



Innovation Starts Here
Microsoft® Emerging Business Team

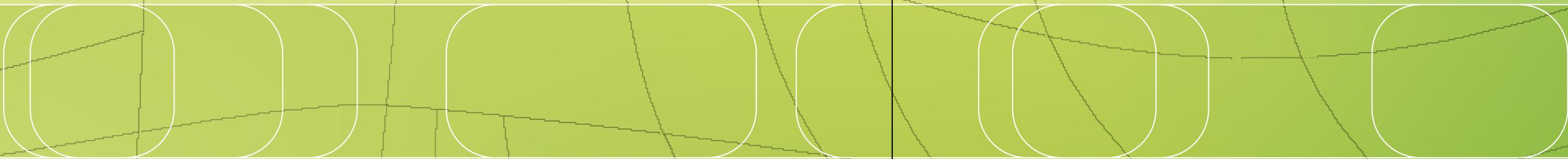
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Helping Emerging Businesses Achieve Success

The business of innovation requires far more than just a good idea. That's just the beginning. Creating a viable, commercial success is quite another thing. On the following pages, we've chosen to showcase 26 emerging start-up companies from around the world that are achieving broad success and making a difference by fulfilling real customer needs with compelling solutions. These companies are proof-positive that innovative things happen on the Microsoft platform every day. In fact, partnering with Microsoft is great for start-ups — we help them reduce development time and get to market quickly. Our programs and extended partnership model expand their reach and provide access, enabling them to refine their business and technical development. Through our network of venture capital relationships, we can often reduce investment risk. And our Technology Centers can help them model and scale their solutions in advance of customer demands. They make a commitment to our technology, and Microsoft, in turn, makes a commitment through our Emerging Business Team to help them achieve success. It's that simple. We invite you to learn more.

Please visit www.microsoftstartupzone.com





Akonix Systems, Inc.

SAN DIEGO, CA

www.akonix.com

With 364 million corporate users of instant messaging (IM) worldwide, the IM phenomenon has grown far faster than anyone could have predicted. As early as 2000, Akonix believed it would become a critical part of the corporate communications infrastructure, but also recognized IM posed a serious threat to enterprise security. Clearly, for IM to achieve its full potential, someone would have to tame the beast. While some competitors chose to build security around existing consumer-focused IM networks, Akonix realized the best solution was to architect something new with security built in from the start — leveraging the Microsoft® .NET Framework and Microsoft Live Communications Server (LCS).

Detection, Protection, and Containment

Worms and viruses introduced by instant messages are not the only security risks to an enterprise network. Most corporations also face the daunting task of monitoring and archiving all their communications — including e-mails and instant messages — to comply with government regulations. This demands strong yet flexible controls that allow IT managers to set variable policies and access levels for employee communications.

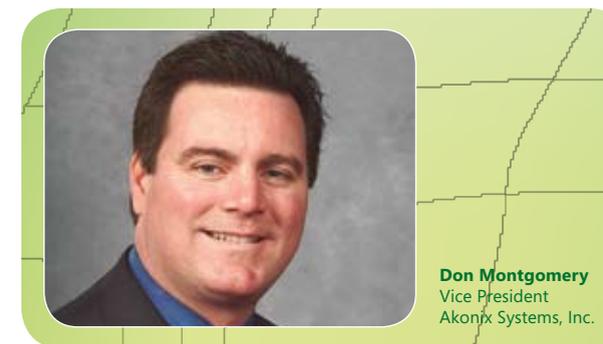
Akonix offers comprehensive, automatically updated, real-time security that blocks malware such as viruses, worms, and spyware for internal enterprise IM, as well as external public and private IM systems. Its patented approach includes three levels of security — real-time detection, protection, and containment. Each level provides multiple layers of protection to create a nearly impenetrable shield.

As one of only three companies licensed by all three major IM providers — MSN®, AOL, and Yahoo — Akonix is authorized to divert message traffic from the Web to a safe place where it can be examined for threats and compliance violations before it is forwarded to the recipient. Along with MSN support, Akonix offers full integration with LCS for security, management, compliance, and archiving of all LCS communications through its L7 Enterprise product.

“Our integration with MSN Messenger and LCS allows us to offer the most advanced security, management, and compliance solution for enterprise instant messaging on the market,” notes Don Montgomery, vice president of Akonix Systems Marketing and

“We believe Akonix’s success in the marketplace will come in large part from the quality and scope of its partnerships. Our decision to invest in Akonix was easy, knowing Microsoft was a partner and there was clear value to be derived from that partnership.”

/ LEO SPIEGEL, MANAGING PARTNER, MISSION VENTURES



Don Montgomery
Vice President
Akonix Systems, Inc.

He adds, “The fact that we could buy Windows®-based software and deploy on our standardized hardware was a big plus for us from a support and maintainability perspective.”

Microsoft Partnership

As a Microsoft Gold Certified Partner, Akonix has demonstrated its expertise in providing customer satisfaction with Microsoft products and technology. In addition to having competency in both Networking Infrastructure Solutions and Security Solutions, Akonix Systems’ L7 Enterprise product is ISA Server Certified.

“We believe Akonix’s success in the marketplace will come in large part from the quality and scope of its partnerships,” says Leo Spiegel, managing partner of Mission Ventures. “Our decision to invest in Akonix was easy, knowing that Microsoft was a partner and that there was a clear value to be derived from that partnership.”

Customer Support. “The tight API integration gives our mutual customers the best performance available.”

A Taxing Situation

For tax return handler H&R Block, client confidentiality is an essential part of its overall security. When the tax specialist became concerned about public IM activity on its network, it turned to Akonix. IM has since become an important communications tool for both internal and external conversations at the company. They now have 10,000 seats running on a Microsoft Windows Server® system.

According to Mark Butler, manager of Security & Compliance Services at H&R Block, “Akonix offered ease of configuration, deployment and management, and a much deeper and broader set of capabilities than other products in this space.”

Cathexis Innovations, Inc.

ST JOHN'S, NEWFOUNDLAND, CANADA

www.cathexis.com

Imagine using radio wave technology to effectively identify and track assets from pallets, vehicles, equipment, personal shopping products, and even artwork. The emergence of RFID (Radio Frequency Identification), an automatic identification system that relies on storing and remotely retrieving data using RFID tags or transponders is making this, and more, a reality. Cathexis Innovations, Inc. offers unique wireless RFID readers, advanced integration software, and RFID solution models that are powerful, cost-effective, and easy to adopt.

Going Mobile with RFID

By leveraging the Microsoft platform, Cathexis' goal is to expand the RFID market beyond the supply chain space, and leverage the strong growth in the mobility sector, in areas such as asset maintenance, field servicing, inspections and auditing. The company's mobile RFID readers and Web-based data collection software are making RFID adoption painless, scalable, and cost-effective for an increasing number of mobile solutions — allowing system integrators, VARs, and ISVs to rapidly solve real business problems with RFID.

The company's solution consists of two main components: the flagship RFID reader, IDBlue™, and Web-based RFID data collection and reporting engine, CathexisWEB™.

Leveraging the successful development of a Microsoft® .NET driver for the IDBlue RFID reader, Cathexis selected Microsoft Visual Studio® .NET and the .NET Framework as the core technology platform. With the .NET Framework's rich support for Web services, SmartClient development, and database integration, it was a natural fit. Several key technologies in the Microsoft suite, such as Web Services Enhancements (WSE) and Microsoft SQL Server™, enabled the development team to focus on delivering business value, rather than reinventing the wheel.

According to Mark Simms, vice president of R&D at Cathexis, "Selecting the appropriate technologies was one of the key design decisions in developing the CathexisWEB solution. The development team needed software and development tools that would enable the delivery of a decentralized system, with stringent demands for security, scalability, and reliability."

"By developing on the .NET Framework, the Cathexis development team was able to focus on delivering the solution, not on developing the underlying infrastructure." / STEVEN L. TAYLOR, CHIEF EXECUTIVE OFFICER, CATHEXIS INNOVATIONS, INC.



Steven L. Taylor
CEO
Cathexis Innovations, Inc.

Fighting Fires with RFID

Forest firefighting organizations like Newfoundland and Labrador Forest Services (NLFS), a group within the Newfoundland and Labrador Department of Natural Resources, have millions of dollars worth of assets and equipment, often distributed across large geographical areas. Cathexis has designed a Forest Fire-fighting Equipment Management System that utilizes cutting-edge RFID technology and harnesses the power of the Internet to greatly decrease the operational costs associated with inventories, data entry, and report generation.

This "out of the box", hosted service collects the data and publishes it to an online application that contains all of the features and reports needed for effective real-time tracking, visibility, and management of the equipment. "It is obviously critical for the equipment to be available when needed. The ability of

RFID tags to be embedded in plastics makes it an ideal tracking technology for this rugged application," says Derek Hewitt, manager of Newfoundland and Labrador Forest Services.

Microsoft Partnership

By using Microsoft development tools, Cathexis was able to greatly reduce the development time for its CathexisWeb solution. This significant improvement in time to market and total cost of development helps allow for fast generation of revenues, a strong business case as well as short cycle times on adapting to evolving client needs.

According to Dr. Bob Richards, chief executive officer of the Centre of Excellence for Applied Research and Training (CERT), "Microsoft is recognized worldwide as a market leader in technology and innovation. Having achieved a Tier 1 Hardware Partnership, a Microsoft Technology Centre (MTC) partnership, and the status of Microsoft Gold Certified Partner, it is clear that Cathexis Innovations is a significant player in the rapidly growing RFID market. We share the enthusiasm of both Cathexis and Microsoft for the establishment of a world-class RFID Centre of Excellence in the United Arab Emirates, and we look forward to our collective effort to achieve that objective."

Coveo Solutions

QUEBEC CITY, QUEBEC, CANADA

www.coveo.com

Find information. Understand information. Act — much faster. With Coveo Solutions, enterprises can easily search through literally gigabytes and terabytes of stored data, understanding and taking action on critical information across the enterprise. Whether it's to meet regulatory compliance requirements, from Sarbanes-Oxley to HIPAA, or to respond faster to customer needs at call-centers, Coveo has built a software solution based on the Microsoft® .NET platform that offers highly secure, enterprise search software — filling the gap between older specialized search systems and Web-focused search tools.

Supercharging Enterprise Search

Everyone, it seems, is talking about search technology. Companies want to find what they need, when they need it. And that means searches must be both fast and accurate, often requiring the search capability to crawl and spider across document and multimedia files located in file systems, databases, enterprise applications, e-mail servers, intranets, and Web sites. With this in mind, Coveo set out to create a product that would set a new standard for enterprise search.

Says Eric Negler, executive vice president of Business Development at Coveo Solutions, "With the advent of Microsoft and Google making search a priority, our industry has gone from being relatively obscure but necessary, to strategic. The curtain has been pulled back on enterprise search and now it is a topic of discussion in almost every IT organization."

Since its founding in 2004, Coveo has focused on the needs of the enterprise, and has been dedicated to providing products that are easier to deploy, more secure, more accurate, and with applications that will fit seamlessly into current IT environments. Based on ASP and .NET technologies, its flagship product, Coveo Enterprise Search, delivers unified search across all documents with out-of-the-box document-level security, consumer-style ease of use, and unparalleled accuracy.

When combined with Microsoft Office SharePoint®, it delivers what the company calls "supercharged search" for content in the Microsoft SharePoint Portal and WSS sites — thereby enhancing the value of an organization's SharePoint investment and increasing user adoption of SharePoint.

"Our architecture is built on top of Microsoft's security model, and you can't get much more secure than that."

/ ERIC NEGLER, EXECUTIVE VICE PRESIDENT OF BUSINESS DEVELOPMENT, COVEO SOLUTIONS



According to Negler, "Our architecture is built on top of Microsoft's security model, and you can't get much more secure than that."

Coveo has more than 200 customers worldwide, and enjoyed a record fiscal 2006, with revenue increasing 400 percent.

Accelerating E-Discovery Searches

One of Coveo's key customers is Prosearch Strategies, a discovery, analytics, and workplace tools company focused on the legal market in areas of litigation, due diligence, and compliance. For a recent case, it had to search through some 27 terabytes of unstructured data and needed an accurate technology solution that would enable it to hone in on the right data, quickly.

"We're using Software-as-a-Service and SharePoint as the secure portal structure on the front end, and Microsoft SQL Server™ business analytics and Coveo for back-end processing on the

data. This solution has enabled analysts to consolidate and eliminate time-consuming analytic tasks, decreasing processing time by 30 percent, and allowed researcher-reviewers to make more document decisions per hour, while maintaining the ease of use for casual searchers," says Trevor Allen, CIO of Prosearch Strategies.

Microsoft Partnership

Coveo is a Microsoft Certified Partner and in the high-potential group at Microsoft. At the Microsoft Worldwide Partner Conference 2006, Coveo received a regional award for developing customer solutions that exemplify the benefits of the Microsoft platform.

