browser, cross-platform plug-in. Silverlight enables your developers and designers to use existing Microsoft .NET skills and development tools to deliver Web 2.0 media experiences and interactive applications across different browsers and operating systems, including Linux and Firefox.

Social computing to connect and collaborate—

Social networking allows people, both inside and outside an organization, to share documents and ideas.

PREMIER Bankcard runs its business with a 12-terabyte data warehouse

PREMIER Bankcard, one of the largest VISA and MasterCard credit providers in the United States, needed to enhance scalability and performance for its business intelligence data warehouse and online transaction processing databases. "Business intelligence began as an area of research for us, but has become absolutely mission-critical," says Dan Zervas, Vice President of Software Development at PREMIER. Working with Microsoft partners HP and Intel, the company enhanced its business intelligence infrastructure and online transaction databases by upgrading to SQL Server Enterprise

Edition. The upgraded deployments provide a better view of the business, enterprise-grade scalability, maintenance without scheduled downtime, and easier database management.



For more details on PREMIER Bankcard's solution, visit www.microsoft.com/09customerstoryguide

"We have about 2,700 concurrent users generating a continuous 700 transactions per second, sometimes more than doubling to 1,500 transactions per second. With the 64-bit version of SQL Server 2005 running on Itanium 2 processors, we see no limit to our ability to scale our transaction processing."

—Ron Van Zanten, Directing Officer of Business Intelligence
PREMIER Bankcard

Office SharePoint Server delivers a familiar portal interface that provides document management, indexed search functionality, navigation features, RSS support, and social networking capabilities such as wikis and blogs to help your people connect and collaborate.

Enterprise Applications

Enterprise applications are at the core of your business. But without an integrated platform, your people lack easy access to the information and systems that help them get their jobs done. If you and your partners run multiple systems that hold key business data, your employees are stymied as they attempt to have real-time visibility into business processes.

Microsoft solutions give you a cost-effective way to integrate enterprise applications into a single platform. By adding Microsoft BizTalk® Server and Office SharePoint Server, you can take advantage of your existing investment in SQL Server and realize:

Real-time visibility—by connecting all aspects of your business, both within your organization and across your extended supply and value chains.

Lower costs and increased efficiency—by reducing manual steps to integrate data and processes.

Better managed and streamlined supply chain—through the automation of key processes.



For information on Microsoft's enterprise application and next-generation Web solutions, visit www.microsoft.com/applicationplatform



Fidelity National Real Estate Solutions saves U.S. \$1.4 million with Web solution

Fidelity National Real Estate Solutions in the United States wanted the fastest possible time to market for a consumer-oriented Web site for the U.S. residential real-estate market. It turned to Microsoft partner Neudesic and to Microsoft technologies such as Microsoft Visual Studio Team System 2008, Virtual Earth, SQL Server, Windows Server 2008, and Silverlight. The result—www.cyberhomes.com—went into production in just four months and cost approximately U.S. \$1.4 million less to develop than it would have cost using other technologies. The site

delivers customized content 10 times faster than older technologies would and features stunning mapping imagery overlaid with rich data and visually appealing animation. Consumer response is positive: Visitors spend an average of 30 minutes per visit to the site—four times the typical visit on competitive sites.



For more information on Fidelity's new Web solution, visit www.microsoft.com/09customerstoryguide



Software-plus-Services and the Power of Choice

Microsoft is building on years of technology innovation by extending personal computing to include the PC, the Web, and an ever-expanding array of mobile devices. Microsoft's Software-plus-Services approach combines cloud services with local software to help organizations seamlessly connect across PCs, devices, and the Web.

Choice

Software-plus-Services combines the best aspects of software running on PCs, servers, and devices with the best aspects of services running on the Web. Software-plus-Services also recognizes that for most organizations, the ideal way to build IT infrastructure is to find the right balance of applications that are run and managed within the organization and applications that are run and managed in the cloud.

This balance varies by organization. A financial services company may choose to maintain customer records within its own data center to provide the extra layers of protection that it feels are needed to safeguard the privacy of personal information. However, it may then outsource IT systems that provide basic capabilities such as e-mail.

This balance will change over time within an organization, as well. With Software-plus-Services, an organization can move applications back and forth between its own servers and the cloud quickly and smoothly.

When absolute control and customization to address specific business needs are a priority for particular applications—you might choose to use on-premises servers within your own data center.

When you need specialized management and expertise—you might access specific capabilities hosted by Microsoft and our partners.

When you want the benefits of our proven software and robust, secure delivery methods via the cloud—you might choose Online Services from Microsoft hosted in our data centers.

Microsoft has a long history with software solutions in the enterprise. Now with our sizable investments in Online Services and devices, no technology company is better positioned to deliver on the vision of Software-plus-Services.



To see the full story on Software-plus-Services, visit www.microsoft.com/softwareplusservices

Microsoft Online Services

Microsoft Online Services complement capabilities to your end-user desktops. Our Online Services are delivered via a subscription and offered over the Web. These Online Services complement your existing Microsoft on-premise solutions for users with rich desktops as well as for users accessing applications via a Web browser.

Business Productivity Online Suite

A key component of Microsoft Online Services is our Business Productivity Online Suite. The services in this suite include Exchange Online, a messaging solution based on Microsoft Exchange Server 2007; SharePoint Online, a collaboration solution based on SharePoint Server 2007; Office Communications Online, an instant messaging and presence solution based on Office Communications Server 2007; and Office Live Meeting, a Web conferencing solution. We also offer Dynamics CRM Online, an on-demand customer relationship management service hosted and managed by Microsoft, and Exchange Hosted Services, hosted services for e-mail filtering, encryption, archiving, and continuity assurance. All these services are hosted at our data centers and delivered over the Internet, allowing you to realize cost savings through lower capital and administrative costs.



For more information on Microsoft Online Services, visit www.microsoft.com/online


WHAT'S NEW:



Businesses desire the flexibility offered by a choice of deployment for their applications. But whether an application is deployed in the cloud, on premises, or a combination of both, a consistent application platform underpinning the applications provides compelling benefits to everyone.

The Azure Services Platform combines Windows Azure, our cloud operating system, with developer services, including Live Services, Microsoft .NET Services, and Microsoft SQL Services, to create a comprehensive platform that resides in Microsoft's network of data centers. Whether you are building new applications, augmenting established systems, or connecting with trading partners, you can take advantage of the Azure Services Platform to do it quickly and inexpensively and across a range of connected devices.

Windows Azure is a cloud services operating system that serves as the development, service hosting, and service-management environment for the Azure Services Platform. Windows Azure provides your developers with virtualized computation and scalable storage to host, scale, and manage Web applications on the Internet through Microsoft data centers.


 To experience the Azure Services Platform, visit www.microsoft.com/azure

Microsoft Data Centers

Microsoft is one of the largest data-center operators in the world, housing hundreds of thousands of servers in our facilities. We have designed our data centers to grow with the demands of our Online Services customers. We know that trust is critical, and we are dedicated to keeping our customers' data and our sites secure, our servers available and reliable, and our performance consistent.

As part of our commitment to environmental sustainability, we use the latest innovations in technology and construction to maximize efficiencies and take advantage of alternative energy sources. In our Quincy, Washington (U.S.), data center, we use hydroelectric power, an ecologically sound choice that significantly reduces our energy costs. In our Dublin, Ireland, data center, we use outside air for cooling, and in our San Antonio, Texas (U.S.), facility, we use recycled water to cool the data center.

Our vision for the future of data centers includes modular facilities and the flexibility of containerized servers. The modular "building blocks" include prefabricated mechanical, electrical, and security components. New facilities can be built incrementally and deployed in only three to six months, reducing capital costs and construction, packaging, and energy waste.

 For more information about Microsoft Data Centers, visit www.globalfoundationservices.com

Energizer accelerates productivity with Microsoft's Business Productivity Online Suite

Energizer Holding, a global consumer goods company with business operations in 165 countries, wanted to accelerate the benefits of software innovation while bringing standardization and cost control to its computer environments. Energizer implemented an Online Services solution for communication and collaboration. Users receive the productivity benefits of the latest version of Microsoft products sooner and at a predictable cost. In the meantime, valuable IT staff has been freed up, allowing them to better support the business. Energizer's solution consists of:

Exchange Online

Hosted management of Microsoft Exchange and Microsoft Outlook®-based e-mail was rolled out gradually. Starting with just 10 mailboxes a day, Microsoft technicians eventually scaled to 1,000 a day.

Office SharePoint Online

Energizer's SharePoint-based forum gives its employees around the globe a single Web site from which they can access company intranets, share documents and folders, and collaborate on team projects. It also provides a searchable view of corporate information across the global enterprise in a multilingual format.

Office Communications Online

Energizer's employees can communicate anytime from any location and reach decisions faster with instant messaging and presence-awareness capabilities delivered through Microsoft Live Communications Server.

 Read more about how Energizer benefits from the Microsoft Business Productivity Online Suite at www.microsoft.com/09customerstoryguide

Microsoft's Solutions Approach

Our enterprise solutions are about one thing—solving the business challenges you face every day. We listen carefully to what industry leaders tell us about IT, and we invest in solutions to meet these needs within specific industries. Our people-ready technology solutions are designed to provide your organization with long-term stability and maximum agility in response to the evolving needs of your industry.

Our solution areas are groupings of solutions made up of Microsoft technologies and partner resources. We have more than 100 solutions designed around the key business priorities of large organizations.

Growing customer relationships—The need to attract, acquire, and retain high-value customers through differentiated experiences.

Accelerating innovation—The ability to stay competitive by accelerating new product and service development and go-to-market success.

Driving corporate performance—The aim of improving business and financial performance with better business insights.

Managing governance, risk, and compliance—The process of simplifying regulatory compliance and increasing business transparency.

Improving operations—The work to increase efficiency and streamline processes and value-chain integration.

Tailored for Your Industry

Our solutions not only address generic business priorities, but also answer the most pressing business concerns within your specific industry. For example, consumer goods organizations want solutions that formalize the innovation process so that they can determine which ideas are worth investing in and then evaluate projects based on strategic objectives. Financial services organizations are looking for solutions to help them develop more effective controls to better manage

compliance efforts. And healthcare organizations need solutions that facilitate patient and physician collaboration, resulting in improved communication and better care. We have developed solutions to address these challenges so that organizations can turn bright ideas into strategic value.

As part of our commitment to understanding your requirements, we have industry experts to develop solutions that are increasingly relevant to your business. Along with your account team, our people work with partners, key industry associations, and industry standards bodies to better understand and solve your business challenges.

Inside Expertise with Microsoft Services

As you consider new solutions, you can always rely on Microsoft Services to help with the process. Our Services group provides architecture and planning, technology consulting, and enterprise support to make what's possible with Microsoft technology real for your organization. Microsoft Services has the latest expertise straight from the source and is committed to ensuring your success by transferring this knowledge directly to your people.

Our services are designed to help you reduce risk and accelerate deployment through our consulting and support portfolio. Together with our worldwide partners, we also provide a wide range of industry-oriented services.

