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Microsoft Corporation

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Slide Guidelines

- **Slides should emphasize key points**
  - ➤ **Limit to 6 lines per slides**
  - ➤ **Limit to 6 words per line**
- **Font, size, and color for text have been formatted for you in the Slide Master**

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Messaging and Collaboration Infrastructure: Working together made easier

Name
Title
Department
Company

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Welcome

Agenda

- **What messaging and collaboration solutions are available?**

- **How can [YOUR COMPANY NAME] and Microsoft help your business?**

- **Provide a roadmap**

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Who are we?

- **[Insert Company Name Here] is a Microsoft Certified Partner**
  - ➢ **What does this mean to you?**
    - ▪ **We have proven Microsoft expertise**
    - ▪ **We partner with Microsoft which allows us access to the most up to date training and technology to support your business needs.**
    - ▪ **We have access to 24X7 support from Microsoft to help support our customers mission critical applications**

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What do we focus on?

- **[Insert company-specific information here]**

Building a Competitive Advantage

- **Increase productivity and effectiveness**
  - Speed the flow of information
  - Anytime Anywhere communication and information
  - Reduced time-to-market with better products
- **Lower IT costs**
  - Reduce hardware costs
  - Reduce administrative costs
  - Reduce downtime costs
- **Smooth deployments of new technologies**

COMPETITIVE ADVANTAGE

Increased Productivity

Increase Resource Availability

Increase Rate of Information Flow

Anytime/Anywhere Information/Communication

Collaboration

Automated Business Logic

FASTER	Decision Making	BETTER
FASTER	Product Development	BETTER
FASTER	Products/Time to Market	BETTER

"By exploiting the strong collaboration and conferencing capabilities of Exchange 2000, users can effectively connect to, collaborate on, and correct designs in real time. And with more people involved in the design process up front, companies will be able to produce higher quality products and get them to market faster."

Mike Sayen, director of the DesignKnet Business Unit, Unigraphics Solutions, St. Louis, Missouri.

Faster Time to Market

- **Provide information at point of need**
  - **Instant access to information anytime, anywhere**
  - **Instant communication with anyone, anytime, anywhere**
- **Easily collaborate on projects of any scale**
  - **Reliable, full featured collaboration tools**
  - **Speeds decision making process**

UGS powering collaborative commerce

Unigraphics

Design and Engineering Revenues: $541 Million 3,400 employees

"Microsoft and Unigraphics Solutions have produced a collaboration environment that will reduce design-cycle time, minimize rework costs, enable innovation and product enhancement, and improve procurement efficiency."

Mike Sayen - Director of DesignKnet Business Unit

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Outlook® Web Access

- **Users immediately more productive**
  - ➤ **Makes information available anywhere**
  - ➤ **Now looks and feels like standard Outlook client**
  - ➤ **Easy URL addressing http://mail.server.com/exchange/calendar**
    —
- **Enterprise capable**
  - ➤ **Dramatically more scalable**
  - ➤ **Simplified deployment**
  - ➤ **Native to Exchange 2000 XML**
- **Significantly reduces dial-up costs**

27%

48%

32%

34%

48%
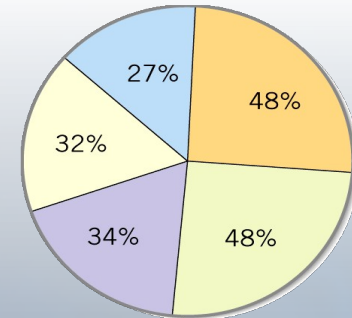
- Administrative flexibility
- Outlook Web Access improvements
- Ability to coexist with Exchange 5.5
- Storage model improvements
- Familiarity with Exchange 5.5

Exchange
&Outlook
Hands-on Technical Solutions

A survey done by Exchange and Outlook Magazine showed that of the readers who had deployed or planned to deploy Exchange 2000, 48% of them did so because of Outlook Web Access improvements

Demonstration 1
Outlook Web Access
Anytime Anywhere Communication and Information

