

The Role Of Visual Basic® In Rightsizing

**Bob McDowell
Vice President
Microsoft Consulting Services
Microsoft Corporation**

“The most probable assumption is that no currently working business theory will be valid 10 years hence.”

Peter Drucker

“Technology is currently changing the economics and the business environment in banking and many other lines of business...”

**Ernst & Young
Special Report on Technology in Banking**

“...The information age is evolving into a second era. Organizations that do not make this transition will fail. They will become irrelevant or cease to exist.”

Paradigm Shift
Don Tapscott and Art Caston

Evolution

'80s	Personal computers tools > more tasks completed	Personal
'70s	Minicomputers reporting > more structured info.	Departmental
'60s	Mainframe computers data manipulation > more data	Enterprise

Result

Doing more of what
we were already doing...
but faster

Evolution

'90s Networked distributed computing
Enterprise info. access > process reengineering

The '90s And Beyond

Rethinking the computer
Global information access
Rethinking the business



Evolving Management Issues

Competitiveness

IT's strategic role

Management responsibility

Human resources

Right technology, well-timed



Information Technology
In Creative Hands
Can Generate
Competitive Advantage

Information Technology Is An Investment Not Just A Cost



Senior Management Involvement Is No Longer An Option



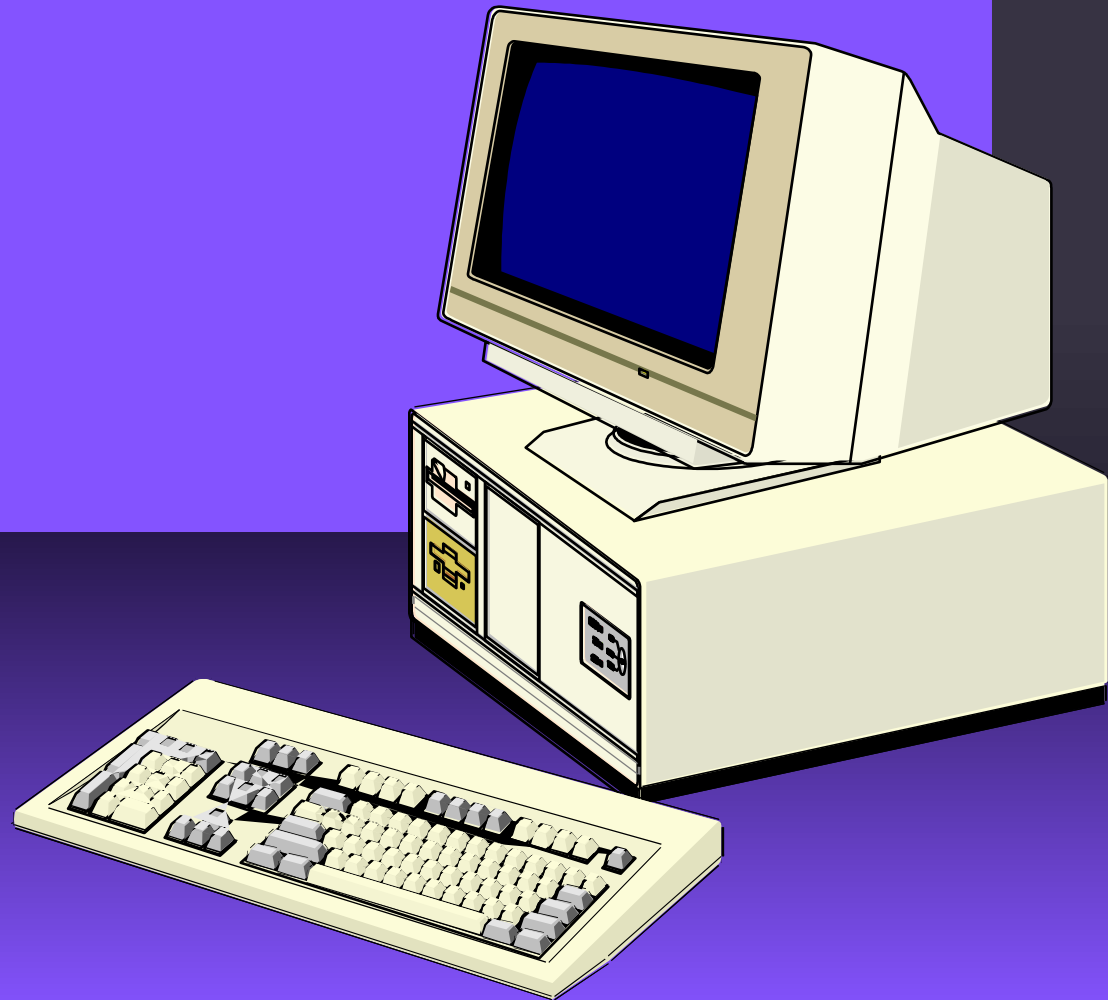
People Require Support To Utilize IT Effectively



