WHAT DOES BIZTALK SERVER DELIVER TO BUSINESSES?

Microsoft® BizTalk® Server 2006 enables organizations to automate and optimize mission-critical business processes spanning applications, people, and organizations.

BizTalk Server delivers unique tools for developers, IT pros, and business analysts to more effectively and efficiently create, manage, monitor, and optimize distributed business processes.

Business Process Management is the next evolutionary step beyond traditional enterprise application integration, business-to-business integration, or custom-coded integration. Businesses compete on the flexibility of their processes, and BizTalk Server delivers tools to more quickly optimize processes at a lower cost.

BizTalk is a key part of the business user experience, business process automation or the system-to-system component of traditional application integration and/or business-to-business integration. Regardless, customers now require a Business Process Management (BPM) solution that encompasses enterprise application integration (EAI) and business-to-business integration (B2Bi) while providing increased business visibility.

Example: An insurance provider wants to automate its manual claims process. To deliver a solution, it must integrate its internal applications, connect to its customer and partner systems, and manage the exception handling of claims. The customer identifies the business process associated with claims processing and models the process within BizTalk Server. Since all of this is managed within BizTalk Server and not through custom code or proprietary integration technology, customers can more quickly optimize processes as their environment demands.

WHAT'S NEW IN BIZTALK SERVER 2006

Simpler setup and comprehensive management and deployment capabilities
BizTalk Server 2006 helps you get started faster with a simplified installation wizard, a component updater, and one-click configuration. These tools enable you to install and configure BizTalk Server 2006 in a more straightforward and efficient way. In addition, BizTalk Server 2006 provides new capabilities that enable the IT administrator to be more productive in managing and operating an enterprise deployment, such as the ability to modify all configuration information.

Seamless upgrade from BizTalk Server 2004
Building on these new setup and configuration capabilities and maintaining the core architecture of BizTalk Server 2004, BizTalk Server 2006 provides a seamless upgrade path for current BizTalk Server 2004 customers.

Richer business user and developer experiences
BizTalk Server 2006 extends business user capabilities introduced in BizTalk Server 2004 such as the new Business Activity Monitoring (BAM) features that now deliver real-time support for business activity subscriptions and alerts. In addition, the product includes customizable BAM portal capabilities built on Microsoft ASP.NET 2.0 technology. BizTalk Server 2006 also continues to deliver unparalleled developer productivity in building and optimizing business processes with upgraded development tools such as the new Flat File Schema Creation Wizard, a Windows® SharePoint® Services adapter, and a POP3 adapter, all tightly integrated within Microsoft Visual Studio® 2005 and built on the Microsoft .NET Framework 2.0.

Additional support across Windows Server System
BizTalk Server 2006 delivers continued support for the Microsoft Windows Server System™ Common Engineering Criteria, including an x86-based 64-bit version and support for Microsoft SQL Server 2005, Visual Studio 2005, and Microsoft Virtual Server 2005.

MICROSOFT BPM SOLUTION COMPONENTS

BizTalk Server 2006
- End-to-end Business Process Management, application integration, and trading partner management

Visual Studio
- Development environment for BizTalk Server

Host Integration Server 2004 or 2006
- Midrange and mainframe connectivity services

SQL Server
- Business intelligence, data storage, data transformation, and replication services

Microsoft Office System
- Excel®, InfoPath®, SharePoint Portal Server, Visio®
- Tool for information workers to create, interact with, and monitor business processes

Microsoft Vertical Accelerators
- Vertical-specific accelerators for HIPAA, HL7, SWIFT, RosettaNet

BIZTALK CASE STUDIES

The most recent repository of videos, case studies, and ROI analyses can be found at **www.microsoft.com/biztalk/evaluation/casestudies**.

CUSTOMERS INCLUDE

Siemens, Oncology Hematology Associates, Virgin Entertainment, Balboa Insurance (Countrywide Financial subsidiary), Universal Forest Products, Retirement Systems of Alabama, UK Dept of Education, Air Products, Lotte Shopping, Swedish Hospital, Long Foster

MARKET MOMENTUM FAST FACTS

Customers
- Microsoft has over 6,000 customers across all industries and geographies.

