



# Microsoft® Sales Tool Kit

Your Source for Driving Sales

**JANUARY – JUNE 2009**



**Virtualization**  
(see page 17)



**Essential  
Business  
Server 2008**  
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2008**  
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[www.microsoft.com/uk/gearup](http://www.microsoft.com/uk/gearup)



Microsoft®  
**SQL Server® 2008**

## Introducing SQL Server® 2008

Microsoft SQL Server 2008 provides a trusted, productive and intelligent data platform that your customers can use to:

- Run their most demanding mission-critical applications.
- Reduce the time and cost of developing and managing applications.
- Deliver actionable insight to their entire organisation.

Next step: learn the Microsoft BI story at [www.microsoft.com/bi/](http://www.microsoft.com/bi/)

# Microsoft Business Intelligence

**What and why Microsoft Business Intelligence (BI):** Fiscal year 2009 (FY09) is going to be a great year for Microsoft BI. We have tremendous momentum and are recognised as an industry leader. BI is one way to have a high-impact conversation with customers that draws on many products and technologies, helping decision makers solve business problems while making IT heroes. Microsoft BI covers all dimensions of decision making from high-impact strategic decisions to tactical routine decisions. Microsoft gives customers a BI system that is flexible to meet individual needs. Our BI system also makes it much easier for organisations to collaborate and widely distribute information and systems that produce formal organisation-wide, decision-making frameworks.

**The market opportunity:** The BI software market is large and growing. Significant vendor consolidation has recreated BI, which is now dominated by our largest competitors (Oracle, IBM and SAP) and has created an opening of uncertainty with many of our customers. BI enables us to compete head-to-head or with a surround strategy.

- At an estimated combined 24 billion dollars and significant growth prospects, Microsoft has huge potential to increase our share of the market.
- Third-party credibility: leader in Gartner's BI and Data Warehousing magic quadrants, visionary in Gartner's Performance Management magic quadrant.

## Components of the Microsoft BI Solution

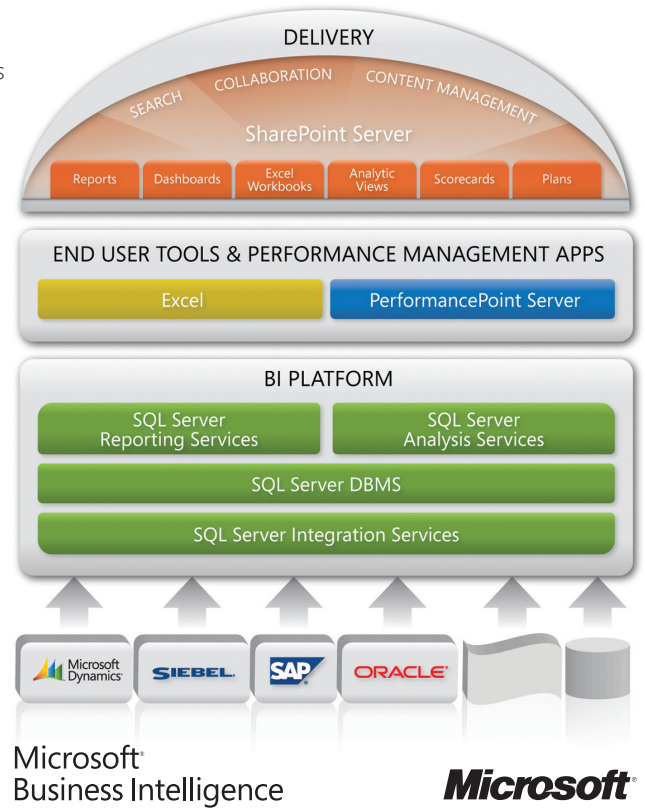
**Elevator Pitch (TDM):** Microsoft business intelligence solutions deliver a full range of personal, team, and organisational BI products that work the way you do today – from Microsoft Office Excel® spreadsheet software, to the collaboration capabilities of Microsoft Office SharePoint® Server (MOSS), to the performance management capabilities of Microsoft Office PerformancePoint® Server business intelligence software; all supported by the integration and reporting capabilities of Microsoft SQL Server®.

## The Microsoft Difference:

- **Roadmap:** Microsoft BI strategy has been primarily 'build versus buy' with very pointed and strategic acquisitions like ProClarity that complement our existing capabilities. The other mega vendors have bought their way into the market. As a result, we have one of the most clear product roadmaps.
- **Pricing:** Microsoft delivers high value and affordable cost, making it feasible to deliver pervasive BI.
- **Familiar applications, integrated infrastructure:** Microsoft offers a complete and integrated BI offering from data warehousing to financial consolidations. We built BI into applications your customers may already own like SQL Server, SharePoint Server, and the 2007 Microsoft Office system, helping to generate new revenue as well as growing footprint and improving adoption in an account.

## Keys to Success:

- **Tell the comprehensive story:** 'United we stand, divided we fall.' Microsoft must approach BI as a complete solution across products and technologies. Our competitors do. We risk eliminating ourselves out of opportunities by selling SQL Server, MOSS, or Office PerformancePoint Server 2007 as stand-alone BI.
- **Develop a relationship with BDMs:** Solve a business problem by selling a solution to line-of-business (LOB) executives and managers. Performance Management is a subset of BI that is geared to the BDM, planning, budgeting, forecasting, financial reporting, dashboarding, and scorecarding. Look for office of finance campaigns in FY09.
- **Bring in the BI specialists:** The Business Intelligence Sales Solution Specialist in the Enterprise & Partner Group (EPG) Specialist Team Units and Small & Mid-Market Solutions & Partners (SMS&P) are prepared to provide expertise and guidance in the sales cycle, introducing our 'all-up' BI story across all products. Engage them early to represent our all-up BI story and win.



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Please e-mail your Sales Tool Kit questions/comments to [gearupuk@microsoft.com](mailto:gearupuk@microsoft.com)



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# Microsoft | Partner Programme

Make the most out of your partnership with Microsoft by using the Partner Programme tools on this page. Remember to keep yourself updated by subscribing to the partner newsletter at [www.microsoft.com/uk/partner/subscribe](http://www.microsoft.com/uk/partner/subscribe) and visit the partner blog at <http://blogs.technet.com/msppuk>

## EXPAND MY SKILLS

### Partner Learning Centre

Find all available training by your role and personalise it to your partner type and competency.

Visit [www.microsoft.com/uk/partner/plc](http://www.microsoft.com/uk/partner/plc)

### Action Pack for Registered Partners

Access the latest version of Microsoft software and licences for your organisation for just £199 per annum (plus VAT) by subscribing to Microsoft Action Pack.

Visit [www.microsoft.com/uk/partner/actionpack](http://www.microsoft.com/uk/partner/actionpack)

### Empower for Registered Partners

Access a full range of Microsoft development resources for your organisation for just £260 per annum (plus VAT) by subscribing to Microsoft Empower.

Visit [www.microsoft.com/uk/partner/empower](http://www.microsoft.com/uk/partner/empower)

### Learning Paths

Use the learning paths to navigate through the training and other resources that are available for Microsoft products and solutions.

Visit [www.microsoft.com/uk/partner/learningpaths](http://www.microsoft.com/uk/partner/learningpaths)

## CLOSE MORE SALES

### Microsoft Sales Toolkit

Make sure you've subscribed to always receive the latest edition. Go online to subscribe to the hardcopy, place a bulk order or view the online version.

Visit [www.microsoft.com/uk/gearup](http://www.microsoft.com/uk/gearup)

### Licensing Configurator

Build quotes online and ensure you've got the correct type of licences for your customers. Handy up-sell and cross-sell tips included.

Visit [www.microsoft.com/uk/partner/configurator](http://www.microsoft.com/uk/partner/configurator)

### Licensing Reseller Handbook

Make sure you understand and can recommend the most appropriate solutions to your customers. Go online to order a copy of this book or view the online version.

Visit [www.microsoft.com/uk/partner/handbook](http://www.microsoft.com/uk/partner/handbook)

## INCREASE MY OPPORTUNITIES

### Channel Builder

Network with Microsoft partners and work together to provide end to end solutions. Marcel Bonfrer of RSinteract says: "Our biggest challenge has been to find organisations that could sell our product. Channel Builder is an up-to-date, comprehensive and intuitive tool that we've used to build a list of Partners that matched our target profile. The results have far exceeded our expectations. We have nine Partners signed up and are in serious negotiations with a further 28."

Visit [www.microsoft.com/uk/partner/channelbuilder](http://www.microsoft.com/uk/partner/channelbuilder)

### Sales and Marketing Resources

Reach out to potential customers using the resources on the Sales and Marketing section on the Partner Portal.

Visit [www.microsoft.com/uk/partner/salesandmarketing](http://www.microsoft.com/uk/partner/salesandmarketing)

### Skills Finder

Resource work that is either underway or about to start by giving you access to Microsoft accredited specialists to help you successfully deliver a complete solution.

Visit [www.microsoft.com/uk/partner/skillsfinder](http://www.microsoft.com/uk/partner/skillsfinder)

### Solution Profiler

An online tool to profile your solution so that prospective customers can find you when they come to microsoft.com. Andy Dudley of Gap Consulting Ltd said: "It's an excellent marketing tool that gives us an instant association with Microsoft. What's even better is we're receiving sales leads and there's zero impact on our marketing budget."

Visit [www.microsoft.com/uk/partner/profiler](http://www.microsoft.com/uk/partner/profiler)

### Partner Network

The Microsoft Partner Network is a new and exciting UK innovation bringing the best of social networking/social media to the UK Partner Channel. The site provides a collaborative platform allowing continuous networking and learning opportunities irrespective of organisational size, sectors or geography.

Visit [www.microsoft.com/uk/partner/networks](http://www.microsoft.com/uk/partner/networks)

### Partner Player

Partner Player is a series of videocasts perfect for understanding how to use the Microsoft Partner Programme and to help Partners get the most from their partnership.

Visit [www.microsoft.com/uk/partner/player](http://www.microsoft.com/uk/partner/player)

## SUPPORT MY CUSTOMERS

**Help sell:** Technical Sales Assistance. Technical and competitive advice enables partners to accelerate the sales cycle and deliver the best solutions to customers the first time. Available for Certified and Gold Certified partners only.

**Help deliver:** Technical Advisory Services. This phone-based consultation service is designed to help partners architect and deploy state-of-the-art infrastructure solutions and enable developers to accelerate the delivery of their solutions to the marketplace. Available to Gold Certified partners (40 hours), Certified partners with the ISV Competency (15 hours) and members of the Empower programme (10 hours).

**Help solve:** Online Technical Communities. Online technical support for Microsoft system and application software. Staffed weekdays during local business hours by Microsoft support professionals, the communities are a great resource for partners looking for answers to pre-sales and break-fix technical questions that are not time-critical.

Visit [www.microsoft.com/uk/partner/tech\\_support](http://www.microsoft.com/uk/partner/tech_support) to learn more and start using your technical support, or telephone **0870 60 70 700**.

## Questions?

Ask Partner Hotline: call 0870 60 70 700 or e-mail [askpartner@microsoft.com](mailto:askpartner@microsoft.com) (8am-6pm Monday to Friday, excluding public holidays).

Make sure you get through to the right person at Ask Partner. Use the following options:

Press 1 for the Action Pack or the Microsoft Partner Programme; Press 2 for technical support requests including business critical; Press 3 if you are a Certified or Gold Certified partner AND need technical pre-sales support including competitive sales assistance; Press 4 if you are a Gold Certified Partner AND want to talk to a Technical service co-ordinator; Press 5 for all other enquiries & product information including licensing.

To view more of the benefits available to Microsoft partners: [www.microsoft.com/uk/partner](http://www.microsoft.com/uk/partner)

New! Add PartnerBot to your Windows Live Messenger contacts for an instant answer to your MSPP questions: [partnerbot@hotmail.com](mailto:partnerbot@hotmail.com)

# Licensing Basics



## WHAT IS A LICENCE?

This guide will help you understand the basics of licensing so you can give your customers the right advice and work more effectively with us. It will give you the support you need to successfully sell Microsoft software that meets your customers' needs.

In most cases, you will be selling Microsoft software as part of an overall solution for your customers, which means there may be several licensing routes to achieving their IT and wider corporate objectives. Here is a straightforward summary that will help you hold credible conversations with your customers around their best Microsoft licensing options.

If you need further information, your first port of call should be your distributor. There is also a range of licensing training courses that you can attend – details can be found on the Licensing Training page 10.

### What is a licence?

- Microsoft software is protected as our intellectual property.
- Microsoft does not sell software, we sell licences to use our software.
- Software can be used in accordance with the terms of:
- The End User Licence Agreement (EULA) – for Fully Packaged Product (FPP) and Original Equipment Manufacturer (OEM) licences.
- The Product Use Rights (PUR) – for all Volume Licence purchases.

### What does this mean?

Your customers never own Microsoft software. They own either the right to use it forever (perpetual licence) or until the end of their agreement (non-perpetual licence).

## HOW CAN CUSTOMERS BUY LICENCES?

There is a variety of buying options available to customers. By giving your customers all of the potential options that meet their needs, you can add value, build trust and boost your 'consultancy' credentials by helping your customers make an informed choice.

There are three main ways a customer can buy licences:

- 1) Fully Packaged Product – purchased from retailers, typically one box equals one licence.
- 2) Original Equipment Manufacturer – pre-installed on a new computer, the software 'lives and dies' on that machine.
- 3) Volume Licensing – purchased from our partners, there is a variety of different types to suit all kinds of organisations (these include Open, Open Value, Open Value Subscription, Select, Enterprise Agreements and Enterprise Subscription Agreements).

A range of conditions applies to each licence type and it is important to be aware of these differences when advising your customers. These include transfer rights (to move the software) and downgrade rights (i.e. using a previous version of the software). Another issue to consider is whether a licence is electronic or physical – many customers prefer all-electronic licensing solutions.

When buying Original Equipment Manufacturer and Fully Packaged Product licences, customers must accept the EULA. This agreement gives customers the right to use the software and defines how the software can and can't be used. 90% of licensing queries can be answered by reading through the EULA.

Any purchase under a Volume Licence is governed by the PUR document.

## LICENSING SALES CYCLE

If you are just beginning to sell Microsoft software, there are a few key questions that you should run through with your customers.

### 1) Where are they now?

You should begin by evaluating your customer's current licensing situation. See the Software Asset Management page to understand how to do this.

### 2) What are their options?

Depending on your customer's requirements, you should be able to outline the different licensing options open to them and explain the pros and cons of each scenario.

Our licensing configurator (for partner use) and Microsoft Product Licensing Advisor – MPLA (to use with customers) tools will help you decide on the correct licensing options.

Licensing Configurator:

[www.microsoft.com/uk/partner/configurator](http://www.microsoft.com/uk/partner/configurator)

MPLA: [www.microsoft.com/licensing/mplahome.aspx](http://www.microsoft.com/licensing/mplahome.aspx)

We have also provided you with more in-depth information about licensing specific products to support you when selling.

### 3) What is the value of genuine software?

Microsoft has a zero tolerance approach to illegal software being sold by resellers. To ensure you are sourcing genuine products, we recommend that you deal with an authorised distributor.

It is important that you understand the risks of piracy, which is the unauthorised use, reproduction or distribution of software for your customer. Counterfeit software can increase the chance of malicious attacks on your customers' systems.

### 4) How can your customers get the most out of their software?

Understanding how to make the best use of a customer's software and the agreement they have with Microsoft is key. Read the following pages on Software Asset Management and Software Assurance for information about extra benefits and cost saving strategies.

## WHAT LICENSING OPTIONS ARE AVAILABLE?

### Basic outline of programmes

Here is a summary of the different licensing programmes to enable you to give customers a comprehensive overview of their licensing options.

#### Fully Packaged Product (FPP)

- Easy to purchase – bought in a box, off the shelf.
- Perpetual licence (i.e. your customers own the right to use the software forever).
- Optional Software Assurance (which can be purchased within 90 days).
- Licence certificate is attached to the product.
- Easy to install.

#### Original Equipment Manufacturer (OEM)

One common question is about how OEM licences can be sold. OEM licences are sold in OEM System Builder packs. Unopened packs can be sold to other System Builders. A System Builder is defined as an OEM, an assembler, refurbisher or pre-installer of software on a computer system. The System Builder who opens the pack is responsible for providing end-user support if there are any problems.

## WHAT LICENSING OPTIONS ARE AVAILABLE? CONT.

OEM System Builder packs can be sold to other System Builders with or without hardware. Each OEM licence sold to an end-user, however, must be pre-installed.

For more information on OEM licensing, please visit [www.oem.microsoft.com](http://www.oem.microsoft.com)

- Pre-installed onto a machine by a System Builder
- Perpetual licence
- Cheaper than Fully Packaged Product
- Optional Software Assurance (which can be purchased within 90 days)
- Certificate of Authentication (licence 'sticker') physically attached to PC
- Cannot be transferred to a different PC

## Volume Licensing Programmes

### Open Licence Programme

- Five licences to start agreement
- Perpetual licence
- Cheaper than Fully Packaged Product
- Optional Software Assurance
- Two year agreement
- Two discount levels – further purchases allowed for two years
- Easy to install and administer

### Open Value (non Company Wide) Agreement

- Five licences to start agreement
- Three year term
- Perpetual licence
- Software Assurance included
- Split payments over three years
- After final payment customer owns the licence
- Software Assurance can be renewed for further three years

### Open Value Company Wide

- Five PCs to begin agreement
- Split payments over three years
- Perpetual licence
- Choose between desktop and small business platforms
- Standardising across environment
- Software Assurance as standard
- After final payment customer owns the licence
- Software Assurance can be renewed for three years

### Open Value Subscription

- Five PCs to begin agreement
- Non-perpetual licence
- Three year agreement with annual payment
- Desktop standardisation required
- Choose between desktop and small business platforms
- Flexibility to decrease as well as increase the number of licences
- Because not owned as an asset there is a potential tax benefit

### Select Agreement

- Three year agreement
- Perpetual licence
- Software Assurance optional
- Minimum 250 PCs
- Pricing based on forecast of licences needed over the agreement period
- Purchase licences from Large Account Reseller (LAR)
- Monthly invoicing and payment
- Complimentary licences for evaluation and training
- No desktop standardisation required

## WHAT LICENSING OPTIONS ARE AVAILABLE? CONT.

### Enterprise Agreement (EA)

- Three year agreement
- Two types of agreements:
  - Perpetual
  - Non-Perpetual
- Software Assurance included
- 250 PCs minimum
- Desktop standardisation required
- Price based on number of PCs
- Spread payments over three years
- Software Assurance renewable on perpetual licences
- Number of PCs can go up or down with non-perpetual agreement

### Licences at a Glance

This diagram gives a rough guide to when you might consider different Microsoft licence types.

EA = Enterprise Agreement

NB All non-perpetual agreements are subscription agreements

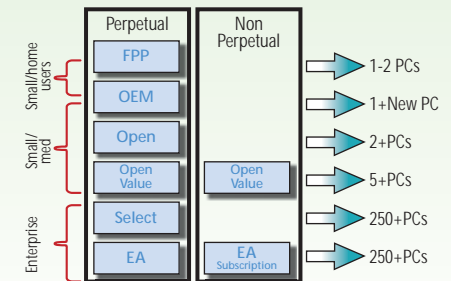
### Enterprise Agreement Subscription

Same as Enterprise Agreement with the following differences:

- One annual price per desktop
- Price level reflects number of desktops
- Renewal pricing based on licences with Software Assurance
- Optional buy-out (licences then become perpetual)

To find out more about these different licence types and how you can offer them to your customers, please speak with your distributor or visit the UK partner portal:

[www.microsoft.com/uk/partner](http://www.microsoft.com/uk/partner)



## SPECIFIC INFORMATION ABOUT VOLUME LICENSING

It is a common misconception that Volume Licences aren't suitable for small or medium-sized businesses. However, customers can take out a Volume Licence agreement with a minimum of just five licences, which is a more cost-effective way to buy than through the Fully Packaged Product route. If you would like to know more about how you can include Volume Licences as part of your offering, speak to your distributor.

Your choice of licence will also depend on other factors, such as whether your customer is upgrading their hardware as well as their software when purchasing. We recommend that all new PCs are purchased with a genuine copy of Windows Vista® pre-installed as a minimum.

### Managing Your Volume Licences

- eOpen – a tool to help you manage your Open agreement: <https://eopen.microsoft.com>
- Microsoft Volume Licence Services (MVLS) – a tool to help you manage your Open, Select and Enterprise agreements: <https://licensing.microsoft.com>



# Product Licensing



As well as understanding our licensing programmes, you'll also find it useful to have an awareness of the licensing rules around each Microsoft product. Knowing the basics will help you work with your customers to make the right buying decision.

Here is a quick reference guide to help you understand how to license our products. For more detailed licensing information, see the Licensing Reseller Handbook at [www.microsoft.com/uk/partner/handbook](http://www.microsoft.com/uk/partner/handbook)

## DESKTOP APPLICATION LICENSING (E.G. OFFICE, CRM)

- Licensed on a per device basis only.
- The licensed device is the device on which the software is used.
- Your customer can install and use one copy of the software  
AND  
any component product of the software  
AND  
any prior Microsoft version of the software OR any component on the licensed device.
- They may also install and use another copy of the software in one virtual operating system environment on the licensed device.

## SERVER LICENSING (CLIENT ACCESS LICENCES – CALS)

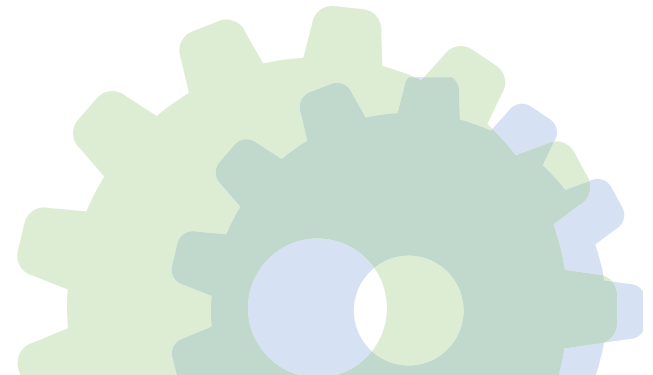
- A CAL is not a software application
- A CAL gives a user or device the right to access the services of the server software
- When purchasing server software, your customer needs to properly license:
  - Each server running the software AND
  - Each client user or device accessing the software.
- There are two licensing models used to license server software:
  - Server/CAL model. Each server instance needs a server licence and all clients must be licensed with CALs.
  - Per processor model. Each processor in any server running the software must have a per processor licence, then an unlimited number of client devices or users can access that server software.
- One Per User CAL allows the individual user access or use of the server software from any number of devices.
- One Per Device CAL covers the individual device access or use of the server software by any number of users.

## DESKTOP OPERATING SYSTEM LICENSING (E.G. WINDOWS)

- Licensed per device only.
- Before your customer uses the software under a licence, they must assign that licence to one device (physical hardware system).
- That device is the 'licensed device'.
- They may install one copy of the software on the licensed device.
- Transfer rules:
  - The Original Equipment Manufacturer Windows Operation System licence lives and dies on the machine. It cannot be transferred except as a complete unit (hardware and software).
  - The Volume Licensing Upgrade Windows Operation System licence lives and dies on the machine. It cannot be transferred except as a complete unit (hardware and software).
  - The Fully Packaged Product Windows Operating System licence has a one time transfer – this is explained in the End User Licence Agreement.

## PRODUCT LICENSING – CUSTOMER CHOICE

- Your customers may prefer Device CALs because they have fewer devices than users or it is easier for them to track devices.
- For example: call centre, factory floor or asset management systems that are set up to track devices.
- Your customers may prefer User CALs because they have more devices than users or it is easier for them to track users.
- For example: field sales people with multiple devices (smart phones, PDAs, laptops etc) or because purchasing systems are linked with HR processes that track users.







## WHAT IS IT?

### Software Assurance introduction

Software Assurance (SA) helps customers at each stage of software management by providing access to valuable benefits such as training, deployment planning, software upgrades and product support to realise ROI faster and increase productivity at their organisation.

- Plan** Access the latest version of software as you need it to keep your IT environment current. To help with budget planning, SA gives your customer the option to spread the licence payment over the term of their agreement.
- Deploy** Deploy software as your customers need it. As part of the licence, your customer has access to 1-10 days of deployment planning support services delivered through a services partner to help with your customers' desktop software strategies.
- Use** SA provides access to training classes and online learning courses to improve employee productivity. In addition customers can access the software they use at work on their home PCs through the Home Use Programme available in SA.
- As an SA exclusive benefit, customers have access to additional tools such as Windows Vista® Enterprise to help your customers more effectively manage their desktop environment, which includes Virtual PC Express to assist with migration and application compatibility.
- Maintain** Customers can get the support they need with enhanced problem resolution support. Your customers' IT staff can access support 24 hours a day, 7 days a week on any product-servers, the operating system or Office applications.
- Transition** Customers that need to continue to run older technologies receive additional support through the extended hotfix support benefit. SA customers can access this support without the registration requirements and without having to pay the hotfix support registration fee.

Customers can also access security and management resources for migrating to the latest operating system while continuing to use legacy hardware, enabling customers to more effectively plan their migration strategies.

## ELIGIBILITY

### When can my customer purchase Software Assurance (SA)?

Customers can acquire Software Assurance on Select and Open licences in the following scenarios:

- Select Licence and Open Licence can include SA only at the time of purchase.
- Customers can add SA to OEM licences within 90 days of purchase for the desktop operating system, desktop applications and servers. There is no SA for Windows XP Home Edition.
- Customers can add SA to an FPP purchase of the Desktop OS and Server products within 90 days of purchase. Office Full Packaged Products are not eligible for SA.
- Customers must renew Software Assurance within 90 days of expiry for Open Licence Business or Open Volume licences and within 30 days of expiry for Select, EA and Open Value licences.
- Individual Developer Tools are not eligible for SA. The recommended way to obtain SA for Developer Tools is to purchase an MSDN subscription.

## FEATURES AND BENEFITS

### Software Assurance 2006 – benefits overview

Customers need different services at every stage of the software life cycle. We have designed benefits that help customers plan, deploy, use, maintain and transition their solutions.

#### Plan

**Version Rights.** Receive new software version releases to deploy at your pace as they become available. This protects your company's investment while providing access to the most advanced software available. Reduce the costs associated with acquiring new version releases and immediately utilise the latest technology.

**Spread Payments.** Take advantage of greater flexibility in managing technology expenditures with the option to make annual payments instead of one upfront payment. Reduce your initial costs and forecast annual software budget requirements up to three years in advance.

#### Deploy

**Desktop Deployment Planning Services.** Customers can execute a thorough desktop deployment project with the fundamental analysis, business case, process management planning and technical procedures needed. Customers can redeem this benefit through their deployment partner as well as through Microsoft Consulting Services (MCS).

**Information Work Solution Services for Small and Medium-size customers.** Helps customers get the most out of their productivity investment. Information Work Solution Services provide a direct approach for increasing the impact of individuals, teams and organisations. One and two day planning workshops focus on business value and architecture infrastructure delivered by Microsoft partners.

**Microsoft Windows Pre-Installation Environment.** Build custom solutions that speed up deployment through automation. Windows Pre-Installation is a version of Microsoft Windows® XP Professional that replaces DOS and can run Windows setup, scripts and imaging applications. IT staff will spend less time and effort keeping desktops updated.

#### Use

**Windows Vista Enterprise.** Windows Vista Enterprise is designed to help upper mid-market and larger organisations lower IT costs and improve IT efficiency. Windows Vista Enterprise includes Windows BitLocker Drive Encryption, which enhances the protection of sensitive data. It also supports advanced application compatibility scenarios with Virtual PC Express and the Subsystem for Unix-Based Applications (SUA). Windows Vista Enterprise takes that capability one step further by including all Windows user interface languages for integration into a single worldwide system image, for no additional cost. Windows Vista Enterprise is available exclusively to Software Assurance (SA) customers.

**Microsoft Training Vouchers.** Receive vouchers for training on Official Microsoft Learning Courses delivered by Microsoft Certified Partners for Learning Solutions, the premier authorised training channel for learning products and services on Microsoft technology. More than 1,600 learning partners worldwide offer official Microsoft instructor-led, online and self-paced courses and consultative learning services.

**Microsoft eLearning.** Provide your employees with access to individual, on demand Microsoft software courses. eLearning can be delivered online or offline and includes simulations, hands-on exercises and learning assessments.

**Home Use Programme.** Increase employee productivity and maximise the value of your Microsoft Office desktop investments by enabling employees to work from home. The Home Use Programme allows employees to get a licensed copy of Microsoft Office desktop programs for use on their home computer. Eligible software includes the most widely-used Microsoft Office desktop programs.

## FEATURES AND BENEFITS CONT.

**Microsoft Employee Purchase Programme.** Give your employees significant discounts on the retail pricing of Microsoft's most popular productivity and consumer products. Using the same software at home and at work provides employees flexibility, while great consumer products offer fun and excitement.

**Enterprise Source Licensing Programme.** Access Windows source code for internal development and support. Eligible customers with 1,500 or more licensed desktops can make adjustments and improvements to systems and related applications and implement improved debugging to help maintain security and protect against viruses and other computer hazards. Eligibility and availability are subject to Microsoft terms and conditions.

## Maintain

**24x7 Problem Resolution Support.** Continuously connect with Microsoft for your support needs. 24x7 Problem Resolution phone support for all products in addition to unlimited business hour Web support for Standard and Enterprise edition servers allows you to select the right level of support when you need it. Customers with Premier contracts can apply incidents earned through Software Assurance towards Premier support to receive higher service levels.

**'Cold' Backups for Disaster Recovery.** Be prepared with complimentary 'cold backup' server licences for the purpose of disaster recovery. To qualify for this Software Assurance benefit, you will need a Microsoft server licence as well as all corresponding CALs (if required by the software) enrolled in active Software Assurance.

**TechNet Plus.** Managed Newsgroups and Subscription Media-Tap into TechNet Online Concierge Chat and post messages in Managed Newsgroups. IT professionals can access TechNet Plus Subscription content. The TechNet Subscription Media also includes access to beta release candidate software and evaluation copies of the latest applications.

## Transition

**Extended Hotfix Support.** Enter into Extended Hotfix Support Agreements (EHSA) as hotfix issues arise. Annual fees and required sign-up periods associated with EHSA are included in the Software Assurance agreement, increasing peace of mind and reducing support cost. A Premier or Essential Support agreement is a prerequisite for eligibility.

**Windows Fundamentals for Legacy PCs.** Get the same security and manageability as Windows XP SP2 and benefit from a smooth migration path to the latest hardware and operating system. Windows Fundamentals for Legacy PCs is a Windows-based operating system solution designed for customers with legacy PCs, running legacy operating systems, who are not in a position to purchase new hardware.

## EXCEPTIONS

## Desktop applications

- Office 2003 Editions OEM licences are eligible for Software Assurance. Office 2003 Editions retail licences are not eligible for Software Assurance. Application licences acquired through both volume licensing channels and retail channels do qualify for upgrade options: Software Assurance and Upgrade Licence, respectively. Microsoft is pleased to announce that starting with Office 2003 Editions, customers will have the opportunity to enroll OEM licences for desktop applications into Software Assurance within 90 days of purchase of the OEM licences.

## Desktop operating system

- Windows Professional Full licences are not available through Volume Licensing. Instead, Windows Professional OS Upgrade will be the Volume Licensing offering for the desktop. Customers must have an existing Windows operating system licence via OEM/COEM/FPP or a competitive operating system to be eligible for Windows Professional OS Upgrade.
- Server products.** Server OEM/FPP acquisitions are eligible for Software Assurance. An FPP VUP will be available for Small Business Server.
- Developer tools.** Individual Developer Tools are not eligible for SA. The recommended way to obtain SA for Developer Tools is to purchase an MSDN subscription.

## ADDITIONAL RESOURCES

For additional information and sales tools about Software Assurance, visit

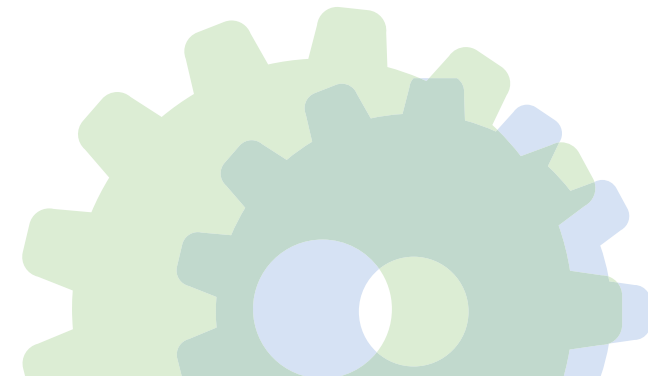
<https://partner.microsoft.com/softwareassurance>

Earn your licensing competency by visiting

<https://partner.microsoft.com/global/competency/licensingsolutions>

For entitlement charts, case studies and more benefit information, visit

[www.microsoft.com/licensing/programs/sa](http://www.microsoft.com/licensing/programs/sa)





## WHAT IS IT?

### Expand your services and grow your service revenue!

Microsoft Software Asset Management Partner Training at [www.microsoft.com/sampartner](http://www.microsoft.com/sampartner)

On the newly designed Microsoft Software Asset Management Partner Training site, you will learn the fundamentals of Software Asset Management (SAM) and how to provide SAM services to your customers.

**Software Asset Management** provides the confidence in knowing exactly what software and licences an organisation has at any given moment. Software management practices can include continuously tracking licences and software installation, implementing software use policies, centralising purchasing procedures and more.

"With animated tutorials, downloadable sales tools, the 'Are You Ready' quiz and other valuable information, the SAM Partner Training site will help you become an expert in all steps of the SAM process, enabling you to offer software asset management as a new service you provide."

Microsoft Customer  
Wayne Vinkavich, IT Manager  
Luse-Stevenson Company  
Chicago, IL USA

### The opportunity for you

By learning about SAM, you can expand your service offerings and increase your overall business by helping customers manage their software assets. SAM helps you reach your business goals by providing opportunities to:

- Extend business by offering SAM services to existing customers.
- Uncover new business by helping customers discover the need for more licences.
- Receive repeat business by establishing strong relationships with customers.
- Get referrals for new business from current happy customers.

### The opportunity for your customers

With a SAM plan, your customers can:

- Save money by knowing what software they need and what software they do not need.
- Stay secure by knowing what software titles are installed and where they are located.
- Work more efficiently by standardising software titles and versions.
- Justify investments and plan budgets by knowing what departments need software to do their jobs.

SAM is a win-win for you and your customers.

## HOW DO I SELL IT?

### How-to training: the five SAM steps

There are five basic steps to introducing and setting up SAM services for your customers:

- Step 1:** Initiating the conversation with customers
- Step 2:** Performing an inventory of installed software
- Step 3:** Matching software with installed acquisitions licence
- Step 4:** Reviewing policies and procedures
- Step 5:** Creating an ongoing Software Asset Management plan

Fun, animated tutorials take you through every step of this process. You will find detailed general information plus help with specific scenarios, from talking with resistant customers to locating software licences for disorganised companies. And each page in this robust section of the site will lead you to downloadable sales tools specific for the step, related links, or both.

### Sales tools

Microsoft has launched a Customer & Partner Software Asset Management (SAM) tool kit as part of its on-going commitment to putting customers in control of their licensing. Locally designed and developed, the tool kit aims to simplify the SAM process and help customers get the maximum value from their software investments.

Available to all Microsoft customers and partners via the Microsoft UK Business Web site [www.microsoft.com/uk/business/sam](http://www.microsoft.com/uk/business/sam), it aims to address calls from UK customers for guidance and support on implementing SAM in their business following the publishing in May of the ISO 19770-1 SAM standard.

### The 'Are You Ready?' Quiz

When you have reviewed the information on the site, you can see what you have learned by taking the Are You Ready? quiz. It is a great way to put your knowledge to the test before putting it to use.

Visit the site now at: [www.microsoft.com/sampartner](http://www.microsoft.com/sampartner)

## FREQUENTLY ASKED QUESTIONS

### How to tell if your Microsoft software is genuine

#### What is a Certificate of Authenticity (COA)?

The COA assists you to determine whether the Microsoft software you have acquired is genuine. The COA is not the licence, but forms part of the documentation to prove ownership of your software. If you would like more information visit [www.howtotell.com](http://www.howtotell.com)

#### My Microsoft product came with a Certificate of Authenticity (COA) – is that my End User Licence Agreement (EULA)?

No. The COA is an anti-counterfeiting security certificate that accompanies all Microsoft products. The COA label that accompanies all retail products can be found on the outside of the retail box. In relation to OEM software, the COA label is affixed to the outside of the product and when the software is installed onto the PC, the installer must affix it to the outside chassis of the PC. The COA label may also be found on the cable cord of OEM hardware products such as the Microsoft Natural keyboard, Microsoft Mouse and Microsoft IntelliMouse pointing device.

The COA is one assurance that the software is legitimate. For instance, if you purchased a PC from a computer store and it came with Windows operating system software pre-installed on its hard drive, the COA should be affixed to the outside of the chassis on the PC.

Please refer to [www.microsoft.com/genuine](http://www.microsoft.com/genuine)

# Licensing Training

## WHAT IS IT?

There are a number of licensing training options available to partners, from courses designed to give you a basic level of understanding, to examination-based training that allows you to work towards achieving the Microsoft Licensing Solutions Competency.

These are:

1. Know your Licensing Basics
2. Licensing 101
3. Microsoft Licensing Sales Specialist and Expert
4. Partner Competency Training and Exams
  - i) Designing and Providing Microsoft Licensing Solutions to Small and Medium Organisations
  - ii) Designing and Providing Microsoft Licensing Solutions to Large Organisations

### Know your Licensing Basics:

Take this online course and exam to learn more about Microsoft licensing. The course gives an insight into basic Microsoft licensing concepts and introduces volume licensing agreements, product licensing and Software Assurance. Take the Volume Licensing Essentials training at [www.microsoft.com/uk/partner/licensingbasics](http://www.microsoft.com/uk/partner/licensingbasics)

### Licensing 101:

This one day classroom-based course is great for new starters and covers all aspects of licensing. It is designed for individuals who have little or no licensing knowledge and is aimed to give a top level overview of the different licence types and agreements. These courses are run around the UK and you can find more details at [www.microsoft.com/uk/partner/licensing101](http://www.microsoft.com/uk/partner/licensing101)

### Microsoft Licensing Sales Specialist (MLSS) and Expert:

An online training course designed for Licensing Specialists and sales people who already have a fundamental knowledge of Microsoft's product and volume licensing and want to gain a more in-depth understanding.

This online licensing accreditation shows that Partners have undertaken training and examinations to gain better knowledge of Microsoft software licensing, and can therefore help customers in choosing the most suitable licensing option for their business needs.

This is a modular course and you need to pass six modules before being awarded your MLSS accreditation (certificate and lapel pin). Successful candidates can also go on to study for a higher level of certification – Microsoft Licensing Sales Expert (MLSE).

To prepare for the MLSS exam, visit our exam revision centre and download the MLSS series of PowerPoint presentations at [www.microsoft.com/uk/partner/mlsstraining](http://www.microsoft.com/uk/partner/mlsstraining)

### Partner Competency Training and Exams:

The Microsoft Licensing Solutions Competency is for partners that have proven their skills and experience in providing customers with Microsoft software licensing or Asset Management solutions in one of the following complex solution specialisations:

- Licence Delivery
- Software Asset Management

Partners need to meet the requirements in at least one specialisation to be eligible to enrol in this competency.

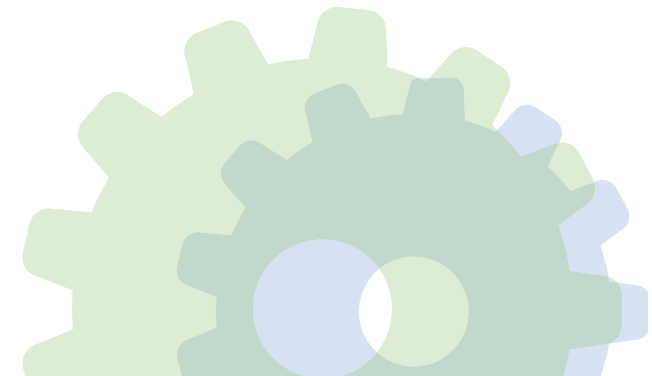
All active Microsoft Partner Programme participants who meet the competency requirements will be eligible to enrol online in the Licensing Solutions Competency. If you are a Registered Member, earning a competency can help you achieve Certified Partner status. Microsoft competencies help accelerate the success of your organisation in the marketplace. They highlight your skills to potential customers and support you with the benefits, resources and opportunities tailored to your company's area of expertise.

There are two different exams depending on your company profile:

Designing and Providing Microsoft Volume Licence Solutions to Small and Medium Business. Exam 70-121

Designing and Providing Microsoft Volume Licence Solutions to Large Organisations. Exam 70-122

You can find more details about the Licensing Solutions Competency and exams at [www.microsoft.com/uk/partner/licensingsolutions](http://www.microsoft.com/uk/partner/licensingsolutions)



# Microsoft Financing

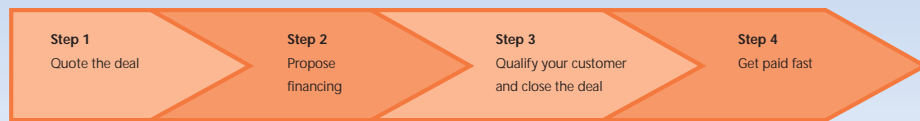


## WHAT IS IT?

**Microsoft Financing** provides customers with a simple, convenient and affordable way to acquire their IT solutions. Microsoft Financing is offered through partners to end-customers and can include software, hardware, services and must only include one Microsoft element in the contract.

Microsoft Financing is about listening to your customers' IT and budget needs and calibrating a financial solution precisely to their requirements, right down to how they pay it.

## HOW DO I INCLUDE IT IN MY SALES PROCESS?



The program is suitable to Microsoft customers in the United Kingdom. To use Microsoft Financing within your sales activities follow the four steps:

### Step 1: Quote the deal

When you first begin to size the solution, use the Microsoft Financing online payment calculator to estimate your customer's monthly payments. Go to [www.microsoftfinancing.com](http://www.microsoftfinancing.com) to download the calculator now.

### Step 2: Propose financing

Integrate Microsoft Financing into your customer proposal. Access customer ready materials and functionality to support financing applications online at [www.microsoftfinancing.com](http://www.microsoftfinancing.com)

### Step 3: Qualify your customer and close the deal

Following a simple process, complete and submit a credit application online. For your first Microsoft Financing deal you'll need to complete an online registration form.

### Step 4: Get paid upfront and fast

Once Microsoft Financing receives the signed and completed financing documents and invoice, you'll get paid upfront. You can expect payment within 48 hours.

Visit [www.microsoftfinancing.com](http://www.microsoftfinancing.com) today or e-mail [askpartner@microsoft-contact.co.uk](mailto:askpartner@microsoft-contact.co.uk) or call 0870 60 70 700.

## HOW DO I SELL IT?

Microsoft Financing provides solutions to all clients' types with flexible terms and competitive rates end-to-end.

The entire program is simple to understand and easy to implement. Customers receive perpetual use rights to the software and own the equipment outright at the beginning of the contract.

### Finance offering

- Financing terms range from 24 to 60 months and can be structured in a variety of ways to meet a business' current budget needs.
- We'll consider the deal or we'll consider opportunities ranging from a single laptop to a global deployment.
- Microsoft Financing currently offers three types of financing options: commercial loans; finance leasing; and our current flexible financing solution, SmartPay.

### Partner benefits

- Partners can provide one-stop shopping for customers to finance their total IT solution, including their organisation's consulting services.
- Convenient, flexible financing offers partners the opportunity to provide a comprehensive IT solution to their customers
- Increased deal sizes.
- Partners are paid in full by Microsoft Financing within days. Microsoft Financing carries the risk, and the customer pays Microsoft Financing over time.

### Customer benefits

- 100% of their software, hardware and services purchase can be bundled into one agreement, with the ability to add to the agreement over its life to accommodate product releases or upgrades.
- Solving customer's cash flow issues enables customers to focus on what they want.
- The purchase can be financed over the life of the asset, rather than a large, upfront cash outlay.
- Flexible financing plans help map payments to how customers use their solutions and the seasonality and size of their business. There is no minimum Microsoft purchase requirement, and software, hardware and services can be considered for financing.

## FREQUENTLY ASKED QUESTIONS

### How does Microsoft Financing help customers?

Microsoft Financing and its finance partners offer financing to facilitate the acquisition of Microsoft licences and IT solutions that are simple, easy and affordable. This offers a convenient and smart way for customers to spread costs over time and preserve precious cash reserves.

### What are the opportunities for partners with Microsoft Financing?

Microsoft Financing is a tool for Microsoft partners to more deeply engage with their customers and facilitate the acquisition of a total solution. Microsoft partners can help their customers upgrade the performance of their organisation and stay competitive, while strengthening their business by generating incremental revenues, creating new sales opportunities, shortening of sales cycles and create a reliable cash flow.

### How long can the solution be financed for?

Financing terms are available between 24 and 60 months.

### What is the interest rate being offered on the financing?

Competitive interest rates will be offered to customers, determined by the market conditions, transaction size, and customer creditworthiness. Visit [www.microsoftfinancing.com](http://www.microsoftfinancing.com) for current rates and payment calculator tools.

### How do partners get financing started?

The entire customer process is made simple and is easy to implement. Partners should price the deal using the payment calculator online, complete the registration form online. In most cases, you will get a response in 4 hours or less.

### How do partners get paid?

Once Microsoft Financing receives the signed and completed documents, and the customer verifies delivery, you can expect payment within 48 hours.

### Is there a financing agreement minimum or maximum (purchase)?

Transaction sizes start as low as £1,000. There is no maximum amount.

### How does the Microsoft Financing program differ from how SA/EA customers who can spread their payments?

With Microsoft Financing customers can spread payments over 12 to 60 months to address common IT life-cycle events, such as seasonality and upgrades. Financing is more than spreading payments, it is taking the cost of a customer's total solution (software, hardware and services) and creatively mapping a financing plan that meets the needs of each business.

### Will deposits be required?

There is generally no requirement for deposits or down payments.

### Credit Guidelines

- At least two years in business.
- Positive net income.
- Established credit history with multiple trade lines showing positive payment history.
- No bankruptcy, liens, defaults or judgements.
- Start-up companies are difficult to approve. If you have a start-up company, talk to your Microsoft Financing representative to determine the best course of action.

### Items needed to evaluate credit:

- Credit application.
- Applications over £250,000 typically need 2 years audited or reviewed financial accounts.
- In some cases, more information will be specifically requested via e-mail during the approval process.

### Are there any special promotions?

Yes. Microsoft Financing currently offers SmartPay SixZero – a flexible financing option available for the fiscal year which offers customers a six month payment holiday before then starting their regular monthly repayments for 36 months on a non-annuity licence structure and 30 months on an annuity licence structure. This promotion gives customers the option of not only paying nothing for the first six months but also have the ability to acquire all of the software, hardware and Partner services they need for a particular IT solution purchased.

The SmartPay SixZero promotion is available through Microsoft Financing from 7 July 2008 to 30 June 2009. Available for business users only and is offered subject to credit status. Finance applications are available using Microsoft Financing online calculator.

### Online Training

Microsoft Financing also offers online training via the Microsoft Financing Partner site at [www.microsoftfinancing.com](http://www.microsoftfinancing.com) or via the Partner Learning Centre. It will help you boost your financing knowledge and increase results. This is online, on-demand training you do in your own time, at your own pace, focusing on the sections that interest you most.

*\*For Enterprise Agreements (EA) and Licence and Software Assurance (L&SA) products, call for a quote on finance structure and specific agreement terms.*

Visit [www.microsoftfinancing.com](http://www.microsoftfinancing.com) or call Microsoft Financing on 0870 60 70 700, or e-mail [askpartner@microsoft-contact.co.uk](mailto:askpartner@microsoft-contact.co.uk) to start using it today.

## ADDITIONAL RESOURCES

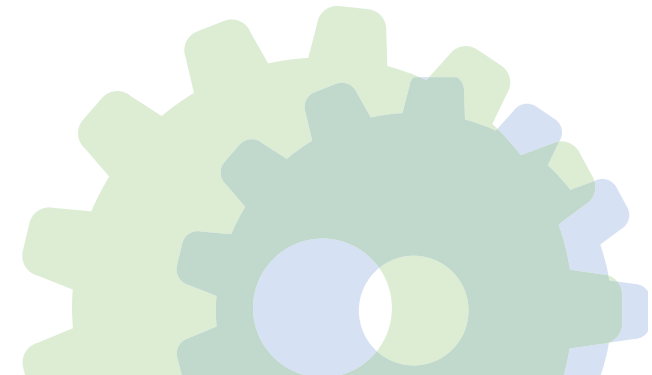
**Business and Industry Site:** [www.microsoft.com/uk/financing](http://www.microsoft.com/uk/financing)

**Small Business Site:** [www.microsoft.com/uk/smallbusiness/financing](http://www.microsoft.com/uk/smallbusiness/financing)

[www.microsoftfinancing.com](http://www.microsoftfinancing.com)

<http://PlaySmarterIT.com>

[www.microsoftfinancing.com/training.aspx](http://www.microsoftfinancing.com/training.aspx)



# Small Business Specialist Community



## WHAT IS IT?

The **Microsoft Small Business Specialist Community (SBSC)** is an exciting initiative that sits within the Microsoft Partner Programme. It is specifically designed to support partners who are selling Microsoft technologies to small businesses. It can help you make the most of the potential opportunity within the small business market segment, regardless of the size of your company.

The programme provides opportunities to expand your skills through small business training. It offers assistance with technical support via the use of Managed Newsgroups and Online Technical Communities, as well as sales and marketing resources and offers to help you close more deals and reach new customers. Once enrolled, partners gain access to tools and resources available only to Small Business Specialists. They also have access to a dedicated resource page linking to benefits and content relevant to them.

The Small Business Specialist Community encourages partner networking and collaboration. Meeting other partners is one of the most important benefits of this community. SBSC User Groups are partner meetings run by Microsoft partners, for Microsoft partners and offer an independent forum where partners can meet one another, share best practice, and learn how to better engage with IT vendors like Microsoft. The community also offers other peer-to-peer networking opportunities that further help Small Business Specialists gather support and develop and grow their businesses.

Alongside the above, the community works to connect partners with small business customers that are actively looking for a partner to help them with their IT needs.

## HOW DO I JOIN IT?

There are three steps to joining the Microsoft Small Business Specialist Community:

1. You must be a member of the Microsoft Partner Programme. If you are a Registered Partner, you must also have an active subscription to Microsoft Action Pack.
2. You must employ at least one individual who has passed either
  - a. 70-282 Designing, Deploying and Managing a Network Solution for the Small and Medium-Sized Business or
  - b. 70-653 Windows Small Business Server 2008, Configuring
  - c. 70-654 Windows Essential Business Server 2008, Configuring
  - d. 70-236 TS: Exchange Server 2007, Configuring
  - e. 74-134 Pre-Installing Microsoft Products Using the OEM Pre-installation Kit
  - f. 70-631 Configuring Windows SharePoint® Services 3.0
3. You must employ at least one individual who has passed the online SBSC sales and marketing assessment (the same person can take both the technical and the sales and marketing exams).

Once you have successfully completed these three steps, you can enrol to become a Small Business Specialist.

For more information visit [www.microsoft.com/uk/partner/sbsc](http://www.microsoft.com/uk/partner/sbsc)

## WHAT ARE PARTNERS SAYING?

*"Being a smaller IT company can be a real challenge: you have to try and broaden your knowledge, connect with key suppliers and grow your business. For Static Burst, being part of the SBSC has helped us to work closer with Microsoft and get to know many interesting partners: this has lead directly to several large business opportunities and has directly contributed to our sales."*

*Matthew Clothier  
Chairman  
Static Burst Ltd*

*"May I say that the SBS Partner Programme seems to be working very well for us. We have already picked up two sizeable new sales solely on the basis of being a registered SBS Specialist and listed on the Microsoft web site. Well done to all involved!"*

*Duncan Reid  
Partner  
Icelandic*

### Five reasons to sign up to Microsoft Small Business Specialist Community

1. **Get connected with customers!** – Solution Profiler is your key tool to promote your solutions to customers. By profiling your organisation and services offered in this tool, you will be promoted in Solution Profiler to customers looking for the type of solutions you can offer.
2. **Differentiate yourself** – Microsoft Small Business Specialists have access to a dedicated logo that they can use to promote their expertise and customise marketing materials.
3. **Leverage the partner networking opportunities** – Networking with other Small Business Specialist partners can offer you the valid support you may need, be it to help you with any business critical issues you encounter, or opportunities to partner with others to develop and grow your business.
4. **Support your customers** – Get technical support, including pre-sales and break-fix support, through the exclusive SBSC Online Technical Communities.
5. **Access tailored offers, content and links** – We are constantly updating the SBSC resources page with exciting new content that is designed to equip Small Business Specialists with ideas, practical advice and offers to help you drive your business. Also, there is a unique SBSC RSS Feed to provide SBSC partners with access to product, training, licensing and community information in real-time. Alongside this we aim to continue the Live Meeting series, giving you sales, marketing, product and licensing information.

# Product Version Guide

The Product Version Guide highlights when we expect our new products and services to move from testing through to release, manufacture and then final production release. All details in this document are provisional as of 2nd April 2008 and may change without notice\*. Any updates will be posted to the downloadable document available online: [www.microsoft.com/uk/partner/roadmap](http://www.microsoft.com/uk/partner/roadmap)

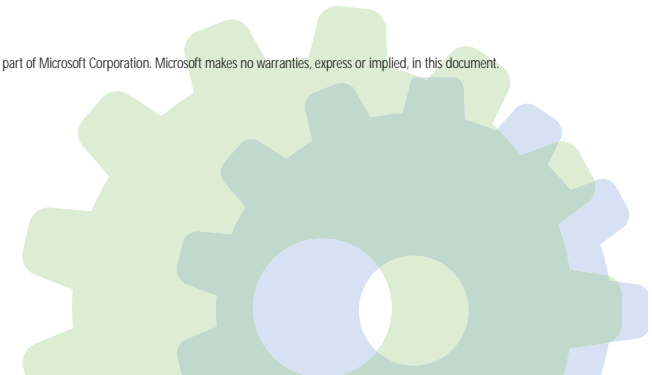
## Quarter 3 2008

Version Change	Quarter 3 2008		
	A - I	J - R	S - Z
		<b>Microsoft Dynamics AX 2009</b> <b>Microsoft Dynamics GP 10.0 (Feature Pack)</b> <b>Microsoft Dynamics NAV 2009</b>	<b>SQL Server 2008</b>
Products	BizTalk Server 2006 R2 Business Scorecard Manager 2005 Commerce Server 2007 SP1 Communicator 2007 Excel 2007 SP1 Exchange Server 2007 SP1 Expression Blend SP1 Expression Design SP1 Expression Media SP1 Expression Studio Expression Web Forefront Security for Exchange Server SP1 Forefront Security for SharePoint SP1 Forefront Server Security Management Console Intelligent Application Gateway (IAG) 2007 ISA Server 2006 Forms Server 2007 SP1 Groove 2007 SP1 Groove Server 2007 SP1 InfoPath 2007 SP1 Internet Explorer 7 Internet Information Server 7.0	Live Communications Client 2007 (Mobile) Live Communications Server 2007 Live Meeting 2007 MapPoint 2006 Microsoft Dynamics CRM 4.0 Microsoft Dynamics RMS 2.0 Office 2007 SP1 Outlook 2007 SP1 PowerPoint 2007 SP1 Project 2007 SP1 Project Server 2007 SP1	SharePoint Designer 2007 SP1 SharePoint Portal Server 2007 SP1 System Center Virtual Machine Manager V1 System Center Configuration Manager 2007 System Center Data Protection Manager 2007 System Center Operations Manager 2007 System Center Essentials 2007 Virtual Server 2005 R2 SP1 Visio 2007 SP1 Visual Studio 2008 Windows Vista SP1 Windows Home Server V1 Windows Live Windows Live Calendar Beta Windows Live SkyDrive Windows Live Gallery Beta Windows Live adManager Beta Windows Live OneCare 2.0 Windows Server 2008 Windows Small Business Server 2003 R2 Windows Storage Server 2003 R2 Word 2007 SP1

## Quarter 4 2008

Version Change	Quarter 4 2008		
	A - I	J - R	S - Z
		<b>Microsoft Dynamics AX 2009</b> <b>Microsoft Dynamics GP 10.0 (Feature Pack)</b> <b>Microsoft Dynamics NAV 2009 (GA)</b>	<b>SQL Server 2008</b> <b>System Center Virtual Machine Manager V2</b>
Products	BizTalk Server 2006 R2 Business Scorecard Manager 2005 Commerce Server 2007 SP1 Communicator 2007 Excel 2007 SP1 Exchange Server 2007 SP1 Expression Blend SP1 Expression Design SP1 Expression Media SP1 Expression Studio Expression Web Forefront Security for Exchange Server SP1 Forefront Security for SharePoint SP1 Forefront Server Security Management Console Intelligent Application Gateway (IAG) 2007 ISA Server 2006 Forms Server 2007 SP1 Groove 2007 SP1 Groove Server 2007 SP1 InfoPath 2007 SP1 Internet Explorer 7 Internet Information Server 7.0	Live Communications Client 2007 (Mobile) Live Communications Server 2007 Live Meeting 2007 MapPoint 2006 Microsoft Dynamics CRM 4.0 Microsoft Dynamics RMS 2.0 Office 2007 SP1 Outlook 2007 SP1 PowerPoint 2007 SP1 Project 2007 SP1 Project Server 2007 SP1	SharePoint Designer 2007 SP1 SharePoint Portal Server 2007 SP1 System Center Configuration Manager 2007 System Center Data Protection Manager 2007 System Center Operations Manager 2007 System Center Essentials 2007 Virtual Server 2005 R2 SP1 Visio 2007 SP1 Visual Studio 2008 Windows Vista SP1 Windows Home Server V1 Windows Live Windows Live Calendar Beta Windows Live SkyDrive Windows Live Gallery Beta Windows Live adManager Beta Windows Live OneCare 2.0 Windows Server 2008 Windows Small Business Server 2003 R2 Windows Storage Server 2003 R2 Word 2007 SP1

\*Disclaimer: this timetable is for information only and represents Microsoft Corporation's current view of its product development cycle. It was accurate at the time of publication. None of the information in this timetable should be interpreted as a commitment on the part of Microsoft Corporation. Microsoft makes no warranties, express or implied, in this document.





# Core Infrastructure Optimisation



## WHAT IS IT?

### Aligning IT to business needs

An IT infrastructure is a strategic asset – the critical foundation upon which software delivers the services and user applications that a business needs. Yet the reality for many organisations is that their IT is overly complex, inflexible and difficult and costly to manage.

Microsoft research reveals that only 3% of its customer accounts are driven by a well-managed, highly secure infrastructure with a clear set of policies and operations. This presents a huge opportunity for Microsoft Partners to help customers better align their IT to their business needs, and Infrastructure Optimisation (IO) is central to achieving this.

### The IO vision – practical strategies for improving clients' IT infrastructures

IO distils an extensive body of analyst and academic research into three models that you can use to optimise clients' IT, securing infrastructure, creating agility and reducing costs. It's a compelling way to engage with clients, strengthen relationships and move sales discussions to a new plane.

The IO models reflect three alternative IT perspectives: Core IO, Business Productivity IO and Application Platform Optimisation – and also correspond with Microsoft's customer campaigns. They allow you to map customers' levels of infrastructure optimisation – and then build effective plans to help them advance.

- **Core Infrastructure Optimisation model:** helps customers understand their infrastructure and see how changes would deliver cost, security, risk and operational agility improvements.
- **Business Productivity Infrastructure Optimisation model:** shows how an agile IT architecture simplifies how people collaborate, boosts processes and content management efficiency and creates business insight.
- **Application Platform Optimisation Model:** demonstrates how an optimised application platform delivers connected, flexible and highly secure applications.

### Identify account sales opportunities

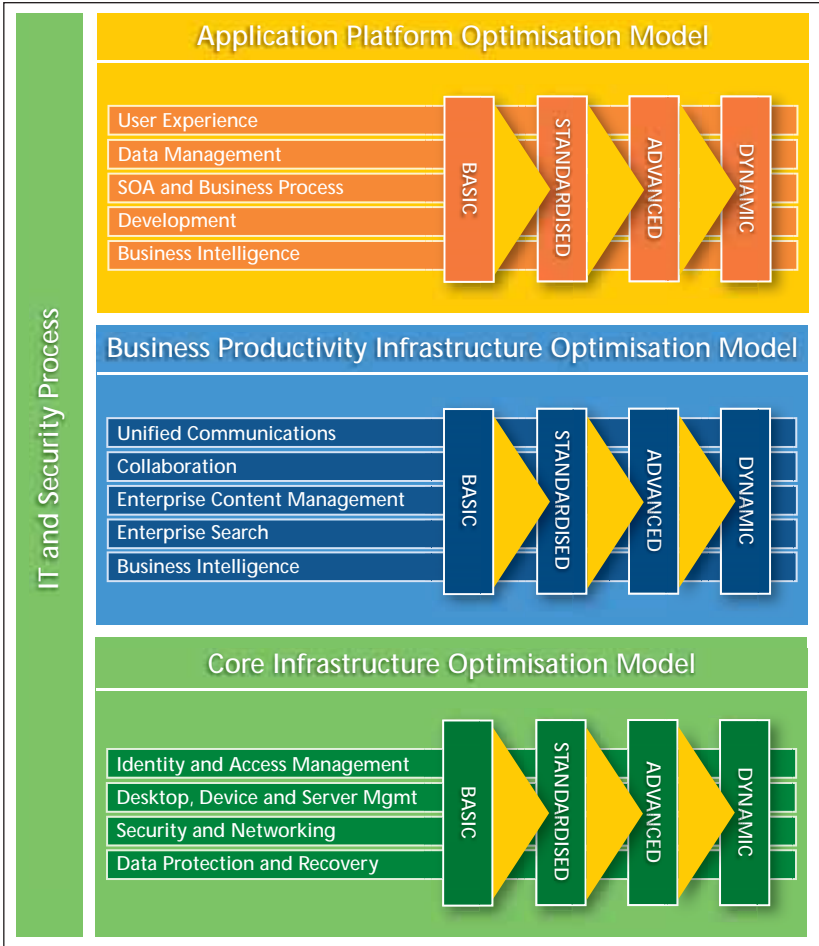
IO results in the classification of a customer's level of IT infrastructure into one of four levels – from basic to advanced – and identifies areas of opportunity. It moves beyond product-centric marketing, driving infrastructure strategy and investment discussions with customers, developing relationships and broadening the IT sales remit.

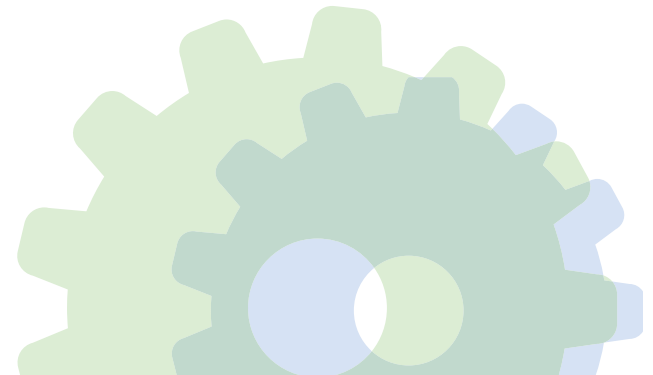
## ADDITIONAL RESOURCES

Sign-up for IO training to ensure you, your business and your customers gain the most from IO:  
[www.microsoft.com/uk/partner/iotraining](http://www.microsoft.com/uk/partner/iotraining)

Visit the Infrastructure Optimisation Web site to find out more:  
[www.microsoft.com/uk/partner/io](http://www.microsoft.com/uk/partner/io)

Watch the IO overview video now:  
[www.microsoft.com/uk/partner/iovideo](http://www.microsoft.com/uk/partner/iovideo)







## WHAT IS IT?

**The world is buzzing about virtualisation.** Your customers, partners, and competitors are all talking about it. IDC reports that at least three out of four enterprise customers are deploying virtualisation somewhere in their organisations.

**But everyone is having the wrong conversation.** Most people – enterprise companies and technology vendors – equate virtualisation with machine virtualisation: running multiple virtual operating systems on a server. However, virtualisation is far broader than that. **You can tell a better story** – one that completely changes the game. Virtualisation – the act of isolating or unbinding one computing resource from others – should be applied to all layers of a computing stack from the **data centre to the desktop PC.**

### VALUE PROPOSITION

For IT professionals, integrated virtualisation solutions from Microsoft provide cost savings through server consolidation and improved business continuity. Microsoft virtualisation delivers dynamic, reliable, and scalable platform capabilities and a single set of unified management tools to manage both physical and virtual resources, enabling customers to create an agile and dynamic data centre.

### THE MICROSOFT ADVANTAGE

It's Windows	Integrated Management	Full 360° View
Microsoft virtualisation is optimised and its performance is tuned for the Windows® operating system. With Microsoft virtualisation, customers can leverage existing tools, staff skills, processes, available hardware, and application architectures to provide a non-disruptive transition from physical to virtual infrastructure.	The Microsoft virtualisation solution lets you manage both physical and virtual server assets with a unified management platform.	Microsoft offers technologies and guidance to support integrated virtualisation across server workloads, desktop PC applications, and both physical and virtual assets.
Best Value		Interoperability
Microsoft delivers a complete virtualisation solution for server consolidation and business continuity scenarios with superior return on investment (ROI).		Microsoft supports interoperability, which enables customers and partners to deploy solutions and support virtualisation within heterogeneous environments.

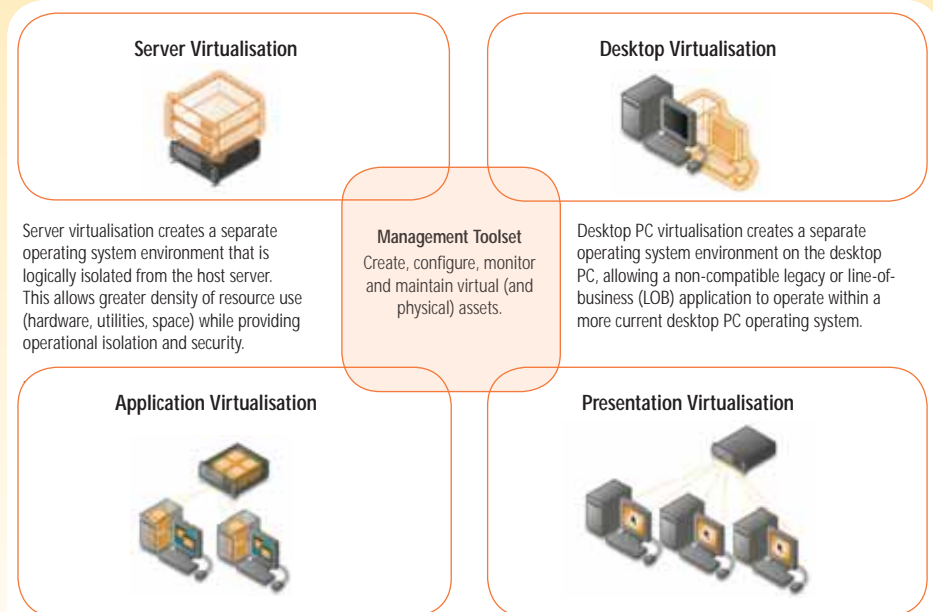
## THE PROMISE OF VIRTUALISATION

A well-designed and managed virtualisation strategy delivers value to the organisation in three ways:

Control Costs	Improve Security and Availability	Increase Agility
Lower costs, reduce hardware footprint, and minimise utilities cost through server consolidation.	Reduce impact of disruptive events and streamline maintenance and disaster recovery to maximise system availability and ensure business continuity.	Facilitate dynamic resource allocation and streamline workload provisioning to support changing business needs.

## DIFFERENT USES OF VIRTUALISATION

Following is a summary of the different uses of virtualisation:



## HOW DO I SELL IT?

Scenarios and Products	Overview and Key Benefits	Licensing	Resources
<b>Server Virtualisation</b> Windows Server® 2008 with Hyper-V™	<b>Overview</b> Run multiple server operating systems on a single physical server. <b>Some scenarios</b> <ul style="list-style-type: none"> <li>• Server consolidation</li> <li>• High availability</li> <li>• Disaster recovery</li> <li>• Dev/Test environments</li> </ul> <b>Benefits</b> <ul style="list-style-type: none"> <li>• Provides rapid deployment and provisioning.</li> <li>• Runs most major x86 operating systems.</li> <li>• Ensures robust and stable device support and broad-device compatibility.</li> <li>• Provides a scalable and reliable virtualisation platform.</li> </ul>	<ul style="list-style-type: none"> <li>• Running several Windows Server 2008 virtual machines (VMs) on a physical server requires a Windows Server 2008 Enterprise Edition licence (licenses a physical host server for up to four VMs), or Windows Server 2008 Datacenter Edition (licenses a physical host server for an unlimited number of VMs per processor).</li> </ul>	<a href="http://www.microsoft.com/virtualization">www.microsoft.com/virtualization</a> <b>Sparton International virtualised servers in the production environment, increasing performance and reliability while saving 70 per cent in server costs and improving server use up to 60 per cent.</b>
<b>Application Virtualisation</b> Microsoft Application Virtualization (formerly Microsoft SoftGrid Application Virtualization)	<b>Overview</b> Run applications over the network (rather than installing them on the local PC). <b>Benefits</b> <ul style="list-style-type: none"> <li>• Delivers virtualised applications on-demand.</li> <li>• Simplifies desktop PC images.</li> <li>• Centralises application permissions, patching, and updating.</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Application Virtualization for Windows desktop PCs with Microsoft Desktop Optimization Pack for Windows Vista® Enterprise Edition customers (requires Software Assurance).</li> <li>• Microsoft Application Virtualization for Terminal Services sold as a stand-alone perpetual licence for Terminal Services.</li> </ul>	<a href="http://www.microsoft.com/softgrid">www.microsoft.com/softgrid</a> <b>Alamance Regional Medical Center used Microsoft Application Virtualization to manage 75 applications for 2,200 PC and thin-client users, while accelerating deployments and upgrades and reducing costs.</b> (See Microsoft Desktop Optimization Pack in this Tool Kit for more information.)
<b>Presentation Virtualisation</b> Windows Terminal Services	<b>Overview</b> <ul style="list-style-type: none"> <li>• Run an application on one PC, but view it on another.</li> </ul> <b>Benefits</b> <ul style="list-style-type: none"> <li>• Virtualises the presentation of desktop PCs and applications.</li> <li>• Delivers architecture for consolidation of applications and data.</li> <li>• Provides broad access to local and remote users.</li> </ul>	<ul style="list-style-type: none"> <li>• Requires a Windows Server operating system licence.</li> <li>• A Windows CAL is required to use the server software.</li> <li>• Requires Terminal Services Client Access License (TS CAL) for each user or device.</li> </ul>	<a href="http://www.microsoft.com/terminalserver">www.microsoft.com/terminalserver</a> <b>Mellon uses Terminal Services to provide more efficient access to data and secure remote access while reducing desktop PC maintenance costs.</b>
<b>Desktop Virtualisation</b> Microsoft Virtual PC	<b>Overview</b> <ul style="list-style-type: none"> <li>• Run multiple operating systems on a single PC.</li> </ul> <b>Benefits</b> <ul style="list-style-type: none"> <li>• Hosts legacy LOB applications.</li> <li>• Hosts applications not compatible with desktop PC operating systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Available as a free download from the Microsoft Download Center.</li> </ul>	<a href="http://www.microsoft.com/virtuaipc">www.microsoft.com/virtuaipc</a> <b>Baptist Memorial Health Care, which operates 17 hospitals with more than 13,000 employees, uses Virtual PC to migrate 5,300 PCs to Windows XP.</b>
<b>Virtualisation Management</b> Microsoft System Center Virtual Machine Manager	<b>Overview</b> <ul style="list-style-type: none"> <li>• Manage your VMs and environment.</li> </ul> <b>Benefits</b> <ul style="list-style-type: none"> <li>• Manages host configuration, virtual-machine creation, library management, Intelligent-VM placement, monitoring, rapid recovery, self-provisioning, and automation.</li> <li>• Provides scripted control of portable, connected VMs.</li> <li>• Manages virtual environment with existing familiar server-management tools.</li> </ul>	<ul style="list-style-type: none"> <li>• Included in the System Center Server Enterprise license.</li> <li>• For midmarket customers – Virtual Machine Manager Workgroup Edition works to manage up to five physical servers running virtual machines, on a single pane of glass.</li> </ul>	<a href="http://www.microsoft.com/systemcenter/scvmm">www.microsoft.com/systemcenter/scvmm</a> Using VMM, <b>Digiturk</b> cut VM management tasks by 50 per cent, improved disaster recovery, and accelerated VM provisioning and management. (See System Center Virtual Machine Manager in this Tool Kit for more information.)

## ADDITIONAL RESOURCES

**Virtualisation Web Site:** [www.microsoft.com/virtualization](http://www.microsoft.com/virtualization)

**MAP Tool for Virtualisation Assessments:** [www.microsoft.com/map](http://www.microsoft.com/map)

**ROI Tool for Virtualisation:** [www.microsoft.com/virtualization/roitool/default.aspx](http://www.microsoft.com/virtualization/roitool/default.aspx)

**Virtualisation Blog:** <http://blogs.technet.com/virtualization>

**Microsoft Virtualisation TechNet Site:** <http://technet.microsoft.com/en-us/virtualization/default.aspx>

## FREQUENTLY ASKED QUESTIONS

**What is 'Dynamic IT'?**

Dynamic IT is the ability of a company to deliver the right computing solutions to their employees anytime, anywhere, regardless of the situation. It is predicated on an infrastructure that is flexible, easy to manage, and cost-effective. It requires flexible client and server solutions, integrated management, multilevel virtualisation, and broad ecosystem support.

We believe virtualisation is one of the key enablers that can accelerate the emergence of Dynamic IT because it provides the underlying technology to enable computing resources across both server and desktop PC to be assembled in real time. This will build the foundation for the Dynamic Datacenter and Optimized Desktop.

**How does VMware's Live Migration feature compare to the feature in Microsoft Quick Migration?**

VMware's Live Migration feature allows virtual machines to be moved between machines in a short period of time (as an example, in less than a second). The Microsoft Quick Migration feature in Hyper-V may move a virtual machine from one server to another in a few seconds. The main point to recognise is that Live Migration and Quick Migration are used to move virtual machine workloads during planned downtimes. Most customers that schedule planned downtimes do so: a) at off-peak hours, and b) for lengths of time that far exceed the time it takes to migrate workloads – whether subsecond (Live Migration) or multisecond (Quick Migration). Yet Quick Migration is included as a feature of Hyper-V in Windows Server 2008, and therefore the overall solution can be cost-effective.

For more details on this, visit the virtualisation blog – Live Migration versus Quick Migration.

Part 1: <http://blogs.technet.com/virtualization/archive/2008/04/09/hyper-v-quick-migration-vmware-live-migration-part-1.aspx>

Part 2: <http://blogs.technet.com/virtualization/archive/2008/04/14/hyper-v-quick-migration-vmware-live-migration-part-2.aspx>

Part 3: <http://blogs.technet.com/virtualization/archive/2008/04/24/hyper-v-quick-migration-vmware-live-migration-part-3.aspx>

**What is Hyper-V?**

Windows Server 2008 Hyper-V is the hypervisor-based virtualisation feature included as part of Windows Server 2008. It contains everything needed to support machine virtualisation. Hyper-V enables IT organisations to reduce costs, improve server use, and create a more dynamic IT infrastructure. Hyper-V provides the greater flexibility because of dynamic, reliable, and scalable platform capabilities combined with a single set of integrated management tools to manage both physical and virtual resources, which enables

creation of an agile and dynamic data centre and progress towards achieving self-managing dynamic systems.

**What is the Microsoft strategy for virtualisation?**

Our goal is to help customers make their IT systems more self-managing and dynamic so that they can gain more control of their IT systems, reduce costs, and enable their businesses to respond faster and stay ahead of the competition. We are doing this by:

- Providing a complete set of virtualisation products that span from the desktop PC to the data centre.
- Helping manage all IT assets – both physical and virtual – from a single platform.

We are making broad investments – in the areas of the platform, management, applications, interoperability, and licensing, and working to enable customers to take advantage of their existing platform investments, use their existing support skills and infrastructure, and reduce costs associated with implementing virtualised environments.

**What steps is Microsoft taking to help customers set up a virtualised environment?**

At Microsoft, our large ecosystem of original equipment manufacturers (OEMs) who distribute our products, the thousands of independent software vendors (ISVs) who write software that run with our products, and the thousands of integration and training partners are all working closely with us to provide the knowledge to help train, plan, deploy, and support virtualisation with customers. We have invested in partner training, especially as part of the launch of Windows Server 2008, and plan to continue that investment. In addition we are working closely with companies like XenSource (now Citrix), Novell, and Sun Microsystems to enable other operating systems to interoperate on the Windows 2008 Hyper-V hypervisor.

**How has virtualisation become dominant in such a short time?**

With less than 10 per cent of servers currently using virtualisation technology, Microsoft believes this is still very much an emerging industry, offering a significant opportunity to help customers reduce costs, make IT more flexible, and enable vendors to offer more services. Microsoft is delivering and investing in products, solutions, and services that reach beyond just server virtualisation and instead span the desktop to the data centre.

Virtualisation is a feature of the operating system, be it mainframe, UNIX, or even today with Linux. Windows Server 2008 was the first delivery vehicle for us to deliver a new virtualisation architecture (hypervisor-based) that will help customers increase agility, reduce costs, and increase availability.

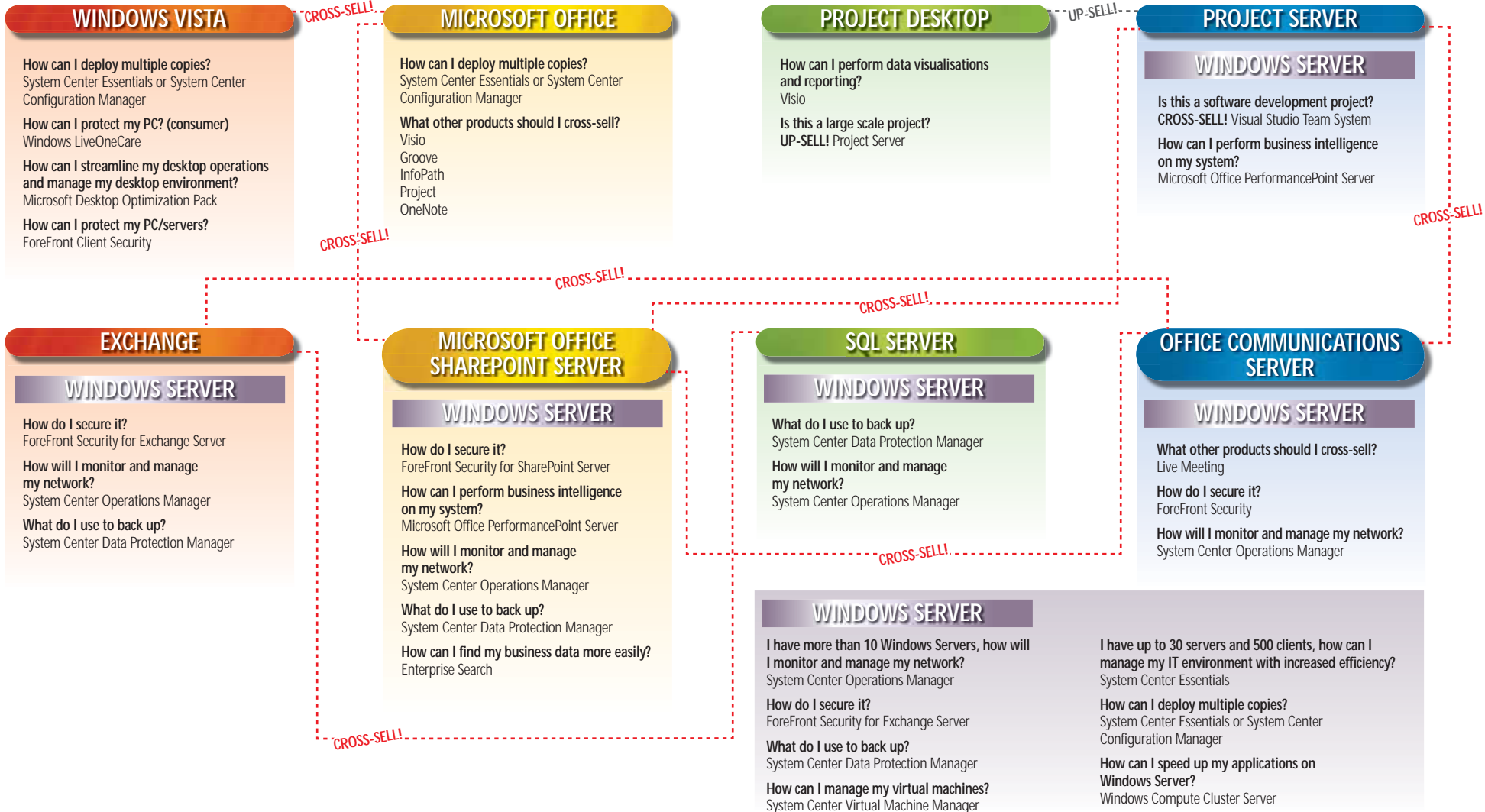
## COMPLEMENTARY SOFTWARE

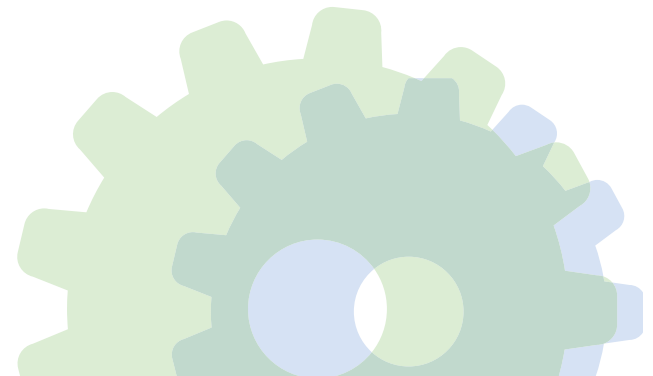
**System Center:** Microsoft System Center plays a central role in the Microsoft vision to help IT organisations benefit from self-managing, dynamic systems. System Center solutions capture and aggregate knowledge about your infrastructure, policies, processes, and best practices so that your IT staff can build manageable systems and automate operations to reduce costs, improve application availability, and enhance service delivery.

# Up-sell and Cross-sell Opportunities



Understanding which products you should be up-selling and cross-selling can be difficult – here is a simple overview of the key products you should attach to increase your deal size and the key questions you should ask. Remember to always check which version of the software your customer needs as this is a great upsell opportunity. To find out more on each product and the different versions, visit the product pages in this book.





## WHAT IS IT?

The **2007 Microsoft Office System Suites**. To provide customers with more flexibility to purchase licences for the specific technologies and solutions that best meet their unique business needs, we offer a variety of suites in the Microsoft Office 2007 system.

The following summaries highlight the benefits for each of the 2007 Microsoft Office system suites available through Volume Licensing.

For an at-a-glance comparison of the functionality included in each of the suites, including retail packaging, please refer to the chart on this section.

**Microsoft Office Enterprise 2007** is the most complete productivity solution Microsoft provides for people who need to create and collaborate on information in today's digital, virtual work environment. Microsoft Office Professional Plus 2007 delivers state-of-the-art programs for prospering in the new world of work. Office Enterprise 2007 builds on the strengths of Office Professional Plus 2007 by providing two additional programs:

Microsoft Office Groove® 2007 software and Microsoft Office OneNote® 2007 note-taking program. These programs extend the value of Office Professional Plus 2007 by helping people better manage the personal information they gather and making it easier to work together with others on the documents they create and the projects they drive.

**Microsoft Office Professional Plus 2007** delivers powerful new capabilities, including a powerful new graphics engine, data visualisation tools, instant messaging and new Open XML-based file formats that make it easier to manage, analyse and share information more effectively. The new streamlined user interface makes more of the applications' advanced features available to many users, so they can work with information more efficiently and effectively. Out-of-the-box integration with the 2007 Microsoft Office system of products creates new opportunities to collaborate within and across corporate boundaries, manage content more efficiently and streamline everyday business processes.

This comprehensive suite of business productivity applications

includes Microsoft Office Word 2007, Microsoft Office Excel® 2007 spreadsheet software, Microsoft Office Outlook® 2007 messaging and collaboration client, Microsoft Office PowerPoint® 2007 presentation graphics program, Microsoft Office Access® 2007 database software, Microsoft Office InfoPath® 2007 information-gathering program, Microsoft Office Communicator 2007 and Microsoft Office Publisher 2007.

**Microsoft Office Small Business 2007** is a powerful and easy-to-use suite of productivity and contact management software with new tools to help you save time, stay organised and deliver better customer service. Easily manage your prospect and customer information in one place. Quickly create dynamic documents, spreadsheets and presentations. Develop professional-looking marketing materials for print, e-mail and the Web and produce effective marketing campaigns in-house. You can manage your calendar, tasks and e-mail more efficiently and filter out unwanted e-mail messages to help keep your computer safe and secure.

This comprehensive suite builds on the strength of Microsoft Office Standard 2007 and also includes Microsoft Office Outlook 2007 with Business Contact Manager and Microsoft Office Publisher 2007.

**Microsoft Office Standard 2007** is the basic software suite for homes and small businesses that you can use to quickly and easily create great-looking documents, spreadsheets and presentations and manage e-mail.

See the following page for a comparison of the 2007 Microsoft Office system suites.

### VALUE PROPOSITION

The 2007 Microsoft Office system provides your organisation with a comprehensive, easier-to-use toolset for working with information more productively. The new Microsoft Office Fluent™ user interface and improved electronic forms capabilities streamline basic tasks and everyday business processes, so you and your team can deliver better results faster.

## HOW DO I ORDER IT?

For customers buying a new PC, the Office Ready programme is the most cost effective way to get Office 2007. Office Ready PCs will have Office 2007 pre-installed on the hard drive. To activate Office 2007 customers just need to decide which version of Office 2007 is most appropriate to their needs and then buy a Medialess Licence Kit (MLK) from their reseller. This kit contains an activation code to 'unlock' the software on the computer.

Customers still reviewing their requirements also have the option to 'try before they buy' – a trial programme offering full access to Office Professional 2007 for 60 days. They have the opportunity to purchase the software from their reseller at any time during this period, simply by ordering an MLK.

If the PC concerned is not Office Ready a full packaged product should be sold.

Office 2007					
Open business SKUs					
	Licence		L & SA		SA
Standard	021-07856	021-05429	021-05624		
Small Business	W87-01806	588-02697	588-02701		
Professional Plus	79P-00123	269-05577	269-05823		
Enterprise	76J-00323	76J-00619	76J-00702		
Open volume SKUs					
	Licence		L & SA		SA
Standard	021-07846	021-05426	021-05641		
Small Business	W87-01799	588-02683	588-02689		
Professional Plus	79P-00080	269-05499	269-05780		
Enterprise	76J-00160	76J-00574	76J-00657		
Open value SKUs					
	Spread Payment		Pay upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Standard	021-07257	021-07262	021-07261	021-07266	021-07493
Small Business	W87-00356	W87-00361	W87-00360	W87-00365	W87-00513
Professional Plus	269-09046	269-09061	269-09050	269-09065	79P-01551
Enterprise	76J-00206	76J-01099	76J-00210	76J-01103	76J-00216
Media SKUs					
Standard					021-08228
Small Business					588-03785
Professional Plus					79P-00031
Enterprise					76J-01597

## HOW DO I SELL IT?

### Target customers

To make it easy to provide the features and capabilities that will be of maximum value to your customers, Microsoft offers a variety of suites. The updated 2007 Microsoft Office system packaging options offer more flexibility than ever before, supplying the specific technologies and solutions that meet customer requirements.

### Three simple questions to start the customer conversation

#### 1. Do you have effective tools for organising, analysing and presenting business information?

- Use Microsoft Office Excel® 2007 to effectively collect, sort, organise and analyse business data, producing presentation-quality worksheets with a consistent, professional look.
- Filter, sort and visualise data more effectively in Excel, with improved charting and graphing tools.
- Use predefined styles and enhanced charts and graphics to quickly apply a consistent, professional look to Excel worksheets.
- Import data from Office Access® 2007 to Excel for more in-depth analysis and detailed reporting.

#### 2. How high is the standard of business documentation produced in your organisation?

- Use Microsoft Office Word 2007 to create more professional-looking business documents, without special training or expertise.
- The Live Preview feature in Word saves time, showing the effect of formatting options before they are applied.
- Convert Word documents to Portable Document Format (PDF) or XML Paper Specification (XPS) formats to easily share and distribute content.
- New tools in Microsoft Office Publisher 2007 help create a wide range of high-quality marketing materials for print, e-mail and the Web.
- Custom colour and font schemes in Publisher help users to easily and consistently reflect brand identity and include corporate logos on business materials.

#### 3. How easily can you track and delegate project-related tasks and information?

- Use Outlook 2007 with Business Contact Manager to centralise all project related information, assign and reassign tasks, track follow-up and make project information readily accessible.
- Create and organise project tasks in one place and integrate tasks with the Outlook 2007 calendar and To-Do Bar.
- Assign project tasks to others and automatically transfer that information to their task lists.
- Follow up on tasks using the To-Do Bar and Outlook 2007 reminders.

## FREQUENTLY ASKED QUESTIONS

## What are the different packaging options to the 2007 Microsoft Office system release?

(Office Basic, Office Home and Student, Office Professional and Office Ultimate not available through Volume Licensing)

	Microsoft Office Basic 2007	Microsoft Office Home and Student 2007	Microsoft Office Standard 2007	Microsoft Office Small Business 2007	Microsoft Office Professional 2007	Microsoft Office Professional Plus 2007	Microsoft Office Enterprise 2007 New
Microsoft Office Word 2007	•	•	•	•	•	•	•
Microsoft Office Excel 2007	•	•	•	•	•	•	•
Microsoft Office Outlook 2007	•		•	•	•	•	•
Microsoft Office PowerPoint 2007		•	•	•	•	•	•
Microsoft Office OneNote 2007							•
Microsoft Office Publisher 2007				•	•	•	•
Microsoft Office Word 2007 with Business Contact Manager				•	•		
Microsoft Office Access 2007					•	•	•
Microsoft Office InfoPath 2007						•	•
Microsoft Office Communicator 2007						•	•
Integrated Enterprise Content Management						•	•
Electronic Forms						•	•
Advanced Information Rights Management and Policy Capabilities						•	•
Microsoft Office Groove 2007							•

## Which application will have the new streamlined user interface?

Microsoft Office Access 2007, Office Excel 2007, Office PowerPoint 2007, Office Word 2007 and the portions of Office Outlook 2007 used to work with individual e-mails, contacts, appointments and tasks.

## Does the 2007 Microsoft Office system require Windows Vista?

No. The 2007 Microsoft Office system is designed to run on Windows XP Service Pack 2 and later and the Windows Vista operating system.

## ADDITIONAL RESOURCES

Microsoft Office UK Partner Site: <https://partner.microsoft.com/UK/productssolutions/officesystem>

For more information: <http://office.microsoft.com/suites>

Licensing information for customers: <https://licensing.microsoft.com>

Customer incentives: [www.microsoftincentives.com](http://www.microsoftincentives.com)

## Can a customer have a mix of Microsoft Office Professional Plus 2007 and Office Enterprise 2007 on their Platform Enterprise Agreement (EA)?

Yes. While Office Enterprise 2007 (which includes Office Groove 2007 and Office OneNote 2007) is the best solution for customers who have a need for advanced collaboration, some customers may decide that only a portion of their employees (such as sales, legal and IT) need this enhanced functionality. Therefore, customers may opt for a mix of Office Professional Plus 2007 and Office Enterprise 2007 on their Platform EA. They can still qualify for the Platform EA discount.

## Are Office Professional Plus 2007 files backward compatible?

Office Professional Plus 2007 introduces the new Microsoft Office Open XML file formats, which are compact, robust file formats, enabling improved interoperability with external systems. These formats are compatible with Office 2003, Office XP with the addition of a file format Compatibility Pack, available from Microsoft Office Online and Microsoft Update. Users of Office 2003 and Office XP can open, edit and save files using the new Microsoft Office Open XML file formats. Windows users can also download the compatibility pack to perform conversions between the Open XML formats and the Office 97-2003 binary file formats within Windows explorer.

## How do I sell the value of Office Professional Plus 2007 over Office Standard 2007?

While Office Standard 2007 is a great solution for personal productivity, Office Professional Plus 2007 is a 'Comprehensive' toolset for business productivity. It includes additional business focused programs, including Office Access 2007, Office Publisher 2007, Office InfoPath 2007 and Office Communicator 2007. Furthermore, it includes several capabilities not available in Office Standard.

These include Integrated Electronic Forms, Integrated Enterprise Content Management and the ability to create Information Rights Management (IRM) protected documents. These added programs and enhanced functionality and integration with the 2007 Office Servers make Office Professional Plus 2007 and Office Enterprise 2007 (with Office Groove 2007 and Office OneNote 2007) the best solution for businesses to deliver better results faster. For more information, see: [www.microsoft.com/office/preview/info/compare.mspx](http://www.microsoft.com/office/preview/info/compare.mspx)

## How do I sell the value of Office Enterprise 2007 over Office Professional Plus 2007?

Office Enterprise 2007 builds on the strengths of Office Professional Plus 2007 by adding Office Groove 2007 and Office OneNote 2007 to make the most complete set of tools for people who must collaborate and work efficiently with information from any location.

These two additional applications enable people to gather, find and share information, regardless of location, organisation or connectivity. These capabilities increase everyone's efficiency and productivity, delivering better results with less effort. Office Enterprise 2007 is for organisations that have the following scenarios within their business: small high-performance teams that need to assemble quickly to collaborate on projects of short duration, challenging network environments and mobile requirements.

Valuable information is captured through informal processes and/or the need to collaborate with people inside and outside of the organisation. [www.microsoft.com/office/preview/info/compare.mspx](http://www.microsoft.com/office/preview/info/compare.mspx)

## Who is Office Enterprise 2007 for?

Office Enterprise 2007 is for people and organisations that depend on gathering, sharing and collaborating on information across geographic locations and companies, while both online and offline, to meet their objectives. More specifically, it is for mobile/laptop users; people who work frequently with people outside the organisation; people who work on a lot of different projects of short duration; people who use SharePoint and need to work offline; and managers, IT, customer-facing teams or research departments.

## SYSTEM REQUIREMENTS

**Processor:** 500-MHz processor or faster **Operating System:** Windows XP Service Pack 2 (SP2) or later or Windows Server 2003 (or later) required **Memory:** 256 MB of RAM or more; DVD-ROM drive; 1 GHz and 512 MB of RAM or more is required to run Microsoft Office Outlook 2007 with Business Contact Manager **Hard Disk:** 2 GB necessary for install; a portion of this disk space is freed after installation if the original download package is removed from the hard drive **Monitor Resolution:** Minimum 800 x 600; 1024 x 768 or higher recommended **Internet Connection:** Broadband connection; 128 Kbps or greater, for download and activation of products **Additional Components:** Microsoft Internet Explorer 6.0 with service packs, Microsoft Exchange 2000 Server or later required for Office Outlook 2007 users. To install Outlook 2007 with Business Contact Manager, you need to first install Office Outlook 2007. **Note:** The 2007 Microsoft Office system suites, including Office Basic 2007, Office Home and Student 2007, Office Standard 2007, Office Small Business 2007, Office Professional 2007, Office Ultimate 2007, Office Professional Plus 2007 and Office Enterprise 2007 have similar requirements.





# 2007 Microsoft Office System: Up-sell Guidance

## For Consumer

### Office Ultimate 2007

**Includes:** Office Home and Student plus Publisher, Access, Outlook with Business Contact Manager, InfoPath, Enterprise Content Manager, Electronic forms, Information Rights Management, and Groove

#### Qualifying Questions

- Do you need the same tools at home as those at work?
- Do you need to communicate/collaborate with colleagues/partners/customers who are in different locations?
- Do you need to store and analyse large quantities of data to gain insights to help drive your business?



### Office Home and Student 2007

**Includes:** Word, Excel, PowerPoint, and OneNote

#### Qualifying Questions

- Do you need a basic desktop suite for managing household tasks or schoolwork?
- Are you a student or have school-aged children who are looking for one place to store all types of information: class notes, audio, Web pages, etc?



### Works

**Includes:** Word 2002, Works 8, Money 2006 Standard, Digital Image Standard 2006, Encarta Encyclopedia Standard 2006, Streets & Trips Essentials 2006

#### Qualifying Questions

- Are you looking for an affordable productivity suite that allows you to manage your household tasks?

## For Small Business

### Office Professional 2007

**Includes:** Office Small Business plus Access

#### Qualifying Questions

- Do you need a full desktop suite to help you work faster and create more professional-looking documents, spreadsheets, and presentations?
- Do you need to collect and analyse large quantities of data to gain business insights?



### Office Small Business 2007

**Includes:** Office Basic plus PowerPoint, Publisher, and Outlook with Business Contact Manager

#### Qualifying Questions

- Are you looking for a desktop suite to help create professional-looking documents and presentations?
- Do you want to create professional-looking marketing/sales collaterals?
- Do you need a tool to help track business contacts?



### Office Basic 2007

**Includes:** Word, Excel, and Outlook

#### Qualifying Questions

- Do you need a basic desktop suite to create documents and track finances/inventory and analyse data for business insights?
- Do you need to communicate with others internally and externally?
- Are you looking for a work-capable desktop suite at an affordable price?

## For Medium/Large Business (VL)

### Office Enterprise 2007

**Includes:** Office Professional Plus plus Groove and OneNote

#### Qualifying Questions

- Does your company have small teams that are located in different places but must frequently work together on projects?
- Do these teams need to access documents on or offline?
- Do your workers need a central location for capturing information, be it notes, Web pages, etc?



### Office Professional Plus 2007

**Includes:** Office Standard applications plus Publisher, Access, InfoPath, Enterprise Content Management, Electronic Forms, Information Rights Management, and Communicator

#### Qualifying Questions

- Is the ability to create forms important to the success of your business?
- Do you have intellectual property you need to protect?
- Do you want to manage content flow and access within your organisation?



### Office Standard 2007

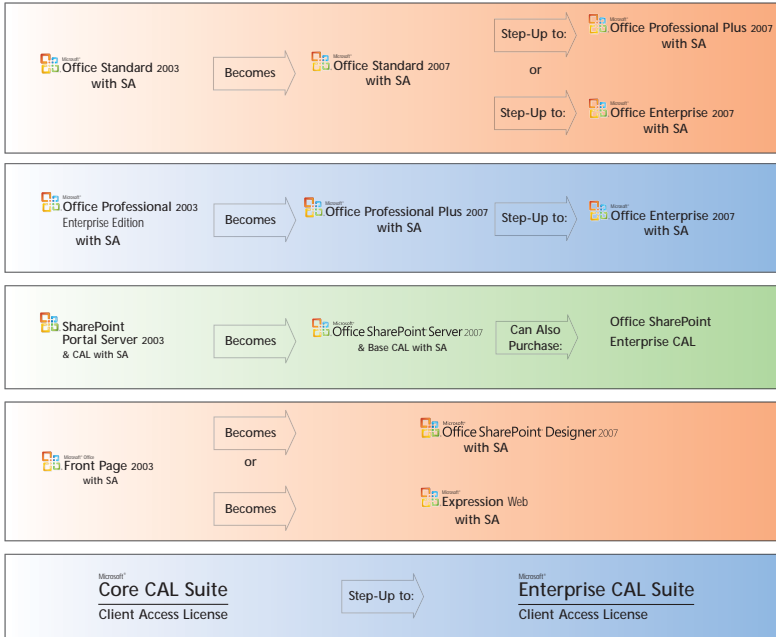
**Includes:** Word, Excel, Outlook, and PowerPoint

#### Qualifying Questions

- Do you need a basic desktop suite to create documents and track finances/inventory and analyse data for business insights?
- Do you need to communicate with others internally and externally?
- Are you looking for a work-capable desktop suite at an affordable price?

# Migration Paths

For volume licensing customers with SA coverage



# Feature Availability by Channel

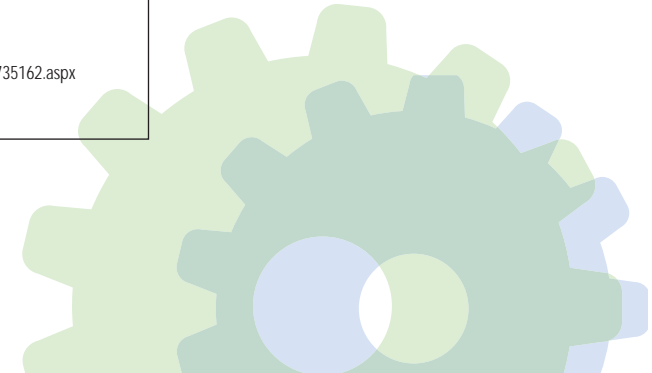
Product	Channel	Product Activation Required	Volume License Key	Silent Install	Custom Image Support	Redeployment Rights	Downgrade Rights	Secondary Use Rights	Run from Server Rights	Ability to Acquire SA
Office Basic 2007	OEM	●								*
Office Standard 2007	Retail	●				●		●		
Office Standard 2007	Volume Licensing		●	●	●	●	●	●	●	●
Office Small Business 2007	OEM	●								*
Office Small Business 2007	Retail	●				●		●		
Office Small Business 2007	Volume Licensing		●	●	●	●	●	●	●	●
Office Professional 2007	OEM	●								*
Office Professional 2007	Retail	●				●		●		
Office Professional Plus 2007	Volume Licensing		●	●	●	●	●	●	●	●
Office Enterprise 2007	Volume Licensing		●	●	●	●	●	●	●	●
Office Home & Student 2007	Retail	●				●			3 home Installs	
Office Home & Student 2007	OEM	●								*
Office Ultimate 2007	Retail	●				●		●		
Office Ultimate 2007	OEM	●								*

\* Certain OEM licences are eligible for Software Assurance (SA) if it is purchased within 90 days of hardware purchase.

