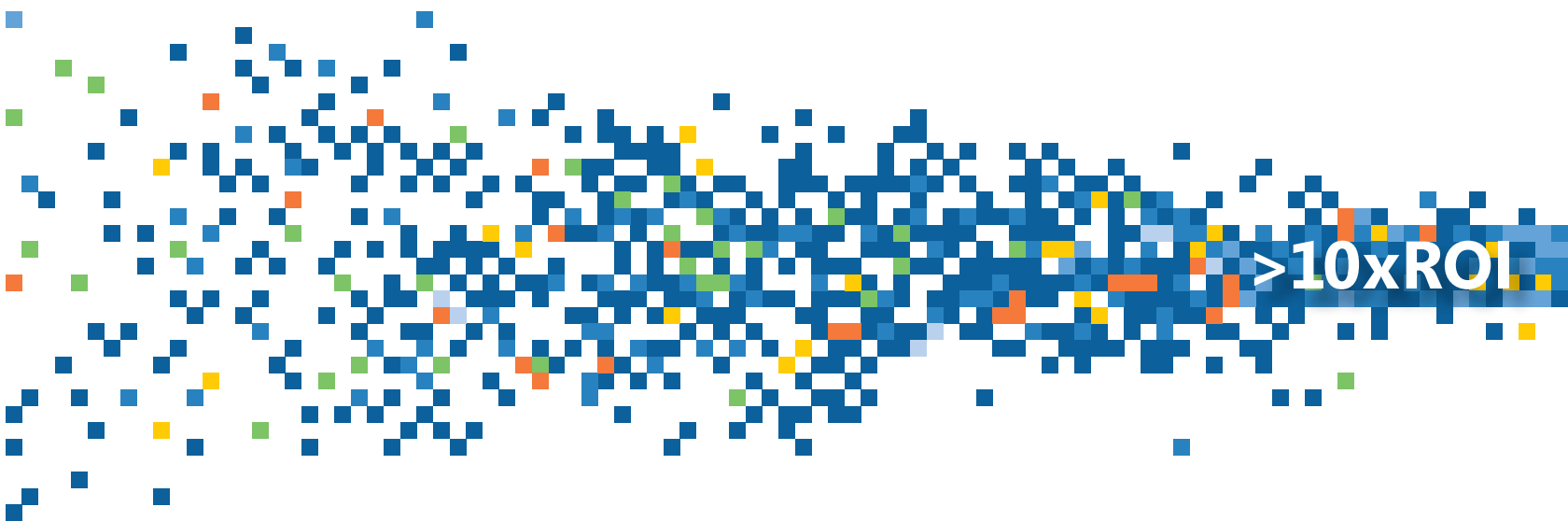
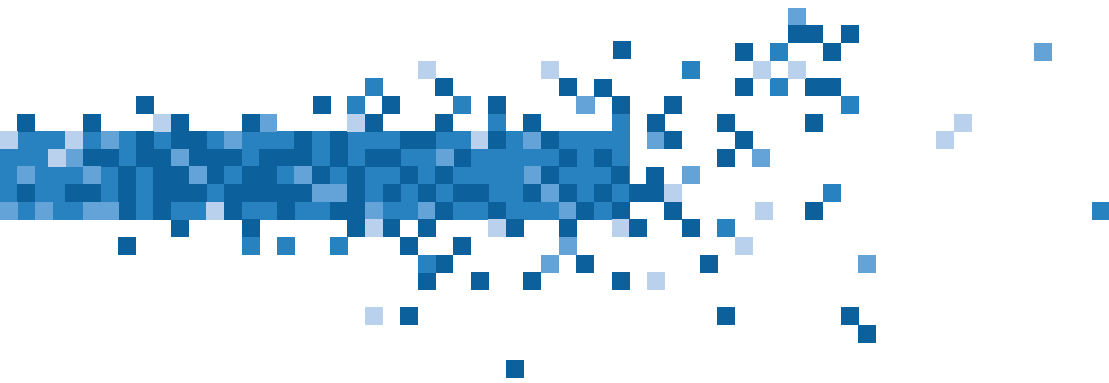


Microsoft | Technology Centers

2008 ANNUAL REPORT



Microsoft® Technology Centers (MTCs) ended 2008 with a very strong pipeline and exceeded yearly goals in all engagement categories. Worldwide, MTCs delivered a total of **3,453** engagements, with strategy briefings and architecture design sessions representing the majority of engagement types. MTCs influenced **U.S.\$593.7 million** in revenue and contributed to **1,523** customer wins. Meanwhile, customer satisfaction attained an average of **8.21**. A record **33,821** customers visited the MTCs in 2008.