According to Serge Olivier, partner at Access Capital, "Coveo's partnership with Microsoft holds great weight in reducing investment risk. In addition, key portions of Coveo's technology portfolio and the fact that Microsoft clearly understands the strategic advantage of enterprise search simply increases the competitive value that Coveo brings to Microsoft customers and channel partners."

Digipede Technologies

OAKLAND, CA

www.digipede.net

For Digipede customers, many legs do make light work. For customers with a voracious need for application performance, but little appetite for lengthy and expensive “grid enablement” consulting projects, Digipede offers a radically different software alternative that saves money, time, and implementation efforts. From global 100 businesses implementing major distributed computing projects to individual researchers in small labs tying a few computers together for a particular research problem, Digipede helps improve the performance of real-world business applications at any scale.

Grid Computing for Windows®

In early 2003, Digipede set out to help businesses achieve the benefits of distributed computing, without the steep learning curve, expensive consultants, and wrenching organization changes associated with grid technologies and projects. Digipede management believed software should be as simple as possible to buy, install, learn, and use — and saw that what held grid computing back was unnecessary complexity and expense. By implementing the Digipede Network™ entirely on Microsoft® .NET, users and developers alike could access the power of its system through tools already familiar to them.

Explains John Powers, Digipede’s CEO, “While we considered other technology alternatives, we were impressed with the capabilities provided by .NET. As importantly, our market research showed there were already grid computing options on Linux and Java, while we had an opportunity to establish the leadership position in .NET. We bet that Microsoft would succeed in getting greater .NET adoption — in early 2003, that was not nearly as clear as it is today, so we’re very glad we made that bet.”

Further, Powers says the company wanted to leverage the experience its founders had from working with Microsoft for more than 15 years at three previous companies. Digipede declared itself a charter member of the Microsoft ecosystem in grid computing and quickly went to work on a Microsoft-like solution that was far more packaged — easier to buy, install, learn, and use — and less concentrated on the consulting side. The payoff? Powers says the company went from its first customer in July 2005 to 15 paying grid computing customers in only 10 months.

“We bet that Microsoft would succeed in getting greater .NET adoption—in early 2003, that was not nearly as clear as it is today, so we’re very glad we made the bet.”

/ JOHN POWERS, CHIEF EXECUTIVE OFFICER, DIGIPEDE TECHNOLOGIES



John Powers
CEO
Digipede Technologies

Increasing Throughput of Genome Searches

The Friedrich Miescher Institute (FMI), part of the Novartis Research Foundation, conducts fundamental biomedical research from its headquarters in Basel, Switzerland. It needed a way to increase throughput of DNA sequence analysis, and was impressed with Digipede’s ability to distribute classes of .NET objects. While it initially explored an open-source grid solution, FMI researchers found that solution too unstable and difficult to manage. Digipede gave them the stability and scalability they needed right away.

Says Dean Flanders, head of Informatics at FMI, “Our developers can focus their efforts on science, not grid computing.”

Microsoft Partnership

Digipede engaged with Microsoft from day one through the Microsoft Empower program, which is designed to help start-ups find resources to best leverage Microsoft’s partner programs. Next, they worked hard to fast-track their status by achieving the level of Microsoft Gold Certified Partner. Microsoft’s Emerging Business Team was instrumental in guiding Digipede to the right product groups to understand technology roadmaps. As an example, Digipede participated in launches of products such as Microsoft Visual Studio® and Microsoft SQL Server™, and even met with the Compute Cluster Server group 18 months before the product was brought to market.

Explains Powers, “We understood their roadmap and they understood ours, so we could build a product that was entirely complementary to what they were doing. That’s a huge advantage for us.”

Echopass Corporation

PLEASANTON, CA

www.echopass.com

Customer service — good or great? In many industries, this is what separates the leaders from the “also-rans.” Equally important is the technology infrastructure businesses need to enable and support their customer contact system. Even companies that embrace the latest technology still face logistical, staffing, and service challenges due to isolated customer channels for phone calls, e-mail, fax, and Web chat. One provider, Echopass, offers a complete on-demand alternative to the expensive, inflexible, premise-based models of the past.

Making Customer Service Always On and End-to-End

Echopass provides advanced IP-based call and contact center solutions as a service for mid-to-large enterprises and government agencies through its unique EchoSystem™ service integration platform. Echopass delivers the promise of on-demand, end-to-end solutions that are both affordable and fully integrated with clients' existing customer contact applications and voice or data technologies.

Since its inception in 1999, Echopass has used the Microsoft platform as a foundation for its hosted call and contact center on-demand solutions. Echopass runs its secure SAS70 certified datacenter on Microsoft® Windows Server®, Microsoft SQL Server™, and Exchange, with Microsoft Terminal Services providing applications remotely to client machines. Echopass develops applications with Microsoft Visual Studio® 2005, and call center agents use Windows® XP Professional Service Pack 2 (SP2) and Microsoft Office 2003 SP2.

Leveraging the capabilities and affordability of Microsoft technology, Echopass delivers on-demand, always-on, and guaranteed end-to-end customer contact solutions for clients across a range of industries at a fraction of the cost and with far greater flexibility than traditional solutions. The cost to equip a premise-based call center ranges between \$10,000 and \$15,000 per agent, plus costs for vendor maintenance, integration, and staff to manage the various components. With Echopass, the cost is only \$250 per agent per month.

“Our Web-based, on-demand services make sense for customers looking for a better business model,” says Vincent Deschamps,

“Microsoft is really the foundation upon which we build everything else.”

/ CLINT PECK, VICE PRESIDENT OF OPERATIONS, ECHOPASS CORPORATION



CEO of Echopass. “We maximize their call center flexibility, eliminate the need for up-front capital expenditures, and remove all ongoing costs of equipment upgrades, system maintenance, and service contracts. Plus, we integrate with a wide range of Microsoft and other technology partner applications and manage the entire service, end to end.”

Outrigger's Call Center Goes On-Demand

Last year, when Hawaii-based Outrigger Hotels and Resorts decided to move away from its existing hardware-based call center in favor of Web-based call center services, only Echopass offered a solution that could provide Outrigger the guaranteed service availability, integration, and flexibility they required, both today and for the future. Most impressive to Outrigger was Echopass Contact Center On-Demand, which includes a secure hosting facility in Salt Lake City, Utah; a state-of-the-art VoIP

telecommunications platform; complete end-to-end integration and service management; and a flexible per-seat licensing program that allows clients to pay for only the capacity they need.

Thirty days after Outrigger signed a contract with Echopass, the new hosted contact center solution was live and easily keeping pace with the 3,000 inbound phone calls; 1,000 faxes; and several hundred Internet customer chats handled by Outrigger agents each day. The EchoSystem helped Outrigger quickly reach the 50- to 60-percentile range for conversion of calls to bookings — unusually strong for the hospitality industry. And because Echopass consolidates all customer touchpoints — voice, e-mail, Web chat, and fax — to the agent desktop, Outrigger has been able to grow their business by 15 to 20 percent over the previous year without hiring more agents.

Microsoft Partnership

“Echopass is an exceptional company with tight strategic and technical ties to Microsoft. Echopass built its infrastructure on the Microsoft .NET Framework, beginning in 2000. As Microsoft delivers unified communications to the marketplace, we expect the Echopass-hosted contact center to be at the forefront of Microsoft's efforts to deliver Web-based customer solutions,” says Dick Kramlich, general partner and co-founder of New Enterprise Associates.



Eloqua Corporation

TORONTO, ONTARIO, CANADA

www.eloqua.com

Research shows most companies fail to follow up on 80 percent of their customer leads. Worse yet, more than half of those discarded leads are from customers who end up purchasing from a competitor within 18 months. Eloqua is in the business of converting lost leads by automating best practices. With Eloqua, marketers can automatically nurture and rank leads through the use of a workflow engine, passing them to sales personnel only after a series of Web, e-mail, and search activities have clearly demonstrated a customer's readiness to buy.

Increasing Sales-Ready Leads

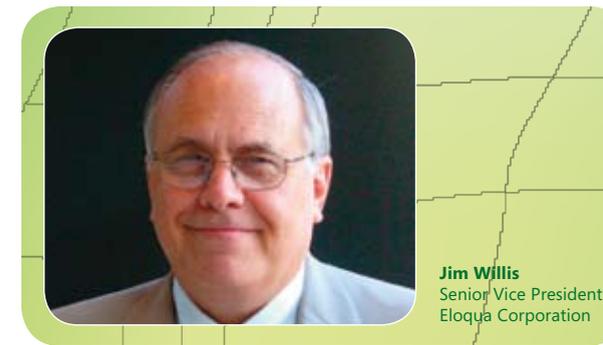
Based on the Microsoft® .NET platform and integrated with CRM 3.0 and Microsoft Office Outlook®, Eloqua provides the ability to automate true one-to-one marketing via the Web, e-mail, or direct mail to engage Web site visitors in proactive chat, and to automatically pass detailed prospect activity histories to the right sales person at the right time. Such capabilities have doubled sales and cut sales cycles in half within the first year of adoption for many small and mid-tier Eloqua customers.

At its core, Eloqua provides the tools needed to filter and deliver to a company's sales team only those leads that are qualified and "sales-ready." In parallel, marketing teams can nurture leads through automated marketing campaigns and execute far more campaigns with the same headcount. This unique technology also leverages a prospective customer's Web site and campaign activity to create rich prospect profiles. The result is a revealing and conclusive view of the prospect's true interests and intent that allows the sales person to prioritize leads and increase their closing rates.

"Eloqua's integration with Microsoft CRM 3.0 and Outlook brings a tremendous amount of power directly to the customer desktops," says Jim Willis, senior vice president of Business Development at Eloqua. While not everyone is a CRM customer, most have standardized on Microsoft Office. Through Outlook, the sales staff can access and reuse pre-approved e-mail campaigns to market and sell to their prospects and customers.

"Eloqua delivers a pure Microsoft solution that leverages the .NET Framework, Microsoft Server, and Microsoft SQL Server™. With Microsoft behind them, Eloqua can meet the requirements of the most demanding enterprise customers."

/ NEAL DEMPSEY, GENERAL PARTNER, BAY PARTNERS



Jim Willis
Senior Vice President
Eloqua Corporation

Also, all of Eloqua's customers are enjoying the benefits of a product suite built on a stable, flexible, and powerful 100 percent Microsoft stack. Creating applications in Microsoft .NET has helped Eloqua deliver a richer and more interactive user experience.

Accelerating the Home Sales Cycle

Ellie Mae, a leading mortgage industry software and service provider, began using Eloqua in 2005 to launch multi-touch, multi-channel marketing campaigns. Leads are dynamically scored and ranked, and then qualified leads are automatically passed to sales. The rest are held until they are sales-ready; none are abandoned. Embedded analytics measure campaign effectiveness and the most effective campaigns are repeated. In year one, Ellie Mae's lead conversion rate grew to 15 percent and market share grew by 10 percent.

"Eloqua's Conversion Suite is a key asset that ensures marketing accountability while pushing the scale, effectiveness, and efficiency of our demand generation campaigns. Eloqua gives our business a distinct competitive advantage," says David Lewis, senior vice president of Marketing at Ellie Mae.

Microsoft Partnership

"There is strong synergy between Eloqua and Microsoft products — this will help increase the value proposition for Microsoft CRM customers and provide consulting opportunities for Microsoft's systems integrator channel as well," says Neal Dempsey, a general partner at Bay Partners.

According to Michael Sitver, partner account manager at Eloqua, "As a Microsoft Gold Certified Partner, we can reach out to a greater number of marketers and benefit from unmatched partner support and advocacy. Our partnership will help grow Eloqua's revenue by at least 25 percent by the end of 2006."



Fractal:Edge Limited

LONDON, ENGLAND

www.fractaledge.com

The world has long been fascinated by how to organize, display, and interpret complex information. Fractal:Edge Limited, harnessing fractal technology (the power of mathematically defining geometric curiosities), solves the complex problem of how to visually present large amounts of data. Built using Microsoft tools and the Microsoft® .NET Framework, its Fractal Maps are dynamic displays that leave pie charts in the dust. Fractal Maps, for the first time, give users the ability to digest huge amounts of information faster and more easily than ever before.

A Better View

Humans have the capacity to process large amounts of information extremely quickly and accurately when it is presented visually. But as business users have been inundated with increasing volumes of data through more channels, the technology available for organizing and displaying all this information has fallen short. While tables and histograms are ideal for small problems, they cannot represent complex, multi-level data sets.

According to Gervase Clifton-Bligh, vice president of Product Strategy and Development at Fractal:Edge, "Fractal Maps offer a dramatically better way to interact with and interpret large or rapidly changing data sets. Much like a powerful camera lens, Fractal Maps allow the viewer to 'zoom' in and out to get different views of the same landscape while making it easy to navigate through the maze of details. By facilitating this process, Fractal Maps give business users the ability to make better critical operating decisions faster."