Product Activation Required: A 25-digit product key must be entered, and that key must be validated against servers before the product may be used.  
 Volume License Key: A 25-digit product key is assigned per company and all installations use the same key. This key does not need to be validated against a service.  
 Silent Install: A special installation option that allows Information Technology departments to deploy the product without user intervention. The product can be deployed completely using programmable scripts.  
 Custom Image Support: The ability to deploy only specific features and applications an IT organisation finds necessary for its users rather than a generic image of Office.  
 Redeployment Rights: The licence right to transfer the licence between PCs.  
 Downgrade Rights: The licence right to install previous versions of Office.  
 Secondary Use Rights: The licence right to install Office on a second portable device such as a laptop PC without the need for another Office licence for that PC.  
 Run from Server Rights: The licence right to install and run Office from a server such as through a terminal services environment.  
 Ability to Acquire Software Assurance: The right to add software assurance to your licence purchase.

## IT Showcase Content

- All Up IT Showcase Microsoft Office Link: <http://technet.microsoft.com/en-us/library/bb687792.aspx>
- Deploying the 2007 Office System at Microsoft: <http://technet.microsoft.com/en-us/library/bb735162.aspx>
- Deploying Groove Server 2007 and Groove 2007 at Microsoft: <http://technet.microsoft.com/en-us/library/bb735162.aspx>





## WHAT IS IT?

Microsoft® Office Project 2007 part of the 2007 Microsoft Office System, is a family of products that provides powerful and flexible project management tools for organisations to manage projects more efficiently and effectively. It offers robust project management tools with the right blend of usability, power and flexibility, helping users to control project finances and schedules, stay informed and keep teams aligned. Productivity is maximised through Project's integration with familiar 2007 Microsoft Office system programs and powerful reporting options, as well as guided planning, wizards and templates.

Standard, Professional and Enterprise editions of Microsoft Office Project 2007 are available, extending the benefits from an individual level across organisations. Project enables the alignment of corporate resources with business strategy, by helping managers to identify, prioritise, invest in and track projects. The enhanced business intelligence it provides drives greater visibility, insight and control, improving the coordination and management of resources across organisations' project portfolios.

## HOW DO I ORDER IT?

Office Project 2007					
Open Business SKUs					
	Licence	L & SA	SA		
Project Standard 2007	076-03968	076-01866	076-02002		
Project Professional 2007	H30-02022	H30-00147	H30-00104		
Project Server 2007	H22-01685	H22-00316	H22-00133		
Project CAL (User)	H21-02351	H21-00546	H21-00551		
Project CAL (Device)	H21-02326	H21-00252	H21-00194		
Project External Connector	T76-01050	T76-00023	T76-00028		
Project Portfolio Server	94B-00112	94B-00054	94B-00057		
Project Portfolio Server CAL Device	94C-00195	94C-00095	94C-00101		
Project Portfolio Server CAL User	94C-00196	94C-00096	94C-00102		
Project Portfolio Ext Connector	JU6-00098	JU6-00110	JU6-00111		
Open Volume SKUs					
	Licence	L & SA	SA		
Project Standard 2007	076-03936	076-01787	076-01941		
Project Professional 2007	H30-01991	H30-00141	H30-00090		
Project Server 2007	H22-01683	H22-00270	H22-00177		
Project CAL (User)	H21-02585	H21-00528	H21-00540		
Project CAL (Device)	H21-02560	H21-00233	H21-00165		
Project External Connector	T76-01033	T76-00008	T76-00014		
Project Portfolio Server	94B-00102	94B-00052	94B-00055		
Project Portfolio Server CAL Device	94C-00191	94C-00091	94C-00097		
Project Portfolio Server CAL User	94C-00192	94C-00092	94C-00098		
Project Portfolio Ext Connector	JU6-00096	JU6-00058	JU6-00061		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Project Standard 2007	076-03395	076-03400	076-03399	076-03404	076-03613
Project Professional 2007	H30-01386	H30-01396	H30-01390	H30-01400	H30-01676
Project Server 2007	H22-01279	H22-01284	H22-01283	H22-01288	H22-01463
Project CAL (User)	H21-01758	H21-01768	H21-01764	H21-01774	H21-02125
Project CAL (Device)	H21-01755	H21-01765	H21-01763	H21-01773	H21-02120
Project External Connector	T76-01179	T76-01195	T76-01183	T76-01199	T76-01184
Project Portfolio Server	94B-00059	94B-00066	94B-00063	94B-00070	
Project Portfolio Server CAL Device	94C-000104	94C-000119	94C-00108	94C-00123	
Project Portfolio Server CAL User	94C-00112	94C-00124	94C-00116	94C-00128	
Project Portfolio Ext Connector	JU6-00065	JU6-00072	JU6-00069	JU6-00076	
Media SKUs					
Project Standard 2007					076-04046
Project Professional 2007					H30-02116
Project Server 2007					H22-01722
Project Portfolio Server					94B-00091

## HOW DO I SELL IT?

### Target customers

Microsoft Office Project Standard 2007 is for individual users who manage projects independently. The Microsoft Office EPM Solution addresses the needs of a variety of organisational roles, including:

- Executives who allocate funds and oversee projects, programmes and portfolios
- Project managers and staff
- Resource managers
- Team members
- Administrators and IT staff

### Target industries and functions

- IT governance
- Product development
- Quality management with Six Sigma
- Professional services automation
- Project, resource, and risk management
- Industries such as construction, manufacturing, pharmaceuticals, government, retail, financial services and healthcare

### Three simple questions to start the customer conversation

1. **Do you have employees who are responsible for delivering projects to time and budget?**
  - Project 2007 helps workers quickly master the process, with The Project Guide - a step-by-step interactive aid for setting-up, tracking, managing and reporting on projects.
  - Help is quickly available via the Project 2007 Help search engine, smart tags, wizards, and online access to training and more.
  - Predefined templates are included, or users can create their own, re-using successful projects as the basis for future ones.
2. **Do your project teams have the best tools to stay on track, monitor resources and manage finances?**
  - The Project 2007 Task Drivers feature provides fuller understanding of project timings. Multi-Level Undo allows scenario testing, without making permanent schedule changes.
  - Project 2007 aids financial control with Top-Down Budgeting and Cost Resources.
  - The Change Highlights tool gives an overview of how schedules react as resources and tasks alter.
3. **Does your organisation need to improve team communication?**
  - Project 2007 promotes effective communication with Gantt charts, schedules, predefined reports and task sheets.
  - Easy selection, preview and printing of key project information.
  - Files can be posted and progress and best practice shared, via Microsoft Windows SharePoint Services Workspaces.

## FREQUENTLY ASKED QUESTIONS

### How do the products in the Office Project 2007 family work together and who should use which?

Office Project 2007 has two types of offerings designed for different needs:

- Office Project Standard 2007 is a desktop program for individual users who manage projects independently.
- The EPM Solution combines Office Project Server 2007, Office Project Professional 2007, Office Project Web Access, Office Project Portfolio Server 2007 and Office Project Portfolio Web Access to form a business solution for organisations, departments and teams.

### What languages is Office Project 2007 localised in?

Arabic, Chinese (Traditional), Chinese (Simple), Czech, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Norwegian, Polish, Portuguese (Brazilian), Portuguese (European), Russian, Spanish, Swedish and Turkish.

### What languages is Office Project Portfolio Server 2007 localised in?

English only.

### What new features are in Office Project Standard 2007 and Office Project Professional 2007?

**Background cell highlighting:** Change the background colour of cells in the table portion of the view.

**Change highlighting:** When you change a project, all affected tasks can be automatically highlighted (e.g. dependencies and summary task). The highlights reflect the most recent change.

**Cost resources:** The resource type for fixed costs assignable to a task. Cost resource accurately monitors project financials by assigning multiple costs to a task, tying costs to account codes and rolling up costs against budgets.

**Desktop Online Analytical Processing (OLAP) Cube:** Create customer reports or archive Office Project Standard 2007 or Office Project Professional 2007 values with data exported from Office Project 2007 into a Microsoft Office Access 2007 database and OLAP cubes.

**Multiple level undo:** You can reverse your most recent series of changes to views, data and options.

**Task drivers pane:** This pane appears to the left of the table portion of the view, showing prerequisite tasks and resource constraints that drive the start data of the selected task. Click these drivers to link to relevant information.

**Budget tracking:** A manager can define a budget at a high level (programme or project) so that the project manager can allocate funds and track costs against the budget.

**Visual reports:** Use Microsoft Office Excel 2003 (or later) spreadsheet software and Microsoft Office Visio® Professional 2007 drawing and diagramming software to produce charts, graphs and diagrams based on Office Project 2007 data.

### What is new in Project Web Access?

The new Project Web Access features include an enhanced user interface, a recycle bin, list item versioning and history, the ability to track work lists and then promote or publish these into full projects and great access to desktop and administrative functions. Office Project 2007 streamlines the process for provisioning project workspaces.

### What are the new features in Office Project Server 2007?

The new Office Project Server 2007 features include:

**Active cache:** Office Project Professional 2007 will interact with Office Project Server 2007 through a local cache.

**Assignment owner:** This is the individual who has the responsibility for entering actual work or reporting progress against the assignment. Users can track time and assignments for other types of resources such as generic, cost, or material resources.

**Cube building service:** Build portfolio analyser cubes for end-user reporting with more data options through a flexible graphical user interface.

**Deliverables:** Project managers can create a Windows SharePoint Services list of items to which they commit dates such as milestones. Other projects can then create cross-project dependency links to these deliverables.

**Event model:** Developers can extend the Office Project 2007 functionality by developing custom event handlers and associating them with events raised by Office Project Server 2007. An event is a message sent by an object to signal the occurrence of an action, which could be caused by a user interaction such as a mouse click or triggered by some other program logic.

**Multi-currency support:** Define an exchange rate table for each project.

**Programmes:** Collections of projects to accomplish a large objective. The programme level supports key performance indicators (KPIs), analysis and reporting.

**Queueing service:** This server-side service queues work requests pending server availability, which provides greater resiliency and use of server resources.

**Reporting data service:** Extracts data from the Project Server Publish, Working and Version databases, transforms the data into a format suitable for end-user reporting and Analysis Services cube building and loads it into the Reporting database.

**Server-side scheduling:** With server-side scheduling, if a third party builds a front end, winproj.exe no longer has to be installed on each client, because the server contains the scheduling engine. This reduces licence needs from Office Project Professional 2007 to a Client Access Licence (CAL).

**Timesheets:** In Office Project 2007, you can enter times for more than Office Project 2007 activities and non-project time. Time can be linked to project tasks and can also be run independently. You no longer need an assignment and can capture time at different levels, such as against the summary task, project or account code level, instead of just for individual tasks.

### How does Office Project Portfolio Server 2007 integrate with Office Project Server 2007?

Office Project Portfolio Server 2007 integrates with Office Project Server 2007 to provide organisations with an end-to-end PPM solution. Office Project Portfolio Server 2007 includes the Office Project Server Gateway, a bi-directional link with Office Project Server 2007. By using the Office Project Server Gateway, administrators can import, export and synchronise phases and milestones, resource requirement data (budget, actual and forecast), and resource availability, data and enterprise fields between the two environments.

### Can Office Project Professional 2007 connect to a server running Project Server 2003?

No, it cannot connect to the server. However, Project 2003 and Office Project 2007 clients can be run side-by-side on the same computer.

## ADDITIONAL RESOURCES

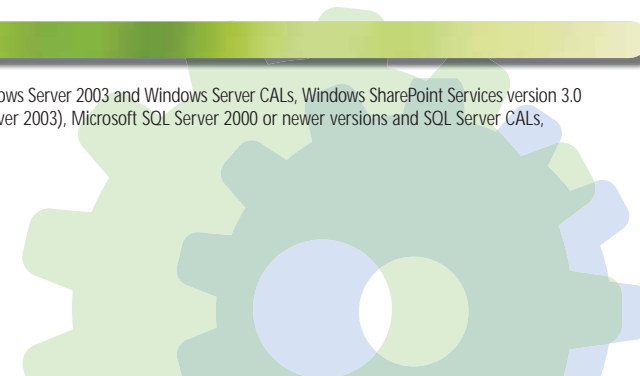
Office Project 2007 and the Office EPM Solution Web site: [www.microsoft.com/office/project](http://www.microsoft.com/office/project)

EPM Business Solution Web site: [www.microsoft.com/business/epm.mspx](http://www.microsoft.com/business/epm.mspx)

EPM Hosted Web site: [www.epmconnect.com](http://www.epmconnect.com)

## SYSTEM REQUIREMENTS

**EPM Solution System Requirements:** Windows Server 2003 and Windows Server CALs, Windows SharePoint Services version 3.0 (a component technology for Windows Server 2003), Microsoft SQL Server 2000 or newer versions and SQL Server CALs, Microsoft .NET Framework 2.0





## WHAT IS IT?

**Microsoft Office Visio® 2007** drawing and diagramming software helps you create business and technical diagrams that document and organise complex ideas, processes and systems. With diagrams created in Office Visio 2007, you can visualise and communicate information clearly, concisely and effectively in ways that text and numbers cannot. Office Visio 2007 also automates data visualisation by synchronising directly with data sources to provide up-to-date diagrams and it can be customised to meet the needs of any organisation.

- **Office Visio Standard 2007:** For business users who need to visualise, document, communicate and share ideas, with professional-looking flowcharts, office layouts, organisation charts, project timelines and more.
- **Office Visio Professional 2007:** Professionals in IT, engineering and software development benefit from the diagramming solutions targeted toward those specific needs in Office Visio Professional 2007. In addition, business professionals who want to link any diagram to business data can benefit from the new Data Link functionality in Office Visio Professional 2007.

### FEATURES AND BENEFITS

#### Key Benefits

- Visualise, explore and communicate your systems, resources, processes and the data behind them.
- Be more productive by integrating diagrams with information across sources.

- Reduce manual data re-entry by letting Office Visio 2007 keep diagrams up-to-date for you.
- Visualise and act on complex information by displaying data in diagrams.
- Explore data and easily track trends, identify issues and flag exceptions with PivotDiagrams.
- Create diagrams faster by letting Office Visio 2007 connect shapes for you.
- Communicate complex information with new templates and shapes.
- Effectively convey information with professional-looking diagrams.
- Communicate using diagrams and share them with a broad audience.
- Customise Office Visio 2007 programmatically and create custom data-connected solutions.

#### VALUE PROPOSITION

Microsoft Office Visio 2007 makes it easy for IT and business professionals to visualise, explore and communicate complex information. Go from complicated text and tables that are hard to understand to Office Visio 2007 diagrams that communicate information at a glance. Instead of static pictures, create data-connected Office Visio 2007 diagrams that display data, are easy to refresh and dramatically increase your productivity. Use the wide variety of diagrams in Office Visio 2007 to understand, act on and share information about organisational systems, resources and processes throughout your enterprise.

## HOW DO I SELL IT?

### Target customers

Microsoft Office Visio 2007 is for IT and business professionals working in all market sectors.

### Target Functions

- IT departments needing to better manage their IT systems and resources.
- Facilities professionals requiring an accurate representation of their companies' assets.
- HR functions that need to document and display organisational structures.
- Finance and compliance professionals answerable to Sarbanes-Oxley regulations.
- Operations professionals seeking an easy way to diagram their processes.
- Project management using Microsoft Office Project.

### Three simple questions to start the customer conversation

#### 1. Is your organisation equipped with tools to help visualise complex information?

- Visio 2007 enables users to visualise and communicate information clearly, concisely and effectively, in ways that text and numbers cannot.
- Templates and tools are included, supporting fast results.
- Sample diagrams provide inspiration and ideas, helping users determine which template will work best.

#### 2. How do your managers explore information to identify trends and issues?

- Visio 2007 enables managers to create smarter diagrams, linking them to database or spreadsheet data to provide a more complete picture.
- PivotDiagrams provide alternative views of the same data, providing new perspectives on information normally shown in static text and tables.
- Project information can be reported on visually. Reports can easily be generated and updated directly from within Microsoft Office Project and Microsoft Office SharePoint Server.

#### 3. Does your organisation have highly specific diagramming requirements?

- Visio 2007 can be customised and extended programmatically, or integrated with other applications to fit your needs.
- The Visio software development kit includes extensive samples, tools, and documentation to simplify and speed up development of custom applications.
- Visio diagramming functionality can be added to any context or program. This opens up new opportunities for solution integration.

## HOW DO I ORDER IT?

Office Visio 2007					
Open Business SKUs					
	Licence		L & SA		SA
Visio Standard 2007	D86-02969		D86-01167		D86-01284
Visio Professional 2007	D87-03094		D87-01143		D87-01246
Open Volume SKUs					
	Licence		L & SA		SA
Visio Standard 2007	D86-02964		D86-01214		D86-01323
Visio Professional 2007	D87-03089		D87-01097		D87-01209
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	
Visio Standard 2007	D86-02423	D86-02428	D86-02427	D86-02432	D86-02612
Visio Professional 2007	D87-02394	D87-02404	D87-02398	D87-02408	D87-02621
Media SKUs					
Visio Standard 2007					D86-03143
Visio Professional 2007					D87-03249

## FREQUENTLY ASKED QUESTIONS

**Do I need artistic skills to use Office Visio 2007?**

No. Using diagrams can be a powerful way to communicate information, but most graphics software programs require users to have artistic skills to create effective images. Office Visio 2007 is intended for people who do not want to draw freehand, but still want to use great-looking diagrams to convey important information. Quickly create diagrams with Office Visio 2007 by opening templates, dragging shapes onto the drawing page and then applying themes to add the finishing touches to a diagram.

**Are Visio 2003 files compatible with Office Visio 2007 and vice versa?**

Yes. In Office Visio 2007, you can open and use any Office Visio diagram created with a previous version of Visio.

**What products are included in the Office Visio 2007 product lineup?**

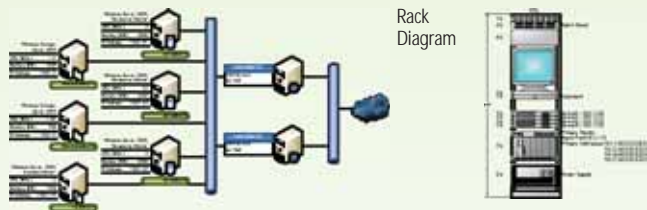
Office Visio Standard 2007 and Office Visio Professional 2007 make up the Office Visio 2007 product family.

**Which languages is Office Visio 2007 available in?**

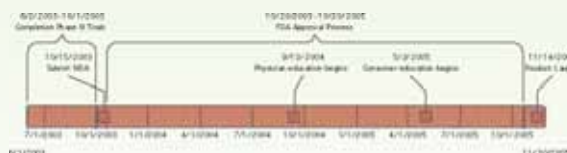
21 languages: Arabic, Chinese (Simplified), Chinese (Traditional), Czech, Danish, Dutch, English, Finnish, French, German, Hebrew, Italian, Japanese, Korean, Norwegian, Polish, Portuguese (Brazil), Russian, Spanish, Swedish and Turkish.

**Can I see some examples of Office Visio 2007 diagrams?**

Network Diagram



Project Timeline



Pivot Diagrams

**How does Office Visio 2007 integrate with other Microsoft Technologies?****MICROSOFT OFFICE**

**Microsoft Office Word 2007:** Insert Office Visio 2007 diagrams into Office Word 2007 documents for emphasis and clarification or create an Office Visio 2007 diagram directly in Office Word 2007.

**Microsoft Office PowerPoint 2007:** Create an Office Visio 2007 diagram in Office PowerPoint 2007 or Office Visio 2007 and use matching colour themes, so that your presentations and diagrams look professional when used together.

**Microsoft Office Outlook 2007:** Generate a calendar from Office Outlook 2007 data in Office Visio 2007 and then customise the look and feel. Or, insert Office Visio 2007 diagrams into Office Outlook 2007 e-mail messages or create Office Visio 2007 diagrams directly within Office Outlook 2007.

**Microsoft Office Excel 2007 and Microsoft Office Access 2007:** Connect your Office Visio 2007 diagrams to Office Excel 2007 spreadsheets or Office Access 2007 databases to integrate information sources and display accurate information about the shapes associated with data in your diagrams. You can also insert Office Visio 2007 diagrams into Office Excel 2007 spreadsheets or create Office Visio 2007 diagrams in Office Excel 2007.

**Microsoft Office Project 2007:** Generate timelines and Gantt charts by importing project tasks and milestones from Office Project 2007, or export data stored in Office Visio 2007 timelines and Gantt charts to Office Project 2007.

**OTHER MICROSOFT TECHNOLOGIES**

**Microsoft Exchange Server:** Use a wizard in Office Visio 2007 to generate an organisation chart from an Exchange Server global address list.

**Microsoft SQL Server and Office Access 2007:** Use Office Visio 2007 to track diagram data by linking them to a database. Document SQL Server and Office Access 2007 databases by reverse-engineering existing schemas or design proposed database structures using entity relationship diagrams.

**Microsoft Visual Studio® .NET:** Use Office Visio 2007 to create Unified Modeling Language (UML) diagrams of Visual Studio®.NET development projects by reverse-engineering the class structure. Office Visio 2007 supports add-ins written in Microsoft Visual Basic. NET development system and Microsoft Visual C#® development tool and also supports XML Web services. Office Visio 2007 includes a macro recorder and an integrated Microsoft Visual Basic for Applications (VBA) editor.

**Microsoft BizTalk Server®:** Use Office Visio 2007 to design or document a business process, then dynamically share the data through XML process standards, such as old domain exit (ODX) or business process execution language (BPEL); automate the task with BizTalk Server by using Orchestration Designer for Business Analysts (ODBA).

**Windows Server 2003:** Use Office Visio 2007 to document or design a Windows Server Active Directory® directory service topology to use with deployment and migration planning.

**I already create diagrams in Word and PowerPoint. Why do I need Office Visio 2007?**

While Microsoft Office applications provide basic diagramming capabilities, Office Visio 2007 is a dedicated diagramming tool that helps you easily create a broad range of diagrams. In contrast to the tools found in Office, Office Visio 2007 provides automated diagramming capabilities, export tools and data integration capabilities that allow you to store information within each shape.

**What is in Office Visio Professional 2007 but not in Office Visio Standard 2007?**

Office Visio Professional 2007 contains more technical and data features, including: data graphics and data link functionality; rack, network and engineering diagrams; PivotDiagrams; Web site mapping; software diagramming, database modeling and reverse engineering; and building and floor plans.

## ADDITIONAL RESOURCES

**Office Visio 2007 Web site:** [www.microsoft.com/office/preview/programs/visio/highlights.msp](http://www.microsoft.com/office/preview/programs/visio/highlights.msp)

**Office Visio 2007 Test Drive:** [www.microsoft.com/office/preview/beta/testdrive.msp](http://www.microsoft.com/office/preview/beta/testdrive.msp)

**Office Visio 2007 Beta:** [www.microsoft.com/office/preview/beta/getthebeta.msp](http://www.microsoft.com/office/preview/beta/getthebeta.msp)

**FREE Office Visio 2007 Training:** [www.microsoftlearning.com/elearning/offerdetail.aspx?offerpriceid=99493](http://www.microsoftlearning.com/elearning/offerdetail.aspx?offerpriceid=99493)

**Office Visio 2007 Online Demo:** [www.microsoft.com/office/preview/programs/visio/demo.msp](http://www.microsoft.com/office/preview/programs/visio/demo.msp)

**Visio 2007 FAQ:** [www.microsoft.com/office/preview/programs/visio/faq.msp](http://www.microsoft.com/office/preview/programs/visio/faq.msp)

## SYSTEM REQUIREMENTS

**Processor:** 500-MHz processor or faster **Operating System:** Windows XP Service Pack (SP) 2 or later or Windows Server 2003 (or later) **Memory:** 256 MB of RAM or more **Hard-disk space and drive:** 2 GB hard-disk space necessary for install and DVD drive **Others:** Minimum 800 x 600 monitor resolution; broadband connection, 128 kilobits per second (Kbps) or greater, for download and activation.



## WHAT IS IT?

**Microsoft Office Groove® 2007** is a collaborative environment that allows teams to share information and work together on project activities, from simple document collaboration to custom solutions integrated with business processes. Teams using Office Groove 2007 work inside collaborative workspaces, which put all team members, tools and information in context. Office Groove 2007 workspaces keep teams up-to-date automatically and efficiently and let them work anywhere, anytime, with anyone, so they spend less time coordinating and more time working.

### Who is Office Groove 2007 for?

- Small high-performance teams that need to assemble quickly to collaborate on projects of short duration.
- Challenging network environments and mobile requirements.
- Scenarios where valuable information is captured through informal processes.

### VALUE PROPOSITION

#### Work together with anyone, any time, any place.

- With Office Groove 2007, your employees, partners and customers can work together faster and more effectively inside collaborative workspaces with minimal technology infrastructure. Microsoft Office Groove 2007 helps you work effortlessly from any location, online or offline.
- Office Groove 2007 provides information workers (IWs) a solution with advanced security for communicating and collaborating on projects across agency boundaries and in low-or no-bandwidth environments. Office Groove 2007 does not require application servers or remote access capabilities, helping to reduce IT infrastructure costs.

#### Who gets the most value?

- Small, geographically-dispersed, high-performance teams.
- Teams that need to capture, share and retain data from informal processes.
- Teams performing project-centred, unstructured work.
- Teams engaging in cross-organisational or mobile collaboration.
- Teams working in challenging, heterogeneous network environments.

## HOW DO I SELL IT?

### Target customers

- Small high-performance teams that need to assemble quickly to collaborate on short projects.
- Challenging network environments and mobile requirements.
- Scenarios where valuable information is captured through informal processes.
- Situations where people need to collaborate with others outside of their own firewall.

### Three simple questions to start the customer conversation

1. **Do you have employees who work on projects across departments, offices and organisations?**
  - With Microsoft Office Groove 2007 workspaces, teams can work together easily and efficiently, even when team members are in different offices or work for other organisations.
  - Groove users can invite partners, suppliers, contractors and customers to workspaces as easily as they invite employees – without IT assistance, and Groove is fully secure.
  - Auto-encryption of Groove workspace information is always on and requires no user action.
2. **Do you have employees who work on and offline, in challenging network and mobile environments?**
  - You do not have to lose valuable work time just because a network connection is unavailable. Groove stores everything on your computer, so you can work productively, online and offline.
  - When your documents are in a Groove workspace, you never have to worry about attaching, uploading, or copying updated documents to share them with your team. Groove automatically 'pushes' just your changes to your team members.
3. **Does your organisation need to promote cross-organisational collaboration, without the cost?**
  - As a desktop solution that makes smart use of services to bridge boundaries, Groove can lower infrastructure costs inherent in cross-organisational collaboration. No application servers or VPN infrastructure are required.

## HOW DO I ORDER IT?

Office Groove 2007					
Open Business SKUs					
	Licence	L & SA	SA		
Groove 2007	79T-00299	79T-00463	79T-00530		
Groove Server 2007	YYB-00226	YYB-00219	YYB-00008		
Open Volume SKUs					
	Licence	L & SA	SA		
Groove 2007	79T-00801	79T-00427	79T-00818		
Groove Server 2007	YYB-00252	YYB-00174	YYB-00268		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	
Groove 2007	79T-00592	79T-00673	79T-00596	79T-00677	N/A
Groove Server 2007	YYB-00015	YYB-00042	YYB-00019	YYB-00046	YYB-00020
Media SKUs					
Groove 2007				79T-01033	
Groove Server 2007				YYB-00002	

## FREQUENTLY ASKED QUESTIONS

### How is Office Groove 2007 different from SharePoint?

Office Groove 2007 and SharePoint are a 'better together' solution. Office Groove 2007 is the rich client for dynamic team work, where the work gets done. SharePoint is the centralised, scalable system where that work gets published and integrated with structured business applications. For example an RFP would be revised and reworked in the Office Groove 2007 Workspace, then posted to SharePoint when ready for approval or use by a wider audience.

### Where are my Office Groove 2007 workspaces and data stored?

All Office Groove 2007 workspaces, tools and data are stored on each team member's computer. Office Groove 2007 keeps each team member's copy of the workspace, tools and data synchronised, even if no two members are online at the same time, or if members are separated by firewalls. The Office Groove 2007 Launchbar provides a convenient interface to view all the workspaces on a user's PC. Workspaces can be organised into folders and viewed in different ways to help the user identify new workspace content and activity.

### What happens if two team members edit the same information in a workspace at the same time?

Office Groove 2007 handles data conflicts differently for different types of data. Generally, for more structured data types (for example, business forms), Office Groove 2007 has built-in conflict resolution; for unstructured data (for example, documents), Office Groove 2007 ensures data preservation in all cases by creating a copy when two users edit the same file concurrently.

### Do all team members need to have Office Groove 2007 installed to participate in a workspace?

Yes. Office Groove 2007 is a Win32 application programming interface like the rest of the 2007 release of the Microsoft Office system, requiring a local installation. The benefits it provides require that each team member have Office Groove 2007 installed on their PC(s).

### How many people can I invite to a workspace?

Workspaces are limited to a maximum of 100 users and 2 GB of data, but Office Groove 2007 was primarily designed for small, high performing teams (2-30 people).

### If I'm using Office Groove 2007 with external team members, how do I know the information is secure?

By default, all information shared in Office Groove 2007 workspaces is encrypted on users' desktops and as it crosses a corporate network or the Internet. The network does not have to be encrypted because the software does the encrypting and decrypting.

### Does Office Groove 2007 have version control?

The Office Groove 2007 Files tool and SharePoint Files tool allow team members to save their changes to a document as a new version, if desired. Teams wanting strict version control can publish documents from the SharePoint Files tool in Office Groove 2007 to a SharePoint document library, where version control can be implemented.

### How can I control access rights to data in an Office Groove 2007 workspace?

Office Groove 2007 workspace members are one of three roles: manager, participant, or guest. Each role has its own set of default permissions, which can be customised for the workspace as a whole and for the individual tools. By default, workspace creators are managers and others invited to workspaces are participants. Roles and permissions can be changed at any time during the life of a workspace.

### How do I know when information in a workspace has changed?

Office Groove 2007 provides two mechanisms to notify team members of changes and activity: unread marks and alerts. Unread marks point out new content that has not yet been viewed by a team member. These marks are removed automatically when content is read or can be removed manually. Alerts actively call out content changes and key events, through text pop-ups or sounds (for example, when a file is updated or when a team member enters a workspace). Alerts are customisable and can be throttled up or down on specific workspaces and tools. This allows the user, not the software, to decide what work is most important at any given time.

### Do I need to have the 2007 release of the Microsoft Office system to share documents in Office Groove 2007 workspaces?

No – Office Groove 2007 supports documents created in the 2007 release of the Microsoft Office system and prior versions, as well as documents created with other software applications.

## COMPLEMENTARY SOFTWARE

Office Groove 2007 integrates with Microsoft Office SharePoint Server 2007 and Windows SharePoint Services document libraries so that organisations can leverage both the power of SharePoint Server and the simplicity of Office Groove 2007 to make collaborative authoring easy. For example, teams can iterate on content in Office Groove 2007 and then post it to SharePoint for publication, workflow, tagging, or similar within the enterprise.

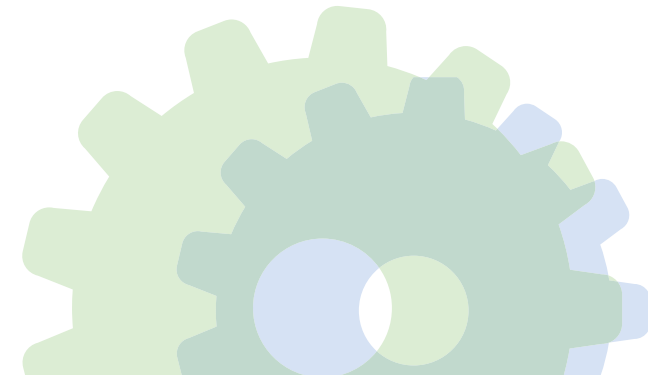
## SYSTEM REQUIREMENTS

**Processor:** 500-MHz processor or faster **Operating System:** Windows XP Service Pack (SP) 2 or later or Windows Server 2003 (or later) required **Memory:** 256 MB of RAM or more; 1 GHz and 512 MB of RAM or more is required to run Microsoft Office Outlook 2007 with Business Contact Manager **Hard Disk:** DVD drive; 2 GB necessary for install; a portion of this disk space is freed after installation if the original download package is removed from the hard drive **Monitor Resolution:** Minimum 800 x 600; 1024 x 768 or higher recommended **Internet Connection:** Broadband connection, 128 kilobits per second (Kbps) or greater, for download and activation of products **Additional Components:** Microsoft Internet Explorer 6.0 with service packs, Microsoft Exchange 2000 Server or later required for Office Outlook 2007 users. To install Office Outlook 2007 with Business Contact Manager, you need to first install Office Outlook 2007.

## ADDITIONAL RESOURCES

Try Microsoft Visio: <http://ukireland.trymicrosoftoffice.com>

More information on Visio: <http://office.microsoft.com/Visio>







## WHAT IS IT?

**Microsoft Office Accounting Professional 2008** is a complete accounting solution and is uniquely designed for small businesses. Office Accounting Professional is easy to learn and use because it has the familiar 2007 Microsoft Office system look and feel and works seamlessly with other 2007 Microsoft Office system programs. Office Accounting Professional 2008 provides accounting features that help businesses do the following:

- Save time on everyday tasks.
- Get a complete view of their business by organising all information in one place.
- Grow their business by easily selling and getting paid online.

**Office Accounting Professional 2008** helps make managing day-to-day accounting tasks, such as creating invoices, tracking expenses and payroll easier. Consolidate customer, employee, vendor and financial information centrally so that you can get to the information you need when you need it.

Use **Microsoft Office Outlook® 2007** with Business Contact Manager and Office Accounting Professional together to share and synchronise customer, vendor and employee information. From within Office Outlook 2007 with Business Contact Manager, employees can view customer financial information and create quotes, orders and invoices in Office Accounting Professional 2008 – without having to transfer data from one program to another. Office Accounting Professional 2008 and Outlook with Business Contact Manager are available both as stand-alone programs and in 2007 Microsoft Office suites.

### VALUE PROPOSITION

Microsoft Office Accounting Professional 2008 is a complete accounting solution for small businesses. Office Accounting Professional 2008 is easy to use and provides a comprehensive set of tools to help save time, stay organised and grow your business online.

Office Accounting helps you simplify all your accounting tasks, such as receivables, invoicing and payroll and more, so you can spend less time on your books and more time on your business. Because Office Accounting Professional 2008 is part of the Microsoft Office System family, it has a familiar look and feel, which makes it easy to be productive right away.

## HOW DO I ORDER IT?

FPP SKUs	
Office Accounting Professional 2008	9SK-00116
Office Accounting Professional Plus 2008	WZA-00001

## HOW DO I SELL IT?

### Top benefits of Microsoft Office Accounting Professional 2008:

1. Get seamless integration with the Microsoft Office system.
2. Save time managing everyday business tasks.
3. Get a complete view of your business.
5. Get paid faster using PayPal.
6. Customise the program to suit your needs.

### Why is Microsoft Office Accounting Professional 2008 right for your customer?

#### Save time and work more efficiently:

- **Easy to learn and use:** Get started quickly, easily import data from Sage and Microsoft Office Excel® spreadsheet software; intuitive like other Office programs.
- **Manage daily accounting tasks efficiently:** Enter information only once. Create invoices from quotes in a few clicks; track and forecast inventory; track transactions and employee time; automate bank accounts.
- **Process payroll:** Use the integrated payroll services and choose an option that best suits your business needs.

#### Get a complete view of your business:

- **Get organised:** Store and organise all your account information in one place. Easily find the right information at the right time.
- **Get real-time insight into your business:** Use the Company Homepage to get an at-a-glance snap shot of your company's fiscal health, important information, critical tasks, and reminders – all on one screen.
- **Work the way you want:** Customise templates and forms. Control access to sensitive information by assigning roles. Tailor reports to extract in-depth information on all aspects of your business.
- **Share information with your accountant:** Use Office Live to share information with confidence and easily merge changes made by your accountant.

#### Grow your business online:

- **Get paid faster:** Give your customers the integrated PayPal payment option to streamline the payment process.

## FREQUENTLY ASKED QUESTIONS

### **I use Microsoft Office Excel and paper files, and they are working fine. How can Microsoft Office Accounting Professional 2008 help me?**

Microsoft® Office Accounting Professional 2008 provides you with comprehensive accounting tools that help you run your business more efficiently and grow your business online. All the information is stored centrally so you can now get a complete view of your business to help you make better business decisions. Office Accounting Professional 2008 is easy to set up and learn because it works and looks like other Microsoft Office System programs. Because of this integration you need to enter information only once, which helps you be more productive and reduce errors. In addition, you can save time managing everyday tasks like tracking expenses and inventory, billing, online banking and payroll.

### **I already have Intuit QuickBooks. Why do I need another program?**

Office Accounting Professional 2008 is a complete accounting solution that has been specially designed for small businesses to manage their finances, customers and day-to-day tasks in one place. In addition, no other product delivers the familiar look and feel of the Microsoft Office System and its integration with other Microsoft Office programs like Microsoft Office Word, Access, Excel® and Outlook® 2007; Business Contact Manager provides it with rich functionalities which help you save time managing everyday tasks and organise all your information in one place.

### **I do not have time to learn new software or train employees to use new software. Does it take long to learn?**

Office Accounting Professional 2008 is based on familiar Microsoft Office programs that your employees already know and use which minimises training so they can get productive right away. Product assistance is easily available from within the program, and free online assistance, training, downloads and communities are also available, providing you with the help you need, when you need it.

### **Will I lose data already entered in my other programs?**

You don't have to worry about losing valuable information or starting from scratch. The easy-to-use Start up Wizard helps you import all your data including master records such as account charts, customer, vendor and employee information, inventory and supporting tables directly Sage and, Microsoft Office Excel and Small Business Accounting 2006.

### **What are the benefits of its integration with other Microsoft Office programs?**

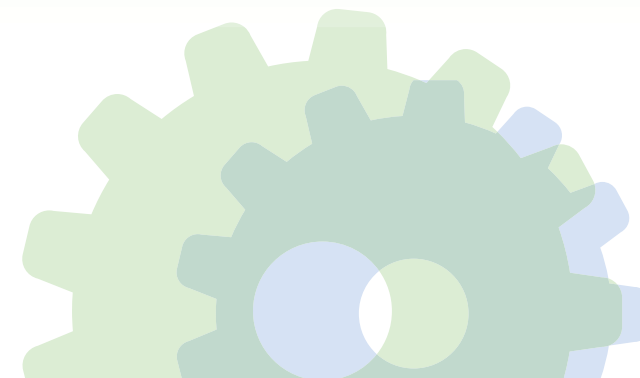
Integration with other Microsoft Office programs provides rich contact management functionalities and helps you be more effective. All customer information is stored centrally and can be a valuable tool for the sales team. Also, now you need to enter data only once, as it is shared across programs and changes made in one application automatically get synchronised in the other, thereby helping reduce errors and save time. You can easily customise quotes, invoices and orders in Word directly from your accounting program; export data to Office Excel for additional customisation and analysis; mark billable time in Office Outlook 2007; and transfer that data to your accounting program with a click of a button. This deep integration with the Microsoft Office system can help you be more efficient and increase profitability.

### **Other accounting packages have been around longer, why should I try or switch to another product?**

Office Accounting Professional 2008 is a complete accounting solution and has tools to provide you with a robust contact and information management functionality. It has very useful features which help you be more productive managing your day-to-day business activities and at the same time get a complete overview. This solution has been specially designed to meet the needs of small businesses like yours and provides exceptional integration with the desktop productivity software small businesses rely on the most – the Microsoft Office system.

## ADDITIONAL RESOURCES

[www.msofficeaccounting.co.uk](http://www.msofficeaccounting.co.uk)





## WHAT IS IT?

Delivered through the 2007 Microsoft Office system, Microsoft Office PerformancePoint™ Server 2007 is an integrated performance management application that provides robust monitoring, analytics and planning capabilities. Office PerformancePoint Server 2007 helps businesses to articulate goals, monitor business activity, identify and analyse issues and collaborate and take action.

## HOW DO I ORDER IT?

Performance Point Server 2007					
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Performance Point Server	AUF-00355	AUF-00325	AUF-00359	AUF-00329	AUF-00382
Performance Point Server CAL (Device)	9EF-00142	9EF-00315	9EF-00158	9EF-00307	9EF-00014
Performance Point Server CAL (User)	9EF-00454	9EF-00469	9EF-00446	9EF-00461	9EF-00432
Performance Point Server External Connector	BZT-00298	BZT-00268	BZT-00302	BZT-00272	BZT-00325

## VALUE PROPOSITION

Office PerformancePoint Server 2007 is an integrated performance management application that provides robust monitoring, analytics and planning capabilities. Office PerformancePoint Server 2007 helps businesses to articulate goals, monitor business activity, identify and analyse issues and collaborate and take action.

With the release of Microsoft Office PerformancePoint Server 2007, Microsoft further solidifies its presence as a top-tier enterprise BI vendor by delivering the world's only integrated monitoring, analytics and planning application. This marks a tremendous milestone for Microsoft BI. Microsoft has strong market presence already with SQL Server 2005 and the 2007 Microsoft Office system. However, Office PerformancePoint Server 2007 marks a new day for BI. Office PerformancePoint Server 2007 completes the BI product stack and allows us to talk to business decision makers about the value of Microsoft BI.

## HOW DO I SELL IT?

### 1) A complete and integrated performance management solution.

Many performance management applications require connectors, interfaces and add-ins to link their various applications and to the Microsoft Office environment. Office PerformancePoint Server 2007 is natively integrated across all aspects of the solution – from reporting and analysis, to planning and budgeting, to dashboarding and forecasting. Office PerformancePoint Server 2007 is designed to improve operational and financial performance across all departments and all levels of your organisation. You can use this single integrated application to monitor and analyse the success your company enjoys or the barriers it faces and to plan for the future of your business.

### 2) Performance management for all business users.

While many solutions on the market focus on business analysts and BI experts, Office PerformancePoint Server 2007 is designed to reach everyone involved in your business at all levels of your organisation. Office PerformancePoint Server 2007 provides a user experience in the familiar and easy-to-use Microsoft Office system, including Microsoft Office Excel® spreadsheet software, Microsoft Office Outlook® messaging and collaboration client and Microsoft Office SharePoint® Server.

And through the scalability and high performance of Microsoft SQL Server 2005 and the Microsoft Business Intelligence platform, your organisation can afford to deliver the right information that helps the broadest number of people make better, faster and more relevant decisions without continually burdening the IT department.

### 3) Monitoring, analysing and planning across the entire organisation.

Because of high cost and high complexity and the need for significant IT support, most performance management environments limit their access to just a few executives or analysts. Because Office PerformancePoint Server 2007 resides within the Microsoft applications that you use today, it's now economically feasible for all executives, managers and front-line employees to have the same access to valuable insight from a high-quality performance management application.

Everyone can access the metrics, key performance indicators, dashboards and reports to see how they contribute to the performance of the organisation and to the overall corporate strategy – all leading to improved corporate performance.

### 4) Advanced analytic and visualisation capabilities.

Analysis is a core component of the performance management cycle. An organisation is at a competitive advantage if every decision-maker in it can quickly and easily perform analysis that helps them make better decisions and execute better against corporate goals and objectives.

Using the capabilities incorporated into Office PerformancePoint Server 2007, people can benefit from a single business data model shared across monitoring, analytics and planning activities. Office PerformancePoint

Server 2007 guides information workers so that they can easily monitor what is happening and make better sense of what the data analysis is telling them. The advanced visualisation capabilities can help you spot trends and opportunities easily, allowing for better planning for your business.

### 5) Aligned and integrated corporate planning.

Office PerformancePoint Server 2007 contains robust planning, budgeting and forecasting capabilities that allow for accelerated cycles to help the organisation better align critical resources. Planning and budget analysts are able to centrally manage the planning process. They can easily build models that contain the key business rules, assumptions, calculations and other business drivers that enable more people across your organisation to participate in the planning process.

These models form the basis for the budget, which is then accessed in Microsoft Office Excel, allowing individuals to enter data based on their unique knowledge of the business. These models ensure consistently applied business rules and assumptions that align to overall corporate goals – all in a flexible tool that everyone knows and understands how to use without big investments in training.

### 6) Shorter budgeting cycles and broader contribution.

One of the big complaints in many organisations is the length of the budgeting process. From waiting weeks to get the initial cut of the numbers to the time spent waiting for approvals and input from other departments, the process is never a fun one. To address these issues, Office PerformancePoint Server 2007 provides powerful workflow and collaboration functionality that can streamline planning, budgeting and forecasting cycle times.

Office PerformancePoint Server 2007 enables business users to configure rules that help them assign tasks, manage budget creation and monitor submissions and approvals. You can reduce your budgeting cycle from months to weeks. At the same time, you get the insight you need to align company resources – all in the familiar Microsoft Office environment.

### 7) Accountability from the individual to the enterprise.

Office PerformancePoint Server 2007 uses a model-driven approach. Users can create scorecards, dashboards, analytics and plans that align with their own responsibilities and goals and with the overall goals and objectives of the organisation. Providing maximum flexibility, the system accommodates unique departmental business models that synchronise with those above and below them in the organisation, as well as across departments and up to the corporate level. So everyone has an up-to-date, consistent view of the data and the most current insight on the entire organisation's performance.

### 8) Cross-enterprise view.

Office PerformancePoint Server 2007 provides a complete perspective of business performance across enterprise functions such as finance, operations, sales and human resources. Office PerformancePoint Server 2007 uses SQL Server 2005 to integrate information across disparate

enterprise systems and business functions, providing all users with a more strategic and forward-looking view of the business.

A unique capability of Office PerformancePoint Server 2007 is model-to-model mapping, which allows you to map data from one model, business unit, or plan into the model of another. For instance, the resources allocated to personnel in a business unit can be mapped into the business model for the finance department and into the human resource department's planning model. People can only see the information they have permission to view, but no matter where the data resides, everyone automatically has the timeliest information and can avoid errors introduced manually.

Business rules can also be embedded with the data model, which means that a business unit cannot go outside a specific set of boundaries when trying to allocate resources, for example, to a new head count. Office PerformancePoint Server 2007 provides the critical and unique functionality that will help ensure that everyone has the flexibility they need to run their part of the business while staying aligned with broader business goals.

### 9) Enhanced partnership between IT and business analysts.

While IT provides the infrastructure and security for crucial business applications, Office PerformancePoint Server 2007 business modelling tools enable business analysts to use their insight to manage roles, workflows, business rules and information without having to rely continually on IT input. This increases the pace at which business models can be developed, deployed and modified to meet changing business conditions.

Office PerformancePoint Server 2007 also features a user-friendly design and application wizard that business people can use to build their own dashboards and scorecards and create interactive analytics charts and graphs without the need for IT support.

### 10) Built on the Microsoft Business Intelligence platform.

Using the Microsoft Business Intelligence platform, Office PerformancePoint Server 2007 can help you build an enterprise-grade, scalable performance management application. PerformancePoint Server 2007 uses the Microsoft Office system as its primary interface, so business users can interact with familiar tools like Office Excel to consume information, collaborate with colleagues and contribute to plans and the performance management cycle.

Office PerformancePoint Server 2007 also uses the proven data engine of SQL Server 2005 for data integration: an analytical data model that includes a calculation engine and data mining; and a highly flexible and scalable reporting platform to broadcast information to a wide audience. All of this is delivered through the Web in Microsoft Office SharePoint Server 2007, providing everyone with a central place to get their business intelligence information.

## FEATURES AND BENEFITS

Listed below are some of the features and benefits your customers can realise with Office PerformancePoint Server 2007:

- **Reaches all business users.** When individuals understand how their actions affect business performance, business users throughout the organisation can align their actions to support strategic business goals. Because they access and manage information using the familiar Microsoft Office system, they can focus on business, not on software.
- **Complete and integrated approach.** Office PerformancePoint Server 2007 takes advantage of the scalable and high-performance Microsoft SQL Server business intelligence platform, as well as the familiar and easy-to-use Microsoft Office system. Because Office PerformancePoint Server 2007 uses a fully integrated approach, it provides centralised application management, improves security and control and extends your existing investments in the 2007 Microsoft Office system and SQL Server.
- **Spans across the organisation.** The model-driven approach in Office PerformancePoint Server 2007 makes it easy to create corporate-wide models for reporting, scorecards, analytics and plans that can be used across multiple business operations. By providing synchronised models up and down the organisation, all users can easily get a consistent view of organisational performance.
- **Rich role-based information.** Office PerformancePoint Server 2007 controls access to information based on role – whether for an information worker who only needs basic performance metrics or for the business analyst who must rigorously plan, consolidate and report on financial results.
- **Robust security and compliance.** With Office PerformancePoint Server 2007, the business sets access rights that control who can view and modify data. Powerful workflow capabilities help manage the performance management process of planning, budgeting and forecasting while providing full audit trail and transparency to support corporate governance.
- **Enhances partnership with it.** Office PerformancePoint Server 2007 handles advanced business processes (rules, logic, calculations, workflows) while making it easy for users to customise how they define, modify and maintain their performance plans to match the way they think about their business. IT staff can focus on developing and maintaining an efficient and effective infrastructure and on critical security and compliance needs.
- **Reduces complexity for IT and for the business.** Office PerformancePoint Server 2007 brings together the power of the 2007 Microsoft Office system and the performance, scalability and enhanced security of SQL Server, making it easy to use and less costly to deploy than traditional performance management solutions. With Office PerformancePoint Server 2007, it can better support corporate governance by providing full auditing capability, version control and reporting of the performance management process.
- **Integrated BI platform.** Unlike many competing performance management solutions that use disparate technologies and require costly integration, lengthy training and significant IT involvement to provide basic business information, Office PerformancePoint Server 2007 is fully integrated with the widely used and supported SQL Server BI platform for scalable and integrated information management, analysis and reporting.

## COMPLEMENTARY SOFTWARE

Office Project 2007 and the Office EPM Solution Web site: [www.microsoft.com/office/project](http://www.microsoft.com/office/project)

EPM Business Solution Web site: [www.microsoft.com/business/epm.msp](http://www.microsoft.com/business/epm.msp)

EPM Hosted Web site: [www.epmconnect.com](http://www.epmconnect.com)

## SYSTEM REQUIREMENTS

Office PerformancePoint Server 2007 is based on the following Microsoft programs and technologies:

- Microsoft Windows Server® 2003 Service Pack 1, Standard Edition or later
- Microsoft Windows® SharePoint® Services 3.0/ Microsoft Office SharePoint Server 2007
- Windows XP Professional Service Pack 2 (SP2) or later
- Microsoft Office 2003 SP2 or later
- Microsoft SQL Server 2005 SP2, Enterprise Edition or later
- Windows Installer 3.1 or later
- Microsoft .NET Framework 2.0
- Microsoft Internet Information Services 6.0
- ASP.NET 2.0

## FREQUENTLY ASKED QUESTIONS

**When will Office PerformancePoint Server 2007 be available for the independent software vendor (ISV) Channel?**  
January 2008.

**What is included in Office PerformancePoint Server 2007?**  
Microsoft Office PerformancePoint Server 2007 includes functionality to support monitoring, analysing and planning. The monitoring functionality is based on Microsoft Business Scorecard Manager Server 2005 concepts. The analytical functionality is based on ProClarity Analytics Server 6.3 concepts. Customers will also need to acquire Microsoft Office PerformancePoint Server 2007 Client Access Licences (CALs) to access the server.

**How will Microsoft Office PerformancePoint Server 2007 be licensed?**

Microsoft Office PerformancePoint Server 2007 will be licensed using a single Server plus single CAL model (as opposed to a per processor model). The CAL will provide any user or device access to the complete functionality of an application to encourage broad adoption and full use of the application. A single external connect licence will also be available for extranet applications.

**How will Microsoft Office PerformancePoint Server 2007 be priced?**

Office PerformancePoint Server 2007 will be priced as follows:

1 Server	£13,420/each
1 CAL	£130/each
1 External Connector	£20,130/each

These prices are estimated prices based on the purchase of one licence. Microsoft Volume Licensing discounts may be applicable. Normal Microsoft Volume Licensing policies apply. All prices are in sterling (GBP) and may vary in other geographies.

**Will ProClarity Analytics Server 6.3 remain on the volume licensing price list after 1 November, 2007?**

No. ProClarity Analytics Server 6.3 version products are currently available through Microsoft Volume Licensing. When Office PerformancePoint Server 2007 becomes generally available, the ProClarity Analytics Server 6.3 will become a component of Office PerformancePoint Server 2007. ProClarity Analytics Server 6.3 will continue to be supported by Microsoft according to the Microsoft standard support policies, which cover a period of ten years.

**Will ProClarity Desktop Professional 6.3 remain on the volume licensing price list after 1 November 2007?**

Yes. ProClarity Desktop Professional 6.3 is currently available through Microsoft Volume Licensing. When Microsoft Office PerformancePoint Server 2007 becomes generally available,

ProClarity Desktop Professional 6.3 will effectively become the minus-one version of Microsoft Office PerformancePoint Server 2007 and stay on volume licensing while ProClarity Analytics Server 6.3 will become a component of Office PerformancePoint Server 2007.

**Will Microsoft Business Scorecard Manager Server 2005 remain on the volume licensing price list after 1 November 2007?**

No. However, customers can still obtain a copy of the software for installation if needed. Business Scorecard Manager Server 2005 will continue to be supported by Microsoft according to the Microsoft standard support policies, which cover a period of ten years.

**What if a customer would like to use the functionality that is included in ProClarity Analytics Server 6.3 or Business Scorecard Manager Server 2005?**

Customers who obtain a licence of Office PerformancePoint Server 2007 may use ProClarity Analytics Server 6.3 and/or downgrade their version of monitoring to Business Scorecard Manager Server 2005. If the customer chooses to use both Office PerformancePoint Server 2007 and ProClarity Analytics Server 6.3/Business Scorecard Manager Server 2005, they may install all of the products on one server under a single Office PerformancePoint Server 2007 licence. If the customer chooses to install the products on multiple servers, they must obtain a server licence for each implemented server. Microsoft Office PerformancePoint Server 2007 CALs can access all of the instances and servers.

**What localised versions of Office PerformancePoint Server 2007 will become available?**

The localised versions of Office PerformancePoint Server 2007 include Japanese, German, Simplified Chinese, French, Spanish, Dutch, Italian, Swedish, Korean, Danish, Finnish, Polish, Portuguese (Brazil), Traditional Chinese (Taiwan), Russian, Czech and Mandarin (Hong Kong). The versions will be available on a rolling schedule beginning in October.

**Is Office PerformancePoint Server 2007 really a 'suite' of applications that includes Business Scorecard Manager Server and the former ProClarity products?**

No. Office PerformancePoint Server 2007 is a complete performance management application that includes planning, scorecarding and analytics functionality based on concepts in these earlier products. The ProClarity and Business Scorecard Manager Server products will no longer be marketed as separate products.

## ADDITIONAL RESOURCES

To learn more about Microsoft Office PerformancePoint Server 2007, visit [www.microsoft.com/performancepoint](http://www.microsoft.com/performancepoint)

For more information about Microsoft Business Intelligence, visit [www.microsoft.com/office/BI](http://www.microsoft.com/office/BI)



## WHAT IS IT?

Microsoft® Office Forms Server 2007 provides a scalable, standards-based electronic forms solution with enhanced security. This helps organisations to extend the reach of forms-driven business processes to anyone with a Web browser.

Forms Server 2007 is a new stand-alone Microsoft Office system server that delivers new Microsoft Office InfoPath® Forms Services (also available in Microsoft Office SharePoint® Server 2007). This new technology uses intelligent, server-based electronic forms to streamline business processes and make data collection, distribution and integration more cost-effective than with paper-based forms.

Forms Server 2007 enables users to reach customers, partners and suppliers with rich, robust and user-friendly forms solutions. It provides a centralised forms repository that controls who can create and publish forms, helps business users to find and use forms easily, and boosts productivity by providing smart forms that reduce the data entry burden.

## HOW DO I ORDER IT?

Office Forms Server 2007					
Open Business SKUs					
	Licence	L & SA	SA		
Office Forms Server 2007	76G-00301	76G-00538	76G-00758		
Office Forms Server CAL (Device)	76E-00578	76E-01372	76E-01534		
Office Forms Server CAL (User)	76E-00615	76E-01409	76E-01571		
Open Volume SKUs					
	Licence	L & SA	SA		
Office Forms Server 2007	76G-00257	76G-00715	76G-00575		
Office Forms Server CAL (Device)	76E-00490	76E-01284	76E-01446		
Office Forms Server CAL (User)	76E-00527	76E-01321	76E-01483		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Office Forms Server 2007	76G-00842	76G-00649	76G-00846	76G-00653	76G-00852
Office Forms Server CAL (Device)	76E-00944	76E-01961	76E-00948	76E-01965	76E-00954
Office Forms Server CAL (User)	76E-01769	76E-02165	76E-01773	76E-02169	76E-01779
Media SKUs					
Office Forms Server 2007				76G-01110	

## HOW DO I SELL IT?

### Target customers

Forms Server 2007 is for organisations across all vertical markets that would benefit from:

- Electronic forms connected to back-end systems.
- Electronic forms that drive workflows.
- A central forms repository.
- Rapid forms design, development and deployment tools.

### Three simple questions to start the customer conversation

1. **Could your organisation benefit from user-friendly forms that extend business processes?**
  - Forms Server 2007 makes data-gathering solutions available to anyone with a browser – including customers, partners and suppliers.
  - Provide rich and robust electronic forms solutions, distributed via the Internet or mobile devices.
  - Deliver forms with a consistent user experience.
  - Put InfoPath 2007 forms to work in customer-facing, Web site or business process workflow applications.
2. **Does forms related work such as data entry and reworking add avoidable costs to your business?**
  - Reduce the time, effort and costs of developing easy-to-use forms solutions as front ends for business processes.
  - Avoid unnecessary workload caused by inconsistent data.
  - Eliminate tedious data entry tasks with smart forms that can be pre-populated with data.
  - Avoid errors with automatically applied data validation rules.
  - Connect forms to workflow, submitting data automatically to a SharePoint Services library or a Web service.
3. **Is your organisation taking advantage of central forms solution management?**
  - Help users and allow administrators easy control of forms access and deployment, with a central forms repository.
  - Control who can create and publish forms.
  - Develop and deliver forms-based services more quickly and cost-effectively, with Office InfoPath Forms Services.
  - Easily upgrade solutions that are already in place, deploying new versions of forms with no downtime.
  - Create advanced forms solutions with specialised functionality.
  - Access forms wherever you are, using mobile devices.

### WHAT TO LOOK FOR:

#### Paper/PDF/Word forms

- Data re-entered into systems
- Team/department level ad-hoc forms based
- Organisational Forms Owner

#### Organisational Forms Owner

- Forms Standard Group, Forms Design and Approval Group

#### Web-based forms solutions

### WHAT THEY NEED:

- Electronic forms connected to back-end systems
- Electronic forms driving workflows
- Central forms solution repository
- Form solution design tools
- PDF converter
- Rapid design, development and deployment tools

### WHAT THEY RESPOND TO:

- Streamline business processes
- Reduce data entry costs
- Reduce paper costs
- Single solution for ECM, forms, security, archive
- Centralise forms management
- Easy-to-use tools with familiar Office UI
- Reduce cost for designing, deploying and managing forms solutions
- Reduce cost of forms solution design, deployment and management
- Quick and easy updating of forms solutions

## HOW DO I LICENSE IT?

This product is licensed using the **Server + CALs** model. For more information please see page 5.

### Q. Can I use a Web browser to view and fill out forms that are built for the Office Forms Server 2007?

**A.** Office Forms Server 2007 allows you to fill out InfoPath designed forms through a Web browser interface. This capability is built upon the Microsoft Windows SharePoint Services platform and ASP.NET. When developers publish InfoPath form templates to the server, these templates are converted into Web-enabled forms.

The result is that users can fill out, view or submit form data without having InfoPath installed on their computers. For scenarios where both the rich InfoPath client and Web-based forms use is needed, the corresponding form templates are designed only once. This 'design once' concept means developers can create a single form that will work on both the rich InfoPath client, a Web browser and even an HTML enabled mobile device.

**Further licensing FAQ:** <http://office.microsoft.com/en-us/sharepointserver/HA101655351033.aspx>

## FREQUENTLY ASKED QUESTIONS

### How does Office InfoPath Forms Services work with Microsoft Windows SharePoint Services (version 3.0)?

Office InfoPath Forms Services is built on and requires Windows SharePoint Services (version 3.0). You can publish form templates to Windows SharePoint Services for easy deployment across an organisation. By using the Windows SharePoint Services form library, users can manage form templates centrally and merge the collected form data to a Microsoft Office Excel workbook or InfoPath form. Forms can also be integrated into document management and life-cycle tasks such as archiving, workflow and rights management.

### Who is Office InfoPath Forms Services for?

InfoPath Forms Services was developed for teams and organisations that need to collect and use information to perform their jobs. InfoPath Forms Services is valuable to any business people or IT professionals who need an efficient and flexible way to achieve the following:

- Store information that they can then standardise, validate and integrate with server systems.
- Collect data by means of forms inside and outside the firewall.
- Collect data from customers, suppliers and partners to develop and maintain forms-driven business processes.

### Can I use a Web browser to view and fill out forms that are built with Office InfoPath Forms Services?

Office InfoPath Forms Services allows you to fill out InfoPath forms through a Web browser interface. This capability is built on the Microsoft Windows SharePoint Services platform and ASP.NET. When developers publish Microsoft Office InfoPath 2007 form templates to the server, these templates are converted into Web-enabled form templates. The result is that end users can now fill out, view or save form data without having InfoPath installed on their computers. For scenarios where both rich client and Web-based use is needed, the corresponding form templates are designed only once. This 'design once' concept means developers can create a single form that will work on both the client and server.

## FREQUENTLY ASKED QUESTIONS CONT.

### What are some of the typical ways teams and organisations might use Office InfoPath Forms Services?

Office InfoPath Forms Services can be applied to many different scenarios. It can be used within organisations and workgroups, but can also work in scenarios that include suppliers and partners. For example:

- A division manager can design and implement a performance appraisal system.
- A company can implement its timecard system and expense reports.
- A health insurance company can create and implement its forms, and then integrate them with its database system and with the business processes of member hospitals.
- A team or workgroup can submit its weekly status reports.

### Does Office InfoPath Forms Services include any 'sample' forms?

Yes. There will be some sample forms, but the exact number and nature is not known yet.

### I have several InfoPath 2003 forms. What kind of compatibility can I expect with Office InfoPath 2007?

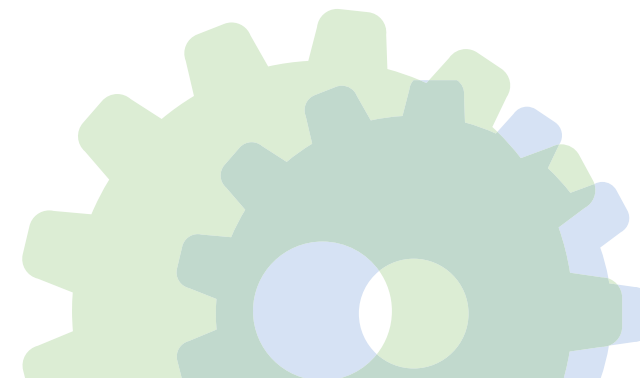
You can use your existing Office InfoPath 2003 forms, but you will need to redeploy them using Office InfoPath 2007. You will need to open the forms in Office 2007 InfoPath Design Mode and use the Design Checker.

## ADDITIONAL RESOURCES

Learn more about Microsoft Office Forms Server 2007 and the 2007 Microsoft Office system at [www.microsoft.com/office](http://www.microsoft.com/office)

## SYSTEM REQUIREMENTS

**Operating System:** Windows Server 2003 Service Pack (SP1); supports 64-bit versions of Windows Server 2003 **Single box installation:** Server with a processor speed of at least 2.5 GHz; RAM capacity minimum of 1 GB, 2 GB recommended; disk space: up to 2 GB for installation; 5 GB or more of free disk space **minimum Farm deployment:** Web server with a processor speed of at least 2.5 GHz, minimum 2 GB of RAM; application server with dual processors of at least 2.5 GHz, minimum 2 GB of RAM; Microsoft SQL Server 2000 SP3 (or later) or SQL Server 2005 with dual processors of at least 2.5 GHz, minimum 2 GB of RAM **Internet Connection:** Broadband connection, 128 Kbps or greater, for download and activation of products **Additional Components:** Microsoft Internet Explorer 6.0 with service packs **For complete system requirements, visit:** [www.microsoft.com/office/preview/beta/sysreq.mspx](http://www.microsoft.com/office/preview/beta/sysreq.mspx)



# Microsoft® Core CAL Suite

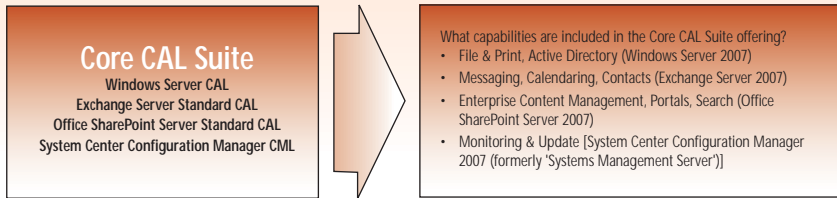


## WHAT IS IT?

Microsoft Core CAL Suite is a way to reduce complexity, lower costs and provide more flexibility to business and IT. By combining the licence rights to multiple server software products and services in a single agreement, Microsoft Core CAL and Microsoft CAL Suite help organisations to set and implement clearer IT priorities without continually having to negotiate for and acquire new licences.

### What CALs do customers get with the Core CAL Suite?

A discounted and simplified way (using a single licensing SKU Suite) to purchase (for all of their clients or users) standard CALs for the latest editions of the Microsoft Windows Server® operating system, Microsoft® Exchange Server, Systems Server Configuration Manager and Microsoft Office SharePoint Server.



## HOW DO I ORDER IT?

Core CAL					
Open Business					
	L and SA		SA		
Core CAL (User)	W06-00415		W06-00412		
Core CAL (Device)	W06-00005		W06-00008		
Open Volume					
	L and SA		SA		
Core CAL (User)	W06-00416		W06-00413		
Core CAL (Device)	W06-00004		W06-00007		
Open Value					
	Spread Payment		Pay Upfront		Subscription
	L and SA	SA	L and SA	SA	L and SA
Core CAL (User)	W06-00654	W06-00662	W06-00652	W06-00664	W06-00415
Core CAL (Device)	W06-00649	W06-00657	W06-00647	W06-00659	W06-00005

## HOW DO I SELL IT?

### Core CAL value summary

#### Flexibility

- Upgrade when you need to.
- Add capabilities for team workspaces when business requires.
- Better support the business with server management tools.

#### Simplicity

- Single, simple licence agreement.
- Single, accountable source for all your core server software.

#### Value

- Discount of 14 per cent over cost of individual product licences.
- More capabilities at a lower price.
- Better deal if you use, or plan to deploy, at least two of the products included in the suite.

### What are the benefits that each of the Core CAL Suite components enable?

The chart below provides an abbreviated overview of the specific benefits associated with each of the component.

CALs included in the Core CAL Suite			
Product	Value Proposition	Key Benefits	Software Assurance-covered Improvements from Previous Versions
Windows Server 2003 R2 CAL	Reliability, security and performance. Simplifies branch server management, improves identity and access management, reduces storage management costs, provides a rich Web platform and offers cost-effective server virtualisation.	<ul style="list-style-type: none"> <li>• Dependable</li> <li>• Productive</li> <li>• Connected</li> <li>• Best Economics</li> </ul>	<ul style="list-style-type: none"> <li>• Simplified Branch Office Server Management</li> <li>• Improved Identity and Access Management</li> <li>• Reduced Storage Management Costs</li> <li>• Rich Web Platform</li> <li>• Cost-Effective Server Virtualisation</li> <li>• Seamless Interoperability with Unix</li> </ul>
Exchange Server 2007 Standard CAL	Provides a feature-rich messaging environment for core users, including rich client e-mail, calendaring, mobile device access and antispam functionality.	<ul style="list-style-type: none"> <li>• Outlook Web Access</li> <li>• Mobility</li> <li>• Antispam</li> <li>• Organisation-wide Policy Management</li> </ul>	<ul style="list-style-type: none"> <li>• Improved Antispam</li> <li>• Better Manageability</li> <li>• Enhanced Mobile Security</li> <li>• External Access to Documents Behind the Firewall</li> <li>• Organisation-wide Policy Management</li> <li>• Cross-organisation Mailbox Search</li> <li>• Mail Flow Rules</li> <li>• Server Roles</li> </ul>
Office SharePoint Server 2007 Standard CAL	An integrated suite of server applications that help improve organisational effectiveness by providing comprehensive content management; accelerating shared business processes; and facilitating information-sharing across boundaries for better business insight.	<ul style="list-style-type: none"> <li>• Workflows and Reporting</li> <li>• Document and Web Content Management</li> <li>• Site Model, Security and Management</li> <li>• Search</li> </ul>	<ul style="list-style-type: none"> <li>• Blogs, Wikis, Social Networking Web Parts</li> <li>• Portal Site Manager and Site Templates</li> <li>• Integration with Outlook and the Microsoft Office System</li> <li>• People Search</li> <li>• Records Management, Business Document Workflow Support, Document Management Site Templates</li> <li>• Web Content Management</li> </ul>
System Center Configuration Manager 2007 (formerly SMS) CML	Delivers enterprise-class software distribution and asset management through comprehensive inventory analysis, operating system, and software distribution, usage tracking, and reporting. Reduce the day-to-day operational costs of managing infrastructure.	<ul style="list-style-type: none"> <li>• Application Deployment</li> <li>• Asset Management</li> <li>• Security Patch Management</li> <li>• Mobility</li> <li>• Windows Management Services Integration</li> </ul>	<ul style="list-style-type: none"> <li>• Third-Party and Custom Application Updating</li> <li>• Vulnerability Assessment</li> </ul>

## FREQUENTLY ASKED QUESTIONS

### What is a CAL?

- A CAL is a Client Access Licence.
- A CAL gives rights to users' client-side software to access Microsoft server products and perform certain functions.
- For example, an Office Outlook 2007 user needs a CAL to access the Exchange Server-side functionality and services that enable the user to successfully send and sync e-mail, calendar and contact information.
- In general, a single CAL is required for each user or device accessing a server.

### What is a CAL Suite?

- CAL Suite is a single volume licensing SKU that authorises users' different client-side software access corresponding with different server-side software.
- So, for example, a single volume licensing SKU that enabled users of Office Outlook 2007 and Office SharePoint 2007 access to Exchange Server and Office SharePoint Server 2007 would have the key characteristics of a CAL Suite.
- Microsoft offers two CAL Suite options (the Core CAL Suite and the Enterprise CAL Suite) that are significantly more robust than the example.

### Why do some customers prefer to purchase CAL Suite versus Component CALs?

Customers choose licence suites over component purchases because CAL Suites are priced attractively and are very simple to purchase and administer.

### What is included in the Core CAL Suite?

Core CAL Suite – Microsoft Windows Server, Microsoft Office SharePoint Server, Microsoft Exchange Server and Microsoft Systems Management Server.

### When would a customer want the Core CAL Suite versus the Enterprise CAL Suite?

- The Core CAL Suite provides core infrastructure needs for an organisation while the Enterprise CAL (ECAL) Suite extends an organisation's infrastructure to support user collaboration, communication and compliance scenarios with enhanced security.
- Customers who have two or more Enterprise CAL Suite products on their three-to-five-year IT road maps are good candidates for ECAL evaluation.
- Customers currently using Windows Server or Exchange Server are good candidates for the Core CAL Suite as a first step in standardising their core infrastructure capabilities.

### What about SQL Server and other Client Access Licences for other products like Terminal Services?

- Some individual CALs, such as Terminal Services CAL, are not available in the Enterprise CAL Suite. The ECAL components were carefully selected based on customer feedback on the types of infrastructure capabilities they had on their three-to-five-year deployment road maps that would touch a majority of the organisation. Other CAL offerings are more targeted at smaller departments or sets of users within an organisation and we want to make them separately available to those customers.
- SQL Server CAL will be available as an add-on to the Enterprise CAL Suite.

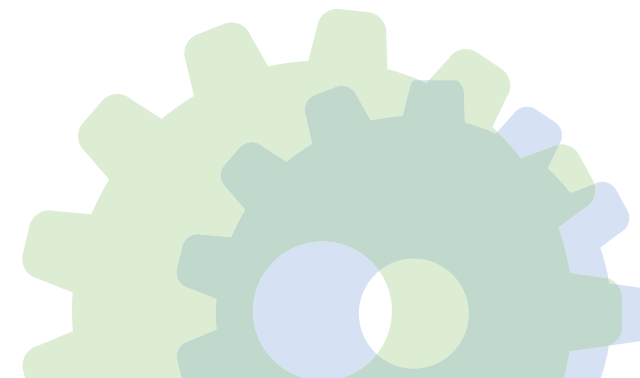
### My customers are not quite ready for the Enterprise CAL Suite. If they sign up for the Core CAL now, can they easily move to the ECAL in a year or two?

- There is a programmatic step-up SKU for Core CAL Suite customers wanting to move to the Enterprise CAL Suite.
- Customers who have the Core CAL Suite plus one or more ECAL components will also have a step-up path to the ECAL Suite on an exception basis and will be credited for the products already acquired.
- Microsoft Worldwide Licensing and Pricing will release a tool in July that will help the field to determine the cost to migrate to either CAL suite. This tool will have the associated credits that customers will receive, depending on their current IT environment.

## ADDITIONAL RESOURCES

Learn more about Microsoft Volume Licensing at [www.microsoft.com/licensing](http://www.microsoft.com/licensing)

Learn more about the 2007 Microsoft Office system at [www.microsoft.com/office](http://www.microsoft.com/office)





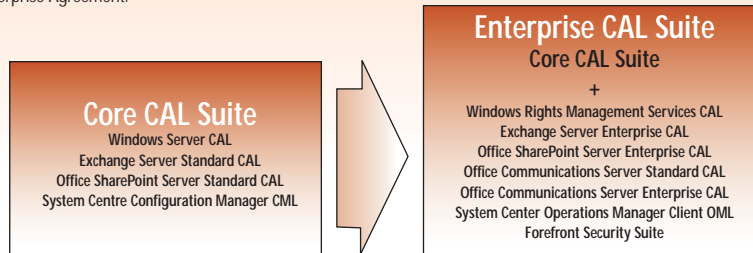
# Microsoft® Enterprise CAL Suite



## WHAT IS IT?

The **Microsoft Enterprise Client Access Licence (ECAL) Suite** brings together the latest Microsoft products to provide your organisation with the newest innovations in compliance, real-time collaboration, security, communication, desktop PC management and more. The Microsoft Enterprise CAL Suite provides an outstanding opportunity for customers to use their existing IT investments in the Microsoft core platform.

- The Enterprise CAL Suite is a superset of the Core CAL Suite; it includes everything in the Core CAL Suite plus an expanded suite of Client Access Licences (CALs).
- The Enterprise CAL Suite is offered at a very substantial discount.
- Like the Core CAL Suite, the Enterprise CAL Suite is an enterprise-wide solution, intended for all users/devices under an Enterprise Agreement.



## HOW DO I ORDER IT?

The Enterprise CAL is only available as part of a Select Licence or Enterprise Agreement. Please see your Licensing Specialist.

Enterprise CAL Suite				
Select SKUs				
	SA Step up	L and SA	SA	
Enterprise CAL Device CAL w/ Svcs	76A-00219	76A-00175	76A-00189	
Enterprise CAL User CAL w/ Svcs	76A-00230	76A-00182	76A-00196	
Enterprise SKUs				Subscription
Enterprise CAL Device CAL w/ Svcs	76A-00043	76A-00025	76A-00031	76A-00007
Enterprise CAL User CAL w/ Svcs	76A-00046	76A-00028	76A-00034	76A-00010
Enterprise CAL Platform Device CAL w/ Svcs	76A-00001	76A-00007	76A-00013	76A-00025
Enterprise CAL Platform User CAL w/ Svcs	76A-00004	76A-00010	76A-00016	76A-00028

## HOW DO I SELL IT?

### Benefits of the Enterprise CAL Suite

**Flexibility.** Get the flexibility to deploy multiple Microsoft server products in your enterprise as your business needs evolve.

- Obtain the rights to use an array of industry-leading Microsoft innovations in collaboration, security, compliance and communication.
- Extend the value of your organisation's current investments in the Windows Server operating system with products and services that integrate into your existing infrastructure platform.
- Deploy multiple Microsoft server products in your enterprise as your business needs require without waiting to negotiate new agreements.

**Simplicity.** Discover a simple and cost-effective way to acquire and manage multiple CALs.

- Reduce the hassle associated with negotiating multiple agreements with multiple vendors for different technologies.
- Consolidate your relationship with Microsoft within a single licence covering the rights to use many Microsoft technologies.

**More value for your money.** Extend your IT budget by getting the capabilities of Microsoft integrated server software at a lower price than individual CALs.

- Gain cutting-edge Microsoft technologies together at lower prices than purchasing individual Microsoft product CALs.
- Consolidate the costs of integrating, deploying and managing disparate product lines by adopting the Microsoft family of integrated solutions.

### Providing prescriptive Enterprise CAL Suite scenarios

Enterprise CAL Suite People-Ready Scenarios		
Connect Anywhere	Helps your people communicate effectively and access their data, no matter where in the world they are.	<ul style="list-style-type: none"> <li>• Manage and respond to correspondences in e-mail, faxes and voice mail from a universal Inbox.</li> <li>• Contact stakeholders with instant messaging (IM) across organisational networks through federation capabilities.</li> <li>• Shows the availability and status of the key people users correspond with through Rich-Presence.</li> <li>• Enabling anywhere access to messages and schedules using the computer, Web, phone or smart mobile device.</li> <li>• Listen and respond to daily e-mails, calendar schedules and voice-mail on the phone.</li> </ul>
Connect Your Global Business	Brings your global company together, and connects it with your stakeholders and colleagues world-wide.	<ul style="list-style-type: none"> <li>• Link key stakeholders together across the globe with the real-time communications capabilities.</li> <li>• Conduct rich interactive meetings with audio-video Web conferencing.</li> <li>• Engage interactive discussions through application sharing and white-boarding capabilities in Office Communications Server.</li> <li>• Provide all stakeholders anywhere access to the critical e-mails, schedules, tasks and voice mails needed to drive global projects.</li> </ul>
Secure Your Enterprise	Helps safeguard your people from external and internal security threats.	<ul style="list-style-type: none"> <li>• Safeguard every desktop computer from viruses and other malicious software.</li> <li>• Defends e-mail, IM and collaboration Web sites against malware intrusion with a multivendor, antivirus scanning engine.</li> <li>• Prevent sensitive information from being leaked using content filtering for sensitive language and content found in IMs and e-mail.</li> <li>• Unify the management and monitoring of company-wide corporate security within the Forefront Security Management consoles.</li> <li>• Proactively manage the retention of sensitive e-mails by journaling e-mail messages according to company-wide e-mail policies.</li> <li>• Apply information rights management capabilities to relevant files, helping to ensure that only the right people can view and share confidential information on Rights Management Services-enabled Microsoft Office System programs such as Microsoft Office Word, Microsoft Office Excel spreadsheet software and Microsoft Office Outlook messaging and collaboration client.</li> <li>• Automatically encrypt messaging traffic generated through e-mails and instant messages.</li> </ul>
Achieve Collaboration	Provides your people with intuitive mechanisms to share knowledge concerning individual assignments, team projects and wide company performance.	<ul style="list-style-type: none"> <li>• Create collaborative workspaces that facilitate knowledge sharing using the myriad site templates and Web-creation tools.</li> <li>• Connect people with key information, expertise and business processes critical for successful collaboration through Web site portals.</li> <li>• Create, capture and share community knowledge tools such as blogs, wikis and Really Simple Syndication (RSS).</li> <li>• Link teams with capabilities to search people, intranet sites, and line-of-business data.</li> <li>• Centralise business performance data through a Report Center site with dashboards, Key Performance Indicators (KPI) metrics, line-of-business (LOB) data filters and spreadsheet data.</li> </ul>
Enforce Compliance	Helps your organisation meet regulatory requirements by providing the mechanisms to centrally enforce compliance policies.	<ul style="list-style-type: none"> <li>• Specify security settings, storage and auditing policies, and expiry actions for business records to ensure that sensitive information is controlled and managed effectively.</li> <li>• Reduce liability risks by enabling centralised archiving and disposal policies for both user e-mail inboxes and document repositories.</li> <li>• Control how business logic is used throughout your organisation by using browser-based spreadsheets.</li> <li>• Enforce desktop security by ensuring desktop PC clients conform to minimum security requirements.</li> <li>• Guarantee that internal or outbound e-mail, voice mail or faxes conform to compliance policies through using transport rules.</li> <li>• Control the access and distribution of confidential files enforced by applying Rights Management Services permissions.</li> </ul>

## FREQUENTLY ASKED QUESTIONS

### What is the Enterprise CAL Suite? Does it take the place of the Core CAL Suite?

- The Enterprise CAL Suite will be a superset of the Core CAL. It helps customers take full advantage of the communication and collaboration capabilities Microsoft offers (the new world of work) in a security-enhanced and well-managed way.
- ECAL is focused on communication, collaboration and compliance – presence and synchronous communications (IM), enterprise content management, information rights management, client security, server and Web security, client and server real-time monitoring and updates, conferencing, Web-based forms solutions and business data connectors.
- The ECAL and Core CAL will exist together and make up the Server CAL Suite portfolio that Microsoft offers.
- A Microsoft SQL Server CAL can be added to either CAL suite for purchasing simplicity.

### Is the Enterprise CAL Suite all a customer ever needs to acquire for server access to Microsoft infrastructure technology?

- The ECAL extends customers' current infrastructure by providing the latest technology to more securely support their users' collaboration, communication and compliance needs. Over time, as these needs evolve, we will continue to evaluate additional technology to provide both inside and outside of any CAL Suite offering.

### How does the Enterprise CAL Suite relate to the Enterprise Desktop platform offering?

- The Enterprise CAL Suite, the Windows Vista operating system and Microsoft Office Enterprise 2007 comprise the Enterprise Desktop platform offering.
- Customers who acquire the Enterprise Desktop platform offering receive an additional 15 per cent discount as a result of selecting the full desktop PC platform.

### What is the pricing for the Enterprise CAL Suite?

- The Enterprise CAL Suite is twice the cost of the Core CAL Suite.
- Customers will receive an effective discount for the Core CAL Suite of 14 per cent (before Enterprise Agreement and platform discounts).
- Customers will receive an effective package discount for the Enterprise CAL Suite of 55 per cent (before Enterprise Agreement and platform discounts).

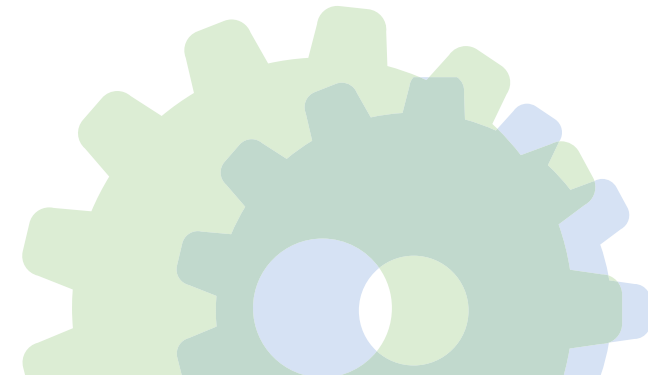
### Can I buy an Enterprise CAL Suite component individually?

- Yes. All ECAL components are available as separate SKUs on an Enterprise Agreement, Select Licence or Open Licence basis as additional products. Note that by acquiring the individual products, the customer loses the effective suite discount of 55 per cent.

## ADDITIONAL RESOURCES

[www.microsoft.com/calsuites](http://www.microsoft.com/calsuites)

Learn more about Microsoft Volume Licensing at [www.microsoft.com/licensing](http://www.microsoft.com/licensing)





## WHAT IS IT?

Microsoft® Office OneNote® 2007 is a digital notebook that provides information workers with one place to gather their notes and information. It includes powerful search capabilities to help find information quickly, and easy-to-use shared notebooks so that users can manage information overload and work together more effectively.

OneNote 2007 allows users to gather and organise text, pictures, digital handwriting, audio and video recordings and more – all in one digital notebook held on the user's PC. It aids productivity by keeping key information available and reducing time spent searching across e-mail messages, paper notebooks, file folders and printouts.

An integrated part of the 2007 Microsoft Office system, OneNote 2007 makes it easy to share notes and information efficiently. Powerful search capabilities even span text within pictures or spoken words in audio and video recordings. OneNote 2007 boosts personal productivity, improves knowledge management and enables people to collaborate more effectively.

## HOW DO I ORDER IT?

Office OneNote 2007					
Open Business SKUs					
	Licence	L & SA	SA		
OneNote 2007	S26-02348	S26-00100	S26-00087		
Open Volume SKUs					
	Licence	L & SA	SA		
OneNote 2007	S26-02304	S26-00098	S26-00085		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
OneNote 2007	S26-01417	S26-01427	S26-01425	S26-01435	S26-01780
Media SKUs					
OneNote 2007					S26-02746

## HOW DO I SELL IT?

### Target customers/industries

OneNote 2007 is for anyone who works with and manages information, especially:

- Mobile workers, high-value knowledge workers, people in customer-facing teams.
- End-users in professional services, government, education, financial services and manufacturing.

### Key sales opportunities

- Cross Sell! Office OneNote 2007 greatly integrates with other Microsoft Office Programs (See FAQ section for more details.)
- A key competitive differentiator from competitive products. OneNote is an easy way to show innovative products within the Microsoft Office family and differentiate from competitive offerings.
- It is an easy product to describe, demonstrate and train how to use.
- There is a short time to break even and realise value (e.g., very limited integration and customisation issues; increased user productivity almost immediately).
- Low deployment costs (e.g., no extensibility and no migration issues).
- Potential up sell opportunity to Office Enterprise SKU.

### Three simple questions to start the customer conversation

#### 1. How do your employees make sense of the excess of information typically encountered – from meetings, conference calls, brainstorming sessions and research?

80 per cent of information in an organisation is unstructured, and that amount is doubling every three months. OneNote 2007 helps users capture information in new ways by enabling them to:

- Type notes anywhere on a page, just like they would do on paper.
- Record conference calls that synchronise with their written or typed notes.
- Pull pictures, text and other information from a Web site using drag-and-drop.
- Enjoy the security of knowing they will not lose any information – every item captured is automatically saved.

#### 2. Do your employees have the information they need, but find it hard to navigate the many locations where it is held, like in e-mail and paper notebooks?

OneNote 2007 helps workers organise information easily by giving them the tools to:

- Capture all their notes and unstructured information in one convenient place.
- Search their notes and information quickly and find what they need without delay.
- Organise OneNote 2007 notes into more formal documents and other Office system programs.
- Easily e-mail notes or publish them to a Web site.

#### 3. Do your dispersed teams have difficulty collaborating effectively?

OneNote 2007 can help teams collaborate by giving them the resources to:

- Hold virtual whiteboard sessions through Shared Sessions.
- Use shared notebooks online and offline.

### Competitive Differentiation

The key to differentiating Office OneNote 2007 is in four words: manage, organise, search and share. With OneNote 2007, you can better manage not only a greater volume of information but also various types of information that its competitors do not, including embedded audio and video, clippings from the Web, embedded documents and documents printed from other programs. OneNote includes a powerful built-in search mechanism that searches not only text, but also text in images, audio and handwriting, as well as organisational tools, including tags and links to relevant Microsoft Outlook® messaging items that help users to stay more organised. Finally, Office OneNote 2007 includes collaborative capabilities that are not available in competitive offerings, including simultaneous multiuser access and editing of notebooks for more effective and efficient team collaboration.

## FREQUENTLY ASKED QUESTIONS

### I'm using OneNote 2003. Why should I upgrade to Office OneNote 2007?

- Improved organisational structure of notebooks.
- New search technology, including Optical Character Recognition of images and print-outs, making it easy to search all your notes regardless of their format.
- Improved integration with OneNote – send your e-mail and meetings to OneNote, and sync your tasks between OneNote and Outlook, giving one place to see all your tasks.

### Are group sharing features included in Office OneNote 2007?

Yes. Every copy of Office OneNote 2007 includes group sharing features such as shared notebooks and shared sessions.

### Do I need a tablet PC to use Office OneNote 2007?

No. Office OneNote 2007 works with desktop and laptop computers and Tablet PCs. Early adopter customers in the US realised a median net present value of \$2,561 per user based on individual and team productivity gains, decision-making improvements and better knowledge management. Ninety per cent of these users were using desktop and laptop PCs.

### Do I need to be using one of the 2007 Microsoft Office suites to use Office OneNote 2007?

No.

### Does Office OneNote 2007 require a special server or database in an enterprise environment?

No. Office OneNote 2007 does not use server or database technology. Peer-to-peer technology is used for live sharing sessions and shared notebooks are stored on network file shares like other shared documents or files.

### Can Office OneNote 2007 be connected to my company's customer relationship management system or other business systems?

Yes. Office OneNote 2007 has application programming interfaces (APIs) that you can use to add functionality to transfer data from users' notebooks to your company's business systems.

### How does Office OneNote 2007 work with other Microsoft Office system programs?

While Office OneNote 2007 is a stand-alone program, close integration with other Microsoft Office system programs helps you to capture and work with information from all of the Microsoft Office system programs.

You can:

- Synchronise tasks between Office OneNote 2007 and Microsoft Office Outlook messaging and collaboration client 2007 or Outlook 2003.
- Search Office OneNote 2007 files kept on a Microsoft Office SharePoint Portal Server 2003 Web site.
- Send your notes as an e-mail attachment or as HTML in an Office Outlook 2007 or Outlook 2003 message.
- Use the Research task pane to look up information from an intranet or the Web, as well as online dictionaries, encyclopedias, thesauri, translation services and reference materials.
- Create a shared workspace on a Windows SharePoint Services site and open the Shared Workspace task pane in a Web browser or another Microsoft Office system program (the Shared Workspace task pane is available with Windows SharePoint Services only.)

### Can I open OneNote 2003 files in Office OneNote 2007?

Yes, you can still use your OneNote 2003 notes after you upgrade to Office OneNote 2007. Note: Office OneNote 2007 does not support backward compatibility with OneNote 2003. This means that after you upgrade your OneNote 2003 notes to the Office OneNote 2007 format, you can no longer open these notes in OneNote 2003.

## ADDITIONAL RESOURCES

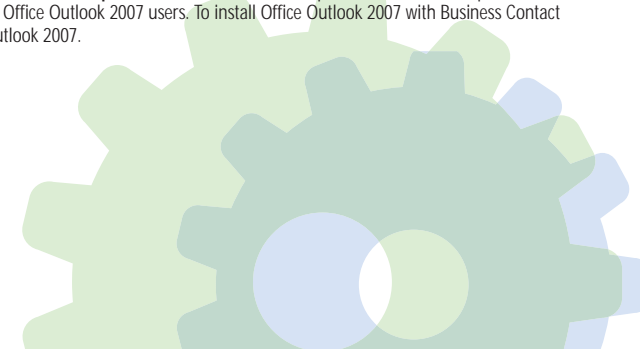
<http://office.microsoft.com/OneNote>

[www.microsoft.com/office/onenote/prodinfo](http://www.microsoft.com/office/onenote/prodinfo)

[www.microsoft.com/office/onenote/business](http://www.microsoft.com/office/onenote/business)

## SYSTEM REQUIREMENTS

**Processor:** 500-MHz processor or faster **Operating System:** Windows XP Service Pack (SP) 2 or later or Windows Server 2003 (or later) required **Memory:** 256 MB of RAM or more; 1 GHz and 512 MB of RAM or more is required to run Microsoft Office Outlook 2007 with Business Contact Manager **Hard Disk:** DVD drive; 2 GB is necessary for install; a portion of this disk space is freed after installation if the original download package is removed from the hard drive **Monitor Resolution:** Minimum 800 x 600; 1024 x 768 or higher recommended **Internet Connection:** Broadband connection, 128 kilobits per second (Kbps) or greater, for download and activation of products **Additional Components:** Microsoft Internet Explorer 6.0 with service packs, Microsoft Exchange 2000 Server or later required for Office Outlook 2007 users. To install Office Outlook 2007 with Business Contact Manager, you need to first install Office Outlook 2007.





## WHAT IS IT?

Microsoft® Office InfoPath® 2007 is an information gathering solution. It delivers effective business forms solutions to organisations, combining the familiar Microsoft Office system environment with Microsoft InfoPath Forms Services. InfoPath helps users to efficiently structure and manage forms-driven business processes.

With InfoPath, electronic forms solutions can be created and deployed to gather information efficiently and reliably. Additionally, the Office InfoPath Forms Services capabilities in Microsoft Office SharePoint® Server 2007 extend business processes beyond the corporate firewall, delivering forms as Microsoft Office Outlook® 2007 e-mail messages, Web browser forms or forms for mobile devices. This new technology uses server-based electronic forms to streamline business processes, making data collection, distribution and integration more cost-effective than with paper-based forms.

### VALUE PROPOSITION

For information workers who want to extend the reach and increase the efficiency of business processes, Office InfoPath 2007 is the scalable enterprise-class forms solution that is both standards-based and smoothly integrated into the Windows® SharePoint Services and the Microsoft .NET Framework environment.

## HOW DO I ORDER IT?

Office InfoPath 2007					
Open Business SKUs					
	Licence	L and SA	SA		
InfoPath 2007	S27-01439	S27-00031	S27-00035		
Open Volume SKUs					
	Licence	L and SA	SA		
InfoPath 2007	S27-01434	S27-00022	S27-00028		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L and SA	SA	L and SA	SA	
InfoPath 2007	S27-01028	S27-01033	S27-01032	S27-01037	S27-01202
Media SKUs					
InfoPath 2007	S27-02097				

## HOW DO I SELL IT?

### Three simple questions to start the customer conversation

#### 1. Would it help you to be able to extend the reach of your organisation's business processes?

InfoPath extends the reach of business processes to familiar programs and platforms, deploying forms as e-mail messages, Web browser forms or forms for mobile devices.

- Gather information using Outlook 2007 e-mail messages. With InfoPath, forms can be completed without leaving the familiar Outlook 2007 environment, aiding speed and efficiency.
- InfoPath forms can be completed using Web browsers and mobile devices. It's easy to extend solutions beyond an organisational firewall, as forms can be completed using many different Web browsers and mobile devices.

#### 2. Are you building efficiency into your business forms?

InfoPath 2007 makes it easy to create and deploy electronic forms solutions that streamline information gathering tasks. InfoPath helps ensure that the information users collect is consistent and accurate.

- Improve information collection. InfoPath provides rich data validation, screen tips and conditional formatting, without requiring code.
- Build forms using template parts, utilising a simple drag-and-drop interface.
- Eliminate the hassle of version management. InfoPath enables automatic updates of published form templates, helping ensure universal adoption of the current version.

#### 3. Is your organisation deploying the most effective form design and management tools?

InfoPath helps organisations to use forms design and management to optimise business processes.

- Improve workflow and efficient information gathering.
- Design a single form for Web browsers and InfoPath clients – the design checker helps ensure consistency.
- Help protect important information in InfoPath form templates. Information rights management deters inappropriate use of forms.
- Develop advanced forms solutions with InfoPath and the Microsoft Visual Studio® 2005 development system.

## FREQUENTLY ASKED QUESTIONS

### How does Office InfoPath 2007 work with existing servers and databases?

Office InfoPath 2007 works with any XML-enabled database or server by providing support for Web services and database interoperability.

Office InfoPath 2007 also supports direct connectivity to Microsoft SQL Server and Microsoft Office Access databases to enable you to develop and deploy forms that communicate directly with many different data sources or databases in a single form.

### What is XML and what does it have to do with Office InfoPath 2007?

The extensible Markup Language (XML) helps people create common languages for organising, exchanging and storing data. Having data in XML means that the information is transportable and can be easily shared and reused. The default file format for Office InfoPath 2007 is XML and Office InfoPath 2007 supports any custom-defined XML schema, which means that information gathered using InfoPath forms more easily integrates with server systems. Using Office InfoPath 2007 to gather information can improve the flow of information throughout the organisation. Office InfoPath 2007 is a great example of how Microsoft Office system programs take advantage of XML technology to help people, teams and organisations manage and use information more productively.

### How does Office InfoPath 2007 relate to Microsoft .NET connection software?

Microsoft .NET is a set of software technologies for connecting people, systems, information and devices. It is built on a foundation of XML Web services so that new and existing applications can connect with software and services across operating systems, programs and programming languages. Office InfoPath 2007 works well as a client for Web services because it was built to work with XML and can help customers connect information with business processes and solutions.

### What are the advantages of having Office InfoPath 2007 as a rich client application?

Office InfoPath 2007 provides powerful functionality such as business logic validation, rich text formatting, AutoCorrect and spelling checker.

Office InfoPath 2007 also enables integration with other applications within the 2007 Microsoft Office system, including embedding InfoPath forms as Office Outlook 2007 e-mail messages and using a custom Document Information Panel within Office Word 2007, Office Excel 2007 spreadsheet software and Office PowerPoint 2007 presentation graphics program to help structure and gather information about the documents within the applications.

### Office InfoPath 2007 and the 2007 Microsoft Office release integration

#### How do I create browser-based forms with Office InfoPath 2007?

Using Microsoft Office InfoPath Forms Services or Microsoft Office SharePoint Server 2007, you can deploy an InfoPath form template to a Web browser, so anybody can complete the form without requiring any software installation. Using the design checker in Office InfoPath 2007, you can create forms that are compatible with the Office InfoPath 2007 client and the Web browser.

#### Why should customers upgrade?

In Microsoft Office InfoPath 2007, you can help improve decision making throughout your organisation by using dynamic forms for gathering and sharing information. You can build forms with a simple drag-and-drop interface, deploy forms as Microsoft Office Outlook 2007 e-mail messages and then export the information to Microsoft Office Excel 2007 or other programs. And you can convert legacy documents to rich form templates to help improve data integrity, version control and information structure.

## COMPLEMENTARY SOFTWARE

Office InfoPath 2007 and InfoPath Forms Services are a part of Office SharePoint Server 2007 Business Process integration capabilities:

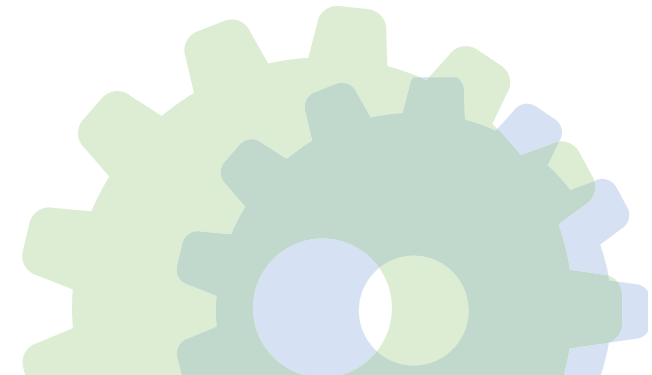
- Built on Windows SharePoint Services platform.
- Fully supported along with other services in the Windows SharePoint Services and Office SharePoint Server 2007 environment.
- Integrated with Workflow functionality to provide robust, scalable, extensible workflows.
- Captures data using XML to help ensure that the information gathered can be applied across the Microsoft Office system as well as line-of-business (LOB) and back-end systems.

## SYSTEM REQUIREMENTS

**Processor:** 500-MHz processor or faster **Operating System:** Windows XP Service Pack (SP) 2 or later or Windows Server 2003 (or later) required **Memory:** 256 MB of RAM or more; 1-GHz and 512 MB of RAM or more is required to run Microsoft Office Outlook 2007 with Business Contact Manager **Hard Disk:** DVD drive; 2 GB is necessary for install; a portion of this disk space is freed after installation if the original download package is removed from the hard drive **Monitor Resolution:** Minimum 800 x 600; 1024 x 768 or higher recommended **Internet Connection:** Broadband connection, 128 kilobits per second (Kbps) or greater, for download and activation of products **Additional Components:** Microsoft Internet Explorer 6.0 with service packs, Microsoft Exchange Server 2000 or later required for Office Outlook 2007 users. To install Office Outlook 2007 with Business Contact Manager, you need to first install Office Outlook 2007.

## ADDITIONAL RESOURCES

Office InfoPath 2007: <http://office.microsoft.com/InfoPath>



# Windows Live OneCare



## WHAT IS IT?

In one convenient package, **Windows Live OneCare** helps protect your computer with powerful anti-virus, anti-spyware and firewall software, uses its optimisation features to keep your PC running at its speediest, and even regularly backs up your important files.

### Windows Live OneCare includes:

- Protection Plus uses industry-certified anti-virus and anti-spyware scanners, a managed two-way firewall, and integrated anti-phishing technology to protect your computer from viruses, worms, Trojan horses, hackers, phishing and other threats.
- Performance Plus regularly defragments your hard disk, removes any unnecessary files that may clog your computer, and helps ensure important security updates from Microsoft are installed efficiently and on time.
- Backup and Restore regularly copies your important files and settings to CD, DVD, external hard disk, network drive or other data-storage device.
- Makes it easy to secure your wireless network.
- Allows you to share printers across your PCs.
- Covers up to three PCs under a single licence.
- Manage and monitor all of your PCs from a single control panel.
- Free version upgrades and integration with Microsoft Update.
- Free phone and e-mail support with Windows Live OneCare Help Centre.
- For Windows XP and Windows Vista.

Windows Live OneCare is the perfect companion to Windows Vista, ensuring your PC is protected, backed up and running smoothly at all times.

## HOW DO I ORDER IT?

Visit [www.microsoft.com/uk/partner/onecare](http://www.microsoft.com/uk/partner/onecare) for more details or contact the Regional Service Centre on 0800 917 3128.

## HOW DO I SELL IT?

Three simple questions to help sell Windows Live OneCare:

- 1. Are your customers looking for a powerful but easy-to-use anti-virus, firewall and anti-spyware built specifically for Windows?**
  - Windows Live OneCare has been designed to be easy to use yet with powerful features to protect against viruses, worms, Trojan horses, hackers, phishing and other threats.
  - Windows Live OneCare's security features have been independently certified by leading security organisations such as the International Computer Security Association (ICSA), West Coast Labs and Virus Bulletin.
  - Adds significant strength and capabilities to Windows Vista's in-built security mechanisms.
- 2. Are your customers complaining about slow startup times, or that their PCs are running slowly, or experiencing problems?**
  - Windows Live OneCare performs routine scans of all of your PCs to defragment your hard drive, check for security updates, and correct common problems and inefficiencies to ensure your machine is running smoothly and effectively.
  - Includes a startup optimiser that makes it easy to see which applications are started when you boot your PC, how often you use them, and allows you to prevent them from starting if appropriate with a single mouse click.
- 3. Are your customers looking for a simple but comprehensive backup solution that ensures that their important files and documents are kept safe, and that backs up all of their PCs from a single interface?**
  - Windows Live OneCare makes it really easy to backup all of your PCs to a single CD, DVD, external hard drive, local network drive or USB-connected device.
  - Includes both full and differential backups.
  - Uses normal English terms such as 'financial files', 'music files', 'photos' etc to identify the files you want to back up.
  - Runs on demand or at scheduled times. All of your PCs can either share a single backup plan, or have their own plans – and all of your backups across all of your PCs can be organised from a single control panel.

