Microsoft Strategy and Innovation Meeting

David Overton

Head of Technology for Small Business

Microsoft UK

http://uksbsguy.com

Agenda

- Microsoft Strategy for next 5 years
- Online solutions (Windows & Office Live)
- Microsoft CRM
- Office and Vista

Microsoft Strategic Update

How software will be delivered as a service and the impact this will have on computer hardware, software, devices, upgrades, bandwidth requirements, customisation and configuration, eCommerce integration and the consumer and business user.
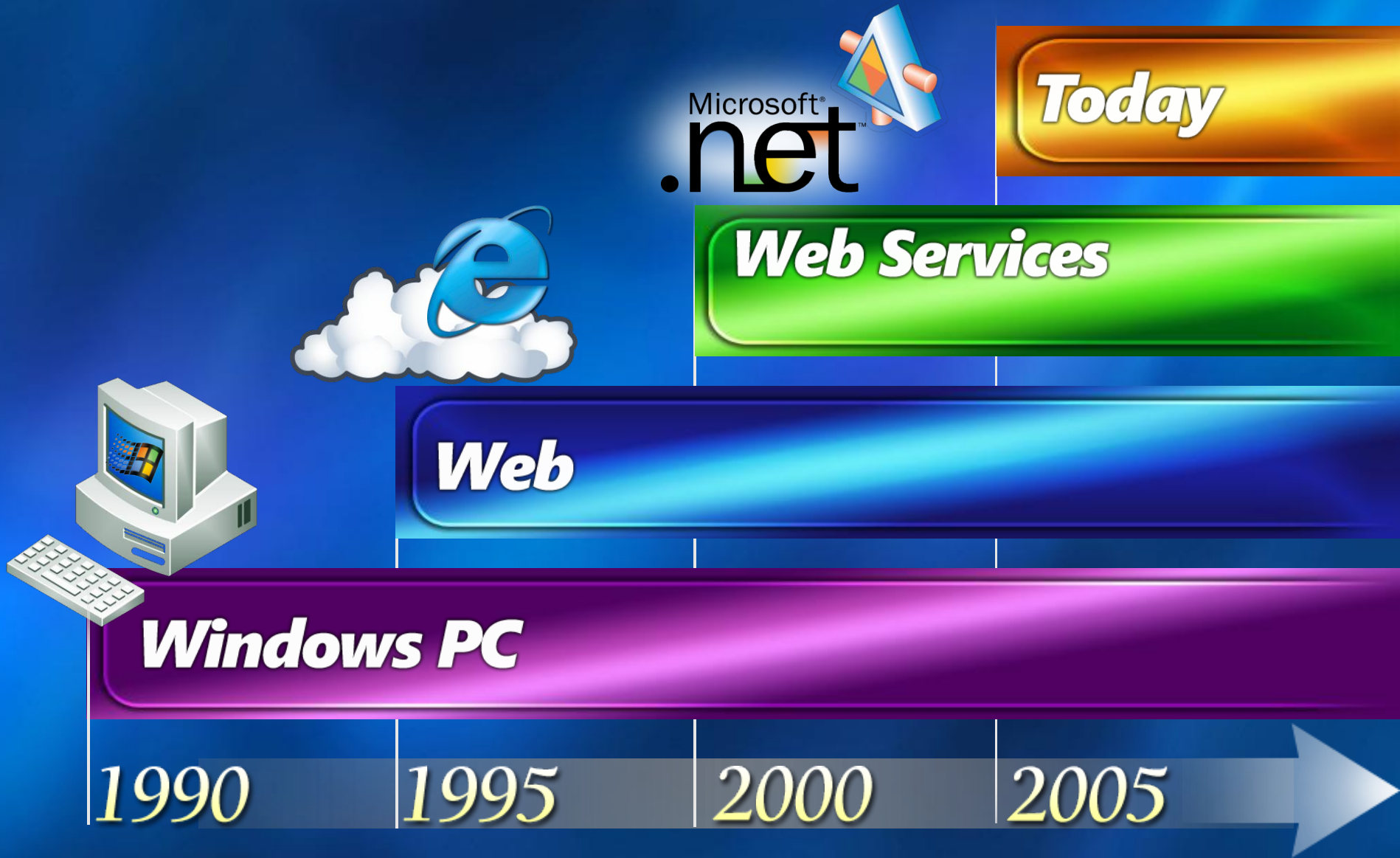
Industry Megatrends