INDUSTRY FOCUS			
SECTOR		INDUSTRIES	
	COMMUNICATIONS	<ul style="list-style-type: none"> • Media and Entertainment 	<ul style="list-style-type: none"> • Telecommunications
	DISTRIBUTION AND SERVICES	<ul style="list-style-type: none"> • Consumer Goods • Hospitality 	<ul style="list-style-type: none"> • Professional Services • Retail
	FINANCIAL SERVICES	<ul style="list-style-type: none"> • Banking • Capital Markets 	<ul style="list-style-type: none"> • Insurance
	MANUFACTURING AND RESOURCES	<ul style="list-style-type: none"> • Automotive • High-Tech • Oil and Gas 	<ul style="list-style-type: none"> • Pharmaceutical • Utilities
	PUBLIC SECTOR	<ul style="list-style-type: none"> • Government • Education 	<ul style="list-style-type: none"> • Health

MICROSOFT SERVICES

Unilever brand implements new infrastructure to increase availability, productivity

Global manufacturer Unilever produces some of the world's most recognized consumer brands, including Flora, Bertolli, Dove, Lux, and Pond's. Unilever has strong local roots in more than 100 countries. The 18-member Global Solutions team within the Unilever IT department manages e-mail, Active Directory®, and other services delivered globally to the entire Unilever workforce. In 2003, the team was using aging and unreliable client applications along with a legacy e-mail system and central directory based in Windows NT®. To remedy the situation, the Unilever IT department decided to migrate the company to an updated Microsoft platform. This change involved deploying the Windows XP operating system on all desktops and implementing

the Active Directory directory service, Microsoft Office Live Communications Server 2003, Microsoft Exchange Server 2003 messaging and collaboration software, and more.

Unilever engaged with Microsoft Premier Support to take advantage of our team's experience and knowledge and to successfully migrate 87,000 users at Unilever to Exchange Server 2003 and desktops running Windows XP. The new Microsoft platform has dramatically reduced downtime and increased user productivity. For example, the new messaging and collaboration system built around Exchange Server 2003 features an uptime that approaches 100 percent. With support from Microsoft Services,

Unilever has achieved an efficient work environment that enables business users to stay focused on their jobs.

With the new infrastructure in place, Unilever continues to enjoy a close relationship with Microsoft. When a technical issue arises with a Microsoft technology, our Technical Account Managers ensure that Unilever receives swift problem-resolution services. The Technical Account Managers escalate the issue to the appropriate team of Microsoft experts, who promptly resolve the issue.



For more information on Unilever's services solutions, visit www.microsoft.com/09customerstoryguide



COMMUNICATIONS

Media and Entertainment • Telecommunications

As business models continue to shift and transform throughout the Media and Telecommunications sector, maintaining your competitive edge demands that you anticipate and respond quickly to a wide variety of market challenges and trends. The solutions we offer are specifically designed to address changing business models and market dynamics, helping you to streamline workflows, maximize efficiency, access and protect business assets, speed up application and services integration, and gain deeper insights into your business.

Today's Trends

Rapidly evolving business models

In response to a rapidly changing industry, service providers need to generate new, value-added services, bring them to market quickly, and manage network and business operations more efficiently. For content providers, the challenge lies in identifying new opportunities (digital advertising or online searches, for example), monetizing content, and improving development and distribution workflows. Our communications solutions specifically address your need to evolve quickly while reducing both operating and capital expenses.

Expanding delivery options

Attracting and retaining new customers today means bringing new services and rich, interactive content to market swiftly and seamlessly and delivering your product or service on a growing number of devices, channels, and platforms. Microsoft solutions will help ensure that you achieve that needed continuity across a variety of delivery devices, providing your customers with what they need when and where they need it.

Greater demand for personalized customer service

For service providers, the ability to maintain a loyal customer base rests increasingly on offering specifically targeted service bundles accessible through multiple channels (handsets, kiosks, retail stores, and more). Content providers, in addressing the demand for "connected entertainment" experiences, must expand their delivery channels and integrate their content and business systems to better manage customer profiles. Microsoft solutions support these improvements and more by allowing you to aggregate real-time customer data in a single user interface, automate cross-application processes, and expand customer service to the wide variety of delivery channels in use today.

COMMUNICATIONS SOLUTIONS

Combining our experience developing enterprise technologies with the industry-specific knowledge of our valued partners, we offer communications solutions that work within a cost-efficient IT infrastructure to help solve your most pressing business concerns.

SERVICE PROVIDER SOLUTIONS

Business Intelligence for Service Providers
Billing and Customer Care

MEDIA AND ENTERTAINMENT SOLUTIONS

Media Business Management
Digital Content Management
Digital Media Experiences
Search and Monetization

Communications Solutions in Action

Microsoft Media and Entertainment and Telecommunications solutions will help you achieve business goals and take full advantage of where your industry is headed. The solutions described here are just a few of the many offerings that address the business and technology needs of the Communications sector.

Business Intelligence for Service Providers

Integrating business insights and predictive analytics to improve your bottom line

Which subscribers spend the most on services? Which dilute your profits? Which services improve subscriber loyalty? Which are underutilized? Your organization may have enough subscriber data stored in enterprise resource planning (ERP) systems, customer relationship management (CRM) systems, database warehouses, and other business systems to answer these key strategic questions. But when those systems operate in isolation, finding, sharing, and analyzing that data can be expensive, complex, and time-consuming.

Our Business Intelligence for Service Providers offers cost-effective, end-to-end solutions that overlay your existing IT systems and aggregate disparate information into a single view.

Rich analytics allow your analysts to see and understand who is using which services, as well as how, when, and where

the services are being used. By enabling your organization to analyze customer demographics, purchase patterns, and turnover, our solutions enhance and hasten your return on investment. Gaining deep insights into processes and subscriber behaviors will ultimately help you achieve greater efficiencies and increase profitability and market share.

Billing and Customer Care

Improving customer experiences and leveraging existing relationships to cross-sell new services

In the telecommunications industry, customer satisfaction has become the single most influential factor in attracting and retaining subscribers. This means that your contact center, Web site, and retail stores have an even greater responsibility in facilitating a satisfying customer experience and maintaining the financial health of your business.

As once distinct industries continue to blend together, the need to offer new products and features for voice, mobile, and data services will become even more critical to the viability of your business. What's more, you must deliver these

Communications provider cuts costs and unifies communications with an integrated Microsoft solution

Global Crossing provides Internet Protocol (IP) telecommunications services to customers worldwide. The company's nearly 5,000 employees, who often work in teams that are distributed around the globe, were challenged by the need to communicate more effectively. Global Crossing addressed this problem by deploying the Microsoft Unified Communications platform to provide users with a consolidated messaging environment for voice; e-mail; instant messaging and presence; and audio, video, and Web conferencing. By deploying the Microsoft solution, the company

has reduced costs, vastly improved employee communications, and helped boost employee efficiency. The project is expected to produce annual benefits of U.S. \$4.3 million when fully deployed and is expected to pay for itself within seven months.



For more information about Global Crossing's Unified Communications solution, visit www.microsoft.com/09customerstoryguide

"We've seen some immediate savings...It's more cost-effective to deploy and manage voice over IP using Office Communications Server 2007 than via IP-PBX solutions."

—Bill Haskins, Director of Collaboration Products
Global Crossing

new services rapidly and flexibly—both as individual services and as bundled packages—and support them through outstanding customer service. And although these new offerings will enhance your competitive advantage, the key to honing that advantage lies in providing your customers with a variety of efficient, satisfying ways to activate, configure, use, and adapt their service bundles.

We understand that when it comes to customer-care applications, flexibility and cost-effectiveness are critical to accelerating deployments and maximizing profit. That's why our CRM solution works:

The way you do—integrating powerful capabilities through the familiar Web browser or Outlook-based environment your people use every day, putting the information they need right where they need it, when they need it.

The way your business does—supporting all your key processes, regardless of their complexity, and providing powerful reporting and analytics tools that allow you to measure efficiency and productivity.

The way technology should—by being quick to deploy, easy to manage, and simple to customize and extend, benefiting both your staff and your customers.

Media Business Management

Providing support for new business models and services in a rapidly evolving marketplace

To address the needs of Media Business Management, Microsoft offers a combination of solutions that provide market-leading capabilities and have the flexibility required



to extend functionality and integrate with your existing IT systems.

Media Business Intelligence

Business Intelligence solutions built on Microsoft technology can improve your insights—and your bottom line. With our solutions, your people gain highly secure, shared access to timely, accurate information, as well as the capability to track and measure performance against company goals through key performance indicators, personalized scorecards, and reports, allowing for faster, fact-based decision making in today's rapidly changing media industry.

Telecom firm tops customer-service poll after increasing customer-service responsiveness

Vodafone Iceland's commitment to customer service prompted the organization to review its disparate customer relationship management architecture. As many as 18 back-office and 14 customer-facing systems—with little integration between them—hindered user efficiency and responsiveness. The company worked with Microsoft Gold Certified Partners PerSight, Applicon, and Kögun to implement Microsoft Dynamics CRM 3.0. The software works with add-on solutions to consolidate customer data and

place it at users' fingertips, helping them resolve 95 percent of the customer queries the first time. The organization has since topped a nationwide customer-satisfaction index and dramatically increased its sales.



For more information about the success of Vodafone Iceland, visit www.microsoft.com/09customerstoryguide

"Since completing the Microsoft Dynamics CRM project, we have seen our sales increase by approximately 20 percent. [That's] around U.S. \$21 million."

—Jóhann Haraldsson, Head of Business Support Systems
Vodafone Iceland

Broadcast Business Management

As your network of clients, vendors, and partners grows, so does your need to efficiently share information and content throughout your business. These powerful solutions enable broadcasters and production companies to manage resources, licenses, program schedules, and libraries with a single, integrated system.

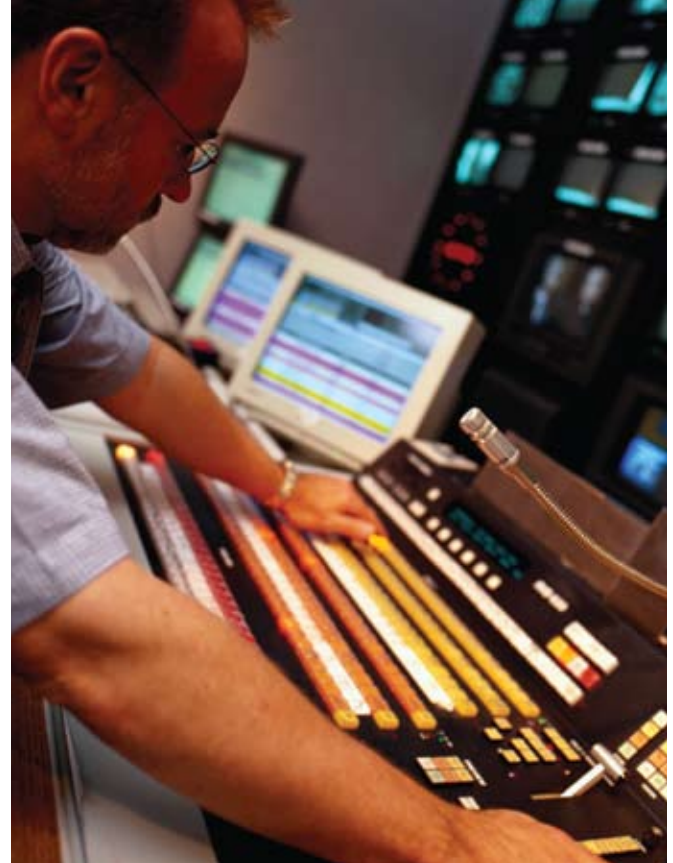
Advertising Business Management

More advertising dollars have shifted to Internet and mobile media campaigns, and managing transactions and coordinating business and content-management functions are becoming more complex. You need innovative ways to streamline operations and deliver a measurable return on your advertising investment. These solutions automate core business processes, simplify information sharing, and increase Business Intelligence capabilities, enabling you to deliver greater value to advertisers while maintaining or growing your own profits.