Benefits From Investments In Technology Must Be Measured Carefully



Desktop Technology Is Driving The Change



Why Desktop Development Is Driving This Change

Momentum of WindowsTM

Maturing network technologies

Windows-based application momentum

Costs driving down

Momentum Of Windows

25 million Windows-based users, 1 million per month

400 PC manufacturers preinstalling Windows

Windows is preinstalled on 60% of PCs shipped

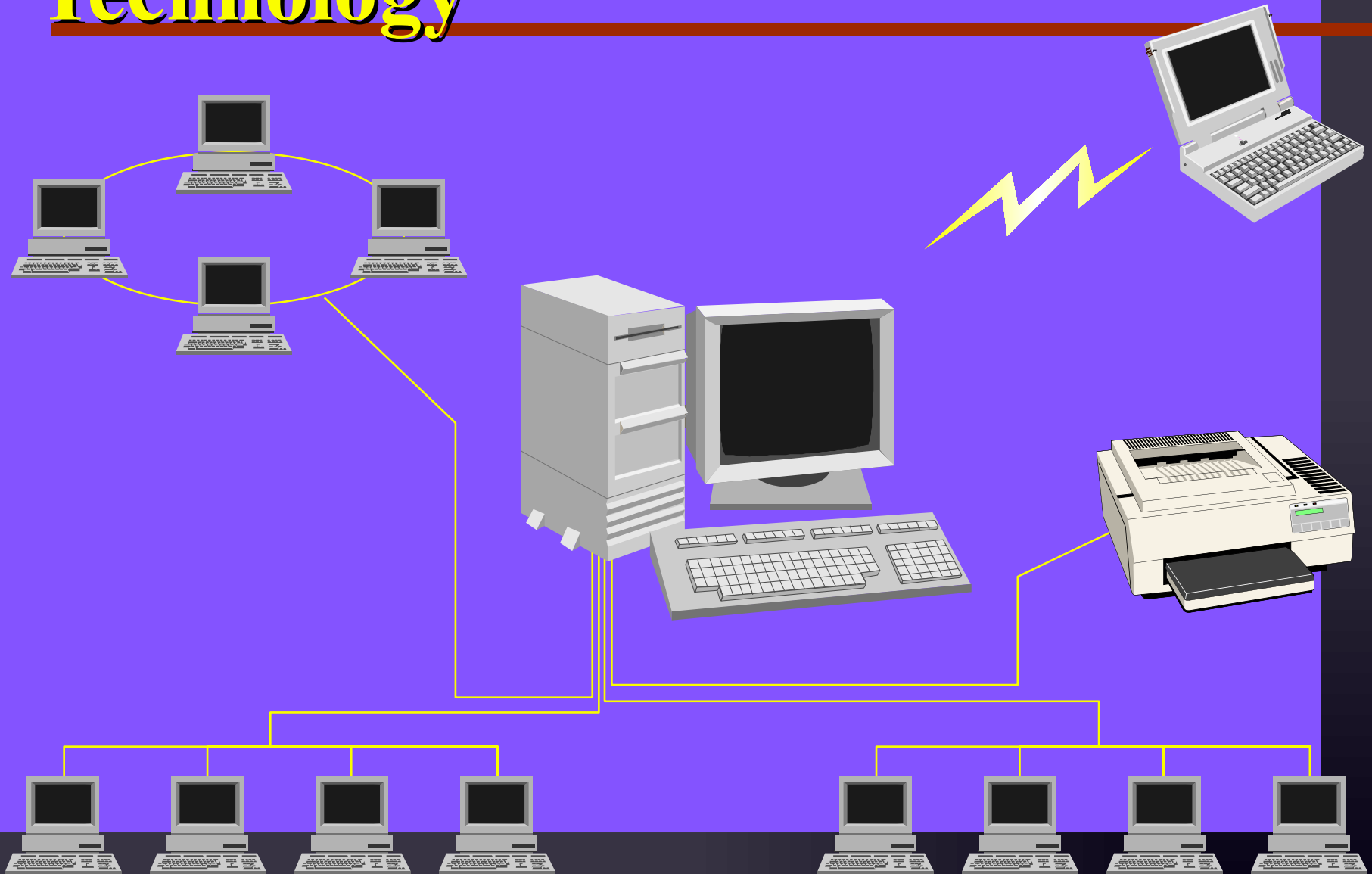
2900 independent software vendor partners shipping
5000 Windows-based programs

