

GEMKO Information Group, Inc.
Information Systems Specialists



- ERP
- CRM
- Supply Chain
- e-business



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**Connecting Your Software,
Connecting Your People**

Making Your Technology Work Harder for You



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

— Bill Gates

Table of Contents

THE CONNECTED BUSINESS

Bringing it all Together	2
Technology on Your own Terms	3

BUSINESS VALUE

Connecting the Agile Business	4
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THE OPPORTUNITIES AHEAD

Connect to Your Customers	5
Empower Employees	6
Making the IT Department Your Secret Weapon	7
Microsoft .NET Technologies	8
Microsoft .NET Technologies (<i>Map</i>)	9
Your Path to a .NET Future	10
The Microsoft .NET Connected Logo	11
.NET Shared Opportunity	12

Bringing it all Together

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

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

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

For most businesses, the need to link existing systems—a customer service database with a sales application, for instance—provides the first real experience in connecting disparate systems. Unfortunately, this experience often proves to be difficult, expensive and time consuming.

Why?

Software applications traditionally have been created to interact with people, not other applications. Any attempts at connecting them usually involve the software equivalent of bailing wire and duct tape. Need to link a partner's accounts receivable system to the two applications you duct taped together? Find a better application? You'll probably have to start over—another expensive, time-consuming process.

The power of connecting

Linking an existing customer service database with a sales package represents a relatively easy-to-understand example of how connecting software and systems can provide value. The business in question can personalize customer content or more easily update customer information in the database by having the two separate systems interoperate. New products or services could be created from the combination of systems.

Imagine the possibilities when all software can easily interoperate—regardless of platform, the programming language used or the device you happen to be using.

- Business partners could be tightly linked to your systems, information and employees providing each business with the information they need in a manner that can be acted upon.
- Employees could be empowered with the information they need, anytime, anywhere on any device they happen to be using.
- New systems, products and opportunities can be created when the information held in a business can be released from the systems it is often locked in and quickly and easily acted upon.

Microsoft is working to bring about this more connected future through Microsoft® .NET, software that connects information, people, systems and devices.

Technology on Your own Terms

Connecting your world

The fundamental idea behind Microsoft .NET is a shift in focus from individual applications, Web sites, and devices to constellations of computers, devices, and services that connect and work together to deliver broader, richer solutions.

People will have control over how, when, and what information is delivered to them. Computers, devices, and services will be able to collaborate and interoperate with each other on a user's behalf, and businesses will be able to offer their products and services to the right customers, at the right time, in the right way.



What is .NET?

Microsoft .NET is software that connects information, people, systems, and devices.

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

.NET is integrated across the Microsoft platform, providing the ability to quickly build, deploy, manage and use connected, secure solutions with XML Web services. These solutions enable faster, more agile business integration, and the promise of information anytime, anywhere, on any device.

BUSINESS VALUE

Case study

Dollar Rent A Car uses .NET-connected software to drive new business partnerships. Dollar Rent A Car is a world-leading car rental agency, with a fleet of 75,000 cars and more than 250 locations across 26 countries. They saw that integrating their VMS-based reservation system directly with partners would drive sales and reduce the cost of transactions. Using .NET-connected software and Microsoft BizTalk® Server, they developed an XML-based trading partner integration solution in weeks rather than months—a 75 percent reduction in development time. The same solution helped Dollar to significantly reduce transaction costs with its partners. To get a resource and evaluation kit for this case study, go to: www.microsoft.com/business/casestudies/b2c/dollarrentacar.asp

Connecting the Agile Business

By using the Internet to enable software applications to more easily work together, Microsoft .NET promises easier integration within and between businesses, while creating opportunities to more meaningfully connect with consumers. With .NET development tools and .NET-connected software, businesses can realize improvements in the time and cost associated with developing and maintaining their business applications, as well as benefiting from empowering employees with the ability to act on vital information anywhere, from any smart device.

Connect with partners

Not only can companies develop integrated internal applications, they can also access services offered by other businesses. By using .NET-connected software exposed on the Internet, companies can program the Web to create a wide variety of value-added applications. For example, an automobile manufacturer could unify benefits, payroll, stock trading, and insurance services into a single, seamless financial management portal for its employees, or they could integrate inventory control, fulfillment mechanisms, and purchase order tracking into a comprehensive supply chain management system.

Reaching out

Creating .NET-connected software in the form of XML Web services and exposing them on the Internet also provides another key advantage: it greatly expands the number of customers and business partners that can come in contact with a business's services. A large automobile manufacturer could expose an XML Web service of its delivery schedules for new vehicles. In this manner, their supply chains, dealerships as well as others, can consume the information, building other systems around it. Besides creating valuable links with partners, it creates the potential for advertising services for other businesses or customers that may not have been aware of the company or service.

Connect to Your Customers

Businesses derive more revenue by finding more customers, providing better customer service, and selling more to existing customers. By using Microsoft .NET-connected software to integrate services and applications, businesses can open new markets and align with their customers' lives.