Performance of "Wintel" hardware

Wireless, portable, Tablet PC, phone

Service-oriented architecture

Digital workstyle, lifestyle
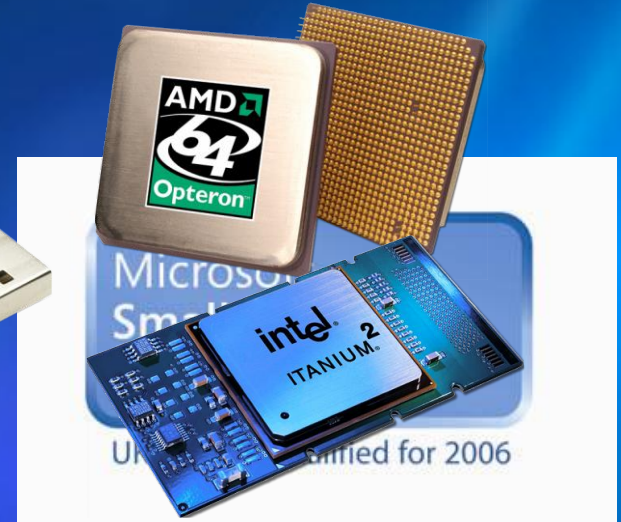
Digitization of the economy

Software breakthroughs

Hardware Trends

- Processors

- Storage

- Networking/Wireless

Broadband: A Global

- 105M broadband homes in US
- 80% of all US homes by 2010

Microsoft®
Small Business
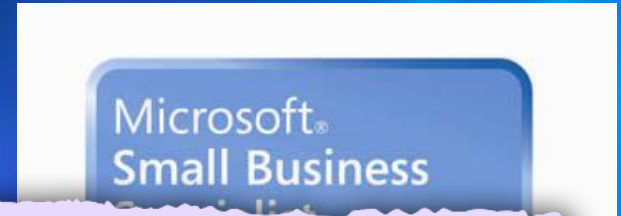
China is expected to have 34M broadband subscribers, US at 39M