Communication Anytime, Anywhere

Quantum ®

> *"By implementing the enhanced communications and collaboration infrastructure of Exchange 2000 Server, we are providing a base for accelerating the speed of information access to keep pace with Internet time, thereby improving productivity and time to market."*
>
> *-- Tama Olver, CIO, Quantum*

Result
55% IRR
Accelerated Deployment

Solution
Exchange 2000 Server/ Conferencing Server
Upgraded from Exchange 5.5

Business Goals

- Improve time to market
- Enable better access to people and information
- Improve IT productivity *and* lower costs

Impact

- *Faster time to market through collaboration and knowledge management features*
  - *Improved access to shared documents and communications = 50.4% of total benefit*
- *Improved IT productivity and lower costs*
  - *Productivity gains from anytime, anywhere accessibility provided 48.5% of total benefits*
  - *Messaging platform support costs reduced 11%*

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Case Study available at: http://www.microsoft.com/value

Instant Messaging

- **Boost productivity through presence information and immediate access to team members - anywhere**

- **More effective and efficient communication**

- **Quickly communicate internally and externally**

- **Build customer satisfaction through real-time responsiveness**

- **Side benefit - Reduce load on messaging system**

Alicia says:
Want to set up a
meeting for tomorrow?

Demonstration 2
Instant Messaging
Anytime, Anywhere Access to People

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Increased Productivity with Conferencing Server

BOSCH

> *"The REJ analysis showed us that upgrading to Exchange 2000 Server is not simply the best technology solution to achieve our business objectives; it is also a smart financial move. We anticipate accomplishing more and spending less!"*
>
> *-- Mr. Gerd Friedrich, CIO, BOSCH*

Result

157% IRR, 4 month payback (113% w/out Conferencing Server)

Accelerated Deployment

Solution

Exchange 2000 Server/ Conferencing Server, Windows 2000 Server

Upgraded Exchange 5.5 and Windows NT4

Business Goals

- **Increase profitability**
- **Improve customer satisfaction**
- **Improve business efficiency**

Impact

- **Collaboration features** *accelerate time to market*
- **Management features** *lower cost*
  - *Increase server reliability 50%*
  - *Consolidate servers by 20%*
- **Conference Server options**
  - *Drive +44% IRR effect*
  - *Shrink payback period by 6 months*

Case Study available at:
http://www.microsoft.com/value

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Conferencing Server

- **Increases productivity through collaboration with powerful on-line conferencing**
- **Integrated with Outlook**
  - ➢ **Very easy to schedule and join**
  - ➢ **Minimal learning curve**
- **Accessible via anywhere**
- **Fully manageable Data, Video and Voice communication**
- **Enterprise level scalability and fault-tolerance**

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Demonstration 3
Exchange Conferencing Server
Increasing Productivity Through Collaboration

Accessibility

- **Information available when and where it's needed**
  - Mail, calendar, documents, Web forms, Web applications, multimedia files (voice-mail, video clips) and more
- **Information is available through**
  - Outlook
  - Browser (Direct URL links)
  - Windows® Explorer (file level)
  - Office "Save as" and other Windows API'

