The Microsoft Hosting Partner Advantage

Now is the time to meet the growing global demand for Windows®-based hosted services. This at-a-glance resource guide will show you why you should become a Microsoft® Windows® Hosting Partner, plus give you simple, step-by-step guidance on how to get started today.

Case Studies

The list of examples of companies licensing through SPLA today is growing rapidly and SPLA is adopted broadly by over 3,500 companies worldwide. Industry-leading companies in Outsourcing and Enterprise Hosting are also seeing the benefits of service provider licensing.

Advanced Internet Technologies (AIT) can build a fully functional server running the Microsoft Windows® operating system in as little as 15 minutes... thanks to the Microsoft Solution for Windows-based Hosting and its use of the Automated Deployment Services (ADS) tool in Microsoft Windows Server 2003 Enterprise Edition hosting service provider. With ADS, AIT can also build many Windows-based servers simultaneously. www.microsoft.com/serviceproviders/solutions/windowsbasedhostingcasestudies.mspx

Attenda designs and operates Microsoft infrastructure for enterprises across Europe, ensuring the highest levels of availability, performance, and security at reduced costs. Attenda's preferred model of software provisioning is through the Microsoft Services Provider License, which provides clients with clear visibility of on-going costs, as well as flexibility and upgrades, and enables Attenda to deliver a complete service for one simple quarterly fee. www.attenda.net/who/default.aspx

IPOWER Shared Web Hosting provider prepares for rapid, cost-effective expansion. IPOWER wanted to expand its Microsoft Windows-based shared hosting service but knew it needed to manage the service more efficiently and productively in order to decrease operating costs and increase revenue. So it turned to Microsoft for help. Now, using components from the Microsoft Solution for Windows-based Hosting, IPOWER has increased the efficiency with which it builds servers for its Windows-based offering by 480 percent and reduced the time spent on managing security policies and server configurations across its entire server farm to almost nothing. As a result, IPOWER is well positioned to increase revenues by expanding its shared service offering quickly, efficiently, and cost-effectively. www.microsoft.com/serviceproviders/solutions/windowsbasedhostingcasestudies.mspx

PIPEX Communications Hosting Limited launches cost-competitive offering to meet business demand. Nottingham, England-based PIPEX Communications Hosting Limited (PCHL) saw a business opportunity that it calculated to be worth 12 million pounds (approximately $22 million USD) annually, but it had no access to this opportunity. The hosted services provider was primarily known for its Linux-based dedicated and shared hosted services as well as its Microsoft Windows-based dedicated hosted services, but the emerging opportunity lay in the delivery of a shared hosting service based on Microsoft Windows. Using the Microsoft Solution for Windows-Based Hosting, PCHL discovered that it could integrate a Windows-based service into its existing infrastructure with ease. Moreover, it can deliver its Windows Shared Hosting (WiSH) service with an efficiency that is equal to, and in some cases greater than, the efficiency with which it can deliver its Linux-based hosting services. www.microsoft.com/serviceproviders/solutions/windowsbasedhostingcasestudies.mspx

Rackspace Managed Hosting delivers managed hosting services on a variety of platforms. They created Intensive Hosting™ to meet the growing demand for complex Web applications built on Microsoft technologies — including the Microsoft Windows operating system with Internet Information Services and Microsoft SQL Server™. With the Microsoft Service Provider Licensing Agreement (SPLA), Rackspace Managed Hosting was able to better meet their customers' growing or seasonal needs by providing flexible, month-to-month rates for fully managed hosting services. download.microsoft.com/documents/customerevidence/6840_Rackspace_Final.doc

Siemens Business Services can provide companies ALL-IN hosting services that include Microsoft product licenses. Siemens Business Services uses the Services Provider License Agreement (SPLA) as a perfect framework to deliver this service in a flexible way. Customer benefits are omnipresent: The customer only pays for the licenses in use, not more, not less. The software versions are always up-to-date, and the end-customer does not have to worry about managing software licenses. www.siemens.be/ic/sbs/