South Korea with 73% of its Web users with high speed or broadband connections

United States drops to 12th place in latest international broadband ranking

Europe overtakes States in broadband penetration

Broadband Share of US

27.8%

19.8%

Q1   Q1   Q1   Q1

Chart source: Company Reports, Bernstein Estimates and Analysis

Digital Lifestyle

TV & Movies

Music

Memories

Education

Games

Productivity

Communications

Maps, Travel planning

Calendars, Scheduling

Finding information

Buying/Selling

Digital Workstyle

Spotting trends for business intelligence

Presence

Unified communication

Improving personal productivity

Insights and structured workflow

Team collaboration

Optimizing supply chains

"Live" Principles

Software plus Service

Server = Service

Support multiple PCs and devices

Multiple styles of client

Combination of client software, peer-to-peer, and Internet services

Broad Sea Change

Web Services

Consumer

Small to Med Businesses

Enterprise

Microsoft Assets

Multimedia/DRM   Vision

Technologies

Dynamic Systems Initiative

XML/Web Services   Translation   Machine learning

Mapping   Speech/Ink

 Windows Mobile

Products

 Windows

 Microsoft Dynamics

 Microsoft Visual Studio

 XBOX

 Microsoft Office

 msn

 Microsoft SQL Server

The Beginning of the "Live" Era

At an Inflection Point

Software Plus Services

Opportunities for Everyone

Delivering Value Through Innovation

Role-Based User Experience — Microsoft Office

Portals and Collaboration — Microsoft Windows SharePoint Services

Microsoft Dynamics

Web Service Extensibility — Microsoft Visual Studio, Microsoft Windows

Contextual Business Intelligence — Microsoft SQL Server
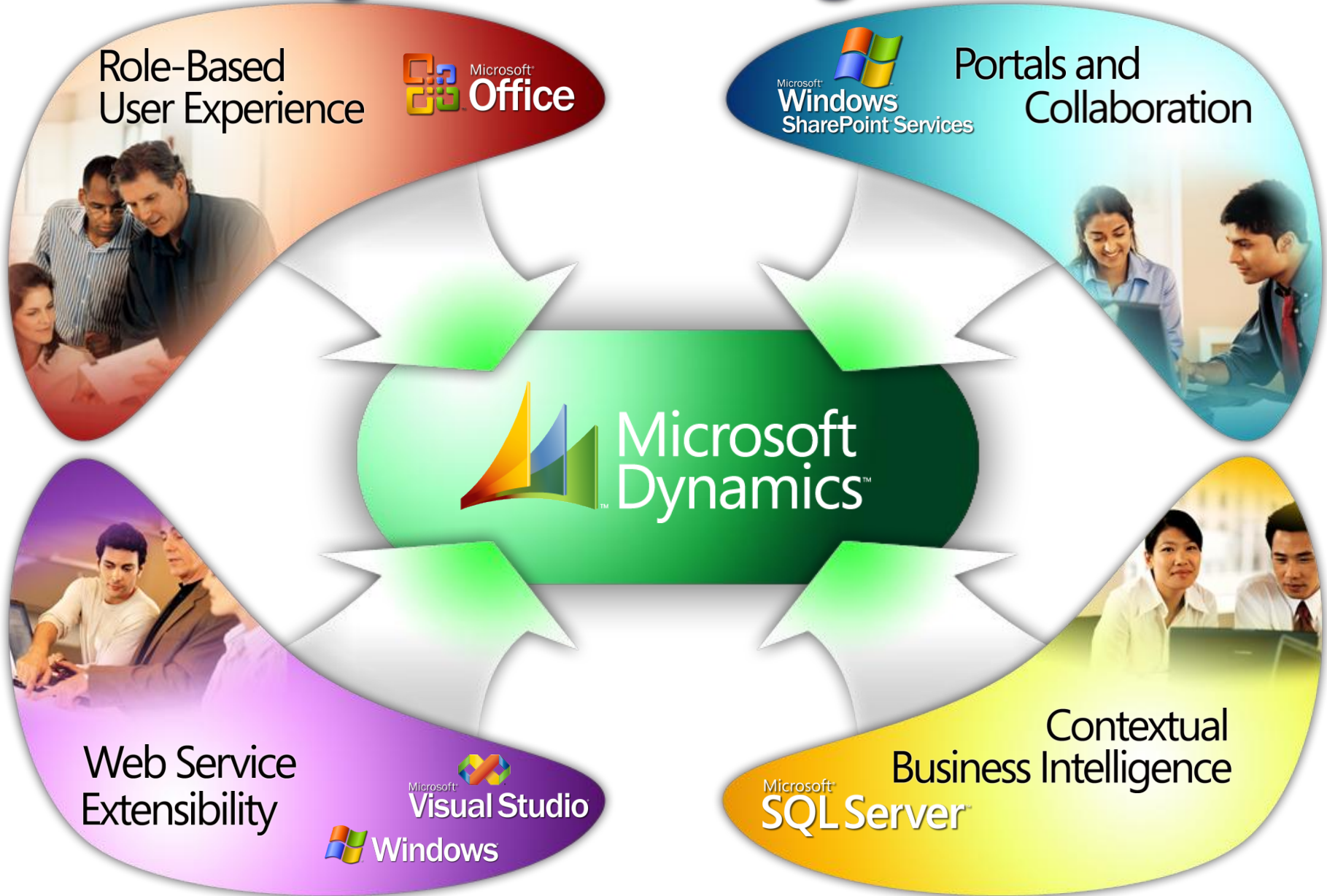
Business Systems

Personal Productivity

Online World

Role Based Composite
Business Applications

Familiar Tailored User Experience

Service Based Approach

Built for the Connected Business

Contextual Business Insight

We are not all the same….

