



Improving the success of application development projects

Microsoft
Your potential. Our passion.™

Many development projects face the following challenges: application backlog, increasing pressures to support the needs of the business, lack of user and stakeholder engagement, as well as poor quality development software, and low productivity caused by ineffective collaboration, communication and project management within an organization.

The Microsoft development platform

To help your developers improve success rates and rapidly deliver high quality, secure solutions and dynamic, data-driven applications, Microsoft provides a tightly integrated software development platform.

This platform enables you to manage the application lifecycle, increase team collaboration and productivity, and improve software quality. It comprises an integrated server with a single data store, featuring built-in collaboration and quality tools to assist your entire development team, as well as a common development framework for Web services, rich client applications, smart devices, and more.

Because Microsoft's development platform is a tightly integrated part of the Microsoft Application Platform, you can have the confidence that your solutions will interoperate seamlessly within your existing environment allowing you to leverage your existing IT investments.

- **Increase your ability to meet project deadlines, and deliver high-quality software.** Integrated platforms and tools, along with best practices enable development teams to work faster and more effectively. By providing managers with more predictability and visibility into the development life cycle, you can also improve the management of your development projects.
- **Leverage existing skills to create powerful applications that operate through familiar interfaces.** Microsoft® Visual Studio™ 2005 offers a single, fully integrated development environment for all types of development, including Microsoft® Windows, Microsoft® Office, Web, and mobile applications.

Is your Application Platform **people**  **ready?**



Telemar gains quality software delivered on time with a more predictable development lifecycle

More than 27.5 million customers look to Telemar to provide them with dependable Internet and telephone services. Maintaining its status as Brazil's number one telecommunications company requires Telemar to sustain an advanced level of technological innovation. The company employs experienced software development project managers, testers, and analysts, but outsources programming. Missed deadlines and poor software quality caused Telemar to look for a solution. The company implemented Microsoft® Visual Studio® 2005 Team Foundation Server, which it uses in conjunction with Microsoft Visual Studio Team Suite. With Team Foundation Server, Telemar can more easily manage and track the progress and health of its software development projects and improve collaboration. The result? Quality software delivered on time, and a vastly more predictable software development lifecycle.

Development capability: Business Benefits

Using Microsoft's integrated development platform individual developers and teams can:

- Increase productivity and quality through integrated and familiar tools.
- Develop, test, and secure your critical Web applications and infrastructure.
- Reduce costs through better visibility of your development process.
- Provide better predictability and planning through integrated process and methodology support.

Development capability: Microsoft .NET Framework

Microsoft® Visual Studio® 2005

Microsoft® Visual Studio® 2005 provides a range of tools for individuals and small development teams to rapidly design, develop, and test dynamic Windows, Web, mobile, and Microsoft Office-based solutions.

Microsoft® Visual Studio® 2005 Team System

Microsoft® Visual Studio® 2005 Team System is an integrated suite of role-based tools to manage the application lifecycle, resulting in better planning, collaboration, communication, reporting, and process control during the complete development life cycle.

Processes, Template and Tools

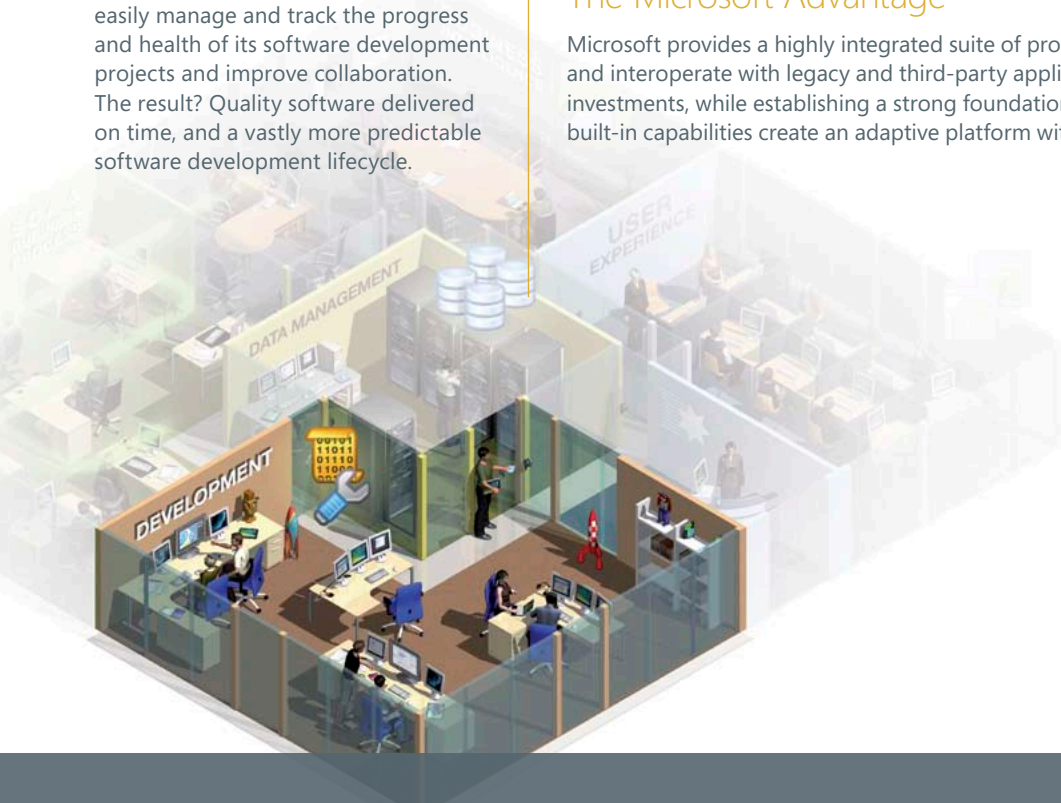
Microsoft® Visual Studio® Team System offers two integrated process templates, including MSF for Agile Software Development and MSF for CMMI Process Improvement. These templates can be used as is or customized to meet your specific needs. Microsoft partners offer additional process templates for Visual Studio Team System.

Microsoft Patterns & Practices

Microsoft patterns & practices provide guided development experiences for teams building applications on Microsoft application platform. Leveraging this architectural guidance and reusable application components enable you to streamline development, reduce the cost and risk of your development projects, and achieve predictable outcomes.

The Microsoft Advantage

Microsoft provides a highly integrated suite of products which support your total business needs and interoperate with legacy and third-party applications so that you can maximize existing investments, while establishing a strong foundation for the future. Consistent standards and built-in capabilities create an adaptive platform with affordable enterprise level scalability.



"Team Foundation Server integrates strategy with best practices, unifying top-down planning with bottom-up analysis of the stakeholder's needs and providing a high-level vision of projects."

Fabricio Fonseca Campos
Project Manager
Telemar

www.microsoft.com/applicationplatform

¹ Meryll Lynch May 12, 2006