Digital Content Management

Connecting people, processes, and rich content

Digital technology and the Internet continue to transform the media and entertainment industries, challenging old ways of doing business and opening opportunities for new business models to emerge. To successfully address these challenges,



you need a Digital Content Management solution that will bridge gaps in the workflows between content production and business departments without rendering your existing systems and infrastructure obsolete.

Digital Content Management solutions based on Microsoft technologies provide far more than a hyper-efficient,

Media giant enhances efficiency and cross-company collaboration through standardized portal system

As an entertainment company, MTV Networks (a division of Viacom) relies on the free flow of ideas and content. Unfortunately, its first-generation portal infrastructure didn't allow employees to publish content without involving IT personnel. As a result, many groups deployed their own portal solutions, leading to issues with backup, recovery, and scalability. Needing a single portal solution to support the entire division, MTV Networks standardized on Microsoft Office SharePoint Server 2007 and

deployed a new intranet portal, a Viacom corporate portal, and multiple Internet sites. Today, self-service content publishing enables groups across the company to communicate better, while rich search and collaboration features are helping employees worldwide find and share information. Thanks to Office SharePoint Server, MTV Networks is benefiting from a standardized portal platform that delivers new capabilities in a reliable, scalable, and cost-effective manner and will serve the company into the future.



To learn more about how MTV Networks benefited from its SharePoint Server solution, visit www.microsoft.com/09customerstoryguide

easy-to-use, file-based content management system.

Our solutions empower you to:

Integrate new media services—so that you can distribute to new channels, meet new market demands and competitive challenges, gain first-mover advantages in the marketplace, and become a more valuable partner to your media-company customers.

Streamline production and post-production processes—and increase their transparency for real-time insights into your business.

Maximize flexibility—by eliminating manual processes, packaging media to meet specific metadata requirements, and adjusting workflows as your business needs change.

Lower your total cost of ownership—by building on your existing Microsoft investments, speeding user acceptance, integrating with current infrastructure and third-party solutions, and facilitating the reuse of content.

Work with existing third-party systems—by taking advantage of Microsoft SQL Server, Microsoft Office SharePoint Server, Active Directory Services, Windows Workflow Foundation, and other Microsoft products and technologies.



To learn more about all of our Communications solutions, visit

www.microsoft.com/mediaandentertainment

www.microsoft.com/serviceproviders

Korean gaming company bases strategic direction for database management on SQL Server 2008

CJ Internet is the first company in the digital content industry in Korea to turn online gaming into a successful business model. The company is based in Seoul, Korea, employs more than 580 people, and runs the largest gaming portal in the country, with more than 25 million members. Previously, CJ Internet was running Microsoft SQL Server 2000 and Microsoft SQL Server 2005 as its enterprise data platform and SQL Server 2000 as its data-management infrastructure for internal business and customer service. In August 2008, the company began testing potential issues in its existing enterprise data management with the technical solutions available in SQL Server 2008.

As a result of its findings, the company was able to establish the mid- to long-term direction for its investment in database management and operations, noting that the solution would reduce the company's total cost of ownership, increase its data storage flexibility, and improve overall security. Based on these anticipated

benefits, CJ Internet plans to move its infrastructure to Windows Server 2008 and SQL Server 2008 by 2010.



For an inside look at CJ Internet's findings, visit www.microsoft.com/09customerstoryguide

"With SQL Server 2008, we can compress all data at the database level, regardless of size...[making] SQL Server 2008 more advantageous than third-party tools in terms of management efficiency as well as technical support."

—Lee Jae Jin, Team Leader, Development Operation Division
CJ Internet



DISTRIBUTION AND SERVICES

Consumer Goods • Hospitality • Professional Services • Retail

Consumers, customers, shoppers, and guests are increasingly engaged in the digital world—at work and at home. Having instant access to information and experiences from a variety of devices influences their expectations of the organizations they do business with. For distribution and services organizations, these trends offer an excellent opportunity to provide a connected experience: building relationships, creating customer intimacy, and motivating loyalty. With our understanding of both consumer and industry elements, Microsoft and our partners provide solutions that help you connect with consumers, connect your channels, and connect your enterprise. The use of technology to enable a connected experience is even more important in light of current trends impacting the Distribution and Services sector.

Today's Trends

Challenging economic conditions

Today's economic climate requires strategic use of technology to reduce costs and drive innovation. Organizations seek ways to use technology to gather real-time information about cost drivers in order to reduce costs such as travel, training, IT hardware, and systems management. And they are looking for ways to grow top-line revenues through effective marketing and development.

Globalization

Diminishing trade barriers, increasingly global enterprises, and the rapid expansion of new markets provide a tremendous opportunity for growth. At the same time, trends in global sourcing are blurring geographic boundaries. More than ever, you need systems that connect you with customers and suppliers throughout the world while taking into account the specific dynamics associated with operating in a particular geography.

Consumer centrality

The industry's focus is on customers and customer experiences, and consumer technology is evolving to satisfy demands for personalized experiences. Technologies like natural user interfaces and models such as social networking offer new ways to connect with your customers.

Social and environmental responsibility

With increased consumer demand for socially responsible business, many organizations have green agendas that address energy demands, alternative fuels, renewable resources, and waste management. Technology helps reduce your carbon footprint by allowing you to transition to a paperless environment and by promoting IT energy savings through virtualization and optimization.

DISTRIBUTION AND SERVICES SOLUTIONS

Combining our strength in enterprise technologies with the industry-specific knowledge of our valued partners, we offer solutions for the Distribution and Services sector that work within a cost-efficient IT infrastructure to help solve your most pressing business concerns.

CUSTOMER EXPERIENCE

- Store Systems
- Property Management
- Guest Experience
- Customer Relationship Management and Loyalty
- Client Workspace
- Opportunity Management
- Marketing Effectiveness

PRODUCT AND SERVICE INNOVATION

- E-Commerce
- Knowledge Management
- Innovation Management

CORPORATE PERFORMANCE MANAGEMENT

- Business Insight
- Practice Performance

GOVERNANCE, RISK MANAGEMENT, AND COMPLIANCE

- Enterprise Content Management
- Client Acceptance

OPERATIONAL EXCELLENCE

- Team Workspace
- Manufacturing Operations
- Supply Chain Visibility and Collaboration

Distribution and Services Solutions in Action

Microsoft Distribution and Services solutions will help you achieve business goals and take full advantage of where your industry is headed. The solutions described here are just a few of the many offerings that address the business and technology needs of the Distribution and Services sector.

Business Insight

The right information at the right time

Most organizations are combating information overload as they try to make sense of the data they collect. To make faster and smarter business decisions, you need to organize, access, and analyze this high volume of data and share it with employees across your organization.

Microsoft's Business Insight solutions address these challenges in areas of your business such as enterprise performance management, supply-chain optimization, financial management, campaign optimization, and more.

Our Business Insight solutions give you:

- Real-time access to information plus reports and analysis of critical business data.
- Role-based information at any time on any device.
- Business activity monitoring through key performance indicators, alerts, and other notifications.
- Information to identify cost drivers and make cuts where appropriate.

These solutions integrate business intelligence with your business applications, making it part of your existing workflow. A familiar user interface can be personalized to fit individual roles and work styles, and our systems can be integrated across the Web, mobile devices, and desktops. Because most information is in legacy systems, our interoperable solutions are a cost-effective way to quickly gain valuable insights about your business.

Innovation Management for Consumer Goods

Connecting consumers, social networks, suppliers, partners, and employees with innovative products and services

Microsoft's Innovation Management solutions connect the knowledge and ideas of your employees, partners, suppliers, customers, and social networks through a systematic process.

Microsoft Innovation Management solutions are built on a flexible platform that can be customized to support

Enterprise Rent-A-Car upgrades IT environment for increased security, user productivity

With more than 64,500 employees worldwide, Enterprise Rent-A-Car always looks for new methods to keep its team supplied with tools that enhance efficiency and customer service. To that end, the company is making adjustments to several portions of its IT infrastructure—including the implementation of a new intranet portal based on Office SharePoint Server 2007, an operating system upgrade to Windows Vista, and a messaging system upgrade to Microsoft Exchange Server 2007—to increase collaboration and the

overall manageability of the knowledge-worker computing environment. These IT improvements add another layer of security and increase system manageability while furthering the company's service commitment to its employees and customers.



For more information on Enterprise's success, visit www.microsoft.com/09customerstoryguide



your existing processes and integrated with your line-of-business systems, enabling you to get the most out of your technology investments.

Our solutions address the challenges of innovation and allow you to manage related processes with greater transparency, coordination, and discipline. They are built around three key aspects of the innovation process and include an integrated enterprise project management and business productivity infrastructure with capabilities for collaboration, unified communications, business intelligence, enterprise content management, and enterprise search.

Ideation and knowledge capture—Microsoft solutions allow you to increase the quantity and quality of ideas through collaboration tools that help employees garner feedback, gauge interest, and work in teams.

Collaboration and knowledge management—Turning ideas into sanctioned projects requires a solution that connects key stakeholders inside and outside your organization. Our solutions enforce process structure and discipline without stifling innovation and help you manage all the digital content in the process.

Project and portfolio management—A structured project allows you to track real-time progress and effectively evaluate the project based on your strategic objectives, operational parameters, performance metrics, and macro trends. With this information, you can make informed decisions to optimize your budget and resources to meet market demands.



Guest Experience for Hospitality

Creating a high level of guest satisfaction and loyalty

Everyone in the hospitality business knows that it's all about the guest. But what has changed recently is the length to which organizations must go to solidify their relationships through the guest experience.

Office products company boosts innovation and collaboration, cuts cycle time in half

ACCO Brands, based in Lincolnshire, Illinois (U.S.), is the global leader behind Swingline, Kensington, and other office products brands. The company wanted to improve innovation and collaboration and standardize product life-cycle management to speed time to market, reduce costs, and further enhance product quality. ACCO Brands adopted a Microsoft .NET-based Innovation Management solution from Aras, a Microsoft Gold Certified Partner, and cut cycle time by more than 50 percent, accelerating time to market.