On average, the MTCs accelerate the sales cycle by **34%** and increase opportunity size by **31%**.

Customer satisfaction with the MTCs averages **8.21** out of a possible **9.0**.

ENGAGEMENTS (Total number of engagements in 2008: 3,453)

ENGAGEMENT TYPE	% OF TOTAL
STRATEGY BRIEFINGS	42%
ARCHITECTURE DESIGN SESSIONS	37%
PROOF-OF-CONCEPT WORKSHOPS	21%

CUSTOMER TYPE



Microsoft | Technology Centers

www.microsoft.com/mtc

■ “The MTC engagement was a thoroughly positive experience because it gave us the chance to assemble and present a complete solution to our customer. Plus, there’s no better partner to walk into a customer situation with than Microsoft.”

STEVE AHLGRIM, SENIOR SYSTEMS ENGINEER, LEFTHAND NETWORKS



Dear Partners,

Has there ever been a better time for a partner like Microsoft?

Like you, I follow the economic news closely, particularly stories and trends detailing strategic investments that customers are considering. Obviously, every organization today is scrutinizing its activities in an effort to save money and deliver the best return on investment. While that no doubt means some plans are being postponed, it also means projects showing a strong return will stay on track.

As the Microsoft Technology Center’s performance demonstrates over and over again, working with the MTC delivers real value and reinforces the money-saving benefits and strategic business solutions that Microsoft and our partners deliver. If you need proof, consider that

over the next 12 months, we expect to open eight new MTCs worldwide in key business centers such as Russia, Japan, and China. Such an investment is strong evidence that despite the economic conditions, Microsoft leadership recognizes MTCs offer engagements which demonstrate how we can help our customers save money and advance their technology-based systems and solutions.

Make no mistake about your importance to the growth of the MTC organization. Simply put, our partnership with you is designed to drive revenue and close sales. In our most recent report to Microsoft leadership, we noted the MTC teams work around the clock, worldwide, influencing customer perceptions and accelerating opportunities. Just as your business never sleeps, neither does our support and role in helping you close the next successful deal. In the report, we noted with no small pride that we delivered greater than 10 times the return on investment in terms of sales influenced. That’s a number we plan to continue driving over the course of 2009.

We’re looking for opportunities to engage customers with you. One example is the recent “Don’t Agonize, Virtualize” seminar series presented by Dell and APC by Schneider Electric at our eight U.S. MTCs. Strong attendance laid the groundwork for future discussions about the cost-saving benefits of virtualization—discussions that have benefited all three organizations. Whether hosting global product launches or regional staff meetings, our centers are open to you to utilize with your customers.

The opportunities to capitalize on the MTC facilities are bounded only by your desire to engage with us. Our team will work with you to realize the full benefits of our partnership and show a measurable return to your organization. Bring your customers into an MTC for even one day’s visit; we feel confident they’ll come back, looking to work with both of us to improve their technology-based solutions.

Lew Wagman
 Director, Worldwide MTC Program,
 Microsoft



IN 2008, ON ANY GIVEN DAY,

A Microsoft Technology Center answered customer needs with demonstrated capability to **envision, architect, and demonstrate** a secure, customized solution based on Microsoft and partner technologies. MTCs influenced revenue, accelerated sales, grew opportunities, increased wins, and enhanced customer satisfaction.



Who came to Microsoft solutions by way of an MTC in 2008? The answer is 3,453 businesses and organizations—from corporate giants to nonprofit enterprises—seeking better information solutions.

While customers may have engaged one specific MTC, they in fact gained the combined talent and expertise of the other 15 MTCs operating around the world, nearly around the clock.

Call it unparalleled capability or unmatched technical prowess, all year long, MTCs and partners fused their respective expertise into solutions with worldwide impact for our customers.

The MTCs marshal their premier resources into three offerings—strategy briefing (SB), architecture design session (ADS), and proof-of-concept (POC) workshop.



+ The **strategy briefing** helps customers develop a vision for how Microsoft and partner technologies can solve their business challenges. Following a diagnostic consultation, information about the customer's business situation is used to tailor the presentation of a live, scenario-based demonstration featuring Microsoft and partner technologies.