70,000 Windows NT™ SDKs
U.S.

shipped in

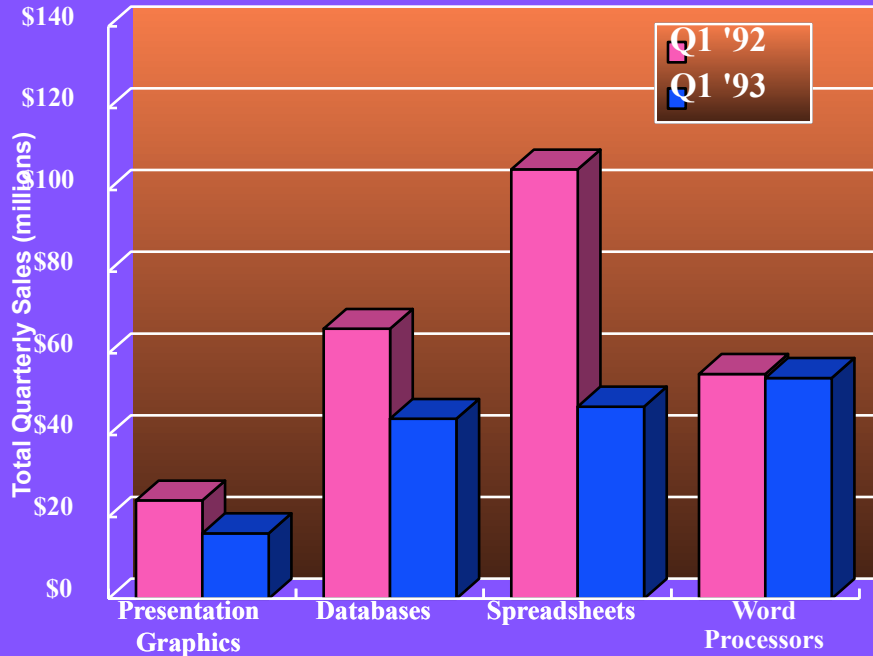


Maturing Networking Technology

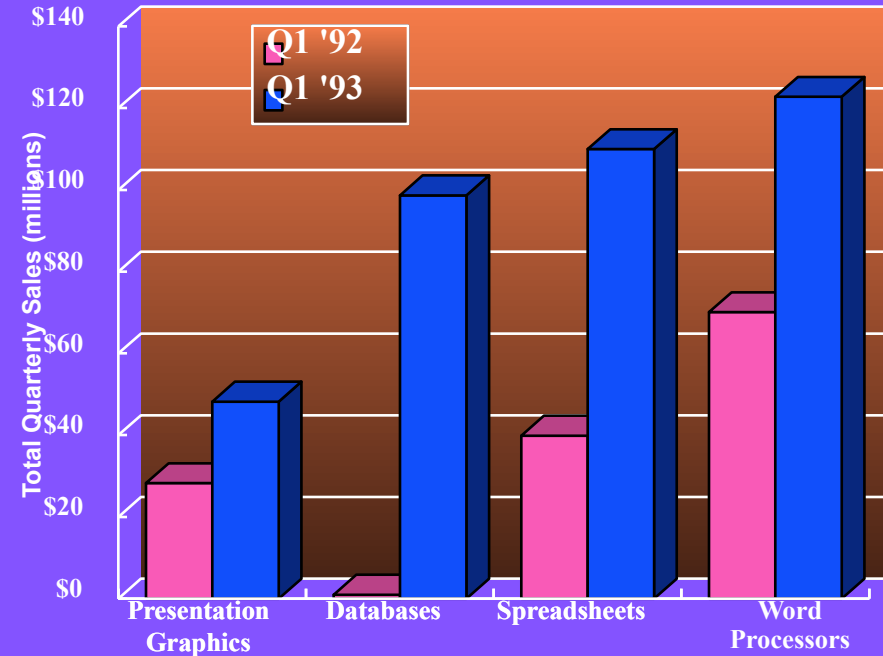


Windows-Based Application Momentum

MS-DOS®-based applications



Windows-based applications



Application \$ Market Share	Q1 - '92	Q1 - '93
Windows	26%	46%
MS-DOS	51%	35%
Macintosh®	19%	15%
Other	4%	4%