Fractal:Edge has patented its Fractal Maps technology, built using Microsoft tools such as Managed C++ and Microsoft Visual Studio® .NET to make it fully compatible with the .NET Framework. It can draw in data from Microsoft SQL Server™ 2005 and other OLE DB compatible sources as well. As a participant in the Microsoft Office 2007 Ascend Program, Fractal:Edge will make Fractal Maps available as an add-in for Microsoft Office Excel® 2007, extending the benefits of the technology to a much broader audience.

"Fractal:Edge's compatibility with .NET 2.0 Framework and SQL Server made it easy for us to integrate Fractal Map technology and provide this capability to our customers. Now relevant information is highlighted and accessed more quickly by our users."

/ STAVROS KOKKORIS, HEAD OF CLIENT FACING PRODUCTS, CITIGROUP EQUITIES



Gervase Clifton-Bligh
Vice President
Fractal:Edge Limited

Professional Risk Takers Visualize Benefits

Seven of the world's top 10 investment banks are already using Fractal Maps as a way to help manage their market risk and compliance. With millions of dollars on the line, tracking the performance and potential risks associated with their trading operations is a highly involved and crucial process. Variations and compliance issues must be spotted and dealt with swiftly. One of these banks is Citigroup Equities. Citigroup's Best Execution Consultancy Service (BECS) provides pre- and post-trade analytics to a large number of institutional investment clients. BECS recognized that the visual approach provided by Fractal Maps offered greater clarity than a standard grid-based display, so the group integrated Fractal:Edge's technology into the BECS system.

"New methods of trading require a level of abstraction from detail that standard tabular displays cannot provide," notes Citigroup Equities' Head of Client Facing Products Stavros Kokkoris. "Fractal:Edge's compatibility with the core .NET 2.0 Framework and SQL Server back end made it easy for us to integrate Fractal Map technology and provide this capability to our customers," he explains. "Now relevant information is highlighted and accessed more quickly by our users."

Microsoft Partnership

Being a Certified Microsoft Partner has been a huge plus for Fractal:Edge in its efforts to sell into the investment banking community. Simon Gibson, CEO of Wesley Clover, notes, "It would be impossible for Fractal:Edge to reach the breadth of customers it can benefit without proper integration into Microsoft's operating systems and new integrated client-server architecture. As an investor in Fractal:Edge, we welcome the increasing levels of cooperation between the two companies that are accelerating development cycles and adding value for mutual customers."

IdeaBlade, Inc.

EMERYVILLE, CA

www.ideablade.com

Enhance productivity, lower costs, and accelerate delivery. It's even been called ".NET on rails." IdeaBlade provides development tools and middleware that accelerate the development of Microsoft® .NET enterprise applications — reducing time to market, risk of failure, and life-cycle costs. From individual developers to Fortune 500 companies in industries including healthcare, insurance, finance, education, biotech, and business services, IdeaBlade products are becoming a "must-have" for successful Internet enablement, development, and deployment of enterprise .NET applications.

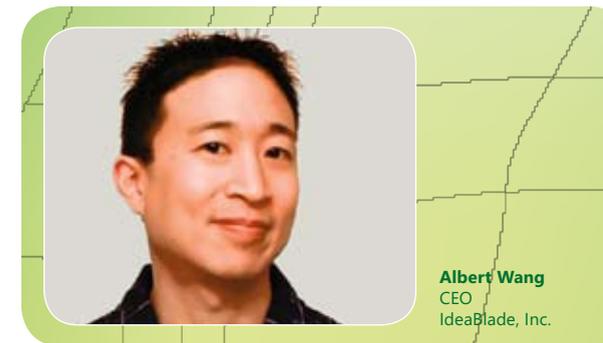
A Return on .NET Investment

Recognizing browser-based applications weren't cutting it for customers or end users, it became clear that many enterprise applications — such as those built using Delphi, PowerBuilder, VB6, FoxPro, and more — needed to have a better option when moving onto the Web. IdeaBlade set out to satisfy this need. Founded in 2001 by developers averaging more than 25 years of enterprise application development experience, IdeaBlade uncovered a clear need for application infrastructure products — a solution that allowed developers to focus on solving their specific business problems, instead of spending months or years reinventing generic application functionality.

According to Albert Wang, IdeaBlade's chief executive officer, "IdeaBlade is about helping companies get a higher return on their .NET investment. The company's DevForce Productivity Suite simplifies the transition to .NET by providing the key infrastructure for an enterprise application from the data access layer, to the user-interface layer, to the deployment layer. Further, it enables sophisticated applications to be run across the Internet with a compelling user interface. This allows customers to easily build on-demand applications that they can, in turn, offer as a service to their customers."

Continues Wang, "There are millions of existing client-server applications that need to move to the Internet and where a browser-based implementation is unsatisfactory. .NET Windows® Forms and IdeaBlade allow these applications to maintain their usability while also allowing centralized hosting of the application, secure and scalable execution of the application across the

"This product would not have been possible without .NET. We looked at using Java earlier, but the deployment and distributed computing model were insufficient or too immature to accomplish what we needed." / ALBERT WANG, CHIEF EXECUTIVE OFFICER, IDEABLADE, INC.



Internet, as well as the ability to use the application when disconnected from the Internet."

Making an Impact in Cancer Care

IMPAC Medical Systems, Inc., a provider of healthcare IT solutions for cancer care, chose IdeaBlade's DevForce for building its next generation of data-intensive .NET applications. IMPAC's goal was not to simply port their software to .NET 2.0, but to build a new architecture for their technology platform that would enable them to deliver the most innovative solutions in the oncology software market.

According to Todd Powell, vice president of Engineering at IMPAC, "DevForce provides us with the development tools and infrastructure we need to remain focused and efficient in providing critical-care solutions for our customers and their patients. With DevForce, we were able to take a seven-person

development team — responsible for building and maintaining our own custom infrastructure —and refocus them on solving our key business problems instead. This has resulted not only in substantial cost savings, but has given us a time-to-market advantage as well."

Microsoft Partnership

In addition to being a Microsoft Certified Partner, IdeaBlade's Wang says, the company has benefited tremendously from its association with Microsoft — not just in North America, but throughout the world. It has been featured on no less than seven MSDN® developer sites (including .NET Framework, Smart Client, and Data Access), showcased in the MSDN Canada tour, featured by MSDN editors worldwide, and promoted by a number of Microsoft developer and architecture evangelists. IdeaBlade was recently accepted as a Delivery Partner in Microsoft's NXT program, an ISV initiative for migrating to the Microsoft platform.

One of IdeaBlade's investors, Eric Di Benedetto, general partner at Convergence Partners, says it best: "IdeaBlade is positioned to become the unquestionable leader in middleware and productivity tools for Microsoft .NET enterprise applications."



IDV Solutions

GRAND LEDGE, MI

www.idvsolutions.com

Location, location, location. It is pervasive in enterprise information and business processes, from point of sale to manufacturing plant locations. When combined with business intelligence and data visualization, location in the form of what is termed *location intelligence* can bolster strategic business activities. By taking advantage of Microsoft technologies, including Microsoft® Virtual Earth™, IDV Solutions provides integrated mapping and visualization technologies that help organizations do just that — leverage location-based information with data analysis to deliver “location-based intelligence.”

Making Information Visual

As a retailer, wouldn't it be nice to see your most profitable stores on a map and plan promotions for leveraging the demographic data surrounding those stores? What if you could see a map with the highest prospective profitable neighborhoods for building new stores? And see where your competition is located versus where your physical locations are? Organizations have invested a substantial amount of time and money collecting, storing, and classifying data, yet much of this data remains inaccessible and hard to apply. Through map-based data visualization, IDV Solutions makes this data accessible, understandable, and contextual.

Location Feature Server™ and LFS Visual™ — Microsoft .NET server products built in Microsoft Visual C#® and delivered leveraging Microsoft SQL Server™, Microsoft Office SharePoint® Portal Server, and Virtual Earth — help enterprises increase efficiency, productivity, and sales by visually consolidating data in the user interface, even if it's siloed on the back end.

IDV Solutions products are some of the most scalable, flexible, and configurable, accommodating companies in just about any vertical market, including oil and gas, retail, government, and entertainment.

“Microsoft has spent millions of dollars gathering, aggregating, and collecting global spatial information, aerial imagery, and point-of-interest data and has made it available to companies like IDV to create innovative solutions using Virtual Earth, SharePoint, and SQL Server. Our development time was reduced by 30 percent to 40 percent by using the Microsoft platform

“With a collective solution from Microsoft and IDV Solutions, we can get an audience with some of the largest companies on the planet. When Microsoft brings us into a joint engagement with a large enterprise, it establishes tremendous credibility for us.”

/ IAN CLEMENS, CHIEF TECHNOLOGY OFFICER, IDV SOLUTIONS



Microsoft Partnership

The ubiquity and extensibility of the Microsoft platform enabled Microsoft Gold Certified Partner IDV Solutions to rapidly develop map-based data visualization applications. Future plans at IDV Solutions include leveraging the Windows Vista™ platform, extending the reach through Microsoft partners and integrating with Microsoft SharePoint 2007, BizTalk® Server, Visio® 2007, and Office Performance Point Server.

“Microsoft provided the platform that enables a self-funded company like IDV Solutions to deliver the best product to our clients. It has accelerated our sales process by extending our reach through the existing Microsoft sales network,” says Mark Morrison, chief executive officer of IDV Solutions.

versus Java. Without Microsoft, our solutions would take significantly longer to implement,” explains Jim Keenan, director of Sales and Marketing at IDV Solutions.

From Predicting Hurricanes to Protecting Assets

One of IDV Solutions' flagship applications is the BP Global Energy Map, used by BP staff to visualize BP's global fixed and mobile assets around the world. It provides a quick, visually driven mechanism to drill down to asset-specific detail in a minimal number of clicks. Richard Browning, crude oil business developer for BP, regards the tool as “an extremely efficient mechanism of accessing globally disparate sets of information and visually consolidating them in one spatially-enabled view.”

IDV Solutions has built other applications for the oil and gas industry, which help predict and plan for hurricanes and assist in protecting human and physical assets.



IP Commerce, Inc.

DENVER, CO

www.ippaymentsframework.com

Every day, billions of dollars in payments change hands, and billions of transactions are recorded, tracked, and monitored. IP Commerce has created a software platform that enables a fresh new approach to payment systems — one that will benefit both businesses and consumers. Referred to as a “services grid for the payments industry,” its technology is based on the Microsoft® .NET platform and a service-oriented software architecture (SOA) that enable financial institutions, merchants, and consumers to radically improve the way payments are made.

Unlocking New Revenue Growth

Today electronic transactions take place either over hard-wired and often proprietary network connections between terminals, banks, and payment processing facilities, or via the Internet. These factors limit the audience banks can reach with their payment services offerings. Likewise, merchants are constrained by the lack of connectivity, a plethora of services fees, and legacy payment processing technologies. IP Commerce's flexible SOA, called the IP Payments Framework™ (IPPF), marries the widely disparate functions of payment processing systems, traditional business accounting software, retail merchant software, and the Web.

According to Chip Kahn, founder and CEO, “By breaking down traditional barriers, IPPF is poised to unlock new growth opportunities for financial institutions and payment services providers, improve business efficiency and practices for merchants and businesses, and deliver more payment options to the consumer. Our platform allows businesses to use their PCs to transact commerce electronically — not just with their banks but with each other — through links embedded in Windows®-based applications such as Microsoft Office Word, Microsoft Small Business Financials, and QuickBooks.”

At the same time, the infrastructure provides a “plug and play” environment for financial institutions, payment service providers, and businesses that eliminates the need for proprietary hard-wired terminals, provides seamless integration of business processes, and offers a high level of scalability while delivering the required robust security.

“Not surprisingly, the clout and support of a market leader like Microsoft generates a high level of enthusiasm and confidence for an investor. The Microsoft partnership provides a level of visibility that has helped the company forge other key partnerships.”

/ DAVID L. SOLOMON, OPERATING PARTNER, MERITAGE FUNDS



Leveraging the Gold

POSitive Technology, a Microsoft Gold Certified Partner, has implemented IPPF as part of its Microsoft-based Retail Management System and Point of Sale software solutions in more than 2,000 locations. With 10 direct sales offices and an extensive VAR network, POSitive was looking for ways to increase sales by reducing the time required to develop end-user-specific solutions and better manage its VAR and ISV relationships.

IP Commerce's payment system enhances POSitive's solutions by simplifying the difficult and time-consuming process of having to develop direct connections to payment processors, activate customers, and track payment problems. Now the company can resolve most payment issues remotely rather than having to do it “at location.” With the IPPF platform, POSitive can also more easily integrate and track both outgoing and incoming payment transaction data, which has increased the efficiency of the company's support and activation functions.

“The benefits of the Microsoft/IP Commerce solution will be clearly visible to companies that know enough about the transaction world to know the weaknesses in today's methods and are brave enough to make a change,” says Mike Nicholson, COO of POSitive Technology.