Speed isn't the only benefit that ACCO gained from this solution; greater innovation and product quality were others. The solution, which runs on Windows Vista, Windows Server 2008, and Microsoft SQL Server, provided ACCO managers and engineers with greater visibility into customer issues and supplier quality, giving them quantifiable data to use as a basis for new product innovations that can increase customer satisfaction.

Another benefit of this solution was a single, centralized workspace for product

management. Engineers, designers, and manufacturing personnel in Asia, Europe, and the Americas now work from the same controlled files accessed over a secure Internet connection. ACCO took advantage of the solution's Web-based user interface to collaborate with suppliers around the world.



To read about ACCO Brands' exciting innovation process, visit www.microsoft.com/09customerstoryguide

Communication is crucial in your data-intensive, real-time, often geographically dispersed organization. Scheduling is a constant challenge, too, leaving little time to determine how to increase your employees' productivity or your profitability. And rapidly evolving trends in consumer technology require you to invest in hardware and systems to attract and retain guests.

Microsoft's innovative Guest Experience solutions support collaboration; offer purchasing, in-room, common-area, and conference-area services; and include mobility, high-speed Internet access, and self-service applications. These solutions feature the latest technology, both systems and hardware, to keep your employees and guests connected. And when your guests feel connected to information and people, they are more likely to return again and again. Microsoft Guest Experience solutions offer you:

Integrated communications and collaboration—

Microsoft's instant messaging, e-mail, Web conferencing, and telephony applications can be used to integrate legacy systems, enabling your people to work more efficiently to increase revenue and guest satisfaction.

Access to information and people—Team sites, store workbenches, and role-based portals provide a single, integrated environment where information can be centrally

controlled with greater ease and agility. Your people can delight guests by providing quicker response times to requests and share customer information among multiple properties to help drive sales.

Team Workspace for Professional Services

Improving client service with easy access to information

As professional services firms scale their services to address increasing client needs, they face challenges associated with managing a distributed workforce. To translate information into business value for your clients, our Team Workspace solutions help you reduce coordination and communication challenges, allowing your teams to improve collaboration on client projects.

Our Team Workspace solutions deliver user-centric views into client projects by consolidating access to team members, plans, content, and communications in one easy-to-set-up project collaboration portal. Using Microsoft's integrated infrastructure enables you to make the most of information and streamline organizational complexity, keeping your teams up to date and connected on a project regardless of location or time of day. With Team Workspace solutions you can:

Sheraton creates experience for guests to connect digital work style and social lifestyles

To help differentiate itself from its competitors, Sheraton Hotels & Resorts developed a new initiative for its guests and used a Guest Experience solution from Microsoft to bring it to life. "Link@Sheraton experienced with Microsoft" transforms underused lobby space into a destination within Sheraton hotels—a digitally connected, social gathering spot where guests can work, relax, and connect with others while traveling alone.

Link@Sheraton provides free wireless Internet service for guests' portable

computers, as well as Internet-connected desktop computers with flat-screen monitors and Microsoft keyboards, mice, and webcams. Link@Sheraton also features a Sheraton/Microsoft cobranded Web portal that delivers information about local entertainment, events, and weather and offers Microsoft Live Search and other online services. From the portal, developed with Microsoft Expression Studio, Silverlight, and the Windows Presentation Foundation, guests can create videos of themselves and send a video postcard to family and friends with just a few mouse clicks.

The company plans to open Link@Sheraton in more than 400 locations worldwide. Potential plans include adding social networking services to allow guests to interact with each other through online features such as sharing restaurant reviews and other local commentary, as well as location-based services using Microsoft Virtual Earth mapping software.



Read more about Link@Sheraton at
www.microsoft.com/09customerstoryguide

Keep team members up to date on tasks, issues, and project information—Good communication among team members is essential to the completion of high-quality projects and to client satisfaction. With an integrated workspace solution, everyone involved in a project can stay informed and connected, helping to ensure that schedules are met, issues are addressed, and goals are achieved.

Retrieve information about cases and clients more quickly and easily—All information related to a project can be shared on a single, integrated Team Workspace—documents, supporting cases and studies, team calendars, lists of specialists who have contributed to the project, and billing information—which means less time spent searching for client and project information.

Increase mobile worker productivity—It's not only individual team members who benefit from connectivity when off site, but entire teams as well. Real-time communication and peer-to-peer synchronization of data enable teams to move forward confidently with projects.

Share and reuse information to take advantage of your intellectual capital—When teams don't have to generate new documents for each client or project, they can focus their time on responding creatively to unique client needs.

Store Systems for Retail

A competitive advantage with enhanced customer experience and efficient store operations

Retailers run on very tight margins. Most of their IT resources are devoted to sustaining existing capabilities; only a few resources are available for new capabilities and even fewer to support in-store IT. Store systems must be easy to use and run without local support.

Microsoft's Store Systems solutions are manageable, cost-effective, and designed to work well together and integrate smoothly with your existing platforms and applications. This solution covers four key areas:

Point-of-service—Point-of-service (POS) devices provide store staff with the flexibility and access they need to meet customer demands. No longer limited to the traditional cash register, POS devices can provide a large range of applications and form factors.

Self-service technology—While self-service systems cannot replace personalized customer service, they are convenient and offer your consumers fast, reliable service. This technology includes systems for self-checkout, personal shopping assistants, price checkers, kiosks, and other customer-utilized devices.



Store operations management—These systems enable you to reduce costs and improve operational efficiencies by automating back-of-the-house functions such as order and inventory management, workforce management, warehouse management, store performance, and others.

Store infrastructure—This set of capabilities allows you to reduce the cost of your store operations. Our solutions include store security, store infrastructure management, and server consolidation.



To learn more about all of our Distribution and Services solutions, visit

www.microsoft.com/consumergoods

www.microsoft.com/hospitality

www.microsoft.com/professionalservices

www.microsoft.com/retail



FINANCIAL SERVICES

Banking • Capital Markets • Insurance

Fluctuations in the financial services industry offer opportunities for smart organizations to evaluate their systems and processes and invest in those that have the most impact on profitability and growth. Organizations that succeed understand that it is wise to monitor business and technology trends and plan investments accordingly. In our work with enterprise organizations, we see these financial services trends and offer technology solutions to proactively address them.

Today's Trends

The consumer is in control

Your customers are increasingly experienced and dictate how they want to be contacted and serviced. They require multiple access points that need to be orchestrated and optimized. IT decisions must reflect consumers who use the latest digital devices and participate in sophisticated online communities.

Information is your business

Cost-effective storage options have opened the door to retaining vast amounts of data. Organizations that effectively mine this data can make better decisions, gain the ability to create tailored customer experiences, and improve customer acquisition and retention.

The value chain is global and regulation is growing

Cross-border loans and investments are on the rise, as are extensive trade with emerging economies and new asset classes. These will continue to increase in the coming years as the world becomes more interconnected. Systems interoperability is critically important in meeting these demands.

Increasing business complexity is the norm

Complex, interrelated financial markets mean that problems within a single sector can spread rapidly. Managing this complexity requires transparency, rapid response, and robust risk management procedures. Organizations that respond to opportunities or issues faster and smarter than their competitors will be more successful.

Execution excellence is critical

An important business trend is execution excellence, and people are the key to this. By recruiting and retaining the best talent and providing them with the right tools to execute your business strategy, you will establish a sustainable competitive advantage. The generation entering the workforce has grown up in a technology-savvy, interconnected world and expects those same tools and the same level of collaboration in its work life to enhance productivity.

FINANCIAL SERVICES SOLUTIONS

Combining our strength in enterprise technologies with the industry-specific knowledge of our valued partners, we offer solutions for the Financial Services sector that work within a cost-efficient IT infrastructure to help solve your most pressing business concerns.

CUSTOMER EXPERIENCE

Advisor Platform
Institutional Client Platform
Branch
Customer Knowledge
Agent/Broker Services

PRODUCT AND SERVICE INNOVATION

Internet Banking
Product Design and Development

CORPORATE PERFORMANCE MANAGEMENT

Portfolio/Investment Management
Customer and Performance Insight

GOVERNANCE, RISK MANAGEMENT, AND COMPLIANCE

Document and Records Management
Regulatory Compliance and Controls
Underwriting
Risk Analytics and Reporting

OPERATIONAL EXCELLENCE

Order Management and Trade Execution
Payments Services Factory
Core Banking
Claims Servicing

Financial Services Solutions in Action

Microsoft Financial Services solutions will help you achieve business goals and take full advantage of where your industry is headed. The solutions described here are just a few of the many offerings that address the business and technology needs of the Financial Services sector.

Advisor Platform

A comprehensive view of your clients for more profitable advisory relationships

Wealth management is a growing field and one that is becoming ever more complex. Clients expect higher standards in customer service, including around-the-clock personalized advice on all of their assets. The number of financial services instruments is growing exponentially as well, making it more difficult for advisors to create, explain, sell, fulfill, and monitor the performance of new offerings. As the number of investors increases globally, financial institutions are looking to capitalize on the growing number of mass-affluent, high-net-worth, and ultra-high-net-worth clients, all of whom expect these institutions to differentiate themselves and compete with superior service.

The key to success is having a holistic view of the client relationship, with access to information across service delivery

channels and lines of business and with the right technology in place so that advisors can decrease time spent on administrative tasks and increase time spent serving clients.

Microsoft's Advisor Platform uses a structured approach to merge disparate information silos, both internal and external, to provide an integrated, multichannel model. Central to the Advisor Platform is the advisor portal, which provides financial professionals with a single, holistic view of their customers and available products and services. The portal includes tools for prospecting and profiling, creating financial plans, and managing wealth over time. It provides team collaboration functions that let financial advisors take advantage in real time of expertise across an institution and outside the enterprise. Plus, it provides automated workflow and business intelligence reporting features that help improve productivity and free advisors from time-consuming manual operations.

Advisor Platform offers you significant benefits, including a higher value per customer, an increased number of customers

Austrian bank boosts productivity by 17 percent with Advisor Platform solution

Austria's largest cooperative bank, Raiffeisenbank Kleinwalsertal, is also one of central Europe's most successful banks. In the last 25 years, private-sector banking has grown, and the demands on Raiffeisenbank Kleinwalsertal and the services it provides have increased. But the customer relationship management solution it used was no longer meeting the bank's needs. With help from Microsoft Certified Partner Hewlett-Packard and First City International, the bank implemented a new Advisor Platform solution based on Microsoft Dynamics

CRM. The bank now has specific modules for asset management strategy, complaint processing, notices about meetings, deadline agreements, and inheritance arrangements. Employees can access information at the touch of a button, improving customer service and boosting productivity by 17 percent.



To read more about Raiffeisenbank Kleinwalsertal's success, visit www.microsoft.com/09customerstoryguide



per advisor, better penetration of new products, improved regulatory compliance, and greater employee satisfaction.