+ By mapping the customer's major requirements to the technical solution, the **architecture design session** provides the customer with guidance, preferred practices input, and risk analysis, to help the customer achieve the desired solution.

+ The **proof-of-concept workshop**, designed to simulate the customer's real working environment, is where the customer can develop and validate the architecture, thereby de-risking the solution implementation following a POC.

■ "Partnering with the MTC generated an environment of innovation, out-of-the-box thinking, and a positive approach to addressing intricate interoperability issues."

DEBRA MARTUCCI, CHIEF INFORMATION OFFICER, SYNOPSISYS



+ **FUBON FINANCIAL HOLDING CO.** Taiwan's second-largest financial services provider was awarded Taiwan's first license to operate a sports lottery in 2008. Initially, it considered implementing a complete Oracle/Linux platform. A team effort of Enterprise & Partner Group, MTC Taipei, and MTC Silicon Valley led to more than 2,000 Windows® operating system licenses, 200 Windows Server® licenses, and 50 Microsoft SQL Server licenses.

+ **UNISYS AND EMC** These Alliance Members worked with MTC Paris and MTC Munich to set up a demonstration GeoCluster environment based on Microsoft Cluster Service, EMC RecoverPoint, and Unisys SafeGuard 30m. The initiative changed the perception of Microsoft solutions for mission-critical applications. It included two demonstrations of Microsoft Exchange Server and SQL Server for a global infrastructure approach.

+ **EBAY** After the investment of several ADSs across different organizations, MTC Silicon Valley closed a three-year deal worth over \$17 million. eBay maintains Microsoft Software Assurance on the 10,000 Windows Server-based servers that support eBay.com. It added Microsoft Desktop Optimization Pack and Enterprise Client Access License to the deal, and also expanded and renewed its Microsoft Services Premier contract for another three years.

+ **TRANSUNION** The company needed a project support structure based on Microsoft Office SharePoint® Server 2007. A two-day ADS at MTC Chicago helped decrease the amount of time necessary to develop and implement its collaboration solution. The solution went into production in April 2008.



ALLIANCE MEMBER PROGRAM

PUTTING PARTNERSHIP IN PLAY

Made up of industry leaders in hardware, software, and services that provide their resources to MTCs around the world, the Alliance Member Program (AMP) creates and drives joint initiatives and offerings for MTCs around the globe.

ALLIANCE MEMBERS



AmberPoint
Anue Systems Inc.
AvePoint
BA-Insight
Certeon
Citrix
CommVault
Compuware
CorasWorks

F5
Gemalto
Global Knowledge
GN Netcom
Honeywell Imaging and Mobility
IDV Solutions
PowerGadgets
QLogic

Quest Software
Secure Vantage
Shunra
Source Code
Transpara



In 2008, the AMP added two global-level partners (Brocade and Emulex), supported eight new joint MTC-based partner initiatives, and created a pipeline of over \$750 million in partner opportunities.

Many partners elected to utilize our presales facilities as an extension of their own corporate services, optimizing their investment and acquiring incremental business as a result.

CURRENT STATE OF THE AMP

As of January 1, 2009, the AMP comprises 23 Alliance, 5 Preferred Alliance, and 9 Global Alliance Members.

Global Alliance Members are those that have made the commitment to support and invest in all MTCs worldwide, and without whom it would be difficult to open or operate an MTC.

Preferred Alliance Members provide products and solutions that are critical to the delivery of engagements and therefore are used in the majority of MTC facilities.

The majority of our Alliance Members are at the **Alliance** level. These partners enable Microsoft to offer customers a more complete solution, and their products are used by or shown to a variety of customers during the year.

The MTCs continue to be an ideal showcase of our partners' leading products in the enterprise. Worldwide, the MTCs utilize more than 2,000 servers from AMD, Dell, HP, Intel, and Unisys. Dell, EMC, HP, NetApp, and Xiotech have invested hundreds of terabytes of storage. APC, Avocent, and HP ProCurve provide the entire MTC infrastructure, including server racks, UPS power equipment, KVM

solutions, security, and cooling. Software solutions and specialized hardware devices from our Alliance Members are available for use in proof-of-concept engagements.