Microsoft Partnership

IP Commerce is anxious to incorporate the advantages offered by the Windows Vista™ operating system as it becomes available and continue to extend its platform into new markets. “Aligning with the most prevalent operating system in the world offers a substantial potential customer base and, along with it, more revenue opportunities,” says David L. Solomon, operating partner for Meritage Funds.



Kikker Interactive

SINGAPORE

www.kikkerinteractive.com

Cell phones, e-mail, and instant messaging (IM). Today, this is how we communicate with family, friends, and colleagues any-time, anywhere. We've acquired multiple phone numbers, addresses, and identities others need to remember to stay connected to us. Now, the problem is managing these tools efficiently and cost-effectively. Kikker Interactive's Application Suite for Unified Communications brings together disparate communications services, allowing them to be delivered via a single identity — your mobile-phone number. Kikker's solution is based on the Microsoft® .NET Framework, Live Communications Server 2005, and other Microsoft technologies.

Merging Multiple Identities

Mobile convergence has been talked about for many years, and Kikker Interactive is one of the first to make it a reality.

According to Lawrence Ripsher, managing director of Kikker Interactive, "Although other companies have developed successful VoIP applications, no one else has deployed true mobile convergence, because their solutions require significant and deep integration into telco networks that can take months and even years to achieve. Our Application Suite for Unified Communications runs over the carrier network, using existing Internet-based technology."

Kikker's product offering is a suite of applications for telecommunications providers, corporate enterprise networks, and third-party developers that integrates an array of capabilities such as SMS, MMS, WAP, digital TV, IM, and VoIP to create a powerful, cost-effective communications solution. The solution comprises Kikker's next-generation Voice/VoIP/IM client for smartphones and PDAs, a proxy for integration with Live Communication Server, and SMS gateway for carrier messaging and billing interoperability and for legacy handset support. Users enabled by this solution need only a single cell-phone number to communicate with PCs and other devices and to receive all types of services, whether voice, text, data, or video, over either Wi-Fi or cellular networks.

By standardizing on the .NET environment, Kikker has been able to accelerate its development cycle while lowering costs. The company has achieved this through rapid prototyping, reiterative test case-driven development, and extensive use of XML Web Services.

"Microsoft brings a lot to the table — especially customers and vendor contacts, helping us preserve precious cash resources. The partnership has provided introductions which have generated revenue streams much faster than would have been possible without their participation." / ROBERT KUTNICK, GENERAL PARTNER, VENGO, INC.



Lawrence Ripsher
Managing Director
Kikker Interactive

The advantage of Kikker's solution is its intelligent use of VoIP, allowing calls to be routed via either Wi-Fi or cellular service, depending on which network offers the best service or cost efficiency at the time. Users also benefit from routing all communications to one device so they don't have to check multiple messaging systems such as voicemail, e-mail, and IM. And they can easily carry it with them wherever they travel.

Voice Over International Partnership

Microsoft is deploying Kikker's Application Suite for Unified Communications as part of the One Follow Me service it has developed for the Overseas Workers Welfare Association (OWWA) Global Communication Services for Overseas Filipino Workers in the Philippines. The One Follow Me service lets Filipinos working internationally call home, using Wi-Fi and VoIP, and transfer money to their designated beneficiaries from a

Windows Mobile® 5.0 Wi-Fi/cellular-enabled device. By taking advantage of VoIP and IM, Kikker's solution has allowed Microsoft and OWWA to rapidly deploy a dramatically more cost-effective solution.

"Kikker developed an exciting solution to the long-standing need Filipinos working overseas have for an alternative means of communication and income management. It will set a new trend in the Philippine overseas employment program," says Mariano Roque, administrator of the OWWA, an agency of the Philippine government.

Microsoft Partnership

As a Microsoft partner, Kikker has led and participated in many Microsoft events, including CommunicAsia 2006 and the Emerging Markets/Emerging Business Team-led Mobile Innovation Showcase, which included joint presentations to CEOs of telco (mobile and wireline) carriers from around the world.

Loyalty Lab, Inc.

SAN FRANCISCO, CA

www.loyaltylab.com

Online consumer experiences have become more interesting, but most still lack personal relevance. And giving customers a *consistent* level of service, whether in stores, via catalog sales, or online is still difficult. That's quickly changing due to a number of converging factors: wider availability of data through Web services, increased use of hosted customer databases, growing recognition of the value of retention, and increased interest in event-based messaging and loyalty programs. With the Microsoft platform as the underpinning of its hosted infrastructure, Loyalty Lab has become a leading provider of on-demand relationship and retention marketing solutions for consumer brands.

Hosted, On-Demand Solutions

In the consumer goods business, effectively integrating sales across multiple channels can be difficult and expensive, in part because most retailers' store-level point of sale applications were implemented before Internet retailing really took hold. That's where Loyalty Lab's flagship Customer Relationship Manager Suite (CRMS) comes into play. It provides retailers and service companies with an integrated suite of hosted, on-demand applications for managing and creating loyalty programs, e-mail campaigns, and promotional offers from a single desktop. Loyalty Lab also offers more narrowly focused solutions that address the most common challenges faced by consumer brand marketers.

Loyalty Lab chose the Microsoft platform — including Microsoft® Windows Server®, SQL Server™, the .NET Framework, and Visual Studio® developer tools — because it provides a comprehensive and integrated set of technologies that meets the company's requirements for reliability, scalability, affordability, and ease of use. These are important considerations for any business, but they are especially critical for a start-up and for a Software-as-a-Service provider.

"The Visual Studio development system allowed us to develop our prototype and early versions very quickly," says Inderpreet Wadhwa, Loyalty Lab's vice president for Products. "We chose Microsoft .NET as the development environment for building Web applications and services because it was the superior technology, it enabled us to build quickly, and it's backed by terrific

"Loyalty Lab wanted to tap into a growing demand among retailers for sophisticated yet cost-effective CRM solutions. The company has been able to deliver just that because it elected to build on Microsoft's innovative technologies." / HEIDI ROIZEN, MANAGING DIRECTOR, MOBIUS VENTURE CAPITAL



support for developers through MSDN® and other channels. We went with SQL Server database software because it gives us the greatest amount of functionality and scalability for both our transactional database and data mart, with a minimal amount of administration."

Advanced Internet Marketing

For nearly 200 years, the Pfaltzgraff brand has been associated with high-quality housewares. As the company expanded its business across multiple channels, it became clear that leveraging its extensive retail customer base to fuel online and catalog sales made a lot of sense.

But how exactly? That's where Loyalty Lab's on-demand relationship and retention marketing solutions for consumer brands came into play. Loyalty Lab helped Pfaltzgraff integrate

customer and sales information from its online, retail, and call center (catalog) channels; create a contact strategy to drive retail store customers to its Web site; and build a loyalty program infrastructure. Pfaltzgraff saw an immediate and significant spike in repeat business from existing customers.

Microsoft Partnership

With the Microsoft platform behind it, Loyalty Lab has built customized, on-demand loyalty and customer management solutions for dozens of clients — typically in less than 45 days.

"Microsoft has been a really great partner for us," says Mark H. Goldstein, CEO of Loyalty Lab. "As a start-up, you're always looking for ways to manage costs. At the same time, if you're providing a hosted, on-demand infrastructure, it's crazy to sacrifice anything in terms of reliability or scalability. Going with Microsoft technologies, we didn't have to compromise on anything."

Mimosa Systems, Inc.

SANTA CLARA, CA

www.mimosasystems.com

Today, more than ever, every organization needs to manage information intelligently, easily, and cost-effectively. Mimosa NearPoint™ for Microsoft® Exchange Server is a next-generation information management solution that unifies archiving, eDiscovery, data protection, recovery, and disaster recovery — all in a single product. Relying on patent-pending software innovations, Mimosa NearPoint helps transform everyday business processes and drive benefits across the organization, from executives to legal counsel, human resources, and IT staff.

A Novel Approach to E-Mail Administration

Focusing on the growing importance of e-mail data as the primary business repository of record, as well as the increasing use of e-mail across the enterprise, Mimosa has developed a new approach to managing critical enterprise information. By integrating its solution on Microsoft Exchange Server and Microsoft Office Outlook®, it is addressing archiving, eDiscovery, recovery, and storage management for the largest number of e-mail deployments.

Mimosa NearPoint is completely based on Microsoft technologies, which has enabled the company to accelerate its development and help bring an innovative, next-generation solution to market in record time, in less than 18 months. By standardizing on the Microsoft platform, Mike Ivanov, vice president of Product Marketing at Mimosa, says, "We had access to the highest-quality development environment and a rich set of high-level abstractions. While we initially implemented in hybrid Microsoft .NET, we steadily transitioned to full .NET. We use Web services for client and partner access to Mimosa services."

Says Ivanov, "We truly believe that our product team understands Microsoft Exchange and Outlook better than just about anyone outside of Microsoft."

Since the majority of enterprise content is generated using Microsoft tools, tight integration with Microsoft Exchange, Office, SharePoint®, Live Communication Server, and Live Meeting enables Mimosa to provide a comprehensive and seamless solution for addressing information management of enterprise content. Mimosa is partnering with Microsoft to make it

"In contrast to open source technologies, Microsoft technologies are mature, robust, have strong support, and clean licensing models. One hundred percent of our rapidly growing revenues are from solutions that add value to the Microsoft environment."

/ T.M. RAVI, PRESIDENT AND CHIEF EXECUTIVE OFFICER, MIMOSA SYSTEMS, INC.



simpler for corporations to manage e-mail, documents, and other enterprise content throughout its life cycle.

Foster's Wine Estates Improves E-Mail Operations, Lowers Costs

Foster's Wine Estates Americas (formerly Beringer Wine Estates) is a large global organization, with more than 1,000 employees, which relies on e-mail for all business communications. It is one of the most critical systems to keep running well and to restart in the case of a disaster in Foster's datacenter.

In 2005, Foster's chose Mimosa NearPoint for Microsoft Exchange Server to manage its e-mail operations—improving service levels, storage utilization, and corporate governance. NearPoint empowered the Foster's organization with limitless e-mail capacity, and self-service access for searching and protecting valuable e-mail data stored locally in .PST files.

NearPoint also benefits Exchange administrators who previously had to manage mailbox quotas, corrupt .PST files, and requests to restore deleted e-mail. Without additional personnel, NearPoint helped Foster's lower its operating costs by removing these time-consuming, manual processes.

"In one integrated solution, NearPoint allows us to offer seamless self-service access to e-mail information, perform fast recovery of Exchange data, and effectively manage storage growth. All of this with no impact on our Exchange environment," says Brad Gates, director of IT Infrastructure at Foster's Wine Estates Americas.

Microsoft Partnership

Mimosa's status as a Microsoft Gold Certified Partner has been invaluable in helping it establish strategic relationships with resellers and integrators in its target regions. Working with these partners in the field, Mimosa has gained new customers in a broad range of verticals.

Mimosa is now focused on integration with Exchange 2007 and Office 2007, to provide a comprehensive solution for information management of all enterprise content.

According to David Marquardt with August Capital, "Mimosa's solutions are based completely on Microsoft technologies and are tightly integrated with Exchange to best address customer needs for compliance, discovery, and continuity of e-mail."

Miyowa

PARIS, FRANCE

www.miyowa.fr

Viral, intimate, addictive. These are the qualities that mobile messaging and content services must have. Just ask your average teenager, if you can get them to stop instant messaging (IM) long enough to answer you. As the European leader in mobile IM and entertainment for communities, Miyowa provides turnkey IM and entertainment services for mobile carriers and media companies. And thanks to its partnership with Microsoft, it took less than a year to develop its product and deploy its mobile IM solution at seven carriers in Europe and Asia.

Overcoming Barriers in the Wireless World

Upwards of 14 billion instant messages are sent every day. Despite this exploding demand for IM, users have been limited in how they access their accounts, and compatibility has been a key issue. Miyowa solves this problem with a software solution that provides users access to their IM accounts via mobile devices when they are not directly connected to the Internet. And by partnering with Microsoft, Miyowa has been able to expand its service to include millions of Windows Live™ Messenger users, as well as AOL and Yahoo users, via Microsoft's Federated access. The partnership has given Miyowa the opportunity to develop alongside the Microsoft Mobile product group, creating additional community-driven mobile offerings.

Miyowa is extending Windows Live Messenger into the mobile landscape and onto non-Windows Mobile® software devices as well. Miyowa recently unveiled a handset-independent, universal, end-to-end client messaging technology, MoveMessenger™. Based on thin-client technology and built on the Microsoft® .NET Framework, MoveMessenger brings the familiar PC IM service to the mobile environment and is compatible with more than 300 handsets, which represent 80 percent of the mobile phone market.

This turnkey solution is based on the Instant Messaging and Presence Server, a multi-OS mobile IM (I-mode and WAP) technology, which provides gateways to operators and IM communities on PCs (MSN®, Yahoo, and AOL).

According to Chief Executive Officer Pascal Lorne, "We are one of the only companies to operate as a service provider to

"Our choice was very simple: MSN is one of the strongest brands in Europe and one of the strongest in the world. In fact, in Europe, MSN equals IM."