Branch

An integrated, flexible infrastructure to increase sales, reduce costs, and boost employee efficiency

Bank branches need to achieve more effective interactions with customers at a lower cost. For branches, success is defined and measured in part by how effectively they use face-to-face interactions as sales opportunities. An inability to achieve a single view of each customer and access knowledge-rich resources degrades the level of service that branch employees can provide. This, in turn, diminishes customer loyalty and increases customer attrition rates. Microsoft Branch solutions help you integrate channels into a single technology foundation and consolidate and manage technical resources. The solutions we offer in this area support your goal of developing an agile, dynamic IT infrastructure that is based on a well-managed, service-oriented architecture. With Microsoft solutions, you realize:

Increased customer service—With an integrated view of each customer across all channels and the ability to collaborate with remote experts, your employees will become more knowledgeable advisors and better able to cross-sell your key products and services.

Reduced operational costs—With simplified technology management, you're able to increase the performance,

reliability, and responsiveness of existing networks and decrease costs of employee training. And with solutions built on Microsoft's scalable infrastructure, you are better prepared for industry changes.

Improved employee productivity—With real-time access to information and colleagues, your employees can fulfill administrative tasks more quickly and spend more time providing consistent, high-value customer service.

Enhanced security and regulatory compliance—Integrated systems allow you to increase protection of data, centralize backup of crucial files, administer enterprise security at remote sites, and comply more easily with regulations.

Customer and Performance Insight

Transforming data into knowledge to build customer loyalty and long-term profitability

Financial services organizations collect a wealth of information on customers and internal processes. This information can be a golden opportunity for business expansion and differentiation, or it can be lost in disparate systems and left inaccessible to employees who need it.

With our Customer and Performance Insight solutions, Microsoft helps financial services organizations build customer loyalty and long-term profitability by optimizing new products

The world's oldest bank employs a multichannel strategy

Italy's Banca Monte dei Paschi di Siena aims to distinguish itself through its customer service. The bank believes combining technological innovation with a focus on people is the best way to achieve this. The organization plans to grow through an integrated, multichannel strategy allowing it to offer new financial services and products.

Banca Monte dei Paschi di Siena worked with Microsoft using our Branch solutions to develop the branch of the future—a branch that can offer banking tailored to the lifestyles of its customers. Thanks to a solution built on Microsoft BizTalk Server, Microsoft SQL Server, Microsoft Office Communications Server, and the

Microsoft .NET Framework, customers can now conduct their business with the bank using a range of traditional or virtual channels, including instant messaging, Voice over Internet Protocol (VoIP), and videoconferencing. This integrated banking experience boosts customer loyalty and helps reduce infrastructure costs.



For more details on Banca Monte dei Paschi di Siena's success, visit www.microsoft.com/09customerstoryguide

"Communications will be at the heart of the bank of the future, and our work with Microsoft will give our customers the confidence to communicate with us in whichever way they choose."

—Antonio Vigni, General Manager
Banca Monte dei Paschi di Siena

and services. By integrating and analyzing customer data, you can feed customer behavior into product development and marketing and deliver the information your frontline staff needs to enhance customer relationships.

Microsoft offers a complete platform approach to solving these complex needs that can improve overall corporate performance through real-time business insight and data integration. With easy-to-use tools for analysis and monitoring, and in-depth reporting capabilities, these solutions let you strategically address trends in your business performance, IT performance, and customer behavior with a high degree of precision.

Regulatory Compliance and Controls

Effective controls for ease of compliance and competitive advantage

Regulatory compliance requirements are changing as local, national, and international regulations are redefined. Corporate governance and disclosure standards are undergoing significant overhaul, and financial institutions are expected to elevate their efforts to enhance their governance, risk management, and compliance culture, environment, and infrastructure.

Microsoft's Regulatory Compliance and Controls solutions enable financial services organizations to embed controls into everyday activities to make compliance efforts more productive. This solution focuses on people, systems, workflows, and data management to ensure that operational controls are solid and that you are better able to comply with multiple regulations. Our solutions allow you to elevate compliance from a cost of doing business to a strategy that can deliver measurable results and competitive advantages. Our Regulatory Compliance and Controls solutions are:

Integrated—Settings such as access rights, routing, indexing, document holds/expiries, and other controls are tightly integrated with familiar Office applications. Compliance processes become a natural extension of the desktop experience, helping to increase user adoption and compliance.

Flexible and cost-effective—Many of our compliance-related technologies can be used to address a wide range of other business issues, thereby reducing your total cost of ownership.

Interoperable—Our solutions support Web services and industry standards to coexist in heterogeneous environments. Microsoft also provides rich tools and application programming interfaces that allow our solutions to be customized for vertical or compliance-specific requirements.

Sasfin Bank reduces risk, streamlines reporting, and ensures compliance

To maintain its competitiveness against much larger institutions and prepare for compliance with new regulations, Sasfin Bank Limited needed a faster, more accurate, and more complete way of capturing, processing, and sharing customer information. The bank deployed a solution based on Microsoft Office SharePoint Server 2007, Microsoft Office Professional Plus 2007, and XML integration to automate processes and enhance reporting and analysis.

In addition to the training and support benefits from using Microsoft Office products, the solution provides a number of operational and business benefits. It reduces the costs associated with gathering customer data and determining

risk exposure; it provides an easier approach to meeting customer-satisfaction benchmarks; and it streamlines customer-portfolio management. Most significantly, the solution plays a major role in helping Sasfin prepare for compliance with the Basel II Accord.



To read more about the solutions deployed by Sasfin Bank Limited, visit www.microsoft.com/09customerstoryguide

“Before, we could capture only about 30 percent of the customer data we needed for compliance with the pending Basel II regulations in a line-of-business system. Now we can capture 100 percent of such information.”

—Lizande Vermeulen, Basel II Implementation Manager
Sasfin Bank Limited

Risk Analytics and Reporting

Risk practices embedded into everyday activities for faster, more cost-effective analysis

It is imperative for financial services organizations to accurately identify risk exposure at any given time. Without this visibility, the result can be inefficient capital allocation, missed opportunities, and financial loss. Financial institutions are looking at innovative and cost-effective ways to leverage and extend their existing IT investments to adopt risk analytics and reporting best practices.

With Microsoft's Risk Analytics and Reporting solutions, you have a consolidated view of risk across your enterprise and can make smarter capital decisions with regard to that risk. Using our Risk Analytics and Reporting solutions, you can:

Simplify adoption—Our solution is built on the Microsoft Office suite of productivity tools, so it is seamlessly integrated into your existing applications and systems and is readily adopted by users.

Lower cost—Familiar Microsoft Office tools reduce the costs of employee training, and our integrated building blocks help extend your existing components to maximize current investments and allow you to cost-effectively build new capabilities.



Achieve an integrated view of risk—With a surplus of information and multiple risk management silos, it is extremely challenging to get an integrated picture of your risk exposure. Our solution uses the .NET Framework and service-oriented architecture to tie disparate systems together and give employees access to integrated risk exposures in real time.



For more information about our Financial Services solutions, visit www.microsoft.com/financialservices

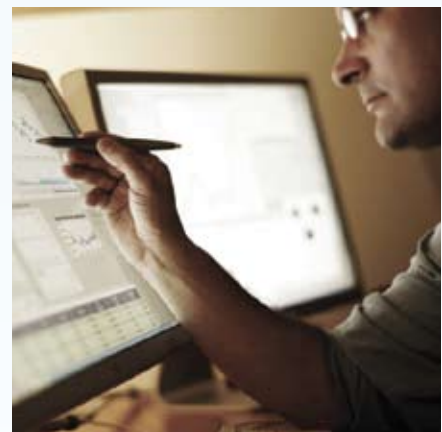
Credit Suisse deploys Sarbanes-Oxley 404 compliance solution using SQL Server

Credit Suisse, based in Zurich, Switzerland, provides investment banking, private banking, and asset management services to clients in more than 50 countries. Because its shares are traded on the New York Stock Exchange, the company had to comply with regulations specifying internal controls introduced by the Sarbanes-Oxley Act of 2002, Section 404. With more than 45,000 employees working around the world, Credit Suisse needed a Sarbanes-Oxley 404 compliance solution that was scalable and that could integrate with its line-of-business operations. Using our Regulatory Compliance and

Controls solutions, Credit Suisse developed a Sarbanes-Oxley 404 compliance application based on a Microsoft SQL Server database that could be accessed across the Web through a portal supported by Microsoft Office SharePoint Server. The solution was developed using Microsoft Visual Studio and the Microsoft .NET Framework.



To read the full case study, visit www.microsoft.com/09customerstoryguide





MANUFACTURING AND RESOURCES

Automotive • High-Tech • Oil and Gas • Pharmaceutical • Utilities

The traditional manufacturing paradigm—based on local manufacturing and vertically integrated processes—is shifting. Today, organizations are moving toward offshore manufacturing, putting operations in closer proximity to their customers. As a result, fluid collaboration, in-depth analytics, and efficiency-driven integration have all become top priorities. We understand that maintaining and growing your business hinges on your ability to quickly address those priorities and have focused our Manufacturing and Resources solutions on simplifying and accelerating the process.

Today's Trends

Emerging economies

Global expansion is reshaping the landscape. The old "one-size-fits-all" manufacturing approach has shifted toward integrated solutions that support "profitable proximity," where profitability and decision making happen close to consumers.

Digital convergence

The digital lifestyle and digital work style are converging. New, role-based solutions built on these technologies vastly increase collaboration and productivity by providing your employees, suppliers, and customers with remote access to information anytime, anywhere, on any device.

The power shift to consumers

Today's sophisticated "consumer communities" demand quality in products and services. Your success depends on solutions that deliver satisfying customer experiences and generate recurring revenue streams.

Sustainability

Escalating costs, consumer expectations, and government regulations are driving a worldwide movement toward sustainable products and services. Collaborative solutions can facilitate your participation with an ever-changing partner network.

Complex regulations

Modern manufacturing laws are expanding the need for IT that enables organizations to efficiently address multiple requirements and avoid the high cost of one-off compliance solutions.

Changing demographics

As workers begin retiring en masse, organizations need to capture and disseminate their accrued knowledge throughout the enterprise and integrate digital technologies that will attract, retain, and maximize the productivity of the new, tech-savvy workers who will fill those vacancies.

MANUFACTURING AND RESOURCES SOLUTIONS

Combining our experience developing enterprise technologies with the industry-specific knowledge of our valued partners, we offer Manufacturing and Resources solutions that work within a cost-efficient IT infrastructure to help solve your most pressing business concerns.