Source: Software Publishers Association

Costs Driving Down

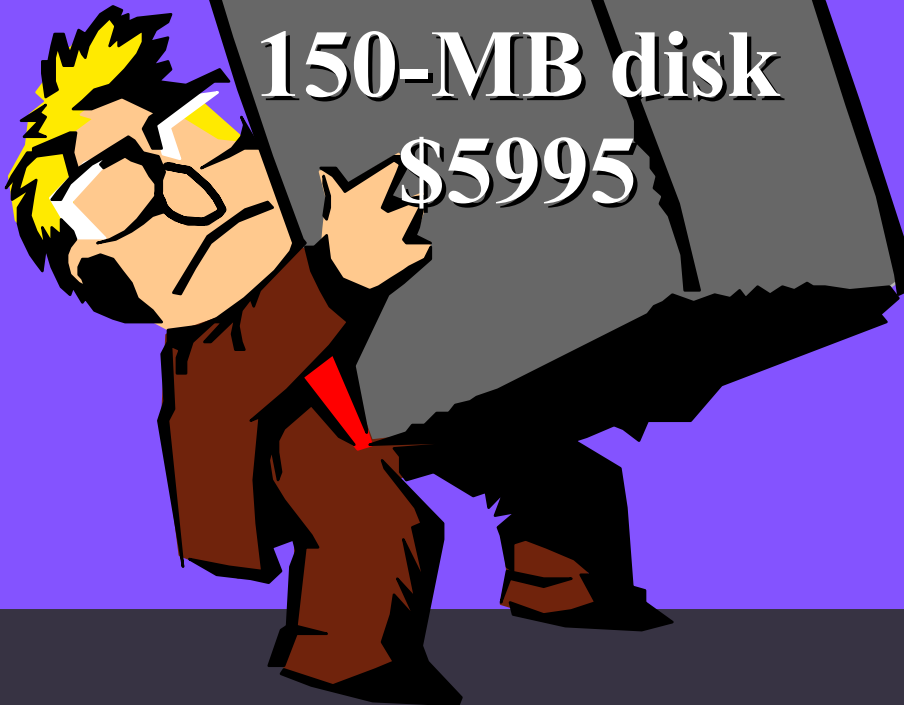
Jan. '90 *PC Week*

386/33

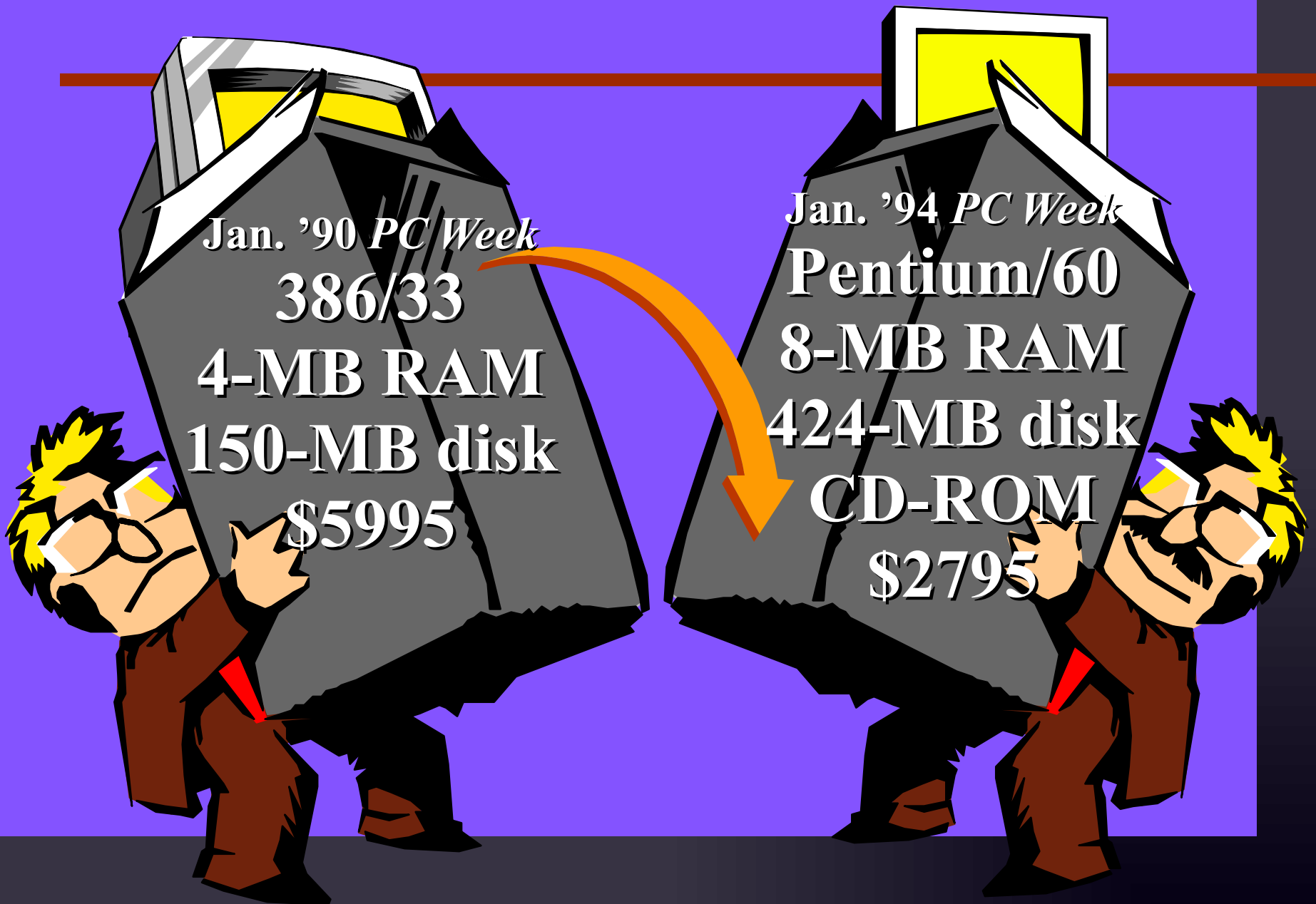
4-MB RAM

150-MB disk

\$5995



Costs Driving Down



Jan. '90 *PC Week*
386/33
4-MB RAM
150-MB disk
\$5995

Jan. '94 *PC Week*
Pentium/60
8-MB RAM
424-MB disk
CD-ROM
\$2795

~~The Message For Technology~~ Suppliers In The '90s Is Different From The '80s

**In The '80s Technology
Itself And How It Worked
Was The Primary Focus**

**In The '90s Companies
Will Be Differentiated
Based On How They
Apply
The Technology**

“Successful development, deployment and maintenance of durable client-server applications require much more than tools. A solid foundation of sound architecture, methodology, and infrastructure are vital prerequisites to developing the next generation of applications.”

Gartner

Group

MSF

A framework for partnership...
delivering on Microsoft's commitment to
helping the corporate enterprise migrate
to client-server as the base technology for
business systems.

MSF Objectives

Applications developed by business units

Client-server architecture

Portability and interoperability

Tools will incorporate object-oriented technology

Architecture, methodology, and infrastructure

Iterative process model

Education and training

MSF As A Partnership

Microsoft® Consulting Services

Microsoft Solutions Providers

High-end corporate/government clients

Microsoft Information Technology Group

Microsoft Products Group

MSF As A Framework

Client-server reference model

Software development discipline