FY09 ENHANCEMENTS

We listen carefully to Alliance Members about how to improve the program. Such improvements—stemming from feedback received during the Global Alliance Member Summit as well as during the past year—include:

- + Bringing together multiple Alliance Members to drive new opportunities.
- + Enhancing communications through an AMP extranet for Preferred and Global members.
- + Developing balanced scorecards for each of our Preferred and Global members to ensure that their return on investment is realized.
- + Instituting cyclical relaunching of the AMP presence in each MTC worldwide to strengthen each Alliance Member's connection with its local MTC.

As we move through 2009 and beyond, the AMP is committed to working with all of our Alliance Members to meet evolving needs and to make the MTCs a critical component of our Alliance Members' sales and marketing strategies.



+ARIZONA STATE UNIVERSITY In conjunction with partner NetApp, MTC Silicon Valley presented a POC, which placed a massive server array to prove that Exchange Server 2007 would scale to fit the university's needs. After putting a Dell PowerEdge 2950 and the NetApp array through their paces, the system supported 3,000 2-GB mailboxes with room to spare. The customer satisfaction scores for both NetApp and the MTC were 9.0 out of 9.0.

+MILLER BREWING The company wanted to improve on its ability to collaborate and manage content and to provide effective interfaces to suppliers and distributors. Miller based its new intranet on Office SharePoint Server 2007 but needed to validate its proposed solution. Working with MTC Chicago on a two-day ADS, the team garnered increased technical knowledge, a greater understanding of the Microsoft technology road map, and a better overall solution that it could deliver within a shorter timeline.

+NETSMART Encountering developers convinced that Windows Presentation Foundation plus Microsoft Silverlight™ was a better path forward than a Web user experience, MTC Boston led a POC to produce prototypes for next-generation Vital Records and Patient Zero applications. The engagement produced a key competitive win for Microsoft—Netsmart now uses a software-plus-services model using Windows Presentation Foundation and Silverlight for the client rather than a software-as-a-service (SaaS) application.

+CITIZENS BANK Citizens first looked for a Google-like experience to replace the KANA systems in its call centers. MTC Boston used Office SharePoint Server 2007 and Citizens' KANA data to build a prototype solution that proved Office SharePoint Server was a better solution. A highly visible use of SharePoint Server, the solution paves the way for future application migrations to SharePoint Server.

VIRTUALIZATION VISION

JOINT SEMINAR SERIES SHOWCASED VIRTUALIZATION BENEFITS TO THE DATA CENTER

APC by Schneider Electric, Dell, and the MTC educated 223 attendees on efficiency benefits of virtualization.



"Don't Agonize, Virtualize!" was the theme of a joint seminar series developed by Dell, Microsoft, and APC by Schneider Electric, aimed at educating enterprises on the benefits of virtualizing data centers.

Virtualization and energy efficiency experts from the three companies shared best practices for implementing virtualization in the enterprise, including the benefits of optimizing core infrastructure, creating the scalable enterprise with server virtualization, and implementing a sound physical infrastructure with right-sized power and cooling.

"The event series overall performed well," said Chriss Fortier-Rolfe, director of marketing, APC by Schneider Electric. "The messaging and content were well received and all the presenters did an outstanding job representing their companies."

Running from October into early November 2008, the half-day seminar—staged at eight U.S. MTCs, the Schneider Electric Technology Center in St. Louis, Missouri, and the Dell Executive Briefing Center in Austin, Texas—included presentations showcasing real-life solutions to today's challenges such as blade server implementations, management applications, and scalable power and cooling architectures.

At a cost of less than \$45 per attendee, total attendance at this highly targeted event was 223 IT professionals eager to understand the benefits of virtualization without the headaches.

"Virtualization shouldn't be stressful for data center managers," explained Chuck McCann, director, Worldwide MTC Alliance Member Program. "The MTCs and our partners made the process painless with best practice recommendations for a scalable,

modular physical infrastructure, energy-efficient servers, and a solid virtualization software platform. As a result of these seminars, we expect to see increased virtualization business for Dell and APC, and an increase in MTC engagements focused on both virtualization and core infrastructure optimization."

WORKING BOTH SIDES OF THE HP PARTNERSHIP

Space was the last frontier at MTC Irvine, and an HP BladeSystem conquered it.



The challenge in Irvine was that the facility's internal IT data center was running out of room. So the MTC turned to HP for a solution—the HP BladeSystem.

