

“Better Together” – Microsoft Windows Vista™, the 2007 Microsoft Office system, and Microsoft Exchange Server 2007

People Are Key

To thrive in today's changing markets, businesses like yours are constantly challenged to maximize their competitive advantage.

You may already know that you need to focus on fundamentals such as:

- Better understanding and serving customers.
- Delivering breakthrough products and services.
- Building tighter relationships with key partners.
- Streamlining operations and driving cost savings.

But you might wonder, “**How can I drive gains across all these areas at once?**” It turns out that all of these drivers of business excellence have the same change agent. **Your people.**

At Microsoft, we believe that when properly equipped with the right tools, your people can go further and do more. And of the many options available to business, **software** has demonstrated a **unique capacity to amplify the positive impact of your people.**

People-Ready Software

As the world of digital business information grows exponentially, we look to advances in software to not just manage the influx of this information, but also accelerate the effectiveness and impact of your people. This belief has always been—and will always be—at the very core of the Microsoft® Windows® operating system and the Microsoft Office system. From the earliest days of developing a graphical user interface for computers, to bringing together separate productivity applications into a unified suite, to connecting and extending those applications with powerful tools and servers, **our focus has been on providing software that is all about people.**

Throughout their history, Windows, the Microsoft Office system, and Microsoft Exchange Server have focused on empowering people to drive business success. This focus on individual productivity continues to be a major area of investment in the next releases of Windows, the Microsoft Office system, and Exchange Server. We've listened to your feedback, invested heavily in research, and made major improvements in new, intuitive user interfaces designed to increase the productivity of all users—from the most skilled to the most basic.

Windows Vista™ operating system brings a streamlined user experience called Windows Aero™ that provides enhanced graphics and visualization capabilities. Pervasive search capabilities make it easy to find your information. Mobile workers can quickly access relevant information using Windows SideShow™ displays without needing to open their laptops.

Replacing an overwhelming catalog of commands, the new 2007 Microsoft Office system user interface reflects the results people want to achieve. You won't have to spend your time searching through toolbars and menus—the software now visually reflects the way you want to work. We've also added new analysis capabilities to the Microsoft Office system so your people can work with data more easily and make better decisions. Enhanced authoring tools make it easier than ever to create high-impact documents and presentations with less effort.

The built-in capabilities of Exchange Server 2007 are further indicative of our commitment to creating software that helps your people do their best. Exchange Server has new mobility and unified messaging

capabilities to help you connect with the information and resources you need, while on the go, without compromising security.

Address a New World of Work

While this focus on individual productivity continues to form the core of our mission, we've also heard loud and clear from customers that **the business environment is changing**. With those changes comes the demand for new solutions to help groups of people—from small teams to business divisions to entire organizations—**work more productively and effectively with information**.

Customers tell us this pressure for new levels of team and organizational productivity is coming from a combination of global trends:

- ***One world of business***
Most enterprises today either operate globally or face global competition. As traditional barriers to the flow of goods, capital, and labor dissolve, collaboration of all sorts is becoming more prevalent—and more necessary. For example, teams increasingly work across all manner of organizational and geographic boundaries. Outsourcing of call centers, accounting, and many other common business processes is on the rise, as is telecommuting. An estimated 26.1 million employees in the U.S. work from home – and people are also working in a wider variety of places away from the office.¹
- ***The transparent organization***
Government regulation, combined with increasing vigilance by shareholders, customers, and empowered consumer groups, is compelling businesses to operate at unprecedented levels of visibility while maintaining control over proprietary information. “Flattening” of organizations can help simplify the flow of information, but also renders intellectual property more susceptible to misuse.
- ***Always on, always connected***
Pervasive wireless networks and increasingly powerful mobile devices make information access easy, but prioritization is becoming more and more difficult as workers try to balance competing demands for their time. Finding the right information and expertise to make efficient decisions continues to be a real challenge.

Additionally, customers tell us about evolving security threats, privacy issues, and the effort to manage software updates and patches.

The Next Wave of Innovation

With the next releases of Windows, the Microsoft Office system, and Exchange Server, we've fully embraced the challenges—and the incredible promise—of these trends. We will deliver significant new capabilities to help your organization increase each person's individual impact, as well as:

1. Simplify how people work together.
2. Help protect and manage content.
3. Find information and improve business insight.
4. Reduce security threats and deployment costs.

Let's look at each area in turn.