Press
- Won InfoWorld's Technology of the Year Award for best business process automation solution

"Microsoft's BizTalk Server introduced the concepts of business process automation, management, and orchestration to many IT organizations. With the release of BizTalk Server 2004, Microsoft delivers the benefits of leading-edge business process design, development, management, and monitoring technology, while remaining true to smart corporate practices that are timeless."

Analysts
- Leader in Gartner Magic Quadrant (April 2005)
- BizTalk Server beat out IBM, BEA, TIBCO, and webMethods in an independent ROI study conducted by Nucleus Research.

BUSINESS VALUE PROPOSITION

Return on IT Infrastructure
- Faster deployment of business applications through reuse of integration services
- Better business decisions more quickly through automated data consolidation
- Increased revenues by quickly capitalizing on market opportunities
- Reduced business risk by integrating with your existing systems without modification using a proven, scalable, and reliable solution

Return on business processes
- Reduced administrative costs by automating time-consuming manual processes
- Reduced operational costs by reducing business process cycle times
- Increased business flexibility through rapid use of visual tools for defining, deploying, and managing strategic business processes
- Increased competitiveness by quickly offering new programs and services to customers and key partners

Return on people
- Reduced development costs by leveraging powerful visual tools using existing skills
- Higher customer satisfaction by quickly offering new programs and services

PRICING AND LICENSING
BizTalk Server 2006

- Enterprise Edition: $29,999 per processor
- Standard Edition: $8,499 per processor
- Developer Edition: $499 per developer or as part of MSDN® Universal

BizTalk Server 2004 Enterprise Edition is designed for customers who require high volume and high availability and scalability to an unlimited number of CPUs. This edition supports integration with an unlimited number of internal applications and external trading partners. BizTalk Server 2006 Standard Edition is intended for medium to small deployments, and is limited to five BizTalk Server applications. Developer Edition is limited to solely designing, developing, and testing purposes and may not be used as a passive failover server or for disaster recovery.

See **www.microsoft.com/biztalk/howtobuy/ default.mspx** for more information.

FIND A BIZTALK PARTNER
Nearly all BizTalk Server solutions will require the involvement of a partner in order to create industry-specific solutions. Even in the most basic solution assessment with no needs to extend the functionality, implementation partners will be key to the success of the solutions (GSI/SI/RSI).

Partners in this area will cover adapters for applications and technology, third-party ISVs who promote LOB applications, third-party ISVs like Teamplate and Ultimus who extend human-based workflow functionality, and other core accelerators like Covast's EDI Accelerator for BizTalk Server. More information is located at **www.microsoft.com/biztalk/evaluation/ partners**.

BIZTALK ADAPTERS

ADAPTER	APPLICATION VERSION	PRICE
WebSphere MQ 2.0	2.0	In the box
MSMQ/MSMQT	2.0 and 3.0	In the box
WSE	2.0	In the box
HTTP		In the box
SMTP		In the box
Base EDI	All X.12 and EDIFACT	In the box
SQL Server	2000 and 2005	In the box
File		In the box
FTP		In the box
SOAP		In the box
SAP	SAP R/3 4.X and R/3 6.20 (Enterprise)	In the box
PeopleSoft Enterprise®	8.17.02, 8.43, and 8.45	In the box
J.D. Edwards OneWorld®	B7.3.3.3 with SP3	In the box
J.D. Edwards EnterpriseOne®	8.1	In the box
Oracle® Database	Oracle 8i (8.1.6.0), 9i (9.2.0.1), or 10i	In the box
Siebel® eBusiness Applications	Siebel, Version 6.2.1 with patch 110 or higher, Siebel, Version 7.0.3, Siebel, Version 7.5.2 and 7.7	In the box
TIBCO® Rendezvous®	TIBCO Rendezvous Version 7.3	In the box
TIBCO® Enterprise Message Service™	TIBCO Enterprise Message Service Version 4.2	In the box
Host Applications	IBM mainframe zSeries (CICS and IMS) and/or midrange iSeries (RPG)	In the box
IBM DB2	Database adapter for IBM DB2 on remote host computing platforms, IBM mainframe zSeries, midrange iSeries and/or Universal Database on open platforms	In the box
Host Files	Data adapter for host file systems on IBM mainframe zSeries VSAM datasets and midrange iSeries physical files	In the box
POP3		In the box
Windows SharePoint Services		In the box