



HOSTING DAYS

Growing Your Hosting Business, Together.



HOSTING DAYS

Microsoft Communication Service

From Hosted Email to full UC Opportunity

Jörg Hambücker
Hosting Sales - Communication Sector
Microsoft Central and Eastern Europe

Market Opportunity

32% market growth
2007 – 2011 (IDC)

25% New
Software Share (Gartner)

\$20B
Revenue (IDC)

“With our Software + Services approach, we are taking a deliberate dependence on our partners”

Stephen Elop
President, Microsoft
Business Division

“In five years, 50% of our Exchange & SharePoint Server business will be ‘Online’”

Chris Capossela
Senior Vice-
President,
Information Worker
Business Group

Hosted Business Services Needs

Propensity to outsource

48%



SAAS Service



Managed Dedicated Service

Complexity of needs

15%

Edge Strategies

50-100

100-500
Size of Company

500-1000

Software + Services – The Power of Choice

Managed by Internal IT, Partners, or Microsoft

Microsoft Servers On-Premise

- Control and ownership
- Strategic capabilities
- Advanced integration



Microsoft[®] Communication Services

- Partner Hosted
- Business owner and IT targeted
- Ability to build customized offers



Microsoft Online Services

- IT targeted 50 seats and up
- Pure Microsoft solution
- Reseller



Unified Communications

Hosted VoIP + Office Communications Server

BroadSoft

Nortel

Comverse

Others



Carrier
VoIP

Microsoft®
Exchange Server 2007

Microsoft®
Hosted Messaging
& Collaboration 4.5

Microsoft®
Office Communications
Server 2007



Managed broadband



Microsoft®
Office

Microsoft®
Office Communicator

Windows
Mobile

Microsoft®
Office Outlook

Microsoft®
Office Communicator
Mobile

Partner UC
phones

Microsoft Communications Services Video: Comcast Commercial

Bundle

Broadband
+
E-mail
+
SharePoint
+
Outlook

Microsoft[®]
Communication Services
from Comcast

GROW
WITH COMCAST
BUSINESS CLASS
INTERNET

LEARN HOW TO GET
MICROSOFT OUTLOOK 2007

comcast
Business Class

Microsoft® Communication Services

Microsoft Communication Services
Stay connected, whenever you are

Integrated Company Communication
Access on the go from virtually any device | Professionally delivered

Unified Communications
Anywhere Access • Continuous Collaboration • Professionally Delivered

MANAGING REQUESTS EFFICIENTLY

- Unified Inbox
 - Email
 - Voice mail
 - Fax
 - Auto-attendant

SOLVING PROBLEMS QUICKLY

WORKING TOGETHER EFFECTIVELY

Unified Collaboration

- Schedule Meetings
- Manage Contacts
- Assign tasks
- Find & Share Documents
- Find Available People

Unified Communications

- Instant Messaging
- Voice Call or Conferencing
- Shared Desktop
- Video Call or Conferencing

More Info → <http://partner.microsoft.com/communicationservices>

Why call this Microsoft Communication Services from you?

- Why Microsoft?

Research shows that selling these services as a bundle with the Microsoft name improves likelihood of purchase, no matter how strong the brand of the provider

- Why communication?

Better communication is the number-one reported value by SMBs using the services

- Why services?