1. Simplify How People Work Together

In *one world of business*—where teams are challenged to work not only across time, geographical, and organizational boundaries, but also increasingly with customers and partners—the next releases of Windows, the Microsoft Office system, and Exchange Server are designed to simplify how people work together.

¹ **Teleworker Findings for 2005**, The International Telework Association & Council (ITAC), 2005.

Windows Vista includes capabilities designed for mobile workers or people in distributed work forces to:

- Get more out of meetings by sharing applications and jointly editing files among small groups using Windows Collaboration (a new peer-to-peer application) or by projecting presentations wirelessly using Network Projection.
- Access network information on the road with simplified connectivity through the Network Center and with easier offline access to commonly used network files. Intelligent background synchronization automatically reflects changes the next time you connect to the network.
- Set up smooth and simple device synchronization with your Windows Mobile®-based device, making it easier to transfer files, music, and pictures. Computer-to-computer sync enables you to replicate key documents between your laptop and desktop.
- Control key mobile system settings from a single location using the Windows Mobility Center, and make laptops more effective with improved power management and wireless support.

Today when we talk about communication and collaboration with the Microsoft Office system and Exchange Server, people most often think of managing e-mail in Microsoft Office Outlook®. With the next release of Exchange Server and the Microsoft Office system, we've expanded that experience to a new set of capabilities that help your people:

- Communicate in and out of the office—helping to realize true “anywhere access” to your information with a wide variety of devices and using powerful mobile e-mail and instant messaging capabilities.
- Use a single Outlook inbox to manage all types of communication, including e-mail, voice mail, phone calls, and faxes with Exchange Unified Messaging.
- Work together on documents using group workspaces, whether online or offline, and use advanced information-sharing tools to help you efficiently collaborate with others.
- Find people and resources to enable productive meetings, even over the Web and with participants spread around the world.
- Use new collaboration technologies like RSS, blogs, wikis, and an automated alert system to keep team members up to date.

With the 2007 release of the Microsoft Office system and Exchange Server, your people will have the tools they need to work together. And they'll be able to do so from within the familiar Microsoft Office system programs they already know and use.

2. Help Protect and Manage Content

When we look at the trend toward *transparent organizations*, we see customers struggling to simplify their everyday business processes and to better control their ever-increasing volume of content. New compliance requirements mean organizations must monitor both how they do work and how the information that work generates—whether contained in documents, e-mail messages, or content on Web sites—is used, managed, and secured.

Up to 80 percent of a company's digitized information may reside on computer hard disks². With work forces becoming increasingly mobile, your sensitive data is at risk when a laptop is lost or stolen. More than 600,000 laptops are stolen in the United States each year.

Using Windows BitLocker™ Drive Encryption, Windows Vista can help protect user and system data from being compromised when a computer is lost or stolen. Additional capabilities enable you to restrict the use of USB keys and removable storage devices—helping to prevent your company's valuable intellectual property from walking out the door.

The Microsoft Office system builds directly on the great “content creation” experience in core desktop programs such as Microsoft Office Word and Microsoft Office PowerPoint®. This means the Microsoft Office system can enable your people to go from using these programs for simply authoring documents, worksheets, or presentations to using them for sharing, applying workflow to, approving, or managing these types of content. Security, retention, and compliance policies can be applied to content—all within the familiar Microsoft Office system.

² “The Knowledge Worker Investment Paradox”, Gartner, by Regina Casonato and Kathy Harris, July 7th, 2002

We've also expanded the electronic form capabilities of the Microsoft Office system—both on the desktop and on the Web. The Microsoft Office system can help you to automate internal and external business processes and to better integrate the familiar user experience of Microsoft Office programs with data from your key business systems.

With the integrated policy engine built into Exchange Server 2007, the same kinds of policies can be applied to e-mail and other types of communication using familiar Microsoft Office programs or easy-to-use administrative tools. The confidentiality and integrity of this information is enhanced within your organizational boundaries. Your sensitive communications with customers and partners can also be encrypted without additional client or server software.

3. Find Information and Improve Business Insight

In an *always on, always connected* world, where information and people are accessible round the clock, organizations are dealing with the Catch-22 of generating more and more information that is on one hand increasingly valuable, and on the other hand increasingly hard to locate and use in a meaningful, timely way. According to IDC research³, companies may spend up to \$18,000 per knowledge worker each year in lost productivity when users can't find the documents they need to do their work. Windows Vista, the 2007 Microsoft Office system, and Exchange Server 2007 can help your company stay ahead with pervasive search capabilities.