## FREQUENTLY ASKED QUESTIONS

**I have another anti-virus or firewall program. Can I also install Windows Live OneCare?**

No. Before installing Windows Live OneCare, make sure to uninstall any other anti-virus or firewall programs currently on your computer. OneCare might not run, or it might slow the performance of your computer, if you install it when other anti-virus or firewall programs are also installed on your computer. During setup, OneCare checks for common anti-virus and firewall programs that are known to conflict and provides means for you to uninstall them.

**Why does Windows Live OneCare require me to have a Windows Live ID?**

As a subscription service, OneCare needs a way to identify you and allow you to access information contained in your account. OneCare uses your Windows Live ID for this purpose. You can also use your Windows Live ID as your sign-in for other Windows Live services.

**How is Windows Live OneCare different from Windows Live OneCare safety scanner?**

Windows Live OneCare is subscription-based software that, once installed on your PC, runs continuously in the background and automatically updates itself. Windows Live OneCare offers persistent, always-on security features that generally don't require any action on your part.

Windows Live OneCare safety scanner is a free Web-based service that gives you quick, on-demand PC health and security scans to help you diagnose and solve problems, but it does not proactively protect your PC against new virus infections.

**What is Windows Live?**

Windows Live is a set of personal Internet services and software designed to bring together in one place all of the relationships, information, and interests people care about most, with more safety and security features across their PC, devices and the Web. Windows Live will offer people like you a set of tools and services to help keep their computing experience safer, including services like Windows Live OneCare.

**Windows Live OneCare for Small Businesses****Is my business the right size for Windows Live OneCare?**

Any size business can use OneCare to protect and maintain its desktop computers and laptops; however, OneCare is currently best suited for businesses with relatively few computers.

**Can I purchase multiple subscriptions of Windows Live OneCare if I have more than three computers?**

Yes, you can purchase as many subscriptions as you like. There are no features in the current version of OneCare that require all computers within one household or business to be on the same subscription. You'll experience the same level of protection, ease of use, and peace of mind with one subscription or many.

**What about protecting servers?**

OneCare is not currently designed to protect servers. If you have a server, you can use OneCare on the desktop computers and laptops within your network, but you will need additional protection for your server.

**Can I use OneCare with Microsoft Small Business Server?**

Windows Live OneCare is not designed to work with Small Business Server; however, you can use OneCare on the desktops and laptops within a network that uses Small Business Server.

**How is Windows Live OneCare different from Microsoft Forefront Client Security?**

Windows Live OneCare is a comprehensive PC care service that helps protect and maintain your computer with anti-virus, firewall, anti-spyware, anti-phishing, PC performance tune-ups, and file backup and restore functionality. It's an all-in-one service designed specifically for home PC users and small businesses. Microsoft Forefront Client Security provides unified malware protection for enterprise desktops, laptops, and server operating systems that's easier to manage and control. Forefront Client Security helps guard business systems and networks against emerging threats such as spyware and rootkits as well as traditional threats such as viruses, worms and Trojan horses. Forefront Client Security also delivers centralised administration and integrates with a company's existing infrastructure software, such as Active Directory, and complements other Microsoft security technologies for better protection and greater control.

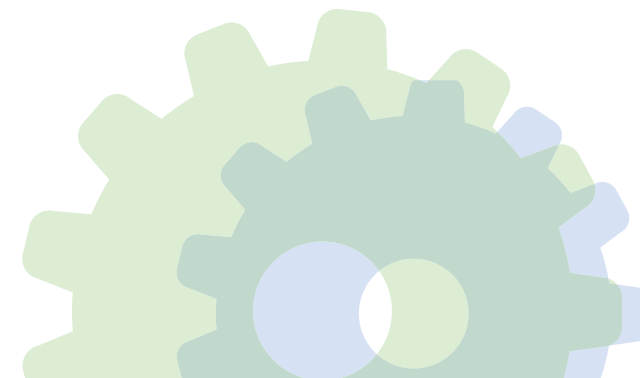
**Can I install Windows Live OneCare on more than one computer?**

Your OneCare account allows you to install OneCare on up to three computers using the same Windows Live ID that you used to install OneCare on the first computer.

## ADDITIONAL RESOURCES

<http://onecare.live.com> - for information, demo, and trial downloads

[www.microsoft.com/uk/partner/onecare](http://www.microsoft.com/uk/partner/onecare) - for a product sheet and information on how to buy







## WHAT IS IT?

**Microsoft Visual Studio® 2008** is the development environment for designing, developing, and testing next-generation Windows®-based solutions, Web-based applications and services. By improving the development experience for Windows, the Web, mobile devices, and the Microsoft Office System, Visual Studio 2008 helps individuals and organisations to rapidly create and deliver complete, connected, comprehensive and compelling software solutions. Visual Studio Team System expands the product line with new software tools that produce greater communication and collaboration throughout the development life cycle. Interaction between developers and designers is enhanced with Visual Studio 2008 and the Microsoft Expression® Suite.

### VALUE PROPOSITION

With Visual Studio 2008, developers can create outstanding user experiences and break through productivity challenges. Development teams (project managers, architects, testers, database developers and administrators) can collaborate effectively across the software development life cycle with Visual Studio Team System.

### WHAT ABOUT MSDN SUBSCRIPTIONS?

MSDN® Subscriptions equip your development team with a wide variety of essential resources and technical support options to complement Visual Studio.

## WHAT'S NEW IN VISUAL STUDIO 2008?

**Build applications that run on multiple versions of the .NET Framework.** Visual Studio 2008 builds applications that work with the .NET Framework versions 2.0, 3.0 and 3.5.

**Benefit:** Developers do not need multiple versions of Visual Studio installed to build or support applications that target these three versions of the .NET Framework.

**Work with data in a unified and integrated way – LINQ.** Developers can use Language-Integrated Query (LINQ) to do native queries without using specialised languages.

**Benefit:** With LINQ, developers work with many types of data in the same consistent way, thereby increasing development speed.

**Build Microsoft Office-based applications.** Developers now have the ability to bring corporate data and interactive applications within the familiar Microsoft Office environment to ease deploying and adopting the application.

**Benefit:** Build and deploy your Microsoft Office-based applications just like a Windows-based application.

**Build higher-quality applications with integrated unit testing.** Powerful unit testing tools are now integrated directly into Microsoft Visual Studio 2008 Professional Edition.

**Benefit:** Unit testing enhances quality.

With MSDN Subscriptions, development teams can have access to virtually all of Microsoft's operating systems, server products, and productivity applications to design, develop, test and demonstrate your software applications. Various levels of MSDN Subscriptions are available:

**MSDN Operating System** is available as a stand-alone subscription providing access to the latest Microsoft operating system.

**MSDN Professional Subscriptions** can be purchased with Visual Studio Professional Edition. MSDN Professional Subscription includes the latest MSDN library, Windows operating systems, Microsoft SQL Server® Developer Edition, technical resources, two online or telephone technical support incidents, access to more than 200 managed newsgroups and MSDN Online Concierge support.

**MSDN Premium Subscriptions** can be purchased with either Visual Studio Professional Edition or with Visual Studio Team System products. MSDN Premium Subscription includes the latest Microsoft operating environment and server technologies, productivity applications (including general business use of the 2007 Microsoft Office system), technical resources, four online or telephone technical support incidents, access to more than 200 managed newsgroups and MSDN Online Concierge support.

**Collaborate with user interface designers.** Share user interface assets like design elements and controls with graphic designers who use Microsoft Expression design software. Bring designers into the process earlier to collaborate better.

**Benefit:** Create better-looking multimedia and Web-based applications.

**Build stunning applications for the Windows Vista® operating system.** Build powerful Windows-based applications that take advantage of Windows Forms and Windows Presentation Foundation to make your applications really stand out.

**Benefit:** Develop applications that have the look, feel and power of Windows Vista.

**Employ the latest Web user interface techniques.** Support for ASP.NET AJAX, JSON, RSS, REST and JavaScript.

**Benefit:** Modern, rich, interactive Web-based applications are easier to build.

**Take advantage of improved workflow and communication tools.** Connected applications can use Windows Communication Foundation and participate in service-oriented architectures. Human or machine-based workflows can be designed and tested.

**Benefit:** Client applications can connect to distributed systems better.

**Experience enhanced support for designing Web-based applications.** Cascading Style Sheets (CSS) and HTML editors have been greatly enhanced for productivity.

**Benefit:** Built-in CSS and HTML, so you can stay in Visual Studio to work on the look and feel of your Web site.

## HOW DO I ORDER IT?

### Microsoft Visual Studio 2008

Open Business SKUs					
	License	L and SA	SA		
Visual Studio Pro w/MSDN Premium	N/A	F1P-00118	F1P-00105		
Visual Studio Pro w/MSDN Professional	N/A	F1Q-00120	F1Q-00107		
Visual Studio Team Edition for Software Architect 2008	130-00793	N/A	N/A		
Visual Studio Team Edition for Software Developers 2008	124-00882	N/A	N/A		
Visual Studio Team Edition for Software Testers 2008	122-00814	N/A	N/A		
Visual Studio Team Edition for Database Professionals 2008	9LD-01071	N/A	N/A		
Visual Studio Team Edition for Database Professionals w/MSDN Premium	N/A	9LD-00666	9LD-00655		
Visual Studio Team Edition for Software Architect w/MSDN Premium	N/A	130-00180	N/A		
Visual Studio Team Edition for Software Developers w/MSDN Premium	N/A	124-00240	124-00227		
Visual Studio Team Edition for Software Testers w/MSDN Premium	N/A	121-00140	122-00169		
Visual Studio Team Suite 2008	121-01134	N/A	N/A		
Visual Studio Team Suite w/MSDN Premium	N/A	121-00140	121-00127		
Visual Studio Team Foundation Server 2008	125-00650	125-00214	125-00242		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L and SA	SA	L and SA	SA	L and SA
Visual Studio Pro w/MSDN Premium	F1P-00137	F1P-00131	F1P-00141	F1P-00135	F1P-00136
Visual Studio Pro w/MSDN Professional	F1Q-00139	F1Q-00133	F1Q-00143	F1Q-00137	F1Q-00138
Visual Studio Team Edition for Software Architect w/MSDN Premium	130-00199	130-00193	130-00203	130-00197	130-00198
Visual Studio Team Edition for Software Developers w/MSDN Premium	124-00259	124-00253	124-00263	124-00257	124-00258
Visual Studio Team Edition Software Testers w/MSDN Premium	122-00201	122-00195	122-00205	122-00199	122-00200
Visual Studio Team Edition for Database Professionals w/MSDN Premium	9LD-00684	9LD-00678	9LD-00688	9LD-00682	9LD-00683
Visual Studio Team Suite w/MSDN Premium	121-00159	121-00153	121-00163	121-00157	121-00158
Visual Studio Team Test Agent	123-00366	123-00416	123-00406	123-00353	123-00363
Visual Studio Team Foundation Server 2008	125-00261	125-00313	125-00265	125-00317	125-00250
Visual Studio Step Up From VS Pro/MSDN	N/A	F1P-00211	N/A	F1P-00215	N/A
Visual Studio Step Up From VS Pro w/MSDN N/A	N/A	130-00543	N/A	130-00547	N/A
Visual Studio TeamSuite SASStep Up from Software Architect	N/A	121-00173	N/A	130-00547	N/A
Visual Studio TeamSuite SASStep Up from Software Tester	N/A	121-00183	N/A	121-00187	N/A
Visual Studio TeamSuite SASStep Up from MSDNUniv	N/A	121-00188	N/A	121-00192	N/A
Visual Studio TeamSuite SASStep Up from Software Developer	N/A	121-00193	N/A	121-00197	N/A
Visual Studio TeamSuite SASStep Up from VST Database Professional	N/A	121-00911	N/A	121-00915	N/A
Visual Studio Team Ed DB SASStepUp from VSPro/MSDN Prem	N/A	9LD-00933	N/A	9LD-00937	N/A

### Microsoft Visual Studio 2008

Media		
	Disk Kit	Doc Kit
Visual Studio Professional 2008	C5E-00224	C5E-00298
Visual Studio Team Edition for Software Architects	130-00694	N/A
Visual Studio Team Edition for Software Developers	124-00782	N/A
Visual Studio Team Edition for Software Testers	122-00714	N/A
Visual Studio Team Edition for Database Professionals	9LD-01000	N/A
Visual Studio Team Edition for Team Suite	121-01030	121-01043
Visual Studio Team Test Agent	123-00474	N/A
Visual Studio Team Foundation Server 2008	125-00549	N/A

## HOW DO I SELL IT?

### Visual Studio Team System 2008

Software empowers people, so choosing the right tools for your customer's team is an important decision. The guide below helps you understand which product is best for your customer's team or individual team members. Whichever products your customers select, you can be confident that the extensive partner network offered by Microsoft can help your customer with training, migration, integration and other services.

Visual Studio Product	Provides	Select When
Visual Studio Team System 2008 Team Foundation Server	Team collaboration, version control, change management, build management and reporting. Work items are customisable for requirements, bug-tracking and task assignments. Supports process methodology implementation.	<ul style="list-style-type: none"> <li>Need to improve predictability of development project delivery.</li> <li>Need to integrate wider organisation, such as support, into development process.</li> <li>Need to reduce time spent preparing reports and status briefings.</li> <li>Need to improve code quality by enforcing best practices at check-in.</li> </ul>
Visual Studio Team System 2008 Team Suite with MSDN Premium Subscription	All Team System Edition included. Offers development team members the full set of tools for software development.	<ul style="list-style-type: none"> <li>Staff is involved in activities across the software development processes.</li> <li>Have application/services developers who also test or code against databases.</li> <li>Need to empower people with maximum flexibility in their tools.</li> </ul>
Visual Studio Team System 2008 Architecture Edition with MSDN Premium Subscription	Visual design tools for the design and architecture of distributed applications. Enables validating the design against a target operational environment, reducing the risk of deployment issues.	<ul style="list-style-type: none"> <li>Dedicated roles focused on architecture and design.</li> <li>Applications are typically given to operations teams for deployment into a data centre.</li> </ul>
Visual Studio Team System 2008 Development Edition with MSDN Premium Subscription	Advanced development tools for developers to incorporate quality (early and often) throughout the life cycle. Developers can use the performance and security analysis tools to measure, evaluate, and target performance and security-related issues in their code early on.	<ul style="list-style-type: none"> <li>Need to measure and improve application performance.</li> <li>Security is of utmost concern.</li> <li>Application robustness and stability is desired.</li> </ul>
Visual Studio Team System 2008 Test Edition with MSDN Premium Subscription	Web testing and performance load testing solution. Provides extensive unit testing capability.	<ul style="list-style-type: none"> <li>Dedicated roles focused on testing only.</li> <li>Need to invest in application quality, reliability, scalability, etc.</li> </ul>
Visual Studio Team System 2008 Database Edition with MSDN Premium Subscription	Tools that help database developers and administrators manage change, testing, and deployment of SQL Server databases and create database-related applications.	<ul style="list-style-type: none"> <li>Dedicated roles focused on the data management modules in applications.</li> <li>Have database administrators (DBAs) that need to be integrated into the development process.</li> </ul>
Visual Studio Team System 2008 Test Load Agent	Simulation of approximately 1,000 users per processor. More accurate simulation and performance testing of Web applications and servers.	<ul style="list-style-type: none"> <li>Need to supplement normal testing with higher load tests.</li> <li>Need to simulate high user loads.</li> <li>Need distributed or remote testing.</li> </ul>

### Visual Studio 2008 Professional Edition

**Target Customers:** For individual professional developers or small development teams to build Web, Windows, Microsoft Office, or mobile applications.

### Visual Studio 2008 Standard Edition

**Target Customers:** For individual professional developers to build Web- or Windows-based applications.

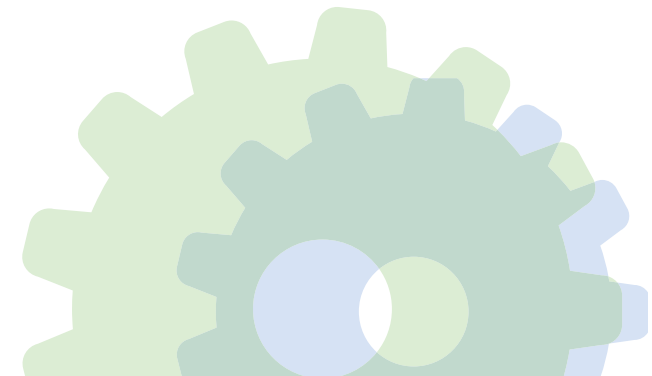
### Visual Studio 2008 Express Edition

**Target Customers:** A lightweight, easy-to-use and easy-to-learn tool for the hobbyist, novice, or student developer.

### Additional Products to Consider

**MSDN Premium Subscription:** Provides developers with access to the latest Microsoft software development tools, combined with the essential Microsoft operating environment and server technologies, unlimited use of MSDN Managed Newsgroups, two-day response plus four no-charge online or telephone support incidents per subscription period.

**MSDN Professional Subscription:** Provides developers with access to the latest Microsoft software development tools, combined with the essential Microsoft operating environment and server technologies, unlimited use of MSDN Managed Newsgroups, two-day response plus two no-charge online or telephone support incidents per subscription period.





## MSDN Subscriptions Comparison Chart

MULTI-LANGUAGE DEVELOPMENT ENVIRONMENT FOR THE PROFESSIONAL DEVELOPERS	Visual Studio Team System 2008 Team Suite with MSDN Premium Subscription	Visual Studio Team System 2008 Development Edition with MSDN Premium	Visual Studio Team System 2008 Architecture Edition with MSDN Premium	Visual Studio Team System 2008 Test Edition with MSDN Premium	Visual Studio Team System 2008 Database Edition with MSDN Premium	Visual Studio 2008 Professional with MSDN Premium	Visual Studio 2008 Professional with MSDN Professional	Visual Studio 2008 Professional Edition	Visual Studio 2008 Standard Edition
Database project with source control integration of all database objects and support for online representation of a database schema	•				•				
Database Unit Testing, Data Generation, Database Refactoring, Schema Compare, Data Compare, Database Schema Deployment tools	•				•				
Advanced Database and T-SQL tools	•				•				
Unit testing	•				•				
Code Coverage	•				•				
Code Metrics, Static Code Analyzer, Code Profiler, Dynamic Code Analyzer	•				•				
Application Designer, System Designer, Logical Infrastructure Designer, Deployment Designer	•				•				
Load testing, Manual Testing, Test Case Management, and Web Testing	•				•				
Code Profiler integration with Web and Load test tools	•				•				
IntelliSense	•				•				
Code Editor, Code snippets	•				•				
Reusable component creation	•				•				
Server Development Tools	•				•				
Advanced debugging tools including cross-machine debugging	•				•				
Smartphone, Pocket PC, and Windows CE Development, Web application precompilation	•				•				
Visual Basic® and Visual C# .NET Stored Procedure Authoring and Deployment	•				•				
Visual Database tools, Oracle and DB2 database access, XSD Editor, XSLT Editor and Debugger	•				•				
Web application project, JavaScript IntelliSense, JavaScript debugging, Web data controls, ASP.NET AJAX project templates	•				•				
LINQ support	•				•				
Multi-targeting support	•				•				
Visual Studio tools for Office	•				•				
Visual Basic, Visual C#, Visual C++®, Visual Web Developer	•				•				
Action Pane and Smart Tag programmability	•				•				
DEVELOPER TOOLS									
Visual Studio Team System 2008 Team Suite	•				•				
Visual Studio Team System 2008 Development Edition	•				•				
Visual Studio Team System 2008 Architecture Edition	•				•				
Visual Studio Team System 2008 Test Edition	•				•				
Visual Studio Team System 2008 Database Edition	•				•				
Visual Studio 2008 Professional Edition	•				•				
Visual Studio Team System 2008 Team Foundation Server Workgroup Edition [1] & Client Access License	•				•				
DESIGNER TOOLS									
Expression Web & Expression Blend	•				•				
Expression Studio	•				•				
OPERATING SYSTEMS									
Windows Vista Ultimate/Enterprise/Business/Home Premium/Home Basic	•				•				
Windows XP Professional/Home/Media Center Edition/Tablet PC Edition	•				•				
Windows Server	•				•				
Complete Cluster, Windows SharePoint® Services, Windows Services for UNIX	•				•				
SERVERS									
SQL Server	•				•				
BizTalk® Server, Exchange Server, Commerce Server, Content Management Server, ISA Server	•				•				
Hot Integration Server, Identity Integration Server, Connected Services Framework, Customer Care Framework	•				•				
Live Communications Server, Forms Server, Groove® Server, PerformancePoint Server, Speech Server	•				•				
SharePoint Server, Windows SharePoint Services	•				•				
Microsoft Operations Manager, Microsoft System Center Capacity Planner & Data Protection Manager, Systems Management Server	•				•				
BUSINESS PRODUCTIVITY APPLICATIONS									
Office Ultimate/Enterprise/Professional 2007 [2]	•				•				
Office Word, Office Excel, Office PowerPoint, Office Outlook with Business Contact Manager, Office Access [2]	•				•				
Office Publisher, Office InfoPath, Office OneNote®, Office Communicator, Office Groove, Office SharePoint Designer, Office Visio, Office Project Standard [2]	•				•				
Accounting, Business Scorecard Manager, MapPoint®, FrontPage®	•				•				
Office Project Professional	•				•				
Office Project Server, Office Project Portfolio Server	•				•				
MICROSOFT DYNAMICS (FORMERLY KNOWN AS MICROSOFT BUSINESS SOLUTIONS)									
Microsoft Dynamics AX, GP NAV, SL, Microsoft Forecaster & Fix	•				•				
Microsoft Dynamics CRM, Point of Sale, Microsoft Small Business Accounting & Financials	•				•				
OTHER TOOLS, SDKS AND DDKS									
Virtual PC, Virtual Server	•				•				
Access Developer Extensions	•				•				
.NET Framework, .NET Compact Framework, .NET Micro Framework	•				•				
Windows SDK, Platform SDK, DirectX® SDK	•				•				
Microsoft Baseline Security Analyzer v2.0, Application Compatibility tool kit	•				•				
Windows Automated Installation Kit, Windows Installer	•				•				
Windows Driver Kit, Windows Hardware Compatibility Test	•				•				
MSDN LIBRARY	•				•				
TECHNICAL SUPPORT INCIDENTS	•				•				
MANAGED NEWSGROUP SUPPORT	•				•				
ONLINE CONCERGE	•				•				

The information presented in this chart is representative and not comprehensive. Products, versions, and availability are subject to change. This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

Part No. 098-109006

### Notes for chart:

Software included in MSDN Subscriptions is provided with rights to design, develop, test and demonstrate your software applications. Licensed users may install included content on any number of devices for these purposes only. Only the licensed subscriber may use the included products.

MSDN Subscriptions offers current, pre-release and certain older versions of these products to download. Selected contents are also available on DVD media subscriptions. Available content is subject to change at any time.

[1] Visual Studio Team System 2008 Team Foundation Server Workgroup Edition is limited to five designated users. One Client Access License is provided for use of the full version of Team Foundation Server.

[2] One copy of the indicated applications may be used for general business use on one device for any purpose.

## FEATURES AND BENEFITS

Visual Studio 2008 offers a diverse product line that can meet the needs of individual developers or development teams.

**Microsoft Visual Studio Team System 2008 Team Foundation Server** is a team collaboration environment that combines team portal, version control, work-item tracking, build management, process guidance, and business intelligence (BI) into a unified server. All Visual Studio Team System 2008 Editions are deeply integrated with Team Foundation Server to give users complete visibility into development artifacts and activities on a project. With Team Foundation Server, everyone on the team can collaborate more effectively and deliver better-quality software.

**Microsoft Visual Studio Team System 2008 Team Suite** provides multiple discipline team members with the ultimate set of tools for architecture, design, development, database development and testing of applications. Team members can continuously learn new skills and use a complete set of tools and guidance at every step of the application life cycle.

**Microsoft Visual Studio Team System 2008 Architecture Edition** focuses on improving the design and validation of distributed systems. It gives architects, operations managers, and developers the ability to visually construct service-oriented solutions and validate them against their operational environments prior to deployment.

**Microsoft Visual Studio Team System 2008 Database Edition** provides advanced tools for database change management and testing and offers functionality to help database developers and administrators be more productive and increase application quality in the database tier.

**Microsoft Visual Studio Team System 2008 Development Edition** provides developers with an advanced set of tools to identify inefficient, insecure, or poor-quality code, specify coding best practices and automate software unit testing. These tools help team members write better quality code, reduce security-related issues and avoid bugs later in the development life cycle.

**Microsoft Visual Studio Team System 2008 Test Edition** provides a comprehensive suite of testing tools for Web-based applications and services that are integrated into the Visual Studio environment. With these testing tools, testers can author, execute, and manage tests and related work items – all from within Visual Studio.

**Microsoft Visual Studio Team System 2008 Test Load Agent** generates test loads for Web-based applications. It helps organisations improve the quality of service by more accurately testing the performance of Web-based applications and servers under load.

**Microsoft Visual Studio 2008 Professional Edition** is a full-featured development environment that provides a superset of the functionality available in Visual Studio 2008 Standard Edition. It is designed for individual professional developers or small development teams to develop high-performance, connected applications with breakthrough user experiences targeting the Web (including ASP.NET AJAX), Windows Vista, the Windows Server® operating system,

the 2007 Microsoft Office system, SQL Server and Windows Mobile® software devices. Visual Studio 2008 Professional Edition now provides unit testing capability to help developers identify errors early in the development process. Visual Studio Tools for Microsoft Office is now an integral part of Visual Studio 2008 Professional Edition, which developers can use to build applications that easily integrate with Microsoft's productivity suite.

**Microsoft Visual Studio 2008 Standard Edition** provides a full-featured development environment for Windows and Web developers. It offers many productivity enhancements for building data-driven client and Web-based applications. Individual developers looking to create connected applications with the next-generation user experience will find Visual Studio 2008 Standard Edition a perfect fit.

Product	Feature	Description	Value
Visual Studio Team System 2008 Architecture Edition with MSDN Premium Subscription gives architects, operations managers, and developers the ability to increase the predictability of success by visually constructing service-oriented solutions and validating them against their operational environments prior to deployment.	Distributed System Designers	Architect distributed applications using a visual design surface. Specify settings and configuration constraints and validate them against a logical data centre.	Efficiently design and configure distributed applications using a common modeling language and communicate design decisions effectively to the rest of the team.
	Logical Datacentre Designer	Use the Logical Data centre Designer to create a logical view of your datacentre, including logical servers, endpoints, communication boundaries and pathways.	Helps operations teams to communicate only relevant information about the datacentre to the development team, reducing the chance of deployment issues.
	'Triplex' Round-Tripping	Application design documents are a view over the underlying assets, ensuring that diagrams are synchronised with code at all times.	Design documents reflect underlying changes in real time.
	Deployment Report	Generate a Deployment Report summarising all applicable information about the distributed application.	
	Extensibility	The Distributed System Designers are highly extensible, enabling the creation of additional models and custom constraints.	Add new components to the design surface and specify and enforce organisation-specific constraints or policies.
Visual Studio Team System 2008 Development Edition with MSDN Premium Subscription provides advanced development tools, helping teams incorporate quality, early and often throughout the life cycle. With performance analysis tools, developers can measure, evaluate, and target performance-related issues in their code, helping them identify performance bottlenecks early on.	Static Code Analyser	Examine source code for poor programming practices and common security risks.	Avoid introducing costly security vulnerabilities into applications; improve code readability and maintainability.
	Dynamic Code Analyser	Designed specifically to detect and help debug memory corruptions and critical security vulnerabilities at run time, including issues with heaps, handles, locks and more.	Find difficult-to-detect run-time issues quickly and more efficiently.
	Code Profiler	Analyse the performance characteristics and memory footprint of your application in an organised and easy-to-understand format.	Optimise application performance and reduce memory use.
	Integrated Unit Testing	Visual Studio Team System makes testing a first-class part of the Visual Studio experience. Nowhere is this more evident than in the unit testing support, built right into the integrated development environment (IDE).	Ease of unit testing applications increases likelihood that unit tests are used, thereby improving application power.
	Code Coverage	Visually shows which code paths have been executed.	Increase effectiveness of unit tests and application robustness by increasing code coverage.
	Check-in Policies	Respects the Team Foundation Server check-in policies, ensuring that all policies are fulfilled before code is checked into the source tree.	Helps reduce rework by providing checks early in the development process.
Visual Studio Team System 2008 Test Edition with MSDN Premium Subscription introduces a set of test tools integrated into the Visual Studio environment. With these tools, testers can author, execute, and manage tests and related work items all from within Visual Studio.	Dynamic Code Analyser, Static Code Analyser, Code Profiler	Customisable tools that analyse code, looking for xyz. Can be used as part of a check-in policy for a nightly build process to correct defects before code is checked into the source tree.	Helps reduce rework by providing code quality checks early in the development process.
	Automated and Data-driven Unit Testing Capability for the Developer	Extensible test infrastructure with Generic Tests that run legacy test cases and Test-Type Add-ins to create and integrate custom tests.	Reusable and repeatable testing reduces cost, saves time and improves quality.
	Load Testing	Efficient load test generation with easy deployment of test code and reverse deployment of logs and test results.	Developers and testers can simulate production loads and diagnose performance issues quickly in their testing labs and preproduction environments.
	Customisable Auto-generated Web Tests	Custom validation and extraction rules and the Web test plug-in that can call code during a test run. Generate code automatically from recorded tests and use existing coding skills to create and debug tests with complete integration with Visual Studio and Microsoft .NET languages.	Reduce ramp-up time to create and execute tests.
	Supports Using Built-in Methodologies	Using built-in Agile and CMMI methodologies, tests can now be managed in the same way as code throughout the software development life cycle.	Prescriptive guidance increases tester productivity.



## FEATURES AND BENEFITS CONT.

<p>Visual Studio Team System 2008 Database Edition with MSDN Premium Subscription helps users of Microsoft SQL Server test, deploy, and manage their SQL Server databases. The Database edition delivers a market-shifting database development product for managing database change, improving software quality through database testing, and bringing the benefits of Visual Studio Team System and life-cycle development to the database professional.</p>	Offline Database Project	Work with a database schema in an offline, version-controlled environment. Schema changes can be made without impact to live databases, and all changes can be versioned and reversed with ease.	Helps to ensure the success of projects because developers can develop and test against the same database schema as the production database. Helps IT managers and DBAs support developing innovative applications while protecting the integrity and availability of production databases.
	Data Generator	Allows the generation of meaningful test data in a repeatable fashion to support accurate testing. With Data Generation Plans, you can define a set of repeatable test data to produce on each test run. So you can have confidence that every time a test is run, it is exactly the same test.	Helps to drive quality through real-world testing. Helps protect your team against privacy and other legal issues by removing the need to use actual data.
	Database Unit Tests	Full unit testing infrastructure to allow testing of databases using tests written either in managed code or in T-SQL. Database Unit Tests can also be integrated with other tests in Visual Studio Team Edition for Testers. Provides the ability to fully and repeatedly test a database.	Repeatable Unit Tests help to provide consistency, avoid oversights in testing and lower the cost of testing. Unit Tests for each line-of-business (LOB) application can be versioned and stored in Team Foundation Server (or another version system). This allows any development or IT team to accurately determine the impact of changes in the schema or data on any LOB application.
	Rename Refactoring	Refactoring or Cascading Changes provide the ability to simply make changes to names of schema objects in the database and ensure that the same change is made to all related references to the object.	Reduces the time needed to make and validate the impact of renaming. Simplifies the process of making changes to names of database schema objects throughout a database.
	Schema Compare	With Schema Compare, you can easily compare either the project version of the database schema with a live database, or two live databases together, and see all of the differences between the two. You then can create a script to update one of the database schemas to make the schemas equivalent again. Provides a way to compare and update database schemas to keep them synchronised.	Provides teams with the tools needed to identify potential problems due to inconsistent data structures before projects are released. Reduces the time needed to troubleshoot issues caused by changes to a database schema, resulting in shorter downtime. Reduces development rework due to developing against the wrong data structure.
	Data Compare	With Data Compare, you can compare data in two databases that have the same schema and then create scripts to resynchronise the schema. Provides a way to compare and synchronise data in two databases having the same schema.	Provides teams with the tools needed to identify potential problems due to inconsistent data, improving application quality and user satisfaction.
<p>Visual Studio Team System 2008 Team Foundation Server is a collaboration engine and centralised data warehouse. Team Foundation Server provides source control management, work item tracking, integrated analysis and reporting, and an integrated collaborative project Web site. It can also provide build and test rig management. In addition, Team Foundation Server can integrate with Microsoft Office Project and Microsoft Office Excel® spreadsheet software to extend reporting and tracking abilities.</p>	Version Control	Version Control is a time machine for your source code. You and your team can use it to develop with the peace of mind that comes from knowing that a history of every change to source code is being made as you work. In addition, sophisticated branching, merging, and shelving help you support even the most complex of software configuration management architectures easily.	Reduce risk by always having a way to go back in time to undo a mistake. Increase team-wide productivity by creating, maintaining, and merging multiple versions of your source code.
	Work Item Tracking	Work Item Tracking ensures that no effort is wasted by your team. Track bugs, tasks, requirements, and scenarios right out of the box: easy customisation allows you to track anything else your team works on. Integration with Visual Studio development and testing features means you can document your work with little extra effort.	Maintain efficiency by ensuring that developers are focused on the most critical work items. Take the overhead out of traceability and collaboration, using the integration with Visual Studio.
	Team Build	Releasing successful builds are the heartbeat of a successful software project. Team Build is a turnkey, build lab solution that pulls the work done by your team together to create documented and verified builds of your project.	Improve quality every day by regularly integrating your team's work together. Raise the visibility of your team's work by producing regular, comprehensive builds of your project quickly and easily.
	Reporting	Reporting provides visibility without the usual overhead. Individual work is aggregated into sophisticated progress, velocity, and trending reports that provide a bird's-eye view of your project.	Maximise your agility by understanding the direction your team is heading in. Identify bottlenecks early on by taking a team-wide view of your progress.
	Integrated Process Guidance	Integrated Process Guidance takes process out of the books and puts it into the tools you use every day.	Take advantage of industry-recognised best practices like Microsoft Solutions Framework (MSF) and SCRUM. Gain consistency by starting each project based on a proven, successful blueprint.
<p>Visual Studio Team System 2008 Test Load Agent provides the infrastructure for distributed load testing for scale-out generation of massive loads, as well as distributed, functional and unit test execution. Visual Studio Team System 2008 Test Load Agent complements Visual Studio Team System 2008 Test Edition, which teams can use to verify the performance and quality of applications before deployment.</p>	Share test lab hardware with a team	Multiple clients can submit test runs. Controller queues test runs and manages agents. Per-CPU licensing (no User licensing).	Provides a single resource point for the entire team.
	Generate massive loads for load tests	Scale-out load generation, efficient load simulation and hosting (a typical PC running a Web test can simulate 1,000 users), extensible architecture supports third-party tests, IP switching, performance counters on load agents and machines under test, rolls up data (stats and logs) to a central SQL Server database for analysis and load test monitoring.	Improves the quality of applications through simulation of real-world loads to uncover break-points before deployment to the users.
	Run distributed unit and functional tests in parallel	Agent selection enables control over which agents a test run will run on. This generates scenarios such as running the same set of tests on different versions of Windows for matrix testing. Collect code coverage data to measure test effectiveness.	Reduces the time needed for comprehensive testing and provides repeatable testing to improve quality.

## SYSTEM REQUIREMENTS

## SYSTEM REQUIREMENTS FOR ALL PRODUCTS (EXCEPT FOR TFS/STD/EXPRESS/MSDN OPERATING SYSTEM)

Requirements vary for different combinations of components within Microsoft Visual Studio 2008. To install Visual Studio 2008, you need:

**Processor:** 1.6-GHz processor or faster **Operating System:** Windows Vista (x86 or x64) (all editions except Starter Edition); Windows XP (x86 or x64) with Service Pack 2 or later (all editions except Starter Edition); Windows Server 2003 (x86 or x64) with Service Pack 1 or later (all editions); or Windows Server 2003 R2 (x86 or x64) or later (all editions) **Memory:** 384 MB of RAM or more (768 MB of RAM or more for Windows Vista) **Hard Disk:** 2.2 GB of available hard-disk space **Hard Drive:** 5400 RPM; DVD-ROM drive **Monitor Resolution:** 1024 x 768 or higher-resolution display **Internet Connection:** Additional features may require Internet access. Fees may apply.

## VISUAL STUDIO 2008 STANDARD EDITION SYSTEM REQUIREMENTS

Requirements vary for different combinations of components within Microsoft Visual Studio 2008 Standard Edition. To install Visual Studio Standard Edition, you need:

**Processor:** 1.6-GHz processor or faster **Operating System:** Windows Vista (x86 or x64) (all editions); Windows XP (x86 or x64) with Service Pack 2 or later (all editions except Starter Edition); Windows Server 2003 (x86 or x64) with Service Pack 1 or later (all editions); or Windows Server 2003 R2 (x86 or x64) or later (all editions) **Memory:** 384 MB of RAM or more (768 MB of RAM or more for Windows Vista) **Hard Disk:** 2.2 GB of available hard-disk space **Hard Drive:** 5400 RPM; DVD-ROM drive **Monitor Resolution:** 1024 x 768 or higher-resolution display.

## VISUAL STUDIO TEAM SYSTEM 2008 TEAM FOUNDATION SERVER SYSTEM REQUIREMENTS

Microsoft Visual Studio Team System 2008 Team Foundation Server is a multi-tier application and can have components installed on different PCs. Installing in this configuration changes the individual PC system requirements. To install Visual Studio Team System 2008 Foundation Server on a single PC, you need:

**Processor:** 2.2-GHz processor or faster **Operating System:** Windows Vista (x86 or x64) (all editions except Starter Edition); Windows XP (x86 or x64) with Service Pack 2 or later (all editions except Starter Edition); Windows Server 2003 (x86 or x64) with Service Pack 1 or later (all editions); or Windows Server 2003 R2 (x86 or x64) or later (all editions) **Memory:** 2 GB of RAM or more **Hard Disk:** 8 GB of available hard-disk space **Hard Drive:** 5400 RPM; DVD-ROM drive **Monitor Resolution:** 1024 x 768 or higher-resolution display.

## MSDN OPERATING SYSTEMS SYSTEM REQUIREMENTS

System requirements vary for the different components within an MSDN Operating Systems Subscription. Your MSDN Subscription requires one-time activation by the Web or telephone. To install MSDN Library, you need:

**Operating System:** Windows Vista (x86 or x64) (all editions except Starter Edition); Windows XP (x86 or x64) with Service Pack 2 or later (all editions except Starter Edition); Windows Server 2003 (x86 or x64) with Service Pack 1 or later (all editions); or Windows Server 2003 R2 (x86 or x64) or later (all editions) **Hard Disk:** Minimum 1.7 GB of available hard-disk space (2.2 GB for full installation) **Hard Drive:** DVD-ROM drive.

## ADDITIONAL RESOURCES

**UK Partner Site:** [www.microsoft.com/uk/partner/heroes](http://www.microsoft.com/uk/partner/heroes)

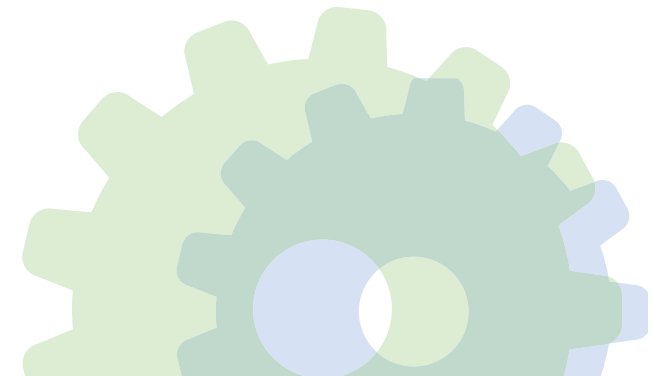
**UK Customer Site:** [www.microsoft.com/uk/heroeshappenhere](http://www.microsoft.com/uk/heroeshappenhere)

**Visual Studio Home Page:** <http://msdn.microsoft.com/vstudio>

**Visual Studio 2008 Information:** [www.visualstudio.co.uk](http://www.visualstudio.co.uk)

**Visual Studio 2008 Training Videos:** <http://msdn2.microsoft.com/en-us/vstudio/bb655906.aspx>

**Additional How to Buy Information:** <http://msdn.microsoft.com/howtobuy>





## WHAT IS IT?

**Microsoft Expression® Studio** includes the entire Expression product line as well as Microsoft Visual Studio® 2005 Standard Edition, giving designers the professional design and development tools necessary to build next-generation user experiences for both the Windows® operating system and the Web:

### Design

- **Expression Web** – for designing industry-standards compliant Web sites. For customers, this means building Web sites that work in any Web browser. See the Expression Web Gear Up page for more information.
- **Expression Blend** – for building next-generation Windows-based software applications. These applications use the power of Windows Presentation Foundation, a key component of Microsoft .NET Framework 3.0.
- **Expression Design\*** – the perfect companion to Expression Blend, allowing designers to create compelling vector graphics and assets to use in Expression Blend projects. Also, use Expression Design to create XAML assets to use in Silverlight Web applications.
- **Expression Media** – an excellent complement to all of the Expression tools, allowing customers to easily catalogue and find all of their digital assets, including 3-D objects, digital photos, and more – more than 100 different media assets are supported! Expression Media Encoder allows customers to deliver high-quality video across the Web using the Silverlight platform.\*\*

**Development** – Visual Studio 2005 Standard Edition – for developing high-performance Windows-based, Web and mobile device software applications.

### What is Silverlight?

Microsoft Silverlight (previously code-named 'WPF/E') enables designers to deliver interactive Web experiences that incorporate media, animation and full application functionality on both Mac and Windows using a light-weight Web browser plug-in for Windows Internet Explorer®, Firefox, Safari and others.

\* Only available in Expression Studio in full-package product (FPP) licensing. Available separately in Volume Licensing.

\*\* Expression Media Encoder and Silverlight Internet download required. Anticipated availability third quarter of 2007. Date subject to change. See [www.microsoft.com/Expression/products/overview.aspx?key=media](http://www.microsoft.com/Expression/products/overview.aspx?key=media) for details.

## HOW DO I ORDER IT?

Microsoft Expression Suite					
Open Business SKUs					
	Licence		L and SA	SA	
Expression Web	UCO-00374		UCO-00223	UCO-00247	
Expression Blend	PHJ-00328		PHJ-00101	PHJ-00098	
Expression Media	PHL-00328		PHL-00101	PHL-00098	
Expression Studio	PJS-00337		PJS-00110	PJS-00107	
Expression Design	PHI-00281		PHI-00265	PHI-00267	
Open Volume SKUs					
	Licence		L and SA	SA	
Expression Web	UCO-00359		UCO-00209	UCO-00233	
Expression Blend	PHJ-00326		PHJ-00099	PHJ-00096	
Expression Media	PHL-00326		PHL-00099	PHL-00096	
Expression Studio	PJS-00335		PJS-00108	PJS-00105	
Expression Design	PHI-00323		PHI-00307	PHI-00309	
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L and SA	SA	L and SA	SA	L and SA
Expression Web	UCO-00267	UCO-00311	UCO-00271	UCO-00315	UCO-00273
Expression Blend	PHJ-00194	PHJ-00191	PHJ-00255	PHJ-00254	PHJ-00235
Expression Media	PHL-00194	PHL-00191	PHL-00255	PHL-00254	PHL-00235
Expression Studio	PJS-00203	PJS-00200	PJS-00264	PJS-00263	PJS-00244
Expression Studio	PHI-00057	PHI-00101	PHI-00061	PHI-00093	PHI-00026
					Media
Expression Web					UCO-00390
Expression Blend					PHJ-00047
Expression Media					PHL-00047
Expression Studio					PJS-00056
Expression Studio					PHI-00381

## HOW DO I SELL IT?

1. **Sell to designers.** Expression Studio provides the tools customers need to design both Windows-based and Web applications. All four Expression tools were built with a strong workflow in mind, and when combined, offer a full design toolkit. In most sales scenarios, we recommend that designers acquire the full Expression Studio, not only for the complementary product functionality, but also for cost savings.

	Customer Type			
	Web Designers and Web Developers	Graphic Designers	Interactive Designers and Interactive Developers	Photographers
<b>Customer wants to:</b>	Design and develop standards-compliant Web sites.	Create vector graphics for Windows-based applications and Silverlight-based Web designs.	Design Windows-based applications and Silverlight-based Web designs.	Manage all of their photographs.
<b>Tools used today for similar work:</b>	Adobe Dreamweaver, FrontPage	Adobe Photoshop, Adobe Illustrator, Adobe Fireworks	Adobe Flash, Adobe Director	Adobe Lightroom, Adobe Bridge
<b>Best Microsoft tool(s) for audience:</b>	Expression Web Expression Media Visual Studio 2005 Standard Edition	Expression Design Expression Media	Expression Design Expression Blend Expression Media Visual Studio 2005 Standard Edition	Expression Media
<b>Recommended Microsoft Expression product:</b>	Expression Studio	Expression Studio	Expression Studio	Expression Media

2. **Cross-sell to Visual Studio developers building software applications for Windows or the Web.** Expression Studio helps developers creating Windows Presentation Foundation software applications for Windows to build exciting new user experiences and interfaces. For developers interested in Web development, Expression Web contains excellent tools for developing standards-based Web sites. Visual Studio and Expression Studio together provide the best design and development scenario.

### Summary of the Expression products included in MSDN® Subscriptions

	Expression Web	Expression Blend	Expression Design	Expression Media
MSDN Operating Systems				
Visual Studio Professional with MSDN Professional				
Visual Studio Professional with MSDN Premium	*	*		
Visual Studio Team Edition for Software Developers with MSDN Premium	*	*		
Visual Studio Team Edition for Software Architects with MSDN Premium	*	*		
Visual Studio Team Edition for Software Testers with MSDN Premium	*	*		
Visual Studio Team Edition for Database Professionals with MSDN Premium	*	*		
Visual Studio Team Suite with MSDN Premium	*	*	*	*
	I.e., Expression Studio			

1. **Upgrade licensed Microsoft FrontPage® customers.** Licensed FrontPage customers using any prior version of FrontPage can upgrade to Expression Web. Please see the Expression Web Gear Up page in this tool kit for more detail.
2. **Upgrade licensed Expression Web or Expression Media customers.** Licensed Expression Web or Expression Media customers can upgrade to Expression Studio.
3. **Promote the benefits of Volume Licensing and Software Assurance to customers interested in Expression Studio FPP.** Customers interested in Expression Studio FPP are better served licensing Expression Studio in Volume Licensing with Software Assurance. The next version of Expression Blend will have full support for Silverlight application development, so customers should license Expression Studio with Software Assurance now if they are interested in Silverlight.

## FREQUENTLY ASKED QUESTIONS

**I have an MSDN Subscription. Is Expression Studio included?**

Expression Blend and Expression Web are included in an MSDN Premium Subscription. Expression Studio is not included in an MSDN Professional Subscription. For more information, see the 'How Do I Sell It?' section.

**Why is Expression Studio excluded from the MSDN Professional Subscription?**

The MSDN Premium Subscription is Microsoft's most comprehensive service for the design and development of applications for Windows and the Web. The inclusion of Expression products in the Premium Subscription reinforces this offering's value. MSDN Professional subscribers do qualify for a reduced upgrade price for Expression Studio rather than the full price. Microsoft is currently investigating options for a future designer subscription that would be comparable to the MSDN Professional Subscription.

**Why are Expression Design and Expression Media not in the MSDN Premium Subscription?**

Expression Blend and Expression Web are designed to help creative professionals and developers work together to create rich user experiences for the Web, Windows Vista®-based applications and beyond. As Expression Design and Expression Media are not directly intended for application development, they fall outside the scope of MSDN subscriptions.

**What is Microsoft Silverlight?**

Microsoft Silverlight enables content providers to deliver interactive Web experiences that incorporate media, animation and full application functionality on both Mac and Windows platforms using a light-weight browser plug-in for Internet Explorer, FireFox, Safari and others.

**Does Expression Studio support Silverlight?**

Expression Design includes support for exporting XAML for Silverlight. Microsoft recently released Expression Blend 2 May Preview and Expression Media Encoder Preview that enables designers to build interactive applications and high-quality video content that target Silverlight. Given that support for Silverlight will expand to Expression Blend in version 2 of Expression Studio, it is a great sales strategy to attach Software Assurance to your Expression Studio sales in Volume Licensing.

**What is Expression Media Encoder?**

Use Expression Media Encoder to easily encode audio and video together and deliver a Web-ready Silverlight experience. Expression Media is your customers' complete asset management and Web video delivery solution. Expression Media Encoder Preview is available today and will be available as a free download to all Expression Media and Expression Studio customers when it is released.\*\*\*

**How does Expression Studio compare to Adobe's Creative Suite offering?**

We feel that Expression Studio is uniquely positioned in the market to help designers deliver the most compelling user experiences for Windows-based applications, as well as deliver Web experiences that use the power of Silverlight.

\*\*\* Expression Media Encoder and Silverlight Internet download required. Anticipated availability third quarter of 2007. Date subject to change. See [www.microsoft.com/Expression/products/overview.aspx?key=media](http://www.microsoft.com/Expression/products/overview.aspx?key=media) for details.

## ADDITIONAL RESOURCES

**Product Messaging and Boxshots:** [www.microsoftprosource.com](http://www.microsoftprosource.com)

**What Is Expression?** [www.microsoft.com/expression](http://www.microsoft.com/expression)

**What Is Silverlight?** [www.microsoft.com/silverlight](http://www.microsoft.com/silverlight)

**Try Expression Online without Downloads or Installations with Microsoft Virtual Labs:**

<http://msdn.microsoft.com/virtuallabs>

**Expression Web Reviews:**

*PC Magazine*. Rating 4.5/5

*eWeek*: "Some of Expression Web's features are even better than those in rivals such as Dreamweaver, including the best CSS (Cascading Style Sheet) browsing tools that we've seen in a Web editing tool."

**Expression Media Reviews:**

*Digital Camera Buyer Magazine*. Rating 5/5

*Computer Arts*: "Expression Media (iView) presents a modern, clean interface ... and very easy to use. Combined with speed and price, it's our winner this time round." – From the Computer Arts Digital Asset Manager *Shootout*

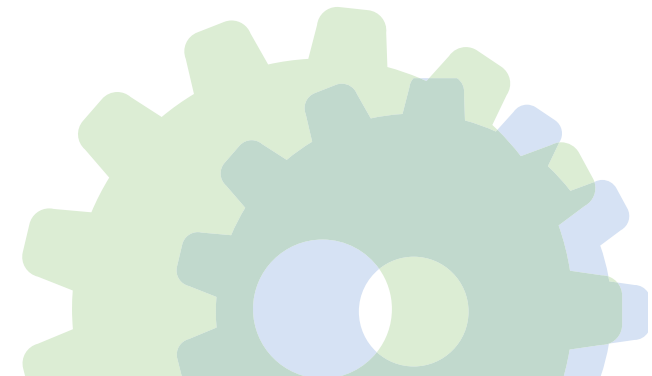
## SYSTEM REQUIREMENTS

**For Microsoft Windows-based PCs:**

**Processor:** 1-GHz or faster processor **Operating System:** Windows XP Service Pack 2 (SP2) or Windows Vista operating system (all editions) **Memory:** 1 GB of RAM or more **Hard Disk:** 1.5 GB of available hard-disk space **Drive:** DVD-ROM drive **Monitor Resolution:** 1024 × 768 or higher resolution monitor with 24-bit colour **Video Card:** Microsoft DirectX® 9.0c-capable video card with 256 MB or more of memory – for example, ATI Radeon X300 or NVIDIA GeForce FX 5600 class equivalent or better **Additional Components:** QuickTime 7.1.5 or later **Note:** Actual requirements and product functionality may vary based on your system configuration and operating system.

**For Apple Macintosh Computers (Expression Media Only):**

**Processor:** PowerPC or Intel Core processor **Operating System:** Mac OS X version 10.4.8 or later **Memory:** 512 MB of RAM or more **Hard Disk:** 100 MB of available hard-disk space **Drive:** DVD-ROM drive **Monitor:** Set to Millions of Colours **Additional Components:** QuickTime 7.1.5 or later **Note:** Includes Microsoft Visual Studio 2005 Standard Edition.







## WHAT IS IT?

**Microsoft Expression® Web** is a professional design tool for Web designers and developers. It allows users to reduce complexity and speed projects, creating modern, standards-based sites that deliver superior quality on the Web.

Strong support for Web standards means that sites built with Expression Web offer cross-browser compatibility – including Microsoft Internet Explorer®, Firefox, Safari and Opera. This saves Web designers the time and effort of optimising sites for individual Web browsers.

Expression Web enables users to bring Web sites to life with sophisticated, best-in-class cascading style sheet (CSS) design features. These save Web designers time by decreasing the number of errors encountered when working with CSS. It also promotes collaboration between Web designers and developers, integrating ASP.NET 2.0 server and client controls so that users can work with the same ASP.NET 2.0 site in both Microsoft Visual Studio® 2005 and Expression Web, greatly improving the design and development experience.

## HOW DO I ORDER IT?

Microsoft Expression Web					
Retail Box (FPP)					
		Full		Upgrade	
Expression Web		UCO-00001		UCO-00010	
Open Business					
	Licence	L & SA	SA		
Expression Web	UCO-00374	UCO-00223	UCO-00247		
Open Volume					
Expression Web	UCO-00359	UCO-00209	UCO-00233		
Open Value					
	Spread payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Expression Web	UCO-00267	UCO-00311	UCO-00271	UCO-00315	UCO-00273
				Media	
Expression Web Disk Kit				UCO-00037	

### Substitutionary and Complementary Sales Opportunity

Vendor	Product	Substitute	Cross-sell
Microsoft	Microsoft Visual Studio		X
	Microsoft FrontPage	Upgrade to EW	
Non-Microsoft	Adobe Illustrator		X
	Adobe Photoshop		X
	Adobe Fireworks		X
	Adobe Dreamweaver		X
	Other Graphic Design Tools		X
	Other Web Design Tools	Substitute with EW	

## HOW DO I SELL IT?

### Target customers

Expression Web is suitable for:

- Web designers and developers
- FrontPage® users
- Information workers
- Small business users

### Three simple questions to start the customer conversation

#### 1. Is your Web design and development process integrated?

- Reduce complexity and ease data integration, using powerful drag-and-drop design tools and task panes to quickly incorporate and visualise XML data.
- XPath Expression Builder allows the creation of complex queries, and XSL Transform (XSLT) support gives presentation flexibility.
- Seamlessly integrate Web design and development teams with Expression Web and Visual Studio's superior support for XML, ASP.NET and XHTML.
- Harness the power of ASP.NET 2.0, transforming sites into dynamic, interactive Web applications.

#### 2. Does the technology you currently use maximise Web creativity?

- Unleash creative ideas and bring Web sites to life with advanced CSS design features.
- Visual designers, specialised task panes and tool bars give precise layout and format control.
- Generate elegant, modern CSS layouts with state-of-the-art surface design tools.
- A sophisticated CSS rendering engine inside gives the confidence to make design decisions on the fly.
- Try out CSS styles on the page with drag-and-drop style management.
- Typing aids and IntelliSense® in the Code View ensure speed and efficiency.

#### 3. What support does your team have for standards-based Web development?

- Easily optimise sites, validating them with browser compatibility and accessibility reporting and against Section 508 and W3C Content Accessibility Guidelines (WCAG).
- Build dynamic, interactive pages that harness the power of the Web. Create CSS-based, XHTML 1.0 transitional-conforming Web sites by default.
- Work better across browsers, simplifying deployment and maintenance.
- Configure flexible schema settings to support all combinations of HTML, XHTML, Strict, Transitional, Frameset and CSS 1.0, 2.0, and 2.1 plus browser-specific schemas.

## TOP FEATURES

**Standards-based site design:** Expression Web helps Web designers avoid headaches developing for multiple Web browsers, by building sites according to today's modern standards, including XHTML, CSS, XML and XSLT. For Web designers, that means better rendering in browsers, more relevant indexing in search engines and much more. Expression Web will enhance customers' productivity by helping them do things right from the outset.

**Accurate page rendering:** Accurate page rendering in the design environment gives customers full creative freedom. Expression Web has the most accurate rendering engine available today, switching from standard to quirks rendering, depending on whether or not a doctype can be detected. With Expression Web, designs can look as good in the design tool as they do in the Web browser.

**Work with XML data is easier:** Customers can drag and drop an XML file, and it is immediately rendered by an XSL stylesheet. An XSL stylesheet allows customers to tailor the way data is visually presented on their Web site. Now customers can simply include, filter and sort data from any XML source.

**Reporting:** A full suite of reporting across a broad range of technologies means customers can be confident that their site will be deployed error-free. Expression Web allows customers to easily check CSS usage and errors, accessibility against Section 508 and WCAG standards and compatibility with alternative schemas and Web browsers.

**Support for ASP.NET 2.0 controls:** ASP.NET offers a wide variety of controls from navigation to database integration. ASP.NET controls are configured and rendered in the design surface of Expression Web without the need to resort to coding.

**Integrated ASP.NET development server:** Customers can view ASP.NET pages with Expression Web on their design workstation without the need for a complex Web server. They can easily see what ASP.NET controls will look like when rendered in a Web browser. The ASP.NET development server launches when it is needed to render ASP.NET pages without taking up the system resources of a full Web server.

**Visual Studio integration:** The sites created with Expression Web are fully compatible with Visual Studio. This allows customers to visually design ASP.NET controls in Expression Web and then develop the controls' behaviour in Visual Studio.

## ADDITIONAL RESOURCES

**What is Expression?** [www.microsoft.com/expression](http://www.microsoft.com/expression)

"...The balance between supporting standards and allowing your designer creative freedom is delicate and hard to achieve. To date, the only Web designers tool that has effectively been able to allow artists creative freedom and build a site on standards is Adobe's Dreamweaver. But, hang on, Microsoft thinks they have an answer, too. The newly released Expression Web is a tool for the designer that is built on standards. And, let's be clear on this, Expression Web ain't no pretty version of FrontPage; it is a tool that poses a serious threat to Adobe's dominance in the Web market."

– Digital Media Designer

## FREQUENTLY ASKED QUESTIONS

**Are Web sites created with Expression Web only compatible with Internet Explorer?**

No. Expression Web builds sites according to today's modern standards, including XHTML, CSS, XML and XSLT. You can create sites that render properly in Internet Explorer, Firefox, Safari, Opera and many other browsers.

**How does Expression Web compare with Adobe Dreamweaver?**

Both tools are great for building Web sites. However, Expression Web has a set of superior design tools for creating, editing and managing cascading style sheets. Also, Adobe Dreamweaver does not currently have support for ASP.NET 2.0 and has poor workflow with Visual Studio 2005. If you are working on an ASP.NET 2.0 project, you can easily work on your Web application in both Expression Web and Visual Studio 2005.

**Do sites created with Expression Web work with Visual Studio 2005?**

Absolutely. The sites created with Expression Web are fully compatible with Visual Studio to allow further development of ASP.NET functionality.

**I have an MSDN Subscription. Is Expression Web included?**

No. Expression Web is not included in MSDN.

**What is the difference between Microsoft SharePoint Designer 2007 and Expression Web?**

Expression Web is a tool for Web designers building Web sites with technologies such as HTML, CSS, JavaScript, ASP.NET 2.0 and XML. SharePoint Designer is a tool for customers interested in customising the look and feel of their SharePoint sites. Customers will not be able to edit SharePoint sites with Expression Web.

**Will Microsoft Expression Web replace FrontPage 2003?**

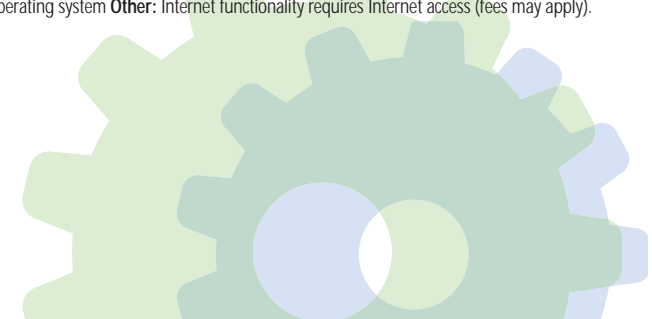
Expression Web is a new product for professional Web designers, based on the evolution of FrontPage 2003 technologies, including significant new investments in cutting-edge technologies (CSS, XML, XHTML, XSLT and ASP.NET 2.0) during the past several years. It will enable professional designers to create high-quality, modern, standards-based Web sites.

**Are existing FrontPage sites compatible with Expression Web?**

Yes. Expression Web allows you to open and edit any existing FrontPage site. However, Expression Web will not allow you to add new functionality that relies on FrontPage Server Extensions.

## SYSTEM REQUIREMENTS

**Computer and Processor:** 700 megahertz (MHz) processor or higher **Operating Systems:** Windows Server 2003 with SP1, or later operating system **Memory:** 512 megabyte (MB) of RAM or higher **Hard Disk:** CD-ROM or DVD drive; 1.5 gigabyte (GB) is necessary for install; a portion of this disk space will be freed after installation if the original download package is removed from the hard drive **Monitor Resolution:** 1024 x 768 or higher resolution monitor **Additional:** Actual requirements and product functionality may vary based on your system configuration and operating system **Other:** Internet functionality requires Internet access (fees may apply). Network access required.





## WHAT IS IT?

A **TechNet Plus** subscription is the essential resource IT professionals rely on to resolve technical issues faster, get hands-on experience with the latest Microsoft technologies and build technical skills.

### How the programme works

TechNet Plus Direct provides IT professionals with immediate online access\* to the resources they need to do their jobs, including full-version Microsoft software for evaluation without time or feature limits, two complimentary Professional Support incidents\*\*, unlimited access to Microsoft Managed NewsGroups – with guaranteed next business day response, tools, security updates, service packs and more. TechNet Plus Direct provides access to regularly updated technical resources online through subscriber-only downloads, keeping IT professionals ahead of the curve with the latest information, software and tools available.

### Target audience

IT managers are the decision makers who either have influence on or complete authority over the IT purchasing decisions of a company. While they may have some degree of implementing responsibility, their primary role is to set and/or implement overall IT policy and make purchasing decisions according to those policies. Their decisions are primarily influenced by the overall business impact and return on investment (ROI) of a product or service.

IT professionals are the deployment force and day-to-day users of IT applications. They have the deepest understanding of these applications and the daily issues and challenges that arise in their environment. IT professionals are the primary end users of a TechNet Plus subscription. IT professionals may either be a target audience for purchasing Direct or Single User licences or a key influencer.

\*Toll charges may apply.

\*\*Immediate online access is available once subscription is processed.

## HOW DO I ORDER IT?

### Subscription Types

**TechNet Plus Direct** is the most popular subscription type and offers the best value. It allows an individual subscriber immediate online access to full TechNet Plus resources, including software for evaluation, technical content, tools, utilities and Professional Support incidents. With regular online updates, subscribers get access to the latest subscription content through the TechNet Plus Benefits Portal, subscriber only site without the need to wait for media shipments. TechNet Plus Direct does not include CD-ROM or DVD-ROM media shipments.

### For those needing media or shared resources

For those who need media, TechNet Plus offers **TechNet Plus Single User**, which provides an individual subscriber all the benefits of a TechNet Plus Direct subscription and includes regular CD-ROM or DVD-ROM media shipments. For those who need to share subscription resources, **TechNet Plus Single Server** allows the designated subscriber (media recipient) to load TechNet Library CDs or DVDs onto a single server. This is appropriate for workgroups that need to share the technical content of a TechNet Plus subscription with workgroup users attached to a local area network. Each single-server licence entitles only the designated subscriber (media recipient) to use other subscription benefits, including software for evaluation, Professional Support incidents and access to the TechNet Plus Benefits Portal, subscriber-only site. No other users are entitled to use these resources.

### For more information, visit

<http://technet.microsoft.com/en-gb/default.aspx>

### For more information on Microsoft Volume Licensing visit

[www.microsoft.com/licensing](http://www.microsoft.com/licensing)

UK Prices excludes VAT:

Subscription Level	Version	Price
TechNet Plus Direct	NEW	£234
TechNet Plus Direct	RENEWAL	£167
TechNet Plus Single User	NEW	£335
TechNet Plus Single User	RENEWAL	£268
TechNet Plus Single Server	NEW	£670
TechNet Plus Single Server	RENEWAL	£503

TechNet Plus Direct		TechNet Plus Single User		TechNet Plus Single Server	
Fully Packaged Product SKUs					
New	Renewal	New	Renewal	New	Renewal
J19-00003	J19-00004	C08-05067	C08-05070	C08-05062	C08-05063
Open Business SKUs					
L and SA	SA	L and SA	SA	L and SA	SA
J19-00010	J19-00017	O99-00005	O99-00013	R10-00005	R10-00013
Open Volume SKUs					
L and SA	SA	L and SA	SA	L and SA	SA
J19-00009	J19-00016	O99-00004	O99-00012	R10-00004	R10-00012

For SKU and pricing information relating to Open Licence, Select Licence and Enterprise Agreement, please refer to the Licensing Configurator tool at [www.microsoft.com/uk/partner/configurator](http://www.microsoft.com/uk/partner/configurator)

## HOW DO I SELL IT?

### Key sales scenarios

Target companies that fall into the following scenarios:

**Companies purchasing new software (or upgrading existing software):** Target companies considering deploying the Windows Vista operating system. TechNet Plus is a valuable resource to help IT professionals evaluate and plan for deploying the new operating system. In addition, target companies that are considering buying or upgrading their licences to the latest version of Microsoft Exchange Server and Microsoft System Center Operations Manager (previously known as Microsoft Operations Manager [MOM]) – System Center Capacity Planner ships exclusively via TechNet Plus and is an essential tool to help plan design and configuration of these servers prior to deployment, saving considerable time, effort and investment. More than 70 per cent of Exchange Server support incidents relate to configuration. Accurate capacity planning and design prior to deployment is critical for preventing problems before they happen.

**Growing companies:** Organically or through mergers and acquisitions.

**Companies that need help with deployment:** In particular Microsoft Exchange Server 2003 and System Center Operations Manager 2006.

### Key sales opportunities

Employ the following sales strategies:

**Cross-sell opportunities:** Call into current Microsoft Developer Network (MSDN developer programme) accounts. They know and understand the value of the MSDN subscription product. A TechNet Plus subscription can provide the same value for the IT professionals who manage their servers, infrastructure and databases.

**Add-on opportunities:** When customers are licensing new software (in particular Windows Vista, Microsoft Exchange Server and System Center Operations Manager), sell them a TechNet Plus subscription to help them with deployment and maintenance. TechNet Plus is the essential add-on that allows IT professionals to maximise their investment and to make the most of their time.

**Security solution:** A TechNet Plus subscription is a valuable resource that provides IT professionals with immediate access to the latest security updates and the knowledge base to implement them quickly and easily. TechNet Plus offers development and management tools unique to the subscription.

**Upgrade opportunities:** The biggest opportunity is the purchase of additional licences. Growing companies may benefit from purchasing additional licences as their IT staff continues to grow and each IT professional needs access to their own subscription resources. Also, current single-user licence customers may benefit by upgrading to the single-server product.

**Sales velocity tool:** By purchasing a TechNet Plus subscription, customers can try out and evaluate new software applications before purchasing. This is a great opportunity to create familiarity with and affinity for new Microsoft products among potential users and buyers.

**Return on Investment:** According to a recent case study from the US, TechNet Plus provided the average business with a savings of approximately \$7,095. When you break it down, that is an average of \$4,313 saved on IT support, \$1,158 saved on software evaluation and \$1,624 saved on IT career development.

\* Cost for TechNet Plus Direct online subscription

† February 2005 Business Value of Microsoft TechNet Plus white paper by Lawrence Associates

## FREQUENTLY ASKED QUESTIONS

### What is the general nature of the terms of the TechNet Plus Subscription End User Licence Agreement?

The subscription terms vary based on your subscription level and licence type:

- A single-user subscription is for **individuals** who need the technical content and resources just for themselves.
- A single-server subscription (TechNet Plus only) is for **workgroups** who need to share the technical content with others in their organisation.

Each subscription licence type entitles only the designated subscriber to use evaluation software and support incidents and access the TechNet Plus Benefits Portal and Subscriber Downloads site. No other users are entitled to use these resources. For full details on user rights, visit [www.microsoft.com/technet/eula](http://www.microsoft.com/technet/eula)

### What is the difference between a TechNet Plus subscription and an MSDN subscription?

TechNet Plus is designed for hands-on IT professionals who evaluate, implement, maintain and support Microsoft solutions. The MSDN subscription is designed for developers who create and test applications built on Microsoft technologies. While there is some content overlap, each subscription contains information and resources that are specific to its audience. The TechNet library is published monthly and contains the complete Microsoft Knowledge Base, security updates, resource kits, technical training, operations and deployment guides, white papers, case studies, downloads and more. The MSDN library is published quarterly and documents all Microsoft software development kits (SDKs) and device driver kits (DDKs), provides sample applications and utilities for Windows programmers and contains the Microsoft Developer Knowledge Base.

### What is the difference between the TechNet Plus Volume Licensing subscriptions and the full package retail subscriptions?

The content is the same for volume licensing and retail; however the licensing models have different features. TechNet Plus full package retail subscriptions have annual subscription terms. Volume Licensing subscriptions last as long as your volume licensing agreement enrolment (two years for Open Licence) and have the pricing and management benefits of volume licensing. For further information on the benefits of volume licensing, see [www.microsoft.com/licensing](http://www.microsoft.com/licensing)

### What are the volume licensing subscription terms and prices?

Subscriptions purchased through volume licensing end when your software licence agreement enrolment ends and are priced according to the remaining term of the agreement enrolment.

### What TechNet Plus benefits are being offered to Software Assurance customers?

Depending on the products for which Software Assurance has been purchased, customers may be entitled to either of the following benefits:

- TechNet Plus User IDs include the Online Concierge service as well as Managed Newsgroup Support. The Managed Newsgroup service offers free support in more than 100 IT-related public newsgroups. Microsoft ensures that registered Managed Newsgroup users will receive a response to their eligible newsgroup posts within the next business day.
- TechNet Plus SA Media Kit includes the above resources as well as regular CD shipments, access to Subscriber Downloads and the support benefits of the subscription. **Note: Only the designated media subscriber has access to subscription benefits.** If more than one user needs access to subscription resources, additional subscriptions can be purchased through [www.microsoft.com/licensing](http://www.microsoft.com/licensing)

For more information on these benefits, see [www.microsoft.com/licensing](http://www.microsoft.com/licensing)

## ADDITIONAL RESOURCES

Learn how consultants and organisations are using their TechNet Plus subscriptions to help keep their systems secure and their networks running smoothly.

### Case Studies

**“TechNet Plus saves us a lot of time and helps keep our sanity.”**

– Renessen IT Department

Reussen LLC is a growing agribusiness innovator that connects biotech advances with food marketing, process and distribution know-how. With the help of TechNet Plus, Renessen's servers are more stable. This translates into nearly \$24,000 in savings each year. Workstation efficiency also saves the company about \$13,500 annually.

**“TechNet Plus shows us what's been tried and helps us stretch the idea further for our clients.”**

– EDS Microsoft Consulting Group

Electronic Data Systems Corporation (EDS), a leading global services company, creates strategy, implementation, business transformation and operational solutions that work in the digital economy. Using service packs and deployment guides, EDS successfully migrated a client from Microsoft Exchange Server 5.5 to Exchange 2000 Server.

**“We use TechNet Plus nearly every day to troubleshoot errors or figure out how to make things work better.”**

– Jacob Farber, Systems Support Manager, The Appraisal Institute

The Appraisal Institute is an international association of professional real estate appraisers. Its mission is to support and advance its members and to uphold professional credential standards and ethics consistent with the public good. TechNet Plus helped the association solve server difficulties quickly and efficiently. Uptime on critical servers increased. Plus, they saved days of work and costly support calls.

**“With TechNet Plus, we didn't have to reinvent the wheel on .NET code test methods.”**

– James Coleman, Microsoft Practice Director, Agency.com

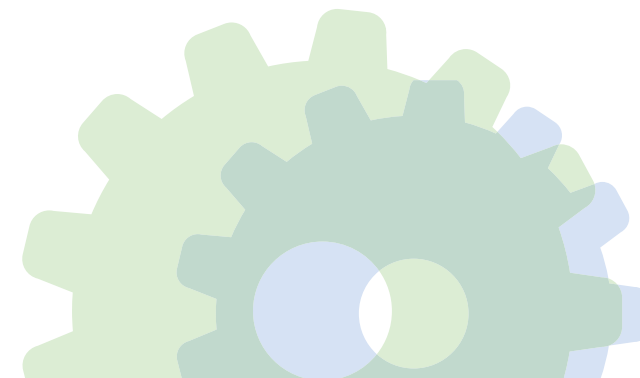
Agency.com, an interactive marketing and technology agency, builds world-class, customer-focused Web sites, intranets and extranets supported by interactive marketing and advertising campaigns. Quick access to known solutions saved the company time and money. Also, TechNet Plus made it easier and less expensive to pre-test software it might recommend to clients.

**For More TechNet Plus Case Studies:**

[www.microsoft.com/technet/abouttn/subscriptions/casestudies.msp](http://www.microsoft.com/technet/abouttn/subscriptions/casestudies.msp)

## SYSTEM REQUIREMENTS

**Hard Disk:** 2 GB; **Memory:** 150 MB free space available; **Operating System:** Windows XP Professional, Windows ME, Windows 2000, or higher version; **CD ROM/DVD:** 8X drive or higher





## WHAT IS IT?

Microsoft® Office 2008 for Mac helps users simplify their work. Microsoft Office 2008 for Mac is an industry standard for productivity and helps users achieve more – more simply. A reinvented user interface designed specifically for the Mac makes accessing the power of the 2008 Microsoft Office system fast and intuitive. Integrated and universal, Microsoft Office 2008 for Mac helps people to better manage time and information, communicate ideas and work confidently across platforms.

Users get:

- Universal versions of the most popular productivity applications on the Macintosh platform (universal applications run natively on Intel- and PowerPC-based Macs).
- Microsoft Office Open eXtensible Markup Language (XML) file formats for compatibility with the 2007 Microsoft Office system products for the Windows® operating system.
- A redesigned user interface and powerful new tools for simplifying work, creating great-looking documents and exchanging ideas and information with others.

Microsoft Office 2008 for Mac is a complete productivity solution for users on the Macintosh platform. Like the 2007 Microsoft Office system for Windows-based applications, Microsoft Office 2008 for Mac features a redesigned user interface and a new graphics and charting engine for creating high-impact and compelling documents, spreadsheets and presentations. Plus it also includes a new themes capability that simplifies the process of applying a consistent look and feel across documents.

To meet distinct user needs, Microsoft Office 2008 for Mac is also available in two other editions:

**Microsoft Office 2008 for Mac Home and Student Edition** provides the basics of Microsoft Office 2008 for Mac for home users and students. This edition includes three user licences for non-commercial use for up to three PCs. However, Microsoft Office 2008 Home and Student Edition does not include the ability to connect to a Microsoft Exchange Server or any of the Automator Actions for Workflows in Microsoft Office, which are packaged with Microsoft Office 2008 for Mac and the Microsoft Office 2008 for Mac Special Media Edition.

**Microsoft Office 2008 for Mac Special Media Edition** features the complete Microsoft Office 2008 for Mac productivity suite specially packaged with a full version of Microsoft Expression® Media for Mac. Microsoft Office 2008 for Mac Special Media Edition is designed to bring powerful and customisable digital asset management (DAM) tools to professional and digital media enthusiast users of Microsoft Office 2008 for Mac.

## HOW DO I ORDER IT?

Office Mac						
FPP						
Office 2008 for Mac					731-01727	
Office 2008 for Mac Upgrade					731-01769	
Office 2008 for Mac Home and Student Edition					GZA-00006	
Word 2008 for Mac					D48-00756	
Word 2008 for Mac Upgrade					D48-00770	
Excel® 2008 for Mac					D46-00607	
Excel® 2008 for Mac Upgrade					D46-00615	
Open Business SKUs						
		Licence		L & SA	SA	
Office 2008 for Mac		731-01571		731-00510	731-00546	
Open Volume SKUs						
Office 2008 for Mac		731-01526		731-00478	731-00579	
Open Value SKUs						
		Spread Payment		Pay Upfront		Subscription
		L & SA	SA	L & SA	SA	L & SA
Office 2008 for Mac		731-01244	731-01247	731-01242	731-01249	731-01324

## HOW DO I SELL IT?

	Microsoft Office 2008 for Mac	Microsoft Office 2008 for Mac Home and Student Edition	Microsoft Office 2008 for Mac Special Media Edition
<b>Target customer</b>	For information workers on the Mac platform, including consumers, small businesses and home office workers.	For non-commercial users on the Mac platform, including households, home users and students.	For anyone on the Mac platform who needs the leading business productivity applications and also works with large numbers and varieties of media.
<b>What they care about</b>	Features and functionality, including compatibility and ease-of-use.	Cost/value	Premium features and functionality: the ability to manage large quantities of digital assets like photos, videos, illustrations and music across a variety of media such as hard drives, CDs and media cards.
<b>Description</b>	With a streamlined user interface, new themes and templates, and better compatibility with Windows-based colleagues, Microsoft Office 2008 for Mac is an industry standard in productivity for professional users.	With the familiar Microsoft Office for Mac basics priced for home and students, Microsoft Office 2008 for Mac Home and Student Edition helps non-professional users achieve more, more simply.	With industry-standard business productivity applications plus the power of the Microsoft Expression Media digital asset management system, Microsoft Office 2008 for Mac Special Media Edition is the ultimate solution for both professionals and digital media enthusiasts.
<b>What's included</b>	<ul style="list-style-type: none"> <li>• Office Word 2008</li> <li>• Office Excel 2008</li> <li>• Office PowerPoint 2008</li> <li>• Office Entourage® 2008</li> <li>• Microsoft Messenger for Mac</li> <li>• Open XML File Formats (the 2007 Microsoft Office system Compatible)</li> <li>• Universal for Intel and PowerPC-based Macs</li> <li>• Microsoft Exchange Server Support</li> <li>• Automator Actions for Workflows in Microsoft Office</li> </ul>	<ul style="list-style-type: none"> <li>• Office Word 2008</li> <li>• Office Excel 2008</li> <li>• PowerPoint 2008</li> <li>• Office Entourage 2008</li> <li>• Microsoft Messenger for Mac</li> <li>• Open XML File Formats (the 2007 Microsoft Office system Compatible)</li> <li>• Universal for Intel and PowerPC-based Macs</li> </ul>	<ul style="list-style-type: none"> <li>• Office Word 2008</li> <li>• Office Excel 2008</li> <li>• Office PowerPoint 2008</li> <li>• Office Entourage 2008</li> <li>• Microsoft Messenger for Mac</li> <li>• Open XML File Formats (the 2007 Microsoft Office system Compatible)</li> <li>• Universal for Intel and PowerPC-based Macs</li> <li>• Microsoft Exchange Server Support</li> <li>• Automator Actions for Workflows in Microsoft Office</li> </ul>

The launch of Microsoft Office 2008 for Mac offers a great way to ignite your sales volumes and increase loyalty with your Mac customers. We have put together this list of key scenarios to spark your imagination and help you increase your sales.

### Scenario 1: Any new Mac sale – 'Office 2008 for Mac is must-have software for your new machine.'

- Customers often upgrade their software when they buy their hardware. This is your chance to make it a solution sale, whether the customer is new to the platform or a long-time Mac user upgrading their hardware.
- Microsoft Office 2008 is universal and runs natively on the new Intel-based Mac your customer is purchasing, rather than under emulation as Microsoft Office 2004 for Mac does on Intel-based Macs.
- Highlight Mac-first, Mac-only features like Publishing Layout View and My Day, stress compatibility with the 2007 Microsoft Office system features like Open XML file formats and the shared graphics and charting engine (OfficeArt 2.0) and point out integration with Apple hardware and software.
- Be sure to mention that Microsoft Office 2008 for Mac helps users to take advantage of their newly purchased Mac hardware. It also incorporates Mac-specific features like support for the Apple Desktop Remote, integration with iTunes in Microsoft Messenger for Mac, and iPhoto in Office Word, Office Excel and Office PowerPoint, plus great tricks like the ability to send PowerPoint slides directly to iPhoto for later viewing on an iPod.

### Scenario 2: Any Mac OS X sale – 'Office 2008 for Mac takes advantage of OS X technologies.'

- Each time you take an order for Mac OS X (an upgrade or a full version) it signals that the customer is upgrading their software. To go with their new operating system (OS), they will need applications that run natively on that operating system. Microsoft Office 2008 for Mac is the Microsoft productivity software solution for those moving to the latest version of OS X.
- Microsoft Office 2008 for Mac is universal and runs natively on both Intel- and PowerPC-based Macs.
- Microsoft Office 2008 for Mac takes advantage of key OS X technologies like iTunes, iPhoto, Automator, Spotlight and Sync Services, and is a must-have upgrade for anyone moving to OS X.

## HOW DO I SELL IT? CONT.

## Scenario 3: The installed base – ‘Would you like to upgrade to the newest version?’

- Customers who bought previous versions of Microsoft Office for Mac are ready for the groundbreaking new features in Microsoft Office 2008 like Publishing Layout View, My Day, Themes, SmartArt™ graphics and a host of other new tools and improvements.
- Long-time Microsoft Office for Mac users will appreciate the elegant and intuitive new user interface, which makes it easier to find and use the powerful capabilities of Microsoft Office for Mac.
- Customers working with the 2007 Microsoft Office system products for Windows will want to know that Microsoft Office 2008 for Mac is compatible with the new Microsoft Office Open XML file formats as well as formats from earlier versions of Microsoft Office. Microsoft Office for Mac lets customers confidently share documents across platforms.
- Be sure to tell your customer that if they own a legally licensed previous version of Microsoft Office for Mac, they may be eligible for specially-priced Version Upgrade Products (VUP).

## Office 2008 for Mac Upgrade Eligibility

A customer is eligible to take advantage of the specially priced Microsoft Office 2008 for Mac Upgrade if they have a legally licensed copy of:

- Microsoft Office 2004 for Mac
- Microsoft Office v. X for Mac
- Microsoft Office 2001 for Mac
- Microsoft Office 98 for Macintosh Edition
- Any stand-alone applications from the suites listed above

## FREQUENTLY ASKED QUESTIONS

## Can I get Microsoft Office 2008 through Microsoft Volume Licensing?

Yes. Customers can license the software through Microsoft Volume Licensing programmes.

See [www.microsoftvolumelicensing.com/userights/](http://www.microsoftvolumelicensing.com/userights/) under Microsoft Office for Macintosh for more information.

## What's the difference between Microsoft Office 2008 for Mac and Microsoft Office 2008 for Mac Special Media Edition?

Microsoft Office 2008 for Mac features the complete Microsoft Office 2008 for Mac productivity suite specially packaged with a full version of Microsoft Expression Media for Mac. The Microsoft Office 2008 for Mac Special Media Edition is designed to bring powerful and customisable digital asset management tools to professional users of Microsoft Office for Mac and digital media enthusiasts alike.

## Which users is Microsoft Office 2008 for Mac Home and Student Edition designed for?

Microsoft Office 2008 for Mac Home and Student Edition provides home users with the familiar and powerful Microsoft Office applications they need (Office Word 2008, Office PowerPoint 2008, Office Excel 2008, Office Entourage 2008 and Microsoft Messenger for Mac) at a very low price. Microsoft Office for Mac Home and Student Edition does not allow users to connect to a Microsoft Exchange Server and is licensed only for use on non-commercial machines.

## Are Microsoft Office 2008 file formats compatible with previous versions of Microsoft Office for Mac?

Yes. Microsoft Office 2008 file formats are compatible with Microsoft Office 98 Macintosh Edition and later versions of Microsoft Office for Mac. Microsoft Office 2008 file formats are also compatible with Windows-based 2007 Microsoft Office Open XML file formats, which enable smaller, more robust documents and greater integration with external data sources.

## Is Microsoft Office 2008 for Mac compatible with the 2007 Microsoft Office system?

Office Word 2008, Office Excel 2008 and Office PowerPoint 2008 share the same file formats as Word, Excel and PowerPoint for Windows, offering customers great cross-platform compatibility and the highest file fidelity between the Macintosh and Windows platforms. Microsoft does not make Macintosh versions of other Microsoft Office system products such as Microsoft OneNote® note-taking program, Microsoft Outlook® messaging and collaboration client, Microsoft SharePoint® Portal Server, Microsoft InfoPath® information-gathering program, Microsoft Publisher, Microsoft FrontPage® Web site creation and management tool, Microsoft Visio® drawing and diagramming software or Microsoft Access™ database software.

## Does Microsoft Office 2008 for Mac offer the same features as the 2007 Microsoft Office system products for Windows?

Microsoft Office 2008 for Mac delivers many of the core features and functionality found in the 2007 Microsoft Office system products and shares the core 2007 Microsoft Office system technologies such as SmartArt graphics and XML-based file formats. However, Microsoft Office 2008 for Mac is built specifically for the Mac OS and Mac users. Microsoft Office for Mac integrates with certain Apple hardware and Macintosh OS technologies, and Microsoft develops Mac-first, Mac-only features to meet the unique needs and preferences of Mac users while still providing compatibility with colleagues and friends using Microsoft Office System products on the Windows platform.

## FREQUENTLY ASKED QUESTIONS CONT.

## Does Microsoft Office for Mac work with Exchange Server?

Both Microsoft Office 2008 for Mac and Microsoft Office 2008 for Mac Special Media Edition include Microsoft Exchange Server-enabled versions of Entourage 2008. However, Microsoft Office 2008 for Mac Home and Student Edition does not include Exchange Server-enabled versions of Entourage 2008.

## On which versions of Mac OS X can users install Microsoft Office 2008?

Microsoft Office 2008 can be installed on Mac OS X version 10.4.9 or later, including the most recent release of Mac OS X version 10.5 (Leopard).

## Does Microsoft require product activation for Microsoft Office 2008?

No. Microsoft does not require product activation for Microsoft Office 2008 for Mac.

## How many times can users install Microsoft Office 2008?

Users can install one copy of Microsoft Office 2008 for Mac or Microsoft Office 2008 for Mac Special Media Edition on their main PC and another on their laptop PC for their exclusive, but non-concurrent use. To install Microsoft Office 2008 for Mac or Special Media Editions on more than these two PCs, users must obtain additional licences. Microsoft Office 2008 for Mac Home and Student Edition may be installed on up to three non-commercial PCs in a single household, but licenses may not be shared or redistributed in accordance with the End-User License Agreement (EULA).

## Is Microsoft Office 2008 for Mac available in the Home Use Program?

Yes. Some volume licensing customers (those other than Campus Agreement, School Agreement, Academic Select and Academic Open Licence customers) with active Software Assurance coverage for qualifying desktop PC application products are eligible to participate in the Home Use Programme. Under the Home Use Programme, a customers' employee who is the primary user of a licensed copy of Microsoft Office 2008 for Mac with Software Assurance coverage may acquire a single licence for the corresponding Home Use Programme software for installation and use on a home PC. See the Microsoft Volume Licensing Product List at [www.microsoftvolumelicensing.com/userights](http://www.microsoftvolumelicensing.com/userights)

## Does Microsoft require product activation for Microsoft Office 2008?

Yes. Microsoft Office 2008 is a universal application and runs natively on both Intel- and Power PC-based Macs.

## I have an Intel-based Mac and want to purchase a license for Microsoft Office 2008. Which edition should I get?

All editions of Microsoft Office 2008 for Mac are universal applications and run natively on both Intel-based and Power PC-based Macs.

## Is Microsoft committed to supporting Mac users in the enterprise?

Yes. The Mac BU continues to invest in the enterprise. Entourage 2008 will deliver significantly improved reliability and stability and enterprise-customer requested functionality. We have also made investments in our Microsoft Office Communications Server support with Messenger for Mac.

## Additional items or services required to use certain features:

- Mac OS X version 10.4.9 or later
- Microsoft Entourage and certain features require Internet access, which may require payment of a separate fee to a service provider; local and/or long-distance telephone charges may apply.

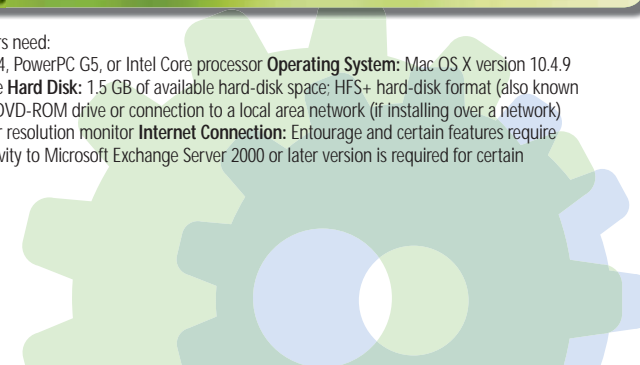
## ADDITIONAL RESOURCES

[www.microsoft.com/mac](http://www.microsoft.com/mac)

## SYSTEM REQUIREMENTS

To use Microsoft Office 2008 for Mac, users need:

**Processor:** 500-MHz or faster PowerPC G4, PowerPC G5, or Intel Core processor **Operating System:** Mac OS X version 10.4.9 or later **Memory:** 512 MB of RAM or more **Hard Disk:** 1.5 GB of available hard-disk space; HFS+ hard-disk format (also known as Mac OS Extended or HFS Plus) **Drive:** DVD-ROM drive or connection to a local area network (if installing over a network) **Monitor Resolution:** 1024 x 768 or higher resolution monitor **Internet Connection:** Entourage and certain features require Internet access (fees may apply); connectivity to Microsoft Exchange Server 2000 or later version is required for certain advanced functionality in Entourage 2008





## WHAT IS IT?

**Microsoft MapPoint® 2009** is powerful business mapping software that makes it easy to combine business data with mapping and location. Using MapPoint, you can turn complex business information stored in spreadsheets and data tables into easy-to-understand maps. MapPoint 2009 with GPS Locator adds real-time routing and directions.

- Microsoft MapPoint 2009 North American Maps – available from August 2008.
- Microsoft MapPoint Fleet Edition 2009 – available from August 2008.
- The Fleet Edition offers the same software as the standard version of MapPoint, but has licensing to allow for tracking multiple vehicles in a fleet. Each dispatcher is required to have a licence; vehicles do not typically require a licence.
- Microsoft MapPoint 2009 European Maps will be released in Quarter 4.

### VALUE PROPOSITION

Microsoft MapPoint 2009 gives information workers (IWs) the power to visualise business data, communicate insights with instant impact and integrate maps into the work they do in the Microsoft Office System. With MapPoint, step-by-step wizards save time and bring clarity to tabular data as you map information from Microsoft Excel® spreadsheet software, Microsoft Access® database software, or other database sources. Quickly create and view sales territories, analyse trends and evaluate performance by geography. Insert detailed maps into your Microsoft PowerPoint® graphics presentations, Word documents and Web sites to illustrate everything from sales performance to customer locations to new business opportunities. Then, easily share the information across your organisation. MapPoint 2009 with GPS locator adds routing and directions to help you plan trips easily and track location in real time.

MapPoint combines advanced data mapping, information analysis and communication tools with the power of Microsoft Office.

- **Enhance** your business decisions through analysis and visualisation of your business data on maps.
- **Optimise** business processes through more efficient routing, navigation and location tracking.
- **Extend** the value of your business solutions with integrated mapping and location.

### When to use MapPoint?

- When mapping any business data: customers, locations, sales territories, competitors. Use MapPoint to import and map business data to bring clarity to your tabular data.
- When you need to 'see' your business. Use information-rich maps to illuminate important data relationships and identify business trends opportunities. Create sales territories and share performance maps.
- When you need location, location, location. Insert maps into your Word documents and PowerPoint presentations for instant impact. Use the MapPoint object model to make mapping part of your custom business intelligence (BI) or fleet tracking solution.

MapPoint includes routing, territory management, sales data analysis and demographics – all in one, simple-to-use package.

## HOW DO I SELL IT?

### New and Core Features:

- **Map your own data.** Import and map your data stored in Microsoft Excel, Microsoft Access, Microsoft Outlook® messaging and collaboration client and any open database connectivity (ODBC) compliant database or comma delimited file – with just a few mouse clicks.
- **Create and map customised territories.** Plot territories using postcode, city, county, state and country boundaries. Step-by-step instructions help you create and view sales territories, analyse trends and evaluate performance by geography.
- **Full-screen navigation.** New full-screen Navigation Mode with Driving Guidance makes it easier to follow your route with simple, easy-to-locate navigation buttons. Use a GPS device to track your route and get turn-by-turn directions, including automatic rerouting and spoken street names.
- **Location, location, location.** Insert detailed maps into your PowerPoint presentations, Word documents and Web sites to illustrate everything from sales performance and customer locations, to new business opportunities.
- **Drive-time zones.** Click a point and instantly see how far you can travel away from that point in a given period of time – a powerful tool for planning efficient routes.

MapPoint 2009 is a favorite for visualising business data, using maps with Microsoft Office programs and planning trips. MapPoint 2009 builds on the success of MapPoint 2006 with:

- **Completely refreshed data.** Use updated geographic and demographic data sets in MapPoint to display trends and illustrate key points on maps.
- **Advanced GPS functionality.** New full screen navigation, driving guidance and GPS task pane use information from your connected, compatible GPS device to display your current location, speed and traveling direction, including turn-by-turn directions and spoken street names.

- **Wizards for ease of use.** Data Mapping Wizard creates maps with your data. Apply demographic variables included in MapPoint. Import/Link Data Wizard includes step-by-step instructions to help you import or link information from Excel, Access and other database sources to a MapPoint-based map.
- **Map style for low-light conditions.** Map style for low-light conditions makes it easier to view maps on your laptop computer.

### Sales Targets:

Mobile Information Workers, Business Analysts, Field Sales and Professional Services, Marketing Managers, Operations/Logistics Managers, Solution Providers, Real Estate/Facilities Managers, Geographic Information System (GIS) Users.

### Vertical Markets:

Retail, Public Safety, Insurance, Education, Fleet Management

Questions to Identify Sales Opportunities:

1. **Sales and Marketing.** Are you looking at sales numbers by region on a regular basis? Where are your most profitable customers? What are the demographics of your top customers?
2. **Operations/Logistics/Fleet.** Do you know where your resources are across multiple departments, divisions, or locations? Do you need to know the quickest routes and how long to plan for travel?
3. **Business Location.** Are your stores/warehouses/service points located in the right locations to serve your clients? Where are your customers? Where is the competition?

### Competitive:

**Price point and ease of use.** MapPoint is priced lower than other GIS software packages and is significantly easier to use – especially for customers who are familiar with the Microsoft Office System.

More Information and Free Trial:  
[www.microsoft.com/mappoint](http://www.microsoft.com/mappoint)

## HOW DO I ORDER IT?

MapPoint 2009			
Open Value SKUs			
MapPoint 2009 All Lng OLV NL Each Addtl Prod	B21-01176		
OSL			
	Licence	L and SA	
MapPoint 2009 All Lng MVL A	B21-01191	B21-00907	
Select			
	Licence	L and SA	SA
MapPoint 2009 Sngl MVL	B21-01221	B21-00327	B21-00365

For Open Value Subscription SKUs, visit Microsoft Gear Up LicenseWise at [www.microsoft.com/uk/gearup](http://www.microsoft.com/uk/gearup)

The standard version of MapPoint may be licensed per user as part of Open or Select. MapPoint Fleet edition is available through an Enterprise Agreement. The Fleet edition offers the same software as the standard version of MapPoint, but has licensing to allow for tracking multiple vehicles in a fleet. Each dispatcher is required to have a licence; vehicles do not typically require a licence.

## COMPLEMENTARY SOFTWARE

Microsoft MapPoint works well with Microsoft Office programs.

## ADDITIONAL RESOURCES

[www.microsoft.com/mappoint](http://www.microsoft.com/mappoint)

## FREQUENTLY ASKED QUESTIONS

### How does MapPoint 2009 integrate with Microsoft Office programs?

MapPoint is a stand-alone application. However, it does help users seamlessly import data from Microsoft Office applications such as Access, Excel or Outlook and easily copy, paste and embed maps into work they are doing in the PowerPoint presentation graphics, Word, or Publisher programs.

With MapPoint, users can also geographically select information from maps that can be exported to Excel spreadsheets for further analysis or use. MapPoint smart tags recognise geographic information in the user's office document and a MapPoint button is added to the toolbar in the Microsoft Office programs. These tools allow users to insert a map and driving directions easily and create maps from their data without leaving the Microsoft Office program.

### Will there be an evaluation version of MapPoint 2009?

Yes. The MapPoint 2009 trial is a fully functional 60-day evaluation version of the software. It is available now and will be sent to you for the cost of shipping and handling. The evaluation is available for shipment only to customers in the United States and Canada. In addition, customers may try the software now using the MapPoint Test Drive available on the MapPoint Web site.

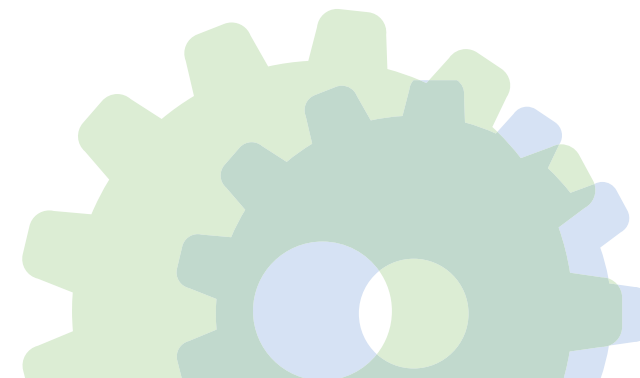
## SYSTEM REQUIREMENTS

### To use Microsoft MapPoint 2009, you need:

**Processor:** 300-MHz or faster clock speed recommended **Operating System:** Windows Vista®, Windows® XP Home, Windows XP Professional, Windows Server® 2003 or later **Memory:** 1 GB of RAM for Windows Vista; 128 MB of RAM (256 MB recommended) for Windows XP Home and Windows XP Professional; 256 MB of RAM for Windows Server 2003; **Note:** Running additional programs simultaneously may require additional memory **Hard-Disk Space:** 1.8 GB; some users may require up to an extra 100 MB for System Files Update (hard-disk use varies depending on configuration) **CD-ROM/DVD-ROM Drive:** 4x speed or faster (MapPoint 2006 European Maps requires a DVD-ROM drive) **Monitor Resolution:** Super VGA (1024 x 768) or higher-resolution monitor with 256 colours; a monitor with higher resolution and more colours recommended and required for Navigation features **Pointing Devices:** Microsoft Mouse, Microsoft IntelliMouse®, or compatible pointing device **Internet Connection:** Microsoft Internet Explorer® 5.5 browser software or later, Internet Explorer 7.0 SP1 included (does not displace your primary browser).

### Additional items or services required to use certain features:

- For Voice Output: Windows XP or later and compatible soundcard.
- Microsoft Exchange Server, Internet SMTP/POP3, IMAP4, or MAPI-compliant messaging software required to use Send To as attachment; Microsoft Outlook 2003 or later required to use Send To as picture.
- 14,400-baud or greater recommended.
- Broadband Internet Service strongly recommended for Online Search.
- Some Internet functionality may require Internet access and payment of a separate fee to an Internet service provider and local charges may apply.
- GPS functionality requires a GPS device that supports NMEA 2.0 or later.







## WHAT IS IT?

**Virtual Earth™** is an integrated set of services that combines unique bird's eye, aerial and satellite imagery with best-of-breed mapping, location and search functionality. Encompassing MapPoint Web Service, it enables organisations to create compelling and involving online mapping and search experiences. These help consumers to easily discover, search, explore, share and visualise business location and locally relevant information.

Virtual Earth, which drives Windows® Live Local, Microsoft's online consumer search and mapping Web site, is a flexible and reliable platform for developing innovative, cost-effective, customised location solutions. It empowers organisations to achieve their business goals with unique imagery, dynamic maps, step-by-step driving directions, multiple content layers and an intuitive user experience. Web sites and applications can be taken to the next level, delivering the powerful visual and locally relevant information valued by consumers.

Virtual Earth enables users to strengthen customer connections, improve business insight and increase innovation.

## HOW DO I ORDER IT?

Microsoft offers two licensing models. The correct licensing model is determined by the type of application that uses Virtual Earth platform: Internet applications (applications with anonymous users, such as a Web-based locator solution).

Licensing for Internet applications has the following components:

- Platform Access (1).
- Use (per transaction and per known user); known user applications (applications with known users, such as a customer call centre application).

Licensing for known user applications has the following components:

- Platform Access (1).
- Use (per transaction and per known user); standard product support included with both licensing models; additional premium product support is available.

In Europe, Africa, Middle East, and the Asia Pacific region, [mapemea@microsoft.com](mailto:mapemea@microsoft.com)

## HOW DO I SELL IT?

### Three simple questions to start the customer conversation

#### 1. Is your organisation harnessing mapping technology to strengthen customer connections?

- Help customers to visualise organisational locations and surroundings, with bird's eye imagery and incredible levels of detail.
- Engage viewers in an intuitive and information-rich Web experience that develops the relationship from visitor to customer.
- Offer focused, rich content, locally relevant resources.
- Provide information in a convenient, dynamic, highly visual and intuitive interface.
- Localise maps and directions in 13 languages.

#### 2. How does your organisation apply mapping technology to innovate?

- Use the Virtual Earth Platform to continuously bring new and improved products and services to customers and to stay ahead of competition.
- Customise applications with over 30 specialist road map styles that are dynamically generated via the Web Service, such as line-drive maps or night-time driving maps.
- Give customers detailed, step-by-step directions and use hybrid imagery to make finding locations easier than ever.
- Provide proximity searches, showing points of interest related to specific locations.

#### 3. Does your organisation gain business insights from its mapping technology?

- Gather, batch process and analyse points of interest data.
- Gain better insight into your customer's needs and behaviour via powerful reporting tools.
- Produce flexible reports and integrate with business intelligence applications.