Open new markets you couldn't reach before

With Microsoft .NET, companies can reach into markets that they would normally have been locked out of due to high integration costs. Using .NET-connected software in the form of XML Web services and exposing them on the Internet also provides another key advantage: it greatly expands the number of customers and business partners that can come in contact with a business' services.

Understand and delight your customers

Once a business reaches its customers, Microsoft .NET will help it offer them exactly what they need at the moment they need it, making the high quality of service more of a competitive advantage. Through enhancing products and services, businesses are able to provide the customer what they are looking for, when they want it. By responding to the preferences and needs of every customer in exactly the way they want, businesses are able to provide more responsive and less costly customer service.



Empower Employees

Case study

Royal Canadian Mint uses .NET-connected software to create new revenue streams. Founded in 1908, the Royal Canadian Mint was looking for new and better ways to reach out to customers for its evolving catalog of precious metal collector coins and jewelry. With .NET-connected software they were able to create a next-generation e-commerce site that delivered dynamic content management, personalization, and advanced business analytics while drawing on information in a legacy database and feeding orders through an existing ERP system. Microsoft BizTalk Server 2000, with native XML support, integrated the data seamlessly for smoother transactions and more efficient order processing. To see a webcast on redefining the online enterprise, visit: www.microsoft.com/solutions/msib

.NET offers the promise of allowing employees to act on the appropriate information where and when they need it. It facilitates better decisions by giving people in the field, at the office, and anywhere in between the information they need in a suitable and useful form. Important client information, once locked away in isolation on a mainframe, can more easily be accessed and acted on by a salesperson on a handheld computer across the country. A contact or appointment added to a Pocket PC by a project manager while at a job site can instantly be accessible to members of the same team scattered around the world.



Making the IT Department Your Secret Weapon

Driving the next-generation Internet

Web sites are designed to interact with people. They do a good job of displaying static information. But when there is a need for applications to interact over the Internet, Web sites aren't adequate. For businesses to truly harness the power of the Internet, Web sites and software must evolve. They must learn to interact with one another, so that it becomes as simple to derive value from the connections between applications as from the applications themselves.

XML Web services

XML Web services provide the means for that evolution. XML Web services let software on computers and mobile devices connect and interoperate with each other, both inside your company, and with external partners and customers. By having a standardized means to connect, integration is now quicker, easier, and more flexible—and can work across platforms, programming languages and applications. XML Web services provide the foundation for Microsoft .NET and .NET-connected software.

Connecting internal systems

.NET-connected software offers incredible value to organizations. It presents the opportunity to bridge applications and information written in different programming languages and residing on differing platforms. In this manner, applications from departments such as HR and Accounting can expose information as XML, sharing information in order to create a new benefits application.

A .NET-connected payroll system could be combined with an employee database, an internal benefits package system and an external financial planning service to allow for a seamless benefits experience for employees. Each of the above examples of .NET-connected software would today represent an isolated Web site or software application—the interactivity between them largely restricted to users logging into each Web site or application separately and reentering information. .NET-connected software gives businesses the opportunity to concentrate on their key business strengths by making it easier to outsource other non-critical services.

New opportunities

With .NET, corporate IT departments will share in the ability to create new and novel revenue streams. By exposing key business processes that were typically locked in internal systems, the enterprise can create a number of new and exciting opportunities to make money. For example, a tax engine created for internal use could be exposed as an XML Web service, enabling other companies to quickly and easily use the functionality, thus, providing a new revenue stream.

Microsoft .NET Technologies

Web Services Interoperability Organization

For the promise of interoperability through XML Web services to be realized, it becomes increasingly important to ensure that the interpretation and implementation of XML Web service specifications be consistent and agreed upon by the entire industry. The Web Services Interoperability Organization (WS-I), co-founded by Microsoft and other leaders in the software and technology industries, is an organization committed to promoting interoperability among XML Web services based on common, industry-accepted definitions and related XML standards support.

WS-I will provide the guidance, tools, and test materials necessary to ensure that Web services created using industry standards will interoperate with one another—across different platforms, applications, and programming languages. By working with industry leaders and standards bodies, WS-I will help advance Web services in a structured, coherent fashion.

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

Tools

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

Clients

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

XML Web services

Microsoft and others are developing XML Web services—from authentication to calendaring—that can be combined with other XML Web services or used directly with smart client applications. Microsoft MapPoint®.NET, for example, is an XML Web service that allows you to integrate high-quality maps, driving directions, and other location intelligence into your applications.