Now the equivalent of 36 rack units (36U) of legacy servers and storage is installed inside a 6U HP BladeSystem c3000 enclosure. Twelve legacy servers were consolidated onto five HP server blades that run Microsoft Virtual Server software and host 15 virtual machines.

"Using the reclaimed space, new compute power, and newly available staff time—there are 30 percent fewer server administration hours—the MTC Irvine team is rolling out new services such as remote demos, which make the sales force more effective, and virtualized desktops, which make customer labs more productive—and profitable," said Dean Bethke, MTC director in Irvine.

The time saved and the new processing power enable the MTC team to support centrally hosted sales demos, saving the local Microsoft field technical specialists from having to prepare complex simulated server demos on their laptops. Those simulations typically took an hour to prepare, and about five presentations are given each week. Now there are five extra hours a week for selling.

Bethke's team also virtualizes the 50 desktops in customer labs. The virtualized desktop environment enables the team to replace current desktops with HP thin clients running the Windows Embedded operating system, further reducing desktop maintenance. Thin clients connect to an available virtual server, and the customer can choose a desired desktop configuration. No administrator provisioning is required. The net result is that preparing

the desktops in a customer lab between sessions—which used to take two hours—can be done in a virtualized environment in just 15 minutes.

"Customers are surprised at how much processing power and storage we fit in such a small footprint," said Bethke. "It makes them start to calculate what it might save them in their own data centers. The new system radically simplifies our environment and allows us to increase the quality of our services for customers and internal teams."

■ "We have an outstanding win rate when we work with customers in the Microsoft Technology Centers. Having HP products in the MTCs allows our field sales to partner and engage more effectively with Microsoft."

GEORGE OAKES, HEWLETT-PACKARD WW MICROSOFT ALLIANCE

+DATENLOTSEN GMBH MTC Munich led an ADS and a POC that resulted in AlumniNet, the first German software-plus-services solution, a brighter future for Silverlight implementation, and an extremely satisfied customer, who was impressed with the result and the MTC architects.

+PETROLEUM DEVELOPMENT, OMAN The company needed to give its 5,000 employees enterprise search for its millions of documents. A six-month effort aided by MTC Dubai proved the Microsoft solution was scalable; delivered better performance and a much better UI; and utilized an existing investment in Microsoft desktop, messaging, and collaboration software. Superior security relevance proved to be a compelling advantage over the Google mini-appliances.

+KINGSTON TECHNOLOGY The company's product development processes needed to be streamlined. Three weeks in POCs at MTC Taipei gave company developers valuable hands-on experience with a new approach to service-oriented architecture (SOA). The result was an increase in technical knowledge and confidence, as well as the capable implementation of a SOA solution that helped reduce time-to-market by 33 percent.

+KINTERA Working with MTC Irvine, the company improved its Software as a Service solution and its developer productivity, restructuring its code base while taking advantage of newer technology. Kintera decreased its code build time by 400 percent and increased its understanding of long-term improvements that deliver greater value to its customers.



THE ENVISIONING CENTER

ROLE PLAYING THAT LEADS TO REVENUE

The Envisioning Center offers a one-day strategy briefing designed to provide customers with a clear and actionable plan for how Microsoft and its partners can help achieve their strategic business objectives. Through scenario-based demonstrations and discussion, MTC people and partners help key business and technology stakeholders envision IT solutions based on Microsoft and partner technologies.



For nearly every customer in 2008, the MTC engagement started in the Envisioning Center (EC), a core component of the strategy briefing. Customers came to the EC ripe with questions and expectations. After viewing a live demonstration of Microsoft and partner products, they emerged with a more finely honed vision of their solution, reinforced faith in Microsoft tools and people, and quite often an imperative to buy.

LITWARE

Underscoring the dramatic delivery of the live vignettes is Litware, a fictional company that parallels the Microsoft and partner customer. Problem-solution scenarios are devised from the vantage point of Litware executives, whose search for the best answer leads them to Microsoft products and services.

Reinforcing the live scenarios, the MTC created Litware marketing collateral around the theme

of "What Would Litware Do?" to illustrate what customers should do in real-life business situations. The printed materials capture the message of the EC Demo: The MTC is an invaluable ally in demonstrating to customers Microsoft's real-world People-Ready Business scenarios.