Demonstration 4
Accessibility
Ultimate Resource Availability
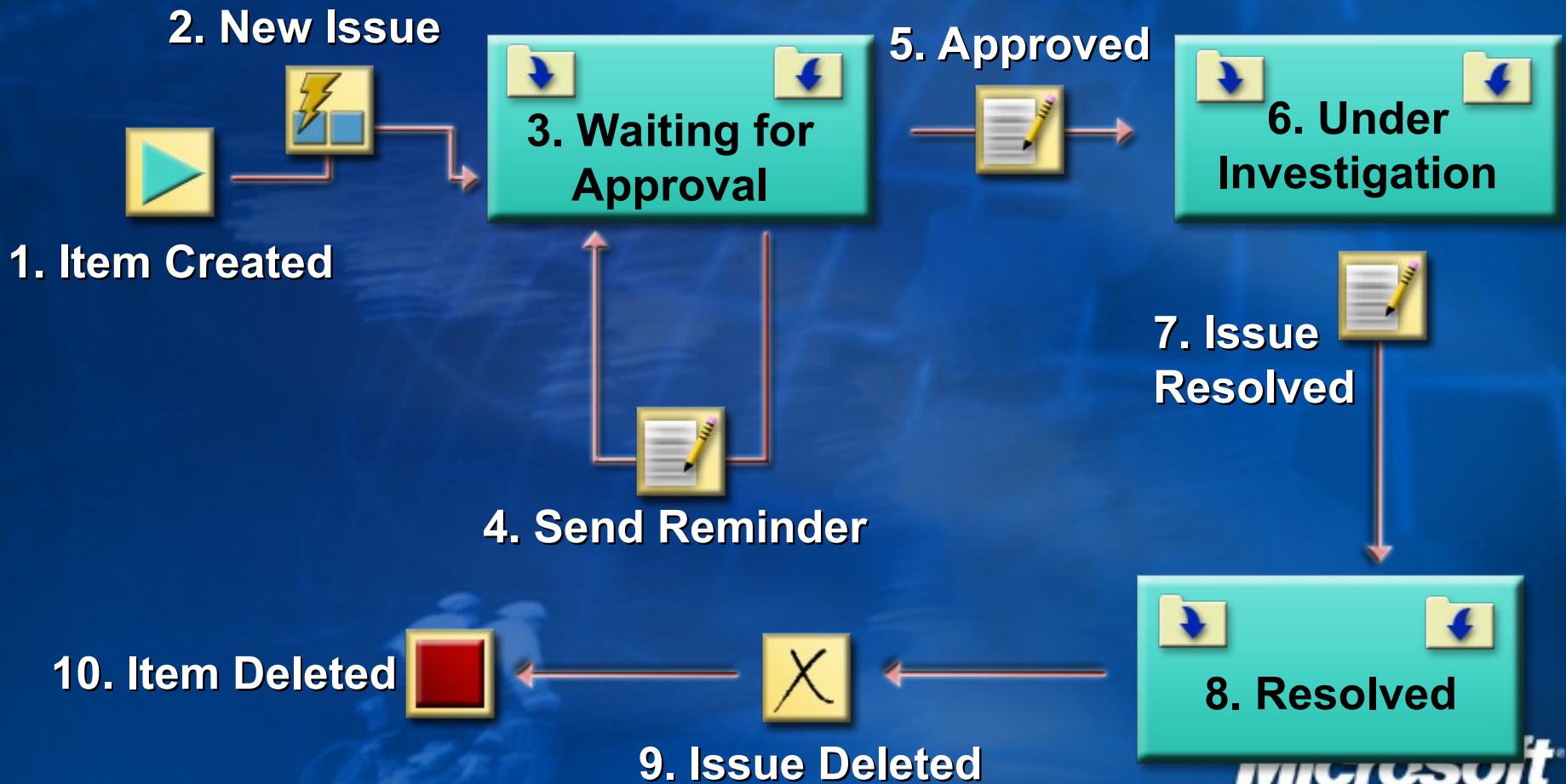
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Increase Rate of Information Flow

- **Remove Bottlenecks and Black Holes**
- **Create a clear path for information flow**
- **Encompass all information types**
  - **Messages, appointments, documents, Web**
- **Automate information flow with business logic**

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Workflow Designer

- **Intuitive tool for managing information together with business logic**

- **Creates workflow for any information in Exchange 2000**

- **Visual designer**

- **Workflow can trigger scripts and programs**

- **Workflow can be added to Visual Basic® apps, Web pages or any other interface**

Workflow Designer

What If You Could…

Reduce your messaging server hardware by 50%?

Meta Group White Paper on Exchange deployment reads:

One of "The primary benefits of Exchange 2000 is: Expanded server scalability via multiple storage groups for each server, enabling most organizations to decrease the number of Exchange servers required by up to 50 percent."

