

INSIDE: ADOBE • LICENSING • MCAFEE • MICROSOFT • MOBILITY

SPECTRIUM

TRENDS IN TECHNOLOGY WINTER 2006



Microsoft's Chris Weber & Angus Norton
embrace the data explosion

Busting out!

with SQL Server 2005 & Visual Studio 2005

MICROSOFT BUSTS OUT!

Microsoft's Chris Weber and Angus Norton extol the future of data and application development

You don't have to be a technology expert to understand that the world is in the midst of an explosion of data and information. The data your enterprise relies on—along with the software applications built to make use of it—has long since made the leap from the data center to smart devices. And not just mobile phones and PDAs: Air-conditioning units, manufacturing tools, vehicles, eyeglasses. In this Matrix-like world, information is infinitely scalable, available—and more secure than ever before. If you can think it, it can be so.

“In terms of scalability and application development, there's not a customer in the world now that needs anything more than what we can offer with these products.”

Angus Norton,
Microsoft Business Group Director,
Developer Platform and Evangelist Group



To contain this expansion, technology is also moving steadily in another direction—toward consolidation and integration. In the next few years, for example, you may be able to synchronize your entire database and make it available—in different forms and on various devices—to anyone, anywhere, at any time. All that data would have to be stored in one place, so those different devices and applications can talk to each other.

If Microsoft has its way, that place will be called SQL Server.



“It gets back to, first of all, making sure we're in tune with customers. If we keep the customer at the foundation and core of what we do, building into the products what their needs are, I think we're in good shape.”

Chris Weber,
Microsoft General Manager,
Server Platform Marketing

Joining applications and data.

The integration of SQL Server 2005 and Visual Studio 2005, launched together in November, was an important step toward that vision. To understand the implications, we spoke with Angus Norton, business group director for Microsoft's developer platform and evangelist group, and Chris Weber, Microsoft general manager for server platform marketing.

Now that SQL Server's common language run time (CLR) has been incorporated into Visual Studio development tools, and the .NET framework integrated into SQL Server, Visual Basic and C++ developers can write code natively to the SQL store. This has huge immediate impact on IT organizations, if only because it's no longer necessary to have two development teams—one for the database and one for applications.

Norton explains the evolution of Visual Studio by comparing it to Microsoft Office. “If you remember back in the early days, we used to ship Excel, Word and PowerPoint as separate applications.” Then, in 1994, came integration. “Something we take for granted now, such as copying and pasting from Word to Excel, was a major breakthrough at the time.”

COMPLEMENTARY EVERYTHING

Is there any reason Adobe and Macromedia shouldn't be combined? We can't think of any.

Take two inherently innovative companies and combine them. Add a powerful customer base committed to products from both organizations, and what do you have? One of the most exciting acquisitions of the decade.

Adobe's acquisition of Macromedia was completed on December 3rd, to critical and customer acclaim. Adobe CEO, Bruce Chizen, advances the acquisition in broad terms:

The explosion of digital content, combined with the accelerating proliferation of mobile phones, wireless devices and the growth of broadband are transforming the way the world engages with information. Adobe and Macromedia are at the center of this trend, and together we will build on our combined heritage to redefine the way people and businesses communicate.

This acquisition was spearheaded by Chizen and former Macromedia CEO, Stephen Elop, and the friendliness and resulting intelligence of the deal are evident. Although there will be inevitable growing pains and changes

in the product line, the two clearly value the respective strengths of each others' companies.

Elop's new position as Adobe's president of worldwide field operations is a case in point. Macromedia has a history of being exceptionally responsive and hands-on with customers. Elop's responsibility for "all customer-facing functions, including sales, field marketing, go-to-market partners, customer care and professional services," speaks to this strength.

But Adobe also has a reputation for a strong corporate culture and community focus. The company ranked number 13 on last year's "Best Places to Work For" list published by *FORTUNE* magazine, with the added distinction of being the highest ranking software company. And *Maclean's* magazine named Adobe one of Canada's "Top 100 Employers." The similar cultures and value systems of these two organizations should help the integration proceed smoothly, with limited effect on customers.