### Virtual Earth

Select

MapPoint Web Service: VL Std English Monthly	A3Y-00004
MapPoint Web Service: VL Pro English Monthly	A3Z-00001
MapPoint Web Service: VL User SL and Add-on SL English-Per User	A3Y-00001
MapPoint Web Service: VL User SL and Add-on SL English-1 Mn Transactions	V4K-00026
MapPoint Web Service: VL User SL and Add-on SL English-100K Transactions	A3Y-00009
MapPoint Web Service: VL User SL and Add-on SL English-50K Transactions	V4K-00003

## FREQUENTLY ASKED QUESTIONS

### What is bird's eye imagery in the Virtual Earth platform?

This feature allows consumers to change from road or aerial view to a bird's eye (45-degree) view of the map. Currently, this feature covers major metropolitan areas in the United States. As with the road and aerial map styles, you can use the standard navigation methods for moving a bird's eye image: you can click and drag the map, use the arrow keys on the keyboard and use the PLUS SIGN (+) and HYPHEN (-) keys to zoom in and out. You can also click the zoom box to choose one of the two available zoom levels. Not available for government customers.

### What is the current geographic coverage in Virtual Earth?

To find the most up-to-date coverage, please go to [www.microsoft.com/virtualearth/product/coverage.aspx](http://www.microsoft.com/virtualearth/product/coverage.aspx).

### What if I need a specific application? Where can I find a solution or application partner for Virtual Earth?

On the Partners page, you can search by product and by horizontal or vertical solution area. Visit the partners page at [www.microsoft.com/virtualearth/partners](http://www.microsoft.com/virtualearth/partners)

## COMPLEMENTARY SOFTWARE

Many business intelligence solutions integrate Virtual Earth with data from multiple sources such as GeoRSS feeds, SQL Server databases and Microsoft Office PerformancePoint® Server 2007 business intelligence software.

## ADDITIONAL RESOURCES

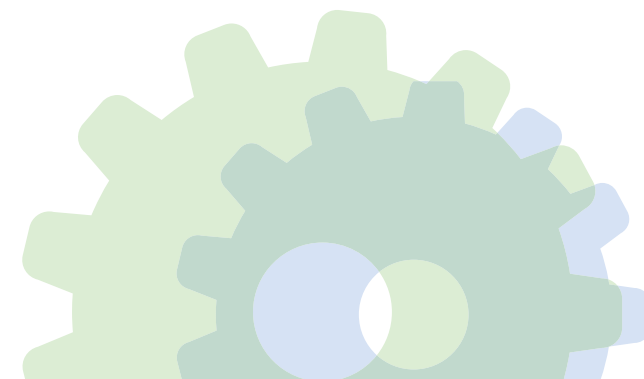
### For Virtual Earth Product and Licensing Questions:

North, Central and South America, e-mail: [maplic@microsoft.com](mailto:maplic@microsoft.com)

Europe, Africa, Middle East and the Asia Pacific region, e-mail: [mapemea@microsoft.com](mailto:mapemea@microsoft.com)

[www.microsoft.com/virtualearth/partners/become.aspx](http://www.microsoft.com/virtualearth/partners/become.aspx)

<http://dev.live.com/virtualearth>



## WHAT IS IT?

The **Windows Vista**® operating system is the newest and most powerful version of the Windows® operating system (OS) ever. Windows Vista is being preinstalled on all new consumer and business PCs. Business customers can get Windows Vista Enterprise Edition and the Microsoft Desktop Optimization Pack (MDOP) exclusively through a Software Assurance licensing agreement.

Customers who purchase or renew Software Assurance for the Desktop OS today (with Open Licence, Select Licence, or Enterprise Agreement Microsoft Volume Licensing programmes) can be confident that they are entitled to receive new version rights to Windows Vista within the term of their Software Assurance agreement.

With the availability of Windows Vista Service Pack 1 (SP1), there has never been a better time to deploy Windows Vista. Windows Vista SP1 is an update to Windows Vista that, along with improvements delivered in Windows Update, addresses key feedback received from customers. This Service Pack has been built and tested to enable smooth transitions for applications from the original version of Windows Vista to Windows Vista SP1.

The following are among the improvements found in SP1:

- Updates to security, performance and reliability.
- Support for new types of hardware and emerging standards expected to grow in importance in the coming months and years.
- Improvements to the administration experience that ease certain management and support challenges.

Get Windows Vista SP1 today and start planning your deployment!

### VALUE PROPOSITION

Windows Vista delivers great value to businesses by addressing business needs. First, it helps protect data, secure IT environments and make it easier to achieve compliance with regulations and corporate security policies. Second, it can help lower the costs of deploying, managing and supporting corporate PCs by helping to optimise desktop PC infrastructure. Third, it helps mobile and remote workers stay connected and productive. Last, it helps empower people by making it easy for them to find, use and share information.

- **Improve security and compliance.** Windows Vista helps keep your systems secure by addressing growing security threats to help protect people's data in and out of the office.

- **Optimise desktop PC infrastructure.** It is all about cutting costs on the desktop PCs. Windows Vista can help lower the costs of deploying, managing and supporting corporate PCs by helping to optimise desktop PC infrastructure, achieving a lower total cost of ownership (TCO). With the Windows Vista new imaging technology, companies can deploy a single OS image on different types of PC hardware and machines with different language requirements, allowing for a dramatic reduction in IT costs.
- **Empower mobile workforce.** Corporate workforces today are increasingly mobile and distributed. We made investments in Windows Vista to empower mobile workers, while also helping address the risks and complexity of the mobile enterprise scenarios.
- **Find and use information** and increase user productivity with smart tools to manage data. Corporate data is growing exponentially. Windows Vista can help companies stay ahead.

### INTRODUCING WINDOWS PARTNER SOLUTIONS

In today's market, it is increasingly difficult for PC resellers to protect margins and differentiate products. Windows Partner Solutions can help you:

- Earn more margin on licensed product sales.
- Reduce your implementing and managing costs by centralising application management and support.
- Sell additional follow-on services.

These solutions are based on additional services you provide, Windows Vista Enterprise with Software Assurance and the Microsoft Desktop Optimization Pack and will help differentiate yourself while helping your customers to reduce complexity and costs in their business.

To learn more, visit:

<https://partner.microsoft.com/windowspartnersolutions>

### OFFER YOUR CUSTOMERS GENUINE WINDOWS VISTA

**Learn about the Windows Vista Software Protection Platform today.** With the release of Windows Vista, it is more important than ever for partners to provide only genuine Windows. New technology in genuine Windows Vista detects and alters the user experience on non-genuine versions by disabling enhanced features and restricting non-security downloads and updates. Take time to learn more about this new differentiation between genuine and non-genuine Windows Vista.

## HOW DO I ORDER IT?

Windows Vista					
Open Business					
	Upgrade	Upgrade and SA	SA		
Windows Vista Business	66J-00724	N/A	N/A		
Windows Vista Business w/ Windows Vista Enterprise	N/A	66J-01215	66J-01128		
Open Volume					
	Upgrade	Upgrade and SA	SA		
Windows Vista Business	66J-00640	N/A	N/A		
Windows Vista Business w/ Windows Vista Enterprise	N/A	66J-01170	66J-01083		
Open Value					
	Spread payment		Pay Upfront		Subscription
	Upgrade and SA	SA	Upgrade and SA	SA	L & SA
Windows Vista Business w/ Windows Vista Enterprise	66J-01418	66J-01283	66J-01442	66J-01287	66J-01690
			Media	Doc	
Windows Vista Business 32-bit DVD Upg			66J-02005	66J-00015	
Windows Vista Business 32-bit CD Upg			66J-02077	66J-00015	
Windows Vista Business 64-bit DVD Upg			66J-01875	66J-00015	

### Offerings by Segment

Consumer	Small Business	Medium – Large Businesses
Windows Vista Ultimate	Windows Vista Ultimate	Windows Vista Enterprise with MDOP
Windows Vista Home Premium	Windows Vista Business	Windows Vista Enterprise
Windows Vista Home Basic		Windows Vista Business

### Offerings by Channel

Packaged Product at Retail (FPP)	OEM Preinstalled PCs & System Builder PCs	Volume Licensing
Windows Vista Ultimate	Windows Vista Ultimate	Windows Vista Enterprise with MDOP
Windows Vista Business	Windows Vista Business	Windows Vista Enterprise
Windows Vista Home Premium	Windows Vista Home Premium	Windows Vista Business
Windows Vista Home Basic	Windows Vista Home Basic	

**Upsell Opportunity!** Windows Live OneCare is the perfect companion to Windows Vista, ensuring your PC is protected, backed up and running smoothly at all times.

## ADDITIONAL RESOURCES

**Windows Vista Customer Portal:** [www.microsoft.com/windowsvista](http://www.microsoft.com/windowsvista)

**IT Professional Resources:** [www.microsoft.com/technet/windowsvista](http://www.microsoft.com/technet/windowsvista)

**Developer Resources:** <http://msdn.microsoft.com/windowsvista>

**Windows Vista Get Ready Site:** [www.microsoft.com/windowsvista/getready/default.aspx](http://www.microsoft.com/windowsvista/getready/default.aspx)

**Windows Vista System Requirements:** [www.microsoft.com/technet/windowsvista/evaluate/hardware/entpguid.aspx](http://www.microsoft.com/technet/windowsvista/evaluate/hardware/entpguid.aspx)

**Windows Vista Application Compatibility Toolkit 5.0:** [www.microsoft.com/technet/windowsvista/appcompat/act5feat.aspx](http://www.microsoft.com/technet/windowsvista/appcompat/act5feat.aspx)

**Windows Vista Business Desktop Deployment 3.0:** [www.microsoft.com/technet/windowsvista/deploy/bddguid.aspx](http://www.microsoft.com/technet/windowsvista/deploy/bddguid.aspx)

**Windows Vista Partner Resources:** <http://microsoft.mrmplc.com/windowsvistapartner>

**Windows Vista Channel Reseller Resources:** [www.ms-gearup.com/Windows\\_Client\\_resources.asp](http://www.ms-gearup.com/Windows_Client_resources.asp)

**Windows Vista Partner Training:** [www.msreadiness.com/windowsvista.asp](http://www.msreadiness.com/windowsvista.asp)

## HOW DO I SELL IT?

## Who to Target

Windows Client Volume Licensing targets two types of customers: customers upgrading their desktop PC hardware with new PCs and customers with existing Windows Vista-capable hardware.

Customer Type	Hardware Type	Current OS	What to Sell
Customers Upgrading Hardware	Earlier systems	Windows 9x	Software Assurance Attach to New PC
		Windows 2000	
		Windows NT®	
Customers ready to upgrade to Windows Vista on existing hardware	Windows Vista capable PCs	Windows XP	Client Volume Licence
		Windows XP SP1	
		Windows XP SP2	

## What to Pitch:

Windows Vista Business helps businesses find and use information more effectively while lowering IT costs. Windows Vista Enterprise Edition is the most full-featured desktop PC OS for businesses of any size with exclusive features that can help to lower IT costs and risks. When combined with the Desktop Optimization Pack, it gives you the most flexible means to optimise your desktop PC and reduce your costs.

Differentiated Feature for Windows Vista	Home Basic	Home Premium	Business	Enterprise	MDOP	Ultimate
Security and Performance Enhancements	*	*	*	*	*	*
Search and Organise	*	*	*	*	*	*
Peer-to-Peer (P2P) Meeting Space	Join Only	*	*	*	*	*
Scheduled and Network Backup	*	*	*	*	*	*
Windows Aero™ Glass Animation and Visuals	*	*	*	*	*	*
Media Center (Including Extender)	*	*	*	*	*	*
HD MovieMaker & DVD Authoring	*	*	*	*	*	*
PC to PC Sync	*	*	*	*	*	*
Mobility (Tablet PC, Aux Display)	*	*	*	*	*	*
Encrypted File System	*	*	*	*	*	*
Remote Desktop	*	*	*	*	*	*
Web Server	*	*	*	*	*	*
Domain Join	*	*	*	*	*	*
Offline Folders	*	*	*	*	*	*
Group Policy	*	*	*	*	*	*
Rights to Four Virtual Operating Systems & Subsystem for UNIX-based Applications	*	*	*	*	*	*
BitLocker™ Drive Encryption	*	*	*	*	*	*
Multilanguage User Interface (MUI) – All Languages	*	*	*	*	*	*
Windows Ultimate Extras	*	*	*	*	*	*
Microsoft SoftGrid Application Virtualisation and Streaming	*	*	*	*	*	*
Microsoft Asset Inventory Service	*	*	*	*	*	*
Microsoft Advanced Group Policy Management	*	*	*	*	*	*
Microsoft Diagnostics and Recovery Toolset	*	*	*	*	*	*

## Windows Client Volume Licensing Options and Software Assurance Benefits

Windows Vista Enterprise is available exclusively through Software Assurance and the purchase of a licence for the Microsoft Desktop Optimization Pack is only available to Windows Software Assurance customers.

	Payment Terms	PC Coverage	Upgrade Licence	Future Versions	Enterprise Edition and Option for MDOP	Training and Other Benefits
Open Licence	Pay as you go	No Set Coverage	*	*	*	*
Open Value	Annual payments for 3 years	No Set Coverage	*	*	*	*
Select Licence	Pay as you go	Specified Volume for 3 Years	*	*	*	*
Enterprise Agreement	Annual payments for 3 years	Entire Enterprise	*	*	*	*
Software Assurance	Based on Volume Licensing Contract	Specified Volume for 3 Years	*	*	*	*

## FREQUENTLY ASKED QUESTIONS

Customer Objections	Response
<b>What is/are your primary concern(s)?</b>	
Do I already license Windows?	Yes. With your original equipment manufacturer (OEM) licence, you have the rights to the OS that came with your PC at the time of purchase, but a volume licence allows you to purchase an upgrade licence to the latest version of the OS at a discounted price. Also, with Software Assurance, you have the exclusive rights to Windows Vista Enterprise and any future versions of Windows that are released during your agreement's term.
What if I do not want to upgrade to Windows Vista right now?	Even without upgrading, Software Assurance gives you tools like Windows Fundamentals for Legacy PCs to extend the life of legacy hardware and 24 X 7 Business Critical Support to keep your systems up and running. If you decide to upgrade later, you have the option for the life of your contract.
What does Windows Vista offer that my current OS does not?	Windows Vista is a fundamentally new OS that allows users to get more value from information, work remotely, help improve security, and reduce IT costs – all through a new user interface that makes Windows even easier to use.
Why should I license Windows Vista Enterprise when Windows Vista Ultimate appears to have everything I need for my business?	Windows Vista Ultimate is a consumer product and is not well-suited for enterprise-wide deployment. Windows Vista Enterprise offers Volume Licensing Keys (VLKs) that allow a single corporate image to be used. Windows Vista Ultimate contains consumer features, such as Windows Media Center, that cannot be easily managed through group policy. Windows Vista Ultimate is also not covered under Premier support.

## SIX TOOLS TO HELP YOU SELL MORE WINDOWS VISTA LICENCES

Need to convince your customers that now is the time to purchase a licence for Windows Vista Business? Here are six sales tools that can help you build your case and make the sale:

- Get Fast Answers From the Windows Vista Partner Resource Desk.** Need help to close a Windows Vista sale? Contact the Partner Resource Desk. Windows Vista Specialists at [vistaprd@microsoft.com](mailto:vistaprd@microsoft.com) for questions that require a deeper dive into Windows Vista licensing and technology. They are there to help you sell Windows Vista!
- Windows Vista Compatibility Center.** Use the Windows Vista Compatibility Center to quickly check the status of popular software applications and devices. You can also find downloads and driver updates to help customers get their favourite devices and software products working well on Windows Vista at [www.microsoft.com/windows/compatibility](http://www.microsoft.com/windows/compatibility)
- Application Compatibility Tool.** Not sure your customers' PCs and applications are compatible with Windows Vista? Use our Application Compatibility Toolkit and our Hardware Assessment Tool to find out.
- Springboard Series for IT Professionals.** Help IT professionals make the case for Windows Vista by providing them with the right resources, at the right technical level, at the right time in their adoption process. From basic 'how and why' arguments to detailed deployment guidance. Springboard Series resources address IT professional concerns around adoption and can help you close deals. Visit [www.microsoft.com/technet/springboard](http://www.microsoft.com/technet/springboard) and start a dialogue with IT professionals today.
- The Windows Vista Business Value Assessment Tool.** For mid-size businesses, this tool helps you generate credible, personalised customer assessments of current PC TCO, as well as potential return on investment (ROI) benefits your customers can achieve by deploying the Windows Vista operating system.
- Learn More About the Value of Software Assurance.** Having trouble selling Software Assurance and Volume Licensing? Check out [www.microsoft.com/licensing/programs/sa](http://www.microsoft.com/licensing/programs/sa) to get the latest on the renewed value of Software Assurance and what it can do for your business! Includes an interactive tool to help you compare Software Assurance benefits.

With Software Assurance, you get the following benefits:

- Upgrade rights
- Downgrade rights
- Access to the Microsoft Desktop Optimization Pack

**Discover more about Software Assurance today!**

## SYSTEM REQUIREMENTS

## Recommended minimum hardware requirements for Windows Vista

The following list describes the recommended minimum hardware requirements for basic functionality of the different editions of Windows Vista. Actual hardware requirements vary depending on system configuration and on the programs and the features that you install. If you install Windows Vista over a network, additional hard-disk space may be required.

## Windows Vista Home Basic:

Processor: 800-MHz 32-bit (x86) or 800-MHz 64-bit (x64) Memory: 512 MB of system memory; Note: On system configurations that use system memory as graphics memory, at least 448 MB of system memory must be available to the operating system after some memory is allocated for graphics. Hard Disk: 20-GB hard disk that has 15 GB of free hard-disk space Drive: Internal or external DVD-ROM drive Display: DirectX® 9-class graphics card; 32 MB of graphics memory Internet Connection: Internet access capability Additional Components: Audio output capability

## Windows Vista Home Premium, Windows Vista Business, Windows Vista Enterprise, and Windows Vista Ultimate:

Processor: 1-GHz 32-bit (x86) or 1-GHz 64-bit (x64) Memory: 1 GB of system memory Hard Disk: 40-GB hard disk that has 15 GB of free hard-disk space (the 15 GB of free space provides room for temporary file storage during the

install or upgrade) Drive: Internal or external DVD-ROM drive Display: 128 MB of graphics memory (minimum); Windows Aerocapable graphics card; Note: This includes a DirectX 9-class graphics card that supports a WDDM driver, Pixel Shader 2.0 in hardware, and 32 bits per pixel Internet Connection: Internet access capability Additional Components: Audio output capability Note: A Windows Aero capable graphics card is a graphics card that meets the following requirements:

- Supports a Windows Display Driver Model (WDDM) driver.
- Has a DirectX 9-class graphics processor unit (GPU) that supports Pixel Shader 2.0.
- Supports 32 bits per pixel.
- Passes the Windows Aero acceptance test in the Windows Driver Kit (WDK).

For more information about the different editions of Windows Vista, visit the following **Microsoft Web site** at [www.microsoft.com/windows/products/windowsvista/editions/default.aspx](http://www.microsoft.com/windows/products/windowsvista/editions/default.aspx)

Use the Microsoft Assessment and Planning Tool to determine if your computers are ready for Windows Vista upgrades at [www.microsoft.com/MAP](http://www.microsoft.com/MAP)

# Windows Client Software Assurance



## WHAT IS IT?

**Software Assurance (SA)** for Windows Client minimises the costs and maximises the value of your Windows investment with exclusive rights to the Windows Vista Enterprise operating system, the premium version of Windows Vista designed to help medium and larger organisations lower IT costs and improve IT efficiency, integrated solutions for all phases of the software life cycle and the most cost-effective way to acquire the latest software.

### SA customers receive:

- All future versions of Windows Client released during the three-year term of the agreement.
- Deployment, training, support and other services.
- Windows Vista Enterprise – available exclusively to Software Assurance customers (Windows Vista Enterprise is a premium version of the operating system optimised for medium and large organisations).

### SA was significantly revamped in 2006. The key new features for Windows Client SA include:

- Exclusive Windows Vista Enterprise.
- Windows Fundamentals for Legacy PCs, which allows customers to run legacy (older PCs not capable of supporting Windows XP or Windows Vista) in a secure environment.
- Improved Extended Hotfix Support.

### Windows Vista Enterprise

Windows Vista Enterprise is the premium business desktop operating system optimised for medium-sized and large, global organisations. Windows Vista Enterprise is designed to help businesses significantly lower IT costs and reduce risks associated with desktop deployment and management. Windows Vista Enterprise has all of the features available in Windows Vista Business. In addition, it provides higher levels of data protection using hardware-based encryption technology.

It helps organisations to mitigate application compatibility issues as well as standardise by using a single worldwide deployment image. Available as a benefit to organisations with computers covered by Microsoft Software Assurance or a Microsoft Enterprise Agreement, Windows Vista Enterprise helps organisations get a higher return on their IT investments.

### Windows Vista Enterprise offers the following business value over that of Windows Vista Business:

- Windows BitLocker Drive Encryption
- Rights to four virtual operating systems
- Subsystem for Unix-Based Applications (SUA)
- Multi-lingual User Interface (MUI)

### Windows Fundamentals for Legacy PCs

Windows Fundamentals for Legacy PCs improves the total cost of ownership (TCO) of older hardware and improves security to extend the life of the hardware, reduce the strain on IT, improve end-user productivity and close security gaps. Windows Fundamentals for Legacy PCs is available exclusively to Software Assurance customers. Windows Fundamentals for Legacy PCs is based on Windows XP Embedded Service Pack 2 (SP2). By implementing Windows Fundamentals for Legacy PCs, users are upgraded to the security and stability of the Windows XP platform and experience a smoother transition to Windows Vista Enterprise when their PCs are eventually refreshed.

### Extended Hotfix Support

Annual membership fees for Extended Hotfix Support are waived for Software Assurance customers. Since Windows 2000 is currently under Extended Hotfix Support, this represents an opportunity for immediate cost savings for customers with Software Assurance.

## HOW DO I SELL IT?

Customers have different needs that resonate with different aspects of the Windows Client SA offering – a one size fits all approach with Windows Client SA rarely works! We have grouped customers into four 'profiles', which can be thought of as a sketch of the reasons why a customer would want Windows Client SA. By asking only two questions to identify the profile, you can tailor your pitch quickly and win more business. Note: These profiles work best with larger customers (e.g. greater than 250 PCs), but can be used for any business customer. Also, these names are for easy categorisation. Please do not tell your customer that they are a 'cash manager' or 'IT value' customer! Follow the three steps below to use the profiles:

### Step 1: Understand the four different customer profile types.

- **Cash Managers:** These customers focus on short-term, acquisition costs and do not think about maintenance or other 'embedded' costs in their purchase decision. They do not view IT as core to the operations of their business.
- **TCO Managers:** These customers have a deeper understanding of desktop PC costs, and track deployment, maintenance and other 'embedded' costs. IT is not viewed as a competitive advantage.
- **IT Value:** These customers focus on improving their IT infrastructure, including the desktop. They often invest in reducing risk from security, stability and compliance issues, and often are not afraid to spend on these issues.
- **Business Value:** These customers focus on improving end-user productivity (time, yield and other business metrics) from PC activities. They have a demanding PC user group (e.g., professionals) with strong input into the IT decision process.

### Step 2: Ask the customer two questions to identify the profile.

- **Question 1: Are cost management and reducing IT spending the primary goals of the IT organisation?**

Yes. IT investment decisions are made on a cost-savings basis, rather than on 'value' creation. This customer belongs to the Cash Manager or TCO Manager profile. Proceed to Q2A.

No. Generating value (stability, security, productivity) is the most important goal, with the costs incurred viewed as a secondary consideration. This customer belongs to the IT Value or Business Value profile. Proceed to Q2B.

- **Question 2A: Are management and support costs considered by the customer in making the purchase decision?**

Yes. The customer has defined metrics for tracking the total cost of ownership. This is a TCO Manager customer.

No. The customer is primarily concerned with the cost of acquisition and does not consider management or support costs. This is a Cash Manager customer.

- **Question 2B: Is the IT organisation's primary incentive increasing end-user productivity?**

Yes. The IT organisation makes major investments to significantly increase end-user productivity across the enterprise. This is a Business Value customer.

No. The IT organisation has not made any major investments to significantly increase end-user productivity and is more concerned about the central IT infrastructure. This is an IT Value customer.

### Step 3: Use the pitch for the profile that best fits the customer.

For all profiles: Pitch Windows Vista. See the Windows Vista STK for an explanation of the benefits of Windows Vista. Acquire tomorrow's software at today's prices: With Windows Client SA, you have access to all future versions of the software, including the exclusive Windows Vista Enterprise, at a price much lower than buying an upgrade licence at a later date.

### For Cash Managers:

- Windows Fundamentals for Legacy PCs, exclusively in SA, is a slimmed-down version of Windows Vista that provides the latest security features for older PCs while improving their performance. This can save you money in hardware expenses by prolonging the lifespan of older PCs.
- Application compatibility tools like the rights to four virtual operating systems, which is part of Windows Vista Enterprise, can save you time and money by allowing you to run legacy/ non-compatible applications in Windows Vista.
- SA gives you exclusive, continued support for Windows 2000 by providing Extended Hotfix Support.

## HOW DO I SELL IT? CONT.

## For TCO Managers:

- Image-management tools, like an MUI, which allows you to have one image and multiple languages, helps you reduce costs by reducing the number of images in your organisation.
- Realise the savings of Windows Vista faster through tools like the rights to four virtual operating systems that help ensure application compatibility.
- Release Windows Vista with fewer resources to deploy and maintain by using Windows Pre-installation Environment, which speeds the installation, preparation and troubleshooting of desktop PC applications.

## For IT Value Customers:

- Windows BitLocker encryption provides the most secure method of protecting data on lost or stolen hard disks, reducing the risk of data theft (see the Frequently Asked Questions section for more details).
- Windows Fundamentals for Legacy PCs helps reduce IT risk by providing you with the most updated security features on PCs with older operating systems.
- Image management tools like an MUI allows you to deploy one image, multiple languages worldwide, reducing the challenge of ensuring image stability.
- Cutting-edge IT organisations can use Corporate Error Reporting, which is the most effective way for IT administrators to identify how to dramatically improve OS stability with your suite of applications.

## Business Value Customers:

- Deployment tools like an MUI, the rights to four virtual operating systems and WinPE help speed up the process of deploying Windows Vista by reducing the number of image builds and providing faster application compatibility validation and resolution.
- Corporate Error Reporting (CER) can help improve OS images and ensure that your users enjoy maximum uptime and error-free computing.
- Windows Vista Enterprise can help your mobile workers be as secure as possible in the event of a lost or stolen laptop with Windows BitLocker, the only hard-disk encryption security that is integrated with the hardware (Trusted Computing Chip) and Active Directory directory service for easy management.

## FREQUENTLY ASKED QUESTIONS

**I already own a licence for Windows, correct?**

You already own the rights to the version of Windows – Windows XP Professional or Windows Vista Business – which comes with your OEM licence. A volume licence allows you to purchase an upgrade licence at a discounted price and with Software Assurance, you have the rights to any future versions of Windows that are released during the term of your agreement.

- The Open and Select Agreement gives you the right to purchase the upgrade licence to the next version of Windows at a discounted price.
- The Enterprise Agreement gives you the right to the latest versions of Windows that are released during the time of your agreement.
- The Software Assurance Benefits (included in the Enterprise Agreement, purchased as an add-on to Select or Open) provide you with the rights to future versions of Windows and a number of tools and training materials during the term of your agreement. It also provides you with Windows Vista Enterprise, a premium version of Windows meant specifically for enterprises.

**How can I convince our financial team that this makes sense?**

The Windows Client EA is the most cost-effective way to successfully acquire the Windows Desktop environment. The platform discount that you get when adding Windows Client to the Enterprise Agreement means that you can get the Windows Client Enterprise Agreement at a yearly price of only \$10-\$15 per PC. The renewal discount also makes it very cost-effective to renew your EA. For SA attached with new PCs, SA is still much less expensive than buying the cost of the upgrade licence, plus you get the benefits of Windows Vista Enterprise and Software Assurance.

## FREQUENTLY ASKED QUESTIONS CONT.

**I do not really want to upgrade my PCs. Why should I consider SA?**

You can gain from Software Assurance even if you do not want to upgrade your PCs. Windows Fundamentals for Legacy PCs can enable you to use your existing hardware resources for longer than would be otherwise possible. Software Assurance also provides you with extended hot-fix support for Windows 2000, giving you the ability to use an older version of the OS for longer.

**I did not use the benefits the last time. Why should I buy again?**

Our offering has been completely revamped with new features like extended support, tools like Windows Fundamentals for Legacy PCs, rights to four virtual operating systems, Windows PE, MUI and BitLocker Drive Encryption, and training on Windows Client Deployment Planning Services. Software Assurance also has an exclusive, Windows Vista Enterprise, not available with the original equipment manufacturer (OEM) licence. The upcoming release of Windows Vista also means that you can use the upgrade licence.

**Why can't I pick and choose the benefits I will use and pay less?**

Microsoft has found that the Software Assurance benefits offered are compelling for many of our customers. Providing Software Assurance as a package provides us with a cost-effective way of monitoring this program. Microsoft provides you flexibility by allowing you the option of signing up for either the Enterprise Agreement or the Select Agreement. Under the Select or Open Agreement, you can have either all or a subset of your machines under the volume licence. Moreover, Select and Open are available both with and without the Software Assurance benefits, giving you additional flexibility.

**Why does Microsoft's SA cost more than other software vendors' maintenance programmes?**

Microsoft's Software Assurance goes much beyond the traditional upgrade and support contracts available in the industry. Apart from upgrade rights to new products, customers receive an integrated set of support services, deployment tools and training resources that create business value and reduce costs. Software Assurance also provides you with the Enterprise SKU, a differentiated version of Windows meant specifically for enterprises. What is also important to consider is that the OEM licence cost is much lower than that of other vendors: so on an absolute scale, Software Assurance is much less expensive. Moreover, if you consider the platform discount that Microsoft also provides for buying the Information Worker and CoreCAL Volume Licences, the incremental cost of SA is much lower.

**Isn't hard-disk encryption already offered by OEMs?**

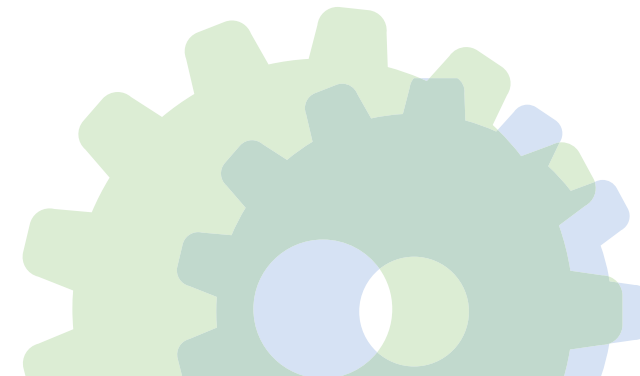
Windows BitLocker Drive Encryption differs from those offered by competitors in a variety of ways. Firstly, it is fully integrated into the operating system, making its use seamless for end users. Secondly, BitLocker Drive Encryption is linked with Active Directory, ensuring that recovery is easy and the solution is transparent to the end user. Finally, it offers full-volume encryption: this means files like page files, crash dump files, hibernation files, temporary files and system files that are not always encrypted in third-party solutions.

**Will I get the support I need to implement the technology?**

Volume Licensing Software Assurance provides you with training vouchers that you can use to get training on implementing the technology. Our list of training classes includes training on all parts of the PC life cycle: deployment, use and maintenance. Additional resources are available in the form of TechNet and 24 hours a day, 7 days a week support. Moreover, the Microsoft Solution Accelerator for Business Desktop Deployment (BDD) provides end-to-end guidance on efficient planning, building, deploying and testing the technology.

## ADDITIONAL RESOURCES

Further details on Software Assurance are on the Windows Vista Gear Up page that precedes this page, as well as at [www.microsoft.com/licensing/programs/sa](http://www.microsoft.com/licensing/programs/sa)





## WHAT IS IT?

**Microsoft Desktop Optimization Pack for Software Assurance** is a dynamic desktop PC solution that is exclusively available to Software Assurance customers. It helps reduce application deployment costs, enable delivery of applications as services and allow for better management and control of enterprise desktop PC environments. It helps reduce the total cost of ownership (TCO) of the entire Windows®-based desktop PC life cycle by accelerating operating system (OS) and application management and by enhancing IT responsiveness and end-user uptime.

**Five Technology Components:** SoftGrid, Asset Inventory Service, Advanced Group Policy Management, Diagnostics & Recovery Toolset and System Center Desktop Error Monitoring.

**Microsoft SoftGrid Application Virtualization** enables organisations to deploy application software that is never installed, yet follows users anywhere, on demand. It turns Windows-based applications into centrally managed virtual services that are delivered to any desktop PC or laptop worldwide. It can also be integrated and managed within Microsoft Systems Management Server (SMS).

**Microsoft Asset Inventory Service** reduces application management life-cycle TCO through advanced software inventory scanning and by translating inventory data for more than 430,000 titles into useful, administrative friendly information available on-demand. Delivered as an easily administered, hosted service.

**Microsoft Advanced Group Policy Management** helps IT take control of the desktop PC through effective change management, versioning and rollbacks using Group Policy Objects (GPOs) and a robust role-based administration and delegation model.

**Microsoft Diagnostics and Recovery Toolset** allows customers to quickly diagnose and repair unbootable or locked-out systems, restore lost data and remove malware from infected systems while the system is safely offline using existing antivirus software.

**Microsoft System Center Desktop Error Monitoring** helps provide awareness and insight into application and operating system failures that cause live PCs to hang or crash.

### VALUE PROPOSITION

The Microsoft Desktop Optimization Pack for Software Assurance enables IT professionals to achieve a dynamic and streamlined desktop PC life-cycle management process by doing the following:

- Minimising desktop PC downtime with diagnostic and recovery tools.
- Reducing application and operating system deployments by using application virtualisation.
- Enhancing desktop PC control and security with advanced group policy.
- Transforming applications into centrally managed services that are available when and where needed and are easily updated with software streaming.
- Minimising application-to-OS compatibility issues.
- Accelerating OS migrations.

These result in more end-user capability, better IT responsiveness, predictable desktop PC deployment and reduced TCO.

## HOW DO I SELL IT?

Our objective with this product is threefold.

1. We want to make it easier for customers to deploy new technologies, thereby increasing their satisfaction with Windows and Software Assurance because they are running the latest technologies more quickly.
2. We want to position the standard Windows Software Assurance offering as the combination of both Windows Vista Enterprise AND the Desktop Optimization Pack. We would rather have the customer take out the Desktop Optimization Pack after this than try and sell the core Enterprise Agreement and then upsell the Desktop Optimization Pack as an add-on later.
3. We want to provide a vehicle where we can add continuous value to our customers through their Software Assurance coverage outside of the rigorous OS release schedule.

**Use the pitch for the profile that best fits the customer.**

**For all profiles:**

- Improves the quality of IT infrastructure, including the desktop PC, with the goal of improving the competency or status of the IT organisation.
- Reduces risk from security, stability and compliance issues to drive IT spending at or above the industry average, including use of custom applications.
- Reduces risk from security, stability and compliance issues.

**For Cash Managers:**

- Windows Fundamentals for Legacy PCs is a limited OS that reduces costs by allowing IT to use the same tools to support as the Windows XP operating system Service Pack 2 (SP2).
- Microsoft SoftGrid Application Virtualization in MDOP supports shared computing models, allowing for reduced PC costs per user.
- Extended Hot fix support provides non-security hot fixes for legacy operating systems free of charge.

**For TCO Managers:**

- The Application Compatibility Toolkit reduces the time and cost of integrating legacy applications into Windows Vista.
- Microsoft SoftGrid Application Virtualization in MDOP separates the application layer from the OS layer, improving image stability. Virtualization and streaming technologies minimize testing and provide rapid deployment.

- Virtualised applications can be instantly deployed to a variety of systems. Reduce the cost of manual installations of application packages.

**For Business Value Managers:**

- Microsoft SoftGrid Application virtualisation in MDOP accelerates OS migrations by reducing the dependencies and testing between applications and the operating system.

**For IT Value Managers:**

- Microsoft Advanced Group Policy Management in MDOP enables administrators to effectively manage GPOs for input/output devices.
- Microsoft SoftGrid Application Virtualisation in MDOP configures user and application rights to control access to virtualised applications.
- User Account Control in Windows Vista locks down the desktop PC by preventing and reducing the impact of malware installations and by enforcing security policies.

**Conversation starters:**

- Do IT staff spend a lot of time and resources deploying, upgrading, supporting and terminating applications on the desktop PC? Are you under any pressure to reduce the costs of managing desktop PCs?
- Is managing corporate images time-consuming, complex and labour-intensive?
- Do your end-users go offline and become unproductive when you deploy new applications, upgrades and updates?
- Do your end-users require administrative rights on their desktop PCs to run some applications? Do changes to GPOs ever have an adverse effect on desktop PCs?
- Do you know exactly how many software licences you have, who is using them and how? Is it difficult for you to manage and maintain compliance?
- Do your end-users experience desktop PC data loss because of crashes and outages? Does it divert IT resources and impact end-users when you have to recover their desktop PCs and data and get users back online?
- Is your help desk deluged by end-users with application problems? Do your staff often assist users through their issues over the phone and/or through on-site visits?
- Are your applications installed on specific hardware and operating systems? Does this make it difficult to quickly change and evolve your infrastructure?

## HOW DO I ORDER IT?

### Product Availability

Microsoft SoftGrid Application Virtualization for Desktops version 4.1 is currently shipping within MDOP at Microsoft Volume Licence Services (MVLS). Microsoft SoftGrid Application Virtualization for Desktops version 4.2, which will be Windows Vista® compatible, ships in July 2007. DesktopStandard GPOVault is available for download today to MDOP customers at: [www.desktopstandard.com/GPOVaultEnterprise2.aspx](http://www.desktopstandard.com/GPOVaultEnterprise2.aspx)

Microsoft Advanced Group Policy Management and System Center Desktop Error Monitoring ships within MDOP at MVLS in July 2007.

Microsoft Diagnostics and Recovery Toolset ships within MDOP at MVLS in May 2007.

Microsoft Asset Inventory Service releases to the Web with links through the MDOP download and CD in Q3 FY07.

<b>Desktop Optimization Pack</b>	
<b>Open Value SKUs</b>	
Desktop Optimization Pack	WSB-00073

Use the Licensing Configurator tool to find the latest SKU numbers – [www.microsoft.com/uk/partner/configurator](http://www.microsoft.com/uk/partner/configurator)

## HOW DO I SELL IT? CONT.

## Competitive Differentiation

The Microsoft Desktop Optimization Pack addresses a broader set of manageability issues than a single vendor technology and provides an unparalleled solution for application management and TCO reduction of the Windows Platform.

Product	Feature Differentiation
Microsoft Application Virtualization (formerly Microsoft SoftGrid®)	<ul style="list-style-type: none"> <li>• Virtualisation application layer, not Windows Server®.</li> <li>• Does not create virtual sessions of the OS.</li> <li>• Leaves no footprint on the OS.</li> <li>• Accelerates application provisioning.</li> <li>• Simplifies OS migration/patching needs.</li> <li>• Enables on-dem and access to applications through dynamic delivery of applications.</li> <li>• Fully supports user mobility and roaming.</li> <li>• Consolidates terminal servers.</li> <li>• Proven scalability for thousands of applications.</li> </ul>
Microsoft Asset Inventory Service	<ul style="list-style-type: none"> <li>• Hosted service.</li> <li>• Robust database of categorised applications that expands as new applications are discovered.</li> <li>• Allows customers to track, manage and inventory software on all machines connected to the network within their corporate environment.</li> <li>• Machines do not need to be connected to the corporate network for an inventory to be completed, they just have to be connected to the Internet.</li> </ul>
Microsoft System Center Desktop Error Monitoring	<ul style="list-style-type: none"> <li>• The only application in the market that does agentless exception monitoring to report crash and hang of applications and the OS.</li> </ul>
Microsoft Advanced Group Policy Management	<ul style="list-style-type: none"> <li>• Familiar and easy-to-use interface.</li> <li>• Only tool in its class that is a native extension of Group Policy Management Console.</li> <li>• Does not require the IT administrator to install another management console or learn another interface.</li> </ul>
Microsoft Diagnostics and Recovery Toolset	<ul style="list-style-type: none"> <li>• Encapsulates all the tools and utilities necessary to recover a crashed desktop PC through a single user interface (UI), through the creation of an offline environment.</li> <li>• Only single toolset that is on Windows 2000, Windows XP and Windows Vista.</li> </ul>
Microsoft Enterprise Desktop Virtualization	<ul style="list-style-type: none"> <li>• Enterprise-class deployment and management of VPCs through seamless UI.</li> </ul>

## SYSTEM REQUIREMENTS

TECHNOLOGY	OPERATING SYSTEM COMPATIBILITY				
	Windows 2000	Windows Server 2003	Windows Server 2008	Windows XP	Windows Vista
Microsoft SoftGrid® Application Virtualization 4.2	x	x		x	x
Microsoft Application Virtualisation 4.5 Beta (a.k.a. SoftGrid®)		x	x	x	x
Microsoft Desktop Error Monitoring	x				
Microsoft Diagnostics and Recovery Toolset 5.0	x	x		x	
Microsoft Diagnostics and Recovery Toolset 6.0			x		x
Microsoft Asset Inventory Service	x (Service Pack (SP) 4 or later)	x	x	x	x
Microsoft Advanced Group Policy Management*		x	3.0 or later	x	x
Microsoft Enterprise Desktop Virtualization		x	x	x	x

\*Microsoft Advanced Group Policy Management works on all Windows operating systems that understand Group Policy. However, it must be run on either Windows Vista or Windows Server 2003.

## FREQUENTLY ASKED QUESTIONS

## Why does a customer need to have Software Assurance to buy this product?

Software Assurance is the most cost-effective and flexible way for a customer to manage their Windows-based desktop PC. We have made significant strides in this area with the introduction of Windows Vista Enterprise and Windows Fundamentals for Legacy PCs. What we heard from customers was that there are still multiple pain points in the enterprise environment that challenge their ability to deploy a new OS and easily manage the desktop PC. Microsoft sought out best-of-breed technologies in the industry that address these key pain points. We brought these technologies together for our customers into the Microsoft Desktop Optimization Pack for Software Assurance to enable our customers to experience the optimized desktop PC solution through using both Windows Vista Enterprise and the Microsoft Desktop Optimization Pack for Software Assurance.

## Is this a perpetual or non-perpetual offering?

Microsoft Desktop Optimization Pack for Software Assurance is a non-perpetual or fixed-term offering. The customer is signing up for a subscription service and the purchase must be made on the same enrolment as their qualified Windows Client Software Assurance coverage to ensure that coverage co-terminates.

## Why are you charging for the Microsoft Desktop Optimization Pack for Software Assurance instead of giving it to existing Software Assurance customers as part of their Windows Software Assurance purchase?

Microsoft believes that the manageability technologies in the Microsoft Desktop Optimization Pack for Software Assurance provides customers with the tools to optimise their desktop PC manageability and are very valuable to our Software Assurance customers. We balance that with the feedback that we have received from our customers that they prefer the flexibility to decide when to make the additional purchase instead of experiencing a general price increase.

## Does the customer have to license Microsoft Desktop Optimization Pack for Software Assurance on 100 percent of their desktop PCs?

No. The customer has the option to purchase as many licences for the Microsoft Desktop Optimization Pack for Software Assurance as they like

up to the number of Windows-based desktop PCs covered with Software Assurance. The Microsoft Desktop Optimization Pack for Software Assurance purchase must be made on the same enrolment as the Windows-based desktop PC Software Assurance coverage to ensure that the coverage period is co-terminus.

## What are the termination use rights for Microsoft Desktop Optimization Pack for Software Assurance?

Customers that continue their coverage of both the Microsoft Desktop Optimization Pack for Software Assurance and Windows Software Assurance will continue to receive upgrades and new offerings that are added to the pack. When the Desktop Optimization Pack subscription and the Software Assurance coverage on the Windows-based desktop PC ends, the customer will no longer be permitted to use the technologies within the Desktop Optimization Pack. The customer can learn more about the specific product use rights in the Product Use Rights (PUR) documentation of terms and conditions. Customers will not be required to remove anything from the desktop PCs locally, but they will be required to stop administering all centrally managed services.

## Why are we limiting the availability of the Microsoft Desktop Optimization Pack for Software Assurance to customers with Software Assurance Coverage on the Windows-based desktop PC?

Software Assurance is the most cost-effective and flexible way to manage the Windows-based desktop PC. As such, Microsoft has committed to our customers to accelerate their desktop PC deployment and increase desktop PC manageability. We have focused on technology innovations to provide those benefits to customers. In some cases, those technology innovations are new upgrades as with Windows Vista and the Software Assurance version, Windows Vista Enterprise. In other cases, those technology innovations are separate from the operating system, as with Windows Fundamentals for Legacy PCs, the Windows Pre-Installation Environment, Corporate Error Reporting and the Microsoft Desktop Optimization Pack for Software Assurance. The Microsoft Desktop Optimization Pack for Software Assurance is an optional, additional purchase available to Windows Software Assurance customers because we wanted to offer customers the choice and flexibility to purchase the new technology when they were ready.

## ADDITIONAL RESOURCES

Microsoft Desktop Optimization Pack at Windows Vista:  
[www.windowsvista.com/optimizeddesktop](http://www.windowsvista.com/optimizeddesktop)

Microsoft Application Virtualisation:  
[www.microsoft.com/softgrid](http://www.microsoft.com/softgrid)

Microsoft Desktop Optimization Pack Partner Resources:  
<https://partner.microsoft.com/global/productssolutions/windows/desktopoptimisationpack>

Microsoft Virtualisation:  
[www.microsoft.com/systemcenter/softgrid/msappvirt45/default.mspx](http://www.microsoft.com/systemcenter/softgrid/msappvirt45/default.mspx)

Windows Vista Mid-Market Partner Resources:  
<https://partner.microsoft.com/WindowsPartnerSolutions>

Windows Vista Partner Portal:  
<https://partner.microsoft.com/global/productssolutions/windows/vista>

Windows Software Assurance:  
<https://partner.microsoft.com/global/licensing/volumelicensesoftwareassurance>

TechNet Resources: <http://technet.microsoft.com>



## WHAT IS IT?

Windows Server® 2008 is the most advanced Windows Server operating system yet, designed to power the next generation of networks, applications, and Web services. With Windows Server 2008, your customers can:

- Develop, deliver, and manage rich user experiences and applications.
- Provide a secure network infrastructure.
- Increase technological efficiency and value within their organisation.

New Web tools, virtualisation technologies, security enhancements, and management utilities help save time, reduce costs, and provide a solid foundation for your customers' IT infrastructure.

### VALUE PROPOSITION

Windows Server 2008, with built-in Web and virtualisation technologies, enables you to increase the reliability and flexibility of your server infrastructure. New virtualisation tools, Web resources and security enhancements help you save time, reduce costs, and

provide a platform for a dynamic and optimised data centre. Powerful new tools like Internet Information Services (IIS) 7.0 Web server, Windows Server Manager, and Windows PowerShell™ command line shell and scripting language allow you to have more control over your servers and streamline Web, configuration, and management tasks. Advanced security and reliability enhancements like Network Access Protection and the Read-Only Domain Controller harden the operating system and protect your server environment, to ensure you have a solid foundation on which to build your business.

## HOW DO I ORDER IT?

Windows Server with Hyper V	
Open Value SKUs	
	Licence
Windows Svr Std 2008 All Lng OLV NL Each Addtl Prod	P73-04269
	<b>L and SA</b>
Windows Svr Std Sngl Lic/SA Pack OLV NL 3YR Acq Y1 Addtl Prod	P73-01418
Windows Svr Std All Lng Lic/SA Pack OLV NL 1YR Addtl Prod	P73-01608
	<b>SA</b>
Windows Svr Std Sngl SA OLV NL 3YR Acq Y1 Addtl Prod	P73-01425
Select SKUs	
	Licence
Windows Svr Std 2008 Sngl MVL	P73-04241
	<b>L and SA</b>
Windows Svr Std Sngl Lic/SA Pack MVL	P73-00205
	<b>SA</b>
Windows Svr Std Sngl SA MVL	P73-00228

## WHAT'S NEW AND IMPROVED?

### Web

Windows Server 2008 gives you the ability to deliver rich, Web-based experiences efficiently and effectively, with improved administration and diagnostics, development and application tools, and lower infrastructure costs.

- Internet Information Services (IIS) 7.0: More than a Web server, IIS 7.0 provides a secure, easy-to-manage, highly modular platform for developing and reliably hosting Web applications and services.
- Windows® SharePoint® Services: Windows SharePoint Services helps organisations increase productivity by creating Web sites where users can collaborate on documents, tasks and events, and easily share contacts and other information.
- Windows Media® Services: This provides the ultimate fast-streaming experience, dynamic programming for on-the-fly and personalised content delivery, and an industrial-strength platform that ensures ease of administration, customisation, and scalability.

### Virtualisation

With its built-in server virtualisation technology, Windows Server 2008 can help you reduce costs, increase hardware use, optimise your infrastructure, and improve server availability.

- With Windows Server Hyper-V™ virtualisation technology\*, your customers can better use their server hardware investments by consolidating multiple server roles as separate virtual machines running on a single physical machine. Your customers can also efficiently run multiple operating systems in parallel on a single server.
- Terminal Services Gateway and Terminal Services RemoteApp allow easy remote access to standard Windows-based programs from anywhere by running them on a terminal server instead of directly on a client computer – without the need for a complicated virtual private network (VPN).

### Security

Windows Server 2008 is the most secure Windows Server ever. Its hardened operating system and security innovations, including Network Access Protection, Federated Rights Management, and Read-Only Domain Controller, provide unprecedented levels of protection for your customers' network, data and business.

- Network Access Protection (NAP) prevents unhealthy computers from accessing and compromising an organisation's network. NAP is used to configure and enforce client health requirements and to update, or remediate, non-compliant client computers before they can connect to the corporate network.

- Read-Only Domain Controller (RODC) increases security for branch office domain controllers where physical security cannot be guaranteed. RODC provides local authentication to branch office users without deploying a full, writeable copy of the Active Directory® database, which might be subject to corruption or compromise.
- Active Directory Federation Services (ADFS) provides a highly extensible and secure identity access solution that can operate across multiple environments. Using ADFS allows browser-based clients, both inside and outside the network, to access protected, Internet-facing applications, even when user accounts and applications are located in different networks or organisations. With this ADFS access, organisations can securely collaborate using their existing user account infrastructure.
- Active Directory Rights Management Services (AD RMS) provides a comprehensive solution that persistently protects and controls access to sensitive information – such as documents and e-mail messages – both during and after their delivery into authorised hands. Authors of information can define exactly how the recipient can use the information, such as who can open, modify, print, forward, and/or take other actions.
- Active Directory Certificate Services (AD CS) provides an integrated public key infrastructure that enables the secure exchange of information. With strong security and easy administration across the Internet, extranets, intranets, and applications, AD CS provides customisable services for issuing and managing the certificates used in public key technologies. Together with Microsoft Identity Lifecycle Manager 2007 (ILM), AD CS provides the foundation for strong authentication and certificate life-cycle solutions that are effective, easy to manage and simple to deploy.

### Solid Foundation for Your Business Workloads

- The Server Core installation option is a new feature that lets administrators install Windows Server 2008 with only the components that the administrator wants, and without any extra overhead. Because there are fewer files installed and running on the server, there are fewer attack vectors exposed to the network, and therefore less of an attack surface.
- Windows Server 2008 Failover Clustering wizards and full IPv6 support, along with consolidated management of Network Load Balancing, make high availability easy to implement even by IT generalists.
- The all new Server Manager provides a unified management console that simplifies and streamlines server setup, configuration, and ongoing management.
- Administrators can also use the new Windows PowerShell command-line interface to securely automate and customise routine system administration tasks across multiple servers.

\* For additional information concerning Hyper-V, please visit Frequently Asked Questions.

## WHAT'S NEW AND IMPROVED? CONT.

## WINDOWS SERVER 2008 LICENSING

## Software Assurance Advantages

Licences with active Software Assurance can be 'stepped up' to the higher edition by paying the difference in price.

- Customers gain the ability to transfer licenses from one server to another when they add Software Assurance to original equipment manufacturer (OEM) licenses within 90 days of the OEM purchase.

Windows Server 2008	Use Rights	Physical Machines	Virtual Machines	Important Notes
Standard Edition	(1) Operating System	1	1	When both instances are running, the instance of the software running in the physical operating system may only be used to manage and service the operating system environments on the server.
Enterprise Edition	(4) Operating Systems	1	4	Customers may run one instance of the software in the physical operating system and up to four instances in virtual operating system environments. When running all five instances, the instance of the software running in the physical operating system may only be used to manage and service the operating system environments on the server.
Data center Edition	Unlimited per Processor	1	Unlimited per Processor	A licence is required for each processor (to be clear not Core, but Proc) that has virtual machines running on it.

## FREQUENTLY ASKED QUESTIONS

## In what use scenarios would a customer choose Windows Server 2008 with the Hyper-V feature versus Microsoft Hyper-V Server?

**Windows Server 2008 with the Hyper-V feature:** Ideal platform for key virtualisation scenarios, such as production server consolidation, business continuity management, software test and development, and development of a dynamic data centre (that is, supports quick migration and clustering capabilities). Also includes virtual instances of the Windows Server operating system (one for Standard Edition, four for Enterprise Edition, and unlimited for Datacenter Edition).

## Microsoft Hyper-V Server:

- Customer does not require quick migration or clustering capabilities.
- Customers running legacy editions of Windows Server that want to virtualise on a x64 platform for improved performance.
- Customer not running a Windows operating system may choose to leverage Microsoft Hyper-V Server to run instances of non-Windows operating systems only. Example: Linux or Sun.

## Can a customer upgrade from Microsoft Hyper-V Server to Windows Server 2008 with the Hyper-V feature?

Microsoft Hyper-V Server is a stand-alone hypervisor product distinct from the Windows Server 2008 operating system. A new licence must be purchased for Windows Server 2008.

## Can a customer upgrade from Windows Server 2008 without Hyper-V to Windows Server 2008?

Windows Server 2008 without Hyper-V is a different product. A new licence must be purchased for Windows Server 2008 (which includes the Hyper-V feature).

## How will customers migrate to Hyper-V?

Customers who invest in the .vhd file format – the format used by Microsoft Virtual Server, as well as many vendor licensees – have a clear path forward to Hyper-V. Customers can leverage virtual-to-virtual (V2V) capabilities in Microsoft System Center Virtual Machine Manager, or work with Microsoft partners who provide solutions enabling convenient migration from VMware to Hyper-V.

## Is there a new product called Windows Server 2008 Hyper-V?

No. Although there is a logo that shows this text, it is merely highlighting the fact that Windows Server 2008 includes the Hyper-V feature at no additional cost.

## SYSTEM REQUIREMENTS

**Processor:** 1 GHz (x86 processor) or 1.4 GHz (x64 processor) minimum; 2 GHz or faster recommended; Note: An Intel Itanium 2 processor is required for Windows Server 2008 for Itanium-Based Systems **Memory:** 512 MB of RAM; 2 GB or more recommended; 2 GB of RAM (full installation) or 1 GB of RAM (Server Core installation) or more is optimal; maximum for 32-bit systems is 4 GB (Standard) or 64 GB (Enterprise and Datacenter); maximum for 64-bit systems is 32 GB (Standard) or 2 terabytes (Enterprise, Datacenter, and Itanium-Based Systems) **Hard Disk:** DVD-ROM drive; 10 GB minimum, 40 GB or more recommended; Note: Computers with more than 16 GB of RAM require more hard-disk space for paging, hibernation, and dump files **Monitor Resolution:** Super VGA (800 × 600) or higher-resolution **Additional Components:** Keyboard and Microsoft Mouse or compatible pointing device

- Hyper-V requires x64-based hardware and can run a mix of Virtual Machines with 32- and 64-bit child OSs side-by-side.
- The server must have an AMD-V or Intel VT x-64 based processor that includes virtual hardware assist – customers wanting to run VMs on a server with other processors, including 32-bit processors, must use Virtual Server.
- The processor's Execute Disable or No Execute bit must be enabled.
- Hardware virtualisation must be enabled in the BIOS.
- Hyper-V aware OSs include Windows Server 2008, Windows Server 2003 SP2, Novell SUSE Linux Enterprise Server 10.1, Windows Vista SP1, and Windows XP SP3.
- Non-Hyper-V aware OSs include Windows Server 2000 and older versions of Windows.

Hardware that supports Hyper-V can be found on the Windows Server Catalog: [www.windowsservercatalog.com](http://www.windowsservercatalog.com)

## ADDITIONAL RESOURCES

UK Partner Site: [www.microsoft.com/uk/partner/heroes](http://www.microsoft.com/uk/partner/heroes)

UK Customer Site: [www.microsoft.com/uk/heroeshappenhere](http://www.microsoft.com/uk/heroeshappenhere)

ADD-202 Windows Server 2008 Core Technical Overview: <http://technet.microsoft.com>

ADD-306 Active Directory Domain Services (AD DS) in Windows Server Technical Overview: <http://technet.microsoft.com>

Windows Server 2008 Product Overview: [www.microsoft.com/windowsserver2008](http://www.microsoft.com/windowsserver2008)

[www.softtricity.com/products/virtualization.asp](http://www.softtricity.com/products/virtualization.asp)

[www.microsoft.com/virtualization](http://www.microsoft.com/virtualization)

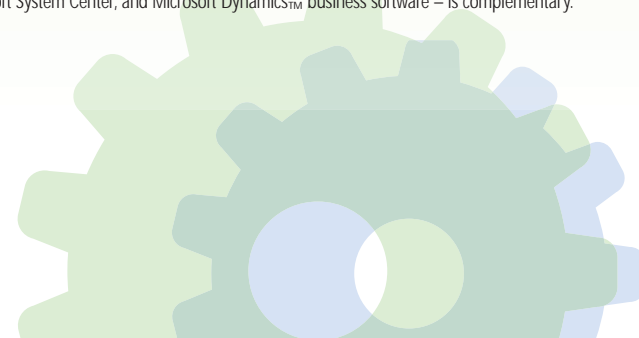
[www.microsoft.com/business/peopleready/coreinfra/default.mspx](http://www.microsoft.com/business/peopleready/coreinfra/default.mspx)

Compare Windows Server, Linux and UNIX: [www.microsoft.com/windowsserver/compare/default.mspx](http://www.microsoft.com/windowsserver/compare/default.mspx)

IT Showcase Windows Server Content: <http://technet.microsoft.com/en-us/library/bb687806.aspx>

## COMPLEMENTARY SOFTWARE

Windows Server 2008 provides the most versatile and reliable Windows platform for all your workload and application requirements. Accordingly, any server-based application – Microsoft Exchange Server, Microsoft SQL Server®, Microsoft Office SharePoint Server, Microsoft Forefront™ client security, Microsoft System Center, and Microsoft Dynamics™ business software – is complementary.





## WHAT IS IT?

**Windows® Small Business Server 2003 R2** is designed for small businesses with up to 50 employees. It provides many of the features used by large companies – e-mail and calendaring information, remote access to your critical data, support for mobile devices, internal corporate Web sites, file and printer sharing, backup and restore capabilities – all in one affordable, integrated solution.

Windows Small Business Server 2003 R2 is available in two editions, Standard Edition and Premium Edition, allowing small businesses to receive the best solution depending on their needs. Both editions include five Client Access Licences (CALs) (user or device). Additional licences can be purchased in increments of five or twenty.

As business needs change, Windows Small Business Server 2003 R2 grows with the business by providing a technology building block for an additional server or servers and a seamless transition path to the full line of Windows Server System™ Engineered products.

### Windows Small Business Server 2003 R2 Standard Edition technologies:

- Windows Server® 2003 R2 operating system – Protected, reliable operating system for file, print and application sharing.
- Microsoft Windows SharePoint® Services 2.0 Service Pack 2 (SP2) – Internal company Web site (intranet) for document and information sharing.
- Microsoft Exchange Server 2003 SP2.
- Microsoft Office Outlook® 2003 Service Pack 1 (SP1) – E-mail and messaging solution, shared calendaring, e-mail access through the Web.
- Microsoft Shared Fax Service – Fax with fewer telephone lines and from users' desktop PCs, in addition to receiving faxes through e-mail or printer.

### Premium Edition adds the following technologies:

- Microsoft Internet Security and Acceleration (ISA) Server 2004 – Multilayer firewall for enhanced security; tools to manage and monitor internal Internet access.
- Microsoft SQL Server® 2005 Workgroup Edition – Powerful database for running business applications.
- Microsoft Office FrontPage® 2003 Web site creation and management tool – Tools to develop customised Web sites.

### WHAT'S NEW AND UPCOMING?

#### Windows Small Business Server 2008

##### For small business owners and employees:

- Greater security and data protection: Trial subscriptions to Microsoft Forefront™ Security for Exchange Server and Windows Live™ OneCare™ for Server and new server backup.
- Simple, easy online marketing and commerce: Integration with Microsoft Office Live Small Business.

- Better productivity: Improved Remote Web Workplace, integration of the new SharePoint Server and support for the newest Windows Mobile® devices.
- CALs may now be purchased one at a time for greater flexibility to customers.

### For IT managers and technology consultants:

- IT made easy: Deployment, setup and administration is dramatically simplified and improved.
- Manageability: A streamlined administration console; monitoring across servers and client PCs; customisable, remotely-accessible reports.
- SBS 2008 Premium Edition is now a two-server solution, including SQL Server 2008 Standard Edition and a second Windows Server:

- Premium Edition now includes the full SQL Server Standard Edition, versus SQL Server.

### Workgroup Edition.

-Premium Edition can now also be used for Terminal Services access to applications.

Beta versions of Windows Small Business Server 2008 will be in market as early as July 2008, with release to market (RTM) planned for the second half of 2008. For updates to this timeline, please check [www.multiplyyourpower.com](http://www.multiplyyourpower.com)

### Coming Soon – Windows Essential Business Server 2008!

Windows Essential Business Server (EBS) 2008 is an all-in-one integrated multi-server solution designed and priced specifically for mid-size businesses, from about 50 PCs to 250 PCs. EBS will be available in two versions with an anticipated release date in the second half of 2008. Standard Edition will sit on three servers – management, messaging and security – while Premium Edition will sit on four and will add SQL Server Standard Edition. EBS is designed for customers with an IT person and will help to reduce IT complexity and put IT in control. For partners, EBS offers great opportunities to extend and enhance service offerings and to sell new hardware!

### VALUE PROPOSITION

#### To Partner:

Windows Small Business Server 2003 R2 is an advanced solution for productivity and security designed for small businesses – one of the fastest growing markets for server deployments. Partners can grow their customer base and drive revenue through first-server deployments, migrations and services.

#### To Customer:

Windows Small Business Server 2003 R2 helps you secure your network, keep it up and running and protect your business information, allowing you to spend more time focusing on your business and less time and money on technology issues.

## HOW DO I ORDER IT?

### Windows Essential Business Server 2008 (EBS 2008)

OSL	
	Licence
Windows Essntl Bus CAL Ste 2008 All Lng MVL 20 A Device CAL	6YA-00954
Windows Essntl Bus CAL Ste 2008 All Lng MVL 5 A Device CAL	6YA-00960
OPEN VALUE SUBSCRIPTION -	
	L and SA
Windows Essntl Bus Svr Std All Lng Lic/SA Pack OLV NL 1YR Addtl Prod	6XA-00182
Windows Essntl Bus CAL Ste All Lng Lic/SA Pack OLV NL 1YR Ent Device CAL	6YA-01742
Windows Essntl Bus CAL Ste All Lng Lic/SA Pack OLV NL 1YR Ent User CAL	6YA-01744

### Windows Small Business Server 2008

Open Value SKUs		
	Subscription	
Windows Small Bus Svr Std 2008 All Lng OLV NL Each 5 Cit Addtl Prod	T72-02522	
Windows Small Bus Svr Prem 2008 All Lng OLV NL Each 5 Cit Addtl Prod	T75-02542	
OSL		
	Licence	L and SA
Windows Small Bus Svr Std 2008 All Lng MVL A 5 Cit	T72-02538	T72-00479
Windows Small Bus Svr Prem 2008 All Lng MVL A 5 Cit	T75-02558	T75-00535

## HOW DO I SELL IT?

### Keep Your Business Up and Running

Windows Small Business Server 2003 R2 helps you secure your network, keep it up and running and protect your business information, allowing you to spend more time focusing on your business and less time and money on technology issues.

- **Protect your business.** Windows Small Business Server 2003 R2 provides a more secure infrastructure, including built-in firewall protection and security-enhanced remote access to help prevent unauthorised users from getting into your network.
- **Help ensure network health.** With Windows Small Business Server 2003 R2, you can keep your PCs and any servers current with the latest updates to enhance the security of your network.
- **Keep your business up and running** with an operating system that provides a working environment your employees can depend on and tools to help you (or your IT consultant) identify technology issues before they occur.
- **Prevent data loss** by automatically backing up company information. With Windows Small Business Server 2003 R2, your employees can easily retrieve accidentally deleted files and restore previous versions.

### Do More with Less

Windows Small Business Server 2003 R2 lets you do more with less by providing technology and tools to help you run your business more efficiently, improve employee productivity and reduce costs.

## HOW DO I SELL IT? CONT.

- **Protect your investment in Windows.** Windows Small Business Server 2003 R2 is built on Windows Server 2003 R2, the leading network platform technology, so you can protect your investment in training, applications and hardware.
- **Run your business application of choice.** Windows Small Business Server 2003 R2 Premium Edition provides a powerful database that supports the largest selection of business software applications.
- **Provide one central location to store business information,** making it easy for your employees to find, access and share the information they need at any time.
- **Improve team performance** by providing your employees with an internal company Web site, where they can find and share files and work on group projects.
- **Work from anywhere.** Employees can stay productive while on the road by having access to their e-mail, internal Web sites, network files and even business applications from any PC with Internet access. In addition, Windows Small Business Server 2003 R2 integrates with Windows Mobile® – based devices, so your employees can access their e-mail, contacts, calendar and more from virtually anywhere, at any time.
- **Reduce costs.** Windows Small Business Server 2003 R2 is easy for your IT consultant to install and manage, which helps lower the costs of managing your network.
- **Get the most value from your technology investment.** Windows Small Business Server 2003 R2 enables you to share resources and equipment such as Internet access, printers and fax machines. As your business needs change, Windows Small Business Server 2003 R2 grows with you by providing a 'technology building block' for additional servers and a seamless transition path to the full line of Windows Server System Engineered products.

## Connect with Customers

Windows Small Business Server 2003 R2 helps you communicate in new ways – and take better care of your customers by providing tools that help you stay more connected, look and interact more professionally and manage your customer relationships more effectively.

- **Stay connected with customers.** Your employees can communicate with customers whether they are in the office, at home, or on the road. With Windows Small Business Server 2003 R2, you can access business information and resources (e-mail, calendars, contacts, internal Web site, network files, business applications and more) from any PC with Internet access. In addition, Windows Small Business Server 2003 R2 easily integrates with Windows Mobile – based devices, allowing your employees to access their e-mail, contacts, calendar and more from virtually anywhere, at any time.
- **Present a professional image.** Windows Small Business Server 2003 R2 provides the tools to help you create a strong brand for your company, including a customised Web site and personalised communications, to increase your credibility with customers.
- **Streamline customer communications** with one-to-many e-mail capabilities and a shared contact database to manage customer information. Employees can also create and send faxes right from their desktop PCs.

## ADDITIONAL RESOURCES

Windows Small Business Server 2003 R2 Product Web Site: [www.microsoft.com/sbs](http://www.microsoft.com/sbs)

Microsoft Partner Small Business Server: <https://partner.microsoft.com/sbs>

Microsoft System Builder Partner Portal: [www.microsoft.com/oem/English/default.aspx](http://www.microsoft.com/oem/English/default.aspx)

Microsoft Partner Small Business Specialist: <https://partner.microsoft.com/smallbisspecialist>

Small Business Center: [www.microsoft.com/smallbusiness/products/server/detail.aspx](http://www.microsoft.com/smallbusiness/products/server/detail.aspx)

## FREQUENTLY ASKED QUESTIONS

There is a large number of small businesses that own more than one PC but do not have a server. These businesses' technology adoption rates are growing rapidly. Windows Small Business Server 2003 R2 provides a great opportunity to tap into this large and growing market.

## Identify Sales Opportunities

Easily identify sales opportunities by listening for clue words, business needs and current hardware.

## Clue words

- Security
- Networking
- File sharing
- Data backup
- Internal company Web site
- E-mail

## Business needs

- "I need to connect two PCs."
- "I need to back up my information."
- "I need to share information with employees."
- "I need to access information while away from the office."
- "I need to communicate professionally and effectively with prospects."
- "I need to access my e-mail from work, at home and when travelling."

## Current hardware

- "I have three PCs but no server."
- "I'm currently running Small Business Server 2000."
- "I'm currently running Windows NT® 4.0 or Windows 2000 Server."
- "I need to upgrade my hardware."

## Qualify the Prospect

Recommend either Windows Small Business Server 2003 R2 Standard Edition or Premium Edition. If the conversation falters, ask questions, such as:

- "How many PCs does your company have?"
- "Do you have a server?"
- "Are your PCs networked or connected?"
- "How do you protect your PCs from hackers?"
- "How do you back up your data?"
- "Can your employees share and manage files?"
- "Does your company have its own e-mail address?"
- "Can you and your employees access information while away from the office?"

## Recommend the Correct Edition of Windows Small Business Server 2003 R2

Recommend Windows Small Business Server 2003 R2 Standard Edition if your prospects need:

- File sharing and management
- Data backup and restore capabilities
- Resource sharing (printer, applications)
- Remote access (mobility) to information and resources
- E-mail hosting (for example, YourName@CompanyName.com)

Recommend Windows Small Business Server 2003 R2 Premium Edition if your prospects need:

- Any or all of the features of the Standard Edition
- Internal Internet monitoring and management tools

- A database to run line-of-business applications
- Web site – publishing software

## Reinforce Needs

After you have identified and qualified the prospect, communicate the value of Windows Small Business Server 2003 R2 based on their business needs.

"I need to protect my network/business information."

With Windows Small Business Server 2003 R2, you can:

- Count on a built-in firewall.
- Restrict users' access to the Internet.\*
- Keep PCs and software up and running with automatic updates.

"I need to back up my company's information."

With Windows Small Business Server 2003 R2, you can:

- Automatically schedule backups of your business information.
- Easily retrieve accidentally deleted files and previous file versions.

"I need to communicate with prospects."

With Windows Small Business Server 2003 R2, you can:

- Host your own e-mail (YourName@CompanyName.com).
- Share calendars and easily schedule meetings.
- Send one-to-many e-mail messages and faxes to prospects quickly and easily.

\* Windows Small Business Server 2003 R2 Premium Edition only

## SYSTEM REQUIREMENTS

**Processor:** 750 MHz minimum; 1 GHz or faster recommended

**Memory:** 512 MB of RAM; 1 GB or more recommended (4 GB maximum)

**Hard Disk:** CD-ROM or DVD-ROM drive; 16 GB minimum

**Monitor Resolution:** VGA or hardware that supports console redirection; Super VGA (800 × 600) or higher-resolution recommended

**Internet Connection:** Broadband or high-speed modem (requires Internet access and payment of a separate fee to a service provider; local or long-distance telephone toll charges may apply)

**Additional Components:** Keyboard and Microsoft Mouse or compatible pointing device (or hardware that supports console redirection); Ethernet network interface card from the Windows Server Catalog (two cards recommended); dedicated Class 1 fax modem to use fax service; Windows Mobile – based phone or Microsoft Smartphone 2003 recommended for Microsoft Outlook Mobile Access; Windows XP Professional or Windows 2000 Professional recommended for client operating systems



## WHAT IS IT?

**Microsoft Windows® Compute Cluster Server 2003 (WCCS)** brings the power of high-performance computing (HPC) to a familiar Windows-based development environment. WCCS runs parallel HPC-based applications to solve complex computational tasks. WCCS accelerates time-to-insight by providing an HPC platform that is simple to deploy, operate and integrate with existing infrastructure and tools.

Windows Compute Cluster Server 2003 has two CDs. The first CD is Windows Server® 2003 Compute Cluster Edition (WCCE) and the second CD is the Microsoft Compute Cluster Pack (CCP) – a combination of interfaces, utilities and management infrastructure that makes up Windows Compute Cluster Server 2003. Built on Windows Server 2003 with Service Pack 1 (SP1) – 64-bit Edition, Compute Cluster Server comes with a built-in job scheduler and Message Passing Interface (MPI) Library. It is designed with Ethernet and Infiniband support leveraging Winsock Direct and OpenIB.

**Windows Compute Cluster Server makes it possible to use existing Microsoft/IT infrastructure and resources:**

- Business users will be interested in its ease of use in submitting and scheduling jobs and getting value/insight out of data (Microsoft Excel® spreadsheet software).
- Application developers will see benefit in the ease of porting and/or parallelising applications using a comprehensive and familiar toolset (Microsoft Visual Studio® development system).
- IT professionals will understand and relate to the ease of administration related to computing infrastructure/cluster setup and ongoing administration/management (limited testing related to component changes [Microsoft Active Directory® service]).

Windows HPC Server 2008 is the successor to Windows Compute Cluster Server 2003 and is expected to release to market during the second half of 2008.

### What is new in Windows HPC Server 2008?

When developing Windows HPC Server 2008, Microsoft focused on four key areas: systems management, job scheduling, networking and MPI and storage. The new features include:

#### Systems Management:

- New administrator console based on System Center UI framework integrates every aspect of cluster management.
- Node grouping allows administrators to categorise and batch operations on compute nodes.

- Monitoring heat map allows viewing cluster status at a glance.
- Scriptable control of cluster using Windows PowerShell™ command line interface and other command line tools.
- High availability for multiple head nodes.
- Improved compute node provisioning using Windows Deployment Services.
- Built-in support for cluster-wide updating.
- Built-in system diagnostics.
- Built-in cluster reporting.
- Extensible reporting, allowing for job scheduling analysis using external database tools like Microsoft SQL Server® Analysis Services.
- Microsoft System Center Operations Manager 2007 Management Pack.

#### Job Scheduling:

- Integration with the Windows Communication Foundation, allowing Service Oriented Architecture (SOA) application developers to harness the power of parallel computing offered by HPC solutions.
- Job scheduling granularity at processor core, processor socket and compute node levels.
- Performance improvements for large clusters.
- Support for external databases for a Job Scheduling database.
- New job scheduling policies.
- Support for Open Grid Forum's HPC-Basic Profile interface.

#### Networking and MPI:

- Network Direct, providing dramatic RDMA network performance improvements for MPI applications.
- Improved Network Configuration Wizard.
- New shared memory MS-MPI implementation for multicore servers.
- MS-MPI integrated with Event Tracing for Windows.

#### Storage:

- Improved iSCSI SAN support in Windows Server 2008.
- Improved Server Message Block (SMB) version 2 in Windows Server 2008.
- New parallel file system support and vendor partnerships for clusters with high-performance storage needs.
- New memory cache vendor partnerships.

Table 1 provides a quick comparison of some major differences between WCCS and Windows HPC Server 2008.

**Table 1. Version Comparison**

Feature	Windows Compute Cluster Server 2003	Windows HPC Server 2008
Operating system	Windows Server 2003 SP1	Windows Server 2008
Processor Type	X64 (AMD64 or Intel EM64T)	X64 (AMD64 or Intel EM64T)
Node Deployment	Remote Installation Services (RIS) (Windows Deployment Services legacy mode)	Windows Deployment Services
Head Node Redundancy	N/A	Windows Failover Clustering and SQL Server Failover Clustering
Management	Basic Node and Job Management	Integrated node and job management, grouping, monitoring at-a-glance, diagnostics.
Network Topology	Network Configuration Wizard	Improved Network Configuration Wizard
MS-MPI	Winsock Direct-based	Network Direct-based. New shared memory implementation for multicore processors.
Scheduler	Command line or GUI	Integrated in management console, with support for Windows PowerShell scripting and legacy command-line UI scripts from version 1. Greatly improved speed and scalability. Support for SOA applications.
Reporting	N/A	Integrated into management console. Extensibility features allow using SQL Server Analysis Services for additional analysis.
Monitoring	Rely on Windows. No cluster-specific support.	Heat map on cluster or node group. Per node charts. Cluster-wide performance overview.
Diagnostics	N/A	In the box verification tests and performance tests. Store, filter, and view test results and history.

#### VALUE PROPOSITION

<b>Value Proposition</b>	For customers solving complex computational problems, Windows Compute Cluster Server 2003 <b>accelerates time-to-insight</b> by providing a high-performance computing platform that is simple to deploy, operate, and integrate with existing infrastructure and tools.
<b>Target Audience (s)</b>	<b>Primary:</b> Engineers, scientists, and analysts among target verticals: manufacturing, financial services, government, and education <b>Secondary:</b> IT professionals, developers
<b>Current Perceptions</b>	UNIX/Linux are de facto standards for technical computing and HPC; Windows is not a serious contender in the HPC market; Microsoft is not committed to the HPC market.

## HOW DO I LICENSE IT?

WCCS is licensed by acquiring a licence for each node (server) in the cluster and for the head node (server). For example, a four-node cluster would need four licences for WCCS. An eight-node cluster would need eight licences for WCCS. This is assuming that one of the servers in the four- or eight-node cluster referenced above is acting as the head node.

Because WCCS is licensed as a server licence, customers do not need incremental Client Access Licences (CALs). Customers who are already running licensed copies of Windows Server 2003 Standard x64 Edition on a cluster may purchase the Microsoft Compute Cluster Pack licence, available separately on the Volume Licence price list.

WCCS is restricted to running only HPC applications.

## HOW DO I SELL IT?

### Potential Windows HPC Customers

- Target verticals: public sector (federal or academic), financial services, manufacturing (automotive, aerospace, and others), oil and gas, healthcare (life sciences), and digital content creation (DCC).
- Heavy reliance on Microsoft technologies, such as Active Directory, Microsoft Visual Studio, and Microsoft Office Excel.

### Identifying and Qualifying Windows HPC Leads

#### STEP 1: IS THE CUSTOMER USING HPC?

To determine if your customer is already using HPC in their environment, ask the following questions:

- Do you have any applications that run time-critical or mission-critical computational calculations, or simulations, that use very large datasets? For example, computer-aided engineering (CAE) applications, reservoir simulation applications, or computational science applications such as GridMathematica.
- Do you have any HPC systems in your infrastructure?
- Does your organisation have any departments that use engineering R&D analysts that use high-end technical workstations?
- Does your organisation use computational finance?

#### STEP 2: IDENTIFY CUSTOMER PAIN POINTS

If your customer is using HPC, proceed to identifying their process and experience pain points by asking them to describe:

- The end-to-end user process, or experience, and the primary challenges related to using HPC applications.
- The high-level developer process, or experience, and the primary challenges related to bringing a new (ISV or custom) HPC application online.
- The high-level IT administrator process, or experience, and the primary challenges related to bringing a new HPC application online.

#### STEP 3: IDENTIFYING TECHNICAL CHALLENGES

Now that you know your customer's process pain points, you can ask your customer the

following more in-depth questions to identify their technical challenges. Again, these questions are categorised by roles, so you can address specific customer pain points.

#### HPC System Administrator:

- What do you use for job scheduling, MPI stack, system monitoring and management, and directory services in your HPC infrastructure?
- Do you manage a large HPC system software and middleware stack from multiple different software providers?
- Do you face challenges in deploying, monitoring, and performing system administration on your HPC cluster?
- Are you currently purchasing 64-bit server hardware platforms for HPC clusters or is your HPC hardware lease coming due?

#### HPC End User:

- Are you constrained in your productivity by slow workstation hardware or small shared servers?
- What are the names and primary functions of your HPC applications (third party, open source, or in-house code)?
- Do you experience issues with signing on, submitting, and monitoring your job status on an HPC cluster?
- Are your workflow and collaboration tools integrated with your HPC environment?
- Is your HPC infrastructure dynamic enough to meet your computing requirements?

#### HPC Parallel Programmer/Developer:

- What are you using for development tools, debuggers, optimisers, or maths libraries for your HPC applications?
- Are you currently leveraging Microsoft .NET Framework-based technologies such as Visual Studio?
- Are you prepared to take advantage of the multicore trends?

#### What are the key features and benefits of Windows Compute Cluster Server 2003?

The following are key benefits that make Windows Compute Cluster Server 2003 preferable to other high-performance computing options.

#### Simplified Cluster Deployment and Management

WCCS offers rapid node-deployment and cluster configuration, monitoring tools and

policy-based scheduling, which provides a scalable management environment that is easy to use, including:

- Automated setup with minimal prompted user input.
- Setup wizards for networking, remote installation services, node management and cluster security.
- An integrated software stack with a built-in job scheduler and MPI stack to get you up and running quickly.

#### Better Integration with IT Infrastructure

WCCS integrates seamlessly with existing Windows infrastructure, allowing you to leverage existing skills and technology for system and node management, workload management, user management, and security. For example, WCCS does the following:

- Leverages existing Active Directory deployments to simplify authentication and security setup.
- Leverages Windows Deployment Services (WDS) for rapid deployment.
- Leverages Microsoft Systems Management Server (SMS) for managing node updates.
- Leverages Microsoft Operations Manager (MOM) for system and job management.
- Leverages Microsoft Management Console (MMC) for snap-in system tools.

#### Broad Application Support

WCCS is supported by leading applications in each target vertical, allowing you to deploy mainstream applications with a broad base of support. An integrated software stack designed and targeted for the high-performance computing market allows developers to build a broad range of applications and tools.

#### Familiar Development Environment

Developing applications for WCCS allows developers to leverage their existing Windows-based skills and experience. Microsoft Visual Studio is the most widely used integrated development environment (IDE) in the industry, and Visual Studio includes support for developing HPC-based applications (for example, parallel debugger). WCCS includes an integrated MPI layer based on the industry-standard MPI2 specification, making it easier to port existing parallel applications.

#### Cross-Sell Opportunities

MOM, SMS, Excel Server

## HOW DO I ORDER IT?

HPC SERVER 2008			
OPEN VALUE SUBSCRIPTION			
	Licence	L & SA	
HPC Pack 2008 All Lng OLV NL Each Addtl Prod	91A-00083	91A-00039	
OSL			
	Licence	L & SA	
HPC Pack 2008 All Lng MVL A	91A-00109	91A-00106	
SELECT			
	Licence	L & SA	SA
HPC Pack 2008 MVL	91A-00191	91A-00189	91A-00190

WINDOWS COMPUTE CLUSTER SERVER					
OPEN BUSINESS SKUS					
	Licence	L & SA	SA		
Windows Compute Cluster Server 2003 (both Server OS and Cluster Pack)	73K-00039	73K-00076	73K-00084		
Windows Server 2003 Compute Cluster Edition (Server OS Only)	73L-00069	73L-00088	73L-00091		
Compute Cluster Pack 2003 (Cluster Pack Only)	73M-00208	73M-00285	73M-00293		
Open Volume SKUs					
	Licence	L & SA	SA		
Windows Compute Cluster Server 2003 (both Server OS and Cluster Pack)	73K-00034	73K-00071	73K-00079		
Windows Server 2003 Compute Cluster Edition (Server OS Only)	73L-00067	73L-00086	73L-00089		
Compute Cluster Pack 2003 (Cluster Pack Only)	73M-00203	73M-00280	73M-00288		
OPEN VALUE SKUS					
	Spread Payment		Pay Up Front		Subscription
	L & SA	SA	L & SA	SA	L & SA
Windows Compute Cluster Server 2003 (both Server OS and Cluster Pack)	73K-00088	73K-00105	73K-00092	73K-00109	73M-00302
Windows Server 2003 Compute Cluster Edition (Server OS Only)	73L-00096	73L-00103	73L-00100	73L-00107	N/A
Compute Cluster Pack 2003 (Cluster Pack Only)	73M-00297	73M-00314	73M-00301	73M-00318	
			MEDIA	Doc Kit	
Windows Compute Cluster Server 2003 (both Server OS and Cluster Pack)			73K-00184	N/A	
Windows Server 2003 Compute Cluster Edition (Server OS Only)			73L-00177	N/A	
Compute Cluster Pack 2003 (Cluster Pack Only)			73M-00348	N/A	
OEM					
	Media				
Windows Compute Cluster Server 2003 64Bit English ORY OEI 1-4CPU (contains both CDs)	73M-00337				
Windows Compute Cluster Edition 2003 64Bit English ORY OEI 1-4CPU (Server Only)	73K-00174				
Compute Cluster Pack 2003 64Bit English ORY OEI (Pack Only)	73L-00166				

## FREQUENTLY ASKED QUESTIONS

### Is Windows Compute Cluster Server 2003 considered a Microsoft high-availability solution?

No. 'High availability' describes systems designed for fault tolerance. Windows Compute Cluster Server 2003 is designed to support scientific and technical high-performance computing applications that take advantage of parallel processing.

## ADDITIONAL RESOURCES

Windows HPC Site for Solution, Product, Partner, and Technology Resources: [www.microsoft.com/hpc](http://www.microsoft.com/hpc)

Windows HPC Community: [www.windowshpc.net](http://www.windowshpc.net)

Windows HPC Success Stories: [www.microsoft.com/casestudies/search.aspx?ProTaxID=3333](http://www.microsoft.com/casestudies/search.aspx?ProTaxID=3333)

## COMPLEMENTARY SOFTWARE

Microsoft System Center family of products, Microsoft Office SharePoint® Portal Server (MOSS) and Windows HPC together form the basis of Microsoft's High Productivity offer for HPC workload. Windows-based HPC environments can be managed using enterprise-class features offered by Microsoft System Center, and integration with MOSS enables streamlined end-user workflow.



## WHAT IS IT?

Microsoft Virtual PC for Mac Version 7 is the emulation software from Microsoft that enables Mac users to access PC-only software, files, networks and printers – seamlessly and without having to leave their Mac, the platform they know and love best.

So users get improved productivity in their native Mac environment.

Benefits to users are three-fold:

1. Expands the potential of their Mac and what they can do on it.
2. Broadens access to software and devices that would otherwise be unavailable to them on a Mac.
3. Provides a good user experience – Virtual PC for Mac 7 offers better performance and reliability.

Note: Virtual PC is an excellent solution for PowerPC-based Macs. However, it does not run on Intel-based machines.

## HOW DO I ORDER IT?

Virtual PC					
Open Business					
	Licence		L & SA		SA
Virtual PC 7.0	S65-00622	S65-00580			S65-00576
Open Volume SKUs					
Virtual PC 7.0	S65-00600	S65-00578			S65-00574
Open Value SKUs					
	Spread Payment		Pay up Front		Subscription
	L & SA	SA	L & SA	SA	L & SA
Virtual PC 7.0	S65-00732	S65-00735	S65-00730	S65-00737	S65-00793
			Media	Doc Kit	
Virtual PC 7.0			S65-00389	N/A	
FPP					
Microsoft Virtual PC for Mac Version 7 – Stand-alone Edition				S65-00387	
Microsoft Virtual PC for Mac Version 7 – Upgrade Edition				S65-00390	

**Note:** Virtual PC in Volume Licensing does not include the Windows operating system. Windows software must be acquired separately.

## HOW DO I SELL IT?

Who needs what:

Version	Virtual PC 7 with Windows XP Professional	Virtual PC 7 with Windows XP Home Edition	Virtual PC 7 with Windows 2000 Professional	Virtual PC 7 – Stand-alone	Virtual PC 7 – Upgrade
<b>High-level Description</b>	The premier edition for businesses and advanced home users. Offers the most robust communication and networking capabilities	The ideal choice for home users who seek a Windows edition that offers dependability and simplicity at a great price	For use with Windows 2000 legacy applications where Windows XP is not an option	For customers who already have their own legally licensed copy of Windows	For customers who currently own Virtual PC for Mac Version 5.0 to 6.1 and want to upgrade to Version 7, but do not need a new licence of Windows
<b>What's Included</b>	Virtual PC for Mac Version 7 with Windows XP Professional	Virtual PC for Mac Version 7 with Windows XP Home Edition	Virtual PC for Mac Version 7 with Windows 2000 Professional	Virtual PC for Mac Version 7 only – does not include Windows	Virtual PC for Mac Version 7 upgrade only – does not include Windows
<b>Target Customer</b>	Businesses and advanced home users	Home and small business users	Users who operate in Windows 2000 environments at work, school or home	Businesses and home users who have their own copies of Windows	Users of Virtual PC Version 5 to Version 6.1
<b>Purchase Driver</b>	The need to run PC-only applications designed for Windows XP: features and functionality of Windows XP Professional	The need to run PC-only applications designed for Windows XP: cost, value and simplicity of Windows XP Home Edition	The need to run legacy PC-only applications designed for Windows 2000: or work in a Windows 2000 environment	Features and functionality in the latest version of Virtual PC; already have Windows licence	Features and functionality in the latest version of Virtual PC; already have Windows licence and upgrade eligible version of Virtual PC

### Sales Opportunity No 1:

Sell to users seeking Windows compatibility

Mac users have access to a fraction of the software and devices available to PC users and can run into problems with certain files and networks. Virtual PC for Mac enables broad access to Windows applications, files, devices and networks.

### Sales Opportunity No 2:

Attach to any Office 2004 for Mac sale

Office 2004 provides great compatibility with the Windows versions of Word, Excel and PowerPoint. Virtual PC picks up where Office leaves off by enabling Mac users to run Windows on their Mac and access Microsoft applications like Access, Visio, Project and custom-built enterprise applications that are only available for Windows. For the complete compatibility solution, recommend Office 2004 for Mac Professional Edition, which includes Virtual PC for Mac Version 7.

### Sales Opportunity No 3:

Attach to any Mac OS X or hardware sale

Running on OS X gives customers access to the best applications available for the Mac, including Virtual PC for Mac Version 7. Virtual PC 7 is a fully native Mac OS X application that supports the G5 and most recent Mac OS X version 10.4 (Tiger). By adding Virtual PC for Mac Version 7, customers can get even more out of their new Mac.

### Sales Opportunity No 4:

Sell to current Virtual PC users and hold-outs

Users of Virtual PC for Mac Version 5, 6 or 6.1 are eligible to upgrade to Virtual PC 7 if they do not need a new licence of Windows (see upgrade information below). Current users of Virtual PC who are in the market for a new Windows operating system are perfect candidates for one of the Virtual PC editions with Windows (Windows XP Professional, Windows XP Home Edition, or Windows 2000 Professional).

### Virtual PC 7 Upgrade Eligibility

A customer is eligible to upgrade to:	If they have a legally licensed copy of:
Virtual PC for Mac Version 7 – Upgrade	Virtual PC for Mac Version 5 Virtual PC for Mac Version 6

## FREQUENTLY ASKED QUESTIONS

**Is Virtual PC for Mac Version 7 available in Volume Licensing?**

Yes, Virtual PC for Mac Version 7 is available in Microsoft Volume Licensing.

**Does the Volume Licensing edition of Virtual PC 7 include a copy of Windows?**

No. Volume Licences of Virtual PC for Mac Version 7 do not include a Windows operating system. If volume licensing customers wish to run a Windows operating system on their Mac, they will need to acquire the Windows software separately.

An upgrade to Windows software can be licensed through Microsoft Volume Licensing and can be installed on a Mac running Virtual PC.

**Does Virtual PC for Mac Version 7 run on Tiger?**

Yes.

**Who should use it?**

Virtual PC is for Mac users who sometimes need access to Windows-only programs such as Microsoft Visio, Microsoft Publisher or Microsoft Access. By using Virtual PC, you can have access to such programs without buying a new computer or giving up your Mac.

Virtual PC also provides access to peripheral devices you might not be able to use otherwise, such as printers or scanners that don't run on the Mac.

**What's new in Virtual PC for Mac Version 7?**

Customers can look forward to key enhancements with Virtual PC 7, including compatibility with the Macintosh G5, as well as performance and usability improvements.

**What operating systems can I run it with on my Virtual machine?**

Virtual PC for Mac Version 7 comes with your choice of the following supported operating systems: Windows XP Professional, Windows XP Home Edition and Windows 2000 Professional. Note: If you install an unsupported operating system, such as Windows 98, some features do not work. For example, Virtual Machine Additions cannot be installed on a virtual machine that is running on a non-supported operating system.

**Does Virtual PC for Mac Version 7 run on the new Intel-based Macs?**

No. Virtual PC is still the best emulation solution for users who have a PowerPC-based Mac, but it does not run on Intel-based Macs.

Microsoft is working with Apple to determine the feasibility of developing Virtual PC for Intel-based machines.

**What are the Virtual PC for Mac Version 7 system requirements?**

To use Microsoft Virtual PC for Mac Version 7, users need:

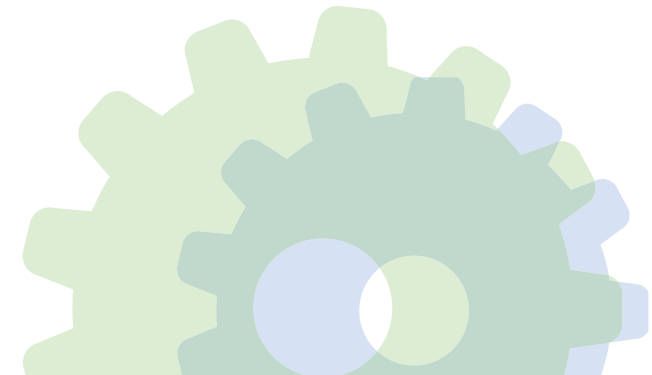
- 700 MHz native\* PowerPC G3, G4, or G5 processor\*\*
- Mac OS X version 10.2.8-10.4; Mac OS X version 10.3 is required for the Power Mac G5
- CD-ROM drive
- 512 MB of RAM
- 3 GB of available hard-disk space
- 1024 x 768 or higher resolution monitor displaying thousands of colours

\*Upgrade cards and accelerators are not supported.

\*\*Virtual PC does not run on Intel-based Macs.

## ADDITIONAL RESOURCES

[www.microsoft.com/mac](http://www.microsoft.com/mac)







## WHAT IS IT?

Microsoft Exchange Server 2007 Service Pack 1 (SP1) has the built-in capabilities that give you the protection your company demands, access anywhere your end users want and the operational efficiency you need.

- **Built-in Protection for the Company**

Exchange Server 2007 offers built-in protective technologies to keep businesses moving, reduce spam and viruses, enable confidential communications and help companies to be compliant.

- **Anywhere Access for Employees**

With Exchange Server 2007, employees get anywhere access to their e-mail messages, voice mail, calendars and contacts from a variety of clients and devices.

- **Operational Efficiency for IT**

Exchange Server 2007 helps enable new levels of operational efficiency through capabilities that optimise hardware and networking investments and features that help make administrators more productive.

**Microsoft Exchange Server 2007 now with SP1 delivers expanded communications services, advanced security and simplified deployment to Microsoft Exchange Server 2007.**

- Foundation for unified communications.
- Enhanced Microsoft Office Outlook® Web Access (OWA).
- High availability through standby continuous replication.
- Advanced mobile policy enforcement and control.

- Full support for the Windows Server® 2008 and Windows Vista® operating systems.
- Streamlined installation for new or existing deployments.

**VALUE PROPOSITION**

Microsoft Exchange Server 2007 has been designed to meet today's communication and collaboration challenges. It provides advanced e-mail and calendaring while delivering new methods of access for employees through a variety of clients and devices. It offers greater productivity for IT administrators and increased security and compliance capabilities for organisations. Exchange Server 2007 combines with the 2007 Microsoft Office system of products, delivering best-in-class messaging and collaboration solutions.

## HOW DO I ORDER IT?

Exchange Server 2007					
Open Business					
	Licence		L & SA		SA
Exchange Server Standard	312-03545		312-02201		312-02303
Exchange Server Enterprise	395-03912		395-02467		395-02556
Exchange CAL (User)	381-03097		381-03107		381-03109
Exchange CAL (Device)	381-03096		381-03106		381-03108
Exchange Enterprise CAL (User)	9MB-00134		9MB-00698		9MB-00348
Exchange Enterprise CAL (Device)	9MB-00112		9MB-00675		9MB-00325
Open Volume SKUs					
	Licence		L & SA		SA
Exchange Server Standard	312-03492		312-02198		312-02300
Exchange Server Enterprise	395-03895		395-02428		395-02548
Exchange CAL (User)	381-03198		381-03397		381-03449
Exchange CAL (Device)	381-03186		381-03386		381-03438
Exchange Enterprise CAL (User)	9MB-00086		9MB-00307		9MB-00732
Exchange Enterprise CAL (Device)	9MB-00064		9MB-00285		9MB-00710
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Exchange Server Standard	312-03037	312-03040	312-03035	312-03042	312-03201
Exchange Server Enterprise	395-03276	395-03284	395-03274	395-03286	395-03518
Exchange CAL (User)	381-02257	381-02265	381-02255	381-02267	
Exchange CAL (Device)	381-02252	381-02260	381-02250	381-02262	
Exchange Enterprise CAL (User)	9MB-00944	9MB-00966	9MB-00948	9MB-00970	
Exchange Enterprise CAL (Device)	9MB-00931	9MB-00956	9MB-00935	9MB-00960	
Media					
Exchange Server Standard					312-03608
Exchange Server Enterprise					395-03978

## HOW DO I SELL IT?

**Three simple questions to start the customer conversation**

**1. How secure are your organisation's electronic communications?**

- Exchange Server 2007 offers built-in protective technologies to support business momentum, reduce spam and viruses, enable confidential communications and aid compliance.
- Enterprise-class availability and reliability keep communication alive and e-mail flowing.
- Safeguard valuable user and organisational data from spam and viruses.
- Provide trusted organisational communications, automatically and without added cost or complexity.
- Simplify regulatory compliance while supporting the different needs of employees, compliance managers and messaging administrators.

**2. Are your employees empowered with e-mail access, wherever and whenever they need it?**

- With Exchange Server 2007, employees can access their e-mail, voice mail, calendars and contacts from virtually anywhere.
- Increase worker productivity with the ability to respond from almost any location.
- Give employees a single inbox to access important communications – including voice mail, fax and e-mail – while avoiding the cost and effort of maintaining separate systems.
- Deliver a fast, seamless and familiar Microsoft Office Outlook® experience across different devices and clients.
- Improve collaboration and productivity by making it easier to find and share data, documents and schedules.

**3. Could your e-mail and communications infrastructure be more efficient?**

- Exchange Server 2007 enables new levels of operational efficiency, with capabilities that optimise hardware and networking investments and features that aid administrator productivity.
- Deliver the power of x64 computing and bandwidth-optimising technology, maximising the performance of IT and network investments.
- Boost administrator productivity by making it easier to find and fix problems and to automate tasks.
- Drive deployment efficiencies with automatic client connections, a new server roles-based architecture and improved diagnostics and monitoring.
- Simplify integrating Exchange Server 2007 data within line-of-business applications and third-party solutions, through new Exchange Web Services.

## HOW DO I LICENSE IT?

This product is licensed using the **Server + CALs** model. For more information please see page 5.

### Q. What do I get with the Exchange Enterprise CAL versus the Exchange Standard CAL?

A. The Microsoft Exchange Enterprise Client Access Licence (CAL) is an add-on to the Exchange Standard CAL. It includes Unified Messaging and advanced compliance. With the Exchange Enterprise CAL software assurance (SA), the customer can get Microsoft Forefront Security for Exchange Server and Microsoft Exchange Hosted Filtering (EHF) for onsite and hosted anti-virus and anti-spam protection. The Exchange Standard CAL delivers advancements that reduce the cost and complexity of the messaging system by giving IT administrators the messaging protection their company demands, the anywhere access their end users want and the reliability they need.

### Q. Do I still need an Exchange Standard CAL to access e-mail?

A. Yes. Customers will still be required to purchase the Microsoft Exchange Standard Client Access Licence (CAL) for access to e-mail, shared calendars and Microsoft Office Outlook Web Access.

**Further licensing FAQ:** [www.microsoft.com/exchange/howtobuy/licensingfaq.msp](http://www.microsoft.com/exchange/howtobuy/licensingfaq.msp)

## FREQUENTLY ASKED QUESTIONS

### What's new in Exchange Server 2007?

Microsoft Exchange Server 2007 provides built-in protection technologies to help keep the e-mail system up and running and better protected from outside threats while allowing employees to work from wherever they are using a variety of clients, including Microsoft Outlook, Outlook Web Access and mobile devices. Exchange Server 2007 makes it easier for IT to deliver these new capabilities to their organisations by making the messaging environment easier to manage and more cost-efficient. To learn more about Exchange Server 2007, visit the Exchange Server 2007 home page.

### How does Exchange Server 2007 integrate with Microsoft Office Outlook 2007?

Microsoft Office Outlook 2007 provides the most complete e-mail messaging, calendaring, contacts and tasks functionality available in an Exchange Server-compatible client. When used with Exchange Server 2007, Office Outlook 2007 users benefit from the new Scheduling Assistant, which automates time-consuming meeting and resource scheduling and the ability to plan and customise out-of-office communications, as well as Managed E-Mail Folders to facilitate compliance with internal and regulatory policies. Outlook 2007 and Exchange Server 2007 also combine to enhance security with approaches that are easy to use and let users confidently send and receive sensitive business communications using e-mail. To learn more about how Exchange Server 2007 and Office Outlook 2007 work together, see Better Together: Do More with Microsoft Office Outlook 2007 and Microsoft Exchange Server 2007 on the Exchange Server 2007 home page.

### What are the Exchange Server 2007 licensing options?

Customers can choose to purchase the Exchange Server Enterprise Client Access Licence (CAL) or the Exchange Server Standard CAL. The Exchange Server Enterprise CAL is sold as an add-on to the Exchange Server Standard CAL. Two server editions will continue to be offered: Exchange Server Enterprise Edition and Exchange Server Standard Edition. Either CAL can be run against either server edition.

### What is the difference between the Exchange Server Enterprise CAL and the Exchange Server Standard CAL?

In addition to the improvements and new capabilities of the Exchange Server Standard CAL, the Exchange Server Enterprise CAL includes unified messaging, advanced compliance capabilities and anti-virus and anti-spam protection (on-premise and hosted).

To take advantage of the Hosted Services (AV/AS) within the Exchange Server Enterprise CAL customers have to buy Software Assurance. This applies to all licensing types except Open Business where no services are available. This option does not include the right to Forefront Security for Exchange or Exchange Hosted Filtering.

### Exchange Server 2007 Standard CAL versus Exchange Server 2007 Enterprise CAL

Based on customer feedback, Microsoft focused on three key areas for Exchange Server 2007 – Anywhere Access, Operational Efficiency and Built-In Protection, providing great advancements in each of these areas. Additionally, we heard that customers wanted more choice in selecting the features that would best meet their business needs. Based on this, we are offering the Exchange Server Standard CAL, which is designed for organisations that require a feature-rich messaging environment, and the Exchange Server Enterprise CAL, which is the Exchange Server Standard CAL plus unified messaging and multi-tiered AV/AS.

The Exchange Server Enterprise CAL is a new offering for Exchange Server 2007 that grants users the rights to use unified messaging, journaling, compliancy, and premium anti-spam/anti-virus through Exchange Hosted Filtering and Forefront Security for Exchange.