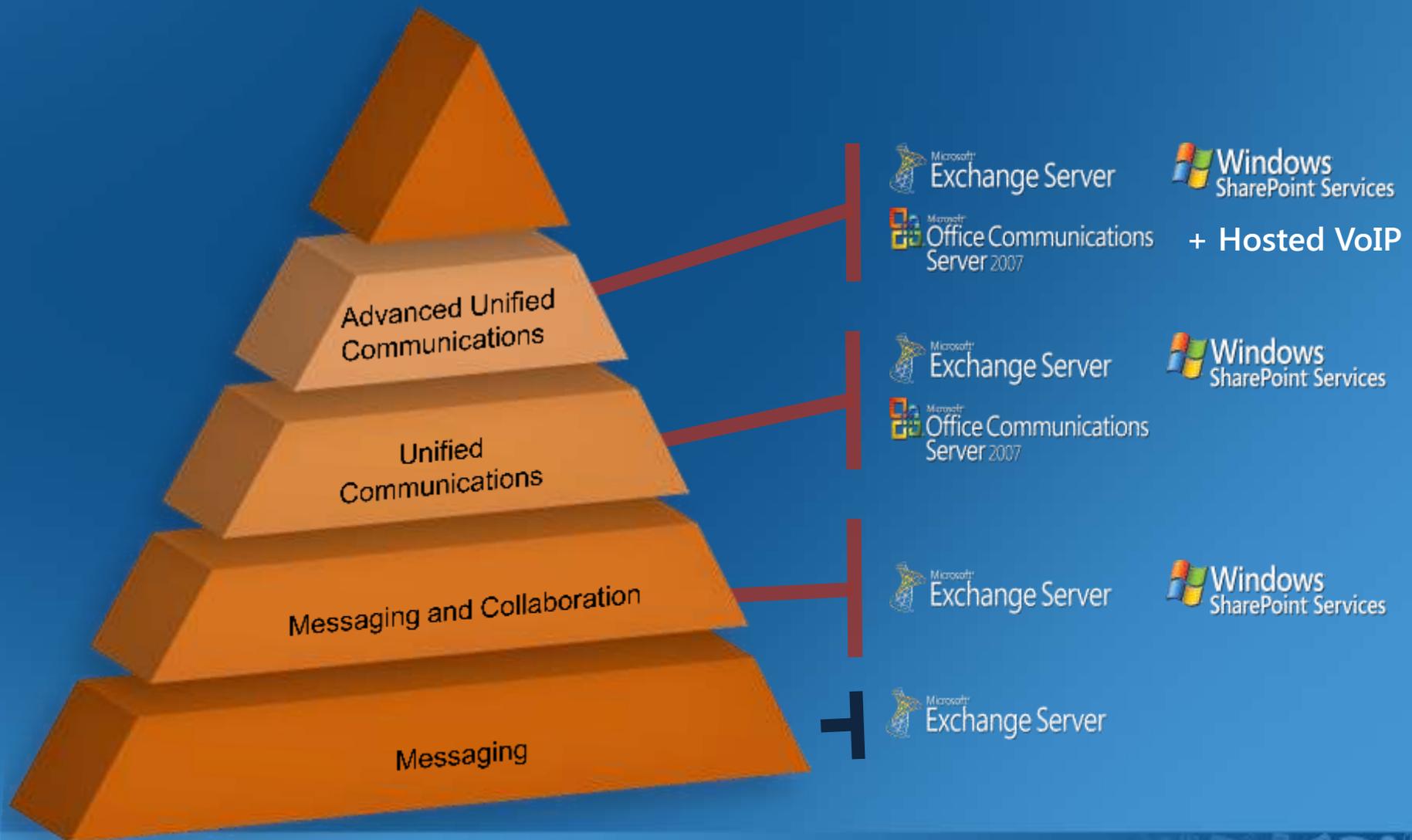
Software-plus-services is the model that Microsoft is consistently using to describe hosted servers

- Individual product names—Exchange and SharePoint—have limited exposure among SMBs



Microsoft®

Communication Services





HOSTING DAYS

DEMO

Unified Communications Software-Powered Collaboration

In the office, on the road, and integrated with applications

Microsoft Office Communications Server 2007

- Rich presence
- Software-powered VoIP
- Conferencing (voice/video/content)