Vertafore ISV improves service levels and reduces cost of delivering Software as a Service. Vertafore had begun offering its flagship insurance software as an online service, and more and more customers were moving away from running the software locally and taking advantage of the service. But as the Vertafore data center expanded toward 300 Microsoft Windows-based server computers, administrators found themselves stretched to maintain and ensure the performance of the servers. Looking for a more efficient and cost-effective way to manage its online offering, Vertafore turned to the Microsoft Solution for Windows-based Hosting. The solution offers centralized monitoring, reporting, and server software update management, helping administrators monitor and manage the expanding server farm more efficiently. The solution also will help save thousands of dollars in overhead and ensure more rapid recovery in the event of a disaster. www.microsoft.com/serviceproviders/solutions/windowsbasedhostingcasestudies.mspx

WebCentral is Australia's largest Web hosting company. From small businesses who use virtual hosting plans, to enterprises with dedicated and complex installations, WebCentral provides flexible hosting solutions for a wide variety of customers. WebCentral's business is to host the software that drives businesses forward. Whether the customer requires the latest Microsoft operating system, SQL Server, or Exchange Server, it is the Microsoft Service Provider Licensing Agreement (SPLA) that gives WebCentral the flexibility to meet the customer's needs as they arise. Customers only pay for the software they are using and they know that it will always be up-to-date. www.webcentral.com.au

Delivering Hosted Services
On The Microsoft® Windows® Platform

Microsoft
Windows
Server System™
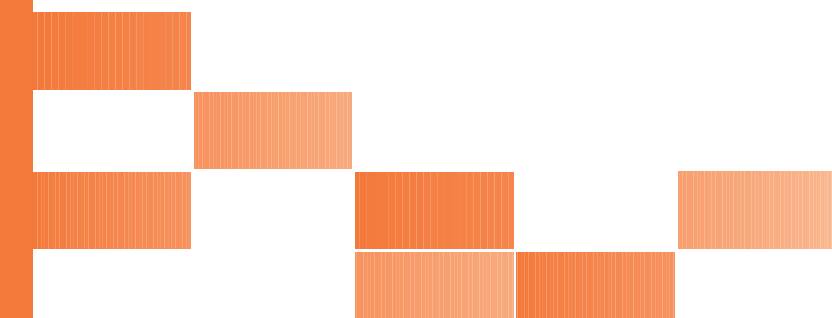
Microsoft®

Microsoft is making significant investments across our products and services to ensure that hosters like yourself can effectively use the Microsoft platform to maximize value, reduce cost and complexity, and ease the deployment of new applications.

The Breadth of Products to Address All of Your End-Customers

Microsoft is the only company that has the breadth of products to meet the needs of **all of your customers** — consumers, small and midsize businesses, resellers, ISVs, outsourcers and developers. With Microsoft, your customers will always have a consistent and predictable experience.

A Dedicated Focus on Hosted Services Delivery

As products are **continually being developed for hosted scenarios**, more and more services will become available for you. This significantly reduces the complexity and cost associated with deploying and managing your system's infrastructure, while at the same time, helping you to better serve your customers' growing needs.

The Products You Need to Move Up the Value Chain

At Microsoft, we think about the unique needs of your hosting business as our product line continually evolves. One way we demonstrate this is by providing a clearly defined roadmap for our products and services. This enables you to reliably align your business with Microsoft's evolving platform, thereby **maximizing value**, capitalizing on market opportunities and easing the development of new applications.

An End-to-End, Integrated Platform

Microsoft boasts an integrated and comprehensive server infrastructure for hosting, developers, server system, applications and ISVs. This empowers service providers of all sizes to **lower operational costs** while **increasing average revenue per user.**

▶ The infrastructure components are designed to streamline management, administration and monitoring of the hosting environment.

▶ The messaging components provide guidance around email and collaboration scenarios using Hosted Exchange.

▶ Hosted service components provide guidance around value-added services.
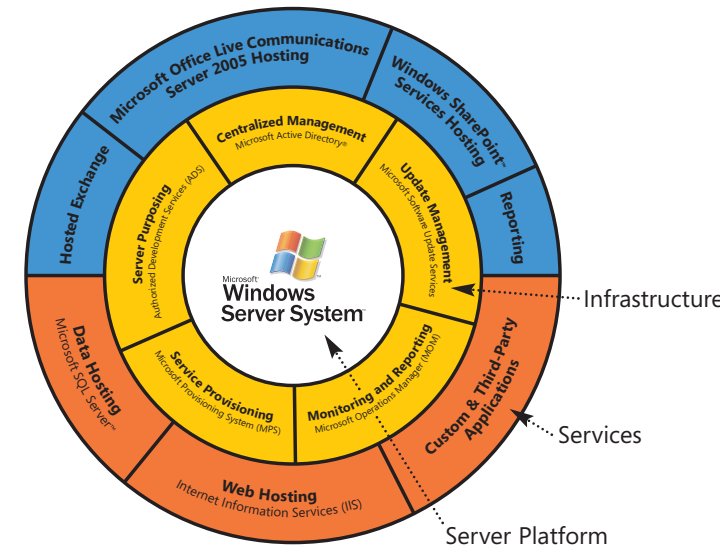
"We want to be the best platform for hosting."