## FREQUENTLY ASKED QUESTIONS CONT.

The Exchange Server Enterprise CAL is an 'add-on' to the Exchange Server Standard CAL and has to be purchased additionally to the Exchange Server Standard CAL.

The Enterprise CAL is a good choice for customers that want the benefits of the Standard CAL plus unified messaging or multi-tiered AV/AS protection.

Here are some examples:

Customer Example	Likely Purchase Decision
Large financial services organisation that wants Hosted AV/AS	CAL: Exchange Server Enterprise CAL Server: Exchange Server Enterprise Edition
Small law firm that wants advanced compliance and UM	CAL: Exchange Server Enterprise CAL Server: Exchange Server Standard Edition
Large manufacturing company that needs client-rich e-mail, calendaring and mobility	CAL: Exchange Server Standard CAL Server: Exchange Server Enterprise Edition

## ADDITIONAL RESOURCES

**Exchange Server 2007 Overview:** [www.microsoft.com/exchange](http://www.microsoft.com/exchange)

**Exchange Server 2007 Case Study:** [www.microsoft.com/exchange/2007launch/casestudies.msp](http://www.microsoft.com/exchange/2007launch/casestudies.msp)

**Exchange Server 2007 Technical Library:**  
[www.microsoft.com/technet/prodtechnol/exchange/2007/library/default.msp](http://www.microsoft.com/technet/prodtechnol/exchange/2007/library/default.msp)

**Exchange Server 2007 Virtual Labs:**  
[www.microsoft.com/technet/prodtechnol/exchange/2007/productevaluation/features.msp](http://www.microsoft.com/technet/prodtechnol/exchange/2007/productevaluation/features.msp)

**Exchange Server 2007 Webcast:** [www.microsoft.com/technet/prodtechnol/exchange/2007/webcasts.msp](http://www.microsoft.com/technet/prodtechnol/exchange/2007/webcasts.msp)

**Evaluate Exchange Server 2007:** [www.microsoft.com/technet/prodtechnol/eval/exchange/default.msp](http://www.microsoft.com/technet/prodtechnol/eval/exchange/default.msp)

**Download a Virtual Hard Disk (VHD):**  
[www.microsoft.com/downloads/details.aspx?FamilyId=6E6501F6-481A-4117-BC22-C745400BCDA0&displaylang=en](http://www.microsoft.com/downloads/details.aspx?FamilyId=6E6501F6-481A-4117-BC22-C745400BCDA0&displaylang=en)

**Use the new Exchange Server 2007 Ready-to-Go Campaign to advance your sales revenue, generate new pipeline opportunities and increase the effectiveness of your marketing investment:** [www.msparnerdirect.com/exchange](http://www.msparnerdirect.com/exchange)

## SYSTEM REQUIREMENTS

**Exchange Server 2007 System Requirements:**  
[www.microsoft.com/exchange/evaluation/sysreqs/default.msp](http://www.microsoft.com/exchange/evaluation/sysreqs/default.msp)

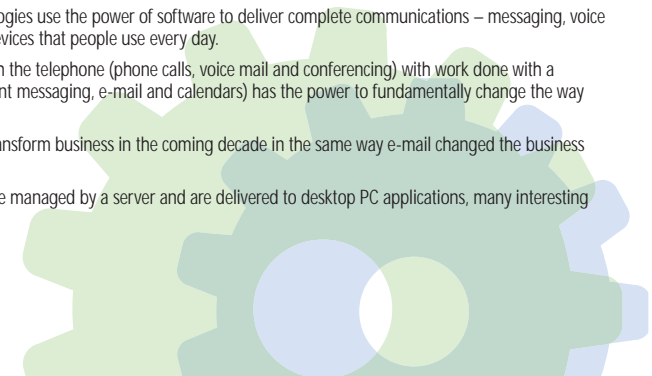
## COMPLEMENTARY SOFTWARE

Microsoft unified communications technologies use the power of software to deliver complete communications – messaging, voice and video – across the applications and devices that people use every day.

Integrating the experiences associated with the telephone (phone calls, voice mail and conferencing) with work done with a computer (documents, spreadsheets, instant messaging, e-mail and calendars) has the power to fundamentally change the way people work.

We believe unified communications will transform business in the coming decade in the same way e-mail changed the business landscape in the 1990s.

When phone services become software, are managed by a server and are delivered to desktop PC applications, many interesting things happen.



# Microsoft Exchange Hosted Services



## WHAT IS IT?

Microsoft® Exchange Hosted Services provide enterprise-class reliability for messaging security and management. They help organisations by actively ensuring the security, compliance and availability of electronic communications, while simplifying the administration of the messaging environment.

Exchange Hosted Services complement the on-premise e-mail environment and include four distinct services: hosted filtering for spam and virus protection; hosted archiving for helping satisfy compliance and corporate governance requirements; hosted encryption for e-mail confidentiality; and hosted continuity for ongoing access to e-mail during and after disasters.

Delivered across a high-availability global network of tier-one datacentres and backed by a comprehensive set of service level agreements, Exchange Hosted Services offload key administrator activities to a trusted provider, freeing IT resources to focus on other initiatives. By deploying these services over the Internet, the need for additional capital investment is minimised, and messaging risks can be mitigated before they reach the corporate firewall.

### VALUE PROPOSITION

Exchange Hosted Services offers a cost-effective way for enterprises to improve the security and availability of their messaging environment, while remaining confident that their messaging processes are managed effectively and are aligned with internal policies as well as regulatory compliance requirements. EHS operates over the Internet as a service and offers filtering, archiving, encryption and continuity. These hosted services provide value to corporate customers regardless of whether they manage their e-mail on-premise or outsource it through a hosting provider. EHS helps minimise up-front capital investment, reduces IT resources and removes incoming e-mail threats before they reach the corporate firewall.

## HOW DO I ORDER IT?

Microsoft Exchange Hosted Services	
<b>Open Value SKUs</b>	
Microsoft Exchange Hosted Archive Monthly Subscription Per User	74P-00008
Microsoft Exchange Hosted Archive Monthly Subscription ExtraStorage	74P-00015
Microsoft Exchange Hosted Continuity Monthly Subscription Per User	74K-00008
Microsoft Exchange Hosted Encryption Monthly Subscription Per User	74G-00008
Microsoft Exchange Hosted Filtering Monthly Subscription Per User	74H-00023
<b>Select SKUs</b>	
Microsoft Exchange Hosted Archive Monthly Subscription Per User	74P-00003
Microsoft Exchange Hosted Archive Monthly Subscription ExtraStorage	74P-00014
Microsoft Exchange Hosted Continuity Monthly Subscription Per User	74K-00003
Microsoft Exchange Hosted Encryption Monthly Subscription Per User	74G-00003
Microsoft Exchange Hosted Filtering Monthly Subscription Per User	74H-00007
<b>EA SKUs</b>	
	<b>Listed Languages</b>
Microsoft Exchange Hosted Archive Monthly Subscription Per User	74P-00005
Microsoft Exchange Hosted Archive Monthly Subscription ExtraStorage	74P-00022
Microsoft Exchange Hosted Continuity Monthly Subscription Per User	74K-00005
Microsoft Exchange Hosted Encryption Monthly Subscription Per User	74G-00005
Microsoft Exchange Hosted Filtering Monthly Subscription Per User	74H-00014

## HOW DO I SELL IT?

### Four key service offerings

#### Microsoft Exchange Hosted Filtering

- Active content, connection and policy-based spam and virus filtering

#### Microsoft Exchange Hosted Archive

- E-mail monitoring and retention for compliance

#### Microsoft Exchange Hosted Continuity

- Fully-functional back-up e-mail system for use during server outages

#### Microsoft Exchange Hosted Encryption

- Policy-based e-mail encryption

### Three simple questions to start the customer conversation

1. **How reliable are the services you have protecting your e-mail infrastructure?**
  - Microsoft Exchange Hosted Services provide superb reliability – offering SLA-backed service uptime of 99.999%.
  - In the event of an e-mail server outage, mail continues to be accepted and queued for five days, and is delivered once the server is back online.
  - A back-up email service is available in the event of an outage, maintaining productivity.
  - SLAs cover the reliability of the filtering service, as well as overall performance.
2. **How much time and effort is your IT organisation spending addressing security concerns?**
  - Exchange Hosted Services enable organisations to offload messaging security specific tasks to a trusted provider.
  - Eliminate the need to install and maintain an on-premise messaging environment.
  - Liberate and re-allocate IT resources to other priorities, while ensuring the control and insight that drive effective performance.
3. **How is your organisation retaining e-mail for litigation purposes or compliance and are these processes in line with regulatory requirements?**
  - Exchange Hosted Services assist organisations in meeting their compliance and privacy obligations.
  - Exchange Hosted Archive provides message retention and retrieval for compliance with SEC and NASD regulations, along with requirements for legal discovery.
  - Hosted encryption protects sensitive information such as confidential protected health information for HIPAA.

## HOW DO I LICENSE IT?

This product is licensed using the **Online Services Model**. For more information please see page 4.

### Q. What are Microsoft Exchange Hosted Services?

A. Exchange Hosted Services (formerly FrontBridge Technologies) offer a cost-effective way for enterprises to actively enhance the security and availability of their messaging environment, while instilling confidence that their messaging processes are managed effectively to help them comply with internal policy and regulatory compliance requirements. EHS operates over the Internet as a service and offer the following:

- Filtering for spam and viruses.
- Archiving to help satisfy compliance requirements and internal policies.
- Encryption to help preserve e-mail confidentiality.
- Continuity for ongoing access to e-mail during and after disasters.

These hosted services provide value to corporate customers regardless of whether they manage their e-mail on-premise or outsource it through a hosting provider by helping eliminate upfront capital investment, free up IT resources and remove objection Handling.

**Further licensing FAQ:** [www.microsoft.com/exchange/howtobuy/licensingfaq.aspx](http://www.microsoft.com/exchange/howtobuy/licensingfaq.aspx)

## OTHER INFORMATION

### Exchange Hosted Services does not support end-user whitelisting:

Due to the high risk that whitelisting introduces to your e-mail network, Exchange Hosted Services gives the administrator(s) the ability to approve who is placed on the domain's whitelist.

### Microsoft has the ability to read my e-mail:

Microsoft has no more access to your e-mail than your ISP who processes all of your Internet traffic. Exchange Hosted Services datacentres are housed in Tier 1 collocation facilities with extremely stringent access security. Exchange Hosted Services employees with access to the datacentre have gone through background checks and all access is audited.

### Exchange Hosted Services is more expensive than managing in-house:

Premise-based solutions often have a smaller sticker price than a hosted solution. However, it is not until well into implementation that the organisation is introduced to hidden costs. Hardware and software, network storage, scalability, high availability, etc. are all significant costs that do not show up on the quote.

### We do not necessarily outsource solutions:

Telephone service, shipping service, ISP, payroll, CRM; all of these are managed services that most organisations subscribe to. The reason they subscribe is that managing the functions does not provide them any competitive advantage. IT professionals should be focused on building and maintaining applications that make the organisation more competitive in their respective market.

### Where is the pain?

#### C-Level Suite (CEO, CFO)

- Failure to comply with messaging requirements can lead to fines and jail terms.
- Lost productivity translates directly into lost revenue.
- Messaging-failures (failing to comply, outbound virus transmission) can threaten a company's brand and reputation.
- Legal discovery increasingly used as a weapon.

## OTHER INFORMATION CONT.

### Security (CIO, CISO, Messaging Managers)

- Pressure to keep e-mail system 100 per cent available.
- 80 per cent of businesses value e-mail service more than phone service.
- Virus threats on the rise, costing global businesses upwards of \$10 billion per outbreak.
- More than 80-90 per cent of the world's e-mail traffic is spam.

### Compliance (Compliance Manager, Chief Compliance Officer, Chief Legal Counsel)

- More than 10,000 international regulations; many focused on messaging control.
- Healthcare, financial services, hedge funds and banks subject to heavy fines and sanctions for violations.

## Ten qualifying questions

### General

- Does your organisation have any existing messaging projects? Spam, virus, disaster recovery, security, encryption, retention, etc.?

### Security

- How is your company addressing spam and virus issues? What solutions are you using? How much time are you spending?
- How many layers of protection are you applying? How are you keeping up with the latest threats?

### Compliance

- Does your organisation have a current requirement for e-mail and IM retention?
- Would your organisation benefit from a more efficient and searchable messaging database (for legal discovery, knowledge management, HR, sales, etc.)?
- Does your organisation have requirements to encrypt e-mail (for financial data, ePHI, etc.)?

### Continuity

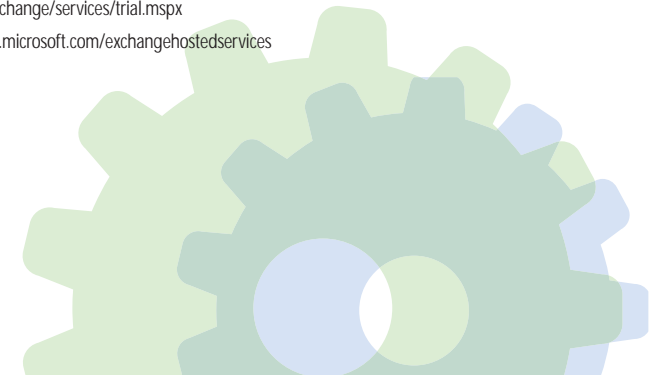
- How is e-mail used in your company?
- Has your company experienced any e-mail downtime? What was the cause?
- How long does it take to recover your e-mail system from an outage or disaster?
- Does your company have a business continuity plan in the event of a disaster such as a server outage, virus outbreak, DOS attack or another unforeseen event?

## ADDITIONAL RESOURCES

**Exchange Hosted Services Data Sheets, Case Studies and White Papers:** [www.microsoft.com/exchange/services](http://www.microsoft.com/exchange/services)

**Filtering Free Trial:** [www.microsoft.com/exchange/services/trial.aspx](http://www.microsoft.com/exchange/services/trial.aspx)

**Partner Sales Information:** <https://partner.microsoft.com/exchangehostedservices>





## WHAT IS IT?

Microsoft Office SharePoint® Server 2007 (MOSS) is an integrated suite of server capabilities that improves organisational effectiveness. It provides comprehensive content management and enterprise search, accelerating shared business processes and facilitating information sharing across boundaries for better business insight.

SharePoint Server 2007 supports all intranet, extranet and Web applications across an enterprise within one integrated platform, instead of relying on separate fragmented systems. This enables increased business value to be derived from information assets by allowing employees to efficiently find, share and manage

information across boundaries. Simple, enterprise-wide access to one consistent version of information is enabled and business information can be shared externally with greater security and confidence.

Additionally, this collaboration and content management server provides IT professionals and developers with the single, integrated platform and tools they need for server administration, application extensibility and interoperability across the organisation.

### Value Proposition

Microsoft Office SharePoint Server 2007 provides a single,

integrated location where employees can efficiently collaborate with team members, find organisational resources, search for experts and corporate information, manage content and workflow and leverage business insight to make better-informed decisions.

- **Collaboration.** Allow teams to work together effectively, collaborate on and publish documents, maintain task lists, implement workflows and share information through the use of wikis and blogs.
- **Portal.** Create a personal MySite portal to share information with others and personalise the user experience and content of an enterprise Web site based on the user's profile.

- **Enterprise Search.** Quickly and easily find people, expertise and content in business applications.
- **Enterprise Content Management.** Create and manage documents, records and Web content.
- **Business Process and Digital Forms.** Create workflows and electronic forms to automate and streamline your business processes.
- **Business Intelligence.** Allow information workers to easily access critical business information, analyse and view data and publish reports to make more informed decisions.

## HOW DO I ORDER IT?

SharePoint Server 2007					
Open Business SKUs					
	Licence	L & SA	SA		
SharePoint Server	76P-00244	H04-00221	H04-00292		
CAL (User)	76M-00437	H05-00391	H05-00396		
CAL (Device)	76M-00399	H05-00165	H05-00252		
SharePoint Server for Search Standard	9WW-00139	9WW-00373	9WW-00418		
SharePoint Server for Search Enterprise	9PD-00179	9PD-00754	9PD-00441		
Open Volume SKUs					
	Licence	L & SA	SA		
SharePoint Server	76P-00199	H04-00249	H04-00312		
CAL (User)	76M-00347	H05-00377	H05-00382		
CAL (Device)	76M-00309	H05-00192	H05-00235		
SharePoint Server for Search Standard	9WW-00114	9WW-00348	9WW-00393		
SharePoint Server for Search Enterprise	9PD-00154	9PD-00729	9PD-00416		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
SharePoint Server	H04-01316	H04-01321	H04-01320	H04-01325	H04-01509
CAL (User)	H05-01751	H05-01761	H05-01757	H05-01767	N/A
CAL (Device)	H05-01748	H05-01758	H05-01756	H05-01766	N/A
SharePoint Server for Search Standard	9WW-00508	9WW-00585	9WW-00512	9WW-00589	
SharePoint Server for Search Enterprise	9PD-00531	9PD-00683	9PD-00535	9PD-00687	
Media SKUs					
SharePoint Server 2007 For Standard	76P-00601				
SharePoint Server 2007 For Enterprise	76P-00514				
SharePoint Server for Search Standard	9WW-0007				
SharePoint Server for Search Enterprise	9PD-00018				

## HOW DO I SELL IT?

To get the greatest value out of your information, you must have an effective way to create, manage and control it. With Office SharePoint Server 2007, customers have comprehensive control over the storage, security, distribution and reuse of documents and other electronic content. It is easier to fully use and reuse business-critical documents and resources by centrally storing, managing and accessing this content across organisations.

**Being able to share business processes efficiently leads to better relationships within your own organisation and with external members.** Employee productivity gets a huge boost from Office SharePoint Server 2007, because everyday business activities are easier to perform. With employees spending less time on tedious, manual activities, they can focus on strategic tasks. Employees are not confined to working only while they are connected to the corporate network; they can be productive whenever and wherever they choose. Business data containing sensitive information can be shared broadly with greater protection.

**You can promote better decision-making across your organisation with centralised access to business information.** Storing information in one central location helps business users make better-informed decisions. They can rely on information that is consistent, accurate and easily accessible in real time.

**To collaborate more securely with external customers, partners and vendors, you need to integrate these members into your business processes.** Coordinate and share business information across organisational boundaries with confidence.

**IT can manage applications on a single platform, which leads to greater usability throughout the organisation.** IT professionals in the organisation have access to simplified site and content deployment and maintenance. They can use comprehensive monitoring tools that help them identify and resolve issues more quickly. They can select from an assortment of powerful development tools for building and extending applications. The tight integration with familiar desktop PC programs and the robust out-of-the-box functionality reduce barriers to user adoption, so users can take advantage of services more easily.

**Microsoft Office SharePoint Server 2007 enterprise search capability empowers people to find information and expertise anywhere in the organisation.** Search technology tuned for business information to deliver greater relevance and meet an organisation's core needs with a single search technology for intranet and Internet sites and integrated with the 2007 Microsoft

Office system. Microsoft Office SharePoint Server 2007 easily extends out-of-the-box search for common repositories and file types, but also supports compliance and protects IP with security trimmed search results.

### Complementary Products

Office SharePoint Server 2007 provides tight integration with familiar Microsoft client applications, including Microsoft Office Word 2007, Microsoft Office Excel® 2007 spreadsheet software and Microsoft Office Outlook® 2007 messaging and collaboration client, as well as a number of browsers. Office SharePoint Server 2007 also builds on the Windows® SharePoint Services platform, which is part of the Windows Server® 2003 and Windows Server 2008 operating systems.

- Integration with the 2007 Microsoft Office system. Integrates with familiar client applications, e-mail and browsers to help employees have a simple, consistent experience. It also provides greater visibility into everyday business activities.
- Windows SharePoint Services. Office SharePoint Server 2007 builds on the Windows SharePoint Services platform to help organisations integrate business processes and applications, as well as providing a full set of collaboration and personalisation features for information workers.

Windows SharePoint Services should be the entry point for organisations that have not used SharePoint Server technologies before. This platform, for collaboration and streamlining business processes, should be used to seed Windows Server customers, with SharePoint Server technologies and to build future interest in MOSS. With Office SharePoint Server 2007, companies can extend their use of Windows SharePoint Services and aggregate, search, share and manage content in a more efficient way.

- Microsoft Office Communications Server 2007. Serves as the engine for team sites and portals, providing presence and instant messaging access from within Windows SharePoint Services and Microsoft Office SharePoint Server sites.

### Stand-alone Products

**Microsoft Office Forms Server 2007** is a server offering in the Microsoft Office system. It is a stand-alone server that delivers new Microsoft Office InfoPath® Forms Services, which is also available in Microsoft Office SharePoint Server 2007. This new technology uses server-based electronic forms to streamline business processes and make data collection, distribution and integration more cost-effective than with paper-based forms.

## HOW DO I SELL IT? CONT.

**Value Proposition:**

Microsoft Office Forms Server 2007 provides a scalable, standards-based electronic forms solution that can extend the reach of forms-driven business processes to anyone with a Web browser. Office Forms Server 2007 uses Microsoft Office InfoPath Forms Services to deliver server-based electronic forms that streamline business processes and make data collection, distribution and integration more cost-effective than is possible with paper-based forms. It enables users to fill out Microsoft Office InfoPath 2007 forms by using a Web browser instead of, or in addition to, the Office InfoPath 2007 client program. This allows wider access to forms than was possible with previous versions of Microsoft Office InfoPath. Office Forms Server 2007 also is available through Microsoft Office SharePoint Server 2007. Both stand-alone servers offer security-enhanced process integration.

**How Do I Sell It?**

Customer can acquire these licences through Open Licensing, Select Licensing and Enterprise Agreements. The functionality provided by this licence is also part of the Office SharePoint Server Enterprise CAL and the Enterprise CAL suite when used with the Microsoft Office SharePoint Server 2007 Server Licence.

## FREQUENTLY ASKED QUESTIONS

**How does the new Office SharePoint Server 2007 differ from Windows SharePoint Services technology?**

Office SharePoint Server 2007 builds on the Windows SharePoint Services platform to help organisations integrate business processes and applications through a full set of collaboration and personalisation features for information workers. With Office SharePoint Server 2007, companies can aggregate, search, share and target content in a more efficient way.

**What is Windows SharePoint Services?**

Windows SharePoint Services is the technology in the Windows Server 2003 operating system that people can use to collaborate in browser-based workspaces while it provides a manageable infrastructure and extensible application platform for process efficiency gains. Windows SharePoint Services is a platform for collaboration applications that is easy to adopt and use through integration with everyday and familiar tools such as the 2007 Microsoft Office system. Users can publish, store, share and keep track of information workflow and documents. Organisations can cost-effectively tailor application templates to specific sets of tasks and processes.

**How does Office SharePoint Server 2007 build on Windows SharePoint Services?**

Windows SharePoint Services provides a platform foundation to collaboration applications, offering a common framework for document management and a common repository for storing documents of all types. Additionally, it provides common administration and deployment tools. Finally, it builds on and exposes key Windows Server services like Windows Workflow Foundation (WWF) and Windows Rights Management Services. Office SharePoint Server 2007 delivers highly scalable collaboration solutions with flexible deployment and management tools. It connects sites, people and business processes, facilitating knowledge sharing and smart organisations. It also extends the capabilities of

Windows SharePoint Services by providing organisational and management tools for SharePoint sites, and by making it possible for teams to publish information to the entire organisation.

**What are the main benefits of Office SharePoint Server 2007?**

Office SharePoint Server 2007 provides a single integrated platform to manage intranet, extranet and Internet applications across the enterprise.

- Business users gain greater control over the storage, security, distribution and management of their electronic content, with tools that are easy to use and tightly integrated into familiar, everyday applications.
- Organisations can accelerate shared business processes with customers and partners across organisational boundaries using Forms Services-driven solutions.
- Information workers can find information and people efficiently and easily through the facilitated information-sharing functionality and simplified content publishing. In addition, access to back-end data is achieved easily through a browser, and views into this data can be personalised.
- Administrators have powerful tools at their fingertips that ease deployment, management and system administration, so they can spend more time on strategic tasks. Using the Office SharePoint Server 2007 out-of-the-box workflows free IT staff from having to write server-side code.

**How does Office SharePoint Server 2007 integrate with the 2007 Microsoft Office system of products and technologies?**

Tight integration with familiar client applications such as Microsoft Office Word 2007, Office Excel 2007, Office Outlook 2007 and browsers gives employees a simple, consistent user experience. It also provides greater visibility into everyday business activities.

## HOW DO I LICENSE IT?

This product is licensed using the Server + CALs model. For more information please see page 5.

**Q. I've heard of the Enterprise CAL Suite. How does the Enterprise CAL Suite relate to Office SharePoint Server 2007?**

A. The Enterprise CAL Suite is a new offering from Microsoft. The Enterprise CAL Suite will include the Core CAL plus new capabilities. Specifically, for Office SharePoint Server 2007, the Enterprise CAL Suite will contain both the Office SharePoint Server Standard CAL (through the Core CAL Suite) and the Office SharePoint Server Enterprise CAL. You can find more information about the Enterprise CAL Suite here.

**Q. If I am using SharePoint for an Internet facing Web site do I still need to purchase client access licences?**

A. If you are creating an Internet, or Extranet, facing Web site, it is recommended that you use Microsoft Office SharePoint Server 2007 for Internet sites which does not require the purchase client access licences. Web sites hosted using an 'Internet sites' edition can only be used for Internet facing Web sites and all content, information and applications must be accessible to non-employees. Web sites hosted using an 'Internet sites' edition cannot be accessed by employees creating, sharing, or collaborating on content which is solely for internal use only, such as an Intranet Portal scenario. Here are some usage scenarios to help you determine when to use which edition:

Usage Scenario	Licensing Option
<b>Internet facing Web site:</b> where content, information, and applications are meant to be used by external, non-employees. For example as a company's web presence, informational Web site, community usage (wikis/blogs/discussion lists) or an e-commerce Web site	Microsoft Office SharePoint Server 2007 for Internet sites
<b>Extranet Web site:</b> where internal and external, employees and non-employees, can collaborate on content, information and applications that are not being used exclusively for internal organisational use	Microsoft Office SharePoint Server 2007 for Internet sites
<b>Internal Intranet Portal or team site:</b> where internal users, or employees, can collaborate on content, information and applications that are meant for internal organisational use	Microsoft Office SharePoint Server 2007 along with Client Access Licences

**Further licensing FAQ:** <http://office.microsoft.com/en-us/sharepointserver/HA101655351033.aspx>

## ADDITIONAL RESOURCES

**Microsoft Office SharePoint Server 2007:** [www.microsoft.com/office/sharepointserver](http://www.microsoft.com/office/sharepointserver)

**Learn More About Microsoft Office SharePoint Server 2007 Virtual Labs:**

[www.microsoft.com/technet/traincert/virtuallab/office.msp](http://www.microsoft.com/technet/traincert/virtuallab/office.msp)

**Download the Microsoft Office SharePoint Server 2007 Trial:**

<http://office.microsoft.com/search/redir.aspx?AssetID=XT102104951033&Origin=HH102081821033&CTT=5>  
<http://office.microsoft.com/en-us/products/HA101741481033.aspx>

**Free SharePoint Server Training – Getting Started with Microsoft Office SharePoint Server 2007 (Beta):**

[www.microsoftlearning.com/eLearning/courseDetail.aspx?courseid=60717](http://www.microsoftlearning.com/eLearning/courseDetail.aspx?courseid=60717)

**Download and Learn More About Windows SharePoint Services:**

[www.microsoft.com/technet/windowsserver/sharepoint/download.msp](http://www.microsoft.com/technet/windowsserver/sharepoint/download.msp)

**Learn More About Microsoft Office SharePoint Server for Search:**

<http://office.microsoft.com/search/redir.aspx?assetid=FX101729721033&CTT=96&Origin=CL100626951033>

**SharePoint Server Community Site:** [www.microsoft.com/sharepoint/community](http://www.microsoft.com/sharepoint/community)

**SharePoint Server Blog:** <http://blogs.msdn.com/sharepoint>

**Licensing:** <http://office.microsoft.com/en-us/sharepointserver/FX100492001033.aspx>

## SYSTEM REQUIREMENTS

**Farm Deployment:** Web server with a processor speed of at least 2.5 GHz, minimum 2 GB of RAM; application server with dual processors of at least 2.5 GHz, minimum 2 GB of RAM; Microsoft SQL Server 2000 SP3 (or later) or SQL Server 2005 with dual processors of at least 2.5 GHz, minimum 2 GB of RAM

**Single box installation:** Server with a processor speed of at least 2.5 GHz; RAM capacity minimum of 1 GB, 2 GB recommended; disk space: up to 2 GB for installation; 5 GB or more of free disk space minimum

**Operating System:** Windows Server 2003 Service Pack 1 (SP1); supports 64-bit versions of Windows Server 2003

**Internet Connection:** Broadband connection, 128 Kbps or greater, for download and activation of products

**Additional Components:** Microsoft Internet Explorer® 6.0 with service packs. For complete system requirements, visit: [www.microsoft.com/office/preview/beta/sysreq.msp](http://www.microsoft.com/office/preview/beta/sysreq.msp)



## WHAT IS IT?

**Microsoft Office SharePoint® Designer 2007** is a Web site development and management program that provides powerful tools for delivering rich and attractive sites created with Microsoft Office SharePoint Server 2007. Use Office SharePoint Designer 2007 to create and deploy interactive solutions on the SharePoint Server platform, without having to write code.

- Design compelling SharePoint Server sites tailored to your organisation's needs.
- Automate business processes such as document approval, custom event notification and other collaboration tasks with the Workflow Designer.
- Create reporting and tracking applications using data views and forms to gather and aggregate data easily from outside your site and from SharePoint Server lists and document libraries on the Web site.
- Get started fast with prebuilt Windows® SharePoint Services Application Templates, which are fully customisable and extensible using Office SharePoint Designer 2007.
- Extend your solutions by building advanced interactive Microsoft ASP.NET pages. Insert and edit controls with the same powerful activity menus and control property grid previously found only in development tools such as the Microsoft Visual Studio® 2005 development system.

### VALUE PROPOSITION

Microsoft Office SharePoint Designer 2007 offers a way to build workflow-enabled applications and reporting tools faster on the SharePoint Server platform, in an IT-managed environment. Using Office SharePoint Designer 2007, information workers and IT managers can:

- Design SharePoint Server sites tailored to their company's specific needs.
- Build solutions and applications faster to enhance team productivity and efficiency.
- Maintain control of SharePoint Server Web sites.

## HOW DO I ORDER IT?

SharePoint Designer 2007					
Open Business SKUs					
	Licence		L & SA		SA
SharePoint Designer 2007	79Q-00323		392-01828		392-01998
Open Volume SKUs					
	Licence		L & SA		SA
SharePoint Designer 2007	79Q-00291		392-01735		392-01940
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
SharePoint Designer 2007	392-03152	392-03157	392-03156	392-03161	392-03363
Media SKUs					
SharePoint Designer 2007	79Q-00377				

## HOW DO I SELL IT?

**SharePoint Server sites can be tailored to the specific needs of the company.** Information workers are eager to brand SharePoint Server sites and extend them to meet companies' design requirements. Office SharePoint Designer 2007 comes with professional-quality design tools for developing great-looking sites that can be tailored to a particular company. In addition, the sites are compatible with a wide range of browsers.

**The process of building Web site solutions is quick, and this helps increase team productivity and efficiency.** Information workers do not need to write any code to create and deploy interactive Web-based applications. With Office SharePoint Designer 2007, these applications can be developed on the SharePoint Server platform using data views, forms, prebuilt Web-based applications, and automated business processes.

**Technical staff can maintain control of Web sites.** Site administrators and IT managers can ensure information workers are doing their work in an IT-managed environment by setting up access rules to key features such as code view to control exactly how Office SharePoint Designer 2007 is used.

### Complementary Products

Microsoft Office SharePoint Designer 2007 is integrated with familiar Microsoft client programs, including Microsoft Office Word, Microsoft Office Excel® spreadsheet software, and the Microsoft Office Outlook® messaging and collaboration client, as well as browsers, to give employees a simple, consistent user experience. Office SharePoint Designer 2007 also builds on the Windows SharePoint Services platform to help organisations integrate business processes and applications through a full set of collaboration and personalisation features for information workers.

- **The 2007 Microsoft Office system.** Tight integration with familiar client applications, e-mail, and browsers provides greater visibility into everyday business activities.
- **Microsoft Windows SharePoint Services.** Office SharePoint Designer 2007 can be used with Windows SharePoint Services 2.0 and 3.0 Web sites, including those customised with the Microsoft Office FrontPage® 2003 Web site creation and management tool.
- **Microsoft Office SharePoint Server 2007.** This integrated suite of server applications improves organisational effectiveness by providing comprehensive control over electronic content, accelerating shared business processes, and facilitating better-informed decisions and information-sharing across boundaries. Office SharePoint Designer 2007 works smoothly with the applications to tailor SharePoint Server sites to the needs of collaborative teams.

## FREQUENTLY ASKED QUESTIONS

### How is Office SharePoint Designer 2007 different from FrontPage 2003?

Office SharePoint Designer 2007 builds on FrontPage® 2003 technologies to provide a new level of support for creating and customising next-generation SharePoint Web sites. Office SharePoint Designer 2007 has deep editing support for the technologies underlying Windows SharePoint Services such as ASP.NET 2.0, cascading style sheets and Windows Workflow Foundation.

### How is Office SharePoint Designer 2007 different from Microsoft Expression Web?

Office SharePoint Designer 2007, based on FrontPage 2003 technologies, puts the emphasis on creating and customising SharePoint Web sites. Expression Web is a product for creating standards-based Web sites. The two products share common technologies, including a high-fidelity design surface with deep support for cascading style sheets and ASP.NET.

### Who is Office SharePoint Designer 2007 for?

Office SharePoint Designer 2007 is designed for enterprise IT professionals and line-of-business solution creators aiming at developing and optimising collaboration in teams under the management and supervision of IT.

Although experienced users will appreciate the extensive functions of Office SharePoint Designer 2007, no technical background is required to use the software. Convenient task panes and menus help users avoid writing markup or server code at any time when building applications and developing attractive and compelling SharePoint pages.

### What are some of the typical ways in which teams and organisations might use Office SharePoint Designer 2007?

Office SharePoint Designer 2007 can be used as the foundation tool for customising SharePoint sites, ranging from developing attractive and compelling sites, to information tracking and reporting, to building solutions and workflows:

- An engineering manager can track issues (such as software bugs) that arise during new product development using Workflow Designer. Automatic e-mail messages to the product team are issued after the bugs are resolved, thanks to custom workflows.
- A marketing manager can track the budget spent using live data from the invoicing database with a data view.
- A marketing business analyst can build and customise a SharePoint site to optimise the collaboration among the various project stakeholders during the development of videotaped customer case studies to reduce overrun costs and speed up development.

### Can I try Office SharePoint Designer 2007?

Yes. You can try Office SharePoint Designer 2007 through the online test drive at: [www.microsoft.com/office/preview/beta/testdrive.aspx](http://www.microsoft.com/office/preview/beta/testdrive.aspx)

## ADDITIONAL RESOURCES

### Learn More About Microsoft Office SharePoint Designer 2007:

<http://office.microsoft.com/en-us/sharepointdesigner/FX100487631033.aspx>

### Download Microsoft Office SharePoint Designer 2007 Trial:

<http://office.microsoft.com/search/redirect.aspx?AssetID=DC102119921033&Origin=HH102082721033&CTT=5>

### Microsoft Office SharePoint Designer 2007 Online Test Drive:

<http://office.microsoft.com/search/redirect.aspx?AssetID=HA101687261033&Origin=HH102082721033&CTT=5>

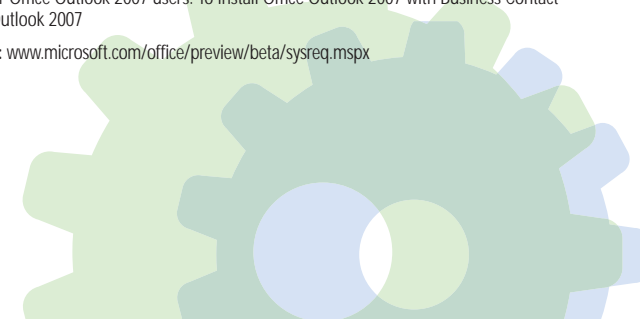
### Learn More About Microsoft Office SharePoint Server 2007 Virtual Labs:

[www.microsoft.com/technet/traincert/virtuallab/office.aspx](http://www.microsoft.com/technet/traincert/virtuallab/office.aspx)

## SYSTEM REQUIREMENTS

**Processor:** 500-MHz processor or faster **Operating System:** Windows XP Service Pack (SP) 2 or later or Windows Server 2003 (or later) required **Memory:** 256 MB of RAM or more; 1 GHz and 512 MB of RAM or more is required to run Microsoft Office Outlook 2007 with Business Contact Manager **Hard Disk:** DVD drive; 2 GB necessary for install; a portion of this disk space is freed after installation if the original download package is removed from the hard drive **Monitor Resolution:** Minimum 800 x 600; 1024 x 768 or higher recommended **Internet Connection:** Broadband connection, 128 kilobits per second (Kbps) or greater for download and activation of products **Additional Components:** Microsoft Internet Explorer 6.0 with service packs, Microsoft Exchange 2000 Server or later required for Office Outlook 2007 users. To install Office Outlook 2007 with Business Contact Manager, you need to first install Office Outlook 2007

For complete system requirements, visit: [www.microsoft.com/office/preview/beta/sysreq.aspx](http://www.microsoft.com/office/preview/beta/sysreq.aspx)







## WHAT IS IT?

**Microsoft Search Server 2008 and Microsoft Search Server 2008 Express** are enterprise-class search servers that enable high-performance searching of corporate data across multiple business systems and repositories, including documents, Web sites, intranet and extranet content, people and external Web links. Search Server 2008 Express is a free, downloadable product and the Release Candidate (RC) (pre-release) is available for download now at [www.microsoft.com/enterprisesearch](http://www.microsoft.com/enterprisesearch)

These stand-alone stock-keeping units (SKUs) (of Microsoft Office SharePoint® Server 2007) are a good fit for mid-market organisations, which are not interested in the full SharePoint Server solution or it is too early for them to adopt Office SharePoint Server 2007 (i.e. they have not yet adopted Windows® SharePoint Services). They can also be used as a departmental solution for bigger organisations.

### VALUE PROPOSITION

With the introduction of Microsoft Search Server 2008 Express, Microsoft now offers a full lineup of enterprise search solutions that includes Search Server 2008 Express, Search Server 2008 and Microsoft Office SharePoint Server 2007. All three offerings are built on the same enterprise search platform that powers the Office SharePoint Server 2007 enterprise-class search functionality. This platform alignment provides a seamless, logical migration path for organisations, helping them to scale their enterprise search programmes as their needs change over time.

### Microsoft Search Server 2008 Express

Search Server 2008 Express is a free enterprise search product that information workers can use to conduct searches – in a manner similar to Web search – for data and documents located within their organisations, as well as information on Web sites. Intended to appeal to information technology professionals, Search Server Express is simple to install but offers a powerful search capability. Search Server Express gives people quick, easy access to relevant, usable results and gives companies a search solution they can have up and running in as little as 30 minutes. As part of the introduction of Search Server Express, Microsoft also announced two important search product portfolio enhancements that improve connectivity to common customer information sources: (1) free connectors for EMC Documentum and IBM FileNet that augment the Web site, file share, Lotus Notes and SharePoint connectors already available as a part of the core search platform from SharePoint; and (2) new federated search capabilities based on the OpenSearch standard.

### Microsoft Search Server 2008

Search Server is available through Microsoft's Volume Licensing program. With the same core capability set as Search Server Express, Search Server offers greater capability to scale out, and much more flexibility in deployment options, such as multiserver installation, at a low cost. Both products are intended to serve the departmental search needs of large enterprises and the initial stages of a search strategy at small and medium-sized organisations.

### Microsoft Office SharePoint Server 2007

Microsoft Office SharePoint Server 2007 offers the full set of enterprise search functions found in Search Server and also includes a complete range of productivity infrastructure options, such as people search and connections to line-of-business (LOB) data. One of the fastest-growing server products in Microsoft history, SharePoint is the foundation of all of Microsoft productivity infrastructure offerings.

## HOW DO I SELL IT?

Search Server is a powerful stand-alone search solution for any organisation that needs quick, easy access to a search experience that provides relevant, actionable results. Search Server also integrates with the variety of business systems organisations already have. With its potential for multiserver deployment, Search Server will appeal to companies concerned about high availability.

Search Server Express is a free, stand-alone enterprise search solution for smaller organisations that may not already have a search solution – whether a small business or department within a larger enterprise. Search Server Express is for small organisations that want a simple and fast way to deploy enterprise search, but do not require the high availability, load balancing, and failover capabilities that larger corporate IT policies require. Many companies will find value in using Search Server Express, but companies just getting started with enterprise search are our main targets.

With Search Server 2008 and Search Server 2008 Express, Microsoft is providing more necessary functionality at a lower cost than what is available to customers today. Not only will you have a more satisfied customer, you will also be introducing SharePoint Server technology to the customer and building a future opportunity for greater revenue, especially if the customer decides to license the full server solution based on experience with Search Server 2008 Express.

The typical customer who will choose to take advantage of the search functionality within Office SharePoint Server 2007 uses enterprise search within the context of their larger productivity infrastructure.

### Comparing Microsoft Enterprise Search Product Lineup

	Microsoft Search Server 2008 Express	Microsoft Search Server 2008	Microsoft Office SharePoint Server 2007
Search Centre	•	•	•
No Preset Document Limits	•	•	•
Extensible Search Experience	•	•	•
Relevance Tuning	•	•	•
Continuous Propagation Indexing	•	•	•
Indexing Connectors	•	•	•
Federated Search Connectors	•	•	•
Security Trimmed Results	•	•	•
Unified Administration Dashboard	•	•	•
Query and Results Reporting	•	•	•
Streamlined Installation	•	•	
High Availability and Load Balancing		•	•
People and Expertise Searching			•
Business Data Catalogue			•
SharePoint Productivity Infrastructure			•

More information about the Microsoft enterprise search lineup is available at [www.microsoft.com/enterprisesearch](http://www.microsoft.com/enterprisesearch)

## FREQUENTLY ASKED QUESTIONS

**What is the difference between Search Server 2008 and Search Server 2008 Express?**

Both Search Server 2008 and Search Server 2008 Express offer an enterprise-ready search solution that empowers people to find the information they need to get work done quickly and easily. Key investments across both products include highly simplified evaluation, configuration, and deployment; an easy-to-use administrative dashboard; federation through support for the Open Search standard and new connectors for one-stop search across systems; and general performance enhancements that eliminate the document limits imposed by other entry-level enterprise search solutions today.

Available as a free download, Search Server Express provides all the same functionality as Search Server but is limited to a single server installation, while the Search Server multiserver capabilities offers the high availability, load balancing and failover that larger corporate IT policies require.

Customers can evaluate the Release Candidate (RC) (pre-release) version of Search Server 2008 Express today at [www.microsoft.com/enterprisesearch](http://www.microsoft.com/enterprisesearch)

**Who is the target audience for both products?**

Search Server provides a powerful stand-alone search solution to any organisation that needs quick, easy access to a search experience that provides relevant, actionable results and integrates with the variety of business systems they already have. With its potential for multiserver deployment, Search Server will also appeal to companies concerned with high availability.

Search Server Express is a free, stand-alone enterprise search solution for smaller organisations – whether a small business or a department within a larger enterprise – that may not already have a search solution in place. Search Server Express is also for organisations that want a simple and fast way to deploy enterprise search but do not require the high availability, load balancing, and failover capabilities that larger corporate IT policies require. Many companies will find value in using Search Server Express, but our target is companies just getting started with enterprise search.

The typical customer who will choose to leverage the search functionality within Office SharePoint Server 2007 uses enterprise search within the context of their larger productivity infrastructure.

**Why should you interest customers in a free product?**

With Search Server 2008 and Search Server 2008 Express, Microsoft is providing more necessary functionality at a lower cost than what is available to customers today. Not only will you have a more satisfied customer, but you are introducing SharePoint Server technology to the customer and building a future opportunity for greater revenue, if the customer decides to buy a licence for the full server solution, based on their experience with Search Server 2008 Express.

**What if Search Server consumers decide they want to upgrade to Office SharePoint Server 2007?**

Search Server 2008 customers are welcome to upgrade to Microsoft Office SharePoint Server 2007 when they may need to grow their search solution(s) to index business system or expertise information, or add enterprise content management, collaboration and other complementary capabilities to their business productivity infrastructure.

Search Server 2008 and Search Server 2008 Express can be upgraded to Office SharePoint Server 2007 if the company is using a SQL Server® database beyond SQL Server Express Edition, such as SQL Server Workgroup Edition, SQL Server Standard Edition, or SQL Server Enterprise Edition. The same is true for upgrading Search Server 2008 Express to Search Server 2008.

**How does Search Server 2008 compare to search in Office SharePoint Server 2007?**

Microsoft Search Server 2008 provides a stand-alone enterprise-class search infrastructure that gives companies the right balance of control and simplicity.

Using Office SharePoint Server 2007, customers who think of search as a critical component of their broader productivity infrastructure can integrate search with ECM, BI, and collaboration tools out of the box. Search as an integral part of a business productivity platform not only helps people find what they need, but also helps them do something meaningful with what they've found. Rich, actionable interfaces in Office SharePoint Server, the Windows operating system, and business productivity applications like Microsoft Outlook® messaging and collaboration client make it easy to turn search results into action. Office SharePoint Server also provides additional enterprise search capabilities such as People, Expertise Search, and the Business Data Catalogue for extended integration to structured data sources.

**How long will it take customers to deploy Search Server Express and Search Server in their organisations?**

Simplified evaluation, configuration, and deployment were key investment areas for the Search Server product line. Customers will be able to download and install Search Server Express in under 30 minutes. A new set-up wizard and prerequisite checker make installation easy. With Search Server 2008 and Search Server 2008 Express, we made it quick and easy to download, set up, configure, and maintain, while being powerful enough to meet any company's search needs – regardless of size.

Companies can reduce their risk in choosing a search solution by starting with a free, full application of Search Server 2008 that they can download and set up to meet their needs immediately.

**What versions of SQL Server do we support with Search Server Express?**

SQL Server Express, SQL Server 2005, SQL Server 2000 Service Pack 4

**How does Search Server 2008 compare to Office SharePoint Server for search?**

Microsoft Office SharePoint Server for Search Standard Edition was limited to a 500,000 document index. Search Server 2008 has an unlimited document index. Additionally, Search Server 2008 and Search Server 2008 Express are equipped with federation – a feature that enables a one-stop search with results from multiple sources presented in a single user interface.

**Would Office SharePoint Server 2007 customers have any need for Search Server or Search Server Express?**

There may be situations where a SharePoint Server enterprise customer has a limited, perhaps departmental need for search where Search Server could be a more rapid and lower cost solution than adapting the SharePoint Server enterprise search feature set.

**What is federation?**

To be accurate, we should call it 'search query federation,' though we all say 'federation' for short. In general, federation refers to the ability of synchronising the functioning of more than one system. You might have federated identity management to map user identities across multiple identity solutions. With search query federation, you can search more than one pool of searchable data at the same time. In effect, it is a feature that enables a one-stop search with results from multiple sources presented in a single-user interface.

Search Server 2008 and Search Server 2008 Express are both equipped with federation. With Search Server and Search Server Express, you can look for information in the data that Search Server has crawled and indexed, but you can also set up the interface to show search results for a query from other sources. For example, you can configure your Search Server user interface to return supplemental search results from Live Search or Yahoo!, as well as a growing number of specialised systems, such as Business Objects. This kind of integrated, holistic searching is something we believe our customers are looking for.

**Is federation available in the enterprise search features of Office SharePoint Server 2007?**

No, but we are planning to offer search federation as an add-on to Office SharePoint Server 2007 in the future.

## ADDITIONAL RESOURCES

**Learn More About Microsoft Search Server 2008:** [www.microsoft.com/enterprisesearch](http://www.microsoft.com/enterprisesearch)

**Download the Free Microsoft Search Server 2008 Express:**

[www.microsoft.com/enterprisesearch/serverproducts/searchserverexpress/download.aspx](http://www.microsoft.com/enterprisesearch/serverproducts/searchserverexpress/download.aspx)

**Learn More About Microsoft Office SharePoint Server 2007:** [www.microsoft.com/sharepoint](http://www.microsoft.com/sharepoint)

**Download the Microsoft Office SharePoint Server 2007 Trial:**

[www.microsoft.com/sharepoint/trynow.mspx](http://www.microsoft.com/sharepoint/trynow.mspx)

**Licensing:**

[www.microsoft.com/sharepoint/howtobuy/default.mspx](http://www.microsoft.com/sharepoint/howtobuy/default.mspx)

<http://office.microsoft.com/en-us/sharepointserver/HA10165531033.aspx>

## SYSTEM REQUIREMENTS

## MICROSOFT SEARCH SERVER EXPRESS SYSTEM REQUIREMENTS

**Stand-alone Installation:**

**Processor:** Minimum 2.5 gigahertz (Ghz); dual processors that are each 3 GHz or faster recommended **Memory:** 1 gigabyte (GB) of RAM minimum; 2 GB of RAM recommended **Hard Disk:** NTFS-formatted partition with 3 GB of free space minimum; NTFS-formatted partition with 3 GB of free space and additional free space for the user's Web sites recommended **Operating System and Software Components:** Any of the following editions of the Windows Server® 2003 operating system with the most recent service packs: Standard Edition, Enterprise Edition, Datacentre Edition, Web Edition; any of the following editions of Windows Server 2008 operating system with the most recent service packs: Standard Edition, Enterprise Edition, Datacentre Edition; Microsoft .NET Framework 3.0 with ASP.NET 2.0 enabled; Windows SharePoint Services 3.0; Windows Workflow Foundation Runtime Components Browser for accessing search through a browser: Windows 98, Windows Millennium Edition (Windows Me), Windows 2000 Professional, Windows XP, Windows Server 2003, or Windows Vista® with Internet Explorer® 6.0 or later, Firefox 1.5 or later, or Netscape 8.1 or later **For Administration:** Windows 98, Windows Me, Windows 2000 Professional, Windows XP, Windows Server 2003, or Windows Vista with Internet Explorer 6.0 or later, Firefox 1.5 or later, or Netscape 8.1 or later; UNIX/Linux with Firefox 1.5 or later or Netscape 7.2 or later; Mac OS X with Firefox 1.5 or later or Safari 2.0 or later **Computer-specific:** Refer to capacity planning information at <http://office.microsoft.com/en-us/products/fx101678571033.aspx>



## WHAT IS IT?

**Microsoft Live Communications Server (OCS) 2007** is an enterprise-grade server that provides the backbone for all real-time communications within Microsoft Office. Presence awareness, instant messaging (IM) service, peer-to-peer audio and video, application sharing and collaboration all depend on it. Microsoft Office Communications Server 2007, the next version of Microsoft Office Live Communications Server (LCS) 2005, will add on-premise Web conferencing and the ability for Office Communicator 2007 to make and receive voice calls.

- **Software-powered VoIP.** Voice over Internet Protocol (VoIP) is the next generation of voice communications. By enabling communications with an IP network and integrating these capabilities with the applications used most, voice communications can be integrated with e-mail, calendaring, voice mail/unified messaging, instant messaging and Web conferencing to provide a streamlined experience rather than the disconnected experience that legacy systems provide today.

- **Web Conferencing.** Web conferencing provides a virtual meeting experience that integrates data, content, video, voice, media and text to enable real-time communication and collaboration whenever you need it.
- **Enterprise Instant Messaging.** Enterprise instant messaging enables instant messaging with the security, manageability and reliability required for enterprise communications.
- **Presence.** Presence enables real-time status of employees (based on calendar information, login/activity status and user preference) to be displayed across the organisation and/or selected colleagues to enable users to contact the right person the first time using the best communications method.

### VALUE PROPOSITION

Microsoft Unified Communications technologies use the power of software to help streamline communications between people and organisations, regardless of medium, platform, device or location. Microsoft provides a comprehensive set of clients, servers, services and devices that deliver e-mail/calendaring, mobile messaging and device management, unified messaging, presence/instant messaging, VoIP call management and audio-video-Web conferencing. By empowering end-users with a familiar set of tools, built on an enterprise-ready, scalable and easily managed software-powered architecture, Microsoft Unified Communications (UC) breaks down communication silos and extends existing communications investments, while enabling business process innovation.

## HOW DO I ORDER IT?

Microsoft Office Communications Server 2007					
Open Business SKUs					
	Licence	L & SA	SA		
Office Communication Server Standard	KNA-00100	KNA-00122	KNA-00111		
Office Communication Server Enterprise	KPA-00100	KPA-00122	KPA-00111		
Office Communication Server Standard CAL (Device)	KLA-00252	KLA-00250	KLA-00257		
Office Communication Server Standard CAL (User)	KLA-00674	KLA-00680	KLA-00004		
Office Communication Server Standard External Connector	KTA-00101	KTA-00091	KTA-00102		
Office Communication Server Enterprise CAL (Device)	KMA-00327	KMA-00206	KMA-00200		
Office Communication Server Enterprise CAL (User)	KMA-00568	KMA-00718	KMA-00724		
Office Communication Server Enterprise External Connector	KSA-00101	KSA-00115	KSA-00102		
Open Volume SKUs					
	Licence	L & SA	SA		
Office Communication Server Standard	KNA-00055	KNA-00077	KNA-00066		
Office Communication Server Enterprise	KPA-00055	KPA-00077	KPA-00066		
Office Communication Server Standard CAL (Device)	KLA-00276	KLA-00274	KLA-00281		
Office Communication Server Standard CAL (User)	KLA-00666	KLA-00012	KLA-00019		
Office Communication Server Standard External Connector	KTA-00107	KTA-00097	KTA-00108		
Office Communication Server Enterprise CAL (Device)	KMA-00324	KMA-00183	KMA-00179		
Office Communication Server Enterprise CAL (User)	KMA-00577	KMA-00732	KMA-00378		
Office Communication Server Enterprise External Connector	KSA-00107	KSA-00121	KSA-00108		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Office Communication Server Standard	KNA-00359	KNA-00309	KNA-00363	KNA-00314	KNA-00396
Office Communication Server Enterprise	KPA-00354	KPA-00309	KPA-00358	KPA-00313	KPA-00391
Office Communication Server Standard CAL (Device)	KLA-00064	KLA-00160	KLA-00056	KLA-00152	KLA-00382
Office Communication Server Standard CAL (User)	KLA-00455	KLA-00435	KLA-00459	KLA-00439	KMA-00425
Office Communication Server Standard External Connector	KTA-00070	KTA-00077	KTA-00064	KTA-00069	KTA-00025
Office Communication Server Enterprise CAL (Device)	KMA-00103	KMA-00271	KMA-00107	KMA-00263	KMA-00124
Office Communication Server Enterprise CAL (User)	KMA-00635	KMA-00659	KMA-00627	KMA-00651	KMA-00425
Office Communication Server Enterprise External Connector	KSA-00071	KSA-00078	KSA-00087	KSA-00094	KSA-00029
Media					
	Media		Doc Kit		
Office Communication Server Standard	KNA-00400		N/A		
Office Communication Server Enterprise	KPA-00469		N/A		

## HOW DO I SELL IT?

### Quick facts

Office Communications Server 2007 delivers streamlined communications for users so that they can find and communicate with the right person, right now, from the applications they use most. Without expensive infrastructure and network upgrades, you can deliver streamlined communications, including software-powered VoIP, Web conferencing and enterprise IM, while maintaining the operational control.

- Single identity and rich presence are the foundation for software-powered VoIP deployment.
- Office Communications Server 2007 delivers high-quality, software-powered VoIP right from within Microsoft Office programs so that users can communicate with a single click from their PC.
- Presence integration with other Microsoft applications increases productivity (out-of-the-box presence with Microsoft SharePoint® Server and Microsoft Exchange Server).
- With Office Communications Server 2007, users get a rich conferencing experience with integrated audio and video for adhoc collaboration and scheduled meetings.

### Communications Server 2007 Standard CAL

Conferencing	Voice & Call Management
<ul style="list-style-type: none"> <li>• Multiparty collaboration</li> <li>• Data</li> <li>• Video</li> <li>• Voice</li> <li>• Application Sharing</li> </ul>	<ul style="list-style-type: none"> <li>• Call routing</li> <li>• User call management</li> <li>• Remote Call Control (i.e. - former Telephony CAL)</li> <li>• Voice media on the Softphone</li> </ul>

### Server offerings

#### Standard Edition

The Office Communications Server 2007 Standard Edition hosts all server components, as well as the database for storing user and conference information, on a single PC. Standard Edition provides full functionality for small businesses.

#### Enterprise Edition

The Office Communications Server 2007 Enterprise Edition separates server functionality from data storage to achieve higher capacity and availability. An Enterprise Edition Pool consists typically of two or more front-end servers, which are fronted by a hardware load balancer and connected to a back-end database. (It is also possible to deploy a single front-end server without a load balancer). Optionally, certain conferencing components can be deployed on separate PCs for higher capacity and availability. Enterprise Edition is appropriate for medium, large and very large organisations.

#### Client Access Licence (CAL) offerings

OCS 2007 Standard CAL  
OCS 2007 Enterprise CAL

The table below illustrates the features contained within the OCS 2007 CAL editions:

### Communications Server 2007 Standard CAL

IM/Presence	
• Instant Messaging (IM)	• P2P Voice
• Group IM	• P2P Video
• Presence	• File Transfer

The OCS 2007 Standard CAL is a prerequisite to the OCS 2007 Enterprise CAL. Both versions of the CAL may be run against either version of the server. Additionally, both OCS 2007 Standard and Enterprise CALs are components of the Microsoft Enterprise CAL Suite.

### Client software

Microsoft Office Communicator 2007 is the client software used to interact with the OCS 2007 Server. Office Communicator 2007 will be available as both a stand-alone product and will also be included in the following Microsoft Office system suites: Microsoft Office Professional Plus 2007 and Microsoft Office Enterprise 2007. Customers that have active Software Assurance on Office LCS CALs and Office LCS Servers at the release of the OCS 2007 CALs on Volume Licensing price lists will maintain their rights to install Office Communicator 2007 without purchasing a licence for Office Professional Plus 2007, Office Enterprise 2007 or the Office Communicator 2007 stand-alone licence. If customers maintain active OCS Standard CAL Software Assurance through the release of the next Office Communicator version, they will also have the right to that version of Office Communicator when it is released.

## HOW DO I SELL IT? CONT.

## The new world of work

The way in which business people communicate and collaborate has seen rapid change recently, with new demands and capabilities today that were hardly a consideration a few short years ago. Communicating directly from the context of your task and contacting the right person using a more effective method help increase productivity and reduce time-to-decision. Delivering these benefits today in parallel with existing infrastructure, rather than waiting for long, staged rollouts of communications technologies, helps drive immediate business advantage. A software-based communications infrastructure also protects against obsolescence as technologies continue to evolve.

## Up-sell products:

- **E-mail.** Upgrade Exchange Server 2000/2003 customers to Exchange Server 2007. *Key messages:* Unified Messaging, compliance, consolidate IT investments with built-in features, simplify messaging administration, total cost of ownership (TCO)/cost savings.
- **IM and Presence.** Attach OCS 2007 Standard CAL to Exchange Server sales. *Key messages:* Control rogue IM use to help minimise security and compliance risk; presence-enable desktop PC applications.
- **Conferencing.** Sell Microsoft Live Meeting 2007 service. Sell on-premise conferencing features of OCS 2007 Enterprise CAL
- **Voice.** Up-sell Exchange Server customers to Unified Messaging. Attach OCS 2007 Enterprise CAL and establish a softphone pilot.

## Cross-sell:

UC devices, peripherals and gateways.

## Ask your customers:

- Are you concerned about security risks posed by public cloud IM Services? Would authentication, encryption and centralised IT control allow your firm to take more advantage of instant messaging?
- Would your firm's teams and department benefit from having enterprise-class IM capabilities that allowed them to improve communications?
- Does your industry require all written communications be recorded? Logging allows IM to be used for transactions and in industry verticals that require communication logging.
- Would integrated presence with Microsoft Office system programs and SharePoint Services team sites speed up your firm's ability to plan, execute and win?

## FREQUENTLY ASKED QUESTIONS

## What is Office Communications Server 2007?

Microsoft Office Communications Server 2007, the next version of Office Live Communications Server 2005, is the first Microsoft product to combine enterprise Instant Messaging (IM), presence, Web conferencing and software-powered VoIP. There are three main investment themes for OCS 2007:

- Enhanced enterprise instant messaging.
- Multi-party on-premise Web conferencing.
- VoIP and call management.

## What is new in Office Communications Server 2007?

Microsoft Office Communications Server 2007 is the first Microsoft product to combine Enhanced VoIP, enterprise instant messaging, presence and Web conferencing capabilities within a single offering. Building on the success of the Microsoft Live Communications Server 2005 rich presence and instant messaging capabilities, the OCS 2007 offering delivers new functionalities in two major areas:

- Enhanced VoIP
- Multi-party conferencing

## How does Office Communications Server 2007 Enterprise Edition differ from Office Communications Server 2007 Standard Edition?

Office Communications Server 2007 Enterprise Edition is different from Standard Edition in the following ways:

- Standard Edition. Hosts all server components, as well as the database for storing user and conference information, on a single PC. Standard Edition provides full functionality for small businesses.
- Enterprise Edition. Separates server functionality from data storage to achieve higher capacity and availability. An Enterprise Edition Pool consists typically of two or more front-end servers, which are fronted by a hardware load balancer and connected to a back-end database. (It is also possible to deploy a single front-end server without a load balancer). Optionally, certain conferencing components can be deployed on separate PCs for higher capacity and availability. Enterprise Edition is appropriate for medium, large and very large organisations.

## In which languages will Office Communications Server 2007 be available?

OCS 2007 will be available in English, French, Italian, German, Spanish, Japanese, Chinese Simplified, Chinese Traditional, Korean and Brazilian Portuguese. **Office Communicator** will be available in the OCS 2007 languages and also in the localised languages of Chinese Hong Kong, Arabic, Danish, Dutch, Finnish, Hebrew, Hindi, Norwegian, Polish, Russian, Swedish, Bulgarian, Czech, Croatian, Estonian, Greek, Hungarian, Latvian, Lithuanian, Portuguese (port), Romanian, Serbian, Slovak, Slovenian, Thai, Turkish and Ukrainian.

## What is Public IM Connectivity?

Public IM Connectivity is a licensed service offering users in a corporation a single client experience to connect with users of MSN® Messenger, AOL Instant Messenger (AIM) and Yahoo! Messenger clients.

## Does Office Communications Server 2007 support 64-bit systems?

Yes. Office Communications Server supports the 64-bit versions of Microsoft Windows Server®.

## What standards and protocols does Office Communications Server 2007 support?

Office Communications Server 2007 is built on top of the Session Initiation Protocol (SIP) and SIP for Instant Messaging and Presence Leveraging Extensions (SIMPLE) standards of the Internet Engineering Task Force (IETF).

## Where can I obtain a software development kit (SDK) to build applications that will work with Office Communications Server 2007?

Resources on the MSDN® site to help build programs that work with Office Communications Server 2007 can be found at <http://msdn2.microsoft.com/en-us/office/aa905499.aspx>

## ADDITIONAL SERVER AND HARDWARE REQUIREMENTS

## Office Communications Server 2007 Standard Edition

Before you deploy Office Communications Server 2007 Standard Edition, you need to have the following:

## Software requirements

- Windows Server 2003 operating system with Service Pack 1 (SP1) or R2.
- Microsoft SQL Server® 2005 Express Edition with SP1 installed automatically on the Standard Edition server if you do not already have it installed.
- MSXML 6.0 Parser installed automatically on the Standard

Edition Server if you do not already have it installed.

- Active Directory® Domain Services in Windows® 2003 Native Mode in all domains where you plan to deploy Office Communications Server 2007 or host Office Communications Server 2007 users.
- Domain Name Service (DNS).
- Certificate Authority (CA) – Enterprise (recommended), stand-alone or public CA. Microsoft Internet Information Services (IIS) 6.0, including Active Server Pages (ASP) components, installed on any PC where you install Standard Edition Server.

If you plan to archive, install the Archiving service.

## Minimum hardware requirements

**Processor:** PC with dual processor 3.2 GHz or faster with Hyper Threading **Memory:** 2 GB of RAM; 1 MB cache **Hard Disk:** 2 x 36 GB available hard-disk space **Additional Components:** 1 GB network adapter

## COMPLEMENTARY SOFTWARE

Microsoft unified communications technologies use the power of software to deliver complete communications – messaging, voice and video – across the applications and devices that people use every day.

Integrating the experiences you associate with the telephone (phone calls, voice mail and conferencing) with the work you do on a computer (documents, spreadsheets, instant messaging, e-mail and calendars) has the power to

fundamentally change the way people work.

We believe unified communications will transform business in the coming decade in the same way e-mail changed the business landscape in the 1990s.

When phone services become software, are managed by a server and are delivered to desktop PC applications, many interesting things happen.

## ADDITIONAL RESOURCES

**Product Information:** [www.microsoft.com/uc](http://www.microsoft.com/uc)





## WHAT IS IT?

**Microsoft Office Live Meeting** is a hosted Web conferencing service that connects and engages audiences in online meetings, training and events through a reliable, enterprise-class hosted service. With meeting attendees participating from their PCs, you can deliver a presentation, kick off a project, brainstorm ideas, edit files, collaborate on whiteboards and negotiate deals at less cost and without the hassle of travel.

You can access the service through a browser for a more light-weight meeting experience, or with a Live Meeting client application stored on the end-user's desktop PC for a more full-fidelity experience.

Once customer orders have been processed, Microsoft directly provisions and manages the customers' conferencing service. This ensures world-class performance, up-time, support and an overall great customer experience while freeing customers from the responsibility and expense of managing and maintaining conferencing servers.

## HOW DO I SELL IT?

With the Microsoft Office Live Meeting Web conferencing service, organisations can meet, present, train and collaborate in real time and at a moment's notice. Businesses can communicate with more people, more often and more effectively without the time and cost of travel. Live Meeting provides the following key benefits to users:

- **Immediate Cost Savings.** Businesses can start saving money immediately by avoiding travel costs. Avoided travel costs can often provide payback on the investment in Live Meeting in a few weeks or months.
- **Enhanced Workforce Productivity.** Businesses avoid lost productivity during travel and can help improve key business metrics by using Live Meeting to enhance internal and external communication.
- **Trustworthy Service Technology.** Live Meeting provides an industry-leading security, reliability and scalability that help users to communicate how they want and when they want.
- **Microsoft Commitment and Integrated Innovation.** Microsoft provides users with a familiar user interface and integration with other Microsoft products, making Live Meeting easy to use. Microsoft also continues to develop new technologies to enhance the value provided by Live Meeting.
- **Server or Service?** Microsoft offers customers a choice in how they receive our software, whether through an on-premise server or a hosted service. For customers who choose to provision and manage Web conferencing in-house using a dedicated IT staff, they may opt for Microsoft Office Communications Server (OCS), which also

## VALUE PROPOSITION

For online meetings, training and events, Live Meeting is an effective meeting solution that gives people the power to collaborate with colleagues, customers and suppliers without leaving their desk. Whether it is with individuals or a large group, meeting attendees participating from their PCs can kick off a project, edit files, collaborate on whiteboards and negotiate deals at a fraction of the cost and without the hassle of travel. Live Meeting provides unique interactive tools, integrates with existing productivity applications and incorporates a familiar and easy-to-use interface that improves remote collaboration and enables effective meetings for companies of all sizes.

includes voice and instant messaging (IM) capabilities. If a customer opts for a more full-fidelity Web conferencing solution that is a more simply managed service, they may want Live Meeting, which provides support 24 hours a day, seven days a week, as well as Service Level Agreements (SLAs) for availability and performance and always up-to-date software.

### What's New in Microsoft Office Live Meeting 2007?

There are three themes for the latest version of Live Meeting with relevant new features:

#### 1) Connected Organisations

- Redesigned client experience for easier usability
- New training and event features
- Rich recordings and playback

#### 2) Engaged Attendees

- Embedded Flash and movie clips
- Live Webcam video
- 360-degree panoramic video with Microsoft RoundTable™ communications and archival system

#### 3) Integrated phone plus Voice over Internet Protocol (VoIP) audio

- Enterprise-class service
- 10-year track record of high availability, security and performance
- New virus scanning using Microsoft Forefront™ client security

## HOW DO I ORDER IT?

Open Value SKUs	
Office Live Mtg Pro Monthly Subscription Services	BU8-00038
Office Live Mtg Pro Monthly Subscription Per User	BU8-00043
Office Live Mtg Room Monthly Subscription 50 Persons	A30-00070
Office Live Mtg Room Monthly Subscription 100 Persons	A30-00050
Office Live Mtg Room Monthly Subscription 250 Persons	A30-00065
Office Live Mtg Room Monthly Subscription 500 Persons	A30-00075
Office Live Mtg Room Monthly Subscription 1000 Persons	A30-00055
Select SKUs	
Office Live Mtg Pro Monthly Subscription Services	BU8-00005
Office Live Mtg Pro Monthly Subscription Per User	BU8-00009
Office Live Mtg Room Monthly Subscription 50 Persons	A30-00023
Office Live Mtg Room Monthly Subscription 100 Persons	A30-00022
Office Live Mtg Room Monthly Subscription 250 Persons	A30-00021
Office Live Mtg Room Monthly Subscription 500 Persons	A30-00024
Office Live Mtg Room Monthly Subscription 1000 Persons	A30-00019
EA SKUs	
	Listed Languages
Office Live Mtg Pro Monthly Subscription Services	BU8-00004
Office Live Mtg Pro Monthly Subscription Per User	BU8-00008
Office Live Mtg Room Monthly Subscription 50 Persons	A30-00017
Office Live Mtg Room Monthly Subscription 100 Persons	A30-00016
Office Live Mtg Room Monthly Subscription 250 Persons	A30-00015
Office Live Mtg Room Monthly Subscription 500 Persons	A30-00018
Office Live Mtg Room Monthly Subscription 1000 Persons	A30-00013

## SPECIAL LICENSING CONSIDERATIONS

**SSL (Service Subscription Licence):** This licence is required for using, activating and maintaining basic service for Microsoft Office Live Meeting. Each SSL activates one URL for Live Meeting service.

**USL (User Subscription Licence):** This licence is required for each specific user that accesses the online services to schedule and conduct meetings. Each licensed user may conduct meetings with up to 15 remote participants.

**ASL (Add-on Subscription Licence):** This licence is required to access additional meeting rooms with a fixed number of attendee spaces.

With this licence, users can conduct meetings with more than 15 remote participants.

## FREQUENTLY ASKED QUESTIONS

### What is Microsoft Office Live Meeting?

Live Meeting is an easy-to-use Web conferencing service that you can use to have interactive meetings with anyone in the world. All that is needed is a phone and a PC with an Internet connection. Remote teams, prospects, customers, partners, colleagues and global audiences participate from their desktops to swap ideas, mark up files, share information, collaborate with whiteboards or negotiate deals – at a fraction of the cost of travel.

### Does Office Live Meeting support localised versions of Windows?

Native Language Support is available not only in the meeting console, but also in invitations, chat, the question manager and customer support. Languages supported include English, French, German, Spanish, Traditional Chinese, Simplified Chinese, Korean and Japanese. With Live Meeting, users can even have multiple language consoles in a meeting based on individual participants' language preferences. For example, one meeting participant could have their console in English and another in German, all within the same meeting.

### How many people can attend one meeting? How many people can be presenters in one meeting?

Live Meeting makes it easy for you to hold meetings of any size. Each User Subscription Licence (USL) allows the licensed user to schedule and conduct meetings with up to 15 participants. Add-on Subscription Licences (ASLs) can be purchased to provision meeting rooms, which can accommodate larger audiences. Different sizes and quantities of rooms can be purchased by an organisation based on the number of concurrent large meetings they want to accommodate. There can be multiple presenters in a single meeting, all seamlessly working together.

### Can meeting invitation e-mails be customised?

Yes, administrators can define custom text that is added to every invitation for their Conference Centre.

### Can I browse Web sites during a meeting and have my audience follow along?

Yes, you can bring your attendees along with you on any Web browsing journey. Simply open an application – or desktop-sharing slide and use your own Internet browser to display your visit to the audience.

### How is audio recorded with a Live Meeting?

Your meeting audio is seamlessly synchronised into one recording that resides on the Live Meeting archive servers. When you start your recording, you instruct the server to dial in to your conference call through a guided series of steps. It takes the data feed and the conference call audio feed and creates a complete experience for viewers.

### What client environments are supported?

A Windows client is available for users on the Windows operating system. Live Meeting also has a browser client for non-Windows environments (Mac, UNIX) or if a user does not have permission to install the Windows client on their computer.

### Is a manual installer available for organisations with locked-down desktops?

The Live Meeting service makes administration simple and time-saving. The Windows client has a manual installer, so it can easily be packaged for distribution by IT organisations in locked-down desktop environments.

### Which versions of Microsoft PowerPoint can I use with Live Meeting?

Live Meeting is closely integrated with the Microsoft PowerPoint presentation graphics program. When you need to get your point across, a clear, concise slide is often the best way to communicate. Live Meeting works with the recently released PowerPoint 2003 as well as earlier versions, including PowerPoint 2002 (in Office XP), PowerPoint 2000 and PowerPoint 97.

### Can I schedule a Live Meeting directly from Microsoft Office?

Yes, many people use the Microsoft Outlook messaging and collaboration client for day-to-day communication. Now you can leverage the power of Outlook and Live Meeting with the free Live Meeting Outlook add-in. The Live Meeting toolbar appears automatically with add-in installation and comes complete with convenient 'Meet Now' and 'Schedule Meeting' buttons.

Live Meeting Add-in for Office Collaboration enables users to start a Meet Now meeting directly from Microsoft Office Word, Microsoft Excel spreadsheet software, PowerPoint, Microsoft Visio drawing and diagramming software or Microsoft Project. The document appears in an application-sharing session. Live Meeting is integrated into all Office business applications for Meet Now convenience or to schedule a meeting without having to launch Live Meeting.

## ADDITIONAL RESOURCES & SYSTEM REQUIREMENTS

**Product Information:** [www.microsoft.com/livemeeting](http://www.microsoft.com/livemeeting)

All you need to start or attend a live meeting is an Internet connection and browser. You can connect anytime, anywhere to communicate and collaborate with clients, customers, students or colleagues. The system requirements for both presenters and audience members are:

### Windows-Based Meeting Console:

#### Operating systems:

- Microsoft Windows Server 2003 or later
- Microsoft Windows XP Service Pack (SP) 1a or later
- Any edition of Microsoft Windows 2000 SP4 or later

#### Browsers:

- Microsoft Internet Explorer® 6 SP1 or later
- Netscape 7.2 or later

### Web-Based Meeting Console:

#### PC Users:

#### Supported operating systems:

- Windows Server 2003 or later
- Windows XP SP1a or later
- Any edition of Windows 2000 SP4 or later
- Microsoft Windows NT Server 4.0 SP6a or Windows NT Workstation 4.0 SP6a
- Microsoft Windows 98 Second Edition (SE)

## SYSTEM REQUIREMENTS CONT.

### Supported browser configurations:

- Internet Explorer 6 or later with the Microsoft Java Virtual Machine (JVM) (5.0.0.3810) in pre-installed configurations
- Internet Explorer 6 SP1 or later with the Sun JVM 1.4.2 or later
- Netscape 7.2 or later with the Sun JVM 1.4.2 or later

### Mac Users:

- Mac OSX 10.3
- Safari 1.2
- Macintosh Runtime for Java (MRJ) 1.4.1 or later

### Solaris Users:

- Solaris 9
- Netscape 7 or Mozilla 1.4
- Sun JVM 1.4.2

### Bandwidth

56 Kbps or faster connection

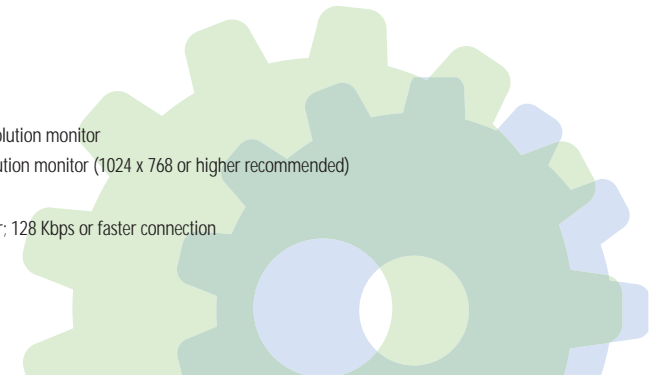
### Display

Presenter: 1024 x 768 pixels or higher resolution monitor

Attendee: 800 x 600 pixels or higher resolution monitor (1024 x 768 or higher recommended)

### Recording Playback

Microsoft Windows Media Player 9 or later; 128 Kbps or faster connection





## WHAT IS IT?

**Microsoft SQL Server® 2008** is comprehensive, integrated data management and business intelligence (BI) software designed for organisations to reliably manage mission-critical information and confidently run today's increasingly complex business applications. SQL Server 2008 can help companies gain greater insight from their business information and achieve faster results for a competitive advantage.

### THE DATA PLATFORM LEADER

Leaders Quadrant for Magic Quadrant for Business Intelligence Platforms 2008.

Leaders Quadrant for Magic Quadrant for Data Warehouse Database Management Systems 2007.

- Fastest growing database and business intelligence vendor.
- Ships more units than Oracle and IBM combined.
- Number one OLAP server on the market.
- Beats Oracle on security. Since July 2003, more than 100 critical Oracle database security vulnerabilities have been identified, compared to none for SQL Server during that period.
- Microsoft SQL Server and Unisys are the first to publish TPC-E benchmark results.
- Number one in databases. At least 74 percent of enterprises are using SQL Server, while 54.5 percent are using Oracle databases.
- Manages some of the largest databases in the world.
- Recognised as the best seller and top growth best seller by CRN magazine.

### VALUE PROPOSITION

With Microsoft SQL Server 2008, companies can gain greater insight from their business information and achieve faster results for a competitive advantage.

## SYSTEM REQUIREMENTS

### Hardware and Software Requirements for Installing SQL Server 2008

This topic is prerelease documentation and is subject to change in future releases. Blank topics are included as placeholders.

**Supported Operating Systems:** Windows Server® 2003 Service Pack 2; Windows Server 2008; Windows Vista®; Windows® XP Service Pack 2

### For All Download Types:

- 32-bit systems: Computer with Intel or compatible Pentium III 600 MHz or faster processor (1 GHz or faster is recommended).
- 64-bit systems: 1 GHz or faster processor.
- Minimum of 512 MB of RAM (1 GB or more is recommended).
- 675 MB of available hard-disk space.

### Note:

- If you want to use this SQL Server 2008 CTP with Microsoft Visual Studio 2005, you also need to obtain the update Visual Studio 2005 Support for SQL Server 2008 CTP
- If you want to use this SQL Server 2008 CTP with Microsoft Visual Studio 2008, you also need to obtain the update Visual Studio 2008 Support for SQL Server 2008 CTP
- You may install support for both Visual Studio 2005 and 2008

## HOW DO I ORDER IT?

A release candidate (RC0) of SQL Server 2008 was delivered June 10th during TechEd US 2008, with final release to manufacturing (RTM) of SQL Server 2008 expected in Quarter 3.

### Licensing Options

In general, there are three options for licensing SQL Server in a production environment:

- **Processor licence.** Requires a single licence for each CPU in the operating system instance running SQL Server. If you have made a processor inaccessible to all operating system copies on which the SQL Server software is set up to run, you do not need a software licence for that processor. This licence does not require any device or user CALs.
- **Server plus device CALs.** Under this model, a server licence is required for each operating system environment running an instance of SQL Server, as well as a CAL for each client device that accesses a system running SQL Server.
- **Server plus user CALs.** Under this model, a server licence is required for each operating system environment running an instance of SQL Server, as well as a CAL for each user that accesses a system running SQL Server.

Workgroup CALs can only be used with Workgroup Edition. SQL Server CALs can be used with Workgroup Edition, Standard Edition, or Enterprise Edition.

In 2004, Microsoft announced a new multi-core licensing policy in which it continues to reduce enterprise computing costs by licensing the processor, not the core, for Microsoft software currently licensed on a per-processor basis. So the number of processors, not the cores, determines the licensing requirements for per-processor software.

Microsoft SQL Server			
Select			
	Licence	L and SA	SA
SQL Svr Standard Edtn 2008 Sngl MVL 1 Proc	228-08649	228-05020	228-03147
SQL Svr Standard Edtn 2008 Sngl MVL	228-08720	228-04538	228-04529
SQL Svr Enterprise Edtn 2008 Sngl MVL 1 Proc	810-07541	810-04413	810-04404
SQL Svr Enterprise Edtn 2008 Sngl MVL	810-07612	810-04871	810-04862
Open Value SKUs			
	L and SA	SA	
SQL Svr Stand Edtn Sngl Lic/SA OLVNL 3YRAcqY1 AddPrd	228-04778	228-04725	
SQL Svr Stand Edtn Sngl Lic/SA OLVNL 3YRAcqY1 AddPrd 1Proc	228-05217	228-05165	
SQL Svr Enterprise Edtn Sngl Lic/SA OLVNL 3YRAcqY1 AddPrd1Proc	810-04308	810-04258	
SQL Svr Enterprise Edtn Sngl Lic/SA OLVNL 3YRAcqY1 AddPrd	810-04956	810-04913	

\* For the latest SKU information, use the Licensing Configurator tool: [www.microsoft.com/uk/partner/configurator](http://www.microsoft.com/uk/partner/configurator)

## SQL SERVER 2008 EDITIONS

For the edition comparison chart, see [www.microsoft.com/sqlserver/2008/en/us/editions.aspx](http://www.microsoft.com/sqlserver/2008/en/us/editions.aspx)

**SQL Server 2008 Enterprise** is a comprehensive data management and business intelligence platform that provides enterprise-class scalability, data warehousing, advanced analytics and security for running business-critical applications.

### Key Business Use Scenarios

- Run business-critical data management applications with enterprise-class scalability, high availability and security.
- Manage online transaction processing (OLTP) on a very large scale.
- Perform advanced analytics on large amounts of data in data warehouses.
- Create reports on the analysis of large amounts of data.

**SQL Server 2008 Standard** is a complete data management and business intelligence platform, providing best-in-class ease of use and manageability for running departmental applications.

### Key Usage Scenarios

- Run your departmental applications on reliable platform with increased availability and secure access to data.
- Easily manage departmental applications by spending less time on daily maintenance operations.
- Built-in reporting and analytics delivered through the Microsoft Office System.

**SQL Server 2008 Workgroup** provides a fast and easy-to-use database solution for small businesses. It is the ideal choice for small organisations that have outgrown SQL Server 2005 Express Edition and are looking for an affordable full-sized database to run their applications.

**SQL Server 2008 Developer** is used by programmers developing applications that use SQL Server 2005 as their data store. Although SQL Server Developer Edition supports all the features of SQL Server Enterprise Edition that allow developers to write and test applications that can use these features, SQL Server Developer Edition is licensed for use only as a development and test system, not as a production server.

**SQL Server 2008 Compact** is a maintenance-free compact database for device and single-user desktop PC applications. It offers a compact-embedded database for single-user client applications for all Windows® operating system platforms, including Tablet PCs, Pocket PCs, smart phones and desktop PCs that support in-memory processing. In addition, SQL Server Compact Edition is free to deploy and free to redistribute.

Embedded Engine	Data Platform			
	EXPRESS	WORKGROUP	STANDARD	ENTERPRISE
<b>COMPACT</b> Client Embedded Maintenance-free compact database for device and single-user desktop PC applications	<b>PERSONAL &amp; HOBBYIST</b> Fastest way for hobbyists and students to learn, build, and deploy simple applications	<b>SMALL BUSINESS &amp; BRANCH</b> Easiest to use and most affordable database solution for smaller departments and growing businesses	<b>DEPARTMENTAL</b> Complete data management and analysis platform for medium businesses and large departments	<b>BUSINESS CRITICAL</b> Fully integrated data management and analysis platform for business-critical enterprise applications

## SQL SERVER 2008 VALUE

**Application Development**

SQL Server provides a comprehensive data programmability platform that enables you to access and manipulate business-critical data from diverse devices, platforms, and data services across the enterprise.

SQL Server helps developers bring solutions to market faster with the integrated development environment of the Microsoft Visual Studio® development system and .NET Framework. SQL Server also offers support for any type of data with support for geospatial information, XML, documents, and complex relational data, and embeds relevant information and insights within applications.

- Take advantage of new data types like spatial hierarchy ID and FileStream to sell into new application areas like geospatial applications and content management.
- Drive home the total cost of ownership (TCO) on ease of development with SQL Server, along with the integration of Visual Studio and .NET Framework.

**Business Intelligence**

SQL Server provides a scalable BI platform optimised for data integration, reporting, and analysis, enabling organisations to deliver intelligence where users want it.

- Position SQL Server as a platform that provides increased developer productivity and faster capitalisation on new analysis and reporting capabilities with powerful wizards and innovative design experience for building integration, reporting, and analysis solutions within a single environment.
- Enable organisations to deliver a rich, personalised user experience, enabling more users throughout the organisation to drive action from the insight they gain. Unlike our competitors, we deliver the insights and information directly through Microsoft Office.

**Data Warehousing**

SQL Server 2008 provides a comprehensive and scalable data warehouse platform that

helps organisations integrate data into the data warehouse faster, and scale and manage growing volumes of data and users, while delivering insights to all users with the integrated BI platform.

- SQL Server is now positioned as one of the leaders in Gartner DW Magic Quadrant report. With the new features in SQL Server 2008, we continue to increase the scalability and manageability of SQL Server to manage the largest DWs in customer organisations.
- Winning the data warehouse platform positions Microsoft to win the rest of the BI solution from reporting to performance management.

**Mission-Critical Applications**

SQL Server provides a scalable, high-performance database engine for mission-critical applications that require the highest levels of availability and security, while reducing the TCO through enhanced enterprise-class manageability.

- Take advantage of the momentum of SQL Server 2005 with the largest applications running on our platform. With SQL Server 2008, we have raised the bar on security, availability, and scalability with benchmarks from TPC-E to partner benchmarks that show that we are both the performance and price/performance leader.
- Reduce the time and cost of managing infrastructure with innovative and automated policy-based administration and improved tools for monitoring, troubleshooting, and tuning.

**Server Consolidation**

Microsoft SQL Server 2008 reduces hardware and maintenance costs by providing a flexible server consolidation solution with enterprise-class manageability and performance.

- Take advantage of the unlimited virtualisation licensing policy on EE, Resource Governor, and Data Compression, to drive customers to consolidate their applications on SQL Server 2008 Enterprise.

## ADDITIONAL RESOURCES

**EXTERNAL LINKS**

**SQL Server 2005 Product Information:** [www.microsoft.com/sql/2005](http://www.microsoft.com/sql/2005)

**SQL Server 2008 Product Information:** [www.microsoft.com/sql/2008](http://www.microsoft.com/sql/2008)

**Compare SQL Server 2008 Editions:** [www.microsoft.com/sqlserver/2008/en/us/editions.aspx](http://www.microsoft.com/sqlserver/2008/en/us/editions.aspx)

**SQL Server 2008 Overview:** [www.microsoft.com/sqlserver/2008/en/us/overview.aspx](http://www.microsoft.com/sqlserver/2008/en/us/overview.aspx)

**SQL Server 2008 Case Studies:** [www.microsoft.com/sqlserver/2008/en/us/case-studies.aspx](http://www.microsoft.com/sqlserver/2008/en/us/case-studies.aspx)

**SQL Server 2008 Technologies:** [www.microsoft.com/sqlserver/2008/en/us/technologies.aspx](http://www.microsoft.com/sqlserver/2008/en/us/technologies.aspx)

**SQL Server 2008 Solutions:** [www.microsoft.com/sqlserver/2008/en/us/solutions.aspx](http://www.microsoft.com/sqlserver/2008/en/us/solutions.aspx)

**SQL Server 2008 Webcasts:** [www.microsoft.com/sqlserver/2008/en/us/events-webcasts.aspx](http://www.microsoft.com/sqlserver/2008/en/us/events-webcasts.aspx)

**SQL Server 2008 Demos and Videos:** [www.microsoft.com/sqlserver/2008/en/us/demos.aspx](http://www.microsoft.com/sqlserver/2008/en/us/demos.aspx)

**SQL Server 2008 Community Center:** [www.microsoft.com/sqlserver/2008/en/us/community.aspx](http://www.microsoft.com/sqlserver/2008/en/us/community.aspx)

**SQL Server 2008 Partners:** [www.microsoft.com/sqlserver/2008/en/us/partners.aspx](http://www.microsoft.com/sqlserver/2008/en/us/partners.aspx)

**SQL Server 2008 Virtual Labs:** [www.microsoft.com/sqlserver/2008/en/us/virtual-labs.aspx](http://www.microsoft.com/sqlserver/2008/en/us/virtual-labs.aspx)

**SQL Server 2008 Technical Resources:** [www.microsoft.com/sqlserver/2008/en/us/technical-resources.aspx](http://www.microsoft.com/sqlserver/2008/en/us/technical-resources.aspx)

**PARTNER RESOURCES**

**SQL Server 2008 Partner Resources:**

<https://partner.microsoft.com/global/productsolutions/servers/pssqlserver/pssqlserver2008>

**SQL Server 2008 Webcasts on Partner Learning Center:**

[https://training.partner.microsoft.com/plc/search\\_adv.aspx?ssid=7286a941-447d-42fa-a505-bc8bf334d43e](https://training.partner.microsoft.com/plc/search_adv.aspx?ssid=7286a941-447d-42fa-a505-bc8bf334d43e)

**Demo Showcase for the People-Ready Business:**

<https://partner.microsoft.com/global/salesmarketingsection/smsalesdemos/sddemoshowcase>

**Microsoft ISV Royalty Licence and Distribution Agreement:**

<https://partner.microsoft.com/global/licensing/licensingprograms/royaltylicensing>

## HOW DO I SELL IT?

**TRUSTED PLATFORM**

Run the most mission-critical applications on a highly secure, reliable, and scalable platform.

**Protect Your Data**

Dynamically encrypt the customer's valuable data within an entire database, data files, or log files, without the need for application changes. Simplify increasing regulatory compliance by using the advanced data auditing abilities of SQL Server 2008. Minimise exposure to security attacks by enabling only the services that are required with policy-based management.

**Ensure Business Continuity**

Seamlessly increase the reliability of applications with database mirroring. Simplify the recovery of applications from storage failures. Transfer operational data between the active operational systems and backup systems. Add system resources, like CPU and memory, without affecting applications.

**Provide Predictable Response**

Ensure consistent performance by using Resource Governor to define resource limits and priorities for different workloads and enable consistent performance. Reduce your storage costs and improve performance of large input/output (I/O) bound workloads by using data compression.

**PRODUCTIVE PLATFORM**

Reduce the cost of managing your data infrastructure while streamlining the development of data applications.

**Spent Less Time on Operations**

Manage enterprise data infrastructure easily with policy-based management. Enable organisations to reduce the time spent on daily maintenance operations by defining a common set of policies for most database operations. Apply policies to many servers for consistent management across the enterprise. Enable performance system analysis by collecting performance data from your system and storing it in a centralised data repository. View reports to benchmark and analyse system performance and health.

**Accelerate Development**

Enable new applications that access data by defining business entities instead of tables and columns with the ADO.NET Entity Framework. Query and retrieve these entities natively within any .NET language with Language Integrated Query (LINQ). Enable developers to work with the logical entity model, and administrators to define the physical implementation of the model as tables and columns.

**Access Data from Anywhere**

Create flexible, occasionally connected applications that can function when

disconnected from the network. Create a next generation of applications that can work on a local data store and automatically synchronise the local store with a central store when a connection is available.

**Store and Consume Any Type of Data**

Use the new filestream data type to manage unstructured data such as documents and images outside the database. Store XML efficiently and enable easy access with XQuery. Improve the handling of temporal data by using new date and time data types.

**Deliver Location Intelligence**

Consume, use, and extend location-based data through spatial-enabled applications. Build location-aware applications by using new spatial data capabilities in SQL Server 2008.

**INTELLIGENT PLATFORM**

Deliver relevant information and actionable insights to all users using Microsoft Office.

**Unlock Data**

Enable organisations to scale and manage large numbers of users and data with improved query performance on large tables. Optimise queries for data warehousing scenarios, and increase I/O performance with efficient and cost-effective data storage. Integrate growing volumes of data from disparate systems with the

scalable data integration features of Integration Services. Consolidate real-time data into the data warehouse with the Change Data Capture functionality.

**Deliver Relevant Information**

Empower users to answer complex questions by providing the relevant information through reports with powerful visualisations and rendered in Microsoft Office Word 2007 and Microsoft Office Excel® 2007 spreadsheet software. Enable users to create complex reports and share them internally and externally with customers and partners.

**Drive Actionable Insight**

Provide a consistent set of key performance indicators (KPIs) and business metrics to all users by using the comprehensive and scalable analysis platform of SQL Server Analysis Services that has intuitive access through Office Excel 2007. Integrated Data Mining enables predictive analysis so you can investigate common issues like forecasting and identifying key influencers for decisions. Develop scalable analysis models with enhanced designers that incorporate best practices into the design experience. Increase the scale and performance of analysis by using enhanced analytical capabilities and complex computations and aggregations.

**Competitive Differentiation**

- SQL Server provides an integrated data management and business platform.
- SQL Server runs the most mission-critical applications at lower cost.
- SQL Server provides an end-to-end business intelligence platform from data warehousing to reporting and analysis.
- SQL Server reduces the cost of management with automated management and enterprise-wide policies.
- SQL Server accelerates development of applications with the integrated environment of Visual Studio and .NET Framework.
- SQL Server business intelligence platform supports non-SQL Server databases with support for Oracle, DB2, and Teradata along with support for Netweaver BI.
- SQL Server supports multiple development platforms with connectivity to .NET, Java/J2EE, and PHP.

**IMPROVEMENTS OVER PREVIOUS VERSION****Next-Generation Data Warehousing**

- Predictable response across multiple workloads with Resource Governor.
- Improved query performance with enhanced partitioning and star join.
- Scalable analysis with improved design, management, and performance.

**Reduce TCO**

- Reduce cost of managing data infrastructure with enterprise-wide policies.
- Simplify development of applications with data abstraction.
- Connect to data from anywhere with synchronisation platform.

**Information Management**

- Manage any type of information from birth to archive.
- Deliver location intelligence with geographical information.
- Enterprise reporting with improved scalability and powerful visualisation.

**Trusted Fundamentals**

- Protect your information with transparent encryption and comprehensive auditing.
- Reliable platform with enhanced clustering and database mirroring.
- Scale across growing volumes of data with efficient data compression.

**When will SQL Server 2008 be available?**

SQL Server 2008 is scheduled to release to manufacturing in Q3 CY08. Microsoft has released a number of Community Technology Previews in the market already and is on track for a great release.



## WHAT IS IT?

**Microsoft Forefront™ Security Suite** offers a powerful combination of on-premise and off-premise security solutions that provide comprehensive, integrated and simplified protection of a customer's IT infrastructure. The suite consists of the following products:

Forefront Client Security	Malware protection for business desktop PCs, laptops and server operating systems that is easier to manage and control.
Forefront Security for Exchange Server	Server-level anti-virus, anti-spam and content-filtering products that help businesses protect their e-mail and collaboration environments against viruses, worms, spam and inappropriate content.
Forefront Security for SharePoint®	
Antigen for Instant Messaging (IM)	'Cloud-based' message filtering service that helps protect an organisation's inbound and outbound e-mail from spam, viruses, phishing scams and e-mail policy violations.
Exchange Hosted Mail Filtering	

The Forefront Security Suite provides customers with the following:

- End-to-end protection of the IT infrastructure with a full range of protection products and services.
- Reduced up-front and ongoing costs.
- Simplified licensing, tracking and deployment.

The Microsoft Forefront Security Suite is also available as part of the Enterprise Client Access License (ECAL) Suite.

### VALUE PROPOSITION

Forefront Security Suite provides enterprises with a comprehensive IT infrastructure security for Windows®-based desktop PCs and laptops, servers and messaging and collaboration platforms. The suite includes the following:

- Desktop and file server anti-malware protection with Forefront Client Security.
- Multiple-engine anti-virus protection for on-premise Exchange Server programs with Forefront Security for Exchange.
- In-the-cloud anti-virus and anti-spam protection for mail traffic with Exchange Hosted Filtering.
- File filtering, keyword blocking and anti-virus scanning for Microsoft SharePoint Server document libraries with Forefront Security for SharePoint.
- Virus scanning and content filtering for instant message conversations and file transfers with Antigen for Instant Messaging.

Forefront Security Suite provides significant value to customers seeking to protect their client, server and messaging and collaboration environments, allowing customers to save around 15 percent above the individual products. Customers can also purchase licences for Forefront Security Suite as part of the Enterprise CAL Suite to take advantage of additional savings.

## HOW DO I ORDER IT?

To find ordering information and other resources, please go to:

[www.microsoft.com/products/info/render.aspx?view=22&type=mp&content=22/licensing](http://www.microsoft.com/products/info/render.aspx?view=22&type=mp&content=22/licensing)

**Special licensing considerations** User Subscription Licence (USL) or Device Subscription Licence (DSL). This licence is required for each specific user, or device accessing or receiving data, processed by the online service.

For further information on our Forefront offerings, please contact your Solutions Specialist at [ffsc@microsoft.com](mailto:ffsc@microsoft.com)

## HOW DO I SELL IT?

### Target customers

The Forefront security suite addresses the needs of organisations seeking to secure their IT infrastructure, particularly Windows-based client desktop PCs and laptops, servers and messaging and collaboration infrastructure.

Key products within the Forefront suite include:

- Microsoft Forefront Server Security Management Console
- Microsoft Forefront Security for Exchange Server
- Microsoft Forefront Security for SharePoint Server

### Three simple questions to start the customer conversation

#### 1. Does your organisation have a truly comprehensive security approach?

- Forefront is a comprehensive business security product suite, protecting information and controlling access across operating systems, applications and servers.
- It protects client and server operating systems through highly responsive security capabilities and is optimised to protect Microsoft-based application servers through a defence-in-depth strategy.

- Forefront provides a robust solution for controlling and helping secure local and remote network access. It safeguards sensitive data and protects intellectual property.

#### 2. Are your security capabilities integrated?

- Forefront provides integration on multiple levels - maximising security control, efficiency and effectiveness.
- It integrates with other Microsoft security products and Microsoft server applications and with existing Microsoft-based IT infrastructures.
- Integration with third-party security solutions enables end-to-end, defence-in-depth solutions.

#### 3. Is your security coverage complicated?

- Forefront improves security by simplifying the configuration, deployment, management and use of security products.
- Increase network security visibility and simplify management, by reducing the number of management consoles and providing a unified, policy-based approach.
- Simplifies configuration, deployment and licence management.

### Benefits of the Forefront Security Suite

Increased security for Windows-based desktop PCs, laptops and servers.	<ul style="list-style-type: none"> <li>• Provides unified protection from viruses, spyware and other current and emerging threats.</li> <li>• Provides visibility and control over malware threats through insightful, prioritised security reports and summary dashboard views.</li> </ul>
On-premise and off-premise anti-virus, anti-spam and content-filtering products help businesses protect their e-mail and collaboration environments against viruses, worms, spam and inappropriate content.	<ul style="list-style-type: none"> <li>• Uses a unique, multiple anti-virus engine approach throughout the on-premise messaging server infrastructure, providing improved protection against e-mail threats.</li> <li>• Provides 'in-the-cloud' malware detection and prevention before threats reach the customer's network.</li> <li>• Maximises availability and management control through tight integration with Microsoft Exchange Server and other Windows-based messaging servers.</li> <li>• Helps organisations eliminate the sharing of inappropriate language and dangerous attachments in both internal and external communications.</li> </ul>
Simplifies the deploying of multilayer, 'defence-in-depth' security solutions that help maximise an organisation's security.	<ul style="list-style-type: none"> <li>• Offers an end-to-end, defence-in-depth solution.</li> <li>• Offers simplified configuration, deployment, management and unified reporting, addressing the primary operational pains customers encounter with a multi-layer security solution.</li> <li>• Reduces the costs of acquiring and deploying multiple security products.</li> <li>• Integrates seamlessly into the pre-existing Microsoft IT infrastructure (e.g., directory services and management tools).</li> <li>• Encourages more pervasive security deployments due to simplified deployment and management.</li> </ul>
Reduced up-front and ongoing costs.	<ul style="list-style-type: none"> <li>• Reduces the costs of acquiring and deploying multiple security products, thereby allowing the deployment of defence-in-depth security.</li> <li>• Delivers superior value to customers through cost savings over purchasing products separately.</li> <li>• Detects and removes spam while still in the cloud, dramatically reducing the amount of incoming network traffic and providing better bandwidth use.</li> <li>• Offers lower total cost of ownership (TCO) through unified infrastructure and simplified, centralised management.</li> </ul>
Simplified licence management.	<ul style="list-style-type: none"> <li>• Provides simpler licence tracking and management through one licence for the entire security solution.</li> <li>• Simplifies the purchasing and renewal experience.</li> </ul>

## FREQUENTLY ASKED QUESTIONS

**Why should customers consider suites instead of stand-alone products?**

- Suites deliver significant value over purchasing the products separately. In the case of Forefront Security Suite, customers can save as much as 35 per cent over obtaining the products separately.
- Simplifies the deployment of defence-in-depth security solutions that help maximise the security of an organisation.
- Simplified licence management.

**When should a customer consider the Forefront Security Suite versus other Forefront licensing options?**

The various Forefront licensing stock-keeping units (SKUs) are designed for different audiences, and, in general, vary with respect to the amount of investment customers have or plan to make in the Microsoft platform, as well as the breadth of the solution(s) they are building:

- **Enterprise Client Access Licence (CAL) Suite** is best suited for organisations that have invested, or plan to invest, extensively in the Microsoft platform throughout their infrastructure. This suite provides the most significant value to the customer, with savings of as much as 50 per cent.
- **Forefront Security Suite** is the best option for customers focused on addressing security issues throughout their organisation, including protecting their Windows-based clients, servers and messaging infrastructure.
- **Exchange Enterprise CAL** is the best option for those customers focusing on the e-mail infrastructure.
- **Stand-alone products** are best suited for customers looking to fill specific gaps in their infrastructure and/or for those organisations where competitive products are highly entrenched.

**Can customers who have already acquired some of the products on a stand-alone basis convert to the Forefront Security Suite?**

Yes, for those customers who want to move from stand-alone products to the Forefront Security Suite, a step-up SKU will be offered when the Forefront Security Suite becomes available. Details will be made available closer to the release date.