CUSTOMER RELATIONSHIPS

- Sales
- Marketing
- Customer Service
- Customer Insight
- Delivery Solutions (Utilities)
- Retail and Marketing Operations (Utilities)
- Dealer Management (Automotive)

INNOVATION

- Innovation Management
- Product Life-Cycle Management
- Simulation—High-Performance Computing
- Scientist Innovation (Life Sciences)
- Clinical Trial Solutions (Life Sciences)
- Generation and Supply Solutions (Utilities)

GLOBAL SUPPLY CHAINS

- Supply Chain Visibility and Collaboration
- Supply Chain Planning and Execution

OPERATIONS

- Manufacturing Operations
- Upstream Operations (Oil and Gas)

CORPORATE PERFORMANCE AND COMPLIANCE

- Enterprise Resource Planning
- Enterprise Performance Management
- Risk Analytics and Reporting
- Regulatory Compliance and Controls
- Document and Records Management
- Capital Project Management (Oil and Gas)
- Energy Trading (Oil and Gas)

Manufacturing and Resources Solutions in Action

Microsoft Manufacturing and Resources solutions will help you achieve business goals and take full advantage of where your industry is headed. The solutions described here are just a few of the many offerings that address the business and technology needs of the Manufacturing and Resources sector.

Enterprise Performance Management (EPM)

Reducing time to decision

To stay on top, you need to outthink and outperform your competition through accelerated insight, increased transparency, and managed risk. Microsoft's solutions address the full spectrum of EPM needs, helping you to:

Increase business agility and manage risk—Our solutions facilitate enterprise-wide data sharing and analytics through familiar desktop productivity applications, communications tools, and integration technologies, all of which are built on a highly reliable, low-cost infrastructure that most line-of-business applications support.



Manufacturing firm uses productivity technologies to grow global business

Andritz Group, headquartered in Graz, Austria, manufactures machines and plants for a variety of industries. Having grown rapidly through acquisitions and global marketplace expansion, the company's IT infrastructure had become a difficult-to-manage, heterogeneous collection of hardware and software. What's more, its virtual project teams and competence centers did not have a standard, integrated communication, collaboration, or document-management solution. To resolve these issues, Andritz standardized on a suite of easily managed

Microsoft technologies, including Microsoft Office, Exchange Server, Windows Server, and SharePoint Server. The result: optimized global collaboration and a more cohesive, efficient organization that is better able to compete in the international market.



To learn more about the Andritz success story, visit www.microsoft.com/09customerstoryguide

"Manufacturing is our core competency. We don't want to spend a lot of time worrying about our infrastructure. With Microsoft technologies, we will have the freedom to work and collaborate the way we need to."

—Klaus Glatz, Chief Information Officer
Andritz

Expand into new markets—As your business networks grow in complexity, Microsoft technologies can enable collaboration and communication with remote employees and partners while protecting your intellectual property through identity- and rights-management services.

Attract customers and empower employees using Web-based services—Both sales and productivity might increase when you integrate the latest Internet-based technologies into your enterprise environment. Our solutions ensure that you meet strict IT governance standards as well.

Extend the effective reach of your LOB systems—Advances in cloud computing have brought myriad benefits to manufacturing organizations, and Microsoft is ready to support your line-of-business expansion into the cloud by providing servers, client devices, and individual productivity tools, as well as specific cloud-based services.

Manufacturing Operations

Ensuring operational excellence through flexible, integrated operations with high quality and low cost

Linking plant and corporate networks has become vital to streamlining workflows and business processes and to providing views into production, inventories, and maintenance needs. In addition, new technologies continue to boost operational innovation, productivity, compliance, and efficiency. Unlimited storage, broadband, mobility, and

high-performance hardware now allow designers to create, simulate, and analyze products and processes virtually, reducing errors and time to market. Cloud computing and the digital economy have given rise to social networks that allow people to connect, share, and collaborate globally. Natural user interfaces such as voice recognition for hands-free operation, large screen displays with touch mode, and rich presence to facilitate long-distance meetings have vastly improved ease of use and accessibility. New form factors and devices coupled with high-fidelity displays make video and 3D graphics readily available, facilitating a flexible and seamless work experience. Microsoft is on the forefront of these advancements, helping you take full advantage of this ever-evolving set of tools.

Product Life-Cycle Management (PLM)

Managing innovation across boundaries and accelerating time to market

Globalization, the random integration of new technologies, and a decade of mergers and acquisitions have exacted a toll on product life-cycle management for many organizations. Geographically dispersed teams that use disparate systems have trouble sharing data and designs; there is a greater need for communication between designers, developers, customers, suppliers, and partners; the complexities of monitoring

Leading petrochemical manufacturer enhances collaboration and decision making

With 10,000 employees worldwide, U.S. \$18.6 billion in consolidated revenues, and operations on five continents, Lyondell is a leader in the manufacture of commodity chemicals and polymers. It also needed to address the challenges of globalization and rising petroleum prices. Employees needed more powerful communication and collaboration tools that could facilitate real-time feedback loops for decisions about the planning, selection, and allocation of feedstocks, Lyondell's most costly item. IT executives addressed the problem by using Microsoft BizTalk Server and other Microsoft technologies

to integrate manufacturing and process-control applications with upstream line-of-business applications throughout the enterprise. The results: more rapid and strategic decision making, plus annual savings of tens of millions of dollars.



For more details about Lyondell's streamlined collaboration, visit www.microsoft.com/09customerstoryguide

"We see [Microsoft's] solution as the foundation of a long-term approach to optimization that will help Lyondell maintain its competitive edge."

—Kara Achtermann, Manager of Technical Development
Lyondell

product development, compliance, and key product data have increased; and identifying issues before they become risks is more challenging than ever.

Microsoft PLM solutions are designed to help you enable global collaboration. With these solutions, you can more easily manage innovation and engineering; shorten and streamline product development cycles; improve role-based productivity; improve product quality while reducing product cost; eliminate errors and waste in development and manufacturing processes; and drive intelligent, informed business decisions.

Supply Chain Visibility and Collaboration

Orchestrating responsive supply chain networks to maximize efficiency in dynamic markets

Pressure to deliver more innovative products, improve productivity, and respond more quickly to competitors is forcing modern manufacturers to outsource much of their production. This results in a networked supply chain that requires constant communication and collaboration. At the same time, the amount of regulatory data that must be collected across multiple enterprises is growing. As the brand owner, you pay the price when a supply chain partner fails to meet standards.



Microsoft's Supply Chain Visibility and Collaboration solutions provide real-time performance data gathered from the disparate business intelligence, enterprise resource planning, and supply chain planning and execution applications

Web conferencing delivers significant savings at French aircraft manufacturer

Dassault Aviation designs and manufactures business jets and military aircraft. Headquartered near Paris, the company operates 11 sites and employs 8,000 personnel. Support services employees play a critical role by traveling throughout the world to meet with colleagues and clients and resolve complex technical issues. In a pilot scheme, the company deployed Microsoft Office Communications Server to take advantage of integrated, real-time communications, including Web conferencing technology, to reduce costs and increase efficiencies across the business. Web conferencing

saves the company travel expenses, and the company also dramatically increased efficiency by making decisions faster through Web conferencing, presence awareness, and instant messaging.



To see details about the Dassault solutions, visit www.microsoft.com/09customerstoryguide

"With Office Communications Server 2007, Microsoft was able to deliver a collaboration technology that puts us at the forefront of our industry."

—Matthieu Willm, IT Project Team Leader
Dassault Aviation

running throughout your supply network. These solutions significantly improve:

Visibility and performance—through monitoring, performance management, analytics, and scorecarding across an extended supply chain and through supply chain integration across heterogeneous IT systems.

Collaboration—through flexible B2B (business-to-business) and A2A (application-to-application) integration, communication, and process workflows with your partners—including transactional supply chain portals.

Planning—through demand and supply management and sales and operations support within a business intelligence and collaboration framework that spans multiple locations.

Execution—through a logistics, warehouse-management, and supply-chain-execution solution that includes radio-frequency identification and links ERP systems and the shop floor to improve visibility, automate and streamline processes, and enhance performance.

Sales, Marketing, and Customer Service

Working to “observe and serve” customers globally and enable growth through profitable proximity

Success in the sales realm often hinges on maximizing time with customers and minimizing time doing lower-value administrative tasks such as finding and compiling data from multiple sources and manually generating reports. A sales solution based on our innovative software tools effectively enables your sales force to streamline administration and focus instead on acquiring new customers, upselling, building revenue share, and increasing predictability for your business.

For marketing and services, Microsoft solutions provide wide-ranging processes, tools, and technologies that will help your team generate and qualify leads; coordinate distributed marketing resources; monitor advertising and brand campaigns; manage and distribute collateral; conduct database and direct marketing campaigns; and more.



For more information about our Manufacturing and Resources solutions, visit www.microsoft.com/manufacturing

Smart tags improve Honeywell productivity, saving U.S. \$1.5 million annually

Honeywell Transportation Systems, based in Morristown, New Jersey (U.S.), employs thousands of engineers who design engine-boosting systems and other products. Engineers spent hours each week using Windows XP-based desktop computers to consult and retrieve data from a SAP R/3 ERP system and a Linux-based product data management (PDM) application. To increase efficiency, the company's IT staff created an Office Business Application using smart tags—an interoperability feature in Microsoft Office Professional Edition—to create quick links between a Microsoft Office file

and the enterprise engineering systems. Now engineers simply click on a smart tag to instantly access SAP parts data or PDM designs. As a result, Honeywell is making faster decisions, speeding design cycles, and saving U.S. \$1.5 million annually.



For details about Honeywell's increased productivity, visit www.microsoft.com/09customerstoryguide

“It was very easy to integrate UNIX and Linux-based back-end systems with Windows, because smart tags use Web services [that enable us to link] to other operating systems and applications.”

—Jim Schwaller, Senior IT Analyst for IT Emerging Technologies
Honeywell Transportation Systems



PUBLIC SECTOR

Government • Education • Health

While economic growth, globalization, budget pressures, and environmental sustainability are presenting new challenges in the Public Sector, new technologies and services are evolving to address those challenges. At Microsoft, our fundamental goal is to help people everywhere realize their potential and make a greater impact through innovative software. We are deeply invested in understanding the unique demands, priorities, and complex requirements of government, education, and health. Our people-ready technology solutions are designed to provide your organization with long-term stability and maximum agility in responding to the evolving needs of the Public Sector.

Today's Trends

Collaborative, efficient government operations

More than ever, governments are focusing their attention on creating economic growth, containing costs, increasing productivity, and improving citizen services and public safety. Our solutions address those challenges head on by promoting streamlined electronic data collection and use of services and by facilitating information sharing among agencies, departments, and individuals.

Connected classrooms and communities

New technologies continue to open doors for educators who want to provide more engaging, dynamic, and productive educational experiences to their students. Our solutions fully support that goal by helping teachers more easily manage curricula and track student progress, by providing students with new ways to access information and collaborate with peers and instructors, and by enabling administrators to meet reporting requirements and share data with parents and teachers.

High-efficiency, patient-centered healthcare

Rising costs, growing patient demands, and increased regulatory requirements are just some of the factors driving the health industry to perform with unprecedented efficiency. In response, our solutions are specifically designed to influence and enable new health models that empower patients to actively manage their own care and health organizations to control costs and increase efficiency.

PUBLIC SECTOR SOLUTIONS

Combining our strength in enterprise technologies with the industry-specific knowledge of our valued partners, we offer Public Sector solutions that work within a cost-efficient IT infrastructure to help solve your most pressing business concerns.