EC BENCHMARKS IN 2008

+ The improved Envisioning Center Demonstration projected to customers not only what is available, but also what is possible with Microsoft and partner solutions:


- Core Infrastructure Optimization, Business Productivity Infrastructure Optimization, and Application Platform Optimization
- Lotus Notes Compete
- Unified Communications
- Windows Server with Hyper-V™
- Business Intelligence

- Software-plus-Services
- Mobility and SAP
- Microsoft Dynamics® CRM
- + To keep the platform fresh and in line with the current product releases, approximately 24 virtual machines were updated to be hosted on the Windows Server 2008 operating system and subsequently show the power of Hyper-V features.
- + Utilizing remote/centralized ISV software hosting, the EC team increased the MTC capability to demonstrate partner solutions to customers. MTCs can host ISV applications (SAP, K2, etc.) centrally, allowing each MTC to access partner software during strategy briefings, architecture design sessions, or proof-of-concept workshops.

2009 OBJECTIVES

In 2009, the MTCs will launch version 12.7 of the Envisioning Center Demonstration, highlighting business productivity, core infrastructure, and application platform capabilities. The EC Demo 12.7 will contain dozens of new features.

Beyond the 12.7 launch, MTCs plan to add more Demo capabilities that will showcase how Microsoft and partner technologies align with the trends we see from our customers.




Ken Myer
Account Executive, Litware, Inc.

Wednesday afternoon

- 3:34 pm VP of Sales IMs: "Need to target new customers based on previous sales data"
- 3:51 pm Gotta contact yesterday's tradeshow leads before the competition moves in
- 4:03 pm COO announces 15% cut in operations & IT support, but still expects sales reps to hit forecasts
- 4:26 pm On the road, and gotta email proposal to customer by 4:30 pm

What would Ken do?



■ "Visiting the MTC is a fantastic de-risking approach. We'll most definitely consider using the MTC again anytime that we're looking at blazing a new path or using technology in an innovative way."

COLIN BIRD, CHIEF TECHNOLOGY OFFICER, CONCHANGO

+SPECTRUM HEALTH After two years of engagements led by MTC Chicago, Cerner and Microsoft signed a strategic relationship to develop a consumer-centric technology. One SB, three ADSs, and a POC drove the integration of a patient information system into Office SharePoint Server, using Xbox® as a delivery vehicle. The solution area of patient experience could have significant impact; Microsoft is well positioned to excel in delivering substantial value on both consumer and enterprise sides.

+BEIJING SOFTWARE TESTING QUALITY CENTER MTC Beijing delivered a POC that proved the competency of a Windows-based cluster to this central government-funded platform for local media companies covering the Olympic Games. The 180-node high-performance computing cluster is the biggest rendering farm based on Windows Compute Cluster Server in the Asia Pacific region and the first Windows-based cluster system in China's Top 100 supercomputer list. The digital content of Beijing 2008 Olympic Games was processed on this platform.

+REMIX For the third year, the ReMIX event was managed through the capabilities of MTC Paris, which enabled fast-paced decision-making engagements with business and technical decision makers. Mixing SBs, ADSs, and POCs, ReMIX had partner and client showcases of new Microsoft Web technologies announced at MIX. By driving teams of developers, agencies, graphic artists, and ergonomic specialists, TAs demonstrated how Web innovation can answer customer business challenges.

+CITIBANK MTC New York conducted several ADS engagements, which proved to be instrumental in the design of CitiDirect.com, a portfolio transaction system for 35,000 unique, high-investment clients. The engagements led to a joint partnership to help Citibank tap small and midmarket banks to increase their revenue.

EXPANDING THE MTC FOOTPRINT

Based on a successful blueprint, the MTC will extend its reach in 2009 with new openings.



THE NEXT GENERATION OF MTCs DEBUTS IN DALLAS

Microsoft continues to demonstrate its deep relationships and investment in Dallas with the exciting addition of a Microsoft Technology Center at the Las Colinas campus.

What is particularly exciting about the new MTC in Las Colinas is that it represents the next generation in terms of offerings and customer experience. The \$10 million facility allows our key customers to move through the complete solution life cycle supported by Microsoft's most important customer resources: Sales, Microsoft Services, the Services Lab, and Customer Support and Training. The unique layout of the 19,000-square-foot space

enables us to showcase the Microsoft solution life cycle story in a highly visual way while also representing a world-class customer experience. The doors of the Las Colinas MTC opened in November 2008.

