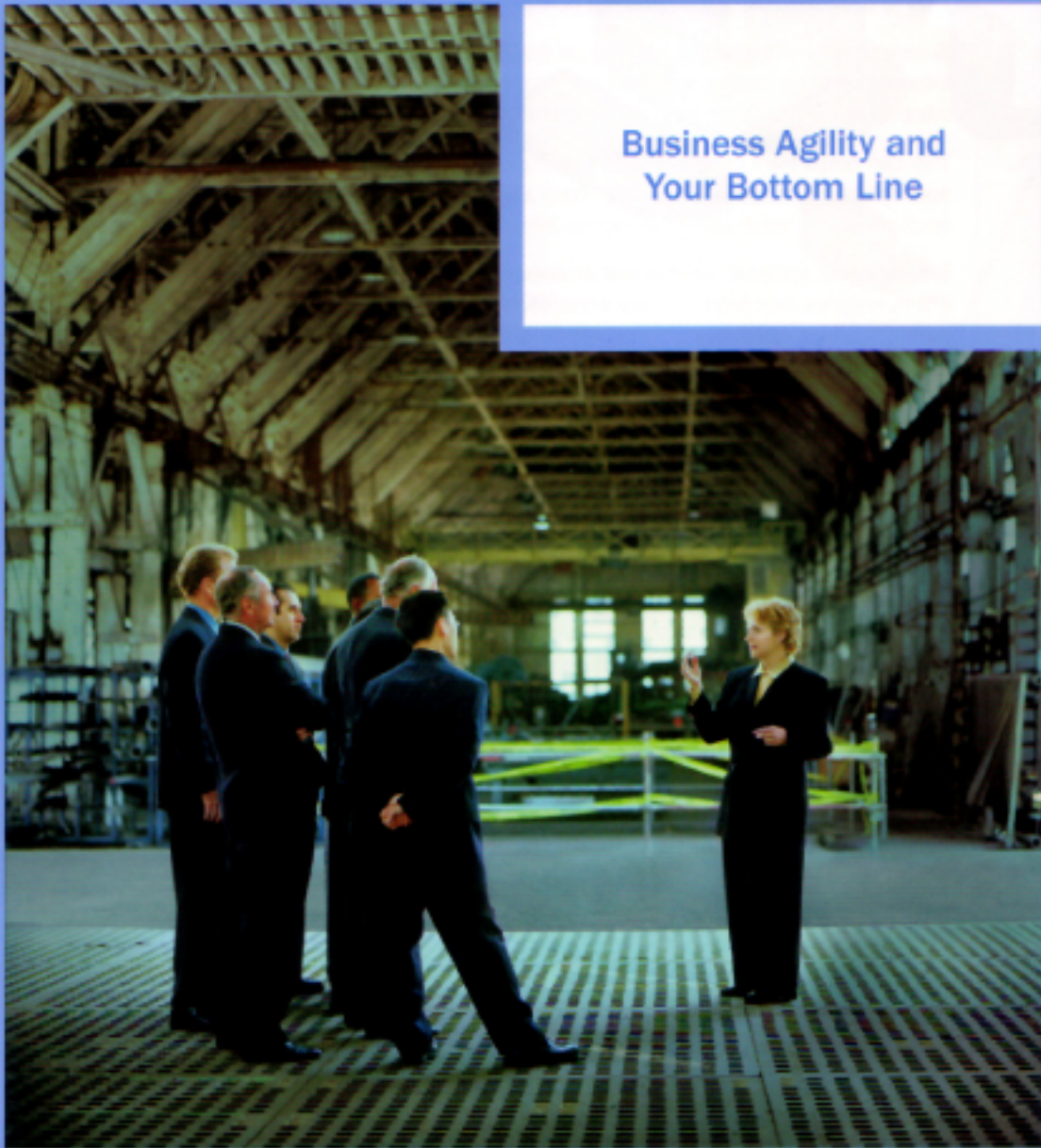


Business Agility and Your Bottom Line



"If one word best represents the past year's most significant news story in software development, it would be .NET. If you were to look for two words, they would be 'Web services.'"

SD Times, "Web Services,
.NET Highlight 2001,"
Alan Zeichick, 1/1/2002

The .NET Connected Logo

Though Microsoft is working to provide the best foundation for building, hosting, deploying and using .NET-connected software, the vast majority of XML Web services and applications that participate in this connected universe will be developed by the rest of the industry including Microsoft partners, customers and third parties.

To recognize and promote the applications and XML Web services that connect using .NET, the Microsoft .NET Connected Logo is being introduced.

Information on the .NET Connected Logo Program can be found at: microsoft.com/net/logo



Using Connected Software to Connect to Your Customers

Pulling it all Together

Your customers. Your business partners. That crucial bit of industry data.

They're out there. The question is not how to find them but how to connect with them.