Enterprise planning and coordination

Organizational infrastructure

MSF As A Product

CD-ROM Knowledge Base

Concepts

Guides

Assistants

Topic Locator Database

Topic Editor

Mentor Content Browser

Development Tools

~~Situation today~~

80% of F1000 are evaluating client-server development options they will live with for years, most into the next century

Cost to hire, train, and support developers for MIS exceeds hardware/software cost by 10 times or more

Productivity applications becoming viable component sources for solutions

Open tools environment increases payoff of industry support

Development Tools

Misconceptions

Change can be anticipated and planned for

Code dies

End users will write code

Object orientation is the panacea

Development Tools

Realities

Unforeseen events will happen, testing your ability to adapt

Code written today is your COBOL of tomorrow

End users don't want to solve computer problems - they want to solve biz problems

Managing complex development projects requires a lot more than object orientation

Development Tools

Implications

Industry standards as orphan insurance

Maintainability and growth path

Scalability of tools from departmental to enterprise-wide

Buzzwords and theory don't create solutions;
look for pragmatic organizations coupled with
a solid component strategy

Development Tools

Priorities

Open component architecture standards

Well-supported language

Scalable tools

Pragmatic framework

Microsoft Strategy For Meeting Solution Development Needs

Component architecture standards

- Custom controls

- OLE 2.0

