

# 2010 Enterprise CAL Suite

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# ECAL Suite in 2010

## Microsoft® Enterprise CAL Suite

### Microsoft® Core CAL Suite

Microsoft® SharePoint® Server

Standard CAL

Enterprise CAL

Microsoft® Exchange Server

Standard CAL

Enterprise CAL

Windows Server®

CAL

Microsoft® System Center  
System Center Configuration Manager

Microsoft® Office Communications Server

Standard CAL Enterprise CAL

Windows Server® 2008  
Active Directory® Rights Management Services

CAL

Microsoft® Forefront®  
Forefront Protection Suite  
Forefront Unified Access Gateway

Microsoft® System Center Service Manager  
Microsoft® System Center Data Protection Manager  
Microsoft® System Center Operations Manager

### Business Productivity Infrastructure

Business Intelligence

Enterprise Search

Collaboration

Unified Communications

Enterprise Content Management

### Core Infrastructure

Desktop and Device Management

Security

Incident, Problem, and Change Management

Access Management

Data Protection and Recovery

Plumbing for Business

Plumbing for IT

# Key 2010 ECAL Suite Technology Innovation

## SharePoint

- **Business Intelligence:** Access the right information to put strategy in action and enable accountability
- **Enterprise Search:** Find, explore, and connect to information and people.
- **Business Communities:** Collaborate in groups, share knowledge and ideas, connect with colleagues, and find information and experts naturally.

## Unified Communications

- **Archiving:** Lower costs of implementing archiving policy with built-in functionality. Improve legal discovery with multi-mailbox search.
- **Information Protection:** Automatically safeguard sensitive email with Rights Management Services.

## Forefront

- **Secure Collaboration:** More secure anywhere access to collaboration tools.
- **Secure Messaging:** Improved email anti-virus and anti-spam in the cloud or on premise

## System Center

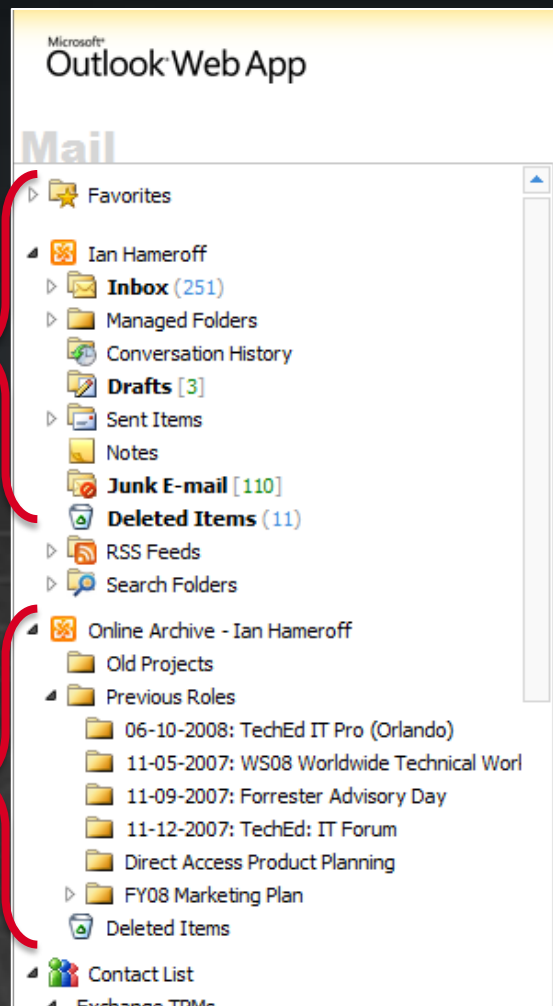
- **Data Protection:** Backup data on XP, Vista, and Windows7 clients.
- **Incident, Problem, and Change Management:** Reduce support costs and increase Helpdesk responsiveness