**What is the relationship between the Forefront Security Suite and the Enterprise CAL Suite?**

The Forefront Security Suite is available alone or as part of the Enterprise CAL Suite.

**What is Microsoft Forefront?**

The Microsoft Forefront family of business security products helps provide greater protection and control over the security of an organisation's network infrastructure. The Microsoft Forefront products easily integrate with each other, with an organisation's IT infrastructure, and can be supplemented through interoperable third-party solutions, enabling end-to-end, defence-in-depth security solutions. Simplified management,

reporting, analysis and deployment enable more efficient protection of an organisation's information resources and secure access to applications and servers.

The Forefront product line consists of the following products:

- Forefront Client Security
- Forefront Server for Exchange Server
- Forefront Server for SharePoint
- Microsoft Antigen for Instant Messaging
- Microsoft Internet Security and Acceleration (ISA) Server 2006
- Intelligent Application Gateway (IAG)

**Comprehensive security product line:** Helps protect information and control access across a customer's operating system, applications and servers so that their organisation is secure from ever-changing threats.

- Helps protect client and server operating systems through highly responsive security capabilities.
- Optimised to protect Microsoft-based application servers through a defence-in-depth strategy.
- Provides a robust solution for controlling and helping secure local and remote network access.
- Safeguards sensitive data and protects intellectual property.
- Integration with third-party security solutions provides greater coverage of their network.

**Integrated for greater control:** Forefront integrates security capabilities across the product line with Microsoft server applications and with the customer's existing IT infrastructure. This helps customers achieve greater efficiency and control over the security of their network.

- Integrates with other Microsoft security products and Microsoft server applications.
- Integrates into the existing Microsoft-based IT infrastructure.
- Uses existing platform and management infrastructure.
- Integration with third-party security solutions provides greater coverage of the network.

**Simplified for greater security:** Forefront improves the ability to secure an organisation by simplifying the configuration, deployment, management and use of security products so that customers can have greater confidence that their organisation is well-protected.

- Increases visibility into the security state of their network.
- Simplifies management by reducing the number of management consoles necessary.

- Simplifies configuration and deployment.
- Provides a unified, policy-based approach to security management.
- Simplifies licence management.

**Why is defence-in-depth so important?**

As security threats have become more sophisticated, the need has grown for a multi-layer approach to security that addresses processes, operating systems, applications, access and data. This approach, often called 'defence-in-depth', helps ensure that if one layer of security fails to stop an attack, it will still be thwarted by another layer, and is considered an industry-wide 'best practice'. The concept of defence-in-depth can be applied across the entire infrastructure, within the infrastructure supporting a single, business-critical workload, or ideally, both.

While the security benefits of defence-in-depth are well-documented, they are often accompanied by the cost challenges and the operational pains of deploying, configuring and managing multiple security products. The capabilities of the Microsoft Forefront family of security products, combined with the economic savings of Forefront Server Security, help reduce these barriers by:

- Reducing the cost of deploying and managing multiple security products throughout the infrastructure.
- Making a multi-product solution operationally viable through advanced integration and simplified management.

**Why is Exchange Hosted Mail Filtering included in the suite?**

By combining Forefront Server Security for Exchange and Exchange Hosted Mail Filtering, the Forefront Security Suite provides a unique and powerful combination of on-premise and off-premise anti-virus and anti-spam. This multi-layer approach to e-mail anti-virus/anti-spam helps maximise the security of the messaging infrastructure by blocking most malware before it even approaches the edge of the customer's network. In addition, the inclusion of a 'cloud-based' security layer helps minimise the impact of spam on an organisation's bandwidth. Spam currently accounts for 85 per cent of all e-mail traffic. By cleaning the incoming data while still 'in the cloud', the volume of network traffic coming into a customer's network is dramatically reduced. This provides better bandwidth use in addition to greater security.

**Why are Microsoft Internet Security and Acceleration Server (ISA) 2006 and the Intelligent Application Gateway (IAG) not included in the Forefront Security Suite?**

Neither product is included in the Forefront Security Suite because they are based on very different licensing models:

- Forefront Security Suite is based on a subscription, per-user or per-device licence.
- ISA is based on a per-processor licence.
- IAG is based on a perpetual per-user or per-device licence.

## ADDITIONAL RESOURCES

**Page Content**

[www.microsoft.com/forefront](http://www.microsoft.com/forefront)  
[www.microsoft.com/securemessaging](http://www.microsoft.com/securemessaging)  
[www.microsoft.com/forefront/serversecurity/exchange](http://www.microsoft.com/forefront/serversecurity/exchange)  
[www.microsoft.com/forefront/serversecurity/sharepoint/default.aspx](http://www.microsoft.com/forefront/serversecurity/sharepoint/default.aspx)  
[www.microsoft.com/forefront/clientsecurity](http://www.microsoft.com/forefront/clientsecurity)  
[www.microsoft.com/exchange/services/filtering.aspx](http://www.microsoft.com/exchange/services/filtering.aspx)

## SYSTEM REQUIREMENTS

See specific products in this tool kit for details





## WHAT IS IT?

Microsoft® Forefront™ Server Security Management Console (SMC) is part of the Forefront security suite. It gives administrators easy, web-based management of all Microsoft Forefront server security and Antigen products, facilitating greater security.

Forefront SMC provides optimal control over messaging and collaboration security environments, supporting business productivity by protecting organisations against viruses, worms, spam and inappropriate content. Central, integrated control boosts security efficiency and effectiveness, while simplified management capabilities lower administration costs.

Administrators gain centralised configuration, operation, update distribution and reporting functionality through effective management of Forefront Security for Exchange Server, Forefront Security for SharePoint and Microsoft Antigen. The Web-based management console allows users to automate the download and distribution of signature and scan engine updates, providing comprehensive reporting and rapid responses to new threats.

### VALUE PROPOSITION

The Forefront Server Security Management Console helps administrators easily manage Forefront Security for Exchange Server, Forefront Security for SharePoint and Microsoft Antigen, providing a Web-based console to centralise configuration and operation, automate the download and distribution of signature and scan engine updates and generate comprehensive reports.

## HOW DO I ORDER IT?

### Microsoft Forefront Server Security Management Console licensing options

Microsoft Forefront Server Security Management Console will be licensed through the Microsoft Online Services programme on a per-server subscription model. Customers will only need to purchase a licence for the server(s) on which they are running the console. Customers will be able to license the Forefront Server Security Management Console through the following Microsoft Volume Licensing Programmes:

- Enterprise Agreement
- Enterprise Agreement Subscription
- Select Licence
- Academic Select Licence
- Government Select Licence
- Open Value
- Open Value Subscription
- Server Provider Licence Agreement
- High Volume Messaging Services
- Campus and School Agreement

For further information on our Forefront offerings, please contact your Solutions Specialist at [ffsc@microsoft.com](mailto:ffsc@microsoft.com)

## HOW DO I SELL IT?

### Target customers

Forefront Server Security Management Console is designed for enterprise and upper mid-market customers seeking to simplify the management of multiple Forefront security suite products, including Forefront Security for Exchange Server, Forefront Security for SharePoint and Antigen.

### Three simple questions to start the customer conversation

#### 1. Is security management a complex issue in your organisation?

- Forefront Server Security Management Console helps administrators easily manage security configuration, operation and reporting.
- The Web-based console provides central configuration, deployment and updating, helping IT administrators to remotely manage enterprise server security easily and effectively.
- Microsoft rapidly tests and distributes its anti-virus vendors' updates, posting them for automatic download and deployment by Forefront SMC.
- Forefront SMC automatically detects new Microsoft Exchange Server products in an organisation, ensuring proper security configurations and reporting for messaging servers added to the environment.
- Allows organisations to monitor security on Exchange Server 2003 and Exchange Server 2000 environments, until migration to Exchange Server 2007 takes place.

#### 2. How comprehensive is your organisation's security approach?

- Forefront SMC alerts all Microsoft Antigen and Forefront security servers when new updates are ready for download, distributing them immediately. If an update fails, administrators are alerted, enabling them to quickly respond and minimise exposure.
- Outbreak alerts provide warnings when servers are under attack, facilitating early response.

#### 3. Are your security arrangements delivering optimal performance?

- Integration with Windows® Server and Microsoft SQL Server™ 2005 promotes reliability and performance of messaging and collaboration environments.
- Forefront SMC supports new Exchange Server 2007 functionality, ensuring messaging traffic remains secure even if individual mail servers fail.
- Offload critical functions like signature updates and security setting propagation to another Forefront SMC server, ensuring continuous protection even in the case of server failure.
- Integration with SQL Server 2005 and Windows Server® provides more secure and reliable data management and supports further security and performance enhancements.

## FREQUENTLY ASKED QUESTIONS

### What is Microsoft Forefront?

Microsoft Forefront is a comprehensive line-of-business security product, providing greater protection and control through integration with your existing IT infrastructure and through simplified deployment, management and analysis. The Microsoft Forefront line-of-business security products help provide protection for client machines, server applications and the network edge.

### What is Forefront Server Security Management Console?

Forefront Server Security Management Console helps administrators easily manage configuration and operation, automated scan engine signature updates and reporting across multiple Forefront Server Security products. With centralised, Web-based control, Forefront Server Security Management administrators can remotely manage Forefront Security for Exchange Server and Forefront Security for SharePoint and Microsoft Antigen servers, automatically download and distribute signature and engine updates, generate comprehensive reports and receive outbreak alerts from across the infrastructure. Through integration with Windows Server and SQL Server 2005, Forefront Server Security Management Console helps maintain reliability and performance of messaging and collaboration environments.

### What's new in Forefront Server Security Management Console?

Forefront Server Security Management Console supports Forefront Security for Exchange Server and Forefront Security for SharePoint and Microsoft Antigen products and helps IT groups remotely manage their multiple-engine protection for Exchange Server and SharePoint Server. New features\* will include:

- Support for Exchange Server 2007 CCR clusters.
- Automatic discovery of new Exchange Server that are added to the network.
- Integration with SQL Server 2005 and Windows Server for more reliable, robust performance.
- Forefront Server Security Management Console Redundancy.
- Localisation into 11 languages to enable companies around the world to manage their servers in the language of the region.

\* New features will be available in the beta 2 build available in mid-2007.

### Is Forefront Server Security Management Console part of the Exchange Server Enterprise CAL?

No. While Forefront Security for Exchange Server is included in the Exchange Server Enterprise CAL, Forefront Server Security Management Console licences must be purchased separately.

### How can I get pricing for Forefront Server Security Management Console?

Pricing for Forefront Server Security Management Console will be published closer to when the product is generally available. However, it will be priced very similarly to Antigen Enterprise Manager (the product it is replacing). Pricing information for Antigen Enterprise Manager can be found on the Antigen 'How to Buy' site [www.microsoft.com/antigen/howtobuy/default.aspx](http://www.microsoft.com/antigen/howtobuy/default.aspx) or through your reseller.

## ADDITIONAL RESOURCES

[www.microsoft.com/forefront/serversecurity](http://www.microsoft.com/forefront/serversecurity)

### What Forefront Server Security and Antigen products does Forefront Server Security Management Console Support?

Forefront Server Security Management Console supports Forefront Security for Exchange Server, Forefront Security for SharePoint, Microsoft Antigen for Exchange, Microsoft Antigen for Simple Mail Transfer Protocol (SMTP) Gateways and Microsoft Antigen Spam Manager. Forefront Server Security Management Console does not support Sybari Antigen 8.0 or earlier products.

### How will Forefront Server Security Management Console be licensed?

Microsoft Forefront e-mail and collaboration server security software is sold through Microsoft Volume Licensing on a per-user subscription or per-server subscription basis. Microsoft Volume Licensing programmes offer companies of all sizes a great way to obtain and manage multiple software licences – for as few as five desktop computers.

### How does Forefront Server Security Management Console manage signature updates?

Through its Rapid Update Process, Microsoft monitors all scan-engine vendor Web sites for updates and downloads and validates new engine versions and signatures as they become available, and then posts them online. Forefront Server Security Management Console regularly polls the Microsoft update site, then automatically downloads the new engines and signatures as soon as they are available. Forefront Server Security Management Console then distributes the signature and engine updates to all Forefront Security for Exchange Server, Forefront Security for SharePoint, and Microsoft Antigen deployments within the environment. This ensures that all Forefront Server Security products have the latest updates.

### Is Forefront Server Security Management Console available globally? Which languages does it support?

Forefront Server Security Management Console will be available globally. It will be localised into 11 languages, which are English, German, French, Japanese, Italian, Spanish, Korean, Chinese (Simplified), Chinese (Traditional), Portuguese (Brazil) and Russian.

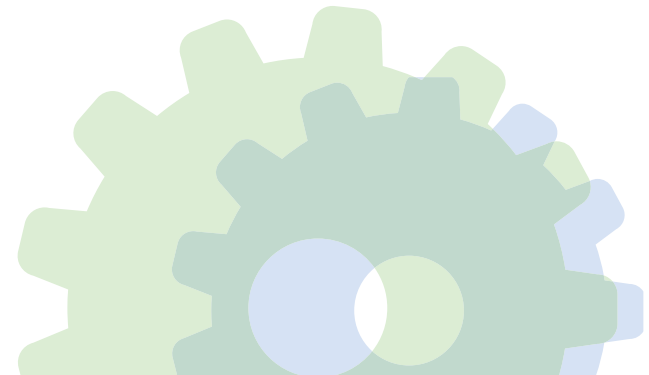
## SYSTEM REQUIREMENT

**Processor:** x86 architecture-based PC **Operating System:** Windows Server 2003 **Memory:** 512 MB of RAM (1 GB recommended)  
**Hard Disk:** 300 MB of hard-disk space

## COMPLEMENTARY SOFTWARE

Forefront Server Security Management Console provides centralised management for:

- Forefront Security for Exchange Server
- Forefront Security for SharePoint
- Microsoft Antigen for Exchange
- Microsoft Antigen for SMTP Gateways
- Microsoft Antigen Spam Manager





## WHAT IS IT?

Microsoft® Forefront™ Security for Exchange Server helps businesses protect their Exchange Server messaging environments from the latest threats. Part of the family of Forefront security products, it includes multiple scan engines from industry-leading security providers, integrated in a single solution, to help tackle viruses, worms, spam and inappropriate content.

Formerly known as Antigen for Exchange, Forefront Security for Exchange Server provides comprehensive, layered security. It protects e-mail infrastructure from infection and maintains uptime through an approach that optimises performance and availability.

Forefront optimises performance through deep integration with Microsoft Exchange Server, scanning innovations and performance controls. It also simplifies security management and control, enabling IT administrators to easily manage configuration and operation, automated scan engine signature updates and reporting at the server and enterprise level.

### VALUE PROPOSITION

Forefront Security for Exchange Server protects e-mail infrastructure from infection and downtime through an approach that emphasises layered defences, optimisation of Exchange Server performance and availability and simplified management control. It integrates multiple scan engines from industry-leading security firms into a comprehensive layered solution, protecting businesses from viruses, worms, spam and inappropriate content. The new Forefront Security for Exchange Server Service Pack 1 (SP1) provides support for Exchange Server 2007 SP1 and the Windows Server® 2008 operating system. It also includes content filtering and manageability enhancements, such as installable localised keyword lists for eliminating e-mail containing profanity and new health monitoring logs and alerts for improved integration with Microsoft System Center Operations Manager (SCOM).

## HOW DO I ORDER IT?

### Microsoft Forefront Security for Exchange Server licensing options

Microsoft Forefront Security for Exchange Server is licensed through the Microsoft Online Services programme on a per-user subscription model. This licence includes all anti-virus and anti-spam engine updates, signatures and product upgrades during the licence period. Customers can license Forefront Security for Exchange Server through the following Microsoft Volume Licensing programmes:

- Enterprise Agreement
- Enterprise Agreement Subscription
- Select Licence
- Academic Select Licence
- Government Select Licence: Open Value
- Open Value Subscription
- Server Provider Licence Agreement
- High Volume Messaging Services
- Campus and School Agreement

For further information on our Forefront offerings, please contact your Solutions Specialist at [ffsc@microsoft.com](mailto:ffsc@microsoft.com)

Forefront Security for Exchange Server		
Open Value SKUs		Subscription
		L&SA
Forefront Security for Exchange Server Monthly Subscription Per Device	9SG-00036	9SG-00037
Forefront Security for Exchange Server Monthly Subscription Per User	9SG-00069	9SG-00070
Select SKUs		
Forefront Security for Exchange Server Monthly Subscription Per Device	9SG-00031	
Forefront Security for Exchange Server Monthly Subscription Per User		
Enterprise SKUs		
Forefront Security for Exchange Server Monthly Subscription Per Device	9SG-00017	
Forefront Security for Exchange Server Monthly Subscription Per User	9SG-00050	

## HOW DO I SELL IT?

### Three simple questions to start the customer conversation

#### 1. How comprehensive is your organisation's security approach?

- Forefront Security for Exchange Server includes multiple scan engines, integrated in a single solution – defending messaging environments against viruses, worms and spam.
- Multiple scan engines provide better protection against threats. If one engine fails or goes offline to update, other engines continue to scan without interrupting mail delivery.
- Forefront includes the rights to premium anti-spam services, including Microsoft IP Reputation Service, Intelligent Message Filter (IMF) content filter signatures and anti-spam signatures.
- Includes heuristics technologies that detect malicious code based on behavioural characteristics. Configurable file filtering rules help users block file types known for carrying viruses.

#### 2. Are your security arrangements delivering optimal performance?

- Deep integration with Exchange Server, scanning innovations and performance controls help protect messaging environments, while maintaining uptime and optimising server performance.
- Forefront eliminates redundant scanning, saving processing load.
- Protection can be maintained with reduced server overhead, scanning only messages that are most likely to be infected.
- Use in-memory and multi-threaded scanning, and leverage how many engines are used for a given scan job, for greater flexibility and control over security and server performance.

#### 3. Is security management a complex issue in your organisation?

- Forefront enables administrators to easily manage product configuration and operation, automated scan engine signature updates and reporting at the server and enterprise level.
- The built-in management console enables administrators to fully configure Forefront locally or remotely.
- Works with Forefront Server Security Management Console, providing central, web-based configuration, deployment and updating.
- Microsoft monitors and rapidly validates new signatures and engine updates from its anti-virus vendors, posting them for automatic download.
- Supports a management pack for Microsoft Operations Manager, so Forefront Security for Exchange Server system information can be integrated with broader corporate management practices.

### Competitive Differentiation

<b>Integrates multiple scan engines.</b>	The three top anti-virus competitors rely on a single scanning engine, which they develop internally. Forefront Security for Exchange Server integrates multiple scan engines from industry-leading security partners, including AhnLab, Authentium, CA, Kaspersky, Microsoft, Norman, Sophos, VirusBuster, to provide better, more comprehensive protection against the latest threats.
<b>Deep integration with Exchange Server.</b>	Forefront Security for Exchange Server optimises server performance and maintains system uptime through its deep integration with Exchange Server, scanning innovations and performance controls.
<b>Simplified management.</b>	Forefront Security for Exchange Server integrates with Forefront Server Security Management Console, which enables administrators to easily manage their messaging and collaboration security from a central console. Automated scan engine signature updates reduce the manual steps needed to maintain protection.
<b>Integrated anti-spam.</b>	Forefront Security for Exchange Server includes built-in premium-level spam protection at no additional cost. Competitive anti-spam products typically require a costly additional licence.

## FREQUENTLY ASKED QUESTIONS

**What is Microsoft Forefront?**

Microsoft Forefront is a comprehensive line-of-business security product providing greater protection and control through integration with your existing IT infrastructure and through simplified deployment, management and analysis. Microsoft Forefront line-of-business security products help provide protection for client machines, server applications and the network edge.

**What is Forefront Security for Exchange Server?**

Microsoft Forefront Security for Exchange Server includes multiple scan engines from industry-leading security firms, integrated in a single solution, to help businesses protect their Exchange Server messaging environments from viruses, worms and spam. Microsoft Forefront Security for Exchange Server is one of several products in the Forefront security portfolio from Microsoft. Formerly known as Antigen for Exchange Server, this highly regarded product is in its tenth iteration as it comes under the Forefront brand. It ships with and integrates multiple scan engines to provide comprehensive, layered protection of Exchange Server messaging servers, while optimising server performance and simplifying security management.

Through deep integration with Exchange Server, scanning innovations and performance controls, the solution helps protect messaging environments while maintaining uptime and optimising server performance. Forefront Security for Exchange Server also helps administrators to manage product configuration and operation, automated scan engine signature updates and reporting at the server and enterprise level easily.

**What's new in Forefront Security for Exchange Server?**

Forefront Security for Exchange Server supports Exchange Server 2007 and enables IT groups to apply comprehensive multiple-engine protection for Edge, Hub and Store servers. The new features include:

- Support for the Exchange Server 2007 anti-virus (AV) transport stamp, plus incremental background scanning, to optimise performance and reduce overhead on mailbox servers.
- A licence to enable the premium anti-spam services of Exchange Server 2007, including the Microsoft IP Reputation Service, Intelligent Messaging Filter (IMF) signatures and anti-spam signatures; all filters and signatures are updated multiple times a day.
- Forefront Security for Exchange Server is localised into 11 languages to enable companies around the world to manage their servers in the language of the region.
- Additional virus scanning engines, including the Microsoft Anti-malware engine, have been included in the product to give IT more options for scanning configurations.

**Is Forefront Security for Exchange Server part of the Exchange Server Enterprise CAL?**

Yes. Forefront Security for Exchange Server is included in the Exchange Server Enterprise CAL.

**How can I get pricing for Forefront Security for Exchange Server?**

Forefront Security for Exchange Server pricing information can be found on the Forefront Security for Exchange Server 'How to Buy' site [www.microsoft.com/forefront/serversecurity/exchange/how-to-buy.msp](http://www.microsoft.com/forefront/serversecurity/exchange/how-to-buy.msp) or through your reseller.

**What versions of Exchange Server does Forefront Security for Exchange Server support?**

Forefront Security for Exchange Server supports Exchange Server 2007. Customers who purchase a licence for Forefront Security for Exchange Server receive downgrade rights to Antigen for Exchange Server, which supports Exchange Server 2003 and Exchange 2000 Server.

**How will Forefront Security for Exchange Server be licensed?**

Microsoft Forefront e-mail and collaboration server security software is sold through Microsoft Volume Licensing on a per-user subscription or per-server subscription basis. Microsoft Volume Licensing programmes offer companies of all sizes a great way to obtain and manage multiple software licences – for as few as five desktop computers.

**How do I manage Forefront Security for Exchange Server?**

Using Forefront Server Security Administrator, a built-in management console, administrators can fully configure Forefront Security for Exchange Server locally or remotely. For centralised Web-based control, Forefront Security for Exchange Server works with Microsoft Forefront Server Security Management Console, which provides central configuration, deployment and updating for all Forefront server security products in an enterprise. This helps IT administrators to manage servers remotely, generate comprehensive reports and receive outbreak alerts from across the infrastructure easily. A management pack for Microsoft Operations Manager enables IT administrators to monitor the health of Forefront Security for Exchange Server servers as part of corporate operational management practices.

**How does Forefront Security for Exchange Server protect Exchange Server?**

Forefront Security for Exchange Server provides server-level protection in real time by examining messages as they are in Transport (at Edge and Hub servers) and in the Store (in Mailbox and Public Folder servers), even when they come from mobile devices. By using multiple scan engines, the software helps ensure that mail continues to be scanned even if one engine fails or goes offline for updates.

**Is Forefront Security for Exchange Server available globally? Which languages does it support?**

Forefront Security for Exchange Server is localised into 11 languages, which are English, German, French, Japanese, Italian, Spanish, Korean, Chinese (Simplified), Chinese (Traditional), Portuguese (Brazil) and Russian.

**What anti-virus scan engines are included with Forefront Security for Exchange Server?**

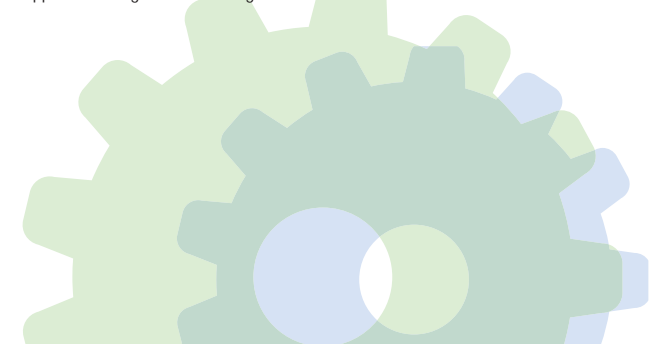
Forefront Security for Exchange Server supports scan engines from multiple industry leaders. It currently ships with engines from Authentium, CA, Kaspersky Labs, Norman Data Defense, Microsoft, Sophos and VirusBuster.

## ADDITIONAL RESOURCES

For product information, trial software, virtual labs and the latest news on Microsoft Forefront Security for Exchange Server, go to [www.microsoft.com/forefront/serversecurity/exchange/default.msp](http://www.microsoft.com/forefront/serversecurity/exchange/default.msp)

## SYSTEM REQUIREMENTS

**Computer:** x86 or x64 architecture-based PC **Operating System:** Microsoft Windows Server 2003 operating system  
**Memory:** 512 MB of RAM (1 GB recommended) **Hard Disk:** 300 MB of hard-disk space **Server:** Microsoft Exchange Server 2007  
**Other:** Forefront Security for Exchange Server supports Exchange Server running on Microsoft Cluster Servers





## WHAT IS IT?

Microsoft® Forefront™ Security for SharePoint® Server helps organisations protect their SharePoint collaboration environments from the latest threats. Part of the family of Forefront security products, it includes content controls and multiple scan engines from industry-leading security providers, integrated in a single solution, to eliminate documents containing malicious code, confidential information and inappropriate content.

Formerly known as Antigen for SharePoint Server, Forefront Security for SharePoint Server ensures documents are safe before they are saved to or retrieved from the SharePoint document library. Documents can be scanned for viruses, company sensitive information, inappropriate content and other administrator-defined criteria.

Forefront optimises performance through deep integration with Microsoft Office SharePoint 2007 and Windows® SharePoint Services 3.0, maintaining uptime through an approach that optimises performance and availability. It also simplifies security management and control, enabling IT administrators to easily manage configuration and operation, automated anti-virus signature updates and reporting at the server and enterprise level.

### VALUE PROPOSITION

Microsoft Forefront Security for SharePoint integrates multiple scan engines from industry-leading vendors and content controls to help businesses protect their Microsoft SharePoint collaboration environments by eliminating documents containing malicious code, confidential information and inappropriate content. The new Forefront Security for SharePoint with Service Pack (SP) 2 includes support for the Windows Server® 2008 operating system and installable key word lists for automatically blocking documents containing profanity and discriminatory content in 11 languages.

## HOW DO I ORDER IT?

### Microsoft Forefront Security for SharePoint licensing options

Microsoft Forefront Security for SharePoint is licensed through the Microsoft Online Services programme on a per-user subscription model. This licence includes all anti-virus and anti-spam engine updates, signatures and product upgrades during the licence period. Customers can license Forefront Security for SharePoint through the following Microsoft Volume Licencing programmes:

- Enterprise Agreement
- Enterprise Agreement Subscription
- Select Licence
- Academic Select Licence
- Government Select Licence; Open Value
- Open Value Subscription
- Server Provider Licence Agreement
- High Volume Messaging Services
- Campus and School Agreement

For further information on our Forefront offerings, please contact your Solutions Specialist at [ffsc@microsoft.com](mailto:ffsc@microsoft.com)

Forefront Security for SharePoint		
Open Value SKUs		Subscription
Forefront Security for SharePoint Monthly Subscription (1 month) Per Device	9SH-00036	9SH-00037
Forefront Security for SharePoint Monthly Subscription (1 month) Per User	9SH-00069	9SH-00070
Select SKUs		
Forefront Security for SharePoint Monthly Subscription Per Device	9SH-00021	
Forefront Security for SharePoint Monthly Subscription Per User	9SH-00054	
Forefront Security for SharePoint Monthly Subscription Internet Sites Add-on	9SH-00089	
	Media	
Forefront Security for SharePoint Disk Kit	9SH-00003	

## HOW DO I SELL IT?

### Three simple questions to start the customer conversation

#### 1. How comprehensive is your organisation's security approach?

- Forefront Security for SharePoint Server provides comprehensive anti-virus protection and defence against infected files and inappropriate content over Office SharePoint Server 2007 portals.
- Multiple scan engines provide better protection against threats. If one engine fails or goes offline to update, other engines continue to scan without interrupting portal access.
- Configurable file-filtering rules help eliminate file types known for carrying viruses or causing legal exposure, regardless of origin or destination.
- Content filtering keeps inappropriate content out of document libraries by scanning for administrator-defined keywords within documents, helping enforce corporate policy compliance.

#### 2. Are your security arrangements delivering optimal performance?

- Deep integration with Office SharePoint Server 2007 and Windows SharePoint Services helps protect collaboration environments while maintaining uptime and optimising server performance.
- Eliminate redundant scanning, saving processing load without compromising security priorities.
- Use in-memory and multi-threaded scanning, leveraging how many engines are used for a given scan job, for greater flexibility and control over security and server performance.
- Deploy in mixed 32 and 64-bit server environments, and use performance gains of 64-bit systems.

#### 3. Is security management a complex issue in your organisation?

- Forefront enables administrators to easily manage product configuration and operation, automated scan engine signature updates and reporting at the server and enterprise level.
- The built-in management console enables administrators to fully configure Forefront locally or remotely.
- Works with Forefront Server Security Management Console, providing central, Web-based configuration, deployment and updating.
- Microsoft monitors and rapidly validates new signatures and engine updates from its anti-virus vendors, posting them for automatic download.
- Supports a management pack for Microsoft Operations Manager, so Forefront Security for SharePoint Server system information can be integrated with broader corporate management practices.

### Competitive Differentiation

<b>Integrates multiple scan engines.</b>	The three top anti-virus competitors rely on a single scanning engine, which they develop internally. Forefront Security for SharePoint integrates and manages multiple scan engines from industry-leading security partners that work together to provide better, more comprehensive protection against the latest threats.
<b>Deep integration with SharePoint Server.</b>	Forefront Security for SharePoint helps protect your collaboration environment while maintaining uptime and optimising performance through deep integration with SharePoint Server 2007 and Windows SharePoint Services 3.0.
<b>Simplified management.</b>	Forefront Security for SharePoint integrates with Forefront Server Security Management Console, which enables administrators to easily manage their messaging and collaboration security from a central console. Automated scan engine signature updates reduce the manual steps needed to maintain protection.
<b>Powerful content filtering.</b>	With Forefront Security for SharePoint, documents can be scanned for company sensitive information, profanity, or other administrator-defined content policies, providing organisations with important compliance tools.

## FREQUENTLY ASKED QUESTIONS

### What is Forefront Security for SharePoint?

Microsoft Forefront Security for SharePoint ships with multiple scan engines from industry-leading vendors and provides content controls to help businesses protect their Microsoft Office SharePoint Server 2007 and Windows SharePoint Services 3.0 collaboration environments from documents that contain malicious code, confidential information and inappropriate content.

Microsoft Forefront Security for SharePoint is one of several products in the Forefront security portfolio from Microsoft. Formerly known as Antigen for SharePoint, this highly regarded product is now a Forefront branded product from Microsoft. It manages and integrates multiple scan engines to help protect SharePoint servers against the latest threats, has controls for blocking unwanted content, optimises server performance and simplifies security management.

In addition, documents can be scanned for company-sensitive information, profanity or other administrator-defined policies. Through deep integration with Office SharePoint Server 2007 and Windows SharePoint Services, Forefront Security for SharePoint helps protect collaboration environments while maintaining uptime and optimising server performance. Forefront Security for SharePoint also helps administrators manage product configuration and operation, automated anti-virus signature updates, and reporting at the server and enterprise level easily.

### What's new in Forefront Security for SharePoint?

Forefront Security for SharePoint provides a number of new features:

- Compatibility with 64-bit servers to allow the use of Forefront Security for SharePoint on 64-bit versions of SharePoint Server and in mixed 32-bit and 64-bit environments.
- Additional virus scanning engines, including the Microsoft Anti-malware engine, have been included in the product to give IT more options for scanning configurations.
- Support for the new 2007 Microsoft Office system Extensible Markup Language (XML) document format and built-in scanning support for Information Rights Management to provide compatibility with the 2007 Microsoft Office system programs.
- Forefront Security for SharePoint is localised into 11 languages to enable companies around the world to manage their servers in the language of the region.

### Why should customers choose Forefront Security products over competing solutions?

The industry has concentrated their efforts on adding more features to existing products and/or creating new security products, thus multiplying the number and complexity of point solutions. Despite this, business security issues continue to grow, due in large part to the significant operational challenges:

- Integrating those security products so that they work well together and leverage each other.
- Integrating them into pre-existing IT infrastructure.
- Managing and deploying security simply, pervasively, and without mistakes.
- Managing security as a single solution instead of a bunch of disparate products.

Forefront provides a comprehensive family of highly effective security products, but this is only the first step. By concentrating our efforts on the integration and management aspects of security, Forefront products can help prevent misconfiguration, enable organisations to deploy security products more pervasively and give businesses a unified view into the security state of their networks. In fact, addressing these operational issues makes the network more secure – the configurations are correct, security is deployed where it is needed and management and reporting are simplified.

### How will Forefront Security for SharePoint be licensed?

Microsoft Forefront e-mail and collaboration server security software is sold through Microsoft Volume Licensing on a per-user subscription or per-server subscription basis. Microsoft Volume Licensing programmes offer companies of all sizes a great way to obtain and manage multiple software licences – for as few as five desktop computers.

### How can I get pricing for Forefront Security for SharePoint?

Forefront Security for SharePoint pricing information can be found on the Forefront Security for SharePoint 'How to Buy' site [www.microsoft.com/forefront/serversecurity/sharepoint/how-to-buy.mspx](http://www.microsoft.com/forefront/serversecurity/sharepoint/how-to-buy.mspx) or through your reseller.

### What versions of SharePoint Server does Forefront Security for SharePoint support?

Forefront Security for SharePoint supports Microsoft Office SharePoint Server 2007 and Windows SharePoint Services version 3. Microsoft security products support an easy migration to these versions, while also ensuring backwards compatibility with earlier versions of SharePoint Server products and technologies through the Antigen for SharePoint product. Customers who purchase a licence for Forefront Security for SharePoint will receive downgrade rights to Antigen for SharePoint, in case they need to support earlier versions of SharePoint Products and Technologies.

### How do I manage Forefront Security for SharePoint?

Using Forefront Server Security Administrator, a built-in management console, administrators can fully configure Forefront Security for SharePoint locally or remotely. For centralised Web-based control, Forefront Security for SharePoint works with Microsoft Forefront Server Security Management Console, which provides central configuration, deployment and updating for all Forefront server security products in an enterprise. This helps IT administrators manage servers remotely, generate comprehensive reports and receive outbreak alerts from across the infrastructure easily. A management pack for Microsoft Operations Manager helps IT administrators monitor the health of Forefront Security for SharePoint servers as part of corporate operational management practices.

### How does Forefront Security for SharePoint protect SharePoint Server?

Forefront Security for SharePoint provides server-level protection, protecting users in real time by examining files as they are uploaded to and downloaded from the SharePoint Server site. An on-demand Manual Scan is also available to periodically scan all or part of the SharePoint Server document library.

### Is Forefront Security for SharePoint available globally? Which languages does it support?

Forefront Security for SharePoint is localised into 11 languages, which are English, German, French, Japanese, Italian, Spanish, Korean, Chinese (Simplified), Chinese (Traditional), Portuguese (Brazil) and Russian.

### What anti-virus scan engines are included with Forefront Security for SharePoint?

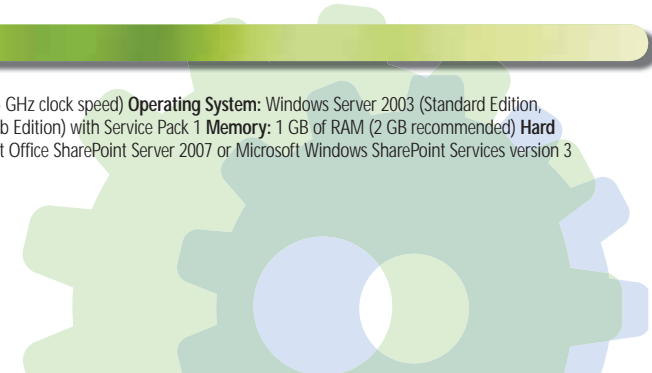
Forefront Security for SharePoint supports scan engines from multiple industry leaders. It currently ships with engines from Authentium, CA, Kaspersky Labs, Norman Data Defense, Microsoft, Sophos and VirusBuster.

## ADDITIONAL RESOURCES

For product information, trial software, virtual labs and the latest news on Microsoft Forefront Security for SharePoint, go to [www.microsoft.com/forefront/serversecurity/sharepoint/default.mspx](http://www.microsoft.com/forefront/serversecurity/sharepoint/default.mspx)

## SYSTEM REQUIREMENTS

**Processor:** Dual-processor PC (minimum 2.5 GHz clock speed) **Operating System:** Windows Server 2003 (Standard Edition, Enterprise Edition, Datacentre Edition, or Web Edition) with Service Pack 1 **Memory:** 1 GB of RAM (2 GB recommended) **Hard Disk:** 550 MB of disk space **Server:** Microsoft Office SharePoint Server 2007 or Microsoft Windows SharePoint Services version 3





## WHAT IS IT?

**Virus and spyware protection for business desktop PCs, laptops and server operating systems that is easy to manage and control.**

**Microsoft Forefront Client Security** is an antivirus/antispayware software solution for protecting business desktop PCs, laptops and server operating systems. The product includes two components. The first is a malware protection agent, installed on business desktop PCs, laptop PCs and servers, which provides real-time protection of and scheduled scanning for threats such as spyware and viruses. The second component is a central management system administrators can use to easily manage the malware protection agents, update agents with the latest protection signatures and generate reports and alerts on the security status of their environment.

### Product Positioning

Microsoft Forefront Client Security delivers unified protection from current and emerging malware, so you can feel confident that your business systems are better protected against a broad range of threats. Built on the same highly successful Microsoft protection technology already used by millions of people worldwide, Forefront Client Security helps guard against emerging threats, such as spyware and rootkits, as well as against traditional threats, such as viruses, worms and Trojan horses. By delivering simplified administration through central management and providing critical visibility into threats and vulnerabilities, Forefront Client Security helps you protect your business with greater confidence and efficiency. Forefront Client Security integrates with your existing infrastructure software, such as Active Directory® service and complements other Microsoft security technologies for better protection and greater control.

## HOW DO I ORDER IT?

### Microsoft Forefront Client Security Licensing Options

Forefront Client Security is licensed through Microsoft Volume Licensing in the Microsoft Online Services programme on per user or per device subscription for the Security Agent and on a per server subscription for the Management Console. A User/Device Subscription Licence (USL) is required for every user/device protected by the Security Agent, and a Service Subscription Licence (SSL) is required for each server running the Management Console. In addition, Forefront Client Security is a component of the Forefront Security Suite and of the Enterprise CAL. (Note: Only the Forefront Client Security Agent is part of the Enterprise CAL.)

Customers can license Forefront Client Security through the following Microsoft Volume Licensing programmes:

- Enterprise Agreement
- Enterprise Agreement Subscription
- Select Licence
- Academic Select
- Government Select; Open Value
- Open Value Subscription
- Server Provider Licence Agreement
- High Volume Messaging Services
- Campus and School Agreement

Forefront Client Security	
Open Value SKUs	
Forefront Client Security Sngl Monthly Subscription OLV NL 1M Addtl Prod Per Dvc	UFB-00087
Forefront Client Security Sngl Monthly Subscription OLV NL 1M Addtl Prod Per User	UFB-00055
Open Value Subscription	
Forefront Client Security All Lng Monthly Subscription OLV NL 1M Addtl Prod Per Dvc	UFB-00095
Forefront Client Security All Lng Monthly Subscription OLV NL 1M Addtl Prod Per User	UFB-00063
OSL	
Forefront Client Security All Lng Monthly Subscription MVL A Per Dvc	UFB-00083
Forefront Client Security All Lng Monthly Subscription MVL A Per User	UFB-00051
Select – Monthly Subscriptions – Volume Licence	
Forefront Client Security Sngl Monthly Subscription MVL Per Dvc	UFB-00086
Forefront Client Security Sngl Monthly Subscription MVL Per User	UFB-00054

For the latest SKU numbers, use the Licensing Configurator tool at [www.microsoft.com/uk/partner/configurator](http://www.microsoft.com/uk/partner/configurator)

## HOW DO I SELL IT?

### The Business Problem

Businesses and other organisations continue to face major challenges in client security. Viruses, spyware, Trojans, worms and other types of malicious code continue to be the most serious threats facing companies today. In a recent IDC survey of organisations, viruses, spyware and other types of malicious or unwanted code rank as the top threats to enterprise security (Security Survey, IDC, 2006). Furthermore, malicious attacks are becoming more sophisticated (e.g. blended threats, combined viruses, spyware and other malware in attacks) and occurring with greater frequency. Attackers are also increasingly focused on financial gain, fraud and identity theft in their attacks.

Many businesses make a significant investment in their desktop PC security solutions to try to mitigate the impact of malware. Nevertheless, security solutions to date have not fully addressed customers' needs. Customers often have to manage multiple client security point products – antivirus, antispayware and others – that do not interoperate. Multiple point products require multiple security agents, each with separate management consoles and reporting. Client security solutions often fail to provide sufficient visibility into the current state of the security environment, lack detailed prioritised data, and offer limited trend information. As a result, it is difficult for customers to get a clear understanding of their environment's security.

When combined with problems in product support, IT administrators can often grow dissatisfied with their existing security solution; frustrated with the impact that malware has on their efficiency; and lacking the visibility and control that they need to keep their environment secure.

### The Microsoft Forefront Client Security Solution

Forefront Client Security delivers:

**Unified protection** from viruses, spyware and other current and emerging threats, so your customers can feel confident that their business systems are better protected.

- One solution for antispayware, antivirus, and security state assessment.
- Built on protection technology that millions of people use worldwide.
- Effective response through automated analysis of multiple data sources, backed by a global research system.

**Simplified administration** through central management, so your customers can protect their businesses with greater efficiency.

- Define one policy to manage the antispayware, antivirus and state assessment settings on one or more protected computers.
- Deploy malware protection signatures and software faster.
- Integrate with your customer's existing infrastructure.

**Critical visibility and control** through insightful, prioritised security reports and a summary dashboard view, so your customers have visibility and control over malware threats.

- View insightful reports that contain up-to-date information and emerging trends.
- Customers stay informed of key threats and potential vulnerabilities throughout their business with state assessment scans and security alerts.

### Attachment opportunities

Microsoft Forefront Client Security is a logical complement to the Windows Vista® operating system. Forefront Client Security supports new Windows Vista features and functionality, such as Windows® Image File (WIM) for hard drive imaging and Transactional NTFS for graceful error handling and data protection. Forefront Client Security is also compatible with Network Access Protection (NAP). The Forefront Client Security management system uses Microsoft SQL Server™ and Microsoft Windows Server® 2003. Forefront Client Security is optimised for use with Active Directory and Microsoft Windows Server Update Services. Forefront Client Security works with other Microsoft Forefront business security products, including Forefront Server Security and Internet Security and Acceleration (ISA) Server, to form a defence-in-depth solution.

## FREQUENTLY ASKED QUESTIONS

**Why is Microsoft getting into the business of security products?**

The security of our customers is a top priority for Microsoft, and we remain committed to delivering software, services and best practices that together help better protect our customers and the industry. Microsoft Forefront security products for businesses complement security offerings that we provide at no additional charge with other products, including the Windows operating system, Microsoft Office and Microsoft Exchange Server.

**What is Microsoft Forefront?**

The Microsoft Forefront comprehensive family of business security products provides greater protection and control over the security of your network infrastructure. For more information about Microsoft Forefront, please visit [www.microsoft.com/forefront](http://www.microsoft.com/forefront)

**Who should use Microsoft Forefront Client Security?**

Microsoft Forefront Client Security is designed for business customers who want one solution for real-time detection and removal of spyware, rootkits and other emerging threats as well as traditional attacks such as viruses, worms and Trojan horses.

**Which versions of the Windows operating systems are supported by Forefront Client Security?**

Forefront Client Security can protect the Windows 2000, Windows XP, Windows Server 2003 and Windows Vista operating systems.

**How is Forefront Client Security different from Windows Live OneCare?**

Microsoft Forefront Client Security is the unified malware protection solution for business desktop PCs, laptops and server operating systems that is easier to manage and control. For consumers and other individual users, Microsoft currently provides Windows Defender, Windows Live Safety Center and Windows Live™ OneCare™ computer protection and maintenance software and services.

**Do I need Microsoft SQL Server to be able to use Forefront Client Security?**

Yes, and the Server Subscription Licence (SSL) for the Management Console includes SQL Server 2005 Enterprise Edition server, restricted for use with Forefront Client Security.

**What is included in Forefront Client Security and how does its technology work?**

Microsoft Forefront Client Security provides unified malware protection for desktop PCs, laptops and server operating systems that is easier to manage and control. The first component is the malware protection agent – installed on business desktop PCs, laptops and servers – that provides real-time protection of and scheduled scanning for threats such as spyware, viruses and rootkits. The second component is a central management system, which enables administrators to easily update agents with the latest protection signatures and generate reports and alerts on the security status of their environment.

The administrator can select preconfigured settings or change client settings to tailor the solution to their environment from the central console. Settings include scan schedule, default actions to specific threats, alerting and reporting level and others. Forefront Client Security is optimised for the use of Active Directory Group Policy. Microsoft Forefront Client Security also simplifies distributing definition updates to client computers from Microsoft Update through optimisation with Windows Server Update Services (WSUS). Customers can also use any existing software distribution system in their environment.

Events that occur on client machines are reported to the reporting and alerting server. This server generates alerts for high-value events, such as 'malware outbreak' or 'failed to remove a threat' and reports that are accessible through the console. The Microsoft Forefront Client Security event logging and alerting system is built on Microsoft Operations Manager (MOM) 2005 technology. Forefront Client Security uses database and reporting systems from Microsoft SQL Server. Both of those technologies are included in the SSL for the Management Console, restricted for use with Forefront Client Security.

**How is Forefront Client Security licensed?**

Forefront Client Security is licensed through Microsoft Volume Licensing in the Microsoft Online Services programme on a per user or per device subscription for the Security Agent and on a per server subscription for the Management Console. A User/Device Subscription Licence is required for every user/device protected by the Security Agent, and a Service Subscription Licence is required for each server running the Management Console (one console for up to 10,000 clients). In addition, Forefront Client Security is a component of the Forefront Security Suite and of the Enterprise CAL. (Note: Only the Forefront Client Security Agent is part of the Enterprise CAL.)

**What is Security State Assessment in Forefront Client Security and what benefits does it deliver to customers?**

Forefront Client Security provides the tools necessary to focus not only key threats but also potential vulnerabilities throughout a business. State assessment scans help customers determine which Forefront Client Security managed machines need patches or are configured insecurely. The security state assessment checks in Forefront Client Security allow a security administrator to detect common vulnerabilities in their environment as well as configuration issues that increase their exposure. The reporting functionality that includes the security state assessment capabilities in Forefront Client Security enables customers to measure their security risk profile based on security best practices.

**Do customers need a separate third-party antivirus solution if they are using Microsoft Forefront Client Security?**

No. Microsoft Forefront Client Security delivers continuous, scheduled and scan-on-demand antivirus protection.

**Do customers who are running a third-party antispysware or antivirus solutions need to uninstall them if they want to use Microsoft Forefront Client Security?**

No. Customers can install Microsoft Forefront Client Security alongside third-party antivirus and antispysware products. However, only one of the products may be running at any given time.

**How can mobile computers get the latest definition updates if they cannot get access to the corporate network?**

Microsoft Forefront Client Security provides a failover system for mobile users that allows them to connect to Microsoft Update to download the latest definition updates if they cannot get access to the corporate network.

**Will Microsoft Forefront Client Security be compatible with Microsoft Windows Server Network Access Protection (NAP)?**

Yes. Forefront Client Security will be compatible with NAP by integrating in the Windows Security Centre.

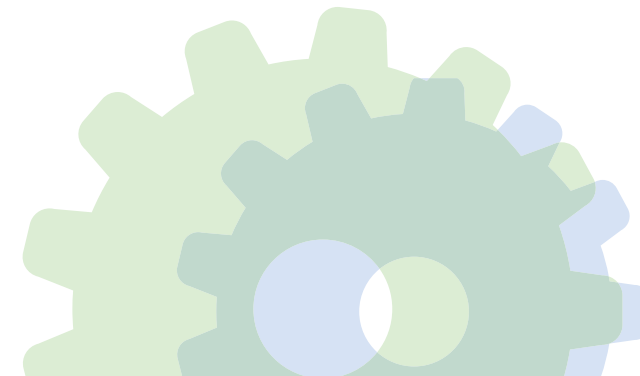
## ADDITIONAL RESOURCES

**Microsoft Forefront Client Security:** [www.microsoft.com/uk/forefront/client-security/default.aspx](http://www.microsoft.com/uk/forefront/client-security/default.aspx)

**Forefront Partner Site:** <https://partner.microsoft.com/UK/productsolutions/securityproducts/forefront>

**Forefront Client Security TechNet Site:** [www.microsoft.com/technet/clientsecurity](http://www.microsoft.com/technet/clientsecurity)

**Forefront Client Security Technical Webcasts:** [www.microsoft.com/technet/clientsecurity/webcasts](http://www.microsoft.com/technet/clientsecurity/webcasts)



# Intelligent Application Gateway 2007



## WHAT IS IT?

**Intelligent Application Gateway 2007 (IAG)** with Application Optimisers provides Secure Sockets Layer (SSL)-based application access (virtual private network [VPN]), a Web application firewall and end-point security management that enables access control, authorisation and content inspection for a wide variety of line-of-business and intranet applications, client/server resources and full network connectivity. Together, these technologies provide mobile and remote workers with easier and more flexible secure access from a broader range of devices and locations, including kiosks, PCs and mobile devices.

**Control Access:** Secure browser-based access to corporate applications and data from more locations and more devices without requiring client installation and provisioning.

- Flexible application-intelligent SSL VPN from any device or location.
- Differentiated and policy-driven access to a broad range of network, server and data resources.
- Highly granular access and security policy.
- Customisable, identity-based Web portal experience.

**Protect Assets:** Integrated application protection helps ensure the integrity and safety of network and application infrastructure by blocking malicious traffic and attacks.

- Integration with enterprise infrastructure helps ensure the integrity and safety of network resources and applications.
- Adaptable Web-based application firewall enforces application specific filtering to protect applications from unmanaged PCs and networks.
- Extensive monitoring and logging helps drive policy compliance by tracking user activity and data use.

**Safeguard Information:** Comprehensive policy enforcement helps drive compliance with legal and business guidelines, which require information use criteria to limit exposure and liability when accessing sensitive corporate data.

- Strong end-point security management and verification helps ensure end-point health compliance and session control.
- More granular control at the browser over users' access to Web and non-Web resources.
- Helps meet corporate information use guidelines through client-side cleanup.

## HOW DO I ORDER IT?

### IAG 2007 Appliance (OEM Unit)

- Form-factor, editions, configuration and device prices set by original equipment manufacturers (OEMs).
- Maintenance prices set by OEMs.
- Client Access Licence (CAL) (per named/authenticated user) includes Connectivity Modules for client/server, network and mobile access, as well as all Intelligent Application Optimisers for Microsoft and third-party application solutions.
- External Connector designed for Internet-based platform use (e.g. commercial customer access).

### Sales Process

- **Step 1:** Contact a Microsoft Solutions Sales or Technology Solutions Professional (SSP/TSP) for deal support and product questions.
  - Your SSP/TSP can provide configuration and pricing guidance
  - If you do not know who your SSP/TSP is for IAG, contact [iag2007@microsoft.com](mailto:iag2007@microsoft.com)
- **Step 2:** Is there a reseller involved? If so, the quote will need to include the appropriate discount levels, and purchasing will go through the reseller.
- **Step 3:** The customer or reseller will need to place a purchase order (PO) directly with an OEM or hardware distributor for the appliance product: visit [www.microsoft.com/forefrontedgesecurity/hardware](http://www.microsoft.com/forefrontedgesecurity/hardware) for more information.
- **Step 4:** OEMs will ship appliances once the PO is approved.

## HOW DO I ORDER IT? CONT..

### Engaging with Partners

To find a partner in your territory to work with on a Whale opportunity, please contact [whalepar@microsoft.com](mailto:whalepar@microsoft.com) or contact your local Whale sales professional.

### CAL Migration

To transition existing customers to new licensing model:

- 1 Concurrent User Licence = 15 Named User CALs
- 1 Unlimited User Licence = single CAL for every named user plus 20% additional CALs

Intelligent Application Gateway and Application Optimisers					
Open Business SKUs					
	Licence	L & SA	SA		
Whale Intelligent App Gateway CAL Device	4NZ-00054	4NZ-00060	4NZ-00057		
Whale Intelligent App Gateway CAL User	4NZ-00087	4NZ-00093	4NZ-00090		
Whale Intelligent App Gateway External Connector	4PH-00015	4PH-00021	4PH-00018		
Open Volume SKUs					
	Licence	L & SA	SA		
Whale Intelligent App Gateway CAL Device	4NZ-00052	4NZ-00058	4NZ-00055		
Whale Intelligent App Gateway CAL User	4NZ-00085	4NZ-00091	4NZ-00088		
Whale Intelligent App Gateway External Connector	4PH-00013	4PH-00019	4PH-00016		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Whale Intelligent App Gateway CAL Device	4NZ-00170	4NZ-00167	4NZ-00197	4NZ-00196	4NZ-00186
Whale Intelligent App Gateway CAL User	4NZ-00176	4NZ-00173	4NZ-00199	4NZ-00198	4NZ-00187
Whale Intelligent App Gateway External Connector	4PH-00062	4PH-00059	4PH-00071	4PH-00070	4PH-00067

## HOW DO I SELL IT?

### Key selling points

- Unique combination of SSL VPN-based access, integrated application protection and end-point security management.
- Powerful, Web-application firewall helps keep malicious traffic out and sensitive information in.
- Reduces the complexity of managing secure access and protecting business assets with a comprehensive, easy-to-use platform.
- Integrates easily with core Microsoft application infrastructure, third-party enterprise systems and custom in-house tools.

### Common use scenarios and features

#### Secure application access

Unified SSL VPN, application-layer filtering and end-point security management provides employees with secure intranet access to critical applications, documents and data from a broad range of devices and locations.

#### Control access

- Single sign-on to multiple/custom directories.
- Portal defined by user identity, including multiple simultaneous configurations.

## HOW DO I SELL IT? CONT.

**Protect assets**

- Policy-driven access to intranet tools, resources and files with ACL-level control.
- Web application firewall with application-specific content, command and URL filtering.

**Safeguard information**

- Comprehensive monitoring and logging.
- End-point compliance check and session management.

**Customisable enterprise security**

Flexible and differentiated access to extranet resources for employees and partners to Web and legacy applications, while protecting infrastructure through easily adaptable application-specific security.

**Control access**

- Intra-application policy on third-party applications.
- Flexible configuration and context-sensitive portal differentiated between external groups.

**Protect assets**

- Can learn and adapt to new/custom applications.
- Comprehensive authentication/authorisation.

**Safeguard information**

- URL rewriting and data manipulation presents only the desired data to end users.

**Granular information protection**

Internet-based and mobile access from unmanaged end-points that enforces proper information use with granular identity-based policies, helping the business comply with legal and regulatory guidelines.

**Control access**

- Customisation of user experience, functionality, and policy to ensure simplified secure access.
- Differentiated, device-based mobile experience.

**Protect assets**

- Port and socket forwarding enables SSL cnxn.
- Recognition of (in)valid input for data safeguards.

**Safeguard information**

- Enhanced monitoring enables tracking resource use and remote end-point troubleshooting.
- Session clean-up includes wiping credentials, cookies, custom and multiple caches.

**1. Opportunity qualification**

What is the current environment today?

- Are you using IPsec VPN?
- Are Cisco/Juniper/etc. providing remote access?
- What percentage of corporate users currently access applications remotely?
- Do employees need access to human resources (HR) systems, e-mail and file shares from home?
- What percentage of applications is being published?

Is the focus set on publishing or securing existing access?

Who are the remote users? Employees? Partners? Customers? Are they managed or unmanaged (devices)? Do they have any of the following applications (or competing solutions)?

- Microsoft SharePoint® Server, Terminal Services or Citrix, SAP, PeopleSoft, Documentum, HR Portal, ERP, CRM, SFA

Is there a defined SSL VPN/remote access project?

- Requirements, timeframe, budget?
- Competing solutions/technologies being reviewed?

## HOW DO I SELL IT? CONT.

**2. Assessing needs**

Mapping the users – the ‘Who’ and ‘Where’

- Who will be using the system? (employees, business partners, vendors/contractors, customers)
- What credentials do they carry? (Active Directory® directory service, two-factor authentication (e.g. RSA SecurID), client certificate token or smart card)
- Where will the users require access? (i.e. What devices will be used by each user group? Corporate PC or laptop PC, partner PCs, home PCs, kiosks)
- What security posture will each of these devices have?

Mapping the application – the ‘What’

- What business purpose does this application serve?

- What type of data does the application handle?
- What platform is this application based on?

Understanding the Use Scenario – the ‘How’

- Is the application in use today? (internal or external)
- What credentials are required for access? Web single sign-on (SSO)?
- What alternative solutions are being considered?
- What are the key security concerns in publishing the application externally?
- Is data falling into the wrong hands?
- Application uptime/availability concerns?

**3. Creating a compelling proof of concept**

- **Look and feel.** Customise the login page and use the customer's logos and existing design where possible.
- **Endpoint detection.** Create a tailored policy matching the customer's security policy. Show how easy it is.
- **User experience.** Enhance the user experience, your competitors will not.
- **Single sign-on.** Make sure you are not collecting any credentials twice.
- **Auto launch.** Walk through the user experience. Can you automate an application?
- **Custom error messages.** Focus on help-desk costs. Can you help the users help themselves?

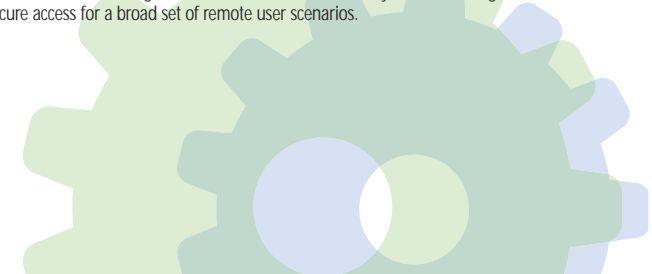
## FREQUENTLY ASKED QUESTIONS

**What is the benefit of having Microsoft Internet Security & Acceleration (ISA) Server and IAG in an integrated appliance?**

The incorporation of Microsoft ISA Server in IAG delivers a comprehensive solution for providing security-enhanced access for a variety of scenarios. ISA Server is ideally suited for situations requiring a branch office gateway for site-to-site connectivity and security, datacentre Internet access control and Web caching, full network connectivity for managed PCs (via IPsec VPN) and advanced security with an inbound/outbound firewall. IAG enables browser-based access, more granular policy and control with strong end-point security verification and broader access for unmanaged PCs or mobile devices on unknown or un-trusted networks. In addition, if businesses have custom in-house developed applications, they can use the Optimiser Toolkit to instrument IAG for specific security and policy needs.

**Is Microsoft going to support IAG's optimisation of non-Microsoft applications, such as IBM?**

Whale Communications distinguished itself in the marketplace with its early focus on application-level security, enabling policy enforcement down to the application level combined with maximum ease of access to all Web-based and client/server and network-based applications. Microsoft is committed to the continued investment and support of Whale technology and its focus on optimising both Microsoft and third-party applications. Microsoft is also committed to providing a comprehensive secure access platform that helps customers extend and manage the reach of their information systems; allowing them both the flexibility and the control to provide secure access for a broad set of remote user scenarios.





## FREQUENTLY ASKED QUESTIONS

### What are the components of the integrated appliance?

The integrated appliance solution is built on the Microsoft Windows Server® 2003 operating system, Intelligent Application Gateway 2007 and Internet Security and Acceleration Server 2006.

- **SSL VPN.** Best-in-class SSL VPN for broad connectivity, access, policy-driven user authentication and authorisation.
- **Integrated IPsec VPN functionality.** Secures inbound traffic and protects the network from inside attacks made through VPN gateway and VPN remote access client connections.
- **End-point security.** Enforces granular policies at the browser and ensures end-point compliance and session security through integrated end-point security and access control features, such as the Attachment Wiper cache cleaner.
- **Network edge protection.** Advanced stateful packet and application-layer inspection firewall, protects IT assets against hackers, viruses and other undesirable Web traffic, such as spyware.
- **Application infrastructure protection.** Positive logic filtering to ensure that only legitimate traffic passes through to back-end servers and granular mapping of user sessions to resources.

### Do OEM maintenance agreements alone provide software upgrade rights?

No. A customer needs to buy Software Assurance from Microsoft to be eligible for software upgrade rights.

### What are the components of the software upgrade rights?

A customer needs to buy both OEM maintenance offering and Microsoft software assurance to get software version upgrade rights.

### What is the period for which Software Assurance will be provided to existing customers with Maintenance agreements?

Existing customers with maintenance agreements will get Software Assurance for a period closest to the remaining term on their maintenance agreement, but extending no shorter than 31 January 2008.

### Are customers able to buy CALs from the OEMs? How about Software Assurance?

Customers are able to buy CALs from OEMs. However, Software Assurance is available only through Microsoft Volume Licensing.

### Is IAG 2007 able to technically enforce CALs?

IAG 2007 is not able to technically enforce CALs; a trust model is used.

### How does a Select Licence/Enterprise Agreement customer purchase the product?

- Appliance & Maintenance. Ask a Microsoft Partner Hardware Vendor (1) Celestix Networks, Inc. (2) Network Engines, Inc.
- CAL & Software Assurance. Ask a Microsoft Partner at <http://directory.microsoft.com/mprd>

### Target customer profiles *(Organisations using or planning for...)*

#### General employee remote access

- Messaging and collaboration, customer relationship management (CRM), HR, Sales Force Automation, enterprise resource planning (ERP)

#### Application-specific employee remote access

- E-mail only, HR only

#### Partner remote access to specific applications

- ERP, SharePoint® Server, CRM

#### Business continuity

- Remote office connectivity

*Any combination of the above*

### Competitive advantages for typical customer deployments

Example	Profile	Supporting features
Generic SSL VPN Access	Enterprise, Local Government, Small and Mid-Tier Business (Regional Channels, Direct)	<ul style="list-style-type: none"> <li>• SSL VPN portal w/ single sign-on provides general browser-based access with end-point compliance checking.</li> <li>• Connectivity and control for Web-based, client/server and legacy application publishing/access.</li> <li>• Attachment Wiper enforces document and browser download policies based on user, location and end-point status.</li> <li>• Application-layer filtering, Application Wrapper™ and host address translation helps protect resources from malware.</li> <li>• Download Manager enforces URL-based permissions.</li> </ul>
Enterprise application access and extensibility	Large Enterprise (Direct, SIs)	<ul style="list-style-type: none"> <li>• Preconfigured security for more than 40 applications with Application Optimiser modules and a toolkit to support other packaged and custom applications.</li> <li>• Custom cache cleaning for specific applications ensures that no data is inadvertently left on the end-point after logoff.</li> <li>• Application-specific session timeouts protect against poor user practices, such as failing to log out.</li> <li>• Customised user experience for portal and login pages, supporting multiple authentication schemas.</li> </ul>
Application-specific access (out-of-the-box)	Large Enterprise, Government, Mid-Tier Business Direct, Regional Channels, SIs	<ul style="list-style-type: none"> <li>• IAG preserves functionality and maintains the look and feel of applications within a policy-driven framework.</li> <li>• Intra-application policy controls can block attachment viewing, e-mail forwarding and file upload/download.</li> <li>• Application-specific granular access controls defined by user identity.</li> <li>• Scales to support a large number of users accessing a single application with diverse group policies.</li> </ul>

## FREQUENTLY ASKED QUESTIONS CONT.

## Integrated Solution Benefits

Resource	ISA Server 2006 Features	Intelligent Application Gateway Features
<i>General application access from Web-enabled clients when content specific policy is not needed</i>		<i>Highly customisable and differentiated application access based on user identity, content/file attributes, URL and client security state</i>
Microsoft Exchange Server, SharePoint Portal Server	<ul style="list-style-type: none"> <li>• Protocol validation/ filtering</li> <li>• Pre-authentication</li> <li>• OWA-specific content inspection</li> <li>• Application and user-level policy</li> <li>• SharePoint link translation</li> <li>• Simple publishing wizards</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive pre-authentication and single sign-on.</li> <li>• Application-specific data protection.</li> <li>• Block specific functions/areas within applications based on an endpoint profile.</li> <li>• Endpoint security verification.</li> <li>• Client-side cache and session clean-up (Attachment Wiper™).</li> <li>• Multiple policy-based portal configurations with link translation.</li> <li>• Flexible and customisable portal experience with automated application launch.</li> <li>• Native SharePoint services support.</li> </ul>
File Share Access	<ul style="list-style-type: none"> <li>• (via IPsec VPN)</li> </ul>	<ul style="list-style-type: none"> <li>• SSL VPN-based server share and full network access.</li> <li>• Access to user's home directory and shared file folders (Web access).</li> <li>• File-level security and policy controls.</li> <li>• Session management and security (clean-up).</li> </ul>
Client / Server	<ul style="list-style-type: none"> <li>• Native Outlook/ Outlook 2003</li> </ul>	<ul style="list-style-type: none"> <li>• SSL VPN-based access using almost any client-side application or server proxy.</li> <li>• Policy based on endpoint profile with application-specific session control.</li> <li>• Seamless support of Microsoft Office on the client.</li> <li>• Identifies client executables; allows only specific applications to tunnel.</li> <li>• Secure Telnet and native Terminal Services client support.</li> </ul>
Mobile	<ul style="list-style-type: none"> <li>• Outlook Mobile Access and Exchange ActiveSync publishing</li> <li>• Certificate-based authentication</li> </ul>	<ul style="list-style-type: none"> <li>• Browser-specific micro-portal pages with custom login/logout.</li> <li>• OMA command and URL filtering.</li> <li>• Automatic device detection; supports e-mail push.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Web-based applications</li> <li>• Generic server publishing</li> <li>• IPsec VPN quarantine</li> </ul>	<ul style="list-style-type: none"> <li>• Customisable Web portal.</li> <li>• Supports any Web-enabled application with full content security.</li> <li>• Single sign-on against multiple directories.</li> <li>• Instantly publishes almost any non-Web application.</li> <li>• Comprehensive monitoring and logging to track information use.</li> </ul>

## ADDITIONAL RESOURCES

## Product Information:

[www.microsoft.com/forefront/edgesecurity/iag](http://www.microsoft.com/forefront/edgesecurity/iag)

## News and Updates:

[www.microsoft.com/forefront/edgesecurity](http://www.microsoft.com/forefront/edgesecurity)

## E-mail Contacts

**Request for Information:** [iag2007@microsoft.com](mailto:iag2007@microsoft.com)

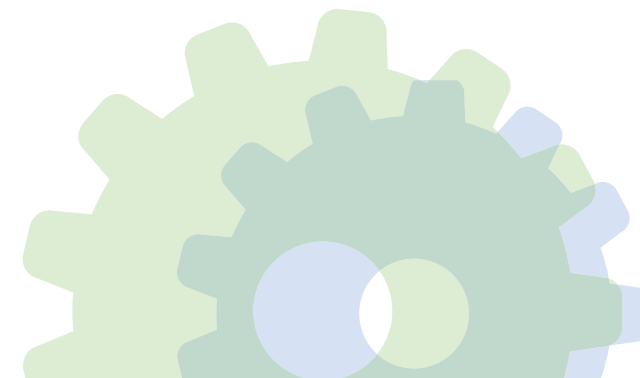
**Information EMEA:** [iagemea@microsoft.com](mailto:iagemea@microsoft.com)

**Partners:** [whalepar@microsoft.com](mailto:whalepar@microsoft.com)

**Professional Services:** [whaleps@microsoft.com](mailto:whaleps@microsoft.com)

**Sales:** [whalesal@microsoft.com](mailto:whalesal@microsoft.com)

**Support:** [whalesup@microsoft.com](mailto:whalesup@microsoft.com)





## WHAT IS IT?

Microsoft® Internet Security & Acceleration (ISA) Server 2006 is an integrated edge security gateway that helps protect IT environments from Internet-based threats. Available in standard and enterprise editions, ISA Server is a cornerstone of Microsoft's security product strategy, underlining its commitment to providing secure, anytime, anywhere access to corporate applications and data.

ISA Server 2006 offers specific value to IT managers, network administrators and information security professionals who are responsible for optimising the security, performance, manageability and cost of network operations. It can help users streamline remote access, providing security for corporate content and applications accessed over the Internet. ISA Server 2006 has also been specifically enhanced with the secure connection of branch offices in mind. It provides a robust way to leverage existing network connections to securely expand corporate networks and reduce costs, and is engineered to defend against Web-based network threats.

## HOW DO I ORDER IT?

ISA Server 2006					
Open Business					
	Licence		L & SA		SA
ISA Standard 2006 – 1 Licence	E84-01134		E84-00271		E84-00339
ISA Enterprise 2006 – 1 Licence	F89-01238		F89-00374		F89-00436
ISA Enterprise 2006 – 25 Licences	F89-01423		F89-01570		F89-01597
Open Volume					
ISA Standard 2006 – 1 Licence	E84-01117		E84-00294		E84-00362
ISA Enterprise 2006 – 1 Licence	F89-01221		F89-00367		F89-00429
ISA Enterprise 2006 – 25 Licences	F89-01407		F89-01554		F89-01581
Open Value					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
ISA Standard 2006 – 1 Licence	E84-00851	E84-00854	E84-00849	E84-00856	E84-00911
ISA Enterprise 2006 – 1 Licence	F89-01010	F89-01018	F89-01008	F89-01020	F89-01100
ISA Enterprise 2006 – 25 Licences	F89-01621	F89-01668	F89-01625	F89-01672	F89-01626
Enterprise Step Up	F89-01015	F89-01015	F89-01014	F89-01014	
					Media
Standard 2006 Disk				E84-01173	
Enterprise 2006 Disk				F89-01336	

## HOW DO I SELL IT?

Three simple questions to start the customer conversation

### 1. Would you say that your IT security is tightly integrated?

- ISA Server 2006 integrates with Microsoft infrastructure, leveraging several key technologies to increase security and deployment flexibility for Web application servers.
- Works with your existing authentication infrastructure, providing more access control with improved session management.
- Maintain secure branch office and remote computer infrastructure with rapid deployment of software updates.
- Help defend your network with better resistance to denial of service attacks.
- Mitigate the effects infected computers have on your network with enhanced worm resiliency.
- Comprehensive alert triggers and responses quickly notify administrators of network problems.

### 2. How efficient is your organisation's IT management?

- Simplify the process of securely publishing Web servers with easy-to-use wizards and enhanced certificate administration.
- Easily deploy multiple Web servers using session and IP-based affinity using Web Publishing Load Balancing.
- Easily deploy ISA Server 2006 computers in branch offices using answer files on removable media, with easy-to-use VPN wizards to streamline connectivity.
- Manage remote ISA Server 2006 computers effectively with faster propagation of enterprise policies, reduced server requirements and low bandwidth optimisations.
- Provide enhanced resource control by log throttling and control of memory consumption and pending DNS queries.
- Unify management and monitoring across your ISA Server 2006 infrastructure and easily control security and access rules across your organisation.

### 3. Does your infrastructure provide the fast and secure resource access users need?

- ISA Server 2006 enables a smoother user experience for published Web applications, document libraries and content. Single sign-on and comprehensive link translation help ensure secure and consistent access.
- Improve Web page load times and reduce WAN costs for branch office users with HTTP traffic compression and caching.
- Give the highest priority applications precedence over other network traffic, providing better bandwidth use and response times for critical Web resources.

## FREQUENTLY ASKED QUESTIONS

### Who should consider Microsoft ISA Server 2006?

Enterprises are facing an onslaught of increasingly targeted and sophisticated attacks on their networks. Protecting corporate resources at their headquarters as well as their branch offices while providing seamless access for legitimate business functions requires a sophisticated and multifunctional edge gateway. ISA Server follows a scenario-based design, ideal for mid-market to enterprise environments, with single or multiple sites and varied access and publishing needs. Businesses in verticals such as financial services, retail, government/public sector, and so on will see great benefits in deploying ISA Server to help protect Internet clients and make internal resources available to remote employees.

### How does ISA Server compare with other competing solutions on the market today?

ISA Server has led the market by bringing together application-layer firewall, VPN and Web cache services into a single edge solution. And, by integrating with back-end application infrastructure such as Windows/IIS, Exchange Server, Windows SharePoint Services and others, ISA Server provides a unique security and access mechanism. Tools such as wizards for automatically publishing server resources, forms-based pre-authentication, customisable security settings for Exchange and Windows SharePoint Services, and many other enhancements, give ISA Server something that no other edge platform can deliver: a seamless, policy-based gateway for Windows servers and clients, Windows Server System application infrastructure and data resources.

### Why would I consider ISA Server if I'm already perfectly happy with my existing firewall?

ISA Server 2006 has been optimised to help protect Microsoft applications, such as Exchange. What this means is it is a great solution for customers who are interested in taking advantage of the remote access capabilities of Microsoft Outlook Web Access (OWA), but have some security concerns. We have also made this product extremely easy to deploy and manage, an important benefit that can help customers save time, money and reduce the risk of misconfiguration, which can lead to security breaches. And it is extensible, meaning you can easily add third-party security solutions, such as intrusion prevention and virus protection, that make sense for your business. All of this makes ISA Server an ideal solution for small- to medium-sized businesses, but it can also be a great complement to your existing firewall implementation, providing added application-layer protection against new and emerging attacks.

### Where should I deploy ISA Server 2006?

ISA Server 2006 combines the strength of an application-layer firewall, VPN and proxy and caching functionalities and can be deployed to perform:

- As a branch office gateway that provides connectivity and security to your branch offices
- Secure application publishing, which gives your users secure remote access to corporate resources
- Web access protection, which provides higher security against Internet-based threats and sophisticated attacks

### Will I receive a free upgrade?

Customers who subscribe to Software Assurance at the time the final product releases will be eligible to upgrade their licences to ISA Server 2006 at no cost (media/shipping and handling fees may apply). Other customers with Enterprise or Volume Licensing agreements should contact either their reseller or their Microsoft account representative.

### Can I upgrade from the beta software directly to a production system using the release-to-manufacturing (RTM) software?

Yes, an upgrade mechanism will be provided.

### Will ISA Server 2006 be common-criteria certified as well?

Yes, as soon as the product goes to RTM, we will begin the re-certification process for EAL4+ (Evaluation Assurance Level), which is the highest level granted to a commercial product.

### Will there be updated appliances?

Microsoft continues to work with a broad base of partners to provide flexible hardware-based ISA Server solutions. Many of our OEMs have already committed to shipping ISA Server 2006 on their appliances, including both standard and enterprise editions. Visit the Microsoft Partner Pavilion at the RSA Conference for more information.

### Does Microsoft offer a hardware solution using ISA Server?

Microsoft has joined with key original equipment manufacturers (OEMs) to bring pre-installed ISA Server 2006-based security appliances to market. These solutions combine the best of ISA Server 2006 with a hardened version of Windows Server 2003 and optimised hardware, so they are ready to deploy right out of the box.

Several hardware vendors have also added additional components and technology to their products, such as protocol accelerators, anti-virus gateways and content filtering software to extend the value of ISA Server 2006 for your infrastructure. Examples of ISA Server add-ons include anti-virus, anti-spam, URL filtering, advanced NLB and high availability and advanced Web filtering.

With ISA Server 2004, only Standard Edition was available on an appliance form-factor. Both Standard Edition and Enterprise Edition of ISA Server 2006 will be available on ISA Server appliances. When Enterprise Edition is installed on an appliance, it will provide extended ISA Server capabilities with respect to scalability and high availability through enhancements to NLB and improved caching through Cache Array Routing Protocol (CARP). A multiserver monitoring console will allow for enterprise-level management and support for array and enterprise-level policies. Separate configuration using a dedicated Configuration Storage server will also be supported.

ISA Server 2006 appliances will support fully unattended deployment using a USB flash drive. The new Branch Office Deployment Wizard will also be able to be launched, making the ISA Server 2006 appliance a great choice for branch offices.

Key benefits of deploying an ISA Server 2006 appliance are the following:

- Easy to deploy and set up
- Cost-effective
- Hardware comes pre-loaded and pre-tested, saving time and providing a greater level of security
- Configuration is hardened, providing greater security through a reduced attack surface
- Richer package provides better value (ISA Server 2006 add-ins). Out-of-the-box configuration tools and Web-based administration tools are available (on some models from some OEMs)
- Comprehensive warranty and support provided by the OEM

## ADDITIONAL RESOURCES

**ISA Server 2006 Product Information:** [www.microsoft.com/isaserver/2006/default.msp](http://www.microsoft.com/isaserver/2006/default.msp)

**ISA Server 2006 Release Candidate Trial Software:** [www.microsoft.com/isaserver/2006/beta.msp](http://www.microsoft.com/isaserver/2006/beta.msp)

**Microsoft ISA Server 2006 Evaluation Guide:**

[http://download.microsoft.com/download/1/1C/6/1C6A42B2-79E6-4201-A8B2-73DC0DB8DD47/Evaluation\\_Guide.doc](http://download.microsoft.com/download/1/1C/6/1C6A42B2-79E6-4201-A8B2-73DC0DB8DD47/Evaluation_Guide.doc)

**Microsoft Internet Security and Acceleration Server 2004 Site:** [www.microsoft.com/isaserver](http://www.microsoft.com/isaserver)

## SYSTEM REQUIREMENTS

**Processor:** PC with a 733-MHz Pentium III or faster processor **Operating System:** Windows Server 2003 operating system with Service Pack 1 **Memory:** 512 MB of RAM or more is recommended **Hard Disk:** NTFS-formatted local partition with 150 MB of available hard-disk space; additional space will be required for Web cache content







## WHAT IS IT?

**Active Directory® Rights Management Services (AD RMS for the Windows Server® 2008** operating system provides a comprehensive solution to persistently protect and control access to sensitive information – such as documents and e-mail messages – both during and after their delivery into authorised hands. Authors of information can define exactly how the recipient can use the information, such as who can open, modify, print, forward and/or take other actions. In addition, AD RMS offers organisations custom use policy templates such as ‘Company Confidential – Read Only’ that can be applied directly to sensitive information such as business strategy, financial reports, product specifications, customer data, and e-mail messages. Another popular policy template is ‘Do Not Reply All,’ which helps prevent e-mail storms by disabling the ‘Reply All’ button in e-mail messages that are sent companywide.

With AD RMS, even organisations working in high-security, isolated, or sensitive environments can now secure their digital information through creating and enforcing persistent policies

that live with the information. In addition, AD RMS also comes with a robust software development kit (SDK) that allows other information technology vendors to integrate persistent protection into their value-added offerings, such as .PDF protection based on AD RMS (e.g. Liquid Machines).

AD RMS is a server role of Windows Server 2008 Web Edition, Standard Edition, Enterprise Edition and Datacentre Edition. AD RMS combines Windows Server 2008 features, developer tools, and industry security technologies, including encryption, XrML-based certificates, and authentication, to help organisations create reliable information protection solutions.

### WHAT'S NEW IN WINDOWS SERVER 2008?

In Windows Server 2008, Active Directory Rights Management Services includes a number of functionality and operational improvements:

#### Federated Collaboration

In Windows Server 2008, AD RMS is an Active Directory

Federation Services (AD FS) enabled applications. This allows enterprises to leverage their established federated relationships to enable collaboration with external entities. For example, an organisation that has deployed AD RMS can set up federation with an external entity by using AD FS and can leverage this relationship to share rights-protected content across the two organisations without the need to manage external users within a local domain, leverage Windows Live™ ID, or require a deployment of AD RMS in both places.

#### Improved Installation Experiences

AD RMS is included in Windows Server 2008 as a standard server role. This simplified wizard-based installation performs server validation checks before the installation, which automatically lists and installs all the services that AD RMS depends on during the server role installation. AD RMS also supports server self-enrollment, which allows an installation to proceed without having to connect with the Microsoft Enrollment Services as a trust root for content protection, which

reduces any operational dependence on network availability.

#### Improved Management Experiences

Unlike previous versions, AD RMS administration is done through a Microsoft management console (MMC) snap-in that provides a common management experience as with other server roles. Administrative improvements include centralised template management, authoring, usage log analysis/reporting, and separation of administrative roles with respect to managing the AD RMS server.

#### VALUE PROPOSITION

AD RMS enhances information security and compliance, improves operational efficiency and enables new business initiatives and processes by safeguarding information from unauthorised use no matter where the information is – online and offline, inside and outside the firewall.

## HOW DO I ORDER IT?

Window Right Management Services CALS			
Open Value			
	License and SA	SA	
Win Rights Mgt Svc CAL OLVNL 1YRAcqY1 AddPrd Device CA	T98-01252	T98-01263	
Win Rights Mgt Svc CAL OLVNL 1YRAcqY1 AddPrd UserCAL	T98-01259	T98-01273	
Open Value Subscription			
	License	License and SA	
Win Rights Mgt Svc CAL 2008 All Lng OLV NL Each Addtl Prod Device CAL	T98-02251	T98-01836	
Win Rights Mgt Svc CAL 2008 All Lng OLV NL Each Addtl Prod User CAL	T98-02328	T98-01843	
Select			
	License	License and SA	SA
Win Rights Mgt Svc CAL 2008 MVL Device CAL	T98-02260	T98-00812	T98-00770
Win Rights Mgt Svc CAL 2008 MVL User CAL	T98-02319	T98-00813	T98-00771

## HOW DO I SELL IT?

### Three simple questions to start the customer conversation

#### 1. How does your organisation safeguard sensitive information?

- With AD RMS, applications such as word processors, e-mail clients, and line-of-business software can be enabled to help safeguard sensitive information.
- Empower information workers to choose from a variety of usage rights to define exactly how recipients may use the information and for how long.
- Define who can open, modify, print, forward and/or take other actions with information.
- Set expiration dates beyond which information cannot be accessed.
- Establish customised organisational usage policy templates such as ‘confidential – read only’ that can be applied directly to sensitive information.
- Microsoft SharePoint Server 2007 enables document library protection. Information rights management (IRM) protects document downloads so they remain searchable and IRM protected.

#### 2. Is your information protected inside and outside your organisation?

- Apply persistent protection by locking usage rights within sensitive documents at the file level, controlling how information is used even after it has been opened by intended recipients.
- Augment existing perimeter-based security solutions, such as firewalls and access control lists for better information protection.
- Encryption restricts file viewing to authorised recipients.
- Apply ‘read only’ rights to e-mails and prevent employees from editing, saving or forwarding rights protected e-mail.
- Protect sensitive Intranet information, granting permissions for selected employees only to access it in Internet Explorer, with the Rights Management Add-on installed.

#### 3. Does your information protection technology give the flexibility you need?

- AD RMS safeguards work online and offline, inside and outside of the firewall.
- Uses recognised security technologies including encryption, XrML-based certificates and authentication.
- Any application or server can be AD RMS-enabled, such as content management systems or portal servers running on Microsoft Windows or other platforms, to work with AD RMS.
- Extending AD RMS solutions to server applications enables the integration of information protection into server-based solutions such as document and records management, e-mail gateways and archival systems, automated workflows and content inspection.

### COMPETITIVE POSITIONING

#### Competitive talking points

- **Out-of-box integration** with the Microsoft Office system, the Microsoft Office Outlook® messaging and collaboration client and Microsoft Office SharePoint® Server for protection of e-mail and documents, with partners extending RMS protection to other applications and file formats.
- **Persistent protection** with access and use policies that remain with the information online or offline, inside or outside the organisation.
- **Tightly integrated solution** built on Active Directory and Windows Integrated Authentication, provides a solution tightly integrated with the Microsoft Identity and Access infrastructure.
- **Easy-to-use deployment and management tools** provide familiar Microsoft server management experience.
- **RMS client built into the Windows Vista®** operating system provides a no-download end-user experience.

## FREQUENTLY ASKED QUESTIONS

### What is Active Directory Rights Management Services?

Active Directory Rights Management Services (AD RMS) is information protection technology that works with AD RMS-enabled applications to help safeguard digital information from unauthorised use by protecting information through persistent usage policies, which remain with the information, no matter where it goes. AD RMS is a service for Windows Server 2003.

End-to-End AD RMS solutions require:

- AD RMS for Windows Server 2003
- AD RMS client software to be installed on the desktop
- AD RMS-enabled application (such as Microsoft Office 2003 Editions or RMA for IE)

Other infrastructure requirements for AD RMS include Microsoft Active Directory Service 2000 or later and a database such as Microsoft SQL Server 2000 or later.

### What is information Rights Management?

Microsoft Office 2003 Editions is one of the first AD RMS-enabled applications available in the marketplace. Information Rights Management (IRM) is the name used to refer to the specific rights management features implemented in Microsoft Office 2003 Editions. There are four core Office 2003 applications that include IRM features: Word 2003, Excel 2003, PowerPoint 2003 and Outlook 2003.

To use IRM in Office 2003, you need to install an AD RMS client and have access to an AD RMS Server in your organisation or from a hosted service provider.

### What is rights management?

Active Directory Rights management is a category pertaining to the protection of various forms of digital assets. Active Directory Rights management is comprised of sub-categories such as digital rights management (DRM), which is focused on protecting commercial media content and enterprise rights management (ERM), which is focused on protecting enterprise information.

### What are the components required to licence AD RMS?

To use AD RMS, organisations need the following licences:

- Windows Server 2003 Server Licence
- Windows Server 2003 Client Access Licences (Windows Server CALs): since AD RMS is a component of Windows Server, a Windows Server 2003 CAL is required for every user or device that accesses the server software
- Active Directory Rights Management Services Client Access Licences (Windows AD RMS CALs): every user or device that creates or views rights-protected information through AD RMS requires an AD RMS CAL

### Who benefits from AD RMS functionality?

Organisations and information workers alike benefit from AD RMS by sharing more information with less risk. With AD RMS, organisations are able to use technology to set and project corporate policies that have previously only existed on paper; policies on how information should be viewed, shared and accessed. Information workers can assign specific permissions to documents, reducing the accidental or intentional distribution of sensitive information. Content authors do need to remember that IRM cannot prevent all abuses from malicious intent by permitted users.

### Why would a customer or partner use the AD RMS SDK?

Customers and partners can expand their business opportunities through the ability to help any customer that utilises Microsoft technologies to safeguard its information by AD RMS-enabling applications for their specific needs, including document management, content management messaging, enterprise resource planning (ERP), product lifecycle management and line-of-business (LOB) workflow. Using the AD RMS SDK, developers can build applications that are able to license, publish and consume any AD RMS-protected information.

## ADDITIONAL RESOURCES

For more information, please visit the **Active Directory Rights Management Services (AD RMS) Web site:**  
[www.microsoft.com/rms](http://www.microsoft.com/rms)

For more information, please visit the **Information Rights Management (IRM) Web site:**  
[www.microsoft.com/office/editions/prodinfo/technologies/irm.msp](http://www.microsoft.com/office/editions/prodinfo/technologies/irm.msp)

### Why is AD RMS compelling now?

With the pervasiveness of the Internet and e-mail as common communication tools coupled with the drive to reduce costs by reducing paper, most organisations extensively use and forward information digitally, increasing the risk of having confidential information accidentally or intentionally get into the wrong hands. The potential loss of revenue, competitive advantage and customer confidence caused by information leaks can be costly to an organisation. To safeguard sensitive information such as customer data, financial reports, product specifications and confidential e-mail messages, organisations are looking to augment their security strategy by providing protection of information through persistent usage policies, which remain with the information, no matter where it goes. With the ability to operate in air-gap networks without a connection to the Internet, even organisations working in higher-security, isolated or sensitive environments can now secure their digital information.

### So is AD RMS and/or IRM a security solution?

AD RMS and IRM should be referred to as information protection technology, which helps organisations safeguard sensitive information from unauthorised use. AD RMS augments an organisation's security strategy by providing protection of information through persistent usage policies. Unlike perimeter-based (firewalls, repositories) or transport-based (encrypted delivery) security technologies, AD RMS continues to help protect information after it has been accessed or delivered to an authenticated individual, helping to prevent sensitive information from intentionally or accidentally getting into the wrong hands. No software solution alone is bulletproof, and this is no exception.

## SYSTEM REQUIREMENTS

AD RMS runs on a computer running the Windows Server 2008 operating system. When the AD RMS server role is installed, the required services are installed, one of which is Internet Information Services (IIS). AD RMS also requires a database, such as Microsoft SQL Server, which can be run either on the same server as AD RMS or on a remote server and an Active Directory Domain Services forest.

To run Windows Server 2008-based servers with the AD RMS server role, you need:

**Processor:** 4.3 GHz or faster Pentium processor; two 4.3 GHz or faster Pentium processors recommended  
**Memory:** 512 MB of RAM; 1024 MB of RAM recommended  
**Hard Disk:** 40 GB of available hard-disk space; 80 GB of available hard-disk space recommended.

**Note:** A limited set of server roles is available for the Server Core installation option of Windows Server 2008 and for Windows Server 2008 for Itanium-Based Systems.

To assist with your hardware considerations, use testing in a lab environment, data from existing hardware in a production environment and pilot roll-outs to determine the capacity needed for your server.

To run Windows Server 2008-based servers with the AD RMS server role (for requirements that can be met by enabling features on the operating system, installing the AD RMS server role will configure those features as appropriate, if they are not already configured), you need:

**Operating System:** Windows Server 2008, except for Windows Web Server 2008  
**File System:** NTFS file system is recommended  
**Messaging:** Message Queuing  
**Web Services:** Internet Information Services (IIS); ASP.NET must be enabled  
**Active Directory or Active Directory Domain Services:** AD RMS must be installed in an Active Directory domain in which the domain controllers are running Windows Server 2000 with Service Pack 3 (SP3), Windows Server 2003, or Windows Server 2008; all users and groups who use AD RMS to acquire licences and publish content must have an e-mail address configured in Active Directory  
**Database Server:** AD RMS requires a database server, such as Microsoft SQL Server 2005 and stored procedures to perform operations.

The AD RMS-enabled client must have an AD RMS-enabled browser or application, such as Microsoft Office Word, Office Outlook, or Office PowerPoint in the 2007 Microsoft Office system. In order to create rights-protected content, Microsoft Office Enterprise 2007, Office Professional Plus 2007, or Office Ultimate 2007 is required. For additional security, AD RMS can be integrated with other technologies such as smart cards. Windows Vista includes the AD RMS client by default, but other client operating systems must have the RMS client installed. The RMS client with SP2 can be downloaded from the Microsoft Download Center and works on versions of the client operating system earlier than Windows Vista and Windows Server 2008.

For more detailed information about hardware and software considerations with AD RMS, see the Preinstallation Information for Active Directory Rights Management Services topic on the Windows Server 2008 Technical Library (<http://go.microsoft.com/fwlink/?LinkId=84733>).



## WHAT IS IT?

Microsoft Identity Lifecycle Manager 2007 (ILM 2007) provides an integrated, comprehensive product that builds on Microsoft Identity Integration Server 2003 (MIIS 2003 Service Pack 2 (SP2)) and offers identity synchronisation, certificate management and user provisioning in one solution.

ILM 2007 enables IT organisations to reduce the cost of managing the identity and access life cycle by providing a single view of a user's identity across the heterogeneous enterprise and through the automation of common tasks. ILM 2007 builds on the metadirectory and user provisioning capabilities in Microsoft Identity Integration Server 2003 and adds new capabilities for managing strong credentials such as smart cards, providing an integrated approach that pulls together metadirectory, certificate and password management and user provisioning across Windows® operating systems and other enterprise systems.

### VALUE PROPOSITION

ILM 2007 is a full identity lifecycle management solution for Windows operating systems that reduces the cost and risk of managing the identity infrastructure by providing an integrated approach to centrally managing the entire life cycle of a digital identity, thereby giving IT greater control while increasing IT efficiency.

## HOW DO I ORDER IT?

Identity Lifecycle Manager 2007					
Open Business SKUs					
	Licence	L & SA	SA		
ILM Server	4GN-00156	4GN-00013	4GN-00157		
ILM User CAL	4GM-00005	4GM-00050	4GM-00187		
Open Volume SKUs					
ILM Server	4GN-00141	4GN-00011	4GN-00142		
ILM User CAL	4GM-00080	4GM-00048	4GM-00185		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
ILM Server	4GN-00056	4GN-00053	4GN-00065	4GN-00064	4GN-00061
ILM User CAL	4GM-00080	4GM-00077	4GM-00088	4GM-00087	4GM-00194
				Media	
ILM Server				4GN-00004	
ILM External Connector				4GP-00061	

## HOW DO I SELL IT?

Microsoft's solution offers the features listed below for help with identity and access management.

### Simplifies identity and access management:

- Keeps identity information synchronised and current across a wide range of directories, databases and proprietary identity systems.
- Provides a single place for IT to manage the entire life cycle of user digital identities and credentials, such as certificates on smartcards.

### Gives IT greater control:

- Provides best-in-class directory synchronisation, giving IT control and visibility over user provisioning and de-provisioning and account reconciliation processes.
- Provides IT a robust, policy-based management solution for controlling and helping secure resources.

### Offers a flexible system:

- Provides 30-plus connectors to external identity stores out of the box and offers extensibility to develop additional connectors.
- Delivers a platform that can be customised as needed by IT or independent software vendor (ISV) or system integrator (SI) partners, with a vast set of third-party solutions available.

### Features:

#### ILM 2007 brings together three key features:

- **Identity synchronisation.** ILM 2007 synchronises user account information, including passwords across multiple applications, directories and platforms. Synchronisation helps save time and money that is currently spent on manual tasks required to keep data consistent and enforce data ownership rules.
- **User provisioning.** ILM 2007 automatically creates user accounts, mailboxes and other identity information in target systems in real time so that new employees are productive immediately, and it also ensures that access to corporate resource is instantly and universally revoked for employees who leave the organisation.
- **Certificate management.** ILM 2007 includes a workflow and policy-based solution to manage the life cycle of digital certificates and smart cards. ILM 2007 significantly lowers the costs associated with digital certificates and smart cards by enabling organisations to more efficiently deploy, manage and maintain a certificate-based infrastructure. Public key infrastructure (PKI) inventory management and auditing is also integrated and automated to further reduce the administrative burden of supporting strong authentication certificates.

## EDITION COMPARISONS

- **Microsoft Identity Lifecycle Manager 2007:** This is the first release of Identity Lifecycle Manager. It combines the functionality of MIIS 2003 SP2 and Microsoft Certificate Lifecycle Manager.
- **Identity Integration Feature Pack:** The feature pack is a free download that only provides these capabilities between Active Directory® (AD) service, Active Directory Application Mode (ADAM) or Microsoft Exchange Server 2000 and Exchange Server 2003 instances. Customers who need to interface with repositories other than AD, ADAM or Exchange Server need to use MIIS Enterprise Edition, including customers who need to work with Exchange Server 5.5.

## FREQUENTLY ASKED QUESTIONS

### Which management agents or connectors are available with ILM 2007?

The following are available with ILM 2007:

- Active Directory and Active Directory Application Mode
- Attribute value pair text files, delimited text files and fixed-width text files
- Directory Services Markup Language
- Global Address Lists (Exchange Server)
- LDAP Directory Interchange Format
- Lotus Notes/Domino 4.6, 5.0, 6.0.X and 7.0.X
- Microsoft Windows NT® 4 Domains
- Microsoft Exchange Server 5.5 Bridgeheads
- Microsoft Exchange 2000 Server and Exchange Server 2003 5.5
- Microsoft SQL Server™ 7.0 and SQL Server 2000 databases
- Oracle 8i & 9i databases
- IBM Tivoli Directory Server, Novell eDirectory 8.6.2, 8.7, and 8.7.x, and Sun Directory Server (Netscape/iPlanet/SunONE) 4.x and 5.x
- IBM Informix, DB2, dBase, Microsoft Access™ database software, Microsoft Excel® spreadsheet software, OLE DB via SQL Server DTS and IBM RACF
- Computer Associates eTrust ACF2 and Computer Associates eTrust Top Secret
- ERP MA for SAP 5.0 and 4.7

### Which management agents or connectors are available with the Identity Integration Feature Pack?

- Active Directory, supporting the Windows® 2000 and Microsoft Windows Server® 2003 operating systems, Exchange 2000 Server and Exchange Server 2003
- Active Directory Application Mode
- Global Address List Synch, supporting Exchange 2000 Server and Exchange Server 2003

### What other software is required to run ILM 2007?

Both ILM 2007 and the Identity Integration Feature Pack (IIFP) require SQL Server 2000 Standard or Enterprise Edition as the back-end data store. In addition, both ILM 2007 and IIFP require Windows Server 2003 Enterprise Edition for installation.

### Is there an ILM 2007 Standard Edition?

No. The only versions are Microsoft Identity Lifecycle Manager 2007 and Identity Integration Feature Pack for Windows Server Active Directory.

### How does a customer license SQL Server 2000 for use with ILM 2007?

Please consult [www.microsoft.com/sql/howtobuy/default.asp](http://www.microsoft.com/sql/howtobuy/default.asp) for up-to-date information on how SQL Server 2000 is licensed, including an FAQ that addresses most questions regarding SQL Server licensing. With ILM 2007, we assume that most customers will simply license it on a user Client Access Licence (CAL) basis to align with the ILM 2007 licensing model.

### Does ILM 2007 synchronise passwords and enable single sign-on?

With ILM 2007, passwords can be synchronised from Active Directory to any connected system automatically. However, ILM 2007 does not enable single sign-on – that is the role of Active Directory, Kerberos, and other components of the Windows operating system.

### What are the licensing options for development, testing, fail-over, passive or clustered copies of ILM 2007?

Customers who need a licence for development or testing purposes should be encouraged to obtain an MSDN® Universal subscription for this purpose. Customers who license ILM 2007 and also purchase Software Assurance get a free cold standby server. In all other cases, customers must pay for licences of ILM 2007 that are used for fail-over or passive implementations of ILM 2007.

## ADDITIONAL RESOURCES

Microsoft Identity Lifecycle Manager 2007 Web site:

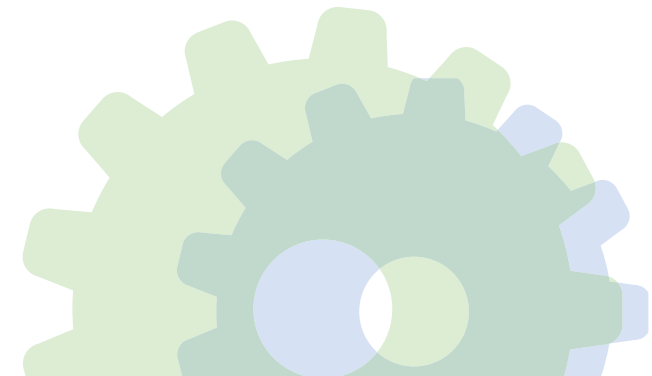
[www.microsoft.com/ilm2007](http://www.microsoft.com/ilm2007)

Microsoft Identity and Access Management Web site:

[www.microsoft.com/ida](http://www.microsoft.com/ida)

Identity and Access Management Solution Series:

[www.microsoft.com/downloads/details.aspx?FamilyId=794571E9-0926-4C59-BFA9-B4BFE54D8DD8&displaylang=en](http://www.microsoft.com/downloads/details.aspx?FamilyId=794571E9-0926-4C59-BFA9-B4BFE54D8DD8&displaylang=en)





## WHAT IS IT?

Microsoft BizTalk® Server 2006 R2 makes it easier and more cost-effective to connect systems, applications and processes. Imagine these business scenarios: Your customer wants to pull data from a customer relationship management (CRM) system like Siebel or an enterprise resource planning (ERP) system like SAP and display those on a desktop PC in Microsoft SharePoint® Server; your customer needs to connect to trading partners or suppliers electronically (using electronic data interchange (EDI)) to meet a compliance mandate or to streamline a supply chain; or your customer is working on a broad Service Oriented Architecture (SOA) initiative. Your customer uses Microsoft Dynamics™ line-of-business (LOB) management solutions to automate and streamline financial, supply chain, or customer relationship processes. These are all core scenarios for BizTalk Server.

### VALUE PROPOSITION

- **Simplify SOA.** With SOA, IT can simplify application and system

## HOW DO I ORDER IT?

### Enterprise Edition:

- Complete enterprise application integration (EAI), business-to-business (B2B), and Business Process Management functionality
- Includes all current and new application and technology adapters
- Unlimited scale-out, scale-up and clustering
- Unlimited applications (see detailed pricing and licensing FAQ)

### Standard Edition:

- Complete EAI, B2B and Business Process Management functionality
- Includes all current and new application and technology adapters
- Limited to two CPUs on a single server
- Five applications (see detailed pricing and licensing FAQ)

BizTalk Server			
Open Business SKUs			
	Licence	L and SA	SA
BizTalk Server Standard Processor Licence	D75-00900	D75-00210	D75-00251
BizTalk Server Enterprise Processor Licence	F52-01365	F52-00359	F52-00424
BizTalk HIPAA Standard Processor Licence	U02-00298	U02-00099	U02-00024
BizTalk HIPAA Enterprise Processor Licence	U04-00379	U04-00010	U04-00026
BizTalk HL7 Standard Processor Licence	BE8-00155	BE8-00005	BE8-00009
BizTalk HL7 Enterprise Processor Licence	BE3-00166	BE3-00005	BE3-00009
BizTalk RosettaNet Standard Processor Licence	U01-00456	U01-00033	U01-00030
BizTalk RosettaNet Enterprise Processor Licence	U03-00532	U03-00012	U03-00027
BizTalk SWIFT Standard Processor Licence	Q14-00244	Q14-00044	Q14-00029
BizTalk SWIFT Enterprise Processor Licence	Q15-00276	Q15-00039	Q15-00029
Open Volume SKUs			
BizTalk Server Standard Processor Licence	D75-00898	D75-00230	D75-00258
BizTalk Server Enterprise Processor Licence	F52-01363	F52-00370	F52-00412
BizTalk HIPAA Standard Processor Licence	U02-00294	U02-00049	U02-00052
BizTalk HIPAA Enterprise Processor Licence	U04-00375	U04-00114	U04-00116
BizTalk HL7 Standard Processor Licence	BE8-00153	BE8-00007	BE8-00011
BizTalk HL7 Enterprise Processor Licence	BE3-00164	BE3-00007	BE3-00011
BizTalk RosettaNet Standard Processor Licence	U01-00457	U01-00095	U01-00097
BizTalk RosettaNet Enterprise Processor Licence	U03-00528	U03-00071	U03-00073
BizTalk SWIFT Standard Processor Licence	Q14-00242	Q14-00042	Q14-00027
BizTalk SWIFT Enterprise Processor Licence	Q15-00274	Q15-00048	Q15-00027

integration, recombine and reuse applications and organise development work into a unified and consistent design framework. This helps to lower IT costs and helps the organisation identify and respond to workflow problems more efficiently.