	Small Business	Midmarket	Corporate	Enterprise
Characteristics	<25 PCs 1-49 employees	25-500 PCs 50-1,000 employees	500-1,000 PCs 1,000-5,000 employees	>1,000 PCs >5,000 employees
# UK Entities	4M	150K	1k	100

SMS&P
Small and Midmarket Solutions & Partners

Microsoft® Enterprise & Partner Group

Today's Small Business

Key factors for business growth

- Acquiring new customers (82%)
- Minimizing customer turnover and retaining existing customers (80%)
- Marketing the company, its products and services (56%)
- Keeping ahead of competition (56%)

Source: AMI
AMI SB Country Reports where SB = 1-24 PCs
Markets included: US, UK, Germany, France, Canada, Japan, China, Australia, Korea, India

Growing the business

- Keeping up with competitors, often much bigger businesses
- Connecting with customers via sales & marketing

Just managing the business

- Keeping on top of what is happening, not exploiting or adhering to systems

Managing cash flow

- Taking months to collect money places a burden on Small Businesses

SB 'business' challenges

Human resource management with limited means

- Staff turnover is time consuming and expensive
- Lack of organisation around staff management
- Identifying and recruiting qualified staff
- Some staff lack key IT skills

Lack of working capital

- Funding growth to match ambition / need

Coping with legislation

- Adhering to regulatory environment / red tape (Sarbannes Oxley)
- This is often made worse by concerns of economy

Source: WWCPSS; Arkwright qual; AMI

Staying secure

•Heightened awareness of system vulnerability and time spent managing security in general

•Compatibility with suppliers / clients

High software costs

•Keeping up with technology and competitors

IT investment can be de-prioritised

•ROI is not seen as great or immediate from IT as marketing & sales

•Most know what systems / software *could* do, but acknowledge this is not often achieved – more coping than exploiting

Exploiting IT

•Boundaries between tech support and training & development are often blurred

SB 'IT specific' challenges

What I have is good enough

•This is the "**so-what**?" factor & needs to be overcome

Technical support

•Perceived negatively - in terms of unnecessary cost, rather than value in terms of saving time/ money

Microsoft Small Business Specialist Community

What is it?

- A community of like minded partners who sell to small businesses
  - Experts in their field
  - Committed to the customer
  - Wants to find ways to improve their profit margins
- A way to connect the customer to the right partners for them
  - An essential part of our end-to-end sales & marketing

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Find an IT Consultant
Interactive Tools

Glossary

Search results for all consultants

Here is a list of consultants in your area who can advise you on software and hardware purchases. **Read more about working with consultants**.

Consultants in **bold** are Microsoft Small Business Specialist Partners. These consultants understand that the needs of small businesses can be very specific. They have experience of working with smaller companies and will be able to offer tailored advice which takes your particular situation into account. They'll be happy to talk to you - and there's no obligation to buy. You can view full details for each consultant by clicking on their name.

Search Results: 329   Results 1 to 15   next >>   Return to start a new search

Consultant Name	Location	Postcode	Phone number	Website	Consultant Type
Vircom Limited	Reading	RG6 1PT	+44 (0) 870-286-3663	www.vircom.co.uk	Small Business Specialist
Cunningham and Othen Of Oxford	Henley On Thames	RG9 2DN	01491 413190	www.c-and-o.co.uk	Small Business Specialist
Positive Computing Ltd	Reading	RG1 4HP	0845 6015323	www.positivecomputing.com	Small Business Specialist
Lumley Ltd	Maidenhead	SL6 6TB	01628 581423	www.lumley.co.uk	Small Business Specialist
Solsis Ltd	Reading	RG6 4UT	0118 9751166	www.solsis.co.uk	Small Business Specialist
ATM Ltd	Loudwater	HP10 9QY	01628 642200	www.atm.ltd.uk	Small Business Specialist
Hart Training	Yateley	GU46 6HQ	01252 683005	www.overton-net.com	Small Business Specialist
D S Baker IT	Bracknell	RG12 2LW	07843 604559	www.dsbakerit.co.uk	Small Business Specialist
Micropoint Managed Services Ltd	Reading	RG2 0BZ	+1 (0118) 9131300	www.micropoint.co.uk	Gold
Nouveau Solutions Ltd	Reading	RG5 4JB	0845 055 6066	www.nouveau.co.uk	Gold
Azlan	Wokingham	RG41 2GY	0118 9777766	www.azlantraining.com/uk	Gold
Interquad Learning Ltd	Reading	RG1 1LX	01189 393943	www.interquad.com	Gold
Badger Software Ltd	Reading	RG4 5BB	+44 (0118) 946-4488	www.badger.co.uk	Gold
UKN Group Limited	Reading	RG7 1QF	+1 (0118) 9881200	www.ukngroup.com	Gold
VERITAS Software	Reading	RG2 6UH	0870 2431080	www.veritas.com	Gold

Other ways to buy software
If you know exactly what you want, you can buy boxed software from one of these Microsoft resellers. And if you don't know where to start, check out our introduction to buying Microsoft software.