Success today often hinges not only on finding customers, business partners and vital information in its various forms, but in connecting with each of them, interacting and integrating each into the core systems that are central to your success.

This can range from connecting an existing customer service database to a sales application, to integrating a supply chain among hundreds of partners to ensuring employees can reach up-to-the-minute information whether at a desk or in the field.

Ensuring that systems, people and devices can easily work together saves time and effort, enables new products and services, quickly allows integration with business partners and, incidentally . . . improves the bottom line.

Welcome to Business with .NET

Microsoft® .NET is software for connecting information, people, systems and devices.

.NET connects a broad range of personal and business technologies (from cell phones to servers), enabling you to access and use important information, whenever and wherever it is needed. Built on XML Web service standards, .NET enables both new and existing applications to connect with software and services across platforms, applications and programming languages.

.NET-connected software enables companies to quickly extend existing infrastructure, rapidly adapt to market conditions and bring new solutions to market more quickly: in short, it helps you turn your systems into a business advantage.

XML Web services will take you there. The next evolution of business on the Web is here. XML Web services offer programmable and reusable technologies that leverage the flexibility of the Internet. Now you can have constellations of connected applications running on multiple platforms delivering information to all your customers, businesses, and employees. And the best way to build and deploy XML Web services is with .NET-connected software from Microsoft.

.NET-connected software ties it all together. XML Web services are based on a set of common open standards including XML, SOAP, WSDL, and UDDI, as defined by the World Wide Web Consortium (W3C). Working with Microsoft .NET-connected software means using industry-standard protocols that unify your existing code, systems, and applications and unlock their value. At long last, your enterprise can act as a single interoperable whole.

Delivering a clear path from code to client. Many promise a path to XML Web services, but only Microsoft offers you a complete set of tools, servers, and applications for transforming your business using your existing infrastructure. One software solution takes you all the way from code to client.

Microsoft is a member of the Web Services Interoperability Organization, an open industry effort to promote XML Web services interoperability across platforms, applications, and programming languages. To learn more about WS-I, its members, and its implementation tools, visit: ws-i.org

Microsoft .NET Technologies

.NET is integrated across the Microsoft platform, providing the ability to quickly build, deploy, manage and use connected, secure solutions with XML Web services.

Clients

Microsoft is currently delivering a set of operating systems for computers and other smart devices, including Windows® XP and Windows CE. This smart client software helps PCs and devices work more effectively for you—online or offline.

Tools

Microsoft developer tools provide quick and easy means to develop XML Web services. Microsoft Visual Studio® .NET is a multi-language suite of programming tools for building .NET-connected applications. The .NET Framework is a component of Windows that provides a programming model and runtime for XML Web services, Web applications, and smart client applications.



Servers

Microsoft Windows and the Microsoft .NET Enterprise Servers are the best infrastructure for building, deploying, and operating XML Web services. They include support for XML, scale-out solutions, and business process orchestration across applications and services. Designed with mission-critical performance in mind, they provide companies with the agility they need to integrate their systems, applications, and partners through XML Web services, and the flexibility to adapt to changing business requirements.



Experiences

By using XML Web services to add valuable information and functionality to the applications you use today—such as Microsoft Office XP—and future smart client applications, individuals can enjoy a more personalized experience. For instance, directions to a party could be automatically added to invitations in Microsoft Word by using the Microsoft MapPoint® .NET XML Web service.



Because they are built on the open standards, .NET-connected software will interoperate with XML and XML Web service-enabled products from other vendors. This lets you pick the best products for your needs with confidence that they will work well together.

"We believe that .NET will take individual empowerment to a new level, create unprecedented opportunity for businesses, and spark a renewed wave of excitement about the Internet."

— Bill Gates



Your Path to a .NET Future

Microsoft .NET is here today.

Everything a business needs to build, host, deploy and use .NET-connected software is currently available: from the rich set of developer tools in Microsoft Visual Studio .NET and the .NET Framework to the Windows family of servers, including the Microsoft .NET Enterprise Servers.

A number of services including .NET Passport for authentication, .NET Alerts for notifications, and the MapPoint .NET XML Web service for direction and map-based information can be integrated into business systems today.

Microsoft Windows XP and Windows CE provide the platform on which to run .NET-connected applications.

.NET Shared Opportunity

True interoperability—across platforms, programming languages and devices—offers the opportunity to work better together. As systems begin to easily link together, business relationships will become deeper, the amount of time, effort and expense of working with partners will decrease, and information will be freed to be used when it is most needed.

Microsoft is committed to helping businesses better connect with their customers, link systems that are both inside and outside of their four walls and empower people with the information they need, when they need it. Through the use of .NET-connected software, these goals can be realized today.

*For more information, visit the Microsoft .NET
Web site today at: www.microsoft.com/net*