Steve Ballmer
Chief Executive Officer
Microsoft Corporation

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1 ## Register for the Microsoft Hosting Program

Members of the Microsoft Hosting Program have access to hosting-specific technical guides, receive monthly newsletters containing the latest information and resources for hosting services providers, and enjoy the opportunity to participate in online and classroom-based seminars and training events run by the Microsoft hosting solutions development team. To register for the Microsoft Hosting Program, visit www.microsoft.com/serviceproviders/programs/windowswebhosting

2 ## Join the Microsoft Partner Program, Hosting Solutions Specialization

As a Registered Member of the Microsoft Partner Program, you will receive invitations to participate in Microsoft Initiative Events, have access to the online Learning Center of sales, technical, and solutions training; receive sales and marketing resources and templates; and can participate in break-fix and pre-installation newsgroup support as well as free business-critical phone support. For enrollment as a Registered Member, visit partner.microsoft.com/US/competency/aisolutions/hosting/

3 ## Sign up for the Microsoft Service Provider Licensing Agreement (SPLA)

With the SPLA, Microsoft is investing in the success of your business. By treating software as a "pay-as-you-go" service, you can increase your flexibility, accelerate your profitability, and establish a recurring revenue model that will help grow your business. The SPLA operates in much the same way that your business does, providing services for a monthly fee.

Of course, Microsoft makes it easier to deliver hosted solutions with seamless software license integration. The SPLA makes your software costs transparent for your customers, allowing you to treat software as an operating cost rather than capital. You pay as you deploy, and only for what you deploy. Your customers can even try the MIcrosoft software you provide for 60 days before they buy, or use a demo free of charge. This sort of innovative, software on-demand solution allows you to provide flexible, cost-effective solutions. Better still, there are near zero start-up costs. Partners wishing to enroll in the SPLA agreement need to only meet *one of the following* two eligibility requirements:

▶ Enroll in the Microsoft Partner Program as a Registered Member and in the Microsoft Hosting Program.

- OR -

▶ Enroll in the Microsoft Partner Program as a Certified Partner.

How to Sign Up for the SPLA or Contact Us to Learn More:

On the SPLA home page at www.microsoft.com/serviceproviders/licensing/default.mspx select your language and click "Go" to receive the information, or select a SPLA Reseller[1] below:

▶ **Americas** (Canada, United States & Latin America):

Hewlett Packard: hpslmshosting@hp.com

Softchoice: spla@softchoice.com

Software Spectrum (SSI): Phone 1-800-858-6896 or www.softwarespectrum.com/microsoft/contact.asp

▶ **Europe, Middle East & Africa:**

Hewlett Packard: hpslmshosting@hp.com

Software Spectrum: ssispla@softwarespectrum.com

▶ **Australia:**

Contact Newlease Pty. Ltd. at licenses@newlease.com.au or phone a SPLA Representative at +61 3 9642 8695

▶ **Korea:**

Contact Mworks Co., Ltd. at licenses@mworks.co.kr or phone Soon-Myoung An at +82 2 3397 0522

Contact Goodsen Technology Co., Ltd. at ygkong@goodsentech.com or phone Kong, Yoo Gyung at +82 2 3688 006

▶ **Japan:**

Contact Uchida Spectrum, Inc. at tkato@spectrum.co.jp or phone Software Sales Group, Inside Sales at +81 3 5543-6801

Contact NTT-IT CORPORATION at spla@opj.ntt-it.co.jp or phone Product Division Sales Department at +81 4 5651 7582

Contact SOFTBANK BB Corp. at licenseinfo@bb.softbank.co.jp or phone Microsoft Marketing Dept. at +81 3 6889 1177

Contact Hitachi Open Platform Solutions, Ltd. at opss_license@hitachi-opss.com or phone Distribution Service and Sales Planning Dept. at +81 3 5796 8435