Windows Vista can help employees find anything on their computers and on the Internet quickly and easily. New live icons give people the ability to clearly preview their documents and go directly to the items they need. Search Folders provide a quick, convenient way to find and organize documents based on their contents, no matter where they are stored on your computer.

The Microsoft Office system and Exchange Server also help people find information more quickly. People can search for information from the desktop, from Web clients like Microsoft Office Outlook Web Access, and from mobile devices. New capabilities also include a greatly improved enterprise search engine for finding information across your company. We've invested in innovative new tools for rapidly searching e-mail, and for searching through handwriting, graphics, and even audio recordings stored within electronic notebooks.

We've also worked hard to extend insight across the organization with business intelligence tools intended for everyone. These include personalized "report centers," executive dashboards, business scorecards, personalized portal sites, and server-based Microsoft Office Excel® spreadsheets. We've also made it easier to expose data from key corporate systems into the Microsoft Office environment, using our new Business Data Catalogue and XML file formats. With Exchange Server 2007 you can use Web services to integrate access to e-mail, calendar, contacts, and other inbox data with your business and service-oriented applications.

4. Reduce Security Threats and Deployment Costs

We've made Windows Vista, the Microsoft Office system, and Exchange Server more secure by design and by default when you deploy them by reducing the threat surface area, offering one place for people to manage their privacy and security settings, and simplifying security prompts and warnings. The next releases also reflect changes in how we build software to make it more manageable, reliable, and cost-effective.

Windows Vista features User Account Control capabilities to better manage operations that require different levels of security privilege. Microsoft Internet Explorer Protected Mode helps shield your system from Web-based malicious software by limiting its access to only temporary files. Anti-phishing capabilities help protect users and their data, while Network Access Protection restricts the access of clients that lack current security updates or virus signatures.

Exchange Server and the Microsoft Office system together help deliver comprehensive protection from outside threats. Exchange Server includes built-in antivirus and anti-spam capabilities that act on e-mail going to and from the Internet—working in concert with improved junk e-mail filtering in Office Outlook 2007. Enhanced protection against phishing and fraudulent e-mail messages helps keep you from accidentally disclosing personal information. Exchange Server also smoothly integrates with Microsoft Exchange Hosted Services for a

³ **The High Cost of Not Finding Information**, IDC Research, Study #29127, by Chris Sherman and Susan Feldman, April 2003.

flexible and attractively priced e-mail filtering service that helps keep harm from reaching your network in the first place.

Security updates in Windows Vista and Microsoft Office system programs are significantly easier to deploy because they use language-independent binaries that require only a single update, regardless of how many languages your organization might use.

With new imaging technology in Windows Vista, companies can deploy a single operating system image to different types of computer hardware and to people with different language requirements, which produces a dramatic reduction in IT costs. Software updating improvements mean fewer reboots, and virtualization capabilities help ensure that older but still critical applications continue to run.

With the Microsoft Office system, we are reducing the complexity associated with software updates and deployment by providing a consistent experience for customization with the new Microsoft Office Customization Tool and Microsoft Office Migration Planning Manager. Exchange Server 2007 and Office Outlook 2007 help to eliminate the need for manual setup of user accounts, reducing help desk support calls and deployment costs. Improvements in software reliability and quality come through proactive support, improved program responsiveness, and better recovery when programs stop responding.

Exchange Server 2007 makes it cost-effective to keep your company's communications on the server where they can be accessed remotely with increased security. A new, more scalable architecture, the ability to use inexpensive, high-capacity storage systems, efficient new backup and restore technology, and new compliance capabilities give your IT department the confidence to increase inbox sizes so your people can take full advantage of the desktop, Web, mobile, and phone-based access offered by Exchange Server 2007.

Conclusion

At Microsoft, we believe that people, when properly equipped with the right tools, can surmount any challenge. Their value is measured not simply in productivity, but in organizational impact and results. And of the many options available to business, software has demonstrated a unique capacity to amplify the positive impact of people, helping them overcome diverse challenges in a new world of work.

So we create software that is:

- **Familiar and easy to use** so it requires less training and is easier to deploy, adapt, and manage.
- **Widely used** by businesses and **supported** by the largest community of partners, developers, and support professionals in the world.
- **Easy to connect and integrate** with the other software, technology, devices, or services that businesses and their partners use or may adopt in the future.
- **Innovative** and continues to evolve with steady and significant capabilities as business needs change.

When your people use Windows Vista, the 2007 Microsoft Office system, and Exchange Server 2007, they're not simply helping themselves, **they're helping your whole organization compete and win.**

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