CUSTOMER EXPERIENCE

Citizen/Constituent Relationship
Management Applications
Citizen, Employee, and Role-Based e-ID
Secured e-Mailbox
Tourism Destination Portals
Anywhere, Anytime Learning (K-12)
Connected Learning Communities
Dynamic Education Infrastructure
Managing the Business of Education
Teaching and Research

PERFORMANCE MANAGEMENT

Emergency Response
Military Messaging
Situational Awareness
Case and Records Management
Enterprise Revenue Systems
Finance, Budget, and Accounting
Integrated Justice
Business Intelligence

PRODUCT AND SERVICE INNOVATION

Connected Health Platform

OPERATIONAL EXCELLENCE

Citizen Services Platform
Caregiver Collaboration
Case Management
Health Portals
Shared Services
Health Information Networks
Claims Processing

Public Sector Solutions in Action

Microsoft Government, Education, and Health solutions will help you achieve organizational goals and take full advantage of where your industry is headed. The solutions described here are just a few of the many offerings that address the business and technology needs of the Public Sector.

Citizen Services Platform

Improving responsiveness, efficiency, and visibility

For years, limited funding and technology have hindered government efforts to move citizen services online, where an immediate benefit could be realized. One practical and effective response to these challenges is to transform the way you deliver citizen services through incremental steps that utilize existing investments and, at the same time, provide a foundation for growth as new needs and initiatives arise. The Microsoft Citizen Services Platform does both, helping ensure that your services reach your entire constituency and enable economic growth and social development.

Our Citizen Services Platform (CSP) is an end-to-end IT infrastructure that provides a highly secure, scalable, easy-to-manage foundation on which you can create applications and customized templates. By supporting



City protects the environment and conserves resources using Citizen Services Platform

To monitor its 3,500 miles of storm sewers, mitigate pollution potential, and track watershed contaminants back to their source, the U.S. city of Houston, Texas, employs approximately 50 investigators dispersed among several departments. This diverse deployment of personnel created multiple challenges. Each department collected and stored data separately, making it difficult for others to access the history of a specific location. Also, investigators from several departments sometimes responded to the same call.

To improve data sharing and overall efficiency, the city determined that it needed a solution that could draw information from multiple databases, support geographic information system data, and improve existing workflow processes, yet be easy and intuitive for

city employees to use. Microsoft and partner Idea Integration worked together to create a Citizen Services Platform solution that uses a collaboration portal featuring the ArcGIS Server (developed by a third party, ESRI) and Microsoft Office SharePoint Server. The resulting system streamlines the city's workflow in multiple ways, allowing employees to send investigation alerts to all the appropriate parties with a single mouse click, attach digital photographs and other documents

to case sites, and conduct online searches to easily mine existing information for reports. What's more, the city's cost of deployment came in 40 percent under budget and four months ahead of schedule.



For a closer look at the City of Houston story, visit www.microsoft.com/09customerstoryguide

"We're always looking for ways to better serve our public. Because employees [have] instant access to more comprehensive data, they'll be providing detailed information more quickly to the people who need it."

—Raj Shah, Project Manager
City of Houston

workflows that happen both on site and on the road, CSP provides the tools and information your people need to increase compliance and accountability, improve organizational processes, and effectively manage and deliver services that support fiscal prudence to citizens.

Secure Unified Communications and Situational Awareness

Making informed decisions

In the midst of military operations and public safety situations, decision makers need timely, secure, and reliable access to information—along with the latest analysis of possible end states and courses of action—to make the most informed decisions at precisely the right moment. Command and Control solutions are built on a robust and security-enhanced Microsoft platform designed for secure unified communications and situational awareness, so military leaders can depend on the accuracy of their communications and confidently recommend appropriate action.

As formal and informal messaging practices converge, defense, public safety, and intelligence organizations need solutions that leverage their existing investments for sending, receiving, and managing record amounts of message traffic

in two ways: organizational traffic such as traditional e-mail and system-to-system traffic such as urgent communiqués sent quickly and efficiently to a wide audience. These organizations also demand solutions that provide end-to-end security in transporting information and controlling each message's prioritization, sensitivity, handling, delivery, and access.

Around the world, Secure Unified Communications solutions serve as the foundation for systems that enable these organizations to issue formal communications with speed and ease, leveraging the familiar interface of Microsoft Office Outlook and their existing Microsoft Exchange infrastructure. Official reports, notices, and other information can now be sent from within Office Outlook with integrity and confidentiality. All messages are fully auditable and can be archived for up to 30 years.

Situational Awareness solutions from Microsoft also deliver mission planning, dissemination of orders, messaging, and data transfer—and aggregate and analyze data and information from multiple sources to give users an accurate, real-time visualization of the battlefield or crisis location, regardless of physical limitations. Situational Awareness solutions enhance the Command and Control decision-making process by helping users understand rapidly changing conditions, execute operational plans, and prepare for future operations.

Mexican ministry improves efficiency and saves 20 percent on IT management

Secretaría de Hacienda y Crédito Público (SHCP), Mexico's Ministry of Finance and Public Credit, has more than 5,000 employees and an annual budget of Ps 547,275,000 (U.S. \$50 million). Continuously looking for ways to decrease operational costs and increase efficiency, the ministry sought to replace its Private Branch Exchange (PBX) system with a VoIP system. Because it was already upgrading to Microsoft Exchange Server, IT managers at SHCP began testing the VoIP, instant messaging, and conferencing capabilities of Microsoft Office Communications Server. Today, those capabilities have helped to improve collaboration between individuals and teams and increased both

end-user and IT productivity. What's more, by moving to a VoIP system, SHCP was able to centralize IT operations and consolidate vendors, resulting in a 20 percent reduction in its IT management costs.



To read details about the ministry's success, visit www.microsoft.com/09customerstoryguide

"Because Office Communications Server saves us time in connecting with the right people...we have more time to spend on developing new processes that improve the efficiency of our organization."

—Carlos Rincón, Director of Administration and IT Services
Secretaría de Hacienda y Crédito Público

Connected Learning Communities

Creating 21st-century educational experiences for all

Our vision for education has evolved in response to the challenges and goals that are common to schools worldwide. This vision entails support for collaborative learning and discovery through connected learning communities. In these communities, administrators can use any Web-enabled device to easily communicate with faculty and staff and readily access, analyze, and report on school operations and student achievement; and teachers have more time, flexibility, and resources to devote to collaborating with students, colleagues, and parents, regardless of their location. Students become more engaged through personalized lessons that complement their digital lifestyles and better prepare them to enter the global workforce; parents gain a more transparent view into their child's education, establishing closer ties with the school community.

Our Learning Gateway framework incorporates Microsoft Exchange, Windows SharePoint Services, and WindowsLive@edu products and services to create an



open platform for flexible, collaborative learning. It allows you to choose the applications that support your school's vision, requirements, and budget while maintaining compatibility with your existing systems.



To see a virtual Learning Gateway environment for yourself, visit www.microsoft.com/education/testdrive

City-wide learning technology raises the quality of education in schools and beyond

In Leeds, England (U.K.), the local education authority supports 100,000 students and 15,000 employees at 259 schools. While most schools already had computer systems in place in 2003, the systems varied, making it difficult to adopt new learning technologies in a standardized, cost-effective way. To unify the technology structure, Leeds education authorities enlisted the help of Microsoft partner Synetrix. Together, they developed the Leeds Learning Network, a solution based on Microsoft Office SharePoint Portal Server 2003 and Active Directory.

The Leeds Learning Network provides users with a secure, consistent e-mail system, a portal for online collaboration, and instant-messaging capabilities. Synetrix also developed Direct Connect, an easy-to-use Web interface that gives

school administrators a way to manage the large user base in a practical and cost-effective way. In 2007, Leeds Learning Network enhanced its Learning Gateway infrastructure with Microsoft Office SharePoint Server 2007 and the SharePoint Learning Kit.

Overall, the Leeds Learning Network has revolutionized the city's schools. Now teachers and students use collaborative online spaces that improve communication and provide personalized learning opportunities that have dramatically increased student participation. For administrators, the Leeds Learning Network supplies a standardized infrastructure that reduces management requirements for individual schools while supporting the fast, cost-effective deployment of the latest learning tools.

The Leeds Learning Network also helps to promote social responsibility and save money through green initiatives that reduce paper use. What's more, the Leeds Learning Network has helped Leeds meet government targets for providing broadband access and managed learning environments and for creating online storage space for individual pupils. As a result of the Leeds Learning Network's enormous success, Leeds has expanded the solution, giving area libraries the facility to create their own portals for collaboration with area schools to promote economic and educational opportunity in the region.



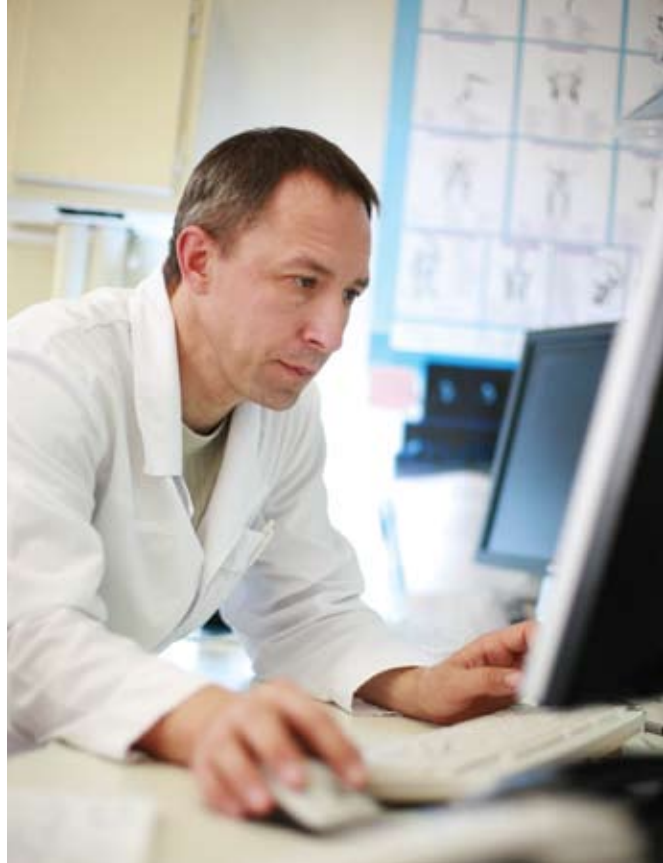
To read more about the Leeds Learning Network, visit www.microsoft.com/09customerstoryguide

Connected Health Platform

Facilitating patient and physician collaboration

Healthcare IT systems are nearly unrivaled in their complexity. That complexity becomes magnified when those systems can't interoperate with business applications, information portals aren't fully interactive, and critical data resides in a patchwork of systems that are inaccessible to each other. Microsoft's Connected Health Platform unites people with systems, improving collaboration to enable more informed decision making while improving patient safety, personal health, and clinical outcomes.