# E-Mail Archiving

Integrated archiving, retention and search

Primary Mailbox

Personal Archive



Preserve

- ▶ Personal Archive
- ▶ Move and Delete Policy
- ▶ Hold Policy

Discover

- ▶ Multi-Mailbox Search

# Protect Communications

Protect access and control distribution



PROTECT

CONTROL

## IRM Support

- ▶ IRM in OWA
- ▶ Protect voicemail
- ▶ IRM Search
- ▶ Transport Decryption
- ▶ Journal Decryption
- ▶ Outlook Protection Rules

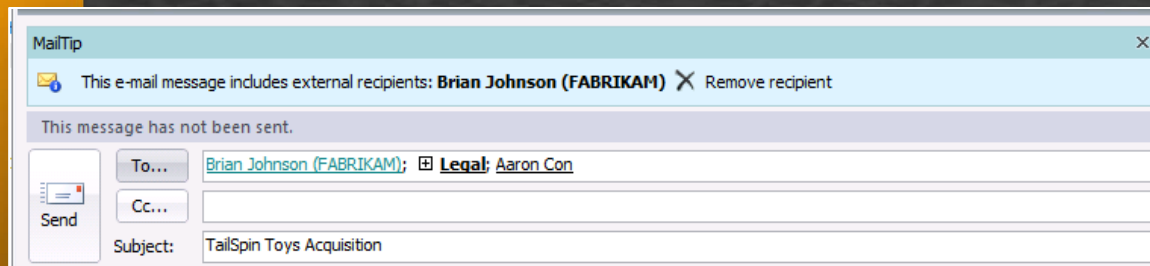
## Transport Rules

- ▶ IRM Protection
- ▶ Moderation
- ▶ Dynamic Signatures
- ▶ Attachments

## MailTips

- ▶ Alerts for: external recipients, large attachments, audience and other factors
- ▶ Option to customize based on recipients

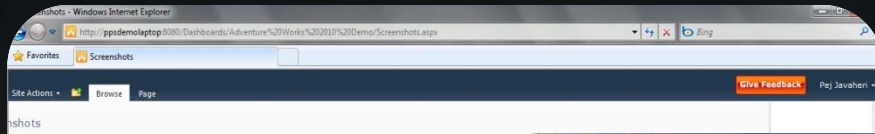
Protect sensitive data from accidental distribution





# Business Intelligence

Information access to put strategy into action and enable accountability

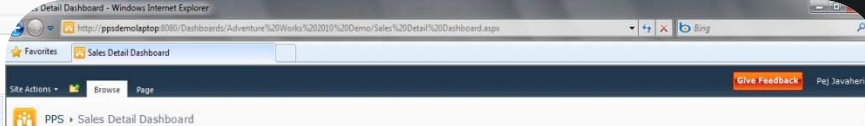


Adventure Works 2010 Demo | Summary | Sales Detail | Operations Detail | Customer Detail | Screenshots | Sales Detail Dashboard

Geography: All Customers

Operations Detail

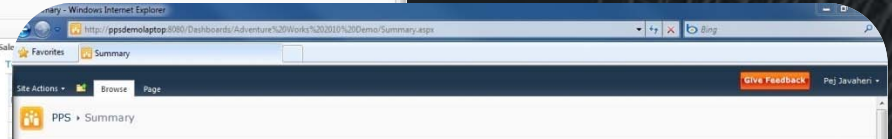
	Q1 CY 2004			Q2 CY 2004		
	Actual	Target	Trend	Actual	Target	Trend
<b>Revenues</b>						
Revenue	\$11,386,315	\$11,386,315	0%	\$14,371,807	\$14,371,807	0%
Channel Revenue	\$7,102,685	\$8,051,000	-12%	\$9,935,377	\$10,359,000	-14%
Internet Revenue	\$4,283,630	\$4,283,630	0%	\$5,436,429	\$5,436,429	0%
<b>Sales</b>						
Sales Amount	\$11,386,315	\$14,613,999	-22%	\$14,371,807	\$12,524,947	15%
Internet Sales Amount	\$4,283,630	\$4,410,140	-3%	\$5,436,429	\$4,711,993	15%
Sales Qty	31,517	46,426	-32%	43,669	34,669	26%
Avg Sales Amt	\$1,872	\$2,461	-24%	\$2,087	\$2,059	1%
Reseller Avg Sales Amt	\$15,997	\$22,525	-29%	\$19,856	\$17,597	13%
<b>Margins</b>						
Gross Profit Margin	15.77%	18.0%	-12%	15.39%	18.0%	-14%
Reseller Gross Profit Margin	0.3%	5.0%	-94%	-0.4%	5.0%	-108%
Expense to Revenue Ratio	24.6%	18.0%	-37%	19.8%	18.0%	-10%