MTC Paris is evolving to a "next generation" facility model similar to that of MTC Dallas and is expected to open in September 2009. Other new centers are scheduled to open throughout 2009:

- + Edinburgh—targeted opening in the second quarter (Q2) of 2009; will be a Microsoft Technology Center
- + Cologne—targeted opening in Q2 of 2009; will be an MTC Envisioning Center*

+ Kuala Lumpur—targeted opening in Q3 of 2009; will be an MTC Envisioning Center*

+ Moscow—targeted opening in Q3 of 2009; will be a Microsoft Technology Center

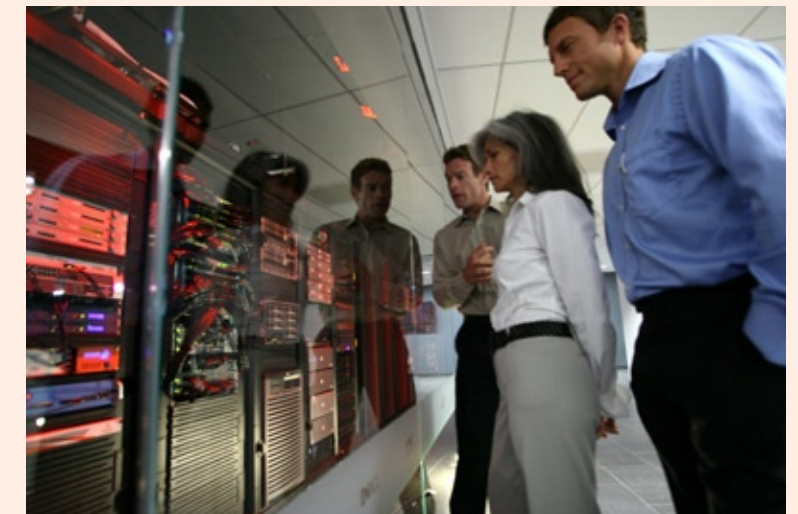
+ Tokyo—targeted opening in Q4 of 2009; will be a Microsoft Technology Center

+ Detroit, Philadelphia, and Minneapolis—targeted opening in Q4 of 2009; will be Microsoft Technology Centers

**MTC Envisioning Centers support only the strategy briefing offering, including the Envisioning Center Demonstration.*

■ "NetApp enjoys tremendous value by participating in the MTC program. Using MTCs around the world, we showcase our data management solutions to customers for the Windows Server platform in a unique environment with both Microsoft and NetApp technical and solutions experts."

ROGER FREY, DIRECTOR, MICROSOFT SOLUTIONS, NETAPP



+HDFC SECURITIES The provider of online trading services to Indian institutional and retail investors chose partner Idealake to help it migrate from a combined Apache, Linux, and MySQL solution to Windows Server 2003 Web Edition. MTC Bangalore devised an ADS based on the Enterprise GO engagement program. Now a credible information resource for new and established online investors, the HDFC Securities site has generated a tenfold increase in the number of leads.

+WACHOVIA MTC Atlanta was engaged to design a companywide architecture for Office SharePoint Server. An ADS was instrumental in securing Wachovia's deployment of 141,983 seats of Office SharePoint Server standard Client Access License, which added \$3.2 million annually to Wachovia's Enterprise Agreement commitment.

+BLUEKIWI SOFTWARE blueKiwi allows customers to integrate the highly specialized social software suite into existing Office SharePoint Server environments, revealing valuable social metrics within a SharePoint portal. Working with the Emerging Business Team, MTC Paris spearheaded the joint development.

+AMERICAN OF MARTINSVILLE Following the MTC Reston engagement, the AOM executive team invested in a new enterprise resource planning (ERP) system, based on Microsoft Dynamics AX and Microsoft Dynamics CRM business software. The ERP system also implements the 2007 Microsoft Office system, Office SharePoint Server 2007, Exchange Server 2007, SQL Server 2005 database software, and Office PerformancePoint® Server 2007 business intelligence software.

HOW TO ENGAGE THE MTC

- The MTC is a unique combination of people, process, and place that our Alliance Members can capitalize on to increase sales and customer satisfaction.