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Exchange 2000 at Microsoft

35 4-proc servers
Backup 8 hours per server

8, 8-proc servers + SAN
Backup 1 hour per server

800-1000 users/server
50MB per user

3500 users per server
100MB per user

Server Consolidation

- **Scalability per system has been dramatically increased**

- **Use multiple storage groups to partition storage across devices**

- **Single Instance Storage**

- **Distributed Architecture**

- **Web client scalability increased**

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Reduce Administrative Costs

- **Reduce administrative burden**
  - Combine administrative tasks
  - Eliminate duplicate administration
  - Delegate junior administrative tasks
- **Use a single administrative toolset**
  - Reduce time to perform tasks
  - Reduce training needs
- **Eliminate unnecessary administrative boundaries**
  - Such as geographical or technology forced boundaries

Wizards of the Coast - Active Directory™

> *"Leveraging the Active Directory is one of the keys to making our Windows 2000 migration so worthwhile. We save both time and money by not having to be on-site to support our satellite offices. This product provides us with a great way to get the easy administration we need while integrating with some of our necessary legacy systems." -- Mike Erter, Exchange Administrator*

Game Publishing Hypergrowth 2000 employees, 6 countries

Solution
Windows 2000 Server, Exchange 2000

Critical Success Factors

- **Better access to corporate resources**
- **Lower overall administration costs**
- **Decentralize/Delegate Administration**

Impact

- **Delegated admin tasks to remote offices**
- **Consolidated domains 4:1**
- **Single admin point for user and mail accounts**

Technology Features

- **Leveraged Active Directory**
- **Windows/Exchange 2000 Delegation**
- **Windows/Exchange Directory Integration**

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Reduce Administrative Costs
Active Directory and Exchange 2000 Together

- **Unified Directory Management**
- **Integrated groups and distribution lists**
- **Consolidate domains**
- **Integrated security structure**
- **Delegation of authority**
- **Group Policies**

Demonstration 5
Integrated Directory
Leveraging Active Directory and Exchange 2000

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Increase Reliability and Uptime

- **Reduce single points of failure**
- **Increase scalability**
  - ➢ **To reduce overload**
- **Reduce restore times in case of failure**
- **Use fault-tolerant message routing**
- **Use in-depth monitoring systems**

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Availability and Reliability

BOSCH

> *"Lost productivity due to messaging server downtime means more than just a few e-mails not being sent. It can mean the difference in product development cycles or a relationship with a customer. Using Exchange 2000 Server with built-in clustering and improved system management means that routine maintenance is all we need to keep our collaboration platform up and running."*
> *-- Mr. Volker Claus, Messaging Manager at Bosch*

Manufacturing
Revenues: DM54.6 billion
195,000 employees
48 countries

Solution
Exchange 2000

Critical Success Factors

- Increase profitability
- Improve customer satisfaction
- Improve business efficiency
- Reduce IT costs

Impact

- Faster product development
- IRR of 157% w/Payback in 4 months
- Increased reliability and uptime
- 20% fewer servers

Technology Features

- Built-In Clustering technology
- Multiple Databases and Storage groups
- Integrated system management

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Tools to Increase Reliability and Uptime

- **Multiple storage groups**
  - Groups can be located on different logical partitions
  - Quicker backup/restore time
  - On-line restore of individual databases
  - VIP mail stores
- **Fault-tolerant architecture**
  - Active/Active Clustering
  - Fault tolerant message routing
- **Distributed architecture**
  - Front-end/Back-end servers provide scalability/reliability

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Planning and Deployment

Q *"Should we wait until we get Active Directory all planned and deployed before we embark on Exchange 2000?"*
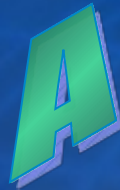
A It is strongly recommended to plan and deploy AD and Exchange 2000 together.

Why?