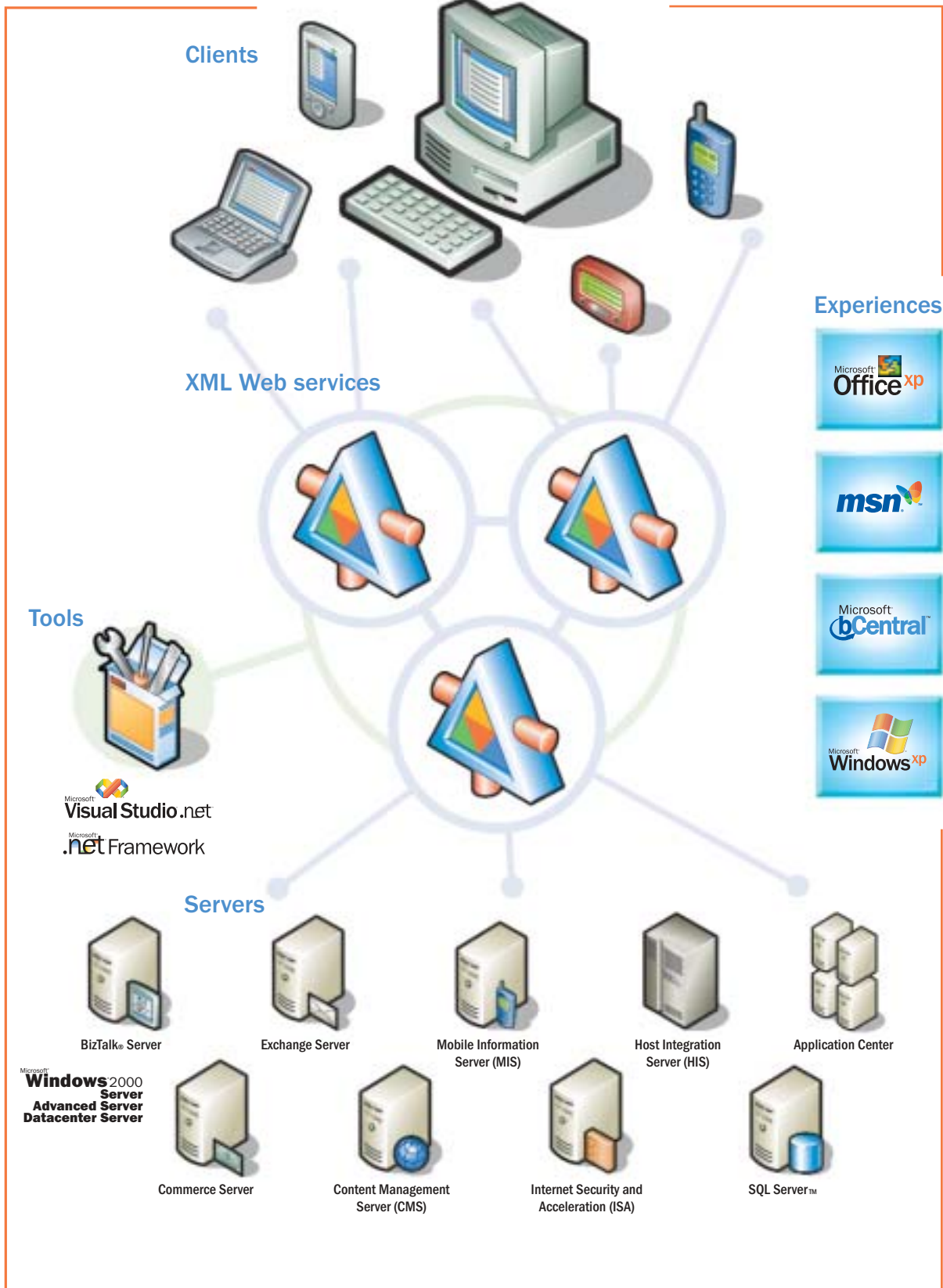
Servers

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

Experiences

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

Microsoft .NET Technologies (Map)



Your Path to a .NET Future

Microsoft .NET is here today.

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

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

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

What your business should do...

Five steps to getting .NET

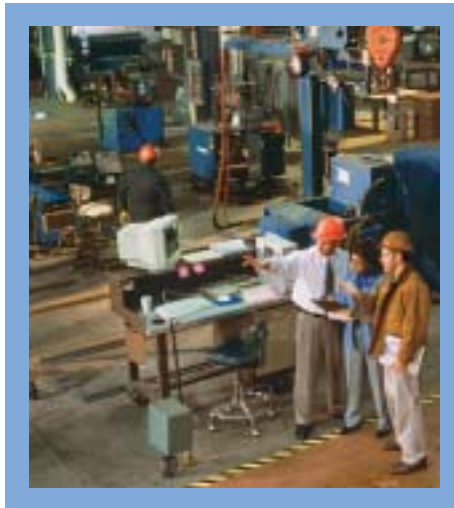
1. Learn more about .NET and the next-generation Internet by visiting www.microsoft.com/net
2. Discuss your company's XML Web services strategy with your IT department.
3. Meet with a consultant who specializes in .NET-connected software and explore the impact it can have on your business.
4. Take the first step towards connecting more closely with customers, partners, and employees by deploying pilot projects using XML Web services based on .NET-connected software.
5. To ensure interoperability and long-term value, insist that your IT department base all future solutions on .NET-connected software.

The Microsoft .NET Connected Logo

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

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

Information on the .NET Connected logo program can be found at <http://microsoft.com/net/logo>



.NET Shared Opportunity



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

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



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