- **Connect to partners.** All businesses need to connect with customers and partners. We help to do this faster and more cost-effectively with support for EDI and other business-to-business (B2B) protocols.
- **Deliver the right data to the right person at the right time.** Whether it is business intelligence (BI) or a simple customer portal, the data that a person needs frequently lives in different systems or applications. Whether it is customer data (CRM/Siebel), production data (ERP/SAP), or location data (radio frequency identification (RFID)), BizTalk Server can deliver the right information at the right time so that people or systems can make the right decision.

### Developer Edition:

- Complete EAI, B2B and Business Process Management functionality
- Includes all current and new application and technology adapters
- Limited solely to designing, developing and testing solutions

Open Value SKUs				
	L & SA	SA	Spread Payment L & SA	Pay Upfront SA
BizTalk Server Standard Processor Licence	D75-00772	D75-00775	D75-00770	D75-00777
BizTalk Server Enterprise Processor Licence	F52-01173	F52-01181	F52-01171	F52-01183
BizTalk HIPAA Standard Processor Licence	U02-00256	U02-00259	U02-00254	U02-00261
BizTalk HIPAA Enterprise Processor Licence	U04-00326	U04-00334	U04-00324	U04-00336
BizTalk HL7 Standard Processor Licence	BE8-00102	BE8-00105	BE8-00099	BE8-00107
BizTalk HL7 Enterprise Processor Licence	BE3-00102	BE3-00110	BE3-00100	BE3-00112
BizTalk RosettaNet Standard Processor Licence	U01-00404	U01-00407	U01-00402	U01-00409
BizTalk RosettaNet Enterprise Processor Licence	U03-00427	U03-00435	U03-00425	U03-00437
BizTalk SWIFT Standard Processor Licence	Q14-00208	Q14-00211	Q14-00206	Q14-00213
BizTalk SWIFT Enterprise Processor Licence	Q15-00230	Q15-00238	Q15-00228	Q15-00240
BizTalk Server Enterprise Step Up	F52-01178	F52-01178	F52-01177	F52-01177
BizTalk HIPAA Enterprise Step Up	U04-00331	U04-00331	U04-00330	U04-00330
BizTalk HL7 Enterprise Step Up	BE3-00107	BE3-00107	BE3-00106	BE3-00106
BizTalk RosettaNet Enterprise Step Up	U03-00432	U03-00432	U03-00431	U03-00431
BizTalk SWIFT Enterprise Step Up	Q15-00235	Q15-00235	Q15-00234	Q15-00234
			Media	Disk Kit
				Subscription L & SA
BizTalk Server Standard	D75-00885	N/A	D75-00853	N/A
BizTalk Server Enterprise	F52-01335	N/A	F52-01296	N/A
BizTalk Server HIPAA Standard	U02-00287	N/A	N/A	N/A
BizTalk Server HIPAA Enterprise	U04-00367	N/A	N/A	N/A
BizTalk Server HL7 Standard	BE8-00142	N/A	N/A	N/A
BizTalk Server HL7 Enterprise	BE3-00152	N/A	N/A	N/A
BizTalk Server RosettaNet Standard	U01-00448	N/A	N/A	N/A
BizTalk Server RosettaNet Enterprise	U03-00488	N/A	N/A	N/A
BizTalk Server Developer	R04-00021	N/A	N/A	R04-00562
BizTalk SWIFT Standard	Q14-00238	N/A	N/A	N/A
BizTalk SWIFT Enterprise	Q15-00269	N/A	N/A	N/A
BizTalk Server Branch	N/A	N/A	N/A	HJA-00359

## HOW DO I SELL IT?

Customers with the Microsoft.NET Framework and Microsoft SQL Server® are the most likely to purchase a licence for BizTalk Server. Start by targeting any accounts with these Microsoft investments and look for the following common customer pain points:

- Need to connect internal systems and services with SOA.  
**Example:** A financial services firm needs a single view of customers across multiple lines of business and products. They also need to be more agile in providing new service to customers online. SOA provides greater agility for connecting existing systems to new systems.
- Need to connect to trading partners; business-to-business data exchange.  
**Example:** A mid-size company is asked by a large customer (such as Wal-Mart) to submit orders electronically. They need to create an EDI-based B2B connection and use the latest RFID technology.
- Need to automate business processes to achieve greater business efficiencies (business process management (BPM) solution).  
**Example:** An insurance provider wants to automate their manual claims process. To deliver a solution, they must integrate their internal applications, connect to their customer and partner systems and manage the exception handling of claims.

### Market Momentum

- More than 7,000 customers worldwide.
- 90 per cent of the Fortune Global 100 use BizTalk Server.
- Leader in the 2007 Gartner Application Infrastructure and Back-End Application Integration Magic Quadrants.
- Leader in the 2007 Application Server Platforms: Conventional Web, Conventional SOA and Independent SOA Forrester Waves.
- Twelve of the fifteen largest retailers in the world run BizTalk Server.

### Host Integration with BizTalk Server

An estimated 70 per cent of all corporate data is stored on host systems, such as IBM mainframe and AS/400 midrange computers. To preserve their time and capital investments in host technology, organisations must either migrate all of their host-based resources to the Windows® operating systems, which can be expensive and time-consuming, or integrate their host-based resources with more efficient Windows-based and Web-based solutions.

BizTalk Server (with Host Integration Server (HIS) 2006) means that there is no need to 'rip and replace' existing IT investments. BizTalk Server provides tools, components and services for connecting IBM host-based data and transactions with new applications. Integrating host-based data and applications with Web-based and Windows-based applications offers significant benefits, including:

- Preserves investment in currently deployed host and Windows-based PC technology while taking advantage of new architectures and products being offered for the Windows operating system.
- Allows rapid deployment of custom, high-performance solutions, using a choice of Windows-based development tools and using a large pool of qualified developers who do not need to know or learn host programming.
- Lowers administrative resources and reduces hardware expenses, helping reduce the total cost of ownership (TCO).

### Ask your customers:

- Do you currently maintain data or applications on an IBM mainframe or AS/400 midrange system that you need access to from a Windows-based system?
- Are you running an IBM mainframe or AS/400 midrange system to manage your business and still want to take advantage of the ease and flexibility of Windows-based networks without migrating mainframe applications or data?

### RFID with BizTalk Server

RFID provides real-time analytics based on real-time, information-gathering and reporting applications. With RFID, customers can increase their business performance and customer satisfaction by connecting information, processes, systems and people. RFID-based solutions can be used for diverse scenarios such as:

- Supply Chain Management.
- Product Life Cycle Management.
- Operational Performance.
- Stores Management.
- Real-Time Analytics.

### Cross-Sell

- Microsoft SQL Server 2008 for data warehousing and BI on legacy data.
- Microsoft Identity Integration Server 2003 for provisioning user accounts.
- Microsoft Office SharePoint Server 2007.

## HOW DO I LICENSE IT?

This product is licensed using the **Per Processor** model. For more information please see page 5.

### Q. How is BizTalk licensed on computers that have more than one CPU?

A. BizTalk Server ENT will naturally use all of the CPUs in the server. The number of BizTalk Server ENT licences that must be purchased is always the exact number of CPUs in the server, except for processors that are made inaccessible to any operating system copy upon which BizTalk Server 2006 is set up to run (through hardware partitioning solutions).

The BizTalk Server 2006 STD engine can technically use only two processors on the server, even if it consists of more processors.

For deployments where BizTalk Server 2006 is used, you need to buy the same number of processor licences that Windows will utilise on that server. For example, if you have BizTalk Server STD installed on a four-processor server and the Windows operating system is utilising all four processors, because the server's performance is benefiting from all four processors running the operating system, you need to purchase four licences of BizTalk Server STD, even though you can only use two processors.

**Further licensing FAQ:** [www.microsoft.com/biztalk/howtobuy/faq.msp](http://www.microsoft.com/biztalk/howtobuy/faq.msp)

## ADDITIONAL RESOURCES

[www.microsoft.com/uk/biztalk](http://www.microsoft.com/uk/biztalk)

### BizTalk Server 2004 Infoworld Review:

[www.infoworld.com/Microsoft\\_BizTalk\\_Server\\_2004/product\\_46693.html?view=0&curNodeId=0](http://www.infoworld.com/Microsoft_BizTalk_Server_2004/product_46693.html?view=0&curNodeId=0)

### Review expert answers to user questions regarding BizTalk Servers 2004 and 2006 with this chat:

[www.microsoft.com/technet/itcommunity/chats/trans/biztalk/biz0813.asp](http://www.microsoft.com/technet/itcommunity/chats/trans/biztalk/biz0813.asp)

### Adapter builders third-party solutions for BizTalk Server 2006

[www.microsoft.com/biztalk/partners/default.asp](http://www.microsoft.com/biztalk/partners/default.asp)

**BizTalk Server Newsgroups:** <http://communities.microsoft.com/newsgroups/default.asp?cp=Biztalk&slcid=us>

### BizTalk Server 2006 System Requirements:

[www.microsoft.com/biztalk/evaluation/sysreqs/default.msp](http://www.microsoft.com/biztalk/evaluation/sysreqs/default.msp)

## FREQUENTLY ASKED QUESTIONS

### What is new in BizTalk Server 2006 R2?

BizTalk Server 2006 R2 includes new capabilities that address core challenges found in key vertical industries such as manufacturing and retail. These capabilities include native support for EDI and AS2 as well as RFID. BizTalk Server 2006 R2 features close alignment with the 2007 Microsoft Office system and the Windows Vista® operating system, including key .NET Framework technologies such as Windows Workflow Foundation and Windows Communication Foundation.

### What are the benefits of using BizTalk Server?

#### CONNECT – SOA AND INTEROP ON A UNIFIED PLATFORM

BizTalk Server 2006 R2 provides the infrastructure to connect existing applications (regardless of the platform) and to compose, expose and consume new services. BizTalk Server 2006 R2 also helps you get more out of the investments that you have already made and minimise the cost of integrating the new pieces of technology that you have acquired. Because BizTalk Server 2006 R2 includes tools to connect both proprietary and standards-based systems and pre-integrates with the .NET Framework, it is a central part of any SOA strategy.

Additionally, a broad array of technology and application adapters is available for BizTalk Server. With out-of-the-box support for everything from transport protocols such as FTP, SOAP and MQSeries to high-level integration with LOB applications such as PeopleSoft, SAP and Siebel, you choose how you want to connect applications, platforms and people. We provide the tools to do it.

- LOB application adapters
- WS-based standards
- .NET Framework (WCF, Windows SharePoint Services, SQL Server, Microsoft Dynamics business software)
- Mainframe and mid-range systems
- XML and Web Services protocols (such as SOAP)
- Devices (RFID)

#### EXTEND – SUPPLY CHAINS TO THE EDGE

BizTalk Server 2006 R2 helps organisations cost-effectively manage their supply chain from the factory to the storefront. Using the end-to-end integrated supply chain, organisations can drive maximum efficiency through visibility into critical business processes and tighter collaboration with trading partners. With new capabilities such as native support for EDI and RFID, BizTalk Server 2006 R2 makes it possible to gather data

from the edge of the enterprise, enabling real-time visibility across business processes and trading partners.

#### DELIVER – ENTERPRISE-PROVEN SOLUTIONS

BizTalk Server is the most widely deployed business process server, entrusted for mission-critical processes in organisations of all sizes and industries. BizTalk Server 2006 R2 Enterprise Edition provides built-in support for load balancing, helping organisations to deliver availability 24 hours a day, seven days a week for their mission-critical solutions across their organisation. BizTalk Server 2006 R2 is engineered to be fault-tolerant, employing easily configured and manageable SQL Server clustering to ensure no single point of failure. Additionally, building on our best-in-class setup and configuration capabilities and maintaining the core architecture of BizTalk Server 2006, BizTalk Server 2006 R2 provides a seamless upgrade path for current BizTalk Server 2004 and BizTalk Server 2006 customers. Regardless of the size of your organisation, you need best-in-class infrastructure. BizTalk Server 2006 R2 delivers enterprise-class infrastructure.

#### What platforms does BizTalk Server support?

Windows 2000, Windows XP Professional, Windows Server® 2003, SQL Server 2000, SQL Server 2005, the Microsoft Visual Studio® 2005 development system and .NET Framework 2.0. In addition, BizTalk Server 2006 R2 offers 64-bit, run-time support. BizTalk Server 2006 R2 also supports interoperability with non-Microsoft platforms and with its robust adapter framework, BizTalk Server 2006 R2 can quickly connect to proprietary systems.

#### What are the BizTalk Server adapters and how do they help customers do business?

BizTalk Server adapters provide customers with native connectivity to key applications and transport protocols. These adapters require no code to connect BizTalk Server 2006 R2 to key applications, such as SAP, Siebel and PeopleSoft and key protocols. Customers use these adapters to connect the applications and automate processes that may span applications or organisational boundaries.

#### How do customers license an upgrade from Host Integration Server 2004 to BizTalk Server 2006 R2?

To upgrade from Host Integration Server 2004 to BizTalk Server 2006 R2, you need to acquire Microsoft Software Assurance for Host Integration Server 2004. Acquiring Software Assurance for Host Integration Server 2004 provides the right to BizTalk Server 2006 R2 Branch Edition. Otherwise, you must purchase a licence for BizTalk Server.

#### How does BizTalk Server 2006 R2 integrate with the Microsoft Office system?

Several different ways – the Microsoft Office system uses the BizTalk Adapter Pack to connect to and surface data from LOB applications directly to end-users. In scenarios that include the automation of business processes spanning multiple back-end systems or trading partners, BizTalk Server provides customers with tools for the design, management and monitoring of those processes through tight integration with Microsoft Office Visio® drawing and diagramming software, Microsoft Office Excel® spreadsheet software, SharePoint Server, the Microsoft Office InfoPath® information-gathering program and Microsoft Business Scorecard Manager.

BizTalk Server also connects transactional and structured processes with the collaborative document-centric workflows automated inside SharePoint Server (using the SharePoint adapter).

#### What is RFID?

RFID stands for radio frequency identification. At a simple level, it is a technology that involves tags that emit radio signals and devices called readers that pick up the signal.

#### What specific functionality will be supported with BizTalk Server RFID?

BizTalk RFID connects data from RFID readers to the people and systems that need these data. This provides cost-effectively built vertical asset tracking/supply chain visibility solutions.

- Device abstraction and management capabilities to help customers manage and monitor devices in a uniform manner. With this Plug-and-Play architecture, customers can leverage the investments in standard or non-standard devices by providing a uniform way of managing their device infrastructure.
- An event-processing engine that customers can use to create business rules and manage the choreography of event pipelines for RFID events. The event-processing engine can help enterprises integrate RFID events into the business process server and provide real-time visibility at the edge by virtue of its flexible architecture.
- Tight integration with Visual Studio and open application programming interfaces (APIs) so that developers can quickly integrate RFID events with existing business applications or create their own custom solutions.



### WHAT IS IT?

Microsoft® **Host Integration Server 2006** helps organisations integrate IBM host applications, datasources and messaging and security systems, with new solutions developed using the Windows Server system platform.

An estimated 70 per cent of all corporate data is stored on host systems, such as IBM mainframe and AS/400 mid-range computers. Host Integration Server 2006 features and technologies – including network integration, host access with enhanced security, data and application integration – enable Windows developers to publish business processes in IBM mainframe and AS/400 data and applications as XML Web Services. This brings their Host applications and processes into a Services Oriented Environment.

With Host Integration Server 2006 there is no need for organisations to replace any of their existing IT infrastructure, preserving both time and capital investments in host technology.

### HOW DO I ORDER IT?

Host Integration Server 2006					
Open Business SKUs					
	Licence	L & SA	SA		
Standard	660-00312	660-00159	660-00191		
Open Volume SKUs					
Standard	660-00310	660-00151	660-00183		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Standard	660-00440	660-00443	660-00438	660-00445	660-00473
Media					
	Licence				
Standard	660-00345				
Enterprise	B16-00082				

### HOW DO I SELL IT?

#### Three simple questions to start the customer conversation

#### 1. How easily can you integrate your IBM host-based resources with more efficient Windows based and Web-based solutions?

Host Integration Server 2006 is an integration platform that provides tools, components and services for connecting IBM host-based data and transactions with new applications, allowing you to design flexible solutions that meet your business and integration needs. Integrating host-based data and applications with Web-based and Windows based applications offers significant benefits, including:

- Preserving your investment in currently deployed host and Windows PC technology, while taking advantage of new architectures and products.
- Allowing rapid deployment of custom, high-performance solutions, using a choice of Windows based development tools.
- Lowering administrative resources and hardware expenses, thereby reducing the total cost of ownership (TCO).

#### 2. Are you able to take advantage of the ease and flexibility of Windows-based networks without migrating mainframe applications or data?

Host Integration Server 2006 enables you to leverage the full capabilities and usability of a Windows based network, with:

- Extended application integration.
- Efficient network consolidation.
- Improved host data access.

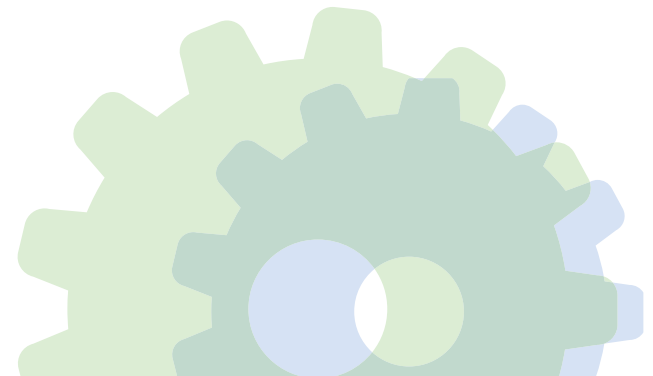
#### 3. How efficiently can you manage and control your hosted network environment?

Host Integration Server 2006 provides rapid, flexible deployment, enabling you to:

- Reduce your cost of ownership.
- Delegate administrative tasks and responsibilities to individual administrators with customised toolsets.
- Test and troubleshoot SNA connections and resources from a central location.

### ADDITIONAL RESOURCES

[www.microsoft.com/hiserver](http://www.microsoft.com/hiserver)







## WHAT IS IT?

Microsoft Commerce Server 2007 makes it easy to create full-features Web business applications with a low total cost of ownership (TCO) and rapid time to value.

- Rich, out-of-the-box functionality and an included ASP.NET 2.0-based production-ready starter site enable developers to customise and deploy new solutions quickly and efficiently. The Starter Site is tested to the levels of performance and scale required by Top 10 Global Retail customers.
- Developers can take advantage of the powerful features of Microsoft ASP.NET 2.0 combined with Commerce Server 2007 subsystems to use the functionality of Commerce Server while they extend their applications to fulfill customer-specific needs.

### Commerce Server subsystems support:

- Profiles: Personalisation, user targeting, organisations, purchase orders.
- Catalogues: Products, variations, virtual catalogues, multiple languages and currencies.
- Inventory: Product quantity tracking and stock-out handling.
- Marketing: Content targeting, up-sell and cross-sell capabilities, advertisements and testing, e-mail campaigns, discounts, unique and generic coupon management.
- Orders: Shopping cart, pipeline architecture, order splitting and calculation.

### Scenarios supported:

- Business-to-consumer (B2C) sales of tangible goods.
- B2C sales of digital goods and online service delivery.
- Business-to-business (B2B) scenarios, such as e-procurement and trading communities.
- Business-to-exchange (B2X) scenarios, combining B2C and B2B.
- Catalogue-connected portals using profiling and content targeting for information delivery.

**Current version:** Commerce Server 2007

**Licence:** Per processor

### VALUE PROPOSITION

Commerce Server enables companies to build robust and scalable multi-channel e-commerce solutions to engage and transact with online customers. The early rush of e-commerce solutions built during the 'dot com boom' resulted in disconnected business models. The addition of new e-commerce channels such as mobile, the Xbox® video game system and others compounds the problem of disparate information. The Commerce Server platform maintains a common multi-channel infrastructure that integrates data, resulting in:

- Lower total cost of ownership (TCO)
- Improved customer experiences
- Faster time to market for new channels and new brands
- Increased revenue

## HOW DO I SELL IT?

The following are three sales opportunities for Commerce Server:

**Upgrade Campaign** – Thousands of Commerce Server 2000 and Commerce Server 2002 clients need to upgrade to Commerce Server 2007. This presents substantial opportunities for upgrade campaigns.

**Infrastructure Renewal** – The online shopping experience has vastly changed since the first major investment in e-commerce infrastructure. A reported 66 per cent of retailers plan to replace these systems by the end of 2008. Raised expectations of online shoppers are forcing businesses to upgrade because earlier platforms simply cannot offer the level of personalisation, performance, or user experience desired.

**Multichannel Business Initiatives** – The ability to engage customers across multiple channels (Web, mobile, POS, kiosk) is also driving new investment in infrastructure. A reported 38 per cent of customers can now be considered 'multi-channel' customers. This presents a great opportunity.

"E-commerce technology is at a tipping point as retailers recognise they can't grow their cross-channel business on first-generation systems," says Rob Garf, vice president and general manager of retail strategies for AMR Research in the 2007 Cross-Channel Tech Trends Study, which was produced by RIS and AMR. "This refresh has led to significant investment growth in next-generation, e-commerce platforms."

### Target Customers and Pain Points:

VP/director e-commerce (business) – Driving online growth and reduced operating costs, increased conversion rates, business

agility, reduced dependence on IT, increased order basket size, reduced basket abandonment, empowering business users, site stability, security, general-feature customer-facing support.

CIO/CTO – TCO, business agility, security, standardisation, flexibility, availability, scalability, support for growth, ease of integration with back-end systems, simplification.

CMO/marketing director – Business user tools, marketing effectiveness, ease of use, promotions and discounts, business intelligence (BI) around customer behavior, customer relationship management (CRM), search technology, support for third-party punch-out, content management tools for unstructured content, site publication workflow, alerting, campaign creation and monitoring, flexibility to support new initiatives.

### Ask your customers:

- Are you taking advantage of multiple channels to reach your customer?
- Do you currently have 'silos' of information that are costly and time-consuming to share between different shopping channels?
- Do you offer a consistent channel-appropriate user experience across all channels?
- How much does the maintenance and support of your existing e-commerce infrastructure cost? What are the turnaround times for new product or campaign introductions?
- Can you quickly and easily take advantage of changing market conditions to most effectively sell to your customers?

- Do you have data analysis capabilities to analyse buying patterns and discover product relationships in the sales process so that you can offer products that take advantage of buyer decisions?

The sale of Commerce Server in an e-commerce scenario is not a simple server sale. It requires a complete solution with many other Microsoft products and third-party services like payment services and supply chain systems. Therefore, the above information is meant as a familiarisation of the terms, market and type of decision-makers you should engage for an opportunity. You should contact your Application Platform Solutions Specialist, STU Manager, or the Commerce Server product group for more guidance and support in the sales process and to obtain a list of partners to support the sale and implementation.

### FEATURES AND BENEFITS:

**Profiles:** Personalisation, user targeting, representation of user-related data (customers, organisations, purchase orders).

**Catalogues:** Products, variations, virtual catalogues (abstraction/aggregation/custom views), virtual properties, multiple languages and currencies, personalised targeting of content, powerful full-text and property-based search.

**Inventory:** Product quantity tracking and stock-out handling.

**Marketing:** Content targeting, up-sell and cross-sell capabilities, advertisements and testing, e-mail campaigns, discounts, unique and generic coupon management.

**Orders:** Shopping cart, custom shopping lists, pipeline architecture, custom calculation and processing logic.

**Analytics:** Thirty-four out-of-the-box reports, including Advertising Reports, Product Sales Reports, User Reports, Visit Reports and Web Usage Reports.

**Competitive Differentiation:** Microsoft has the only e-commerce platform that can fill in the whole stack – from the operating system to the server software to the design and development tools. A Commerce Server solution also brings access to the breadth of Microsoft consumer assets (Windows Live™ network of Internet services, Xbox, Windows Mobile® software and others).

### Up-sell

Up-sell your customers inquiring about Commerce Server 2007 Standard Edition to Enterprise Edition. The added scale-up, scale-out, reporting and data replication capabilities represent a substantial value-add to the majority of deployment scenarios over Standard Edition.

### Cross-sell

- Microsoft Internet Security and Acceleration (ISA) Server as a firewall for protecting Commerce Server-based Web sites.
- Host Integration Server for integrating e-commerce applications with DB2 or integrating with host environments.
- Microsoft BizTalk® Server for integrating with existing enterprise resource planning (ERP), fulfilment and/or back-end systems.
- Microsoft Visual Studio® development system for customising Commerce Server-based solutions.

## HOW DO I ORDER IT?

Commerce Server					
Open Business SKUs					
	Licence	L & SA	SA		
Commerce Server Standard 2007	532-01257	532-00588	532-00682		
Commerce Server Enterprise 2007	G20-00467	G20-00060	G20-00068		
Open Volume SKUs					
Commerce Server Standard 2007	532-01250	532-00571	532-00670		
Commerce Server Enterprise 2007	G20-00460	G20-00058	G20-00066		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Commerce Server Standard 2007	532-01103	532-01106	532-01101	532-01108	532-01156
Commerce Server Enterprise 2007	G20-00286	G20-00294	G20-00284	G20-00296	G20-00363
			Media	Doc Kit	
Commerce Server Standard 2007			532-01275	N/A	
Commerce Server Enterprise 2007			G20-00486	N/A	
Commerce Server Developer 2007			G67-00314	N/A	

## ADDITIONAL RESOURCES

## Commerce Server on the Web:

[www.microsoft.com/commerceserver/default.mspx](http://www.microsoft.com/commerceserver/default.mspx)

## Commerce Server on TechNet:

[www.microsoft.com/technet/prodtechnol/comm/default.mspx](http://www.microsoft.com/technet/prodtechnol/comm/default.mspx)

## Commerce Server on MSDN:

<http://msdn2.microsoft.com/en-us/library/aa286557.aspx>

## EDITION COMPARISONS

	Standard	Enterprise	Developer
Customer Segment	SMS&P & CAS Accounts	GSM & Segment of One Accounts	Developers
Max CPUs	<ul style="list-style-type: none"> <li>• Priced and sized appropriately for the middle market</li> <li>• Intended for use in creating high-value, lower-volume B2B sites</li> </ul>	<ul style="list-style-type: none"> <li>• Designed for large international corporations</li> <li>• Scale-out, scale-up and analytics capabilities</li> </ul>	Available to developers through Microsoft MSDN® Universal subscription or as a free stand-alone product
Max Web Servers	2	Unlimited (up to OS limits)	2
Sites per Server	10	Unlimited	10

## FREQUENTLY ASKED QUESTIONS

## Who is running Commerce Server?

More than 5,250 customers use the Commerce Server platform to run their businesses. Costco, one of the largest U.S. retailers, is using Commerce Server to run both its U.S. and Canadian sites, serving more than five million members. Commerce Server is also used by Quiksilver, Game Stop Corporation, Hanes Brands (formerly known as Sara Lee Branded Apparel), Henry Schein, Inc, Levi's, Miles Kimball, MusicNet.com, NetFlorist, Nestle Dolce Gusto, Pier 1 Imports, The Source by Circuit City, SWATCH, Starbucks Coffee Co., Washington Spaces, Best Buy Canada, Future Shop and others.

## Who are the main competitors of Commerce Server 2007?

Commerce Server competition comes from three primary sources:

- Build your own: Customers who choose to create their own Web site from scratch.
- Platform players: E-commerce vendors, such as IBM WebSphere, ATG, Blue Martini.
- Integrated players: Offer e-commerce as part of their other solutions, such as SAP, Oracle and Siebel.

## Is Commerce Server 2007 supported on Windows Server 2008?

Yes. Commerce Server 2007 is supported on Windows Server 2008.

## Who is Cactus Commerce and what is its relationship to Microsoft Commerce Server?

On August 8, 2007, Microsoft released strategic announcements regarding Commerce Server and a joint partnership with Cactus Commerce. The announcements confirm the long-term Microsoft commitment to Commerce Server as the leading technology platform for e-commerce Web properties. This joint partnership means a higher level of support and development from Microsoft and Cactus Commerce across the board – training and best practices sharing, joint business development, marketing and technical support.

## SYSTEM REQUIREMENTS

## What are the software requirements to run Commerce Server 2007?

- Windows Server 2003 SP1 or later
- Microsoft SQL Server® 2000 or SQL Server 2005 or later

## What are the hardware requirements to run Commerce Server 2007?

Single 1.0-GHz processor; dual 2.0 GHz  
recommended

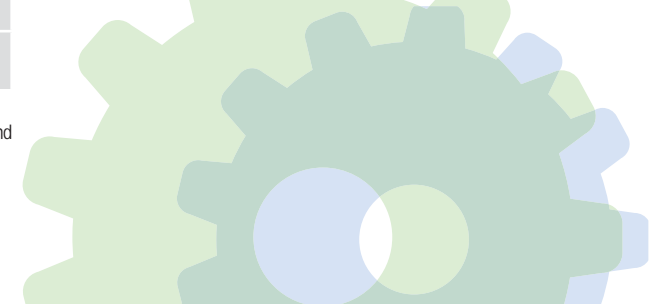
1,024 MB of RAM; 2 GB recommended

9 GB of available hard-disk space plus additional space for data and dependent software

Plus a supported version of the Windows® operating system, the .NET Framework and SQL Server.

## COMPLEMENTARY SOFTWARE:

Commerce Server solutions also commonly incorporate these additional products: Microsoft BizTalk® Server, SQL Server, Windows Server, Microsoft System Center, Windows SharePoint Services/Microsoft Office SharePoint Server, Microsoft Business Solutions/Microsoft Dynamics™ business software, Windows Mobile, Microsoft Visual Studio® development software, Microsoft Expression® design software and MSDN.





## WHAT IS IT?

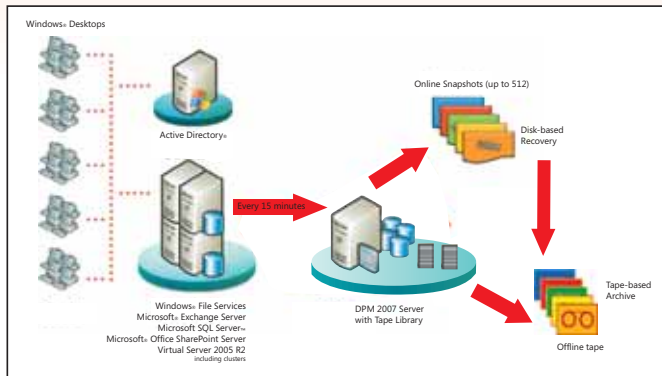
**System Center Data Protection Manager (DPM) 2007** is Microsoft's next generation server software application that optimises disk-based backup and recovery. For IT professionals managing Microsoft application and file servers, it sets new backup and recovery standards, delivering continuous data protection and a seamlessly integrated secondary disk and tape solution. DPM enables better backups as well as rapid and reliable recoveries and includes business user functionality as well as advanced capabilities for IT administrators.

Backing up data to disk provides the fastest way to recover data lost due to user error or software and hardware corruption. DPM 2007 lets IT administrators easily use existing Windows® server investments such as Active Directory, Windows Server 2003 and Windows Storage Server 2003, providing rapid and reliable data recovery, efficient data protection and greater operational simplicity.

DPM 2007 delivers value to enterprises of all sizes, significantly reducing data protection costs and complexities.

### VALUE PROPOSITION

System Center Data Protection Manager 2007 is designed to help IT professionals manage their Windows environment. DPM is the new standard for Windows backup and recovery – delivering continuous data protection for Microsoft application and file servers using seamlessly integrated disk and tape media. DPM enables better backups as well as rapid and reliable recoveries for both the IT professional and the end-user. DPM can help significantly reduce the costs and complexities associated with data protection through advanced technology for enterprises of all sizes.



## HOW DO I SELL IT?

### Target customers

System Center Data Protection Manager 2007 (DPM) is particularly well suited to:

- Medium-sized datacentres with between 5 and 99 servers
- Large enterprises with multiple branch offices

### Three simple questions to start the customer conversation

#### 1. Are you satisfied with your current data recovery system?

- System Center Data Protection Manager 2007 is the next generation server software application that optimises disk-based backup and recovery.
- DPM 2007 eliminates server recovery data loss, without the need for constant replication or synchronisation.
- Fulfil restore requirements through disk-based snapshots, with tape used for offsite archive purposes.
- Enable business users to perform their own recoveries, lowering administrator costs and raising productivity.

#### 2. Does your organisation's data protection solution leverage your IT infrastructure?

- DPM 2007 delivers integrated support for advanced Microsoft Exchange Server, Microsoft SQL Server™, and SharePoint® Server performance.
- Consolidates and simplifies organisations' disk-based backup infrastructure and procedures.
- DPM blends the best aspects of continuous data protection with traditional tape backup.
- Familiar Microsoft server software tools reduce training costs and maximise productivity.

#### 3. Could your enterprise save time and money on data protection?

- DPM 2007 uses Intel standard hardware and software, providing disk based backup at a fraction of the cost of proprietary hardware.
- Dispersed organisations can remove the costs and inefficiencies of traditional, branch level backups.
- Rich, integrated media management capabilities of DPM 2007 promote productivity and effectiveness.
- Advanced data de-duplication technology reduces backup volumes, saving storage space and speeding results.
- Enable file recoveries in minutes, reducing business costs, freeing-up IT administrators and helping information workers stay productive.

### Competitive Differentiation

There are a number of competitors in the market today that offer different value propositions to customers from point solutions to all-in-one products. The key thing to remember when you are in a competitive situation with DPM is that DPM is best-of-breed for Windows and for the Microsoft applications that run on Windows such as Microsoft Office SharePoint® Server, Microsoft Exchange Server, Microsoft SQL Server® and even Windows Server file shares.

Many competitors offer products that only address some workloads (such as Exchange Server). However there are some all-in-one competitors who offer a very broad set of backup, recovery, archiving and disaster recovery capabilities. In this case, DPM should be positioned not as a replacement but rather as an additional tool to maintain the customer's Office SharePoint Server, Exchange Server and SQL Server environments.

## HOW DO I ORDER IT?

Microsoft System Center Data Protection Manager 2007				
Open Business SKUs				
	Licence	L & SA	SA	
Data Protection Manager Server	A5S-00131	A5S-00296	A5S-00212	
Data Protection Management Licence	A5R-00088	A5R-00253	A5R-00169	
Open Volume SKUs				
Data Protection Manager Server	A5S-00117	A5S-00282	A5S-00198	
Data Protection Management Licence	A5R-00074	A5R-00239	A5R-00155	
Open Value SKUs				
	Spread Payment		Pay Upfront	
	L & SA	SA	L & SA	SA
Data Protection Manager Server	A5S-00457	A5S-00404	A5S-00497	A5S-00444
			Media	Doc Kit
Data Protection Manager Server			A5S-00075	N/A
Data Protection Management Licence			N/A	N/A

## FREQUENTLY ASKED QUESTIONS

### Who is the target market for this product?

DPM 2007 is able to provide a complete Microsoft Platform and Application backup solution for any size of business. It has been designed to complement Microsoft Servers and Applications in a wide range of environments.

### Is DPM 2007 a replacement for DPM 2006?

DPM 2007 is the next version of DPM 2006 and it builds on the same technology which made DPM 2006 such an effective disk based backup product.

### What are the new features and advantages of DPM 2007?

Some of the new features Data Protection Manager 2007 will include:

- Support for Microsoft Exchange Server (2003 and 2007), including advanced configurations such as Exchange Server 2007 Cluster Continuous Replication (CCR) and Local Continuous Replication (LCR) clusters.
- Ability to restore Exchange Server at the Database, Storage Group or Mailbox level.
- Support for Microsoft SQL Server (2000 and 2005), including advanced configurations such as SQL 2005 mirrored clusters. DPM 2007 also supports shortened SQL backup windows without the need for costly compression solutions.
- Support for Microsoft SharePoint (MOSS 2007 and WSS 3.0).
- Zero data loss recovery for Microsoft applications.
- Shorter backup windows and smaller full backups thanks to patented Express Full technology.
- Efficient use of existing infrastructure, including reduced space requirements for Backup to Disk thanks to innovative data De-Duplication technology.
- Enables end users to do their own recoveries and integrates the End User Recovery experience into Windows. Recoveries are as simple as a right mouse click!
- Advanced System Recovery tools, including support for bare metal recovery.

### What are the main benefits that Data Protection Manager 2007 offers to customers?

DPM 2007 provides the following benefits:

- **Continuous data protection for Microsoft Application servers** – DPM is the new standard for Microsoft application integrated continuous data protection. Providing unmatched application backup functionality and reliable lossless application recovery.
- **Rapid reliable protection and recovery** – DPM simplifies both the protection and recovery by shortening backup and restore times and providing a seamless Windows integrated End User Recovery experience.
- **Advanced technology for enterprises of all sizes** – Patented Block Level Filter technology, integrated data de-duplication and out-of-box encryption allow DPM to significantly reduce the infrastructure required to support production servers.

### Will DPM 2007 have a MOM pack?

DPM 2007 Management packs for MOM 2005 and Operations Manager 2007 will be available upon DPM 2007 release.

## SYSTEM REQUIREMENTS

<http://technet.microsoft.com/en-us/library/bb808832.aspx>

**Processor:** 1 GHz or faster, 64-bit (recommended) **Memory:** 2 GB of RAM **Hard Disk:** 410 MB on program files drive; 900 MB on database files drive; 2650 MB on system drive **Software:** Windows Server 2003 with SP2, Windows Server 2003 R2 with SP2, Windows Storage Server 2003 with SP2, Windows Storage Server 2003 R2 with SP2, Windows PowerShell™ 1.0, Microsoft .NET Framework 2.0, Windows Deployment Services (WDS) on Windows Server 2003 with SP2 or Single Instance Storage (SIS) on Windows Storage Server 2003 R2, Internet Information Services (IIS) 6.0 for Windows Server 2003, Microsoft SQL Server 2005 workstation components, Microsoft SQL Server 2005 with Reporting Services, Microsoft SQL Server 2005 SP2

## COMPLEMENTARY SOFTWARE

### Server Management Suite Enterprise (SMSE)

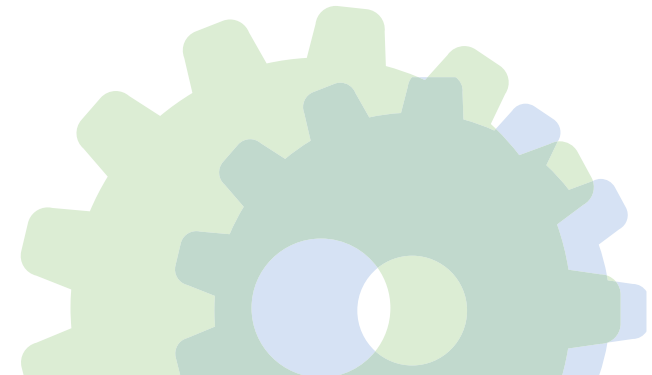
System Center is a family of leading IT management solutions that helps IT departments proactively plan, deploy, manage and optimise an IT environment. Microsoft has now made available the Server Management Suite Enterprise – bringing together the capabilities needed for the complete life-cycle management of IT infrastructure. The Suite not only delivers everything IT departments need to proactively manage a physical or virtualised Windows-based server and the applications running on it, but it also provides the rights to manage an unlimited number of operating system environments on a physical host server. This provides significant benefits to organisations that are – or will be – deploying virtual environments in data centres and beyond.

Data Protection Manager is part of the Server Management Suite Enterprise.

## ADDITIONAL RESOURCES

**DPM Homepage:** [www.microsoft.com/systemcenter/dpm](http://www.microsoft.com/systemcenter/dpm)

**Partner System Center Homepage:** <https://partner.microsoft.com/UK/productssolutions/servers/systemcenter>



## WHAT IS IT?

**Microsoft System Center Operations Manager 2007** solves the end-to-end service management challenge. Operations Manager provides best-of-breed, end-to-end service management for the Windows® operating system, helping you increase efficiency and achieve greater control over your IT environment. With Operations Manager 2007, you can focus your time and resources on initiatives that add value to the business. Operations Manager 2007 delivers value to customers in three ways:

End-to-End Service Management	Operations Manager 2007 provides end-to-end service management that is easy to customise and extend to help improve service levels across organisations' IT environments.
Best-of-Breed for Windows	Operations Manager 2007 is best of breed for Windows because it includes expertise from the Microsoft server, client and application teams, giving you the knowledge and capabilities to drive greater efficiency.
Increased Efficiency and Control	Operations Manager 2007 automates routine, redundant tasks and provides intelligent reporting and monitoring to help increase efficiency and give you greater control over your IT environment.

**Microsoft System Center Operations Manager 2007 Cross-Platform Extensions (CPE)** provide end-to-end monitoring of HP-UX, Sun Solaris, Red Hat Enterprise Linux and SUSE Linux enterprise server operating systems. CPE is built using open source technologies (OpenPegasus) and industry standards (WS-Management) and provides a foundation for customers and partners to build management packs without having to develop the cross-platform "plumbing" for each environment. CPE is generally available as part of the Operations Manager 2007 SP2 release in H1 CY2009. The beta release is available today for download at <http://connect.microsoft.com>

**Operations Manager 2007 Connectors** enable data from Operations Manager to feed other management tools and platforms – specifically HP OpenView operations and Tivoli Enterprise Console. The connectors were built using many of the same industry standards (WS-Management) and open source technologies (OpenPegasus) as Operations Manager CPE. They are generally available as part of the Operations Manager 2007 SP2 release in H1 CY2009. The beta release is available today for download at <http://connect.microsoft.com/>.

### Benefits:

- Improves service levels and visibility with end-to-end service management of Microsoft and customer line-of-business (LOB) applications.
- Helps Operations and IT Management teams more easily identify and resolve issues affecting the health of distributed IT services.
- Accelerates problem resolution through expert server, client and application knowledge for Windows.
- Lowers client support costs by integrating and extending problem reporting and operations monitoring to client systems.
- Offers reliability and securely scales management responsibility across teams and infrastructure with role-based, more scalable architecture.
- Reduces IT management complexity by automating routine administration.
- (CPE) Offers ability to manage their heterogeneous IT environments with a unified solution that extends the robust monitoring capabilities of Operations Manager.
- (CPE) Utilises industry standards and open source technologies to provide our customers with the interoperability and extensibility they require.

### VALUE PROPOSITION

System Center Operations Manager 2007 is the end-to-end service management solution that is the best choice for Windows because it works seamlessly with Microsoft software and applications, helping you increase efficiency while enabling greater control of an organisation's IT environment.

## HOW DO I SELL IT?

As you hunt for new opportunities and determine where customers' pain points are, there are a handful of easily identifiable stand-alone and upsell opportunities for Operations Manager 2007.

In the context of the Core IO model, these opportunities fall into three categories:

### Basic to Standardised

- Monitor servers and devices – Stand-alone

### Standardised to Rationalised – Stand-alone

- Monitor services and Service Level Agreements (SLAs)
- Automate incident management – Stand-alone
- Virtualisation – Upsell

### Rationalised to Dynamic

- Dynamic workload with virtual infrastructure – Upsell

These upsell opportunities can be easily identified by gathering baseline information about the account. By knowing which products they use in their server and client infrastructure, you can 'attach' Operations Manager 2007 to their existing Microsoft portfolio.

If you want to sell the Server Management Suite, you should know if your customer is using Windows Server Virtualisation, Active Directory directory service, SQL Server 2005, or Microsoft SharePoint® Server. With this data in hand, you can upsell to the customer by leading with a major pain point such as the need to ensure compliance, which Operations Manager enables with security event auditing.

If you want to sell the Enterprise Client Access License (ECAL) Suite, you should find out if your customer has deployed or is planning to deploy the Windows Vista® operating system or the 2007 Microsoft Office system. You can talk about the need to lower the cost of desktop PC support costs, which is accomplished by taking advantage of the Operations Manager client management capabilities provided by the Windows Vista and Information Worker (for the Microsoft Office system applications such as Microsoft Office Outlook, Microsoft Internet Explorer®, Microsoft Office Excel® spreadsheet software, Microsoft Office Visio® drawing and diagramming software and others) Management Packs. Or you can talk to them about the low-touch Agentless Exception Monitoring for client crash monitoring. Either of these two approaches is included with ECAL (that is, ECAL includes the full Operations Manager Client Operations Management License {OML})

## HOW DO I ORDER IT?

Microsoft System Center Operations Manager 2007					
Open Business SKUs					
	Licence	L & SA	SA		
Systems Center Operations Manager 2007 Server	UAR-00172	UAR-00676	UAR-00649		
Systems Center Operations Manager Client ML Per User	9TX-00101	9TX-00257	9TX-00287		
Systems Center Operations Manager Standard Server ML	UAT-00099	UAT-00165	UAT-00162		
Systems Center Operations Manager Enterprise Server ML	UAS-00097	UAS-00308	UAS-00305		
Open Volume SKUs					
Systems Center Operations Manager 2007 Server	UAR-00153	UAR-00153	UAR-00647		
Systems Center Operations Manager Client ML Per User	9TX-00084	9TX-00240	9TX-00270		
Systems Center Operations Manager Standard Server ML	UAT-00082	UAT-00163	UAT-00160		
Systems Center Operations Manager Enterprise Server ML	UAS-00080	UAS-00306	UAS-00303		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	
Systems Center Operations Manager 2007 Server	UAR-00730	UAR-00655	UAR-00728	UAR-00734	UAR-00767
Systems Center Operations Manager Client ML Per User	9TX-00312	9TX-00364	9TX-00316	9TX-00368	N/A
Systems Center Operations Manager Client ML Per OSE	9TX-00718	9TX-00681	9TX-00710	9TX-00685	N/A
Systems Center Operations Manager Standard Server ML	UAT-00184	UAT-00183	UAT-00192	UAT-00191	UAT-00416
Systems Center Operations Manager Enterprise Server ML	UAS-00170	UAS-00169	UAS-00179	UAS-00178	UAS-00210
			Media	Doc Kit	
Systems Center Operations Manager 2007 Server			UAR-00044	N/A	

## FREQUENTLY ASKED QUESTIONS

### How does OpsMgr 2007 relate to the Dynamic Systems Initiative (DSI), Microsoft's long-term management strategy?

OpsMgr 2007 is a key component of DSI, an industry-wide initiative led by Microsoft aimed at delivering software that maximises resources and decreases labour costs across the entire IT lifecycle by including manageability into all components. By driving operational requirements back into IT systems at design time, a strong connection can be created between system design and IT operations and ultimately to users using the applications.

### Has the licensing model for OpsMgr 2007 changed?

The Client Management Licence was officially added and the Product Use Rights (PUR) have been updated to be more consistent about requiring management licences across different partner integrations. Management Server licensing has not changed.

### When is a Management Licence required for OpsMgr 2007?

If OpsMgr 2007 solicits or receives data from a device, it requires a management licence based on the system type and what workload is being managed; independent of who creates the management pack or intermediate management infrastructure.

### Are separate Management Licences required for management servers?

No, OpsMgr Management Server licences include the right to fully manage the system on which they run. Monitoring other types of management servers, such as Microsoft Systems Management Server (SMS), Microsoft Data Protection Manager (DPM), etc. require an Enterprise ML.

### Do you need an OML for all the OpsMgr 2007 servers in a OpsMgr 2007 infrastructure?

No. An OpsMgr 2007 server licence is required for each OpsMgr 2007 server in your infrastructure and an Operations Management Licence is required for each server managed by OpsMgr 2007.

### Will I be able to upgrade from existing MOM 2005 systems to OpsMgr 2007?

There is no direct upgrade path from MOM 2005 to OpsMgr 2007 for the server software. However the MPs can be easily exported, converted and imported into OpsMgr. Our goal is to allow smooth, in-place migration from MOM 2005 to OpsMgr 2007. Customers with MOM 2005 licences that include software assurance will be able to upgrade existing licences to OpsMgr 2007 at no charge.

### What new features are planned for OpsMgr 2007 that ease deployment?

OpsMgr 2007 includes the option of providing a combination of agent-less and agent-based monitoring, a feature that significantly reduces initial deployment and configuration time and provides an immediate return on investment. OpsMgr 2007 setup has also been simplified, and Active Directory integration enables even faster deployment than is available today.

### Will MOM 2005 Workgroup Edition continue to be offered by Microsoft?

MOM 2005 Workgroup Edition will no longer be offered by Microsoft. Microsoft provides a great opportunity for small and medium-sized businesses to use some of the features and experience some of the benefits of OpsMgr 2007 in the upcoming Microsoft System Center Essentials (SCE) product. Microsoft System Center Essentials 2007 (Essentials 2007) is a new management solution in the System Center family of IT systems management products specifically designed for medium-sized businesses. Essentials 2007 provides a unified management solution that helps IT professionals in medium-sized organisations proactively manage their IT environment with increased efficiency. After using SCE, these same businesses may choose to acquire OpsMgr 2007 for the additional features and reporting capabilities that the full product offers.

## ADDITIONAL RESOURCES

### OpsMgr 2007 FAQs Web site:

[www.microsoft.com/systemcenter/opsmgr/evaluation/faq.aspx](http://www.microsoft.com/systemcenter/opsmgr/evaluation/faq.aspx)

### OpsMgr 2007 Product Information:

[www.microsoft.com/systemcenter/opsmgr/evaluation/default.aspx](http://www.microsoft.com/systemcenter/opsmgr/evaluation/default.aspx)

### OpsMgr 2007 How to Buy:

[www.microsoft.com/systemcenter/opsmgr/howtobuy/default.aspx](http://www.microsoft.com/systemcenter/opsmgr/howtobuy/default.aspx)

### OpsMgr 2007 Technical Resources:

[www.microsoft.com/technet/mom/2007/evaluation/default.aspx](http://www.microsoft.com/technet/mom/2007/evaluation/default.aspx)

### OpsMgr 2007 Downloads:

[www.microsoft.com/technet/downloads/mom/2007/default.aspx](http://www.microsoft.com/technet/downloads/mom/2007/default.aspx)

### OpsMgr 2007 Support:

[www.microsoft.com/technet/mom/2007/evaluation/default.aspx](http://www.microsoft.com/technet/mom/2007/evaluation/default.aspx)

## COMPLEMENTARY SOFTWARE

### Server Management Suite Enterprise (SMSE)

System Center is a family of leading IT management solutions that helps IT departments proactively plan, deploy, manage and optimise an IT environment. Microsoft has now made available the Server Management Suite Enterprise – bringing together the capabilities needed for the complete life-cycle management of IT infrastructure. The Suite not only delivers everything IT departments need to proactively manage a physical or virtualised Windows-based server and the applications running on it, but it also provides the rights to manage an unlimited number of operating system environments on a physical host server. This provides significant benefits to organisations that are – or will be – deploying virtual environments in data centres and beyond.

## SYSTEM REQUIREMENTS

**Required for EACH of the following components – Operations Manager Database, Management Server with Audit Collector:** Processor: 1.8 GHz; 2.8 GHz or faster recommended Memory: 1 GB of RAM; 2 GB or more recommended Hard Disk: 10 GB; 50 GB or more recommended.

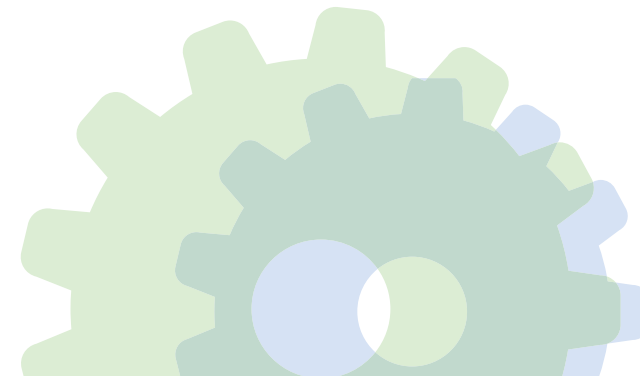
**Required for EACH of the following components – Root Management Server, Management Server, Reporting Server, Gateway Server, Web Console Server:** Processor: 1.8 GHz; 2.8 GHz or faster recommended Memory: 1 GB of RAM; 2 GB or more recommended Hard Disk: 5 GB; 20 GB or more recommended.

**Required for EACH of the following components – Reporting Data Warehouse, Audit Database:** Processor: 1.8 GHz; 2.8 GHz or faster recommended Memory: 1 GB of RAM; 2 GB or more recommended Hard Disk: 20 GB; 100 GB or more recommended.

**Required for Operations Console:** Processor: 1.0 GHz; 2.8 GHz or faster recommended Memory: 1 GB of RAM; 2 GB or more recommended Hard Disk: 5 GB; 20 GB or more recommended.

**Required for Management Server with Agentless Exception Monitoring File Share:** Processor: 1.8 GHz; 2.8 GHz or faster recommended Memory: 1 GB of RAM; 2 GB or more recommended Hard Disk: 10 GB; 30 GB or more recommended.

**Required for Agent:** Refer to minimum and recommended hardware requirements for the operating system.



## WHAT IS IT?

Microsoft System Center Configuration Manager 2007 is the latest version of Systems Management Server (SMS). Configuration Manager 2007 contributes to a more effective IT department by enabling secure and scalable operating system and application deployment. It also offers desired configuration management, enhancing system security and providing comprehensive asset management of servers, desktop PCs and mobile devices.

Configuration Manager 2007 helps customers:

- Assess, migrate, and deploy the Microsoft Windows Server® 2003/Windows Server 2008, Windows Vista®, Windows® XP or Windows 2000 operating system for desktop PCs and other Windows Mobile® software devices, in a highly automated end-to-end process
- Deploy and install relevant software updates across their corporate, branch and remote IT infrastructure
- Ensure, through integration with Network Access Protection (NAP), that computers connecting to, or communicating on, networks are meeting administrator-defined requirements for system health
- Seamlessly deploy and update both physical and virtual application environments through integration with System Center Virtual Machine Manager and Microsoft SoftGrid® Application Virtualisation
- Reduce problems associated with configuration drift and improve systems availability, security and performance by providing Configuration Packs built on Microsoft and third-party configuration knowledge

System Center Configuration Manager 2007 offers customers many capabilities and benefits:

**Simplicity.** With Configuration Manager, an organisation can be up and running with a new management infrastructure rapidly and efficiently. Configuration Manager provides a simplified user interface with support for drag-and-drop and advanced task sequencing for complex software and operating system deployments. Tight integration of Windows Server Update Services (WSUS) 3.0 enables Configuration Manager to quickly deploy other patches.

**Operating System deployment.** Configuration Manager provides an end-to-end solution for hands-off deployment of the Windows operating system for clients and servers. The solution includes automating the building and capturing of reference machines and installing Windows and additional applications on computers with no operating system or with earlier versions of Windows.

**Service-oriented.** Integration with Windows Server 2008 Network Access Protection to create a more secure Windows environment and alignment with corporate compliance policies by identifying critical configuration errors, reporting on deviations from system configuration policies, keeping systems updated and automating system quarantine and remediation. Together with System Center Virtual Machine Manager, Configuration Manager provides a single process for updating your physical and virtual (VHD) systems.

**Scalability.** With Configuration Manager, IT departments can meet organisational size and structure, number of applications and scope of devices by allowing the management of servers, desktop PCs, embedded devices, Personal Digital Assistants (PDAs) and mobile phones from one console without geographical boundaries, and by supporting a diverse set of network infrastructures. Special enhancements were made to make branch offices as easy to support as corporate facilities. Tested to more than 200,000 nodes with default configuration.

**Configuration management.** Knowledge-driven desired configuration management provides best practice evaluation of computers in the organisation and helps IT administrators implement policies to monitor server workloads and report on corporate and regulatory compliance of systems.

### VALUE PROPOSITION

System Center Configuration Manager 2007 is the solution for comprehensively assessing, deploying and updating your servers, clients and devices across physical, virtual, distributed and mobile environments. This solution, optimised for Windows and extensible beyond, is a great choice for gaining enhanced insight into and control over your IT systems.

### Configuration Manager 2007 R2 New features:

- Enterprise Application Virtualisation software distribution and streaming.
- OSD extensions, including multicast and unknown computer support.
- Microsoft SQL Server® Reporting Services.
- Microsoft Forefront™ integration for greater levels of compliance reporting.

## HOW DO I ORDER IT?

Microsoft System Center Configuration Manager 2007 (SMS)			
Open Business SKUs			
	Licence	L & SA	SA
Servers	271-02452	271-00996	271-01097
Server w/SQL 2000 Tech	271-02352	271-01623	271-01622
SMS Server CML	4MI-00075	4MI-00081	4MI-00078
SMS Client CML	A4I-00554	A4I-00026	A4I-00028
Open Volume SKUs			
Servers	271-02443	271-01001	271-01102
Server w/SQL 2000 Tech	271-02375	271-01601	271-01600
SMS Server CML	4MI-00073	4MI-00079	4MI-00079
SMS Client CML	A4I-00543	A4I-00027	A4I-00029
Open Value SKUs			Subscription
			L & SA
Config Management Server			J3A-00252
Config Management Server w/SQL 2000 Tech			J4A-00245
Config Management Server CML			J6A-00009
Config Management Client CML			N/A
		Media	Doc Kit
Server		271-02419	N/A
Server w/SQL 2000 Tech		271-02413	N/A

## HOW DO I SELL IT?

### Key targets

Customers who are already using SMS will be very interested in the new features of Configuration Manager. For customers who are not already using SMS, the following questions are excellent conversation starters:

- Today, how do you monitor and audit for changes to your IT systems configurations?
- How long does it take you to provision new servers in response to business needs? How would being able to deploy and provision servers faster impact your business?
- What if you could use the same processes, bringing enterprise on WSUS, for updating your full server stack?
- How effective are you at determining your compliance with licensing contracts?
- What if you could provision applications based entirely on the user's role in the organisation – and when another user is logged in, the application is not even visible?
- How do you plan to deploy or migrate to Windows Vista?
- How do you plan to deploy or migrate to Windows Server 2008?

As you hunt for new opportunities and determine where the customers' pain points are, there are some easily identifiable stand-alone opportunities for Configuration Manager. In the context of the Core IO model, these fall into three categories:

#### Basic to Standardised

- Explicit ConfigMgr opportunity in IO
- Desktop PC patching – stand-alone
- Standard desktop PC images and applications – stand-alone
- Implied ConfigMgr and System Center upsell opportunities in IO
- Desktop PC Software Distribution – stand-alone
- Software & Hardware Inventory – stand-alone
- Application Compatibility – Microsoft Desktop Optimization Park (MDOP) (SoftGrid) upsell

#### Standardised to Rationalised

- Explicit ConfigMgr Opportunity in IO
- Server patching
- Automated operating system deployment
- Implied ConfigMgr and System Center upsell opportunities in IO
- Server Software Distribution
- Server HW/SW Inventory
- Desktop PC and/or Server Configuration Compliance (DCM) – stand-alone

#### Rationalised to Dynamic

- Explicit ConfigMgr opportunity in IO
- Mobile device management and security
- Implied ConfigMgr and System Center upsell opportunities in IO
- Optional inclusion: Windows Server NAP integration for automated Security Compliance

These upsell opportunities can be easily identified by gathering baseline information about the account. By knowing which products they use in their server and client infrastructure, you can attach Configuration Manager to their existing Microsoft portfolio.

If you want to sell licences for the Server Management Suite, you should know if your customer is using Windows Server, Active Directory® directory services, Microsoft SQL Server™ 2005 or Microsoft Exchange Server. With this data in hand, you can upsell them by leading with a major pain point such as the need to ensure compliance. Configuration Manager enables this with configuration and security auditing.

## FREQUENTLY ASKED QUESTIONS

### How does Configuration Manager integrate with virtualisation technology?

System Center Configuration Manager allows customers to seamlessly deploy and update both their physical and virtual application environments through integration with System Center Virtual Machine Manager and Microsoft SoftGrid Application Virtualisation.

### When will ConfigManager be generally available?

ConfigManager general availability is targeted for release in November 2007.

## SYSTEM REQUIREMENTS

### Client

**Processor** 233 MHz minimum (300-MHz or faster Intel Pentium/Celeron family or comparable processor recommended)

**RAM** 128 MB minimum (256 MB or more recommended, 384 MB required if using operating system deployment)

**Free Disk Space** 350 MB minimum for a new installation, 265 MB minimum to upgrade an existing client (by default, the temporary program download folder on clients is preconfigured at client installation to automatically increase to 5 GB if necessary and if 5 GB or more is available)

### Server

**Processor** 733 MHz Pentium III minimum (2.0 GHz or faster recommended) **RAM** 256 MB minimum (1024 MB or more recommended) **Free Disk Space** 5 GB minimum (15 GB or more recommended if using operating system deployment)

For more information including detail on supported operating systems and mobile devices, please visit our TechNet site: <http://technet.microsoft.com/en-us/library/bb680717.aspx>

## ADDITIONAL RESOURCES

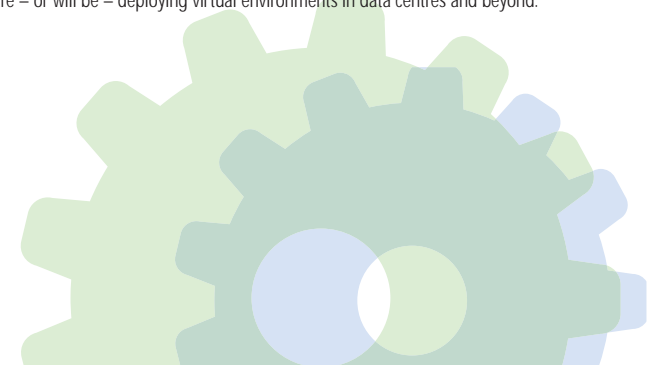
System Center TechNet site:

<http://technet.microsoft.com/en-us/configmgr/default.aspx>

## COMPLEMENTARY SOFTWARE

### Server Management Suite Enterprise (SMSE)

System Center is a family of leading IT management solutions that helps IT departments proactively plan, deploy, manage and optimise an IT environment. Microsoft has now made available the Server Management Suite Enterprise – bringing together the capabilities needed for the complete life-cycle management of IT infrastructure. The Suite not only delivers everything IT departments need to proactively manage a physical or virtualised Windows-based server and the applications running on it, but it also provides the rights to manage an unlimited number of operating system environments on a physical host server. This provides significant benefits to organisations that are – or will be – deploying virtual environments in data centres and beyond.







## WHAT IS IT?

**Microsoft System Center Mobile Device Manager (SCMDM)** is a comprehensive management solution that, unlike RIM and Intellisync, enables greater control of Windows Mobile®-powered devices by providing more reliable, lower-cost and better manageability. These work with the customer's Microsoft infrastructure and help enable more secure corporate network access.

- Provide customers with an end-to-end solution to enhance security on and manage Windows Mobile-powered devices similar to the desktop PC environment today. Customers also need a single point of security-enhanced access to enable line-of-business (LOB) applications and end-user access to corporate information on Windows Mobile-powered devices.
- Offer SCMDM as a new server product designed to improve security management and device management and provide security-enhanced network access for Windows Mobile 6.1 devices and beyond.
- Build an end-to-end value proposition for Windows Mobile Partners in Enterprise and Upper Mid-market segments.

### VALUE PROPOSITION

For customers who are considering implementing mobile line-of-business (LOB) applications and are concerned about device security and management, using Microsoft System Center Mobile Device Manager 2008 as part of your Windows Mobile solution 1) Reduces risks of data falling into the wrong hands; 2) Can increase productivity by giving security-enhanced access to corporate data to employees when and where they need it and helps them share business-critical information with remote employees; and 3) Saves IT costs by combining with your current IT infrastructure and providing a highly scalable solution.

## HOW DO I ORDER IT?

Use the Licensing Configurator tool to find the latest SKU numbers – [www.microsoft.com/uk/partner/configurator](http://www.microsoft.com/uk/partner/configurator)

## ADDITIONAL RESOURCES

**UK Partner Mobility Site:** <https://partner.microsoft.com/UK/productsolutions/mobility>

## HOW DO I SELL IT?

Help partners build out their mobility practices and create additional business benefits by addressing their customers' needs around mobile security and management. Also help their customers to connect to the information they need where and when they need it.

- Communicate SCMDM as a comprehensive mobile management and access solution for Windows Mobile-powered devices.
- Position SCMDM as an extension of the existing Microsoft IT infrastructure companies use today, providing easier and lower-cost management.

### Security management

Empower customers with a robust security management platform for Windows Mobile-powered devices that uses Active Directory® directory service, the most widely deployed enterprise network directory in the world.

Security management business benefits:

- Partners can offer and deploy a single security and management platform with value-added services around Windows Mobile.
- Partners have security-enhanced access into the customer's environment and ability to replicate sensitive information on accessible extranet.

### Security management support:

- Better mechanisms to prevent theft or loss of corporate data.
- Expanded on-device security of sensitive corporate information.
- Enterprise control over device hardware with ability to lock down communications and camera functionality.
- Improved security management through Active Directory/Group Policy (differentiated).
- Enterprise control over what software can be installed and run on the device.
- Expanded policy enforcement with more than 126 policies and settings and superior targeting capabilities (differentiated).
- Increased flexibility to support configuration of new operating system features and applications.

### Device management

Offer customers a comprehensive Windows Mobile-powered device management solution to distribute software and understand device inventory in a complex organisational environment.

Device management business benefits:

- Partners can set up and support their customers in managing the customers' devices directly.
- Partners can benefit from a new services revenue stream by providing SCMDM deployment and integration.

### Device management support:

- Simpler and easier management of Windows Mobile-powered devices through a single, comprehensive management solution (differentiated).
- Improved visibility of devices in the enterprise through rich inventory and reporting tools (differentiated).
- Rapid distribution of productivity tools and software through over-the-air software distribution based on proven Microsoft technologies.
- Potential for reduced cost and complexity through highly scalable and more reliable architecture (differentiated).
- Scalable and cost-effective device enrollment through full over-the-air provisioning and bootstrapping.
- Streamlined management experience with role-based administration, MMC snap-ins and Powershell commandlets.

### Secured network access

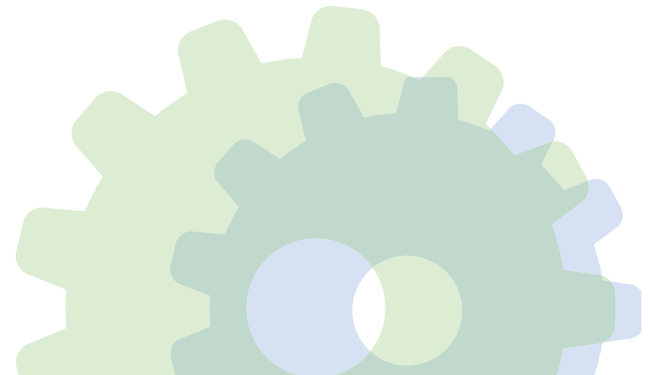
SCMDM is designed to help deliver increased worker productivity with a single point for security-enhanced, behind-the-firewall access to corporate data and LOB applications on Windows Mobile-powered devices through a cutting-edge Mobile VPN (virtual private network) optimised for the mobile environment.

### Secured network access business benefits:

- Partners can provide infrastructure attach services and solutions, including the Microsoft Windows Server® operating system, Microsoft Exchange Server, Microsoft SQL Server™ and the Microsoft Office system.
- Partners can effectively deliver and manage LOB applications throughout the life-cycle of the mobile solution.

### Secured network access support:

- Improved worker productivity and usability through security-enhanced access to the corporate intranet.
- Mobile-optimised VPN ensures a consistent user experience with session persistence and fast reconnect in the event of a loss of transmission (differentiated).
- Designed for seamless user experience across different data connection environments.
- Enhanced security for data access with machine authentication and 'double envelope security' (differentiated).
- Greater choice of deployment by using standards-based architecture.
- Richer choice of LOB applications through a platform designed for lower cost and easier development (differentiated).





## WHAT IS IT?

A recent addition to the Microsoft's System Center family of products, **System Center Virtual Machine Manager 2007 (VMM)** provides a simple and cost-effective solution for unified management of physical and virtual machines. VMM's management capabilities speed and simplify many common datacentre tasks while it also provides administrators with powerful tools to perform activities such as the consolidation of under-utilised physical servers and rapid provisioning of new virtual machines. Administrators familiar with other Microsoft server or System Center products, will be pleased to find VMM appears remarkably familiar; as an integrated member of the System Center family of products it leverages existing datacentre expertise and training investments in Microsoft server technology.

Virtual Machine Manager provides IT administrators with these key benefits:

**Maximising IT resources:** VMM delivers simple and complete support for the consolidation of multiple physical servers into a virtual environment, thus increasing the overall utilisation of the physical hosts.

**Creating an agile data centre:** With VMM's rapid virtual machine provisioning capabilities, administrators can build and deploy new virtual machines at a fraction of the time and cost needed for physical hardware. With virtualisation, the data centre can finally meet the expanding needs of the business groups while keeping cost down.

**Leveraging existing skills:** With a common interface and intuitive controls, VMM maximises the use of the IT department's existing Windows Server and System Center expertise, thus minimising the need for extensive retraining of administrators and Help Desk personnel.

### Key components

**Centralised virtual machine deployment and management:** VMM provides a single interface to see all the Virtual Machines in your infrastructure, with rapid provisioning of new and existing virtual machines using templates and profiles.

**Intelligent placement:** Based on an extensive and modifiable placement algorithm, VMM will stack-rank available virtual hosts based on their ability to accept new virtual workloads.

**Physical-to-virtual conversions (P2V):** With an easy-to-use wizard, VMM gracefully converts physical machines into virtual ones with just a few clicks from the administrator's console.

**Virtual-to-virtual conversions (V2V):** With the same easy-to-use wizard interface as the P2V function, VMM convert existing VMware virtual machines into Microsoft virtual machines.

**Centralised library:** An organised repository within VMM to store and archive virtual machine templates, VHDs, ISO files and offline virtual machines, among other components.

**Integration with System Center:** VMM works handily alongside and in consort with its System Center siblings Operations Manager 2007, Configuration Manager 2007 and Data Protection Manager 2007 providing the most comprehensive server management suite in the industry.

**Consolidation report:** VMM will inventory existing physical machines and identify suitable candidates for virtualisation.

**Fully scriptable with Powershell:** Every command or control available in VMM's console can also be executed by Windows Powershell, a new administrator-focused command shell and scripting language.

### VALUE PROPOSITION

System Center Virtual Machine Manager 2007, part of the System Center family of systems-management products, provides a simple and cost-effective solution for unified management of physical and virtual machines, consolidation of under-used physical servers and rapid provisioning of new virtual machines by leveraging the expertise and investments in Microsoft server technology.

## HOW DO I ORDER IT?

Use the Licensing Configurator tool to find the latest SKU numbers – [www.microsoft.com/uk/partner/configurator](http://www.microsoft.com/uk/partner/configurator)

## HOW DO I SELL IT?

Because the enterprise-ready benefits of System Center are only fully realised with the entire suite of products, Virtual Machine Manager is currently only available as part of the Server Management Suite Enterprise licence. In addition to VMM, the Server Management Suite Enterprise includes comprehensive data centre management through the System Center siblings Operations Manager 2007, Data Protection Manager 2007 and Configuration Manager 2007. This licence grants administrators rights to manage an unlimited number of virtual or physical systems from one physical host server. For the mid-market space, System Center Virtual Machine Manager Workgroup Edition will be available in H1 2008. VMM Workgroup Edition has all the functionality of the Enterprise version of VMM, but with a management limited to a maximum of five virtual hosts.

Any organisation with more than just a few virtual machines should consider VMM as it enables administrators to see and manage the entirety of data centre infrastructure – whether it is local to the datacentre facility or at a remote location. IT managers who want to convert existing physical workloads need VMM as only VMM provides P2V functionality.

Virtualisation is a skill, not a specialisation. With a familiar interface and common foundation, VMM allows traditionally-trained administrators to easily work in those portions of their data centre that have been virtualised. Physical and virtual assets are managed the same way, with the same staff, through the same interface and most importantly, with the same processes. In this respect, virtualisation becomes part of the existing data centre infrastructure, not a specialised adjunct to it.

While virtualisation offers huge benefits to data centres regarding maximising IT resources, it can also become problematic without adequate management tools – the virtualisation equivalent of 'server sprawl'. With VMM, administrators have one centralised console to manage both virtual and physical machines – and this heterogeneous view is unique among industry offerings. Furthermore, a centralised library within VMM helps administrators organise the building blocks of virtual machines – VHDs, offline virtual machines, ISO images, scripts and so forth.

VMM is a great solution and its available now. Coupled with Virtual Server R2 SP1, VMM brings enterprise-ready functionality at a price point well below our main competitors. The investments made in VMM and Virtual Server will not be lost, as the virtual machines and processes created with VMM will migrate to the new Windows Server virtualisation platform in Windows Server 2008.

### Key scenarios

**Data centre migration – consolidation:** Increased hardware utilisation is perhaps the most immediate benefit that a data centre reaps in converting machines to virtualised infrastructure. VMM enables IT managers to convert existing physical machines with an easy and straightforward P2V wizard – thus freeing up hardware to be retired or repurposed. Another consolidation approach is to leave the existing physical machines as is and use the rapid provisioning capabilities of VMM to build new virtual machines as new machine requests come in. Either way, the net effect is virtualised machines with performance and management characteristics that are as easily managed as physical ones but with much higher underlying hardware utilisation.

**Rapid provisioning of new machines:** A key issue for data centre managers is responding in a timely manner to the immediate needs of business owners requesting new machines or servers. VMM arms administrators with the ability to create new machines in a fraction of the time that it would take to provision a physical server.

**Prevention of 'virtualisation sprawl':** The ease with which new machines can be provisioned and the possibility of non-conforming servers being introduced into the network environment poses real concerns with data centre managers. VMM helps manage the proliferation concern by allowing administrators to see and manage the entirety of both the virtualised AND non-virtualised infrastructure through one interface that comes from one vendor. VMM's virtual machine templates allow administrators to establish a gold server standard and ensure that each subsequent virtual machine is configured in a consistent manner.

## FREQUENTLY ASKED QUESTIONS

### Does VMM scale? How much?

Yes. A single VMM environment is designed and tested to support hundreds of physical virtualisation hosts and thousands of guest operating systems running on those hosts.

### What virtualisation platforms does the VMM run on?

Virtual Machine Manager runs on Virtual Server 2005 R2 SP1 and up.

### Will it be possible to move virtual machines from Virtual Server installations to Windows Server 2008 Virtualisation?

Yes, both products use the VHD format.

### Does the Virtual Machine Manager require System Center Operations Manager, Configuration Manager or Data Protection Manager?

No, VMM will run standalone and only requires SQL Server to run (see the next question). However, the real strength of the Server Management Suite Enterprise is in running the four products in consort with each other.

### Does the Microsoft SQL Server that is required included with Virtual Machine Manager?

Yes, during setup the administrator can either choose an existing SQL instance to use or VMM will install a local version of SQL Express.

### How will customers know whether to buy Server Management Suite Enterprise or Server Management Suite Standard for managing their servers?

There are two key considerations. First, if the customer plans to use Windows Server Virtualization, System Center Virtual Machine Manager provides provisioning and consolidation capability, which is included in the Enterprise SML. Second, the choice of SML will depend on the workloads that the customer wants to manage. If a customer needs to manage an application such as Microsoft Exchange Server or Microsoft SQL Server, the Enterprise SML includes application workload management capability. If the customer just needs to manage the server operating system and basic workloads such as file and print servers, they should choose the Standard SML.

### How does VMM save customers time and money?

- Virtual consolidation of workloads enables much higher utilisation of underlying hardware which frees up servers to be repurposed or reduces new hardware purchases.
- Higher hardware utilisation rates also help a datacentre manage environmental limitations and contain costs for cooling, space or power.
- Faster new machine provisioning through virtualization not only increases responsiveness to the corresponding business groups, but it also reduces an IT department's man-hour investment in fulfilling each new server request.
- With a common Windows foundation and familiar user-interface, VMM leverages existing IT expertise and keeps retraining to a minimum.
- Sharing its underlying scripting environment – PowerShell – with Windows and other System Center products, VMM preserves an IT department's investments in scripts and ad hoc integration solutions.
- The self-service or delegated provisioning capabilities of VMM allows authorised users to provision and manage specified groups of virtual machines without requiring intervention from the IT administrator. This saves the administrator man-hours that would otherwise be needed for such a purpose and does it in a completely safe and controlled 'sandbox' environment.
- Virtual machine images are large and can be difficult to move. The provisioning service of VMM auto-detects SAN infrastructure and enables copying of virtual machine images over fiber at fast speeds, thus leveraging SAN investments.

## ADDITIONAL RESOURCES

### External:

[www.microsoft.com/scvmm](http://www.microsoft.com/scvmm)  
[www.microsoft.com/virtualization](http://www.microsoft.com/virtualization)

### Aliases:

**Customer information:** [mail4vmm@microsoft.com](mailto:mail4vmm@microsoft.com)

### Datasheets:

**System Center Virtual Machine Manager 2007 Datasheet:** [www.microsoft.com/systemcenter/scvmm/evaluation/default.aspx](http://www.microsoft.com/systemcenter/scvmm/evaluation/default.aspx)

### Whitepapers:

**Virtual Machine Manager Overview Whitepaper**

**VMM Reviewers Guide:** [www.microsoft.com/systemcenter/scvmm/evaluation/default.aspx](http://www.microsoft.com/systemcenter/scvmm/evaluation/default.aspx)

### Trial Software, VMM VHD:

<http://technet.microsoft.com/en-us/scvmm/bb679924.aspx>

## SYSTEM REQUIREMENTS

For complete system requirements for System Center Virtual Machine Manager, go to <http://technet.microsoft.com/en-us/library/bb740949.aspx>

## COMPLEMENTARY SOFTWARE

### Server Management Suite Enterprise (SMSE)

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## WHAT IS IT?

Microsoft System Center Essentials 2007 (Essentials 2007) is a new management solution in the System Center family of IT systems management products specifically designed for medium-sized businesses with up to 30 servers and 500 clients. Essentials 2007 provides a unified management solution that enables IT professionals in medium-sized organisations to manage their IT environment proactively with increased efficiency.

### Key features

- Simple installation and setup
- Comprehensive monitoring
- Update management
- Software deployment
- Integrated reporting
- Software and hardware inventory

### Key benefits

- **Unified experience:** Essentials 2007 provides a single solution with a single console for managing servers, clients, hardware, software and IT services for a unified experience.
- **Proactive management:** Essentials 2007 enables proactively managing the IT environment, keeping the system up-to-date with tools that accelerate problem resolution and enable automation of system updates and data.
- **Increased efficiency:** System Center Essentials 2007 is easy to deploy and maintain, helping simplify complex management tasks for increased efficiency.

### VALUE PROPOSITION

System Center Essentials 2007 provides mid-size businesses with a single IT management solution that allows their IT staff to increase productivity and minimise downtime by simplifying complex management tasks. By simplifying their day-to-day IT management tasks, these small IT departments can dedicate more time on strategic projects that bring business value to the organisation, while ensuring their core applications are always up and running and secure with the latest applications and updates.

## HOW DO I ORDER IT?

System Center Essentials 2007					
Open Business SKUs					
	Licence	L & SA	SA		
System Center Essentials Server 2007	UCH-00777	UCH-00783	UCH-00780		
System Center Essentials Server 2007 w/SQL	UCH-00312	UCH-00318	UCH-00315		
System Center Essentials Client ML (5 pack)	4PX-00599	4PX-00623	4PX-00611		
System Center Essentials Client ML (20 pack)	4PX-00198	4PX-00222	4PX-00210		
System Center Essentials Server ML (Single License)	DJA-00577	DJA-00601	DJA-00589		
System Center Essentials Server ML (5 pack)	DJA-00176	DJA-00200	DJA-00188		
Open Volume SKUs					
System Center Essentials Server 2007	UCH-00775	UCH-00781	UCH-00778		
System Center Essentials Server 2007 w/SQL	UCH-00310	UCH-00316	UCH-00313		
System Center Essentials Client ML (5 pack)	4PX-00560	4PX-00584	4PX-00572		
System Center Essentials Client ML (20 pack)	4PX-00159	4PX-00183	4PX-00171		
System Center Essentials Server ML (Single License)	DJA-00538	DJA-00562	DJA-00550		
System Center Essentials Server ML (5 pack)	DJA-00137	DJA-00161	DJA-00149		
Open Value SKUs					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
System Center Essentials Server 2007	UCH-00980	UCH-00977	UCH-01053	UCH-01052	DJA-00867
System Center Essentials Server 2007 w/SQL	UCH-00357	UCH-00354	UCH-00366	UCH-00365	UCH-00362
System Center Essentials Client ML (5 pack)	4PX-00856	4PX-00806	4PX-00860	4PX-00798	4PX-00889
System Center Essentials Client ML (20 pack)	4PX-00455	4PX-00405	4PX-00459	4PX-00397	4PX-00488
System Center Essentials Server ML (Single License)	DJA-00834	DJA-00784	DJA-00838	DJA-00776	DJA-00867
System Center Essentials Server ML (5 pack)	DJA-00433	DJA-00383	DJA-00437	DJA-00375	DJA-00466
			Media	Doc Kit	
System Center Essentials Server 2007			UCH-01237	N/A	
System Center Essentials Server 2007 w/SQL			UCH-01245	N/A	

## HOW DO I SELL IT?

Within the IT department of medium-sized businesses, customers may perceive what they have today is 'good enough' and, given the barriers to upgrading such as complex installation and configuration or cost, that there is not a compelling reason to purchase System Center Essentials 2007 right away, if at all.

To differentiate, Essentials 2007 must communicate its ability to deliver a unified management solution that enables IT professionals in medium-sized organisations to manage their IT environment proactively with increased efficiency.

For the financial bottom line, Essentials 2007 is able to deliver real efficiencies that help drive down IT operating costs for medium-sized businesses. This message should help increase the desire to upgrade among existing WSUS customers as well as drive interest among users of competitive solutions.

### Key Product Features:

- Simple setup.
- Unified management console.
- Comprehensive monitoring.
- Update management.
- Software deployment.
- Software and hardware inventory.
- Built-in reporting.

### Product positioning:

- For IT professionals in medium-sized organisations, System Center Essentials 2007 provides a unified management experience because it enables you to secure, update, monitor and troubleshoot better from a single console. So you can efficiently and proactively manage your IT environment.
- Key differentiation: Unified experience.
- Benefit to medium-sized businesses: Proactive management.
- Category benefit: Increased efficiency.

### IT professional core idea:

System Center Essentials 2007 is much better than what I'm using now because it provides a unified IT management experience: I don't have to open and use multiple applications anymore to do my job. I can also get out of reactive mode by taking advantage of Essentials 2007 proactive management features and work more efficiently since it helps me simplify complex management tasks like troubleshooting end-user problems and deploying software to servers and clients.

### Business decision maker core idea:

By using System Center Essentials 2007, my people could become more productive because my IT staff will be able to work more efficiently and increase the availability and reliability of our IT environment.

## COMPLEMENTARY SOFTWARE

- System Center Virtual Machine Manager Workgroup Edition
- System Center Data Protection Manager
- Windows Essential Business Server

## FREQUENTLY ASKED QUESTIONS

**Is Essentials 2007 a 'bundle' of Microsoft Operations Manager (MOM) and Microsoft System Management Server (SMS)?**  
No. Essentials 2007 is a new, unified IT management solution built on the following foundation technologies: System Center Operations Manager 2007; Windows Server® Update Services 3.0; SQL Server™ 2005; and Microsoft Update.

### What kind of devices can be managed with Essentials 2007?

From a single console, Essentials 2007 allows your customers to manage their Windows®-based servers, Windows-based clients, applications, services and SNMP-capable network devices.

### What Windows operating systems are supported for management with Essentials 2007?

Windows 2000 Professional Service Pack 4 (SP4), Windows XP Service Pack 2 (SP2) (x86 & x64), Windows Vista® (x86 and x64), Windows 2000 Server SP4, Windows Server 2003 Service Pack 1 (SP1) and R2 (x86 & x64).

### If your customer has branch offices, how many Essentials 2007 servers do they need?

Essentials 2007 is a single-server solution, so it does not require a connection to other Essentials 2007 servers.

### How many servers, clients and network devices can be managed with Essentials 2007?

With Essentials 2007, your customers can manage up to 30 Windows-based servers and 500 Windows-based clients. Essentials 2007 will not track or limit the number of SNMP-capable network devices that may be managed. However, performance parameters may limit to approximately 75 network devices.

### Will Essentials 2007 support virtualisation?

Essentials 2007 will manage virtualised Windows environments, within the 30 server and 500 client limits. However, it cannot be run on a virtualised machine.

### Can your customers upgrade to Essentials 2007 from Windows Server Update Services (WSUS) 2.0 or 3.0?

Yes. The Essentials 2007 setup process allows you to upgrade from an existing installation of WSUS 2.0 or 3.0. This upgrade will preserve existing update information like update binaries and metadata plus groups and approvals.

### Can your customers migrate to Essentials 2007 from an existing installation of Microsoft Operations Manager (MOM) 2005 Workgroup Edition?

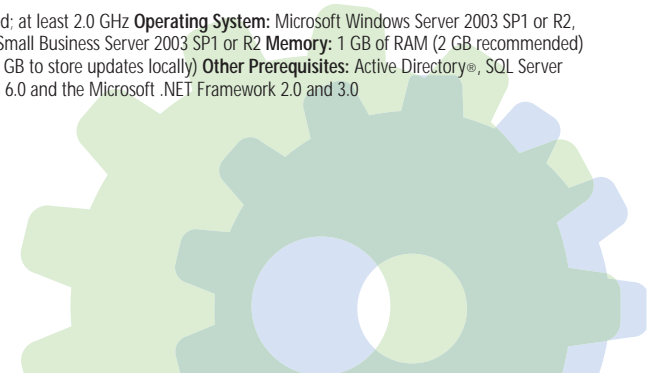
Yes. Essentials 2007 provides support for migrating management packs from both Operations Manager 2005 and Operations Manager 2005 Workgroup Edition. It is also possible to establish side-by-side operation with Essentials 2007 to preserve mission-critical data.

## ADDITIONAL RESOURCES

To learn more about System Center Essentials 2007, visit [www.microsoft.com/sce](http://www.microsoft.com/sce)

## SYSTEM REQUIREMENTS

**Processor:** CPU can be x86 or x64-based; at least 2.0 GHz **Operating System:** Microsoft Windows Server 2003 SP1 or R2, Standard Edition or Enterprise Edition; Small Business Server 2003 SP1 or R2 **Memory:** 1 GB of RAM (2 GB recommended) **Hard Disk:** 12 GB of free disk space (20 GB to store updates locally) **Other Prerequisites:** Active Directory®, SQL Server 2005 SP1, Internet Information Services 6.0 and the Microsoft .NET Framework 2.0 and 3.0





**WHAT IS IT?**

Microsoft® Speech Server 2004 combines Web technologies, speech-processing services and telephony capabilities into a single, integrated system that dramatically reduces the complexity and cost of developing and deploying speech applications.

Microsoft Speech Server 2004 contains all the components needed to deploy both telephony (voice only) and multimodal (voice/visual) applications giving enterprises the tools to unify their Web and telephony infrastructure and extend existing or new ASP.NET Web-based applications for speech-enabled access from telephones, mobile phones, PocketPCs and Smartphones.

**HOW DO I ORDER IT?**

Speech Server 2004					
Open Business					
	L	L & SA	SA		
Standard	BS2-00083	BS2-00034	BS2-00038		
Enterprise	BR9-00092	BR9-00035	BR9-00039		
Open Volume					
	L	L & SA	SA		
Standard	BS2-00079	BS2-00032	BS2-00036		
Enterprise	BR9-00088	BR9-00033	BR9-00037		
Open Value					
	Spread Payment		Pay Upfront		Subscription
	L & SA	SA	L & SA	SA	L & SA
Standard	BS2-00140	BS2-00143	BS2-00138	BS2-00145	BS2-00167
Enterprise	BR9-00162	BR9-00170	BR9-00160	BR9-00172	BR9-00195
Enterprise Step Up	BR9-00167	BR9-00167	BR9-00166	BR9-00166	
Media					
	L	LR2			
Standard	BS2-00003	BS2-00127			
Enterprise	BR9-00004	BR9-00132			

**HOW DO I SELL IT?**

**Identifying the target customer**

Who will make and influence purchase decisions for Microsoft Speech Server?

**Business Decision Makers**

- Call centre managers deploying Interactive Voice Response (IVR) or speech-enabled IVR solutions; call centre managers who want to gain access to more and better applications to serve their customer base; line-of-business (LOB) managers who want to build great telephony and speech applications to reduce costs, increase customer satisfaction, increase productivity or create new revenue opportunities, all with a fast return on investment (ROI); business leaders who want to extend or merge existing Web-based applications with new speech capabilities to provide additional customer self-service options and cost savings available through leveraging one set of IT assets.
- IT administrators who want to manage speech applications under the same umbrella as other Web and enterprise applications; administrators who want to extend their existing Web-based applications with speech to increase customer value; call centre personnel who want to reduce overall call centre operational costs.
- Independent Software Vendors (ISVs) interested in creating packaged speech-enabled applications to enhance their current solution offerings.

**Up-sell**

Up-sell your customers inquiring about Microsoft Speech Server 2004 Standard Edition to Enterprise Edition. Standard Edition is great for customers who have a moderate call volume and 24 or fewer telephone ports, but Enterprise Edition is the right choice for customers with high call volumes and more than 24 telephone ports.

**Cross-sell**

- Microsoft Windows 2003 Server Standard Edition or Enterprise Edition, depending on the edition of Microsoft Speech Server 2004 being used.
- Microsoft Visual Studio .NET for developing and customising Speech Server applications.
- Microsoft BizTalk Server for integrating with existing enterprise resource planning (ERP), fulfilment and/or back-end systems.
- Microsoft CRM to speech-enable sales force and customer service employee access to critical support resources and customer information.

**Ask your customer:**

- Do you currently have an Interactive Voice Response (IVR) or speech-enabled solution deployed?
- If yes, are you satisfied with the cost, ease-of-development and ability to integrate with other systems?
- If yes, does your current solution offer integration with your Web-based customer service applications, as well as supporting speech on mobile devices?
- If no, would you be interested in a solution that is much lower in cost and much easier to implement than almost any other IVR and/or speech product on the market?
- Would you find value in an integrated IVR system for your call centre that provides support for both touch-tone and speech?
- Would an IVR platform that brings together your Web and telephony infrastructures to reduce the cost and complexity of building and maintaining your customer self-service applications interest you?

Application	Description	Deployed Today In	Target Audience
Customer service	Holistic and integrated customer service applications accessible to customers using browsers, phones or new mobile devices. They offer an integrated self-service experience for the customer with lower costs for the company.	Separately in call centres and Web sites	B2C
Sales force automation	Targeted prospect and product information delivered to mobile devices that salespeople can use when travelling to and from meetings.	Web sites	B2E
Help desk	Cost-saving password reset operations or targeted walkthroughs for common problems to relieve busy IT staff from routine and common user problems.	Call centres	B2E
Auto attendants	A corporate auto-attendant application that is as nice as the company's best receptionist and politely routes calls correctly every time.	Call centres	B2C, B2B, B2E
Reservations systems	Enables customers to create and modify airline, car and hotel reservations from any computer, telephone or handheld device, without having to 'remain on hold for the next available employee'.	Call centres	B2C
E-commerce	E-commerce applications, available 24x7, that target customers at work, at home, in the car or when travelling. Customers can ask the application to update their billing addresses or ask to hear product specials.	Web sites	B2C
Field support	Realistic field support applications that let mobile workers use speech to get the job done, without requiring cumbersome keyboards.	Not widely available today	B2E
Automated groupware assistants	Clever automated assistants that increase productivity and follow employees wherever they may be. Users can schedule meetings, get phone numbers and check e-mail from anywhere with any device.	Not widely available today	B2E

## FREQUENTLY ASKED QUESTIONS

**Enterprise Edition**

Designed for larger speech deployments of more than 24 telephone ports where scalability and reliability are critical, this edition lets customers run different components of the Speech Server on different physical servers with a high level of integrated manageability and enhanced management and administration tools.

**Standard Edition**

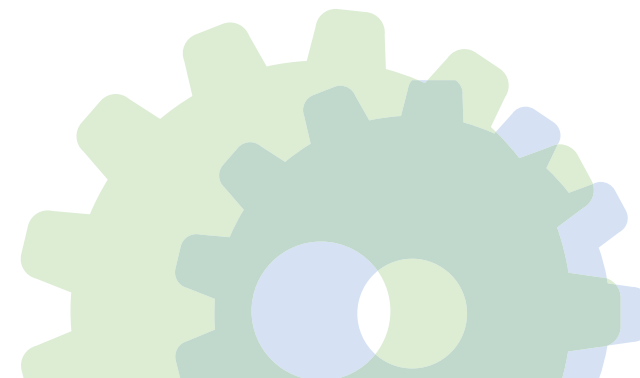
The Standard Edition is intended for customers with smaller call volumes. All Microsoft Speech Server components run on the same physical server and support up to 24 telephone ports.

	Standard Edition	Evaluation Edition	Enterprise Edition
< 24 Telephony Ports	X	X	X
> 24 Telephony Ports		X	X
Windows Server 2003 Standard Edition	X	X	
Windows Server 2003 Enterprise Edition		X	X
Single Server Only	X	X	
Multiple Server Only, Farmable		X	X
For use in production environment	X		X
Optimised for 4- and 16- port analog channels and 24 port digital channels	X	X	
Optimised for 48- to 96- port digital channels		X	X
Supports third-party SAPI-compliant non-Microsoft speech recognition engines		X	X
CTI vendor support	X	X	X
PBX vendor support	X	X	X
Supports landline, cellular and GUI-based devices	X	X	X
Supports touch tone (DTMF) and speech application	X	X	X
Supports telephony and multimodal applications	X	X	X
Includes SDK	X	X	X
Supports Intel and Intervoice TIM	X	X	X
Licence expires in 180 days		X	

## ADDITIONAL RESOURCES

[www.microsoft.com/speech](http://www.microsoft.com/speech)

Designed for external customers, this site provides detailed information about Microsoft Speech Server 2004 along with links to training and partners to help customers develop Speech Server solutions.







## WHAT IS IT?

Microsoft Windows® Storage Server 2003 R2 is an optimised file and print server based on Windows Server 2003 R2 that is designed for dependability, seamless integration and best value in networked storage. Windows Storage Server 2003 R2 integrates with existing infrastructures and supports heterogeneous file serving as well as backup and replication of stored data. Windows Storage Server 2003 R2 is also an ideal solution for consolidating multiple file servers into a single solution that enables cost reduction and policy-based management of storage resources.

Windows Storage Server 2003 R2 includes advanced productivity features such as Windows SharePoint Services, full index text search and file performance optimisation. For improving management efficiency, Windows Storage Server 2003 R2 includes Single Instance Storage, Storage Manager for SANs and a new management interface based on Microsoft Management Console. To simplify the deployment in branch offices, new technologies such as Remote Differential Compression (RDC) for replication and a newly designed namespace virtualisation engine is included. Windows Storage Server 2003 R2 integrates with existing infrastructures, so enterprises can make full use of commonly used network environments and standard management software, as well as the Active Directory directory service. Preconfigured Windows Storage Server 2003 R2 Network Attached Storage (NAS) solutions are available from original equipment manufacturers (OEMs) in sizes ranging from a few hundred gigabytes (GBs) to several terabytes.

### Deployment scenarios:

- **File serving:** Deploy an optimised file and print server to address your growing storage requirements. Data protection features and support for multiple file protocols make Windows Storage Server 2003 R2 the ideal solution for heterogeneous file serving
- **Server consolidation:** Consolidate multiple file servers to reduce costs and improve availability. Windows Storage Server 2003 R2 is a proven solution for server consolidation, with customers benefiting from reliability, manageability and lower total cost of ownership (TCO)
- **Backup, restore, and replication:** Benefit from the rapid restoration of stored data. Windows Storage Server 2003 R2 can be used for backup of multiple production servers without taking them offline. A new replication engine: Distributed File System-Replication (DFS-R) ensures high data availability through replication across multiple sites. DFS-R uses RDC technology to facilitate replication on WAN lines
- **Integration with Storage Area Networks:** Provide a highly scalable file-serving environment while making full use of existing storage area network (SAN) investments. Integration with the Active Directory service makes data security and ease of management possible

## HOW DO I ORDER IT?

Windows Storage Server 2003 R2 is only available preconfigured on NAS devices from leading OEMs. Find a solution at: [www.microsoft.com/windowsserversystem/wss2003/howtobuy/default.aspx](http://www.microsoft.com/windowsserversystem/wss2003/howtobuy/default.aspx)

## HOW DO I SELL IT?

### Dependable storage for your organisation's stored data

Windows Storage Server 2003 R2 is designed to help keep your organisation's data highly available and protected, whether that information is local to users, stored remotely at different branch or departmental sites or consolidated into a datacentre. Small, medium-sized and enterprise-sized businesses can all benefit from the Windows Storage Server 2003 R2 as an effective and dependable means of sharing files and storage.

### Quick and easy deployment

Network attached storage (NAS) solutions based on Windows Storage Server 2003 R2 are quick and easy to deploy, making additional storage capacity available to your organisation within minutes of implementation. NAS devices running Windows Storage Server 2003 R2 come preconfigured for simple Plug and Play integration into existing networks. An intuitive Web-based user interface with simple step-by-step installation instructions helps to ensure that storage is correctly installed on an existing network within minutes.

## HOW DO I SELL IT? CONT.

### Seamless integration with your existing information technology infrastructure

Windows Storage Server 2003 R2 can be added to your organisation's information technology infrastructure wherever additional storage is needed, without having to reconfigure the existing storage infrastructure or bring down the network. Through its support for a broad range of file-serving protocols, Windows Storage Server 2003 R2 makes possible simple and effective file sharing across heterogeneous environments, including Windows, UNIX, Novell and Macintosh platforms. This means that users on different platforms can access the same files without additional interventions. In addition, Windows Storage Server 2003 R2 can work with your current business investments. These include server management infrastructure, such as the distributed file system (DFS-N) and Active Directory service; utilities, such as anti-virus and backup software; and security capabilities, such as user authentication and file and data encryption.

### Scalability and reliability

Windows Storage Server 2003 R2 can provide networked storage solutions for small, medium-sized and enterprise-sized organisations. Devices built on Windows Storage Server 2003 R2 can range in storage capacity from 160 gigabytes (Gabs) to several terabytes. Because disk capacity can be extended by adding new disks to devices without the need for network or server downtime, the process of making additional storage available is simple and non-disruptive. In addition to scalability benefits, NAS devices built on Windows Storage Server 2003 R2 are highly reliable and have low maintenance requirements. Because NAS devices contain only those components necessary to dedicated file-serving functionality, there are fewer potential points of failure. Moreover, because Windows Storage Server 2003 R2 is designed to support both clustering and fully redundant hardware components, it can help your organisation realise high data availability and protection through fault tolerance.

### Increased storage use and lower total cost of ownership

Windows Storage Server 2003 R2 provides your organisation with an efficient alternative to direct attached storage. Adding storage to a network enables users to share storage resources from a centralised pool, which helps to eliminate many resource provisioning problems associated with direct attached storage. Also, by consolidating storage onto devices running Windows Storage Server 2003 R2, your organisation may realise lowered total cost of ownership through both decreased capital equipment costs and reduced IT staff hours.

### Fast data recovery and background shadow copy creation

With the new Volume Shadow Copy Service (VSS), Windows Storage Server 2003 R2 has the built-in capability to provide extremely fast recovery of lost data - recovery times can be dramatically reduced to minutes rather than the hours or days it can take to recover from tape. Shadow copies, also known as point-in-time images or data 'snapshots', can be made as frequently as an administrator deems necessary, as often as every four hours. Shadow copy creation, unlike tape backup, is a non-intrusive process where users do not need to stop work on open files during backup. End users can also benefit from the Shadow Copies for Shared Folders feature, which, if activated, makes possible simple and almost instantaneous restoration of a previous version of a file or folder that was accidentally deleted or overwritten.

### Simplified management

Administrators will find managing network attached storage easier than ever with Windows Storage Server 2003 R2. A new Microsoft Management Console-based interface enables system administrators to set up NAS devices in only a few short steps. In addition, Windows Storage Server 2003 R2 Single Instance Storage can reduce the amount of data that needs to be managed by eliminating multiple copies of the same files in a directory.

### Effective integration of NAS devices with storage area networks

A NAS device running Windows Storage Server 2003 R2 can be easily integrated into a storage area network (SAN) as a NAS gateway to the SAN. This configuration brings to NAS devices all the advantages of SANs, including high-performance (Fibre Channel) storage, SAN backups and maximum flexibility in allocating and sharing storage among NAS devices. For organisations with a pre-existing SAN, adding a NAS gateway allows for consolidation of general purpose file servers. Because Windows Storage Server 2003 R2 supports Storage Manager for SANs, the provisioning of the SAN can be done right from the Storage Server management console greatly simplifying the process.

**HOW DO I SELL IT? CONT.****Enhanced performance**

Windows Storage Server 2003 R2 serves files to users, applications and servers faster than previous NAS solutions. Because NAS devices separate file serving read/write operations from application read/write operations, they are not over-burdened with CPU-intensive operations; instead, they are dedicated to file management functions and are optimised for high-speed, high-performance solutions. In addition to NAS hardware being configured by original equipment manufacturers to optimise file-serving performance between the server and the storage device, the operating system can be configured for high performance.

**Wide variety of partner storage solutions**

Windows Storage Server 2003 R2 is designed so that OEMs are able to offer a broad range of NAS hardware configurations, enabling customers to build storage solutions that work best for their businesses. Organisations can choose from a wide variety of NAS appliances with different storage capacities, performance and management options. In addition, independent software vendors (ISVs) can offer a range of utilities that function effectively with Windows Storage Server 2003 R2, including backup, management and anti-virus utilities.

**FREQUENTLY ASKED QUESTIONS****What is Windows Storage Server 2003 R2?**

Windows Storage Server 2003 R2 is an optimised file and print server based on Windows technology that is designed for dependability, ease of integration and value. This network storage product is the new release of the operating system used by original equipment manufacturer partners to create NAS devices.

**What does the term 'optimised file and print server' mean?**

An optimised file and print server is a server built on Windows Server 2003 R2 as a fixed-function device with performance settings optimised for file serving. All of the functionality unrelated to file serving has been removed, increasing reliability and lowering the overhead on the machine CPU.

