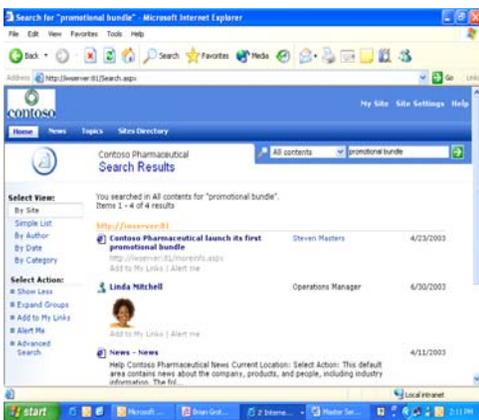




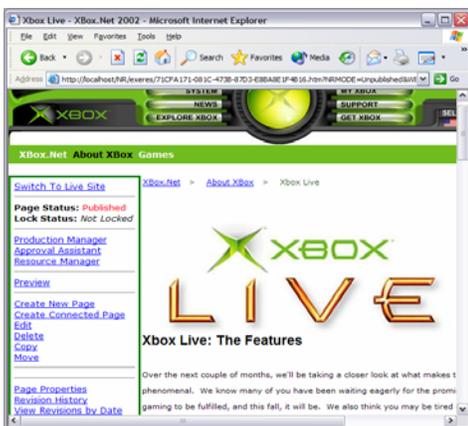
Microsoft Integrated Portal Technologies

Connecting People, Information and Business Processes

Microsoft Integrated Portal Technologies allow organizations to increase employee productivity, improve customer satisfaction and partner relations, and reduce operational costs.



Collaborative workspaces improve productivity in team environments and provide real-time collaboration capabilities from the browser as well as from directly within Microsoft Office



Business users create and publish content through an automated workflow approval process and easy to use content management tools through a browser or directly from within Microsoft Office.

Microsoft Integrated Portal Technologies Business Value

The Microsoft Integrated Portal Technologies enable organizations to increase employee productivity, improve customer satisfaction and partner relations, and reduce operational costs.

• Increase Employees Productivity.

Empower your employees to easily discover information, share ideas with others in real-time, find people with relevant expertise, and take part in automated business processes. And the experience is contextual, allowing for functionality to be accessed through a traditional browser or directly from within Microsoft Office.

• Raise Customers Satisfaction and Improve Partner Relations.

Provide customers with a rich and personalized experience when they visit your Web sites. Content management tools ensure timely, relevant and accurate content. Application integration tools ensure that they have access to the self-service applications that they need to quickly and efficiently transact with your organization.

• Reduce Operational Costs.

Streamlining business processes and increasing employee productivity enabling to do more with the resources that you already have. Microsoft Integrated Portal Technologies also lets you leverage existing investments in users' skills sets and IT infrastructure. This allows you to derive more value out of the investments that you've already made.

Microsoft Integrated Portal Technologies Components

- **Collaboration Services.** Collaborate on documents and projects in real-time. Either from a browser or directly from within an Office document, you can always share ideas with your colleagues.
- **Information Discovery, Analysis and Aggregation Services.** Advanced search and indexing capabilities allow you to search across a diverse set of repositories. In addition to this, you can also search expertise data to locate people who may know relevant information that is not necessarily stored in any particular repository.
- **Content Management Services.** From managing collaboration and check-in/check-out on document, to structured Web content management, to product catalog management, Microsoft's portal technologies provides you with the content management capabilities you need to empower business users to be more productive.
- **Application Integration and Aggregation Services.** Hundreds of back-end and line-of-business systems adapters and an orchestration engine enable automation of even the most complex business processes.
- **Profiling and Targeting Services.** Provide the right information to the right people at the right time. Whether information is personalized based on user profile, browsing device, language or a combination, you can always provide your users with a contextually relevant experience.
- **Commerce Services.**

Drive higher revenues through
integrated on-line promotions and

campaigns

Microsoft Integrated Portal Technologies Benefits

Connected

Integrated and interoperable suite of Portal capabilities reduces overall TCO and Time to Solution by allowing you to quickly build and deploy end-to-end Portal solutions

- An integrated suite of e-business capabilities allows you to quickly build and deploy customer and partner-facing Portal solutions that provide the user with personalized information and self-service applications – raising overall customer and partner satisfaction and corporate revenues
- An integrated suite of information worker capabilities allows you to quickly build and deploy employee-facing Portal solutions that empower your employees to quickly and easily find, collaborate on, share and act on corporate information and knowledge – raising overall employee productivity
- An integrated suite of developer capabilities allow your developers to quickly build new Portal solutions to serve the diverse and constantly evolving needs of your business
- Comprehensive search technology allows you to empower your users to quickly and easily tap into diverse information sources. You can even locate people based on their expertise.
- Hundreds of pre-built Enterprise Application Integration (EAI) adapters and single sign-on (SSO) capabilities allow you to quickly connect your Portal solutions with existing legacy, line of business and partner applications
- XML Web services support allows you to quickly connect your Portal solutions with other systems in a heterogeneous environment as well as expose content and applications for syndication through other Portals

Productive

Increase information worker, developer and IT administrator productivity through easy-to-use and integrated capabilities

- Enable users to quickly find information that exists in corporate repositories with robust indexing and search capabilities
- Enable users to create, collaborate on, publish and manage their own Web content without needing to rely on technical resources
- Enable employees to collaborate on documents and projects in real-time reducing the amount of time-consuming meetings and lengthy review cycles and e-mail threads
- Enable employees to make better business decisions with integrated Web traffic analysis and Business Intelligence (BI) tools
- Streamline your business with integrated business process automation and orchestration capabilities
- Rapidly and efficiently deploy your Portal solutions using a comprehensive set of deployment and administration capabilities enabling incremental and scheduled deployments
- A comprehensive set of operations management capabilities allow you to monitor your server infrastructure and receive alerts based on predefined conditions.
- Tight integration of Portal capabilities into VisualStudio.NET and ASP.NET architecture enables a faster time to solution and significantly fewer lines of code needed to build end-to-end Portal solutions
- Integration with Microsoft Front Page enables developers to design information worker portals interfaces quickly and easily through a graphical design environment
- Microsoft patterns and practices provide architecture, design and implementation guidelines for building and deploying .NET-based Portal solutions.

Best Economics

Do more with less – grow your business while lowering total cost of ownership and speeding time to value

- Provide personalized content, self-service applications and commerce capabilities to your customers resulting in increased customer

satisfaction and higher corporate revenues

- Provide personalized content, self-service applications and commerce capabilities to your partners resulting in stronger relationships with your partners and increased scale in your business
- Globalization and localization support enable you to support your organization's global efforts with local-specific content and application targeting.
- Integrated components and a high level of out of the box functionality reduces the amount of development required to build end-to-end Portal solutions
- Ability to reuse existing Microsoft technologies skill sets reduces amount of new training required for your developers, administrators and information workers

Dependable

Quickly build and deploy solutions across the entire enterprise that are secure, manageable, scalable and always available

- Rich set of security features to allow for configuring the right level of security in your Portal solutions to protect your data, employees, partners and customers
- Secure by default and by design to deliver the highest level of security in the code
- Scale up and out by adding additional processors and server clusters to maximize performance and availability
- Scale from departmental deployments to enterprise deployments with the ability to re-use your customized components and skills sets in future application.