Contact Hewlett-Packard Japan, Ltd. at jpn_ccs_sa@hp.com or phone +81-3-5349-2760

▶ **China:**

Contact Zhiteng Information Technology Co. Ltd. at mshosting@zhiteng.net or phone Collin Wang Hongyan at +86 21 6436 9988

▶ **South East Asia (Singapore, Hong Kong, Indonesia, Malaysia, Philippines, Thailand, Taiwan, Vietnam, Macau, Brunei, Bangladesh and Sri Lanka):**

Contact Newlease Pty. Ltd. at licenses@newlease.com.au or phone a SPLA Representative at +61 3 9642 8695

(1) This information is subject to change. Please view the link "Signing SPLA through a Microsoft designated SPLA Reseller" at www.microsoft.com/serviceproviders/licensing/howto.mspx

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Offer New Hosted CRM Services

Hosted CRM is built around Microsoft Dynamics™ CRM 3.0 Professional Edition for Service Providers (Microsoft CRM-SP). This application — a modified version of the Microsoft Dynamics CRM 3.0 product — enables service providers to offer advanced customer relationship management (CRM) functionality to business customers over the Internet. For service providers that sell hosted services primarily to small and mid-size businesses (SMBs), Hosted CRM services can help generate new revenues and profits; while offering your end-customers sophisticated customer acquisition and retention tools. partner.microsoft.com/global/productssolutions/business/businesscrm

Learn More about the Microsoft Solution for Hosted Messaging and Collaboration

The Microsoft Solution for Hosted Messaging and Collaboration enables service providers to offer enhanced hosted messaging to meet the growing customer demand for business-class e-mail services and enterprise-class collaboration features. The solution provides tools, scripts, sample code, provisioning services, and best practices to help service providers efficiently deploy and operate hosted messaging and collaboration services. www.microsoft.com/serviceproviders/solutions/hostedmessaging.mspx

Learn about the Microsoft Solution for Windows-based Hosting

This Microsoft Solution empowers hosters to meet the growing customer demand for Windows-based hosting while lowering operational costs and increasing average revenue per user (ARPU) by offering enhanced managed services. The solution provides best practices, tools, scripts, and code samples to help service providers efficiently deploy and operate hosted offerings on the Windows platform. www.microsoft.com/serviceproviders/solutions/windowsbasedhosting.mspx

Discover the New Microsoft Solution for Windows-based Hosting for Applications

This delivers a comprehensive set of tightly integrated systems and services to develop operational efficiencies and enable ISVs to shorten their time-to-market for a SaaS offering. It builds on the already proven Microsoft Solution for Windows-based Hosting — and it's specifically designed to help service providers and ISVs better manage hosted applications. Through best practices, step-by-step guidance, examples, and sample code, ISVs and hosters can learn how to enable applications for hosted environments — and get to market quickly. www.microsoft.com/serviceproviders/solutions/applicationhosting.mspx

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Utilize the Online Showcase for Microsoft Solutions for Hosting

SolutionDemo.net is an online showcase for Microsoft Solutions for Hosting where customers and partners can try new features before deploying them. SolutionDemo.net offers you the opportunity to utilize a real-world implementation of a Microsoft Solution for Hosting, including the latest solutions and products for hosting, such as:

▶ Microsoft Solution for Windows-based Hosting

▶ Web Site Starters for Windows:
  ▶ Telligent Community Server
  ▶ DotNetNuke®
  ▶ SWsoft SiteBuilder

▶ Microsoft Solution for Hosted Messaging and Collaboration

▶ Consolidated Server Deployment Guide for Hosted Messaging and Collaboration

Additional Resources

▶ **Visit the Windows Hosting Forums**

Meet the Windows-based hosting community and get your anonymous questions on technical configuration, deployment, and operations management answered by Windows hosting experts. www.microsoft.com/serviceproviders/programs/windowswebhostingforums.mspx

▶ **View the Microsoft Hosting Webcast Series**

This business and technical resources for launching a Windows-based hosting offering will help you maximize profits. www.microsoft.com/serviceproviders/solutions/hostingwebcasts.mspx

▶ **Register Your Company for the Microsoft ASP.NET Hosting Advantage**

This initiative helps Service Providers improve Windows hosting proficiency and drive traffic. www.microsoft.com/serviceproviders/programs/aspnet.mspx