/ PASCAL LORNE, CHIEF EXECUTIVE OFFICER, MIYOWA



Pascal Lorne
CEO
Miyowa

mobile operators. This enables mobile operators to launch mobile IM solutions in less than seven weeks at low risk and achieve an immediate strong average revenue per user (ARPU) contribution."

Democratizing Mobile Services

Bouygues Telecom has established itself as the company that has democratized the mobile telephony market in France. Bouygues came to Miyowa looking for a way to include IM services in its I-mode offering. Impressed with Miyowa's ties to Microsoft, and Windows Live Messenger because it offered access to France's largest IM community, Bouygues looked to Miyowa. Delivered in less than seven weeks, the solution surpassed Bouygues' expectations, providing the end user with a seamless experience and increasing ARPU numbers. Within five weeks of introduction, Miyowa's "Mobile MSN" had become one of Bouygues' most used portals.

"Thanks to the technology of Miyowa and Microsoft, Bouygues Telecom provides the best service for mobile IM simply because it offers mobile users a similar experience as on PCs," says Olivier Laury, director of Multimedia and I-mode at Bouygues Telecom.

Microsoft Partnership

Miyowa's rapid growth has been made easier, in part, due to its partnership with Microsoft and support from Microsoft France IDEES program, an initiative aimed at helping high-potential start-up software companies in France. Microsoft also introduced Miyowa to Chinese, Japanese, and other global carriers.

According to Kurt Keilhacker, managing partner of TechFund Capital in Saratoga, California, "Miyowa is an exciting company that understands the importance of being on the leading edge of what is happening globally in Asia, America, and Europe. They are truly an example of a 21st-century global start-up."



Mydeo.com

LONDON, ENGLAND

www.mydeo.com

Imagine easily uploading and globally streaming videos to friends, family, or potential customers without surrendering ownership rights or exposing your personal footage to the vast gaze of the Internet community. Best of all, imagine doing so with a trusted, secure brand. Mydeo is quickly becoming that brand. As a premier Internet broadcasting service, fully integrated with Windows® Movie Maker, Mydeo enables customers to create and send streaming-video e-mails and add videos to personal Web sites or to blogs.

Europe's First and Only Movie Maker 2 Video Hosting Provider Partner

Traditionally, size restrictions on files and limited bandwidth have prevented small- to medium-sized enterprises, as well as home consumers, from sharing videos and presentations over the Internet. Mydeo set out to change that. It came up with an innovative technology that allows customers to upload videos to a global high-speed network and stream them to anyone they wish in a convenient and cost-effective way.

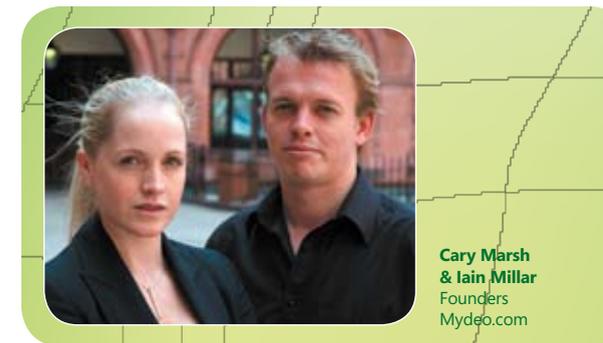
While Mydeo faced many hurdles in establishing itself in the marketplace and generating a critical mass of registered users, it sought out just the right partner.

By partnering with Microsoft, Mydeo was able to embed its product in the latest release of Windows Movie Maker 2, enabling it to reach the millions of Windows XP users who already edit and store their videos locally.

According to Cary Marsh, chief executive officer of Mydeo, "Integrating our service with Windows Movie Maker has given us a truly global reach. We now have customers in more than 160 countries, something we would never have been able to achieve, as a UK-based start-up, without such a global partner. The partnership drives qualified, targeted customers directly to our service, resulting in a conversion rate from visit to registration from the Windows Movie Maker channel of over 60 percent. And our current sign-up rate is increasing 25 percent each month."

"Because we are a paid service, our differentiators need to be quality, security, and a trusted brand. The Microsoft partnership gives us tremendous credibility and has helped us build our trusted brand, which has now become a valuable asset to our business."

/ CARY MARSH, CO-FOUNDER AND CHIEF EXECUTIVE OFFICER, MYDEO.COM



Mydeo continues to develop its core streaming products on the Windows Media® platform due to the products' ease of use and ubiquity. During the integration process, Mydeo worked closely with the Movie Maker product team to ensure seamless integration and effective deployment.

In the future, Mydeo looks to build upon the success of the partnership through integration into Windows Vista™ and other product groups, including Microsoft® Photo Story 3.

Co-Branding with Tiscali UK

Tiscali UK, one of the largest DSL broadband providers in Europe, co-brands its service with Mydeo. This enables users to add home videos to their Web sites, blogs, or personal Web space areas and send streaming video e-mails.

Alex Hole, commercial director of Tiscali UK, says it best: "Streaming video and broadband are a natural fit. As Mydeo were quite a new company, the existing partnership with Microsoft gave us great reassurance that the service was right to introduce to our broadband users."

Microsoft Partnership

Mydeo's Marsh believes the partnership with Microsoft has also benefited Mydeo in other, less tangible ways: "The Microsoft partnership has given an enormous amount of confidence to companies considering partnering with Mydeo. We are integrated into both Tiscali and Orange consumer portals, giving us exposure to millions of broadband users. These partnerships would have been extremely difficult to win had we not had such a high-profile partnership with Microsoft in place when we pitched."

Says Martin Ashley, a business angel investor, "When considering investing, I was very impressed that Mydeo already had in place such a high-profile partnership with Microsoft. Investing in a start-up always has its risks, but the Microsoft partnership made me far more confident that Mydeo would be a good investment."



Olive Software, Inc.

SANTA CLARA, CA

www.olivesoftware.com

The newspaper of the past meets the digital future — and Olive Software bridges the gap. Olive provides a unified XML-based infrastructure for every newspaper or magazine article, historic record, or document ever created, enabling knowledge discovery, historic preservation, and intelligent online search of historic and current documents. Olive Software's products break the barriers imposed by antiquated search systems, such as microfiche, proprietary platforms, dedicated applications, and hardware devices, by transforming PDFs, hard copy of all sizes and shapes, and files such as those from Microsoft® Office, into valuable XML-based information components, accessible anywhere, anytime.

Solving Common Data Entry and Distribution Problems

Everyone wants quick and easy access to information distributed across numerous document formats and media. Yet labor-intensive back-end tasks, such as document preparation, conversion, metadata insertion, and tagging, make meeting this demand difficult and expensive. Moreover, people dislike downloading and reading large files when seeking fragments of information. Worse yet is being confronted by an increasingly complex reading environment with multi-format document repositories. Olive solves many of these common data entry and distribution problems by bringing order and accessibility to information in document repositories for the first time. Powered by the Microsoft .NET Framework and numerous Microsoft technologies, Olive's products can be delivered as standalone solutions for archiving and ePublishing applications, or integrated with popular ECM and portal systems.

For example, Olive Software's ViewPoint™ — based on Windows® 2003 Server architecture and Windows services, DCOM, ASP/ASP.NET, and XML core services — virtually eliminates cumbersome back-end processes.

Olive's technology turns bulky hard-copy documents and records into reusable XML components that fully express the document's structure, semantics, original layout, and data. "It will automatically capture, analyze, identify, classify, categorize, extract data, tag, convert, preserve, and publish information in paper files, microfilm, and microfiche, as well as new electronic documents such as PDF and office files," says Yonatan Stern, Olive Software founder and president of Technology.

"Olive's partnership with Microsoft helps endorse its technology vision, even shortens the sales cycle — enabling Olive to penetrate large customers that might hesitate buying from a start-up. As an investor, I could not hope for a better ally."

/ SHMIL LEVY, GENERAL PARTNER, SEQUOIA CAPITAL



This intelligent recognition technology also makes searching and accessing critical content easier by minimizing information overload and making instant access easy. In addition, users benefit by having an intuitive, browser-based unified viewing experience.

In only four years, Olive Software has attracted more than 300 global customers.

Leading Newspaper Uses Olive's XML/Microsoft Solution

The Washington Post, one of the world's leading newspapers, wanted a single technology that would leverage newsroom archives, produce an online e-Edition, reduce the cost of tear sheet delivery, and eliminate islands of automation. Ultimately, it required a single solution for its massive business and news department content search needs. Implemented in 2002, Olive Software's solution has converted all PDF archives from 2001 through today to XML.

Gary Lucke, manager of Manufacturing Systems and Engineering at *The Washington Post*, explained, "Olive's solutions have gained acceptance, in part, because they provide the traditional look-and-feel of a printed paper with the added, significant benefits of indexing and navigation." At last count, *The Washington Post's* online e-Edition had thousands of subscribers and registered advertisers. Moreover, the tear sheet cost was slashed approximately 30 percent.

Microsoft Partnership

Olive Software has been working closely with the Microsoft development center in Israel to integrate its technology with Microsoft products such as Microsoft Office SharePoint® for information sharing and collaboration. The two companies are also cooperating on a joint Microsoft SharePoint and Olive ViewPoint solution for the local Israeli market. Its fundamental architecture is built on a Windows-based desktop application that not only accurately represents the source document, it discovers the intelligence hidden in it. It also uses powerful Windows OS foundations for extended GUI, implements complex image processing, manipulates XML data, and supports open architecture for custom scripting.

Oxlo Systems, Inc.

BROOMFIELD, CO

www.oxlo.com

Car dealerships use a variety of independent business systems for managing the key business processes associated with selling and servicing a car, such as tracking inventory, managing incentive programs, and communicating with lenders and manufacturers. Each automaker also uses their own unique business systems, different from those used by dealerships, so the idea of developing an integrated, bi-directional platform, built on the Microsoft® .NET Framework, that broadly allows dealers to exchange information with manufacturers, sounds challenging, at the very least. But that is just what Oxlo Systems, Inc., has done.

The Automotive Demand Chain

Automakers have realized immense benefits from implementing lean manufacturing and supply practices. Now they're focusing on the automotive demand chain — the dealerships — as an opportunity to streamline processes, improve communications and customer service, and enhance the bottom line.

Oxlo's answer is a hosted Software-as-a-Service (SaaS) solution, called a *dealer communications hub*. The Oxlo dealer communications hub streamlines the shared business processes associated with selling, servicing, and financing vehicles by integrating the respective software applications of dealers, manufacturers, lenders, and other partners. The Oxlo hub relies on the .NET Framework, along with Windows Server®, SQL Server™, Microsoft Office SharePoint® Services, and BizTalk® Server — to ensure the kind of 24/7 reliability and scalability required for a hosted, on-demand solution.

"The Microsoft .NET Framework and associated products gave us a well-integrated, fully functional, and highly scalable platform that allowed Oxlo to focus on the demands of the market and deliver our product in less time with higher confidence," says Dan Seats, Oxlo's chief operating officer.

And according to Chief Executive Officer Jim Lejeal, "With tighter collaboration, automakers and dealers can begin to realize the same benefits of real-time integration that other industries have experienced. Much as Dell and Wal-Mart saw a business opportunity in transforming their vertical markets through innovative distribution and retailing techniques, we identified the automation retail sector as a market ripe for change."

"By partnering with Microsoft for its core technology, Oxlo quickly delivered a robust solution to the automotive market, which validates the strong value proposition of their integration services."

/ DON PARSONS, MANAGING DIRECTOR, APPIAN VENTURES



Going Out on a RIM

General Motors (GM) took a step toward integration last year with its Retail Inventory Management (RIM) system, which compares a dealership's parts inventory with its usage patterns and then compares that data to national and regional data to improve inventory management. The result is greater efficiency and productivity for dealers and happier customers who get their cars back from servicing when expected. The Oxlo hub integrates dealer management systems with GM's RIM and monitors these communications in real time.

One major supplier of dealer management systems is Automotive Computer Services, Inc. (ACS), which, thanks to its partnership with Oxlo, is now fully integrated with GM's RIM system, as well as with VW/Audi, Hyundai, and RouteOne. Today, approximately 50 percent of ACS's customers are integrated, via Oxlo technology,

with their key business partners to facilitate parts ordering, customer financing, warranty claims, sales reporting, and financial statement reporting.

"Integrating through Oxlo has proven a great benefit to our company," says ACS President Van Koppersmith. "The Oxlo team is focused solely on integration, and that focus results in a very professional, efficient integration process, letting us focus more on our customer — the dealer."

Microsoft Partnership

Oxlo's relationship with Microsoft enabled the company to deliver a high-quality solution very quickly, because all the tools required were readily available.

"As an early-stage investor, Appian Ventures knows that it's critical for our portfolio companies to get their product or service quickly into the market," declares Don Parsons, managing director of Appian Ventures. "By partnering with Microsoft for its core technology, Oxlo quickly delivered a robust solution to the automotive market, which validates the strong value proposition of their integration services."