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Internet Sales Amt

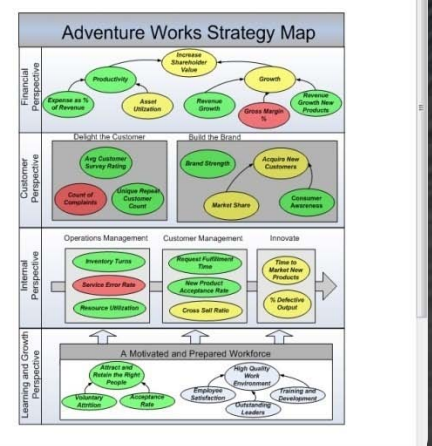
	QTD	QTD Target	% Growth	% Growth Target
All Products	\$708,519	\$692,901	14%	20%
Accessories	\$31,668	\$28,388	12%	20%
Bikes	\$740,309	\$647,860	14%	17.25%
Clothing	\$36,542	\$16,653	-1%	-2.77%



Adventure Works 2010 Demo | Summary | Sales Detail | Operations Detail | Customer Detail | Screenshots | Sales Detail Dashboard

Corporate Strategy Map

	2008 Q4	Actual	Target
<b>Financial Perspective</b>			
Increase Shareholder Value			
Productivity			
Expense as % of Revenue	79%		
Asset Utilization	81%		
Growth			
Revenue Growth	22%		
Gross Margin %	6%		
Revenue Growth New Products	35%		
<b>Customer Perspective</b>			
Delight the Customer			
Avg Customer Survey Rating	8.1		
Count of Complaints	91		
Unique Repeat Customer Count	1037		
Build the Brand			
Brand Strength	76%		
Acquire New Customers			
Market Share	17%		
Consumer Awareness	41%		
<b>Internal Perspective</b>			
Operations Management			
Inventory Turns	4.6		
Service Error Rate	5.1%		
Resource Utilization	75%		
Customer Management			
Request Fulfillment Time	2.7 Days		



Enable everyone to create rich dashboards that convey the right information

Easily navigate and perform rich analysis in a browser

Review performance relative to strategy through strategy maps

# Go Beyond the Search Box

Find, Explore, and Connect

The screenshot shows the FAST Search interface with search results for 'marketing'. The interface includes a search bar, a refinement panel on the left, a main results area, and a right-hand sidebar with related searches and people matches. Callouts highlight specific features:

- Multi-level sorting on any property:** A dropdown menu is open over the first result, showing sorting options such as Relevance, WordBoost, processingtime (Newest/Oldest), docdatetime (Newest/Oldest), Size (Ascending/Descending), siterank (Ascending/Descending), Created (Newest/Oldest), and Date (Oldest).
- Windows 7 federation:** A callout points to the top right corner of the search results area.
- Refinement panel with exact counts:** A callout points to the left sidebar, which lists filters like 'Result Type', 'Site', 'Author', and 'Modified Date' with associated counts (e.g., 'demo (19)', 'System Account (19)').
- Related Searches:** A callout points to the 'Related Searches' section on the right, which includes 'Marketing Proposal', 'Marketing Strategy', and 'Courses in Marketing'.
- People Matches:** A callout points to the 'People Matches' section on the right, which lists individuals like 'David W. ... Product Manager' and 'Ted Bremer Business Process Manager'.
- Thumbnails, Previews & View in Browser:** A callout points to the preview area of a search result, which includes a thumbnail image and a 'View In Browser' link.