+ The MTC **people**, our technical architects (TAs), can plan and lead engagements with your team. Their vast experience in shaping and executing successful and productive engagements helps ensure that your opportunities are closed more quickly and often with a higher value. Engaging the people aspect of the MTC is best done when there is a joint Microsoft–Alliance Member opportunity. Chuck McCann, AMP director, will work with you to begin planning and delivery (chuck.mccann@microsoft.com).

+ You can utilize our **process** by hosting proof-of-concept engagements at the MTCs. Your staff will have access to the dedicated lab environments, as well as staff who can configure hardware, load software, and support the infrastructure during the POC. This approach reduces the risk of unique customer environments delaying or hindering the POC. The Envisioning Center at the MTC can also be used to present POC results to your customers' business decision makers. This highly immersive environment provides a compelling venue to show your customers what is possible with our combined platform. To schedule lab time, contact your local MTC director (see page 13 for contact information).

+ Taking advantage of the **place** aspect takes the form of hosting sales calls, one-to-many seminars, and training events at the MTC. The benefits to our Alliance Members include a high-touch environment completely focused on an outstanding customer experience, the availability of MTC directors to welcome your customer and discuss the partnership, and the exposure to the array of Alliance Member equipment present at each MTC. For individual MTC events, contact your local MTC director (see page 13 for contact information). For multi-MTC events such as a seminar series or product launch, contact Chuck McCann, AMP director (chuck.mccann@microsoft.com).

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+EMC AND MICROSOFT As a result of a POC engagement presented by MTC Chicago, the two companies now market a SQL Server–based high-availability offering that provides SQL Server geographically dispersed clustering at a lower cost of entry and opens up the market to a wider set of customers.

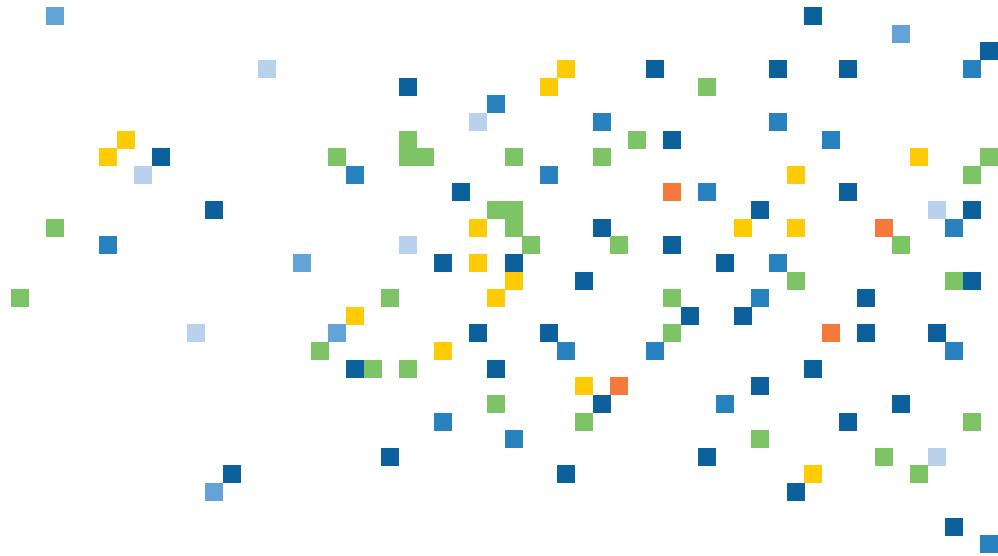
+CONCHANGO Microsoft Gold Certified Partner Conchango engaged the MTC for its own benefit. An ADS and POC workshop with MTC Thames Valley led to a plug-in application to provide a Microsoft Visual Studio® Team System template for use with the Scrum methodology and Agile software development. The company significantly decreased its time-to-market and developed a higher-quality plug-in earlier in the product cycle.

+MULTI-SYSTEMS, INC. After a successful ADS, MSI returned to MTC Irvine for a POC workshop. TAs benchmarked the solution's performance as it simulated the daily operations and peak conditions of a typical large hotel chain. MSI found that scalability was even better than it had hoped, and it released EnterprisePM for production in February 2008.

+INDIAN RAILWAYS MTC Bangalore devised an ADS that utilized the platform capabilities of the Microsoft .NET Framework 3.0, the Windows Vista® operating system, and Windows Server. The ADS also resulted in the cross-selling of a Microsoft Operations Manager infrastructure to manage the application, which is now in production.

Microsoft® | Technology Centers

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