Microsoft's Connected Health framework extends the life of your current application and legacy system investments by enabling health plans to connect people, information, processes, systems, and devices, regardless of the platform or the original programming language. It's a simple and pragmatic approach to service—enabling the critical capabilities that you need to exploit new business opportunities and respond quickly to changing business needs. The Connected Health framework is the next-generation platform to support direct-to-consumer connections, delivery of actionable information within the context of existing workflow and digital lifestyles, and end-to-end collaboration with providers and trading partners.



For in-depth information about our Public Sector solutions, visit

www.microsoft.com/government

www.microsoft.com/worldwidegovernment

www.microsoft.com/education

www.microsoft.com/health

Hospital improves patient care, efficiency, and productivity with OneIT

In 2006, Asklepios, a major private hospital contractor in Germany, launched a large-scale project, known as OneIT, to standardize its computing environment and enhance the delivery of medical services. The scale of the project was unprecedented in the history of the German healthcare industry, with the ultimate goal to create seamless communication between all healthcare service participants.

Working with Microsoft and Intel, Asklepios completed the standardization program in early 2007. Thanks to uniform data services, a single Active Directory domain, and a stable high-speed network, the barriers to sharing information between hospitals are gone. Physicians and administrators can access patient

and archived data from any computer in any location, dramatically increasing productivity. IT service availability has been substantially increased, while wait times and downtime have dropped. A study based on a total cost of ownership model showed that the project not only

simplified administration and increased security but also delivered a 36.7 percent cost savings per desktop.



Find out more about Asklepios' success at www.microsoft.com/09customerstoryguide

"[To avoid disrupting hospital operations], we effectively converted facilities...in one day. At 0700, a team of 15 technology professionals would begin...and by the same evening, the OneIT infrastructure would be fully implemented [across as many as 200 computers]."

—Robert Lacroix, Head of Enabling Technology
Asklepios

Innovation for the Enterprise

It takes significant capital to build and enhance investments in IT. And ensuring that your investment remains secure for the long term will be a top priority. You can take a major step toward protecting that investment by choosing an IT company that has both the vision and the resources to help define the future.

Investment Commitment

In 2008 alone, our expenditures in Research and Development totaled U.S. \$8.1 billion. Today, Microsoft Research employs more than 800 of the world's finest computer scientists, sociologists, psychologists, mathematicians, physicists, and engineers applying their talents in more than 55 areas of research. And to ensure that we attract the world's most talented people, we operate labs in five international locations, as well as our corporate headquarters in Redmond, Washington (U.S.).

Beyond doing basic research work, Microsoft Research collaborates internally and externally with product incubation teams to deliver cutting-edge technologies through applied research. Microsoft Live Labs, the adCenter Incubation Lab, and the Internet Services Research Center each bring together top-notch researchers and product teams to brainstorm and rapidly prototype Internet, advertising, and search technologies—technologies that can help to keep your organization ahead of the curve.

Collaboration

Microsoft Research collaborates with the world's foremost researchers in academia, industry, and government to move research in new directions across nearly every field of computer science, engineering, and general science. Through global and regional initiatives, we aim to accelerate the research and discovery process and address some of the toughest and most urgent societal and technological challenges.

Microsoft also partners with other organizations, large and small, blending their industry expertise and strengths with ours to develop more complete, forward-focused software and services offerings. And by licensing intellectual property generated from Microsoft Research, Microsoft provides startups and other high-growth organizations with more opportunities to expand their businesses and drive innovation across their industries.



Innovation Culture

Microsoft makes a practice of hiring today's best and brightest talent and actively supports their creative thinking through a variety of distinct programs. One is ThinkWeek, a highly anticipated yearly event during which employees share with top-level executives their ideas about potential development projects, company-wide improvements, and more. In another unique program, Microsoft's senior technological leaders manage a guided and systematic process that results in a shared vision of technology called Quests.

Our vision is to create experiences that combine the magic of software with the power of Internet services across a world of devices. Thanks to innovative thinking, in-depth collaboration, and long-term investment in research and development, we will continue to evolve and expand the solutions we offer—allowing you to create an IT infrastructure that perfectly balances cost considerations with rapidly changing business imperatives every step of the way.

Building a Global Think Tank

To help ensure that we attract the richest pool of talent, Microsoft Research operates labs worldwide, with headquarters in Redmond, Washington, in the United States.

Cambridge, England—Research here encompasses programming languages, security, information retrieval, operating systems, and networking.

Asia—Our Beijing lab focuses on developing next-generation multimedia applications and Asia-specific computing technologies, such as adapted user interfaces and language-conversion systems.

Silicon Valley, California, U.S.—These researchers focus on distributed computing, including privacy, security, resource location, protocols, the Internet as a platform, reliability, availability, scalability, management, and related theory.

India—Our Bangalore lab will conduct long-term basic and applied research in multilingual systems, technologies for emerging markets, geographical information systems, sensor networks, and software productivity.

Microsoft Research has also formed two collaborative lab efforts with the MSN product team.

Live Labs—This research partnership focuses on Internet-centric applied research programs, including rapid prototyping and launching of emerging technologies, incubating new inventions, and improving and accelerating Windows Live offerings. Live Labs investigates a broad, comprehensive set of research topics, such as multimedia search, machine learning, distributed computing, and data mining, and will engage in rapid prototyping and the incubation of disruptive technologies.

AdLab—The adCenter Incubation Lab (adLab) in Beijing will research and develop advanced technologies for MSN's adCenter that will give advertisers richer targeting capabilities. Early projects include ad bar-code readers, social-network mining, and video and large-display ads.



For more details about Microsoft Research, visit www.microsoft.com/research

Taking the Next Step

Once you understand how Microsoft solutions can help position your organization for long-term stability, growth, and success, the question becomes, "What's the next step?" We offer a variety of options and invite you to choose whichever best fits your needs. Contact your Microsoft account manager for details, as well as for guidance on developing the most effective strategies for meeting your short- and long-term needs.

Online and in Person

You'll find a rich reserve of information about our solutions and services on the Web. (For a list of some of the most useful resources, turn to the Online Resources section.) What's more, Microsoft offers several ways for you to get an up-close, in-person look at the solutions we offer:

Executive Briefing Centers—Visit one of nine Microsoft Executive Briefing Centers for a unique opportunity to participate in a fully customized briefing. Microsoft Executive Briefing Centers provide a professional and comfortable setting where corporate and government leaders have the opportunity to ask questions and build relationships with Microsoft executives and business experts.

Microsoft Technology Centers—At our 16 Microsoft Technology Centers, we provide everything our customers need—an outstanding environment, industry leaders, and technology experts—to help envision, architect, and demonstrate a highly secure, customized solution based on Microsoft and partner technologies.

Events—Through executive roundtables and other Microsoft events, we provide opportunities near your community to learn about our vision for the enterprise, as well as the supporting technology, products, and services we offer in collaboration with our partners.

The Microsoft CIO Network—The Microsoft CIO Network is an exclusive online community for our enterprise CIO customers. Inside the network, you can connect with your peers to share ideas and solve problems, post your own thoughts about anything from being a Microsoft customer to what you like to do outside of your CIO role, get exposure to Microsoft executives, and access exclusive content tailored to your interests.



For more information on Executive Briefing Centers, visit www.microsoft.com/ebc

For more information on Microsoft Technology Centers, visit www.microsoft.com/mtc

For a schedule of events in your area, visit www.microsoft.com/events

To join the Microsoft CIO Network, contact us at cionet@microsoft.com

Microsoft Services

To help support your people-ready business, our in-house experts provide comprehensive technology expertise in:

Architecture and planning services—We align IT with your organization's strategies and initiatives, helping you reduce risk and maximize value.

Technology consulting—We provide specialized services for optimizing your core IT infrastructure, streamlining and managing business productivity, integrating applications with existing tools and processes, implementing Microsoft Dynamics ERP and CRM, and enhancing productivity.

Enterprise support—We offer standard or customized support packages with services that proactively improve your business's IT health.



For additional details about Microsoft Services, contact your Microsoft account manager or visit www.microsoft.com/services

Microsoft Partners

Every business faces unique challenges in responding to industry and technology changes. That's why we've invested heavily in building a worldwide system of partners who can help you adapt to those changes through:

Strategic delivery—Our partners collaborate with us to test, support, and improve our software for peak performance in specific industry areas.

Specialized innovations—Our partners have industry expertise that allows them to adapt Microsoft software to give your business a competitive edge.

Efficient, user-centered business processes—Our partners understand the power of software standardization and interoperability, and they use it to reduce the complexity of your work environment while amplifying each employee's impact.

Value-based business outcomes—Our partners are experts in connecting business applications with processes to maximize your profits, productivity, and return on investment.



To find Microsoft partners who specialize in the solutions you need, contact your Microsoft account manager or go to the Microsoft Solution Finder at www.microsoft.com/solutionfinder

Software Assurance

Microsoft Software Assurance (SA) as part of our Enterprise Agreement is much more than a software maintenance program. SA offers a broad range of benefits that can help you deploy, manage, and migrate software quickly, flexibly, and economically. These benefits include the following:

New version rights—which includes rights to new software versions released during the term of SA coverage. This benefit reduces the costs of software acquisition and simplifies purchasing and forecasting.

Spread payments—which provide greater flexibility in managing technology expenditures with the option of making annual payments instead of one upfront payment. This benefit can help reduce initial costs and forecast annual software budget requirements up to three years in advance.

Packaged services—which provide consulting engagements to help organizations plan and prepare for successfully deploying new software while maximizing the value of existing investments.

Windows Vista Enterprise—is the premium edition of Windows Vista for businesses and is available exclusively to Microsoft Software Assurance customers.

The Microsoft Desktop Optimization Pack for Software Assurance—is a suite of products sold as an add-on subscription license available to Software Assurance customers.

Training vouchers—which provide access to selected courses taught by Microsoft Certified Partners for Learning Solutions.

E-learning—which includes courses that provide access to individual, on-demand Microsoft software courses delivered on a secure, Microsoft-hosted Internet site.

Home use program—which enables eligible employees to obtain a licensed copy of most Microsoft Office desktop programs and to install and use them on a home computer.

Employee purchase program—which enables employees to purchase discounted Microsoft productivity and consumer software products.

Enterprise source licensing program—which provides access to Microsoft Windows source code for internal development.

24 x 7 problem resolution support—which includes business-critical phone support for all Microsoft server products, the Windows client, and the 2007 Microsoft Office system.

Cold backups for disaster recovery—which provide complimentary, cold-backup server licenses for every production license covered by SA.

TechNet subscription—which includes an Internet-based support resource for IT professionals that provides convenient online access to Microsoft experts and information about software and IT.

Windows Fundamentals for Legacy PCs—which help to reduce the costs of owning legacy PCs, improve their management, and make them more secure.

Extended hotfix support—which includes an Extended Hotfix Support Account whenever hotfix issues arise.



For details about these and other valuable SA benefits, contact your Microsoft account manager or visit www.microsoft.com/licensing/sa

Online Resources

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