Multi-level sorting on any property

Windows 7 federation

Related Searches

Refinement panel with exact counts

Thumbnails, Previews & View in Browser

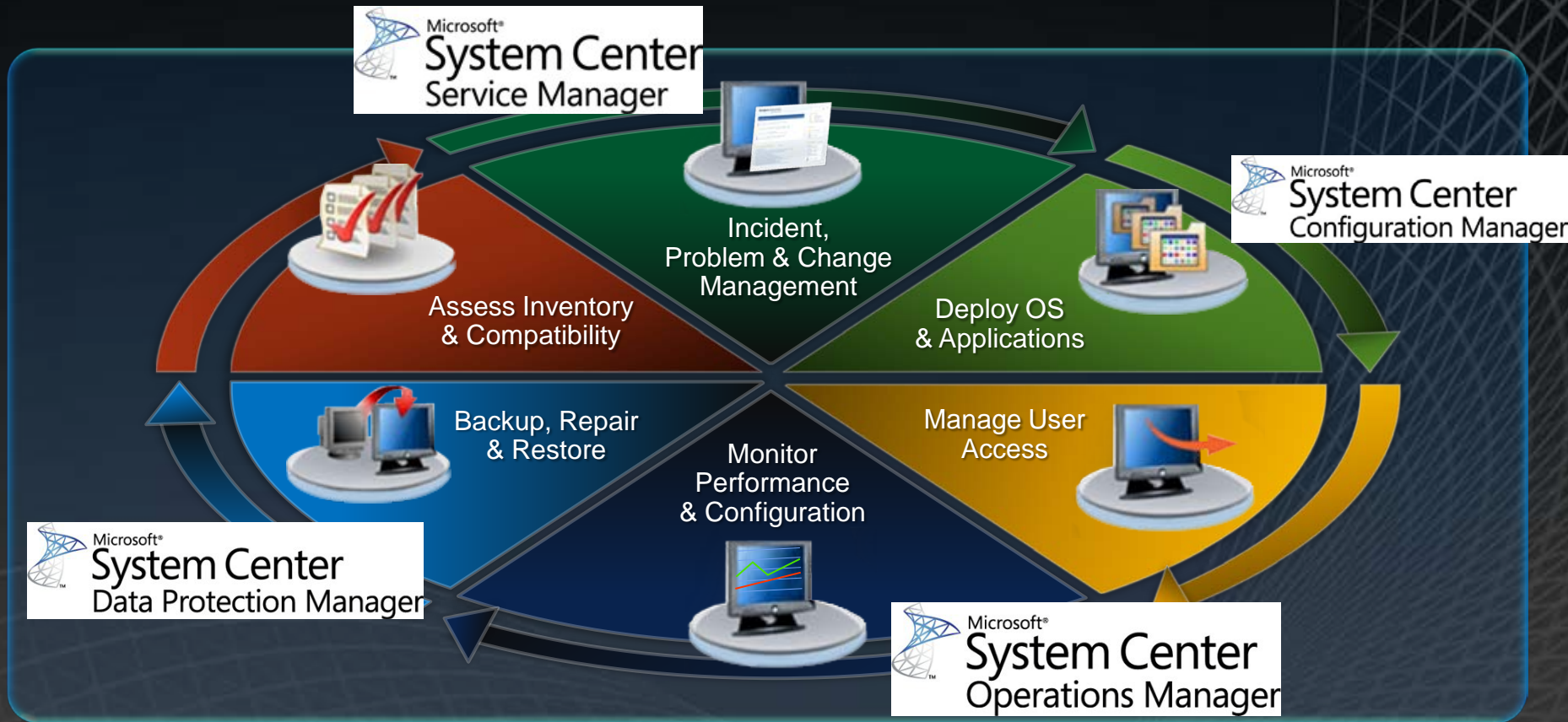


# SharePoint Business Communities





# System Center Client Management Technology



- Save costs through integrated management of PCs and software

- Improve the end-user experience through self-service and flexible physical and virtual software management