- WOSA

Well-supported languages

- Industry/third-party support

- Microsoft core tools vision, evolution strategy

Scalable tools

- Common macro language => pro. edition

- Future releases

Pragmatic framework

- Solutions builders

- Component builders

Visual Basic As A Development Tool To Solve Real Business Problems...

Bankers Trust

Master Corporate Trust Services

Scenario

Services pension portfolios for over 100 Fortune 500 customers. Portfolio size ranges from \$100 million to \$12 billion

Customers received portfolio data via dumb terminal access on PCs via modem to mainframe

Customers were frustrated with rigidity of terminal access

Could not download data into spreadsheets or cut and paste into word processors

Bankers Trust

Master Corporate Trust Services

Solution

“BT World” - Windows-based online inquiry and reporting tool based on Microsoft Excel accesses DB2 data on Bankers Trust mainframe

Customers use search criteria screen (written in Visual Basic) to download portfolio information in format of their choice

LAN version of system runs Novell NetWare and uses Microsoft SQL Server as back-end relational database

Windows NT-based version planned

Bankers Trust

Master Corporate Trust Services

Solution

Customers can easily produce custom graphs and reports to analyze their portfolios

Bankers Trust can quickly change search criteria screens, customized for each client

“By moving to Visual Basic, we were able to cut screen development time from three weeks to four days.”

**- Kelsey Biggers, Managing Director,
Corporate Master Trust Services**