Parlano, Inc.

CHICAGO, IL

www.parlano.com

Chatting and instant messaging aren't just for teenagers anymore. While they started out as social technologies, Parlano, Inc., has engineered these playful concepts into a powerful business tool, called MindAlign, facilitating enterprise-based group collaboration and knowledge sharing among colleagues, customers, and partners. Built entirely on the Microsoft® .NET Framework, MindAlign fully exploits the capabilities of Microsoft Live Communications Server (LCS). It proactively engages work teams in "persistent" dialogue around critical topics while conforming to the industry's highest performance, security, and compliance standards.

From Toys to Tools

Instant Messaging (IM) services offer a way to quickly communicate with colleagues, partners, customers, and prospects, but with the caveat that all participants must be known and "present." MindAlign's approach blurs the distinction between e-mail and IM and is creating a new paradigm for collaborative software. A MindAlign chat is persistent, like e-mail, and need not be synchronous. A chat session may involve a number of people, but not all of them have to be present at the time the conversation takes place. Those not present will simply see the record of the chat — like an e-mail — in MindAlign the next time they log in. This is persistent chat. So is it e-mail or instant messaging? Perhaps both.

Designed to work in conjunction with Microsoft Office Live Communications Server 2005, Microsoft Office SharePoint® Portal Server 2003, and Microsoft Active Directory®, MindAlign provides persistent group chat, intelligent messaging management, and advanced content-filtering capabilities for real-time communications and information flow.

Through LCS Federation, MindAlign can connect to other LCS deployments and also support all three major public IM networks, including AOL AIM, Yahoo Messenger, and MSN® Messenger.

According to Bob Serr, chief technology officer at Parlano, "We have extended LCS from being 'presence-aware' instant messaging to a persistent group communications channel. How? We've worked closely with the Microsoft product teams to coordinate all current and future products to make full use of all Microsoft Unified Communications products. We've even had early access to several important APIs."

"By working closely with Microsoft, Parlano has accelerated their time to market, increased market reach, continued to outpace competition, and positioned Parlano as a critical extension of Microsoft's Unified Communications strategy right out of the gate."

/ PETER ROBERTS, PARTNER, LONGWORTH VENTURE PARTNERS



Nick Fera
Chairman & CEO
Parlano, Inc.

In addition, Serr says the company works closely with Microsoft field sales and marketing teams on several accounts, and even participates in lead sharing. The combined MindAlign/LCS solution is already in use in the world's major financial institutions, and both companies are working together to accelerate adoption of LCS at existing customers and prospects.

Group Chat Supports Growth

Canaccord Adams, a global, independent investment dealer, turned to Parlano's solution to help support significant growth and improve client service globally. In less than three months, and during a major acquisition, Canaccord Adams and Parlano deployed MindAlign for LCS and integrated it with Canaccord's compliance systems. It is now deployed in nine offices across two continents, where it is being successfully used to share trade flow, investment research, and market commentary. The com-

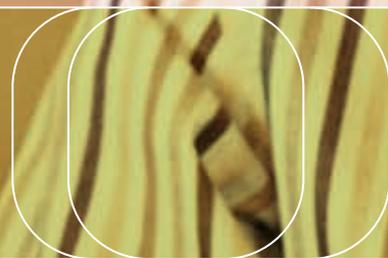
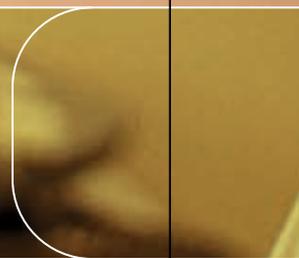
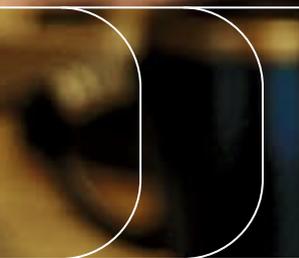
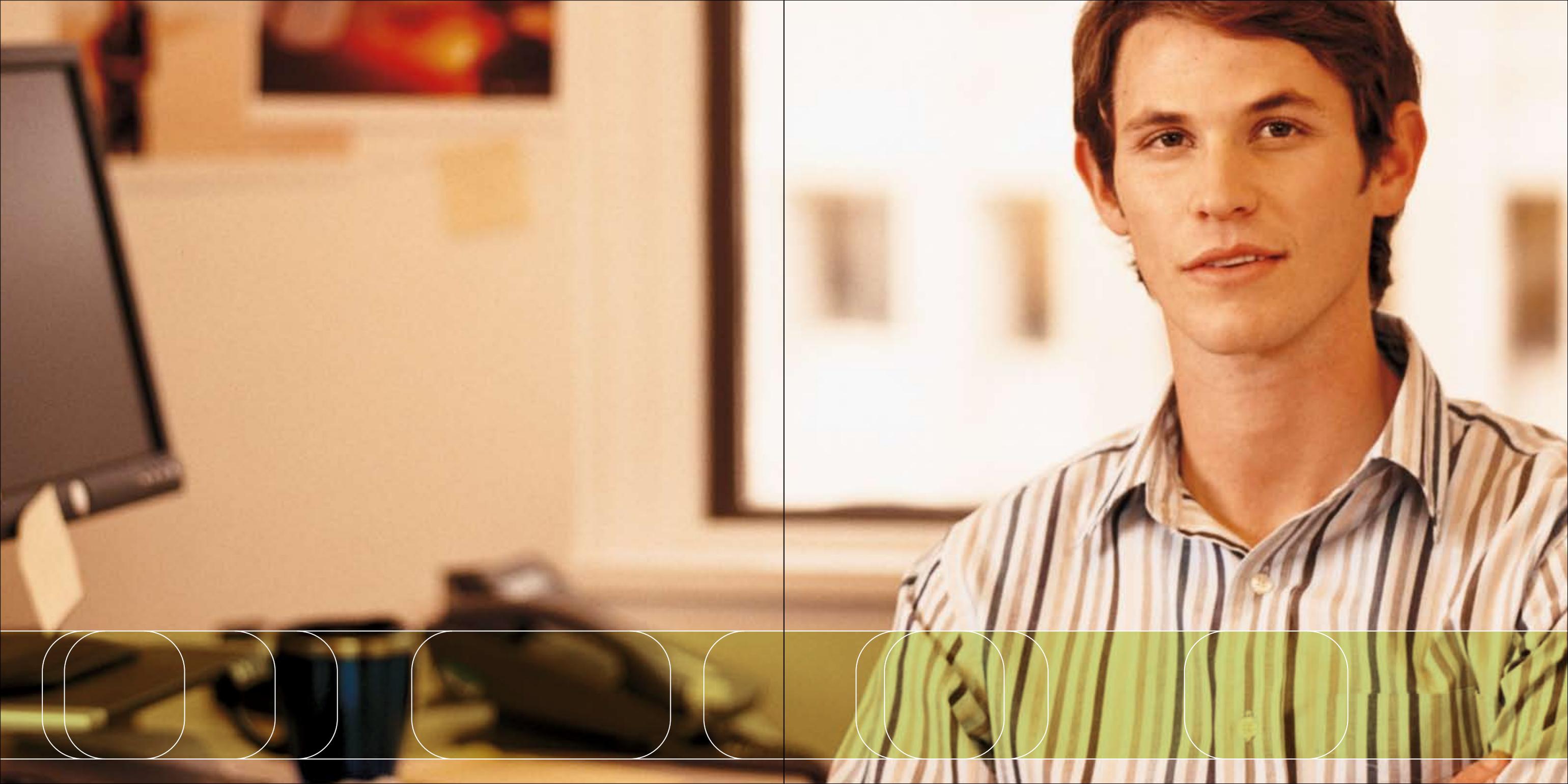
pany also plans to leverage the built-in public IM connectivity capability to access external networks such as MSN and AOL.

"MindAlign is a powerful communication tool," according to Mark Maybank, global head of Research and Operations for Canaccord Adams. "Our ability to share information in real-time and further integrate our global team has been an important element in Canaccord Adams' growth."

Microsoft Partnership

As a Certified Microsoft Partner, Parlano has participated with Microsoft on joint white papers, webcasts, presentations, and podcasts. Microsoft and Parlano have also conducted joint sales-team meetings and Microsoft has participated in (and sponsored) annual customer forums.

According to one of its investors, Peter Roberts, a partner at Longworth Venture Partners, "By choosing to work closely with Microsoft, Parlano has accelerated their time to market, increased market reach, continued to outpace their competition, and positioned Parlano as a critical extension of Microsoft's recently announced Unified Communications strategy right out of the gate."



Right90, Inc.

FOSTER CITY, CA

www.right90.com

In as little as 30 days, Right90 helps companies in a range of industries manage profitability by collecting and analyzing unit forecasts, providing forward-looking views of margin, and developing profit-driven operational plans. As an on-demand service, Right90's solution complements existing on-premise IT infrastructures, while providing quick value to business managers: it increases unit forecast accuracy, maximizes profits, identifies financial risks, and links financial and operational plans.

On-Demand Profitability Management

The Right90 solution, built on the Microsoft® .NET Framework, enables companies to dynamically superimpose the perspectives of sales, marketing, finance, operations, and executive users. Most existing profitability analysis solutions compare summarized aggregate views, without the ability to drill down into detailed information. And few, if any, combine the unit, price, and cost views in a way which exposes granular, forward-looking margin information.

To do this in real time, and handle very large sets of interlocking data, Right90 developed a unique architecture that marries an OLAP framework with the ability to do data write-backs in any dimension, all controlled through a flexible process engine.

"We needed an OLAP framework to build our .NET Web application around, and Microsoft Analysis Server had the required features, as well as some that went beyond what we had initially envisioned. This gave us tremendous lift in jumpstarting our development efforts," says Dean Skelton, vice president of Product Development at Right90.

The power of Microsoft Analysis Services and Microsoft MultiDimensional eXpression (MDX) has enabled the company to build a solution that fits the different vantage points of business users from various groups in a very configurable and adaptable way. With Microsoft Visual C#®, Right90 was able to tailor a desktop client application for sales users that interoperates with Microsoft Office and gives users a comfortable and familiar paradigm for data entry and management. Microsoft Visual Basic® .NET and Microsoft Analysis Services allowed Right90 to develop and

"We needed to create a user-friendly way to collect forecasting information from mobile sales reps. .NET enabled us to build a very lightweight disconnected client that was reliable, simple, and powerful — reducing development and support cost and increasing efficiency." / GENE EUN, DIRECTOR OF PRODUCT MANAGEMENT, RIGHT90, INC.



deliver an extensive and complex set of features — with a relatively small development team in a short time frame.

"We estimate that our choice of development tools saved us 50 percent on the development effort required," explains Skelton.

Reducing On-Hand Inventory, Increasing Margins

Centillum Communications, Inc., maker of semiconductors for broadband networks, has been using the Right90 solution for more than 18 months. Centillum came to Right90 because they needed to get a better view of demand and wanted to align investments with gross margin. As a result, tasks done by up to 14 different people are now handled automatically. And, the need for a dedicated sales operations resource has been alleviated.

Now Centillum's financial, sales, operations, and product life-cycle management departments all use Right90 to collaborate. Since going live with Right90, Centillum experienced a one-time 50 percent reduction in on-hand inventory, and have

experienced a 10 percent increase in enterprise gross margin.

"But what's critical is that with Right90 we've been able to improve our margins on the products," explains Faraj Aalaei, Centillum's chief executive officer. "It's what guides our business."

Microsoft Partnership

Right90's solution is entirely built on the Microsoft technology stack. Moving forward, the company anticipates extensive integration with Microsoft Office, SharePoint®, and BizTalk® Server. They are also considering Office Business Applications and Performance Point integration.

"The company has been able to get to market faster with a more feature-rich solution. The data management capabilities from Microsoft enable us to deliver superior analytical capabilities while retaining flexibility in our data model," says Ravi Mohan, managing director of Shasta Ventures.

right90

Robosoft

BIDARD, FRANCE

www.robosoft.com

Robotic technology has held our fascination for years. Imagine robots shuttling people over short distances at airports, museums, or hospitals, or transporting goods such as containers, boxes, and parts in the same warehouse, and everything from vacuuming floors to washing windows, to assisting the elderly and handicapped. Robosoft, a pioneer in advanced service robotic solutions and one of the first spin-offs from INRIA — the French National Institute for Research in Computer Science and Control — is addressing these high-value markets, providing the core technology for reliable, cost-effective, industrial-grade robots.