- **Integrated systems rely on the same infrastructure and directory structure**

- **Fosters collaboration between groups who will now share administrative duties**

- **Exploits economies of scale in migration expertise and duties**
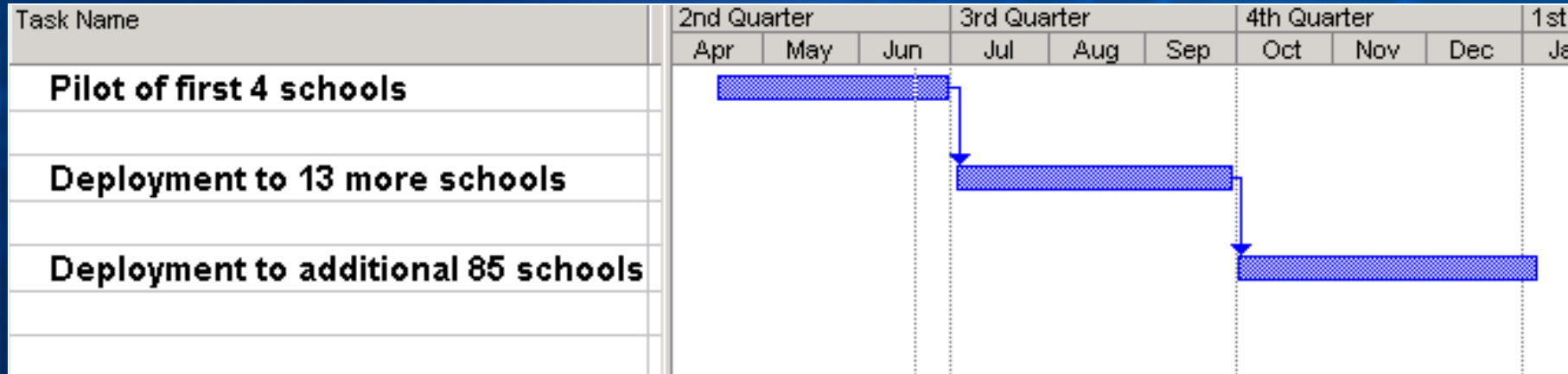
META Group Study on Exchange 2000 and Active Directory Deployment Considerations.

"Build and deploy Active Directory at the same time the Exchange 2000 infrastructure is being built and deployed."

Not doing so, "increases the chance of a less than optimal Active Directory design being introduced."

Jefferson County Public Schools Louisville, Kentucky

Task Name	2nd Quarter			3rd Quarter			4th Quarter			1st
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ja
Pilot of first 4 schools										
Deployment to 13 more schools										
Deployment to additional 85 schools										

- **Pilot deployment with phased roll-out**

- **Used Microsoft Certified Partner**

- **Used Active Directory Connector (ADC) and Active Directory Migration Tool (ADMT)**

- **Synchronized data of existing student information system with Exchange and Active Directory using CDO**

"Best of all, JCPS went from a small administrative email system to 62,000 plus active mailboxes without adding any staff." -- Paul Stevenson, MIS director, JCPS

"Exchange 2000 has lived up to our expectations and our expectations were high."
-- Rick Mosley, senior system analyst, JCPS

Getting Started

"In summary, we believe that most organizations would be best served by concurrent design and implementation of Windows 2000/Active Directory and Exchange 2000" META Group Study on Exchange 2000 and Active Directory Deployment Considerations.

You can start small and easy

- Only 1 domain needs AD to begin Exchange 2000
- Not all users in a domain must be migrated at once
- Windows 2000 is not required
- Coexistence and interoperability is possible and normal during migration process (Mixed Mode)
- If applicable start with a pilot group or a phased roll-out

Exchange 2000 in Summary

- **Exchange 2000 with Active Directory is proven to**
  - **Cut hardware costs**
  - **Cut administrative costs**
  - **Increase reliability and uptime**
  - **Increase productivity**
  - **Build a competitive advantage**
  - **Increase Shareholder value**
  - **Plan and Deploy with Active Directory**

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How to Get There

- **Current NT/Exchange 5.5 house**
  - ➢ **Begin planning a pilot for AD and Exchange 2000**
- **Currently planning Active Directory deployment**
  - ➢ **Incorporate Exchange 2000 into the plan immediately**
- **Let [YOUR COMPANY NAME] help**
  - ➢ **Contact us at [YOUR CONTACT INFORMATION] to find out how we can help you plan and implement Exchange 2000 in your environment.**

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Discussion