- Provide visibility, reporting, and support process compliance

# Secure Collaboration


Enable more secure business collaboration from virtually anywhere and across devices, while preventing unauthorized use of confidential information

 Microsoft®  
**Forefront™**  
Unified Access Gateway 2010

Security-enhanced access to applications that adheres to internal security and external compliance mandates

 Microsoft®  
**Forefront™**  
Protection 2010  
for SharePoint®

Protect documents from malware and inappropriate content

 **Windows Server™ 2008 R2**  
Active Directory® Rights Management Services

Prevent information leakage and safeguard confidential data

 **Windows Server™ 2008 R2**  
Active Directory® Federation Services  
2.0

Collaborate with External Partners

# Secure Messaging

Enable more secure business communication from virtually anywhere and on virtually any device, while preventing unauthorized use of confidential information

 Microsoft  
**Forefront™**  
Online Protection for Exchange

Low Overhead Cloud Based Anti-Malware

 Microsoft  
**Forefront™**  
Protection 2010  
for Exchange Server

Protect Messages from Malware with Multiple Engines

 **Windows Server™ 2008 R2**  
Active Directory® Rights Management Services

Protect Sensitive Information in E-mail



# ECAL Suite Business Productivity Technologies

ECAL Component	Description
Exchange Server 2010	Microsoft Exchange Server, the cornerstone of Microsoft's Unified Communications solution, is a flexible and reliable messaging platform that can help you lower your messaging costs by 50-80%, increase productivity with anywhere access to business communications, and safeguard your business with protection and compliance capabilities that help you manage risk.
Office Communications Server 2007 R2	Microsoft Office Communications Server 2007 R2 helps you deliver streamlined communications to your users, so everyone in your organization can communicate with the right person, right now, from the applications they use most. Maintain operational control without expensive infrastructure or network upgrades, and deliver streamlined communications, including software-powered VoIP, Web and audio/video conferencing, and enterprise instant messaging.
SharePoint Server 2010	Microsoft SharePoint 2010 enables organizations to connect and empower people through an integrated set of rich features. SharePoint 2010 facilitates business collaboration in its broadest sense and helps colleagues, partners, and customers to work together in new and effective ways.

# ECAL Suite Core Infrastructure Technologies

ECAL Component	Description
Windows Server 2008 R2	Windows Server 2008 R2 is the most advanced Windows Server operating system yet, designed to power the next generation of networks, applications, and Web services.
System Center Configuration Manager 2007 R2	System Center Configuration Manager 2007 is the solution to comprehensively assess, deploy, and update your servers, clients, and devices—across physical, virtual, distributed, and mobile environments. Optimized for Windows and extensible beyond, it is the best choice for gaining enhanced insight into, and control over, your IT systems.
System Center Operations Manager 2007 R2	System Center Operations Manager is the end-to-end service-management product that is the best choice for Windows because it works seamlessly with Microsoft software and applications, helping organizations increase efficiency while enabling greater control of the IT environment.
System Center Data Protection Manager 2010	*Provides an easily managed and scalable solution for backup and recovery of XP, Vista, and Windows7 clients.
System Center Service Manager	Microsoft System Center Service Manager is an integrated platform for automating and adapting your organization's IT service management best practices.
Active Directory Rights Management Services	Active Directory Rights Management Services, a component of Windows Server 2008, is available to help make sure that only those individuals who need to view a file can do so. AD RMS can protect a file by identifying the rights that a user has to the file. Rights can be configured to allow a user to open, modify, print, forward, or take other actions with the rights-managed information.
Forefront Unified Access Gateway	Forefront Unified Access Gateway is ONE solution to fit all of your remote access needs through centralized management and policy control across all users, devices, and network resources.
Forefront Protection Suite	The Forefront Protection Suite is the next generation release of the Forefront Security Suite and includes Microsoft Forefront Client Security, Microsoft Forefront Protection 2010 for Exchange Server, Microsoft Forefront Security for SharePoint, Microsoft Forefront Security for Office Communications Server and Microsoft Forefront Online Protection for Exchange.