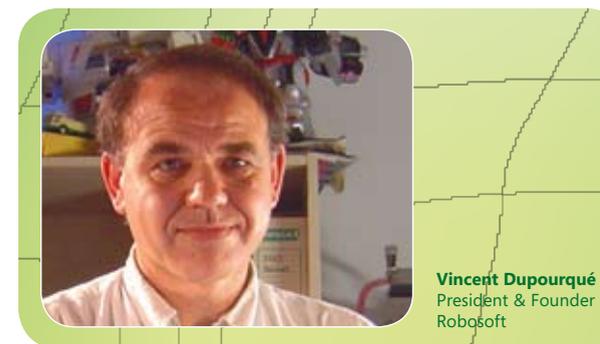
Democratizing Service Robots

Robotics going mainstream? Even with today's improved processors and lower-cost sensors fueling the development of robotics applications, from household vacuums to unmanned vehicles for search and rescue missions, technical challenges remain. Robosoft's President and Founder Vincent Dupourqué says it best: "It requires horizontal hardware and software technologies that will be common to service robot applications at three levels — end users, integrators, and vehicle manufacturers. And building a mainstream business model in robotics also requires a familiar environment — a Windows®-based one."

"We chose Microsoft® .NET technologies because they allow us the best possible use of our software development for embedded equipment as well as for supervision systems. Our long-term challenge is to make each piece of the robot smaller, lighter, and cheaper while preserving the same computing power and state-of-the-art communication and man-machine interface features," explains Dupourqué.

Using Microsoft Visual Studio® .NET and the Microsoft Robotics Studio, in less than one year Robosoft had created robuBOX™, a complete set of hardware, software, and sensors that enable a range of robot controllers, from those performing simple, low-level tasks to a sophisticated fleet of service robots. Its robuBOX concept integrates more than 80 percent of the complexity of intelligent service robots. The Microsoft Robotics Studio provides a common development platform for robotics innovators, enabling companies like Robosoft to overcome one of their biggest

"We consider the Microsoft partnership a key element that will help Robosoft accelerate business growth. And thanks to Microsoft tools, we expect Robosoft to spend more time on developing off-the-shelf, added-value robotics solutions." / VINCENT DUPOURQUÉ, PRESIDENT AND FOUNDER, ROBOSOFT



Vincent Dupourqué
President & Founder
Robosoft

remaining hurdles: the fragmentation of the robotics industry caused by today's incompatible platforms.

At the RoboBusiness Conference in June 2006, Robosoft showed off its six-wheeled robuROC6 robot, capable of autonomous navigation across difficult terrain, which highlighted how a distributed architecture, built from its robuBOX robotics core, could be easily controlled via the Microsoft Robotics Studio runtime.

Robotics-Based Virtual Museum Visits

Orange, a major global network operator, is using Robosoft technology (the robuLAB equipped with a video camera) to give its subscribers a novel experience — remote visits to museums. The creation of this unique robotic experience has been realized in one month using Microsoft Robotics Studio, which provides a high-end development environment that

allows fast, reusable software development. Unlike virtual visits, this is a real visit to a museum over the Internet, from a simple Web browser and remotely achieved via a robot acting as an individual's personal guide.

"With this application, we're providing our customers with something no one else is offering — a thoroughly unique and exciting museum experience without ever leaving home," says Didier Sansier, marketing manager at Orange.

Microsoft Partnership

Robosoft's ultimate goal is to "democratize" and popularize service robots for widespread use, so choosing Microsoft technologies is helping it attract the widest possible audience. It is also getting support from the Microsoft France IDEES program, an initiative aimed at helping emerging and start-up software companies in France develop and grow.



SourceCode Technology Holdings, Inc.

REDMOND, WA

www.k2workflow.com

Process is pervasive to all enterprises. Yet efficient processes that save time and money while increasing productivity and profitability aren't so pervasive. SourceCode set out to change that. SourceCode's K2.net offering is a leading business process management (BPM) offering for the Microsoft® .NET Framework that enables customers to quickly design and deploy solutions that automate, manage, and optimize processes.

Powering Business Process Management

In 1997, SourceCode's three co-founders set out to make a better enterprise workflow product, applicable to just about any type of industry. At that time, typical workflow solutions were big, monolithic, expensive products, so SourceCode's goal was to develop a solution that would fully optimize a wide range of business processes and increase customer agility by extracting value out of existing investments in people and systems.

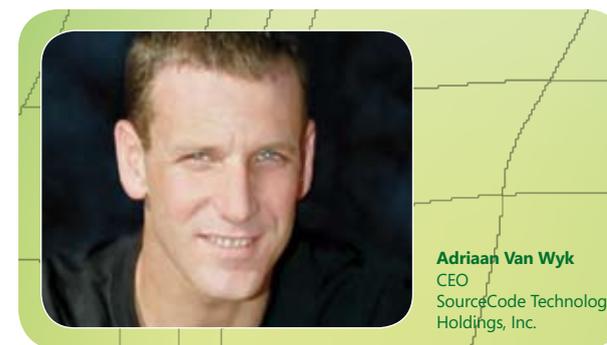
According to SourceCode Chief Executive Officer Adriaan Van Wyk, "We were an early beta for Microsoft Visual Studio® .NET. We saw .NET as the platform of the future. In fact, our company was envisioned and built specifically for .NET and to take advantage of C# as a programming language."

SourceCode's K2.net 2003™, enhances and extends the Microsoft Office system platform. It helps customers derive significant value from their investments and rapidly build .NET-based solutions with BPM capabilities. With more than 800 customers in 42 countries, SourceCode attributes its success to the breadth and depth of its integration with Microsoft platform technologies, including the Microsoft Office System, InfoPath®, SharePoint®, Exchange, Visual Studio, BizTalk® Server, and SQL Server™.

Says Van Wyk, "This level of integration with Microsoft products is a key differentiator for us. Further, we think workflow collaboration will get easier because tools like K2.net make it easier to integrate a company's .NET assets."

In fact, after extensive research and development work with the Microsoft product teams, SourceCode is delivering its next version

"Azure has always paid close attention to Microsoft's ecosystem, and we identified SourceCode early in the .NET wave as a leader in enterprise workflow solutions. Since then, they have grown their revenue significantly, while achieving profitability and generating meaningful cash flow." / CAMERON LESTER, FOUNDING GENERAL PARTNER, AZURE CAPITAL PARTNERS



K2.net product (code named "BlackPearl") on the Windows® Workflow Foundation, which provides a common workflow layer within the Microsoft platform. With this foundation, SourceCode will be able to more effectively standardize its core workflow technology and shift more focus on extending into an ever richer process automation offering.

According to Jeff Shuey, SourceCode's Global Alliance director, "Our BlackPearl product was built on the .NET Framework, including Workflow Foundation, Windows Communications Foundation, and Windows Presentation Foundation. The developer experience is fully integrated with Visual Studio 2005."

Del Monte Foods

Del Monte Foods, one of the largest manufacturers and distributors of branded canned fruit and vegetables in the US, faced a challenge with its Capital Appropriation Request (CAR) process

— an internal tool used to route and manage all capital funds for day-to-day operations. The previous version was manual, unreliable, and devoid of standardization, thus making data mining very difficult. By turning to the K2.net solution from SourceCode, the entire CAR process has been automated. Key benefits have included: high data integrity, reliable form routing, rapid approvals, reduction of IT and business costs, and faster information discovery.

"K2.net 2003 was the one vendor that fit Del Monte Foods' infrastructure standards. Above all, SourceCode's support of the Microsoft .NET architecture has protected our existing infrastructure investments," says Jonathan Wynn, business lead in Strategic & Capacity Planning at Del Monte Foods.

Microsoft Partnership

As a Global ISV and Microsoft Gold Certified Partner, SourceCode has won a number of Microsoft awards — Information Worker Partner of the Year and Global Winning Customer award for IBM Lotus Notes compete. It has also worked closely with Microsoft on the Demand Generation Acceleration program, targeting specific industries and accounts, which has resulted in several sales.

With SourceCode headquarters now across from the Microsoft campus in Redmond, they gain the advantage of proximity. Explains Shuey, "Some team members spend 60 to 70 percent of their time on the Microsoft campus, making sure products are integrated and getting early briefings on product developments. It's a great advantage."

sourcecode™

SuperDerivatives, Inc.

NEW YORK, NY

www.superderivatives.com

Options address a vital need for corporations to protect against — and for investors to leverage — fluctuations and changing currency valuations. However, the options market used to be so opaque that many institutions simply preferred not to deal with them. SuperDerivatives set out to change this by bringing a new level of market transparency to the world of option pricing, trading, and risk management. Built on the Microsoft® .NET Framework and XML technology, SuperDerivatives' Web-based, benchmark pricing platform is used by nearly all global banks trading options, many corporations, asset managers, hedge funds, and leading accounting and auditing firms.

Transparency Changes the Market

Market transparency is a central paradigm of financial markets for investor protection, optimal resource allocation, better corporate governance, enhanced liquidity, expanded trading-volume, and improved risk management. Since the launch of SuperDerivatives' first Web-based currency options pricing platform in 2001, SuperDerivatives has helped increase transparency for the entire derivatives community and even won multiple awards, including *Risk* magazine's 2005 top provider of foreign exchange analytics award, and Euromoney's technology survey in multiple categories including best pricing engine, establishing its SD-FX™ as a global *de facto* standard in just five years. The company has also introduced additional Web-based platforms for pricing commodity, energy, equity, and interest-rate options.

When SuperDerivatives first explored delivering its financial option-pricing systems over the Web, it was considered an unusual step. "The decision to deliver the systems over the ubiquitous Web platform was an inherent and critical part of SuperDerivatives' vision to generate transparency," says Dr. David Gershon, founder and CEO of SuperDerivatives. "Web-based platforms were uncommon and even prohibited for use in some financial institutions. Moreover, our browser-based applications were challenged to match the performance and user-interface richness of the then-standard desktop and client-server bank systems. The adoption of the Microsoft Internet Explorer® XML and .NET technologies was a crucial move and turned out to be one of the best technological decisions we have ever made," explains Gershon.

"We attribute SuperDerivatives' astounding success to its highly accurate benchmark option-pricing model. SuperDerivatives' pioneering success of its 'Software as a Service' in the financial world has been made available through the use of Microsoft technologies."

/ SCOTT SHAY, GENERAL PARTNER, HYPERION PARTNERS



SuperDerivatives platforms use Microsoft technologies for development, hosting, and application delivery in .NET and Microsoft Visual Studio®. Microsoft server-side technologies power the application delivery network via Microsoft Windows Server®, SQL Server™ with replication, IIS, and BizTalk®.

By using Microsoft development tools built on AJAX, SuperDerivatives is enhancing the client-side capabilities of its platforms — providing even more richness and interactivity. Response for most users' calculations occurs within a second, thanks to Internet Explorer's asynchronous data exchange.

ICL Saves Money

ICL, one of the world's leading fertilizer and specialty chemical companies, is exposed to changes in currency exchange rates and interest rates across various currencies, and to fluctuations in energy prices as well as those in the commodities it buys and sells. While managing these market risks is most effectively achieved using derivatives and options, it requires the right analysis and pricing tools and readily available real-time market data.

According to Michael Hazzan, treasurer of ICL, "The SuperDerivatives 'Looking for Strategy' wizard leads me to the optimal options-structure for hedging; this saves me considerable sums on a single hedging deal. I prefer a 'Software-as-a-Service' solution, and SuperDerivatives applications are always available, while also providing great response times."

Microsoft Partnership

Gershon says that Microsoft technology has been instrumental to helping the company deliver its sophisticated, rich, and extensible Web-based applications. According to Gershon, "SuperDerivatives' ability to provide such functionality within Microsoft Internet Explorer without the need for installation or maintenance, allows us to deliver new features on a weekly basis and support additional financial instruments as soon as they are available in the marketplace."

Tableau Software, Inc.

SEATTLE, WA

www.tableausoftware.com

How do you see and understand, pivot and refine, search and extract, browse, explore, query, publish, and present the complex, multi-dimensional information in databases? And we're talking about doing so "visually"— regardless of formats or skill level, in an easy-to-use product. Tableau Software, built on the Microsoft® .NET Framework, is a visual analysis and reporting solution that allows people to explore and analyze databases and spreadsheets with simple drag-and-drop operations.

Democratization of Data

Beginning as an extensive R&D project inside Stanford University's prestigious Department of Computer Science, and supported by the US Departments of Defense and Energy, the Tableau founding team brought together the chief architect from Pixar Studios, strong support from Microsoft's renowned researcher Jim Gray, and technology such as Microsoft SQL Server™, to develop an innovative approach solving one of the most difficult problems in computer science: enabling people to see and understand database information.

According to Christian Chabot, chief executive officer and co-founder of Tableau, "We invented a visual query language for databases that unites database queries with graphical rendering commands into a single framework. The result is a series of packaged products we sell globally, helping people at any skill level. In fact, anyone familiar with Excel® spreadsheets can open Tableau, point it at any Microsoft database, and start querying and analyzing it in a visual framework. Some have called it Visio® for databases, and some have called it a visual spreadsheet — we like these comparisons."

Tableau's "visual analysis" capabilities enable people of all levels of technical ability to visually absorb data. This makes it easier to achieve key insights by "seeing" trends, relationships, anomalies, and outliers, and ultimately leads to better decision making.

Tableau has taken "business intelligence" out of the IT department and moved it to the desktops of business analysts, product managers, financial professionals, market researchers, scientists, and engineers in nearly every industry.