**Does this product replace my Windows Server 2003 machines?**

Windows Storage Server 2003 R2 is a solution for consolidating your file-serving functions on one device, replacing your general purpose servers that are dedicated to file serving.

**How is Windows Storage Server 2003 R2 different from Windows Server 2003 R2?**

Besides being optimised exclusively to file serving, Windows Storage Server 2003 R2 contains some important features not available in Windows Server 2003. These features include: Single Instance Storage, Full Index Text Search and optimised setting to speed file serving performance. Windows Storage Server 2003 R2 also incorporates Volume Shadow Copy Service (VSS) for point-in-time shadow copy capabilities, support for the enhanced version of distributed file system (DFS-N) and replication (DFS-R) and support for the Microsoft Internet Small Computer System Interface (iSCSI) Software Initiator.

**Can devices based on Windows Storage Server 2003 R2 be used for tasks other than storage?**

No, these devices are specifically designed to be file servers with large amounts of storage capacity. They cannot be used to deploy business applications such as Microsoft SQL Server or Microsoft Exchange. Backup, anti-virus and other applications typically used in a file-serving environment are supported, however.

**Does Windows Storage Server 2003 R2 work only with Windows-Based clients and servers?**

No, this product is designed to integrate seamlessly into heterogeneous environments with support for all major network operating system protocols, including NFS (Unix/Linux), Netware (Novell), AppleTalk and HTTP.

**Can Windows Storage Server 2003 R2 be managed using popular enterprise management utilities such as Systems Management Server, Tivoli, etc.?**

Yes. Since this product is based on Windows Server 2003 R2, all popular management frameworks can be used to manage devices built on Windows Storage Server 2003 R2.

**What level of Active Directory integration is there with Windows Storage Server 2003 R2?**

This product natively supports Active Directory, allowing devices to become full members of existing domains. In addition, existing group policies can be used to manage access to Windows Storage Server 2003 R2 devices, which is not true for devices using operating systems other than Windows. Note that this product cannot be a domain controller.

**FREQUENTLY ASKED QUESTIONS CONT.****How scalable is Windows Storage Server 2003 R2?**

There are many different OEM models that are scalable through the addition of disk drawers to the main filer. Capacity varies from 320 gigabytes (GB) to over 60 terabytes. Multiple devices can also be added to the network to increase capacity as needed.

The NTFS file system that powers Windows Storage Server 2003 has no limits (over four billion tested) in terms of the number of files on a volume, and each NTFS volume can be up to 256 terabytes in size (tested).

**Are devices built on Windows Storage Server 2003 R2 fully redundant?**

The devices offered by OEM partners come in multiple configurations, from single disk devices to fully redundant hardware configurations at the storage fail-over level and the power supply and fans level. New features in Windows Storage Server 2003 R2 that can further increase redundancy are MultiPath IO (MPIO) and support for eight-node clustering. Note that MPIO support depends on the OEM implementation.

**How does this product interact with Active Directory?**

Windows Storage Server 2003 R2 can authenticate and use existing Active Directory group policies without the need for a dedicated server to manage the Active Directory service. This makes integration into existing environments easier for administrators and less costly to organisations.

**How is anti-virus protection implemented on Windows Storage Server 2003 R2?**

Windows Storage Server 2003 R2 can run all popular Windows anti-virus applications to scan data on storage devices. There is no need for additional servers and no performance impact due to extra workload.

**What are the high-availability features of Windows Storage Server 2003 R2?**

This product integrates Volume Shadow Copy Services (VSS) as a standard feature and allows up to 512 point-in-time shadow copies of data per volume when integrated with applications for rapid file recovery due to accidental deletion or corruption. In addition, the Shadow Copies for Shared Folders feature (enabled by the in-box provider) provides 64 point-in-time copies, as well as end-user restore capabilities.

**Other NAS devices have snapshots, so what makes the Windows Storage Server 2003 R2 Volume Shadow Copy Services feature different?**

This makes possible up to 512 point-in-time shadow copies per volume, which is critical to manage a flexible shadow copy schedule, whether it be daily, weekly or monthly. VSS is currently the only snapshot technology that can integrate with applications to ensure high-fidelity backups.

**Does Microsoft have a clear upgrade or migration strategy for this product?**

Microsoft is committed to the storage market and so will ensure that Windows Storage Server 2003 R2 is supported into the future and will be compatible with future storage offerings from Microsoft.

**Does Windows Storage Server 2003 support internet Small Computer System Interface (iSCSI)?**

Windows Storage Server 2003 R2 fully supports the iSCSI Software Initiator developed by Microsoft. OEM partners decide what connectivity and configuration options are best to offer to their customers.

**Who should be buying this solution?**

This solution is recommended for organisations with multiple existing file servers that are experiencing growth in data requirements or are looking to consolidate storage in one central area.

**What OEMs provide Windows Storage Server 2003 R2 devices?**

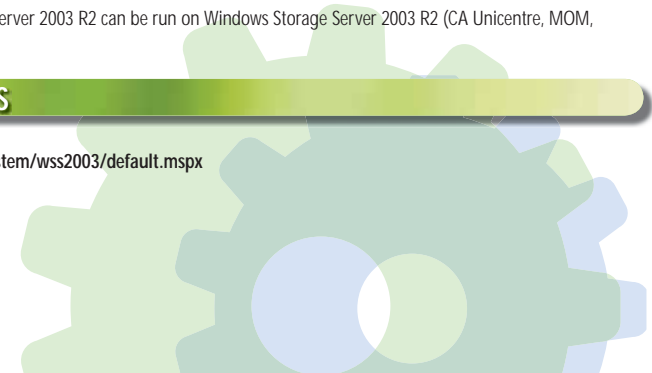
Most of the leading hardware manufacturers are expected to offer models based on Windows Storage Server 2003 R2. See the How to Buy page for more details.

**Can Microsoft Operations Manager (MOM) or Systems Management Server (SMS) components be run on Windows Storage Server 2003 R2 devices?**

Any agent that can be run on Windows Server 2003 R2 can be run on Windows Storage Server 2003 R2 (CA Unicentre, MOM, SMS, Tivoli, OpenView, etc.).

**ADDITIONAL RESOURCES**

[www.microsoft.com/windowsserversystem/wss2003/default.aspx](http://www.microsoft.com/windowsserversystem/wss2003/default.aspx)



## WHAT IS IT?

**Microsoft Dynamics™ CRM** is Microsoft's customer relationship management (CRM) solution for small business, mid-sized companies and large enterprises. It provides a complete suite of powerful marketing, sales, and customer service capabilities, all with a familiar and native user experience based on the Microsoft Office System, the Microsoft Outlook® messaging and collaboration client and other Microsoft technologies. With more than 11,000 customers, 500,000 users in more than 80 countries and 25 different languages, Microsoft Dynamics CRM 4.0 released in January 2008 is fast, flexible and affordable with new features and offerings noted below.

### 'The Power of Choice'

Microsoft Dynamics CRM 4.0 is available using the following deployment options below.

**On-Premise CRM:** Provided through Volume Licensing channels and the Dynamics Price Lists in Business Ready Licensing.

- Control and Ownership of Your Solution.
- Technology Investments.
- Customisation and Compliance.

**Online CRM:** Provided through the hosted offerings of Service Provider Licensing Agreements (SPLAs) and Dynamics CRM Live (available in Spring 2008).

- Time to Deploy.
- Infrastructure Considerations.
- External IT Management.

### VALUE PROPOSITION

Microsoft Dynamics CRM is an integrated, adaptable business management solution that enables you and your employees to make business decisions with greater confidence. Microsoft Dynamics CRM works like and with familiar Microsoft software, automating and streamlining customer relationship processes in a way that helps you drive business success.

### What's New in Microsoft Dynamics CRM

#### User Experience

- Customisable **Smart Navigation**
- New **Reporting Wizard** for fast analysis
- **Presence integration** for instant visibility
- **Offline reporting** capabilities

#### Marketing

- Integrated **data migration** capabilities
- Real-time and batch **data de-duplication**
- Improved **e-mail** merge and management

#### Sales

- Complex **many-to-many** relationship support
- Enhanced **sales process management**
- Continuous background **data synchronisation**

#### Service and Support

- World-class **contact centre platform**
- **Auto-resolution** of problems w/SmartFind
- Improved **e-mail handling** for CSS

#### Platform Capabilities

- **Multi-tenancy** with advanced data privacy
- **Windows Workflow** for process orchestration
- User-selectable **multi-language** support
- Pervasive **multi-currency** support

#### Performance and Management

- Network/database **performance optimisation**
- Advanced **clustering and mirroring** support
- Tighter **System Center** integration
- **Internet-facing** deployments (no VPN)

## HOW DO I ORDER IT?

Dynamics CRM	
Select	
	L & SA
Dyn CRM CAL Sngl Lic/SA Pack MVL Device CAL	ZFA-00240
Dyn CRM CAL Sngl Lic/SA Pack MVL User CAL	ZFA-00232
Dyn CRM Ent Svr Sngl Lic/SA Pack MVL	OJA-00968
Dyn CRM Pro Svr Sngl Lic/SA Pack MVL	QCA-00858
Dyn CRM Pro Svr Sngl Lic/SA Pack MVL 5 Cit	QCA-01285
SA	
Dyn CRM Ent Svr Sngl SA MVL	OJA-00980
Dyn CRM Pro Svr Sngl SA MVL	QCA-00870
Dyn CRM Pro Svr Sngl SA MVL 5 Cit	QCA-01287

## HOW DO I SELL IT?

Microsoft Dynamics CRM 4.0 includes exciting new additions, increased flexibility, and more opportunities to engage customers with superior tools to help manage their customer relationships.

Microsoft Dynamics CRM 4.0 introduces new editions, user licensing simplifications, and increased licensing flexibility with device and read-only Client Access Licence (CAL) functionality. These licensing changes make it possible to address additional user scenarios and call centre and shift worker scenarios. These changes also present more affordable options for customer and partner self service.

Pricing for the Microsoft Dynamics CRM 4.0 Professional Server has not changed from the Microsoft Dynamics CRM 3.0 version, yet many new product features have been added.

### How to help a customer determine which is the best solution for them

– **Online or On-premise?**

When to consider Microsoft Dynamics CRM Live	When Microsoft Dynamics CRM On-Premise might be a better choice
Organisations wanting to deploy a solution rapidly online	Deep integration with multiple business applications
Companies with limited or no IT availability	Desire to have data stored within your four walls
Rapid-start evaluation projects before larger deployment	Technology infrastructure investment already in place
Personalisation needs versus deep customisation	Technology infrastructure investment already in place

**Estimated Retail Pricing:** On-Premise and ISV Royalty, On-Demand SPLA

**White Paper on Licensing Microsoft Dynamics CRM 4.0:**

<https://partner.microsoft.com/US/productsolutions/dynamics/microsoftdynamicscrm/40029976>

## FREQUENTLY ASKED QUESTIONS

**What are some of the key features that represent improvements or new features/functions being made to Microsoft Dynamics CRM 4.0?**

- **Multi-Tenant Architecture:** An advanced multi-tenant architecture supports provisioning of more than one customer per server, which lowers ongoing operational costs for customers and partners.
- **Extended Global Capabilities:** User-selectable multi-language support lets each user choose from up to 25 supported languages; pervasive support for multiple currencies, with base currencies for consolidated reporting and forecasting, enables flexible multi-national deployments.
- **Extended Business Intelligence:** New end-user reporting wizard, advanced report scheduling, and cross-entity views of system data deliver mission-critical business intelligence to decision makers in real-time.
- **Enhanced Business Process Automation:** Fast and intuitive business process automation based on Microsoft Windows Workflow supports consistent process execution within the CRM system and across multiple applications within an organisation.
- **New Collaboration Capabilities:** Direct integration of the 'presence' feature with Microsoft Office Communications Server enables users to see the availability of the person they are trying to reach, making it easy for them to connect and collaborate more quickly across the organisation via instant messaging, VOIP and other channels.

**What new opportunities does Microsoft Dynamics CRM bring to partners?**

Microsoft Dynamics CRM delivers new opportunities to partners in the following key areas:

- Multitenancy Lowers Cost for Partners to 'Host' Titan
- Multilanguage and Multicurrency capabilities help partners expand in to new geographies
- Single-code base allows partners to build re-usable IP for customers across hosted and on-premise deployment models. Because on-premise and partner hosted versions of Microsoft Dynamics CRM are built on a single code base, partners can develop and replicate offerings that span the deployment options

## SALES, CUSTOMER SERVICE AND MARKETING

## Improved Sales Productivity

360° View of the Customer	Repeatable Sales Process	Consistent Online/Offline Experience	Effortless Forecast and Pipeline Analysis	Maximising Customer Value
Enables rapid and relevant response and tailored sales activities	Drives greater efficiencies, lower cost of sale and better team selling	Increases consistency and productivity and provides more time to sell	Delivers better forecast information and financial planning	Enables effective, proactive cross-selling and up-selling

The Sales Module supports your sales team at every stage of the sales cycle, from leads and opportunities management to fulfillment and invoicing:

- **Complete customer view and activity management:** View and manage account activity, customer history, calendar, and communications, including phone, fax, and e-mail.
- **Outlook synchronisation:** Access full sales functionality either online or offline from Outlook.
- **Reports:** Use or customise a wide range of reports to forecast sales, measure business activity and identify trends.
- **Opportunity management:** Qualify leads and track opportunities separately from customers through the sales cycle.
- **Workflow rules:** Use or customise automated business processes for leads routing, opportunity tracking and pipeline management.
- **Information sharing:** Centralised data storage and integration capabilities make it easy to access, update, and share consistent, current information across teams and departments.
- **Order management:** Automatically update orders with product catalogues, quotes and invoices.
- **Quotas:** Measure sales against individual employee goals.
- **Direct e-mail:** Customise templates and use Mail Merge from Microsoft Word to send e-mail to targeted groups.
- **Sales library:** Create and maintain a searchable library of sales and marketing literature.

## Customer Service Scenarios

Follow-the-Sun Global Support	World-Class Contact Centre	Closed-Loop Service Processes	Quick Service Campaigns	Total Quality Management
Enable management of cases to be handed off across teams in multiple time zones	Deploy world-class contact centres that support multiple shifts and remote agents	Use workflow to drive consistency and real-time visibility into every stage of service processes	Manage product support issues simply and easily from contact to resolution	Allow all service metrics to be easily tracked and analysed to drive process improvement

The Customer Service Module helps customer service representatives deliver stronger, more consistent and efficient support, with the following features:

- **Case management:** Create and assign cases for customer service requests and manage those cases from creation to resolution.
- **Activity management:** View and update calendar, workload and records.
- **Routing and queuing:** Use workflow rules to automatically route service requests and cases to appropriate resources for resolution or reassignment.
- **Searchable knowledgebase:** Easily create and update a library of articles and FAQs.
- **Contracts:** Create, update and manage contracts.
- **E-mail auto-response:** Use customisable templates and send automated responses to customer requests.

## Impactful Marketing Strategies

Intelligent Data Management	Holistic Lead Management	End-to-End Campaign Management	Fully Integrated Marketing	Targeted Cross-Selling and Up-Selling
Tools that empower marketing users to manage and cleanse data across the organisation	Seamless tracking and conversion of leads across all parts of the organisation	360° campaign management with easy campaign creation and seamless communication management	Strong multilingual capabilities, seamless Microsoft Office integration, and robust workflow	Insightful analysis for identification of key trends and discovery of hidden opportunities

The Marketing Module enhances the efficiency of your marketing engine:

- **List creation:** Create and manage lists of accounts, contacts, and leads, or import lists from other sources.
- **Quick campaign:** Create phone call, e-mail, and appointment activities for later execution, send bulk mail-merged e-mailings and create mail-merged letters and faxes.
- **Campaign management:** Execute a campaign, including planning tasks, marketing lists, follow-up activities, supporting literature and cost and revenue goals.
- **Opportunity management:** Assign tasks to different staff members, import leads, convert leads to opportunities and view costs and results.

Ask your customers:

- Do your sales and customer service applications talk to each other?
- Do your sales representatives have easy access to their customer data and sales functionality (through Outlook or the Web)?
- Can you easily track your sales success rate?
- Does your sales team have the tools they need to not only acquire customers, but keep them?
- Do you have separate systems tracking customer information across your business, so sales and customer service representatives do not have access to a complete customer history and data?

## ADDITIONAL RESOURCES

UK Partner Dynamics Site: [www.microsoft.com/uk/partner/dynamics](http://www.microsoft.com/uk/partner/dynamics)

UK Customer Dynamics Site: [www.microsoft.com/uk/dynamics](http://www.microsoft.com/uk/dynamics)

Microsoft Dynamics CRM: [www.microsoft.com/crm](http://www.microsoft.com/crm)

Microsoft Download Center: [www.microsoft.com/downloads/](http://www.microsoft.com/downloads/) (Query on "CRM")

Volume Licensing: [www.microsoft.com/licensing](http://www.microsoft.com/licensing)

Software Assurance: [www.microsoft.com/licensing/sa/default.aspx](http://www.microsoft.com/licensing/sa/default.aspx)

Contact a Specialist: [www.microsoft.com/licensing/contact/default.aspx](http://www.microsoft.com/licensing/contact/default.aspx)

Software Support:

[www.microsoft.com/businessolutions/crm/support/microsoft\\_crm\\_support.msp](http://www.microsoft.com/businessolutions/crm/support/microsoft_crm_support.msp)

Service Plans/Support:

[www.microsoft.com/dynamics/crm/support/default.aspx](http://www.microsoft.com/dynamics/crm/support/default.aspx)

Deluxe Support Services:

[www.microsoft.com/dynamics/crm/support/serviceplans.msp#EHG](http://www.microsoft.com/dynamics/crm/support/serviceplans.msp#EHG)

MICROSOFT PRODUCT SUPPORT

Lifecycle Information: <http://support.microsoft.com/lifecycle>

CustomerSource: <https://mbs.microsoft.com/customersource>

MVLS/VLSC: <https://licensing.microsoft.com/eLicense/L1033/Default.asp>

eOpen: <https://eopen.microsoft.com/EN/default.asp>

Microsoft Partner Specific Resources – Microsoft Partner Portal: <https://partner.microsoft.com/US/productsolutions/dynamics/microsoftdynamicscrm/crmresources>

## WHAT IS IT?

**Microsoft Dynamics™ GP** (formerly Microsoft Business Solutions - Great Plains) is a comprehensive business-management solution built on the highly scalable and affordable platform of Microsoft technologies. It offers a cost-effective solution for managing and integrating finances, e-commerce, supply chain, manufacturing, project accounting, field service, customer relationships and human resources.

With more than 170 enhancements, Microsoft Dynamics GP 9.0 is ideal for companies that want to empower their people with role-based functionality, rich reporting and analysis capabilities and Web-based delivery of applications and information. We offer the flexibility, security features and control you need to manage all areas of your business and connect with customers, partners and vendors across a global marketplace.

Built using the latest Microsoft technologies and optimised for the Microsoft platform, Microsoft Dynamics GP also offers superior integration with Microsoft Office applications, other Microsoft products and technologies, efficient customisation capabilities and the ability to extend functionality with industry solutions from a vast network of independent software vendors (ISVs).

Just as important, Microsoft Dynamics GP 9.0 is designed to keep costs down and ensure your investment with server-only installation and maintenance and a Microsoft guarantee of five years of continuing technical support.

## HOW DO I ORDER IT?

### Microsoft Dynamics GP Product Configurations:

- Microsoft Dynamics GP Advanced Management
- Microsoft Dynamics GP Business Essentials
- Microsoft Small Business Financials

To license Microsoft Dynamics software, customers acquire user licenses and individual components in compliance with the software licencing requirements. Additionally, customer service plans (similar to Microsoft Software Assurance) entitle them to certain support and service benefits and extend their relationship with Microsoft Dynamics. The components that are licensed, the number of user licences that are required and the service plan that is appropriate for the customer all contribute to the total solution licence cost.

All Microsoft Dynamics products are delivered by Microsoft Certified Business Partners. For more information on Microsoft Dynamics Licensing and Pricing, go to PartnerSource > Pricing and Ordering OR Microsoft.com > Dynamics > How to Buy.

## HOW DO I SELL IT?

Streamline business processes, gain deep visibility into decision-driving information and maximise operational efficiency with Microsoft Dynamics GP.

### Top customer benefits

Run your business more effectively.

Quickly and accurately execute time-consuming financial and business management processes. Keep the focus on efficient operations that boost profitability, rather than on entering data and chasing down information.

### Integrate key business processes

Gain control over all your operations with seamlessly integrated applications that reach across your entire business – including financials, supply-chain management, manufacturing, human resources and project management.

### Work within a familiar Microsoft Office-like interface

Microsoft Dynamics GP captures the look and feel of Microsoft Office Outlook 2003 messaging and collaboration client and offers list-based navigation and streamlined menus for a clean, intuitive interface tailored to your employees' specific roles.

### Work 'better together' with Microsoft Office

Rich integrations with Microsoft Office Excel spreadsheet software, Microsoft Office Word, Microsoft Office Outlook, Microsoft MapPoint business mapping software and Microsoft Windows SharePoint Team Services let your organisation take advantage of existing skills and technologies to strengthen reporting capabilities, build template-based communications and foster teamwork and collaboration.

### Commitment to quality

Microsoft Dynamics GP delivers a firm commitment to quality, support, innovation and growth. You can rest assured that your investment will be recognised and rewarded with a solution that continues to add value as your business changes and grows.

### Enables confident decision making

Microsoft Dynamics GP gives you access to real time data and helps you respond rapidly to the changing demands of your business. It provides you with more complete business insight through direct access to critical innovation.

### Ask your customers:

- How long have you been using your current ERP system?
- Do you have disparate ERP systems that require you to re-key information into multiple applications?
- Is there redundancy/duplication of current systems?
- Do you have issues with adoption/implementation with your current system?
- Do you want to integrate business-management software with other Microsoft software you already have and only add new applications as you grow?
- Has your employee productivity and customer satisfaction decreased?
- Are you spending too much on upgrading and maintaining existing systems?
- Do existing systems improve your return on investment?
- Is your current enterprise system too complex for your divisional needs?
- Do employees have access to the right data to make solid decisions?

## FREQUENTLY ASKED QUESTIONS

### Who is a typical customer for Microsoft Dynamics GP?

Microsoft Dynamics GP is a broad-based, mid-market enterprise resource planning solution that appeals to a variety of companies in a variety of industries. Rich out-of-the-box functionality, ease of customisation and integration with other business applications and a low total cost of ownership (TCO) provide a solution that is right for both large and small companies. The solution is packaged and licensed through three unique editions: Microsoft Small Business Financials, Microsoft Dynamics GP Business Essentials and Microsoft Dynamics GP Advanced Management. The target market for Microsoft Small Business Financials includes small businesses in North America with 25 or fewer employees and less than \$10 million (USD) in revenue. The target market for Microsoft Dynamics GP Business Essentials includes businesses with 25–75 employees and with up to about \$25 million (USD) in revenue. The target market for Microsoft Dynamics GP Advanced Management encompasses all businesses with 75 or more employees and with \$100 million (USD) or more in revenue.

### Where can I find a detailed comparison of the differences between Microsoft Small Business Financials, Microsoft Dynamics GP Business Essentials and Microsoft Dynamics GP Advanced Management?

A Microsoft Dynamics GP Edition comparison document is posted on PartnerSource at: [https://mbs.microsoft.com/partnersource/sales/salestools/productfactsheets/dyngpcomparisonguide\\_cust4life.htm](https://mbs.microsoft.com/partnersource/sales/salestools/productfactsheets/dyngpcomparisonguide_cust4life.htm)

### What types of businesses use Microsoft Dynamics GP?

Virtually all types of businesses - from retail to hospitals to manufacturers to country clubs - are already benefiting from Microsoft Dynamics GP. Many customers fall into the 'business services' category that includes organisations such as law firms, medical/dental offices, schools and universities, technical and financial consulting firms, employment agencies, plumbing and heating, equipment rental and service and more.

### How much would a typical installation cost?

Because Microsoft Dynamics GP is highly extensible, licensing can run from less than \$3,000 for a basic one-user implementation to \$40,000 and up for a large, highly integrated system with dozens or hundreds of users.

### Where can I go for more information on Microsoft Dynamics GP?

For more information on Microsoft Dynamics GP, go to: [www.microsoft.com/dynamics](http://www.microsoft.com/dynamics) or e-mail: [mbspm@microsoft.com](mailto:mbspm@microsoft.com)

### Does Microsoft Dynamics GP require Microsoft SQL Server?

Microsoft Dynamics GP Advanced Management does require the powerful, scalable capabilities of Microsoft SQL Server 2000 and it is also compatible with the new release of Microsoft SQL Server 2005. We also offer Microsoft Dynamics GP Business Essentials and Microsoft Small Business Financials on Microsoft SQL Server 2000 Desktop Engine (MSDE).

### Is Microsoft Dynamics GP compatible with Windows Small Business Server?

Yes. Microsoft Dynamics GP and Windows Small Business Server together make a very powerful combination for small business customers. In addition to the benefits gained from implementing Microsoft Dynamics GP, Windows Small Business Server benefits include:

- Remote access to the desktop PC from any browser – anywhere in the world – 24 hours a day, 7 days a week
- Collaboration on projects through an auto-deployed Windows SharePoint Services site
- Deployment of a best-of-breed e-mail and calendaring solution with Microsoft Exchange Server and Microsoft Outlook messaging and collaboration client

### How is Microsoft Dynamics GP Business Essentials different from Microsoft Dynamics GP Advanced Management?

There are differences in terms of functionality available to license (like Business Intelligence, Advanced Distribution and Manufacturing, only available in Advanced Management), the database available and the limit on the number of users. These differences help deliver a product that meets the specific needs of lower mid-market customers.

## ADDITIONAL RESOURCES

### Microsoft Dynamics GP Customer-facing Web Site

[www.microsoft.com/dynamics/gp/default.aspx](http://www.microsoft.com/dynamics/gp/default.aspx)

### Microsoft Dynamics GP Partner Web Site

<https://mbs.microsoft.com/partnersource/products/greatplains>

### Microsoft Dynamics GP InfoWeb Web Site

<http://infoweb/C4/C15/DynamicsGP/default.aspx>

## COMPLEMENTARY SOFTWARE

**Microsoft Office SharePoint Server** – Everyone in your organisation, from the CEO to accounting staff, IT developers to warehouse and purchasing teams, needs the ability to get the information they need using the tools they work with every day, whether they use Microsoft Dynamics GP or other related applications. By deploying Microsoft Dynamics GP with Microsoft Office SharePoint Server 2007, you can build a true business ecosystem that offers people advanced search, collaboration and business intelligence (BI) capabilities, displayed in the formats and applications most relevant to their roles. Just as important, when you combine these two industry-leading solutions, you can take advantage of workflow automation and simplified development tools that ensure your system works the way your people do.

## SYSTEM REQUIREMENTS

**Processor:** Intel Pentium IV 2.4 GHz or faster **Operating System:** Windows Vista® Business Edition (32-bit and 64-bit), Windows Vista Ultimate Edition (32-bit and 64-bit), Windows Vista Enterprise Edition (32-bit and 64-bit), or Windows XP Professional Service Pack 2 (32-bit and 64-bit) **Minimum Available Memory:** 512 MB of RAM (1 GB recommended) **Available Hard-Disk Space:** 800 MB or more on the system root **Network Card:** 100 MB Full Duplex or 1 GB Ethernet **Microsoft Office Programs:** Microsoft Office XP, Microsoft Office 2003, or the 2007 Microsoft Office system (see notes below) **Monitor Resolution:** Minimum 800 x 600; 1024 x 768 or higher recommended **Internet Connection:** Microsoft Internet Explorer® 6.0 Service Pack 1 or later or Windows Internet Explorer 7.0 **Adobe:** Adobe 6.0, Adobe 7.0, or Adobe 8.0

**For further information on 64-bit support regarding system requirements for Microsoft Dynamics GP 10.0, visit**

<http://www.microsoft.com/dynamics/gp/using/10systemrequirements.aspx>

### NOTES FOR MICROSOFT OFFICE SYSTEM REQUIREMENTS

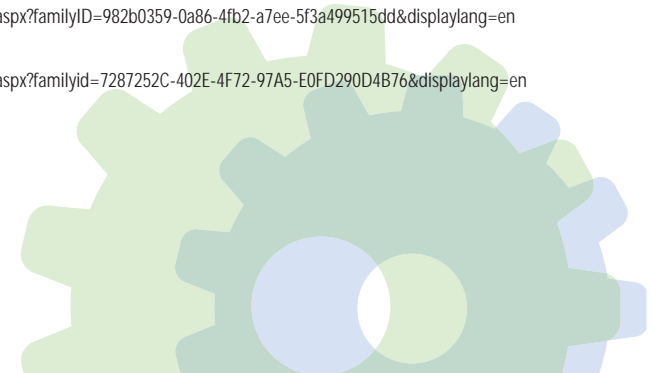
Microsoft Office Outlook is required for the Office Outlook area to display on the home page. The Microsoft Office Web Components are required for the home page metrics. The Microsoft Office 2003 Web Components must be installed if you are using the 2007 Office system. Use the links below to install the components:

### Microsoft Office XP

<http://www.microsoft.com/downloads/details.aspx?familyID=982b0359-0a86-4fb2-a7ee-5f3a499515dd&displaylang=en>

### Microsoft Office 2003

<http://www.microsoft.com/downloads/details.aspx?familyid=7287252C-402E-4F72-97A5-E0FD290D4B76&displaylang=en>



## WHAT IS IT?

**Microsoft Dynamics™ AX 4.0** software is an adaptable business management solution that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics AX 4.0 works like familiar Microsoft software such as Microsoft Office, which can mean less of a learning curve for your people, so they can get up and running quickly and focus on what is most important. Built to work with Microsoft technologies, it easily works with the systems your company already has implemented. With comprehensive features that help automate and streamline financial, customer relationships, business services, human resources management and supply chain processes, Microsoft Dynamics AX 4.0 brings together people, processes and technologies wherever they are located around the globe, helping increase the productivity and effectiveness of your business and helping you drive business success.

Microsoft Dynamics AX 4.0 is built with a layered architecture so you can customise one layer without affecting the functionality on other layers. This means that you can adapt and upgrade your solution over time with less risk and expense.

You can also adapt Microsoft Dynamics AX 4.0 to new business processes, helping you respond quickly to changes in the market and make your people and your business follow the market and work more effectively. Furthermore, you can extend the already powerful core solution by adding industry-specific solutions provided by a wide variety of partners and independent software vendors.

Microsoft Dynamics AX is built to change and evolve with your business and technology needs. The solution gives your people direct access to the information they need to do their jobs; while managers have the ability to control access to sensitive data.

The three-tier, object-oriented architecture of Microsoft Dynamics AX integrates with other Microsoft technology like Microsoft SQL Server 2005, offering you high-speed server-side performance and the ability to easily scale your IT infrastructure, so the solution can grow with your company.

### VALUE PROPOSITION

Microsoft Dynamics AX can help mid-size and enterprise companies increase profitability and reduce costs by:

- Replacing non-integrated systems with a centralised, cost-effective and industry-specific solution that improves access to information and collaboration with internal team members, partners and customers.
- Automating business processes and adapting your solution to the way you do business to increase the responsiveness to customer demand and changing market conditions.
- Providing a business application platform for integrating with other business systems or building additional functionality critical to your business success.

Microsoft Dynamics AX can boost individual and organisational productivity, provide fast, relevant and actionable insight into your business and enable rapid growth. The solution fits your business processes and can be adapted quickly and easily to new business models. Easy-to-use, Microsoft Dynamics AX is readily adopted by users, minimising disruption to your business operations.

## HOW DO I ORDER IT?

At Microsoft, we believe that software is an investment and the faster you get your people and your software up and running the better for your businesses' bottom line. That is why we have a simplified licensing model that allows you to receive the maximum value on your investment, because you get software that meets your needs today and in the future. You can choose from software editions (pre-selected package of software functionality for Microsoft Dynamics products) that best meet your needs. And we allow customers to purchase the number of users they need to use the business solution.

All Microsoft Business Solution products are delivered by Microsoft Certified Business Partners.

For more information on Microsoft Business Solutions Licensing and Pricing, go to PartnerSource > Pricing and Ordering OR Microsoft.com > Business Solutions > How to Buy.

Microsoft Dynamics AX 4.0 is the current release of Microsoft Dynamics AX.

## HOW DO I SELL IT?

Microsoft Dynamics AX gives you insight into many of your most important business processes like manufacturing, distribution, supply chain management, project accounting, financial management, customer relationship management and human resource management - inside the walls of your company and beyond. You can customise the solution easily to cover your unique needs and it is scalable, so the solution can grow with you as your company grows. Microsoft Dynamics AX connects you with your customers, vendors, business partners and employees and supports operations across countries, sites, languages and currencies.

- **Financial Management** in Microsoft Dynamics AX helps you ensure regulatory compliance and expand your business across geographies. You can improve the efficiency of your financial operations and enable strategic planning. It also helps you manage your cash flow effectively and can provide greater insight into your finances so that you can make the right decisions quickly. Business Analysis tools help you analyse important factors that affect your bottom line. You can compare vendor data, analyse warehouse operations, develop strategies to retain preferred customers, attract new customers and create customer profiles and segmentation analyses. You can share up-to-the-minute information such as customer purchasing and supplier inventory and identify weak spots in your supply chain so that you can make the necessary changes. Analysis tools help you answer questions like 'How will switching my suppliers affect my profits?' or 'What is my delivery lead time?' You can analyse costs associated with employee retention and productivity. You can also do flexible transaction level data retrieval and analysis, for the data of one or many companies.
- **Customer Relationship Management** in Microsoft Dynamics AX gathers all your business information in one place and keeps it structured and readily available, so you can get the insight to identify your customers' needs and make the best sales and marketing decisions. The solution lets you effectively share information on all aspects of your business relationships throughout your company, helping make every one of your employees a customer expert.
- **Collaboration and Community:** By connecting customers and business partners in new ways and automating many time-consuming processes, Microsoft Dynamics AX can increase the speed of doing business while driving down transaction costs. Collaborate efficiently with your business partners by exchanging documents electronically. Use standard Web services that support common collaboration scenarios to help streamline your supply chain, increase accuracy and speed up your production, sales and delivery processes.
- **Human Resource Management** in Microsoft Dynamics AX can give you deeper insight into the status of individual employees, an overview of your entire organisation and the strategic tools you need to develop the human resources on which your business goals depend. Microsoft Dynamics AX supports an effective and streamlined recruitment process, efficient service for candidates and the knowledge needed for making optimal hiring decisions. Recruitment helps you process the applications you receive, so you can focus on bringing in qualified candidates.
- **Manufacturing** in Microsoft Dynamics AX helps you manage the entire production process - from availability of raw materials to the shipment of finished goods to customers. The solution offers a broad range of manufacturing functionality, including production planning and scheduling, finite or infinite materials and capacity planning, job scheduling and sequencing, detailed resource management and shop-floor control. Microsoft Dynamics AX can give you the flexibility you need to achieve maximum profitability from your manufacturing resources. Production orders can be created independent of or on the basis of proposals from master scheduling and production in Microsoft Dynamics AX helps you manage bills of material (BOMs) efficiently. You can get a quick and reliable overview of the manufacturing resources required to meet customer demand by performing rough capacity scheduling, taking both finite or infinite capacity and materials scheduling into consideration. You also get the flexibility to schedule production processes backwards or forwards from any date.
- **Project Management:** Microsoft Dynamics AX helps you plan, monitor and follow up on projects, while managing knowledge, opportunities and resources, so you can consistently meet project objectives and keep costs down. With Microsoft Dynamics AX, you can manage the finances of time and materials expense projects and advanced fixed price projects that include a work-in-process dimension. You can structure projects with a combination of parent and sub-projects, and employees and consultants can register their hours directly into the system through personalised Web portals. All project-related information is available as soon as it is entered, so you can get an overview of facts ranging from costs and hours to accounts receivable master data and item configurations.
- **Supply Chain Management:** Microsoft Dynamics AX helps you connect with supply chain partners and increase your company's productivity, with broad supply chain management functionality and built-in Internet capabilities. The solution is designed to take advantage of the Internet, providing fast and cost-effective visibility and connectivity throughout the supply chain. You can connect your business to customers, vendors, partners and remote employees over the Internet using customised Web portals, or link your company to your business partners' XML-capable business management solutions to automatically exchange business documents like sales and purchase orders.

## HOW DO I SELL IT? CONT.

- Are you using separate legacy applications to cover business needs like financial management, customer relationship management, human resource management or financial control of manufacturing, distribution, supply chain management and project management?
- What per centage of your IT budget is spent on maintaining the integration between all the various solutions you have accumulated over time instead of spending the money on new projects that can drive greater organisational improvements?
- Can you easily and quickly answer questions like 'Who are my best customers?' 'How will changing vendors affect my bottom line?' or 'Does my company have the skills and resources to take on a new project cost-effectively?'
- Can you easily track your sales success rate?
- Does your current system enable you to leverage change in the marketplace or does it get in the way of capitalising on change?
- Can your existing resource-planning system cope with additional users or transactions if your company grows during the next few years?
- Are you making today's decisions on yesterday's data?
- Is it easy for non-programmers to control the access that vendors and customers have into your system?
- Do the employees in your company waste too much time dealing with lots of manual paperwork?

## ADDITIONAL RESOURCES

**Microsoft.com:** [www.microsoft.com/dynamics/ax](http://www.microsoft.com/dynamics/ax)

**PartnerSource:** <https://mbs.microsoft.com/partnersource/products/axapta/>

## FREQUENTLY ASKED QUESTIONS

**I like some of the functionality of Microsoft Dynamics AX, but I don't need the entire package at once. Can I pick and choose which modules I want and then add more functionality later if I need it?**

Yes. You can start with the basic functionality, such as Finance and Trade, and expand with Production, Balanced Scorecard or other modules as your needs change and grow. The functionality is built into the solution with the initial installation – waiting to be turned on as more needs are identified. When you enter the licence key code for new capabilities, the functionality automatically appears throughout your solution and all data will be synchronised between the existing and new functionality.

**I run a growing business. If I license Microsoft Dynamics AX today, will I have to buy a new business management solution in another year or two?**

No. Microsoft Dynamics AX has the performance and scalability to power medium-sized and larger businesses, including divisions of large enterprises and can grow with you as your company grows.

**I want to get more efficiency out of my business, but I don't want to buy a business management solution that will force me to completely change my internal practices. Can Microsoft Dynamics AX support very specific business processes?**

Yes. Microsoft Dynamics AX comes with a comprehensive set of out-of-the-box capabilities. But if your company uses unique business practices, the solution can be easily tailored to suit your needs, rather than forcing you to change your company practices to match the software.

**If I customise Microsoft Dynamics AX, what happens during the upgrade process?**

Microsoft Dynamics AX uses an upgrade tool-box that helps simplify upgrading the solution where there are customisations present. In addition, the application layer technology used in Microsoft Dynamics AX is a hierarchy of layers in the application source code, which lets you build customisations in one layer without interfering with functionality in other layers.

**My business operates in several countries, with different languages, currencies and legal requirements. Can Microsoft Dynamics AX handle the complexity of my operations?**

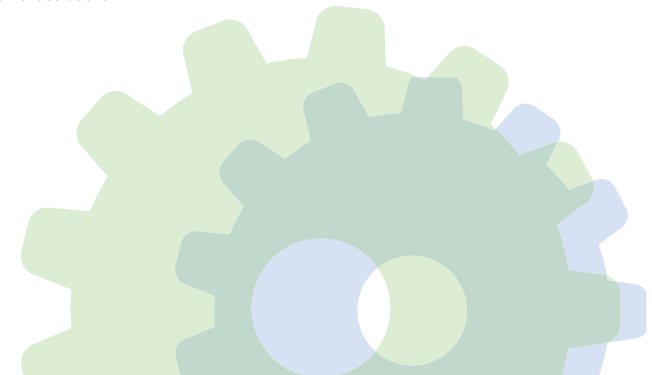
Absolutely. Microsoft Dynamics AX lets you work in more than 30 different languages and currencies across multiple sites. You can take full advantage of changing labour and market conditions in other countries while conforming to local legal and market requirements.

**My business has lots of mobile staff and off-site consultants, which make it difficult to communicate and get up-to-date information on ongoing sales and projects. Can Microsoft Dynamics AX help me?**

Yes. Microsoft Dynamics AX can extend your business processes over the Internet, so you can connect your business to your customers, vendors and remote employees regardless of geography. This will help you increase the speed and value of communication, reducing transaction costs for both you and your business partners. You can quickly set up personalised, role-based Web portals to deliver information and application access over the Internet. Web portals help you simplify communication between individuals and companies and reduce both the time spent on inefficient manual processes as well as the chance for human errors in the transaction process.

**Licence and implementation costs are only part of the picture. What about the total cost of ownership of Microsoft Dynamics AX?**

Since all users, locations and processes are run off one database, maintenance and upgrading is usually simpler and less expensive compared to distributed systems. Because Microsoft Dynamics AX supports clustering, using only one database can provide strong performance even with multiple sites in different countries. Microsoft Dynamics AX has wide-ranging self-service features that empower users to customise their own interfaces and solve basic IT tasks such as designing and executing reports. As a result, you spend fewer IT resources on routine, repetitive tasks and achieve a lower total cost of ownership, compared to larger and more complex business management solutions.





## WHAT IS IT?

Take immediate control of financial reporting processes with customisable financial reports that are easy to create, distribute and use. Microsoft Dynamics™ FRx allows individuals, with various levels of financial skills and knowledge, to quickly create valuable and accurate financial reports. Because it links seamlessly to general ledger data, Microsoft FRx provides immediate productivity and efficiency gains for financial reporting – freeing decision makers to focus on assessing and responding to organisational growth and change.

### Microsoft FRx

- **Microsoft FRx Report Designer:** Use a 'building block' approach to design reports, defining the rows and columns that will appear with a reporting tree that establishes the relationship between reporting units.
  - Report Wizard allows users to design five different reports in as little as seven steps. Jump-starting the report design and generation process.
- **Familiar interface:** Create intelligent financial statements, leveraging spreadsheet-like features and tight integration with your ERP system's account and database structure.
- **Report relationship customisation:** Create new reporting relationships by changing the reporting structure, without affecting data entry processes or rearranging account segments in the general ledger.
- **Multiple report delivery formats:** Select multiple delivery methods for reporting packages, including publication via the Microsoft FRx DrillDown Viewer, Web, e-mail or print.
- **Custom security settings:** Set security by Reporting Tree level to help ensure information is accessed by users with appropriate permission rights.
- **OLAP output support:** Export information from Report Designer directly into a cube file that supports Online Analytical Processing (OLAP).
- **XBRL support:** Create and publish Extensible Business Reporting Language (XBRL) instance documents using tags from the XBRL 2.0 specification.

### Microsoft FRx WebPort

Publish, store, manage and enable online administration of reports in a secure intranet environment using Microsoft FRx WebPort, while maintaining drilldown and printing functionality.

### Microsoft FRx Currency Translation

Create multiple exchange rate tables from Microsoft FRx or access those maintained in your general ledger. Define spot rates, average rates or historical rates.

### Microsoft FRx Report Server

Schedule the production and distribution of reports in a scalable, high-speed reporting environment.

### Microsoft Report Manager

Easily pull together Microsoft FRx reports with the other information end users need to evaluate the financial performance of their organisation, all delivered in one comprehensive report book.

## HOW DO I ORDER IT?

In order to license Microsoft Dynamics software, customers acquire individual components and user licences in compliance with the software licensing requirements. Additionally, customer service plans (similar to Microsoft Software Assurance) entitle them to certain support and service benefits and extend their relationship with Microsoft Dynamics. The components that are licensed, the number of user licences that are required and the service plan that is appropriate for the customer all contribute to the total solution licence cost. The Microsoft Dynamics pricing model uses a single price point for pricing components. Each component has a single licence fee price, no matter how many users a customer purchases. The pricing of each component will depend on its uniqueness, market competitiveness, functionality and overall value.

All Microsoft Dynamics products are delivered by Microsoft Certified Business Partners.

For more information on Microsoft Dynamics Licensing and Pricing, go to PartnerSource > Pricing and Ordering OR Microsoft.com > Dynamics > How to Buy.

## HOW DO I SELL IT?

### Ask your customers:

- How do you ensure that your reports contain accurate data?
- If you add a new account number to your chart of accounts, do you have to remember to add that account number into your report format?
- Do you need consolidated financial reports on multiple organisations?
- Do you track organisation changes from a financial reporting perspective?
- Does anyone ever forget to run reports or run them late?
- Does your Finance Department or do other line-of-business managers look for customised reports?
- Do you have to build financial reports from scratch?
- Are your financial reports in complicated spreadsheets?
- Do you have to ask IT to create and generate financial reports?

## FREQUENTLY ASKED QUESTIONS

### Does Microsoft FRx integrate with any of the Microsoft Office System products?

Microsoft FRx allows you to both read information from Excel documents as well as export financial reports to Excel. Microsoft FRx also works with the Microsoft Outlook e-mail system for easy distribution of financial reports.

### Does Microsoft FRx integrate with all of the Microsoft Dynamics Financial products?

Microsoft FRx integrates to the Microsoft Axapta, Microsoft Great Plains and Microsoft Solomon general ledgers today.

### Does Microsoft FRx integrate to general ledgers outside of the Microsoft Dynamics family?

Yes, Microsoft FRx has integrations to more than 50 mid-market segment general ledger packages and with Microsoft for Analytics-Integration Designer, Microsoft FRx can be integrated to almost any general ledger package on the market today.

### Does Microsoft FRx integrate to data other than just general ledger information?

No. Microsoft FRx is a financial reporting application reporting strictly on the information within the general ledger. However, if this data is in a spreadsheet, the Microsoft FRx product can report on that information.

## SYSTEM REQUIREMENTS

### Database Server Requirements

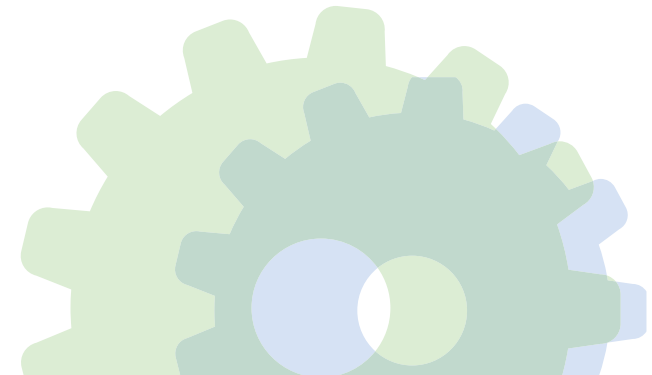
- Windows 2003 Server or Windows 2000 Server (SP4) preferred
- Microsoft SQL Server 2000 (SP3) preferred
- Microsoft SQL Server 7.0 (SP3) acceptable
- Microsoft SQL Server 2000 Analysis Services, including Analysis Server preferred
- Microsoft SQL Server 7.0 OLAP Services acceptable

### IIS/Application Server Requirements

- Windows 2003 Server or Windows 2000 Server (SP4), with IIS and MDAC 2.6 (required) preferred
- Internet Explorer (IE) 5.5 or later
- Microsoft Office 2003 or Microsoft Office XP preferred
- Microsoft Office 2000 acceptable
- Microsoft SQL Server 2000 Analysis Services Client preferred
- Microsoft SQL 7.0 Server OLAP Services Client acceptable

### Microsoft FRx Client Requirements

- Windows XP Professional (SP1) preferred
- Windows 2000 Professional (SP4) or Windows NT 4.0 Workstation (SP6a) acceptable
- Microsoft Outlook 2003 or Outlook XP preferred
- Microsoft Exchange 2000 client acceptable
- Adobe Acrobat Reader v. 3.0 or later required
- Internet Explorer (IE) 5.5 or later
- Microsoft Office 2003 or Microsoft Office XP preferred
- Microsoft Office 2000 acceptable
- Microsoft SQL Server 2000 Analysis Services Client preferred
- Microsoft SQL Server 7.0 OLAP Client acceptable



## WHAT IS IT?

**Microsoft Dynamics™ Forecaster** makes it easy for businesses to realise the benefits of a budgeting and planning application. The application can be implemented quickly to provide users with immediate control of the entire budgeting and planning process. Microsoft Forecaster is a fully integrated budgeting and planning application designed to help mid-market segment businesses create and execute accurate and realistic budgets. With Microsoft Forecaster, companies can strengthen their overall business process and achieve their goals and objectives.

Microsoft Forecaster allows accounting and financial professionals to map out an easy-to-follow budgeting process and adjust plans on the fly to take advantage of new opportunities.

- **Online report analysis:** View reports and budget plans online from anywhere in the world and easily collaborate with your management team in a smart client environment.
- **Comprehensive account balances:** Complete detailed planning of account balances for major aspects of your business, including HR, Capital Expenditure and Revenue Planning.
- **Extensive HR and benefits budgeting options:** Budget employee details in multiple scenarios by adding the right level of budgeting data for specific personnel, with salary planning worksheets and flexible salary and bonus designations.
- **Pay type support:** Analyse data in a variety of ways and make better staffing decisions with user-defined and customised Pay Types – such as Second Shift, Non-Productive Time and Personal Time Off – for review and analysis.
- **Detailed capital expense budgets:** Manage planned capital expenses, depreciation and other factors with ease when going through the budget process for your business models.
- **Dynamic revenue forecasting:** Maintain control over your revenue forecasting process by making adjustments at any time to accommodate budgetary and planning changes.
- **Comprehensive planning control:** Use flexible input screens to define up to 100 different periods from multiple budget versions and create calculated columns such as variances between plans.
- **Drag-and-drop consolidations:** View your business from the top down with easy-to-manipulate scenarios and high-level views that let you quickly see the impact of changes on the planning process.
- **Workflow control:** Coordinate and manage the planning process with extensive online collaboration between decision makers and automated options, such as reminder e-mails. Streamline data entry and analysis by enabling users to enter their own data into user-defined templates based on standard budgetary application.
- **Data mapping:** Extend your current financial data and match how you organise budgeting information and processes using ExpressLink to flexibly map general ledger accounts to Microsoft Forecaster account segments as well as account balances.

## HOW DO I ORDER IT?

In order to license Microsoft Dynamics software, customers acquire individual components and user licences in compliance with the software licensing requirements.

Additionally, customer service plans (similar to Microsoft Software Assurance) entitle them to certain support and service benefits and extend their relationship with Microsoft Dynamics. The components that are licensed, the number of user licences that are required and the service plan that is appropriate for the customer all contribute to the total solution licence cost. The Microsoft Dynamics pricing model uses a single price point for pricing components. Each component has a single licence fee price, no matter how many users a customer purchases. The pricing of each component will depend on its uniqueness, market competitiveness, functionality and overall value.

All Microsoft Dynamics products are delivered by Microsoft Certified Business Partners.

For more information on Microsoft Dynamics Licensing and Pricing, go to PartnerSource > Pricing and Ordering OR Microsoft.com > Dynamics > How to Buy.

## HOW DO I SELL IT?

The following questions bring to the forefront the most pressing problems that finance departments face during the budgeting process. If a customer answers 'Yes' to more than three questions, they have needs associated with the process, and Microsoft Forecaster should provide immediate benefits to their organisation.

### Ask your customers:

- Are you using active or historical data in your budgets today?
- Does it take more than two weeks to extract and map data to your current budget templates?
- Do you create budgets for each department?
- Is it difficult to manage the multiple versions?
- Do you budget on information such as HR or fixed assets that does not exist in the GL?
- Do you run into accuracy issues with this process?
- Is it difficult to manage the changes in the roll-up of your organisational or chart of account hierarchies?
- Do you have more organisational changes than you can effectively budget for?
- Do you need to change the roll-up of the organisation or chart of account hierarchies during the budget process?

## FREQUENTLY ASKED QUESTIONS

### **Does Microsoft Forecaster integrate with any of the Microsoft Office system products?**

The Microsoft Excel Add-In functionality in Microsoft Forecaster allows you to move data to and from the Microsoft Excel product. Microsoft Forecaster also works with the Microsoft Office Outlook e-mail system for improved collaboration during the budgeting process.

### **Does Microsoft Forecaster integrate with all of the Microsoft Dynamics products?**

Forecaster integrates to Microsoft Axapta, Microsoft Great Plains and Microsoft Solomon today via the Microsoft Dynamics for Analytics FRx product. The integration for Microsoft Navision is currently in development.

### **Does Forecaster integrate to general ledgers outside of the Microsoft Business Solutions family?**

Yes, Microsoft Forecaster uses the same integration that the Microsoft Dynamics for Analytics-FRx product uses, so it will integrate to over 50 mid-market general ledger packages. However, Microsoft Forecaster is also a standalone product, so it is available to anyone who needs a budgeting and planning solution.

## SYSTEM REQUIREMENTS

### **Database Server Requirements**

- Windows 2003 Server or Windows 2000 Server (SP4) preferred
- Microsoft SQL Server 2000 (SP3) preferred
- MDAC 2.8 (required)

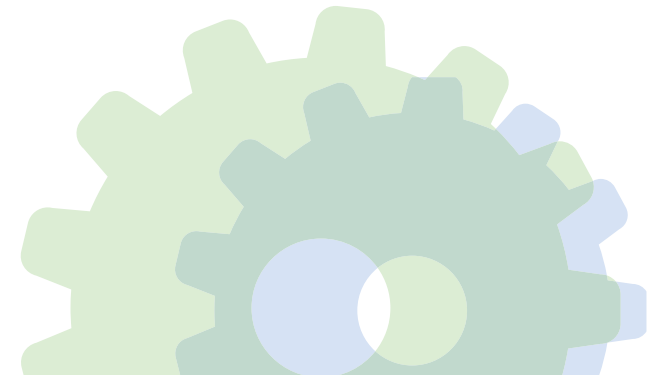
### **IIS/Application Server Requirements**

- SMTP mail service
- Microsoft Internet Explorer (IE) 5.5 or later

### **Client Platform:**

#### **Microsoft Forecaster Client Requirements**

- Windows XP Professional (SP1) or Windows 2000 Professional (SP4) preferred



## WHAT IS IT?

**Microsoft Dynamics NAV** is an integrated business management solution for medium-sized companies. Easy to use and maintain, Microsoft Dynamics NAV helps you maximise productivity, increase customer satisfaction and optimise service levels.

Microsoft Dynamics NAV can address the following business needs: financial management, manufacturing, supply chain management, business intelligence, customer relationship management, workspace collaboration, human resources management and project management.

Fully customisable, Microsoft Dynamics NAV enables you to build a solution to meet your specific needs, giving you the freedom to focus on your business. Your company can then be positioned to increase capacity and adapt effectively to market changes without disrupting everyday operations. And at all times, you can count on the backing of Microsoft and your local Microsoft Certified Partner.

Microsoft Dynamics NAV is designed for a global market of medium-sized businesses and operational units, with typically between 5 to 500 employees and 2 to 100 users, and USD 1 to 500 million in revenue. Microsoft Dynamics NAV is ideal for companies with complex business processes and a strong need for a vertical focus. Industries include wholesale, manufacturing and business services, in that order, with IT resources that range from super-user to one-person IT staff.

Microsoft Dynamics NAV lets your employees quickly and easily click their way to details on everything from production schedules and inventory levels, to sales orders and marketing campaigns, all in one single secure database. Information entered into the database in one application area is simultaneously available to use in other application areas, so you can optimise your business processes and leverage your corporate knowledge. From financial management and customer relationship management to advanced supply-chain management and workspace collaboration, Microsoft Dynamics NAV brings together an unrivaled array of functionality and features, so you can capture, organise, share and leverage your critical business information across your company, as well as with key partners and customers.

### Employee Portal for Microsoft Dynamics NAV

This portal makes it easy for your employees to work with critical business information on your company intranet.

Employees use SharePoint Services – the Microsoft intranet standard – to access real time business information directly from Microsoft Dynamics NAV.

With Employee Portal, your employees use a Web-based interface to:

- Get quick updates of real-time business information such as invoices, customer data and reports
- Modify information that is then immediately updated directly in your business system
- Access and share business-related Microsoft Office documents

The framework is intuitive and requires minimal programming.

Employee Portal comes with out-of-the-box Microsoft .NET based Web parts and it is easy to configure on the Microsoft Dynamics NAV backend.

## HOW DO I ORDER IT?

### Microsoft Dynamics NAV (currently on release 5.0 Service Pack 2)

At Microsoft, we believe that software is an investment and the faster you get your people and your software up and running the better for your business's bottom line. That is why we have a simplified licensing model that allows you to receive the maximum value on your investment because you get software that meets your needs today and in the future. You can choose from innovative software editions (pre-selected package of software functionality for Microsoft Dynamics products) that best meet your needs.

And we allow customers to purchase the number of users they need to use the business solution.

All Microsoft Business Solution products are delivered by Microsoft Certified Business Partners. For more information on Microsoft Dynamics Licensing and Pricing, go to:

PartnerSource > Pricing and Ordering OR Microsoft.com >Dynamics

## HOW DO I SELL IT?

### Increase productivity

- **Provide concurrent access to integrated, updated data:** Financial, manufacturing, distribution, analytics and customer relationship management (CRM) data are continuously added or updated to a security-enhanced, integrated database that provides employees with online access to the accurate information, extensive drill-down capabilities and integration with the Microsoft Office applications they need to process transactions and analyse information efficiently, as well as serve customers faster and more effectively.
- **Create a highly efficient work environment:** A familiar, Microsoft Office-like interface lets users manage information and processes without juggling applications, while automated processes and information-tracking capabilities reduce manual data entry and make it easy to accommodate changing workloads and requirements without sacrificing accuracy. By linking key accounting processes across databases, currencies and companies and leveraging multi-language capabilities, your entire organisation can control finances, manage operations, sell products and satisfy customers more efficiently.
- **Maximize operational efficiency:** Speed routine accounting tasks with automated reversals of journal postings and the ability to apply partial payments, control mission-critical supply chain processes with alerts and notifications and simplify manufacturing processes with a solution that's tailored to grow alongside your needs. Powerful XML-based technology and integrated data help streamline your business by ensuring that employees, customers and partners access up-to-date information, helping them to find answers, plan better and handle orders efficiently.

### Sharpen your competitive edge

- **Understand business trends, opportunities and problems:** Integrated applications, flexible data views and powerful, easy-to-use analytical and reporting tools equip employees and executive decision makers to look at your business from any angle to accurately monitor trends, respond quickly to opportunities and precisely identify problems.
- **Open your business 24 hours a day:** Depending on security permissions and access rights, customers, vendors and other partners can seek information, place orders and restock inventory with self-service, Web-based applications that update the system as necessary and extend your business to provide round-the-clock service.
- **Improve customer satisfaction:** Personalise customer relationships with access to complete buying histories, process orders quickly, make intelligent, last-minute exceptions and changes and respond knowledgeably to queries to provide exceptional customer service.

### Grow your business

- **Grow with the local backing of a global partnership:** No matter where your business is located, call on the expertise of a local Microsoft Certified Partner and independent software vendors (ISVs) to help you quickly design, implement and maintain a cost-effective solution to match your specific business needs.
- **Adapt to change without disrupting your business:** Respond quickly and effectively to market demands, updating information, enhancing analytics capabilities and implementing process and operational changes on the fly, with no downtime or service interruptions.
- **Invest in a path to the future:** At Microsoft, we believe that software is an investment, and the faster you get your people and your software up and running the better for your business' bottom line. Backed by Microsoft and supported with periodic updates and new releases, Microsoft Dynamics NAV enables you to make the leap to new technologies and business practices and extends the value of your IT investments through deep integration with other Microsoft applications.

### Connect employees, partners, and customers across the global marketplace

- **Connect information and processes:** Provide employees, customers, partners and vendors with online access to role-based information precisely targeted to their needs, as well as connect financial and supply chain processes across multiple databases and locations.
- **Collaborate freely, yet protect information:** Help ensure that data flows freely across your business, enabling employees to collaborate effectively with each other or with partners and providing customers with the self-service capabilities that increase efficiency, satisfaction and profitability. Role-based access rights help ensure that the right information reaches the right people.
- **Work without barriers across a global market:** Communicate more effectively with your global partners and customers using XML-based document transfer and multi-language and currency conversion capabilities.

## FREQUENTLY ASKED QUESTIONS

### What type of businesses is Microsoft Dynamics NAV sold to?

With the development environment and the expertise that is provided by our partners, Microsoft Dynamics NAV has been sold into a number of industries from not-for-profit to process manufacturing. Traditionally, Microsoft Dynamics NAV has been sold into the distribution and manufacturing industries.

### Does Microsoft Dynamics NAV provide exports to Microsoft Excel?

Yes. We aim to give our customers the functionality they need to work more effectively. We know that a large majority of our customers use Microsoft Excel spreadsheet software for many of their work processes; they know how to use it and they like using it. In our attempt to aid the way our customers work, we felt it was natural to make the customers' tool-of-choice easier to use from inside Microsoft Dynamics NAV. In addition, Business Analytics for Microsoft Dynamics NAV also provides a set of cubes that can, for example, be accessed from Excel.

### How can I integrate with other systems?

There are a number of ways to do this; the first way might be using XML ports. This allows easier handling of XML document exchange and enables easier customisation of data exchange with Microsoft Dynamics NAV. Another way would be Commerce Gateway, a business-to-business (B2B) solution (using Microsoft BizTalk Server) that opens up your solution to an electronic exchange of trading documents with other systems.

### What does Microsoft Dynamics NAV offer to protect its customers?

The issue of security is one we afforded paramount importance to. It is our belief that customers and prospects will be focusing a lot more on this issue in the future. A key factor in any purchasing decision will be 'how much confidence do I have in this software – can it protect me, my business and my employees?'

The change log records all the changes staff make within Microsoft Dynamics NAV, and in that sense, it is a very worthy addition to existing security features such as business rules for restricted access to information through roles, IDs and record level security in Microsoft Dynamics NAV for Server. Microsoft Dynamics NAV also provides direct posting to the General Ledger from subsidiary ledgers, thus eliminating the possibility of changing the posting.

An additional factor is XBRL. While it is not a security feature, many advocates in the United States (e.g. SEC) believe that the rapid data interchange and immediate analysis opportunities that XBRL offers will enable more frequent reporting and auditing. This should limit the extent to which discrepancies can go uncovered and thereby limit fraudulent activities.

### How do you gain Web access to Microsoft Dynamics NAV?

Using real-time integration and the use of business logic, Commerce Portal for Microsoft Dynamics NAV offers a straightforward way to do business with your supply chain partners, customers and providing access to your employees. Commerce Portal uses Microsoft SQL Server, Microsoft Commerce Server, Microsoft XML Parser and .NET Framework.

### I want to get more efficiency out of my business, but I do not want to buy a solution that will force me to completely change my internal practices. Can Microsoft Dynamics NAV support very specific business processes?

Microsoft Dynamics NAV can be easily tailored to suit your needs, not the other way around. All Microsoft Certified Business Partners have access to the source code and have the knowledge to put your competitive advantage in the Microsoft Dynamics NAV solution, allowing you to stay ahead of your competition.

### How do you handle upgrades?

Using the layered technology of Microsoft Dynamics NAV, our Microsoft Certified Partners have the tools to complete the upgrade. Using the Upgrade Tool kit and Developer's Tool kit, change logs allow us to keep track of the differences between versions, thus making the process easier.

## SYSTEM REQUIREMENTS

### SQL Server Option for Microsoft Dynamics NAV 5.0:

**Operating System:** Windows XP Service Pack 2 (SP2) or later (X86 or running 32 bit on X64); Windows 2003 SP1 or later (X86 or running 32 bit on X64) or Windows Vista (X86 or running 32 bit on X64) **CPU:** See operating system requirements **Memory:** 60 MB of free memory with default cache settings **Hard Disk:** About 250 MB (full installation incl. two language modules) or about 110 MB (minimal installation incl. two language modules) **Other Applications:** Microsoft SQL Server 2005 Express is required for single-user installation when selecting SQL Server Option for Microsoft Dynamics NAV; SQL Server 2005 Express is part of the client installation program.

### Microsoft SQL Server:

**Operating System:** See requirements for Microsoft SQL Server 2000 or Microsoft SQL Server 2005 **Other Applications:** Microsoft SQL Server 2000 SP4 or Microsoft SQL Server 2005

### C/Side client for Microsoft Dynamics NAV 5.0:

**Operating System:** Windows XP SP2 or later (X86 or running 32 bit on X64); Windows 2003 SP1 or later (X86 or running 32 bit on X64) or Windows Vista (X86 or running 32 bit on X64) **CPU:** See operating system requirements **Memory:** 60 MB of free memory with default cache settings **Hard Disk:** About 250 MB (full installation incl. two language modules) or about 110 MB (minimal installation incl. two language modules)

### C/Side Database Server for Microsoft Dynamics NAV 5.0:

**Operating System:** Windows XP SP2 or later (X86 or running 32 bit on X64); Windows 2003 SP1 or later (X86 or running 32 bit on X64); Microsoft Small Business Server 2003 SP1 or later (X86 or running 32 bit on X64) or Windows Vista (X86 or running 32 bit on X64) **CPU:** The server can only use 1 CPU **Memory:** Minimum 30 MB; max 1 GB **Hard Disk:** Space for database; temporary space equivalent to the size of the largest primary index **Network:** TCP/IP or NetBIOS-compatible LAN; LAN network connection should be 100 Mbit/sec or better

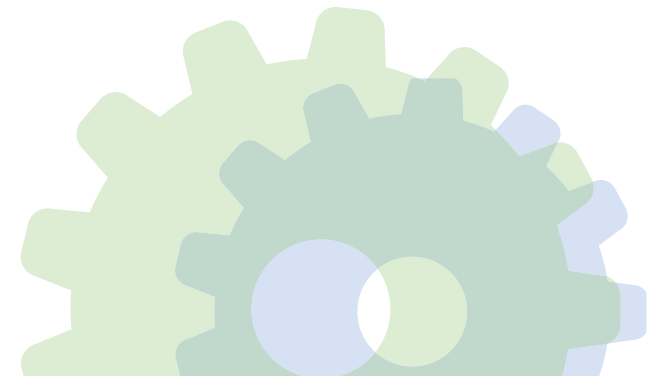
### You can find more information on system requirements at

<http://www.microsoft.com/dynamics/nav/product/systemrequirements.mspx>

## ADDITIONAL RESOURCES

**Microsoft.com:** [www.microsoft.com/dynamics/nav](http://www.microsoft.com/dynamics/nav)

**PartnerSource:** <https://mbs.microsoft.com/partnersource/products/navigation>





## WHAT IS IT?

Microsoft has two applications designed specifically for small- and medium-sized retail businesses – **Microsoft Point of Sale and Microsoft Retail Management System.**

### Microsoft Point of Sale

Microsoft Point of Sale provides single store retailers with an easy-to-use application that helps them track sales, inventory and customer information. Designed to replace a cash register, Microsoft Point of Sale saves time and money by automating store sales and inventory processes at an affordable price. Microsoft Point of Sale also works with the Microsoft Office System, Small Business Accounting and QuickBooks accounting to streamline store operations.

Go to [www.microsoft.com/pos](http://www.microsoft.com/pos) to learn more.

### Microsoft Retail Management System

Microsoft Retail Management System provides small- and medium-sized business retailers with an integrated point of sale solution to manage operations within one store or across a chain of stores. This powerful software package enables retailers to track inventory more efficiently and improve customer service. Retail Management System also can be customised for specific business requirements, providing you with sophisticated functionality at an affordable price. Microsoft Retail Management System also works with the Microsoft Office System, Small Business Accounting, Dynamics Great Plains software and QuickBooks accounting to streamline business operations.

Go to [www.microsoft.com/msrms](http://www.microsoft.com/msrms) to learn more.

### VALUE PROPOSITION

For retail organisations looking to run operations more efficiently, improve service levels and make the confident business decisions that fuel growth, Microsoft Dynamics RMS offers a global solution from a proven provider. Because much of the cost of owning a point-of-sale solution comes after the initial purchase, retailers need a scalable, adaptable solution that offers world-class support and reliability. Unlike competitive solutions, Microsoft Dynamics RMS offers the investment protection of robust retail-critical functionality built on a Microsoft platform that can be customised to meet the changing needs of your unique retail environment. The total solution helps drive a lower total cost of ownership (TCO) that can make an organisation more profitable. With more than 40,000 customers in more than 40 countries, the solution is proven. Whether it is NASCAR merchandising running 20,000 transactions in an hour, or the Dallas Cowboys running their entire retail operation with RMS connected to AX and CRM, the solution is proven in the most challenging environments.

## HOW DO I ORDER IT?

Microsoft Point of Sale and Microsoft Retail Management System are not sold directly from Microsoft. They are available through distributors to VAR, DMR and retail channels.

Industry-leading POS hardware providers such as Casio, HP and IBM also sell Point of Sale and/or Retail Management System as part of pre-loaded software/hardware bundle solutions.

Distributors currently carrying Point of Sale and Retail Management System include Nimax (Ingram Micro), ScanSource, Tech Data and BlueStar.

Training and certification is required to sell Microsoft Retail Management System. To learn more, go to [www.partnerwithrms.com](http://www.partnerwithrms.com)

For more information on ordering, go to PartnerSource > Pricing and Ordering > Place an Order > Retail Management System or Point of Sale.

For more information on pricing, go to PartnerSource > Pricing and Ordering > Price Lists > Retail Management System or Point of Sale.

## FEATURES AND POSITIONING

### Retailers can:

#### Get started fast

Does not require an expensive IT staff to set up and maintain and can be adapted to fit specific retail needs. Applications are easy to learn and use, helping ensure store managers and cashiers get up to speed quickly, minimising training time and costs and providing a rapid return on investment (ROI).

#### Streamline point-of-sale processes

Handle multiple tenders at checkout, process returns, backorders and layaways quickly. Integrated credit and debit card processing increases checkout time speed and accuracy.

#### Maximise cash-in per customer

Access to complete customer histories makes the most of every transaction. Cashiers can suggest up-sells and cross-sells based on customer preferences, advertise other products at point of sale with onscreen graphical displays, expand customer reach and increase revenues with multi-channel marketing, catalogue sales and phone orders.

#### Simplify card processing and reduce transaction costs

Provides quick access to authorisations and makes it easier to capture electronic signatures. Take advantage of secure integrated card processing that reduces data entry, facilitates easier reporting and reconciliation of transactions and eliminates the need for expensive card payment terminals.

#### Automate inventory tracking and procedures

Reduce costs and save time by eliminating inefficient, manual stock counts, automatically track items using any inventory method that fits the business needs. Up-to-the minute inventory control allows knowing what sells best and when to replenish items before you run out. Managed purchasing and in-store transfers enable you to replenish items efficiently and cost-effectively.

#### Make fast, informed decisions

Full visibility into store operations with daily sales graphs and journals that can be shared across multiple store locations. Access and analyse data from across your entire business, using detailed current information to identify sales trends, evaluate operations and financials, set and monitor business policies and more.

#### Streamline business operations

Integrate Point of Sale or Retail Management System with accounting packages like Microsoft Dynamics Great Plains, Small Business Accounting and QuickBooks accounting. You can reduce manual data entry and errors and manage cash flow and profitability better with timely sales information and financial reports.

## FREQUENTLY ASKED QUESTIONS

**Which financial packages do Microsoft Point of Sale and Microsoft Retail Management System integrate with?**

- Microsoft Point of Sale integrates with Microsoft Office Small Business Accounting and QuickBooks accounting.
- Microsoft Retail Management System integrates with Microsoft Dynamics Great Plains, QuickBooks, Peachtree, MYOB and other financial applications through custom integration work.

**Do the applications integrate with Office?**

Yes, Microsoft Point of Sale and Microsoft Retail Management System integrate with Microsoft Office - Word and Excel - to make reporting, marketing and other business functions more efficient.

**How are the applications different?**

Microsoft Point of Sale is designed specifically for single store retail businesses. Microsoft Retail Management System is designed for more complex single store retail businesses and small chain retail businesses. A product comparison chart is available at the following: [www.microsoft.com/BusinessSolutions/product\\_comparison.msp](http://www.microsoft.com/BusinessSolutions/product_comparison.msp)

**How do I remain informed on the latest news regarding the applications?**

Visit <https://mbs.microsoft.com/partnersource/products/rms> and also sign up for the Point of Sale Solutions Insights newsletter. The newsletter is delivered bi-monthly and carries all of the latest product news, announcements, offers and programs available. To sign up for the newsletter, go to <https://mbs.microsoft.com/partnersource/products/rms> then click the VOICE tab > Insights > Subscribe > Partner Tab and select the Point of Sale Solutions newsletter.

**Why do retailers convert to a PC-based point-of-sale system?**

The decision to convert to a point-of-sale system is usually prompted by one of the following: 1) Generation change within family-owned business, 2) Purchase of an existing business or opening of a new business by a technology-versed entrepreneur, 3) Frustration with inadequate information and 4) Expansion of an existing retail business through the opening of new stores. Levelling the playing field with large retailers and buying time for greater life/work balance often tips the scale to drive the actual purchase process.

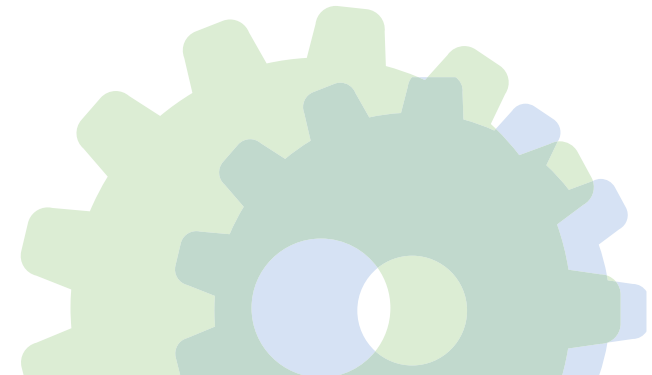
**What is the market opportunity for these applications?**

With the prices of PCs continuing to decline, small- and medium-sized retailers are increasingly turning to PC-based, point-of-sale systems to automate their store operations in lieu of Electronic Cash Registers (ECRs). In 2003, an estimated 2.3 million PC-based, point-of-sale systems and 1.2 million ECRs shipped to retailers. By 2011, the number of PC-based, point-of-sale systems shipped is expected to double to 4.6 million, while shipments of ECRs are expected to decline by approximately 20 per cent (Clarendon, 2003). In addition, there are 1.34M retailers in the United States and 99 per cent of them are small chains with less than 10 stores each (IHL, 2005).

## ADDITIONAL RESOURCES

Microsoft Point of Sale home page: [www.microsoft.com/pos](http://www.microsoft.com/pos)

Microsoft Retail Management System home page: [www.microsoft.com/msrms](http://www.microsoft.com/msrms)







## WHAT IS IT?

Today's business environment is placing ever-increasing pressure on organisations to reduce costs while adding information technology capabilities. IT department staff face demands to become more skilled, confident and effective in evaluating, adopting, deploying, using and maintaining products and networks. End-users want to understand how to take advantage of the capabilities of the software and services while maximising their productivity. Microsoft has recently released new versions of the Microsoft Office System, Microsoft® Exchange Server, Windows Vista, SQL Server and Visual Studio, and is developing Windows Server 2008. With multiple deployment phases planned in the near future, many large organisations are opting to incorporate Microsoft Learning into their training plans for both IT staff and end-users.

The range of offerings from Microsoft Learning helps improve on-the-job performance and enables individuals to contribute more to a team. These resources allow organisations to present compelling and engaging training content to people all around the globe. From online e-learning courses and certifications to in-person classes, Microsoft Press books and electronic reference materials, Microsoft Learning offers a variety of training methods to support specific learning objectives.

Microsoft Learning Solutions, Microsoft Learning's volume licensing offering, provides Enterprise and Select customers with a cost-effective way to provide e-learning, e-reference, and certification vouchers to their organisations. Learn the features and add Microsoft Learning Solutions to your next software sale.

## HOW DO I SELL IT?

**Target Customers: IT/CIO and HR/Training Manager**

### OFFICIAL MICROSOFT E-LEARNING

**How can Microsoft e-Learning benefit your customers?**

Microsoft e-Learning courses are designed for maximum skills-transfer in minimal time and provide accurate, relevant, and engaging learning about Microsoft Technologies direct from the source. e-Learning is an excellent way to educate IT professional and developer staff for deploying new technology. And Microsoft e-Learning eliminates time and location boundaries so that your staff can study when and where it is convenient for them.

**Microsoft e-Learning provides in-depth training that enables your customer to:**

- **Increase productivity and reduce deployment times.** Effective training, based on your organisation's specific challenges, can quickly enable smart decisions that improve project delivery and deployment.
- **Gain access to current targeted content.** Microsoft e-Learning provides the earliest access to current, up-to-date rich Microsoft product content straight from the source.
- **Take advantage of flexible, cost-effective workplace learning.** The self-paced e-learning format and flexible hosted environment provides your organisation with the deep technical knowledge they need, 24 hours a day, seven days a week.
- **Accelerate learning.** E-learning typically requires 40-60 per cent less time than similar content delivered in a classroom setting. Reach your technical training goals quickly, track your progress, record scores and save your training history.
- **Provide dynamic content that accommodates diverse learning styles.** Allow your team to learn the way they learn best with content that is organised by learning-style preference. Watch videos, read content, play games and explore hands-on activities.

### MICROSOFT E-REFERENCE

**How can e-Reference benefit your customers?**

Microsoft e-Reference Libraries gather the best technical information available on Microsoft products and technologies in an easy-to-use format. The e-Reference Libraries include a powerful search engine that enables just-in-time access to critical information for fast and efficient problem solving.

Microsoft e-Reference Libraries offer the best quality content available from Microsoft Press and from top technical publishers such as Addison Wesley, O'Reilly and New Riders.

**With Microsoft e-Reference Libraries, your customer can:**

- Choose from hundreds of titles from top authors and publishers.
- Get exactly what you need. Read an entire book or just skim a section to find the right code or technical best practice.
- Quickly solve problems and find the information you need using an intelligent search engine that enables just-in-time access to critical information.
- Get the most current technical information available.

### MICROSOFT CERTIFICATION

**How can certification benefit your customers?**

Microsoft Learning Solutions provides a cost-effective way to take advantage of more than a dozen certifications from Microsoft with exam voucher packages.

Microsoft certifications cover a rich and varied spectrum of job roles and responsibilities. And each certification provides an organisation with objective validation of the ability of their staff to successfully perform critical IT functions. Embraced by industry professionals worldwide, Microsoft certification is a surefire way for companies to develop and retain valuable IT staff. For a complete list of Microsoft Certifications, visit <http://www.microsoft.com/learning/mcp/certifications>

- **Increase productivity.** The presence of certified individuals on staff correlates with improved project delivery, reduced IT downtime and increased employee satisfaction.
- **Reduce risk.** Certification promotes technical readiness for the deployment and adoption of new Microsoft technologies.
- **Validate skills.** Certification provides a reliable benchmark for hiring, developing and retaining talented staff.
- **Decrease support costs.** Certified individuals have greater technical self-sufficiency, so they rely less on external support for problem solving.

## HOW DO I ORDER IT?

**Microsoft Learning Solutions Online Service:**

Available to enterprise and Select customers in North America, APAC, EMEA and LATAM.

Microsoft Learning Solutions	
Select SKUs	
Tech e-Learning Course Collection - 1 per month	034-00030
Tech e-Learning Library	C4A-00013
Desktop e-Learning Library	C4A-00007
Business Skills e-Learning Library	C4A-00010
Certificate Exams 1 Voucher/Mo	C4B-00002
Certificate Exams 5 Voucher/Mo	034-00005
Certificate Exams 25 Voucher/Mo	034-00009
Certificate Exams 50 Voucher/Mo	034-00013
EA Listed languages SKUs	
Tech e-Learning Course Collection - 1 per month	034-00033
Tech e-Learning Library	C4A-00015
Desktop e-Learning Library	C4A-00009
Business Skills e-Learning Library	C4A-00012
Certificate Exams 1 Voucher/Mo	C4B-00003
Certificate Exams 5 Voucher/Mo	034-00008
Certificate Exams 25 Voucher/Mo	034-00012
Certificate Exams 50 Voucher/Mo	034-00016
EA All Languages SKUs	
Tech e-Learning Course Collection - 1 per month	034-00031
Tech e-Learning Library	C4A-00014
Desktop e-Learning Library	C4A-00008
Business Skills e-Learning Library	C4A-00011
Certificate Exams 1 Voucher/Mo	C4B-00001
Certificate Exams 5 Voucher/Mo	034-00006
Certificate Exams 25 Voucher/Mo	034-00010
Certificate Exams 50 Voucher/Mo	034-00014

## FREQUENTLY ASKED QUESTIONS

## MICROSOFT LEARNING SOLUTIONS

**What features make Microsoft Learning Solutions a compelling learning solution?**

Microsoft Learning Solutions is a comprehensive set of the highest quality and most flexible learning resources, offered as a fully Microsoft-hosted experience. In addition, we have combined this with the ability to prepurchase Microsoft Certification exam vouchers at a discount.

**How does the e-learning content within Microsoft Learning Solutions compare against other e-learning products?**

Official Microsoft e-Learning provides a dynamic learning experience not available in any single competitor's product, including unique features such as a highly interactive, non-linear interface, assessments, rich Hands-on Virtual Labs, audio and multimedia.

**Will the e-learning content within Microsoft Learning Solutions help me attain Microsoft Certification?**

Yes. Many Official Microsoft e-Learning courses directly map to skills necessary for Microsoft Certification. For more information on this program, please see <http://www.microsoft.com/learning/mcp>

**What reporting/tracking features are included with Microsoft Learning Solutions?**

Microsoft will provide standard quarterly use and activation reports to enable the administrator to monitor the learners' progress and overall company use of the learning services.

**How do I purchase Microsoft Learning Solutions?**

Each SKU within the Microsoft Learning Solutions offerings is available to Enterprise and Select Agreements as a Service Subscription Licence (SSL) without the need for either a User Subscription Licence (USL) or Add-on Subscription Licence (ASL). For more information, please see <http://www.microsoft.com/learning/mls/pricing>

**Is Microsoft Learning Solutions available worldwide?**

Microsoft Learning Solutions is available in North America, EMEA, APAC and LATAM. Certification vouchers are not currently available in APAC and LATAM. Microsoft Learning Solutions is not currently available in Japan. e-Reference SKUs will be available in October 2007.

**If I purchase Microsoft Learning Solutions, how do I acquire the content?**

All access codes for e-Learning, e-Reference, and Certification exams are electronically delivered up front for the duration of the service. Codes are pro-rated to remaining term of agreement. For e-Learning, each code unlocks any one technical e-Learning course that the end user chooses off [www.microsofttelearning.com](http://www.microsofttelearning.com). The user then has access to that course for 12 months on activation. All codes (for e-Learning, e-Reference and Certification) expire after the term of agreement if never activated.

**How often is Microsoft Learning Solutions content updated?**

Official Microsoft e-Learning courses are regularly released – for a list of available and coming soon titles, please see [www.microsofttelearning.com](http://www.microsofttelearning.com).

**How is Microsoft Learning Solutions different from Software Assurance?**

Microsoft Learning Solutions is available to all Enterprise and Select customers and offers prorated subscriptions and realtime updates to e-Reference Libraries and e-Learning courses – with hosting provided by Microsoft. Microsoft Learning Solutions also includes the option to obtain discounted vouchers for Microsoft Certification exams.

In addition, the Software Assurance e-Learning and training vouchers are limited in scope and quantity, based on the programme rules; the Learning Solutions e-Learning and Microsoft Certification Exam vouchers do not have these limitations.

**What is included in each e-Learning package?****Tech e-Learning Library**

Your organisation receives access, for one user, to the entire library of IT Professional and Developer e-Learning course collections for the entire contract period. The Tech e-Learning Library does not include the Expert Series within the Developer Catalogue.

**The Tech e-Learning Library includes:**

**IT Professional Catalogue:** [www.microsofttelearning.com/catalog/itpro.aspx](http://www.microsofttelearning.com/catalog/itpro.aspx)

**Developer Catalogue:** [www.microsofttelearning.com/catalog/developer.aspx](http://www.microsofttelearning.com/catalog/developer.aspx)

**Tech e-Learning Course Collection**

Organisation may also choose to purchase individual collections. Your organisation receives one access code for each month of the contract period. Each code provides access to one e-Learning IT Professional or Developer course collection, for one year, once activated.

**The Tech e-Learning Course Collection includes:**

**IT Professional Catalogue:** [www.microsofttelearning.com/catalog/itpro.aspx](http://www.microsofttelearning.com/catalog/itpro.aspx)

**Developer Catalogue:** [www.microsofttelearning.com/catalog/developer.aspx](http://www.microsofttelearning.com/catalog/developer.aspx)

**Expert Series (Advanced Developer) Catalogue:** [www.microsofttelearning.com/catalog/developer.aspx#ExpertSeries](http://www.microsofttelearning.com/catalog/developer.aspx#ExpertSeries)

**Desktop e-Learning Library**

Your organisation receives access, for one user, to the entire Desktop and Business Skills library of e-books and e-learning courses for the entire contract period.

**To view the Desktop and Business Skills library, visit:**

[www.microsofttelearning.com/catalog/homeAndOffice.aspx](http://www.microsofttelearning.com/catalog/homeAndOffice.aspx)

**Business Skills e-Learning Library**

Your organisation receives access for one user to the Office Business Skills e-learning courses that are featured within the Home and Office User Catalogue for the contract period.

**To view the Business Skills library, visit:** [www.microsofttelearning.com/catalog/homeAndOffice.aspx](http://www.microsofttelearning.com/catalog/homeAndOffice.aspx)

## ADDITIONAL RESOURCES

## MICROSOFT LEARNING SOLUTIONS:

**Learning Solutions Home Page:** [www.microsoft.com/learning/mls](http://www.microsoft.com/learning/mls)

**View Customer-ready Demo of Learning Solutions:** [www.microsoft.com/learning/mls](http://www.microsoft.com/learning/mls)

**View Pricing and Licensing Information:** [www.microsoft.com/learning/mls/pricing](http://www.microsoft.com/learning/mls/pricing)

**Learn More About Microsoft Certification:** [www.microsoft.com/mcp](http://www.microsoft.com/mcp)

**Microsoft Learning Volume Licensing Helpdesk, Contact Information:** [mslvhlp@microsoft.com](mailto:mslvhlp@microsoft.com)

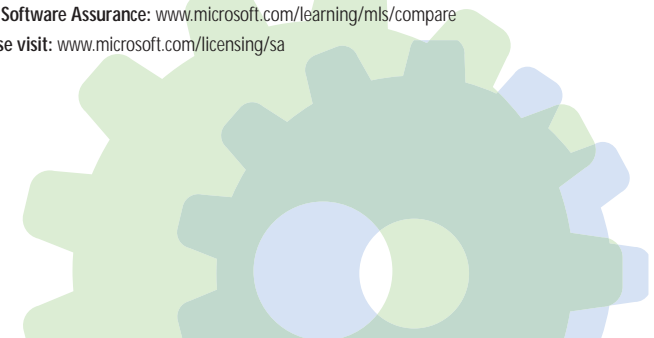
## SOFTWARE ASSURANCE BENEFITS:

**Learn More About What May Be Included with Your Software Assurance Purchase:** [www.microsoft.com/licensing/programs/sa](http://www.microsoft.com/licensing/programs/sa)

**See What eLearning Titles Are Included:** [www.microsoft.com/licensing/sa/benefits/elearning.mspx](http://www.microsoft.com/licensing/sa/benefits/elearning.mspx)

**Compare Microsoft Learning Solutions and Software Assurance:** [www.microsoft.com/learning/mls/compare](http://www.microsoft.com/learning/mls/compare)

**For the Most Up-to-Date Information, please visit:** [www.microsoft.com/licensing/sa](http://www.microsoft.com/licensing/sa)



## WHAT IS IT?

**Microsoft Windows® Mobile 6** is the next major release of the Windows Mobile operating system, delivering a more robust and full-featured platform to enhance the mobile computing experience. Windows Mobile 6 delivers advanced mobile communications, provides tools for increased productivity on the go and integrates mobile business functionality, all with a rich and familiar Microsoft software experience. The Windows Mobile platform builds on existing enterprise IT infrastructure and uses familiar Exchange Server management tools and development tools to provide a highly scalable solution with simplified administration and a low total cost of ownership (TCO). Windows Mobile 6 provides security enhancements and rich software experiences that extend more flexibility to mobile users. Windows Mobile 6 also offers powerful messaging and time management features in Microsoft Outlook® Mobile, as well as enhanced support for productivity software and tools such as Microsoft Office Mobile. With Windows Mobile 6, users can track schedules, view contacts, browse the Internet, send and receive text messages and use line-of-business (LOB) applications. Users can even access documents stored on Universal Naming Convention (UNC) file shares and in Microsoft SharePoint® document libraries through links in e-mail (requires Microsoft Exchange Server 2007).

Windows Mobile 6 introduces three new classifications for its family of offerings: Standard Edition, Professional Edition and Classic Edition. While both Standard and Professional are great options for mobile messaging, Standard is optimised for one-handed use on devices without touch screens and Professional takes advantage of flexible input enabled by touch screen technology. The release's Classic version is for traditional Personal Digital Assistant (PDA) devices, which do not provide mobile telephony. With more than 140 supported devices from 48 manufacturers, users can enjoy Windows Mobile functionality with the device that best fits their mobile needs.

## PRODUCT OPPORTUNITIES

### GOOD: Windows Vista and Windows Mobile 6

- Provide improved connectivity and reduced TCO through advanced integration across technologies, networks and systems, and quick access to better organised information through Windows Vista efficiency.
- Manage data synchronisation in several scenarios: between multiple PCs, between network servers and PCs and with the devices you connect to your PC, with the Windows Mobile Device Centre in Windows Vista. IT administrators can turn WMDC on/off with Group Policy and can use Windows Update to keep WMDC up-to-date.
- Powered by the Windows platform and supported by Microsoft Infrastructure, a company can:
  - Realise the promise of existing technology investments (for example, LOB software)
  - Accelerate decision-making and sales cycles by providing a familiar platform for LOB software
  - Provide access to corporate data with a consistent quality of experience
  - Capitalise on a powerful, flexible platform plus versatile programs, making it easy to tailor mobile solutions to the users' unique needs
  - Mobilise vertical applications in retail, healthcare, government, education, manufacturing and professional services on a variety of hardware form factors

### BETTER: Live Communications Server with Office Communicator Mobile

Increase individual productivity using presence, instant messaging (IM) and real-time communication capabilities, such as voice, video and data collaboration, using Microsoft Live Communications Server. The preferred client for Live Communications Server is Microsoft Office Live Communicator 2005, which provides integrated communications capabilities that include IM, extendable presence with Microsoft Exchange Server calendar information, based voice/video and Voice over Internet Protocol (VoIP) telephony.

### BEST: Exchange Server 2007, Dynamics CRM 3.0 Mobile, Office SharePoint Server 2007

- Offers the built-in capabilities of Exchange Server 2007, giving you the messaging protection your company demands, the mobile 'anywhere' access your end users want and the flexibility and reliability you need. Exchange Server 2007 includes anti-spam and anti-virus technology to help protect your company from the latest threats, giving you a secure, cost effective and reliable way to enable end users to get access to their e-mail, voice mail, calendar and contacts from a variety of devices and all in a single Inbox.
- Gives your sales professionals the tools for accessing up-to-date information about customers, sales opportunities and business activities, as well as capturing, tracking and storing critical aspects of their sales activities within a familiar interface with Microsoft Dynamics CRM Mobile. This acts as a complement to Microsoft Dynamics CRM 3.0, Microsoft Office and Microsoft Office Outlook.
- Connects mobile workers more securely to centrally stored information in Office SharePoint Server 2007. Users can access documents stored on UNC file shares and in SharePoint document libraries through links in e-mail.

## HOW DO I SELL IT?

### Value Add to Exchange Server 2007

Windows Mobile 6 does not require Exchange Server. Users can connect to POP3, IMAP and Windows Live™ Hotmail® Web-based e-mail with Windows Mobile 6. Enhancements are available without upgrading to Exchange Server 2007, such as the ability to view tables, colours and bullets in HTML e-mail, Direct Push e-mail and Global Address List lookup (with Exchange Server 2003 Service Pack 2 [SP2]) and smart on-device filtering to quickly find contacts and e-mail messages.

Exchange Server 2007 enables access to more features, including the ability to search all e-mail messages stored on Exchange Server. Exchange Server 2007 users also have access to Outlook e-mail message flags, fetch mail, SharePoint Server document access via e-mail and Information Rights Management (IRM) protection for e-mail messages and attachments. (Note: IRM mail also requires a Rights Management Server.) Exchange Server 2007 also enables enhanced schedule management options, such as Out of Office Assistant, viewing meeting attendees and their attendance status and replying to and forwarding meeting requests. Enhanced security features that Exchange Server 2007 enables include self-service remote device wipe, storage card Advanced Encryption Standard (AES) encryption and enhanced personal identification number (PIN) strength, expiry and history.

### Increased mobile productivity with the power and familiarity of Office Mobile

Windows Mobile 6 Standard and Professional are great options for mobile messaging, with enhancements that add more power and flexibility to mobile workers, including Office Outlook Mobile and a Microsoft Office Mobile experience that includes Office Word Mobile, Office Excel® Mobile spreadsheet software and the Office PowerPoint® Mobile presentation graphics program.

Office Outlook Mobile offers more efficient managing for e-mail and an improved e-mail setup experience with flexible connections and a new account setup wizard. Office Outlook Mobile helps keep users on top of e-mail, customer contacts and meetings while on the go, with full synchronisation between the PC, mail server and Windows Mobile-powered device. Windows Mobile 6 gives users faster access to contacts through a rich contact card with call history, messages with enhanced readability and increased protection of confidential messages and documents. The enhanced Office Outlook Mobile Calendar provides greater control and visibility into schedules, so users can better manage their days. With greater collaboration and operability with Exchange Server, Office SharePoint Server and file shares, the new Microsoft Office Mobile application suite also improves users' access to information while mobile. Office Word Mobile, Excel Mobile and PowerPoint Mobile programs offer users a genuine Microsoft Office system experience, enabling them to manage and modify Word and Excel documents and view PowerPoint files on the mobile device and preserve changes when sent back to the desktop PC.

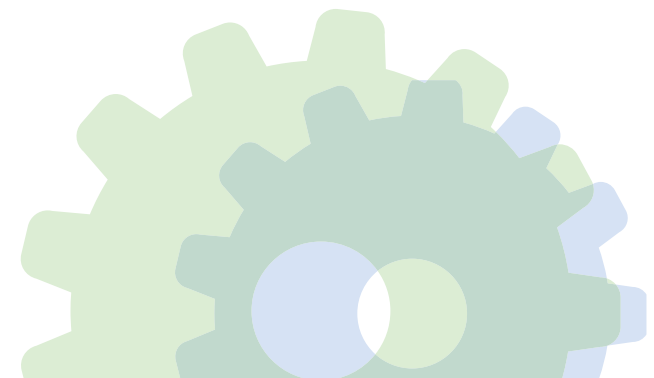
### Familiar development environment and simplified LOB solution development

Customers can build on existing IT resources and third-party software solutions with Windows Mobile software. Familiar software solutions (such as mobile sales, service and inventory applications from leading ISVs) are readily available for use on Windows Mobile-powered devices. Develop mobile applications in-house using the Microsoft Visual Studio® development system and other tools familiar to developers. Increased device control and security features and greater interoperability and other productivity tools help organisations efficiently deploy, manage and help secure Windows Mobile solutions. Windows Mobile 6 offers simplified administration, increased monitoring and flexible policy management with Exchange Server 2007. Additionally, Microsoft SQL Server Compact Edition and Microsoft .NET Compact Framework 2.0 in-ROM support simplified mobile LOB application development and deployment by reducing the size of the LOB software installation.

## ADDITIONAL RESOURCES

**General Information:** [www.microsoft.com/uk/windowsmobile](http://www.microsoft.com/uk/windowsmobile)

**Windows Mobile Training:** [www.windowsmobiletraining.com](http://www.windowsmobiletraining.com)







# Microsoft Hardware

## Internet Communications Product Line Guide

	LIFECAMS										HEADSETS			
Product Name	LifeCam Share	LifeCam VX-7000	LifeCam VX-6000	LifeCam VX-5500	LifeCam VX-5000	LifeCam VX-3000	LifeCam VX-1000	LifeCam VX-700	LifeCam NX-6000	LifeCam NX-3000	LifeChat ZX-6000	LifeChat LX-3000	LifeChat LX-2000	
Availability	October 08	Available Now	Available Now	September 08	Available Now	Available Now	Available Now	Available from October 08	Available Now	Available Now	Available Now	Available Now	Available Now	
UK Estimated Retail Price	£79.99	£79.99	£69.99	£69.99	£39.99	£34.99	£24.99	£29.99	£89.99	£44.99	£49.99	£24.99	£29.99	
Part Number	RLA-0003 EN, Dutch, French, German, Greek	CCA-0002 EN/NL/FR/DE/GB/MA	IRC-0003 English, Dutch, French, German	EAC-0003 EN/NL/FR/DE/EL	RAA-0003 EN/NL/FR/DE/EL Blue	RAA-0003 EN/NL/FR/DE/EL Red	18A-0002 English, Dutch, French, German	94L-0002 English, Dutch, French, German	AMC-0003 English	94S-0002 English, Dutch, French, German	W7B-0002 English, Dutch, French, German	LJF-0002 EN/NL/FR/DE	AUG-0002 EN/NL/FR/DE	ZAA-0003 EN/NL/FR/DE/EL
Standard Colour Options	Minor	Black/Silver	Silver	Silver	Blue/Red	Black/Sheer	Black	Black/Gray	Platinum	Black/Silver	Black	Black	Black	
Single Package Dimensions (L x W x D mm)	254 x 161.925 x 85.086	226.6 x 117.8 x 96.85	218.6 x 203.2 x 76.2	203.2 x 177.8 x 76.2	203.2 x 177.8 x 76.2	203.2 x 177.8 x 76.2	203.2 x 152.4 x 76.2	162.72 x 134.936 x 61.913	250.9 x 196.1 x 98.04	200.9 x 172 x 72	250.9 x 188.12 x 98.04	272 x 226.51 x 85.34	230.99 x 199.99 x 255.7	
Single Package Weight (kg)	0.450	0.387	0.324	0.421	0.192	0.42	0.358	0.408	0.588	0.343	0.681	0.389	0.43	
<b>Hardware Features</b>														
CMOS Sensor	-	+	-	-	-	-	-	-	+	+	-	-	-	
Wide Angle Lens	+	+	-	-	-	-	-	-	+	+	-	-	-	
In-Line Controller	-	-	-	-	-	-	-	-	-	-	-	-	-	
Integrated Microphone	-	-	-	-	-	-	-	-	-	-	-	+	+	
Earbud Microphone	-	-	-	-	-	-	-	-	-	-	-	+	+	
Compact Design	+	+	+	+	+	+	+	+	+	+	+	+	+	
Fixed Focus	-	-	-	-	-	-	-	-	-	-	-	-	-	
Manual Focus	-	-	-	-	-	-	-	-	-	-	-	-	-	
Universal Attachment Base	+	+	+	+	+	+	+	+	+	+	+	+	+	
LED Activity Indicator	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Software Features</b>														
Software (version shipped in box)	LifeCam Software 2.04	LifeCam Software 2.0	LifeCam Software 2.0	LifeCam Software 2.04	LifeCam Software 2.0	LifeCam Software 1.3	LifeCam Software 1.3	N/A	LifeCam Software 1.3	LifeCam Software 1.4	LifeChat Software 1.0	LifeChat Software 1.0	N/A	
Video Sensor	1800 x 1200 pixels (2.0 MP)	1800 x 1200 (2.0 MP)	1280 x 1024 pixels (1.3 MP)	640 x 480 pixels (VGA)	640 x 480 pixels (VGA)	640 x 480 pixels (VGA)	640 x 480 pixels (VGA)	640 x 480 (VGA)	3600 x 1200 (3.0 MP)	640 x 480 pixels (VGA)	N/A	N/A	N/A	
Still Capture	3200 x 2380 pixels (8 MP interpolated)	2280 x 1380 (8 MP interpolated)	2560 x 2048 pixels (5.0 MP interpolated)	1280 x 960 pixels (1.3 MP interpolated)	1280 x 960 pixels (1.3 MP interpolated)	1280 x 960 pixels (1.3 MP interpolated)	640 x 480 pixels (0.3 MP)	N/A	3200 x 2380 pixels (8 MP interpolated)	1280 x 960 pixels (1.3 MP interpolated)	N/A	N/A	N/A	
Windows Live Call Button	-	+	+	+	+	+	+	+	+	+	+	+	+	
LifeCam Dashboard	+	+	+	+	+	+	+	+	+	+	+	+	+	
One Touch Blogging	+	+	+	+	+	+	+	+	+	+	+	+	+	
Video Mail	-	-	-	-	-	-	-	-	-	-	-	-	-	
Photo Snap	+	+	+	+	+	+	+	+	+	+	+	+	+	
Automatic Face Tracking	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pan, Tilt, Zoom	+	+	+	+	+	+	+	+	+	+	+	+	+	
Digital Zoom	3x	3x	3x	3x	3x	2x	2x	3x	3x	3x	3x	3x	3x	
Still Image & Video Edit	+	+	+	+	+	+	+	+	+	+	+	+	+	
Video Effects	+	+	+	+	+	+	+	+	+	+	+	+	+	
Extra Facelifts	-	-	-	-	-	-	-	-	-	-	-	-	-	
Softly Flat	-	-	-	-	-	-	-	-	-	-	-	-	-	
Easy Audio Switching	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Connectivity</b>														
Wireless 2.4 GHz	-	-	-	-	-	-	-	-	-	-	-	-	-	
Analog	-	-	-	-	-	-	-	-	-	-	-	-	-	
USB Dedicated Connectivity	+	+	+	+	+	+	+	+	+	+	+	+	+	
<b>Compatibility OS</b>														
Windows Vista	+	+	+	+	+	+	+	+	+	+	+	+	+	
Windows XP SP2	+	+	+	+	+	+	+	+	+	+	+	+	+	
<b>Miscellaneous</b>														
Vista WHQL Logo	Premium	Premium	Basic	Premium	Premium	Basic	Basic	Premium	Premium	Premium	N/A	N/A	N/A	
Warranty Period (Years)	3	3	3	3	3	3	3	2	3	3	3	3	3	
											90 Day Express Warranty* *90 day warranty; you may also have an optional warranty and/or condition under the laws of some jurisdictions.		You may also have an implied warranty and/or condition under the laws of some jurisdictions.	









To order this Microsoft Sales Tool Kit, please go to

[www.microsoft.com/uk/gearup](http://www.microsoft.com/uk/gearup)

Please e-mail your Sales Tool Kit questions/comments to [gearupuk@microsoft.com](mailto:gearupuk@microsoft.com)

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