Are you an IT consultant? Learn about becoming a Microsoft Partner.

Done   Internet

UK SBSC Benefits

- Use of the UK SBSC logo in printed and online marketing materials

- Preferred placement on the Partner Finder tool on the Small Business section of the Microsoft website

- Access to pilot of telephone pre-sales technical support – including competitive assist

- Sales and marketing collateral aligned to Microsoft small business marketing campaigns

- Dedicated website with relevant content and tailored offers
  - E.g. Microsoft ® Financing
  - Early access to Beta programs

- Aligned with the UK SBS User Groups

Microsoft® Small Business Specialist

UK Partner Qualified for 2006

UK SBS Partner Groups

- Run by partners, for partners
- Monthly face-to-face interaction with your peers
- Support for your technical & sales/marketing questions
- Now reaching nearly 400 partners across the UK
- Two online forums as well:
  - www.sbsbpi.co.uk
  - groups.yahoo.com/group/uksbsg/
- Connected to the best & brightest from around the world
- Supported by but not owned or managed by Microsoft
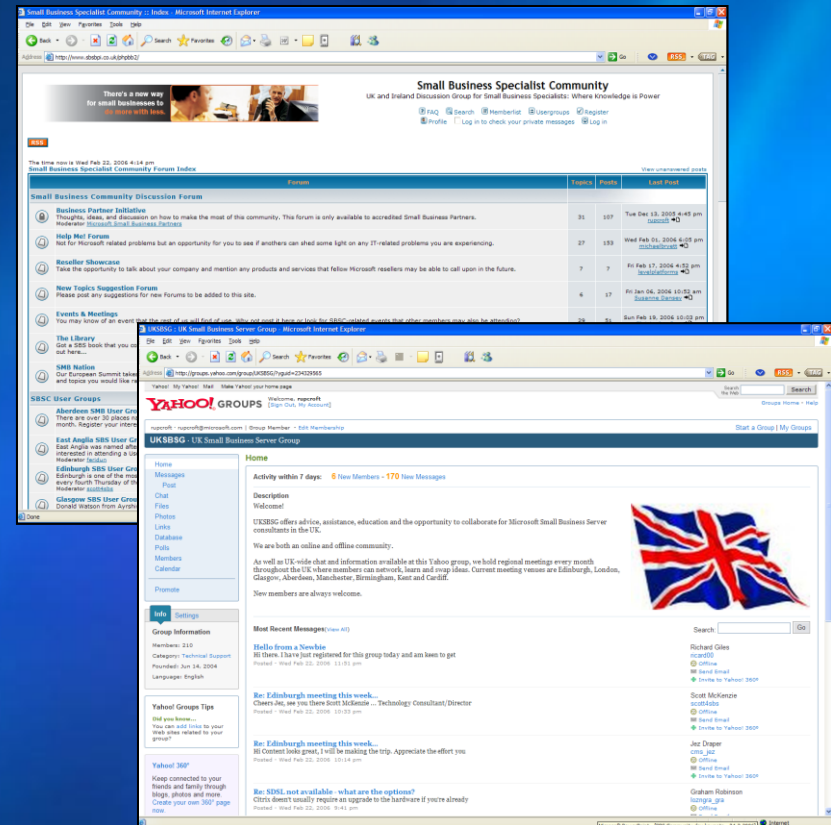
Each month	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1		East Anglia	Thames Valley		
Week 2	London	Midlands	North Wales	South Wales	
Week 3	Manchester	Kent	SW England	West England	
Week 4		Aberdeen	Glasgow	Edinburgh	

Summary

- Microsoft is continuing to evolve and drive the industry

- We have solutions that mix online and disconnected as needed

- Work with SBSC partners for best customer experience

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Your potential. Our passion.™

Break and Refreshment