"NEA recognizes that Microsoft is very selective in its partnership program, so any company that has successfully attracted Microsoft's interest is more interesting to NEA as an investment candidate."

/ SCOTT SANDELL, GENERAL PARTNER, NEW ENTERPRISE ASSOCIATES



Explains Chabot, "What SQL Server did for database interactions in text form, VizQL does for database interactions in visual form."

Delivering Visual Analysis of Securities Trading Cost Data

Rosenblatt Securities, an agency-only execution boutique, provides institutional clients with tailored, leading-edge technology and trading solutions. The company's analytics group turned to Tableau to help it quickly examine hundreds of thousands of trades — providing visual analysis on thousands of data fields. Compatibility with Excel and MySQL were critical. Tableau gives Rosenblatt's team direct access to data, flexibility, and superior visual analysis capabilities.

According to Scott R. Burrill, CFA and director at Rosenblatt, "It is a pleasure to find like-minded solution providers. Tableau has certainly exceeded our expectations."

Microsoft Partnership

As a Microsoft Gold Certified Partner with a Competency in

Business Intelligence Solutions, Tableau has benefited from its Microsoft partnership in other ways as well.

"We have an overwhelmingly Microsoft-centric strategy and company because we have some of the best engineers from Visio and SQL Server working with us," says Chabot. "From day one, the Microsoft Emerging Business Team has introduced us to the right engineers and managers in different product groups to ensure our products tightly integrate."

According to Scott Sandell of New Enterprise Associates (NEA), "Microsoft has been a great advocate for Tableau, first becoming a customer, then a vocal supporter for the company and its technology. The credibility of Microsoft's endorsement has been of great benefit in attracting other customers and partners. And the Microsoft platform is an incredibly rich starting point for a company with new technology."



Tutor.com

NEW YORK, NY

www.tutor.com

Mom and Dad not home? Get your homework help 24/7 with Tutor.com. As the leading provider of one-to-one learning and information services, Tutor.com's innovative technology and suite of services allow students of all ages to connect online for real-time help from professional subject experts and librarians. Its flagship service, Live Homework Help, is offered at more than 1,200 locations in 40 states and internationally. Students get one-to-one help when they need it and where they need it — help that prevents today's homework problems from becoming larger challenges in the future.

A Business-to-Consumer Opportunity

Tutor.com needed to provide a solution that would offer greater productivity than the face-to-face tutoring provided, along with extreme quality control, including rigorous teacher certifications, background checks, and high levels of scalability. The company also wanted to significantly expand its target market of libraries and educational organizations by selling services directly to students and families — an expansion that required capacity far beyond what their initial classroom technology was able to support.

To that end, Tutor.com started their Microsoft partnership as a Registered Partner making use of the Empower Program. Using the Microsoft® .NET Framework gave Tutor.com increased software development speed with fewer defects throughout the development process.

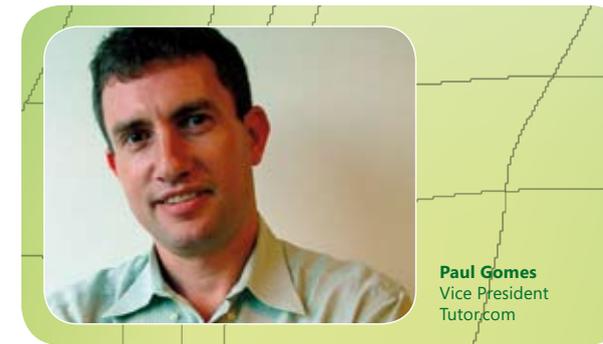
The new Microsoft-enabled solution allows Tutor.com to pursue a business-to-consumer opportunity, which is believed to be a \$100 million-plus revenue opportunity. Tutor.com also witnessed a 150 percent improvement in development time by leveraging the .NET Framework over the technologies previously used. Faster time to market enables Tutor.com to pilot new products, new markets, and new licensing and reseller opportunities.

Online Homework Sessions

One Tutor.com customer is the Harrison Regional Library System, based in Alabama, which has a long history of employing innovative strategies to serve their community via its 11-library system. Harrison has been offering Live Homework Help since

“Without Microsoft’s Empower Program or Premier Scalability Lab, Tutor.com’s product development would not be where it is today. Our partnership has saved us significant expense in software and hardware, enabling us to make maximal use of limited resources.”

/ PAUL GOMES, VICE PRESIDENT OF TECHNOLOGY, TUTOR.COM



Paul Gomes
Vice President
Tutor.com

2003. What started out as a small program in Shelby, Alabama, has now grown into a statewide initiative called *Homework Alabama*, launched in July 2005 and supported by the state librarian and governor. In just one semester, the state delivered more than 50,000 homework sessions online.

“Live Homework Help bridges the gap between the public libraries and public schools. It has really leveled the playing field and allowed all students, and especially children who come from disadvantaged homes, to get the academic assistance they need to achieve great things in school and in life,” says Barbara Roberts, director of the Harrison Regional Library System.

Microsoft Partnership

The most valuable aspect of the Microsoft partnership was access to the Microsoft Premier Scalability Lab. Tutor.com needed

to support approximately three times the number of concurrent online homework help sessions per night. Tutor.com used the Microsoft Premier Scalability Lab to test scalability and was given access to expert Microsoft consultants who provided guidance on performance issues. “By the end of the lab session, we realized our goal of conducting three times the number of concurrent online homework help sessions, and we expect to scale well beyond that. In fact, we experienced a 300 percent improvement in scalability,” remarked George Cigale, CEO, Tutor.com.

According to Sang W. Ahn, principal of Dawntreader Ventures, an investor and board member of Tutor.com, “While the Microsoft partnership did not impact our initial investment decision, it did impact our decision to provide follow-on financing recently. The number of customers and simultaneous Internet transactions increased to the point of pushing the limits of our technology. Scalability became a growing concern within the company and at the board level!”

Voltage Security, Inc.

PALO ALTO, CA

www.voltage.com

Identity. It's the basis of security. Do you know how you can use your identity to make things secure over the Internet? Huge growth in the Internet as a primary means of communicating and conducting business, coupled with the growth of applications, such as e-mail, instant messaging (IM), Voice Over IP (VoIP), and Web services, has contributed to the proliferation of multiple identities for all of us to keep track of and passwords to manage for each of them. Traditional models for security are not designed to handle the resulting complexity or capable of scaling to millions of users. Thus the need for Identity-Based Encryption (IBE) technology from Voltage Security.

Enterprise Privacy Management

According to Wasim Ahmad, vice president of Marketing at Voltage, "Voltage provides an effective, less costly, and totally scalable approach for encrypting business communication. Using Voltage IBE does not require complex pre-enrollment or revocation checking. Instead, a recipient's public key is derived from his or her identity. Voltage IBE is so simple because the public key is based on the e-mail address. This innovation removes the need to distribute digital certificates — making the solution incredibly easy to use for consumers — cuts out the complexity of infrastructure and provides levels of scalability unobtainable with current solutions. With seamless integration with Microsoft® Office Outlook® and Microsoft Exchange, we are helping large enterprises secure their most trusted relationships — with employees, business partners, and consumers."

Voltage's solution has won several awards, including the World Economic Forum's Technology Pioneer award and, most recently, the Frost & Sullivan 2006 "Product Innovation of the Year Award" in the field of secure messaging.

Voltage IBE is also a key component of the Microsoft Exchange Hosted Encryption, one of the four distinct managed services that make up the hosted services. These services minimize upfront capital investment, free up IT resources, and empower companies to concentrate on areas most critical to their business.

"E-mail encryption made available as a service is the most cost-effective way to protect sensitive information flowing to and from the enterprise," says Sathvik Krishnamurthy, president and CEO

"There is a tremendous opportunity for the fusion of technology from Voltage and the Microsoft platform. Plugging directly into this platform means that all IP-based communication can be secured over the most commonly used infrastructure — Microsoft's."

/ ANN WINBLAD, FOUNDING PARTNER, HUMMER WINBLAD VENTURES



of Voltage Security. "Voltage IBE is the only encryption solution that provides the scalability required for both enterprise and managed service environments."

E-Mail Security Solution

HealthAxis, a leading provider of fully integrated business process outsourcing and claims administration technology solutions, needed an e-mail security solution that protected patient health information and other sensitive data. HealthAxis also wanted to send encrypted e-mail and attachments between e-mail client software without account setup and without a remote server that would raise the possibility of security leaks.

"By integrating Voltage SecureMail into our IT infrastructure, we didn't just improve our service offerings, we established a

leadership position in secure communications moving forward. Having to manage a different encryption solution for each client would have been a problem," explains Will Long, director of IT Security for HealthAxis.

Microsoft Partnership

"The Microsoft-Voltage partnership extends across sales, marketing, and product groups and has been invaluable in showing enterprise customers the strategic nature of the Voltage Security solution," says Krishnamurthy. "By focusing on the Microsoft platform, we gain efficiencies in product development — we can rapidly deliver our solution on the Windows Mobile® 5 environment or easily integrate with Windows Live™ ID service, designed to manage identity and trust within the Windows Live ecosystem. Further, as charter members of the SecureIT alliance, we have early access to software releases and benefit from working with the top companies in security."

According to Ann Winblad, founding partner of Hummer Winblad Ventures, on the significance of the Microsoft partnership: "The fact that Microsoft now provides this same encryption technology as a service in its Exchange Hosted environment means that it is now possible to have a common data protection architecture in place that secures data inside and outside the organization, opening up new channels for business."

WISeKey SA

GENEVA, SWITZERLAND

www.wisekey.com

From mainstream threats, such as viruses and spyware, to phishing and now pharming, secure communications and identities are on everyone's mind. In order to address these concerns, WISeKey set out to provide a reliable way of establishing a universal, secure identity system by developing the CertifyID solution. This solution is built on advanced applications within Windows Server®. These applications enable relatively low-tech environments and entities to enjoy the same rock-solid security that would otherwise be available only through complex and sophisticated Public Key Infrastructure (PKI) technology.

Enabling High Trust in Digital Interactions

WISeKey's solution to global secure communications is built on the premise of secure identity systems flexible enough to cover the needs of most any organization.

PKI technology is a key component of any secure identity-management solution. As a pioneer in this field, WISeKey has quickly become one of only a few global trust providers and is forging relationships with Microsoft globally to broadly accelerate the deployment of secure digital identities in innovative and practical ways in government as well as private sector entities.

Building on top of the Microsoft® Certification Services in Windows Server, WISeKey's CertifyID enables governments, large organizations, and small- to medium-sized businesses to provide trusted digital identities to their citizens, employees, partners, and clients — as well as to devices and content.

"Because our solution is based on reliable and proven Microsoft technologies, we've been able to solve the three key problems that have drastically slowed down the deployment of PKI technology in the past: complexity, high cost, and lack of applications," says Juan A. Avellan, vice president of Operations and Head Legal Counsel at WISeKey. "We've taken a real-world approach to this technology and built a solution that can be used in any vertical market, irrespective of organization size, requiring protection of confidential information, by utilizing secure Electronic Identities (e-IDs)."

In order to get to this stage, WISeKey conducted extensive evaluation for its next-generation PKI solution. WISeKey chose

"WISeKey's partnership with Microsoft was and has been an important factor in our involvement as investors and our ongoing motivation to deploy the WISeKey project in Spain and Latin America."

/ PEDRO LUIS VELASCO IBAÑEZ, CHAIRMAN GRUPO COSIMET AND CHAIRMAN VELIBA SPE



Juan A. Avellan
Vice President
WISeKey

to base its foundation component of the CertifyID Trust Platform on Microsoft since, as Avellan explains, "It excelled above all other platforms in ways that allowed us to solve the key obstacles to the mass deployment of secure identities."

Mauritius Project in South Africa

The Mauritius government agency, Enterprise Mauritius, recently launched a worldwide marketing site, called MakeltMauritius.com, combining trust services, powered by Microsoft .NET technologies, WISeKey's CertifyID platform, and other innovative PKI technologies, at its Geneva Trust Center.

The project allows registered members, both buyers and sellers, to communicate securely via encrypted chat sessions, create product catalogs with pictures and certified content, and conduct business transactions. Credit card transactions are processed using the CertifyID Payment System, a modular component of

the CertifyID platform also based on .NET, which was extended to support payment capturing through local banks.

All members must be validated before they are granted access. And every vendor is verified by Enterprise Mauritius and then issued a CertifyID e-ID. Buyers can securely authenticate the MakeltMauritius.com site, as well as other CertifyID partner sites, then communicate and perform high-value transactions with vendors safely and securely.

Microsoft Partnership

As a Microsoft Certified Partner and having graduated from the ISV Empower program, WISeKey has participated in numerous events and joint marketing activities with Microsoft around the world, including the World Summit on the Information Society (WSIS) 2003 Geneva and WSIS 2005 Tunis.

According to Avellan, "The Microsoft solution has helped strengthen our relationship with other companies, especially among the Microsoft partner community in the security space."

WIS@key



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