Microsoft Exchange Server 2007

- Innovative experience
- Outlook voice access
- E-mail, voicemail

Microsoft Office Communicator 2007



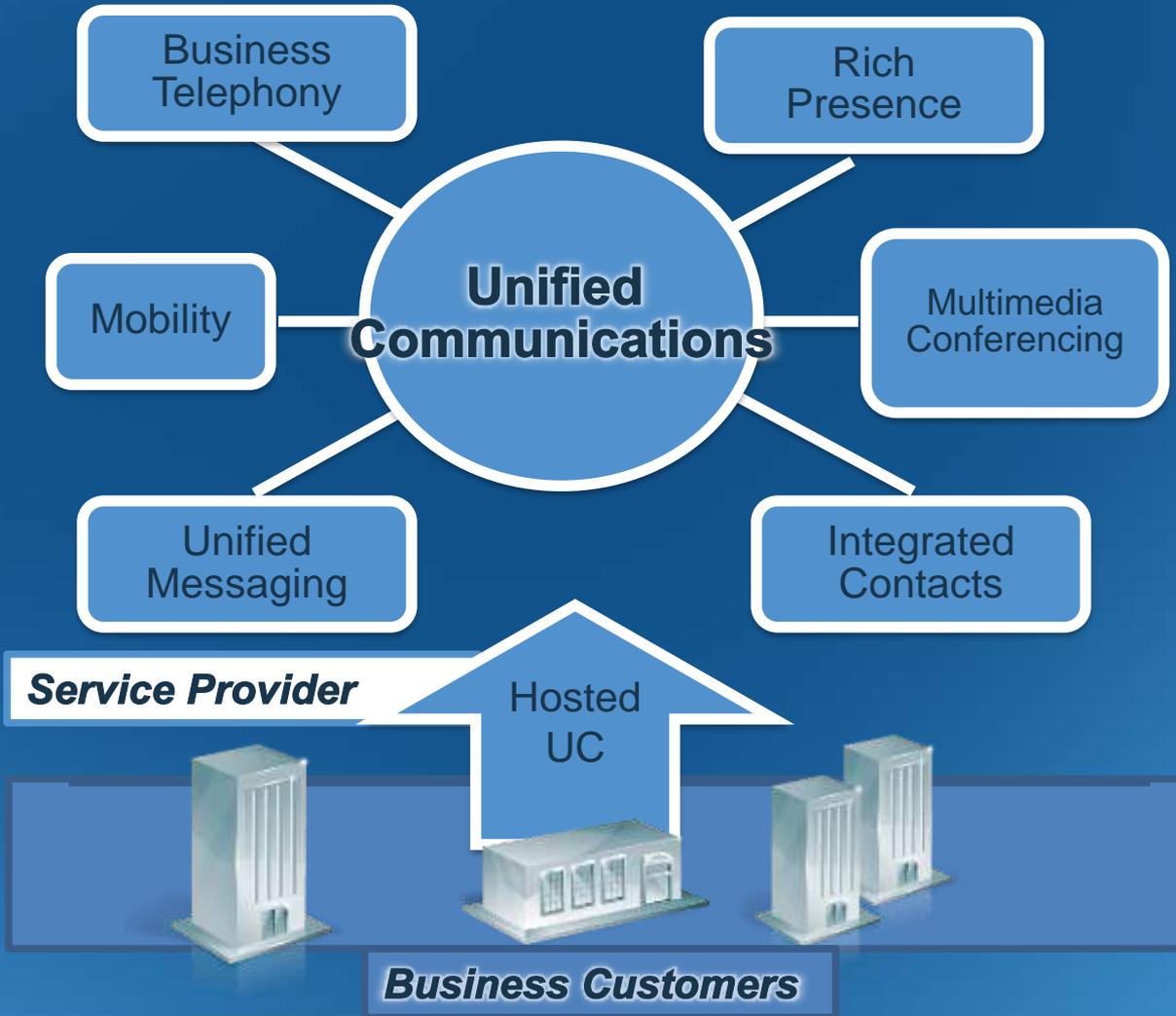
- Real time experience
- Desktop, mobile, web
- Line-of-business application integration

Microsoft Office Outlook



- Non real time experience
- Desktop, mobile, web
- Application integration: CRM, SharePoint folders, etc.

Hosted Unified Communications



The power of Unified Communications – delivered in a Hosted, SaaS model

Ideal Solution for Small & Medium Business Customers

Game-Changing Opportunity for Service Providers

Mix, Match, Deliver and Grow

Microsoft
SharePoint Online

Microsoft
Office Communications Online

Microsoft
Exchange Online

Resell MS Online or Partner-hosted Services



Enterprise Class Software Hosted By Microsoft or Partners as a subscribed service.

YOU

Host & Deliver



License Microsoft Products On A Monthly Basis. Host and Deliver Subscription Based Software Services

Microsoft
Office SharePoint Server 2007

Microsoft
Exchange
Hosted Services



Windows Server 2008
Hyper-V

Microsoft
System Center

Microsoft
Office Live Meeting

Microsoft
SQL Server

Microsoft Dynamics CRM 4.0

Microsoft
Silverlight

Source From White Label Providers

Roll Out Your Own Brand Of Service By Sourcing From A Partner Ecosystem.



Go Do's

- Take a strategic decision:
 - Are you an Infrastructure Provider?
 - Are you a Service Aggregator?
 - Are you a Reseller or Trusted Advisor?
- Engage with a Microsoft S+S Representative and discuss how to take advantage of the Microsoft Communication Services



Microsoft[®]

Your potential. Our passion.[™]

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