Read the whole story: softwarespectrum.com/spectrum/adobe

"The combination of Adobe's prowess in graphics, print, video, and document-level security along with Macromedia's expertise in animation and web applications is awe-inspiring. It's truly a 'you put your chocolate in my peanut butter' situation!"

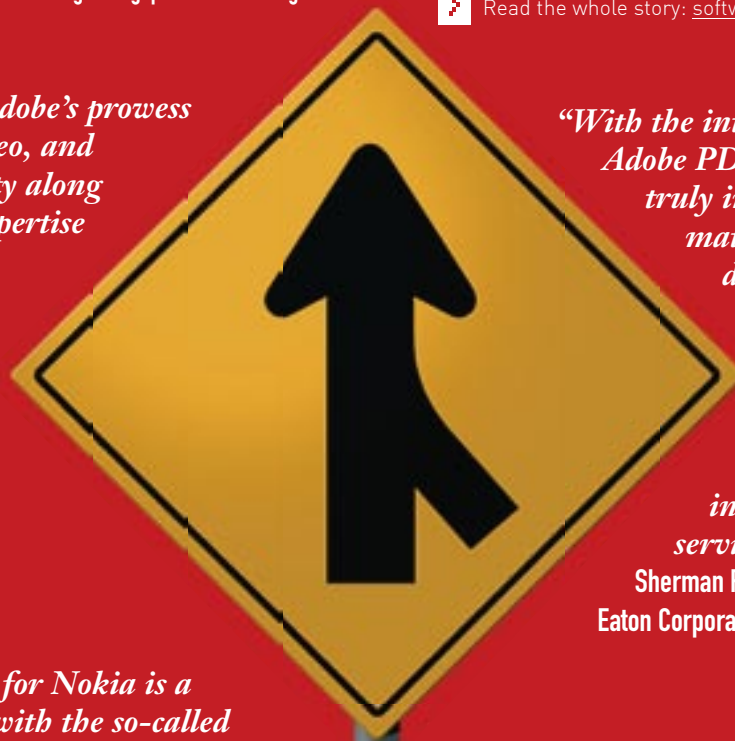
Joe Stitzlein, Design Director,
Landor Associates

"The key success factor for Nokia is a great user experience with the so-called 'wow' effect. The acquisition of Macromedia by Adobe is expected to further contribute to offering these exciting mobile experiences."

Christian Buchbauer, Alliance Director,
Nokia Technology Platforms

"With the integration of Flash and Adobe PDF, we could distribute truly interactive training materials and support documents. Staff and customers could have everything they need—rich images, text, video, interactive demos—in a single training or service file."

Sherman Ferguson, Technical Writer,
Eaton Corporation



This Mobility Business:

AN INTERVIEW WITH MELISSA WOMACK

Melissa Womack is Software Spectrum's Senior Vice President responsible for Mobility Solutions. Recently we sat down with her to talk about how Software Spectrum is helping companies with the challenges they face as they implement mobility strategies.

SPECTRUM: The mobile communications market has grown rapidly in the last year. In your view, how is this changing the information technology space?

WOMACK: Mobility technology is giving companies new options for making workers more productive. Instead of having workers tethered to a desktop or dependant on a stationary kiosk terminal for information, there are now different kinds of devices they can use to access information anytime, anywhere. It helps with productivity and with communication.

SPECTRUM: What is your role, vis-à-vis the mobility business?

WOMACK: I lead the Software Spectrum team responsible for helping our customers take advantage of mobile solutions. We are not only an objective source of information on the myriad of devices, rate plans and total technical solutions, but we can manage the execution of our customer's mobility programs from planning through deployment and support.

SPECTRUM: Software Spectrum's core business has always been software solutions. With mobility you're dealing with wireless carriers and hardware vendors, as well as software providers. What's the reason Software Spectrum entered this market?


WOMACK: We help companies select, purchase and manage software, so it's not a big leap for us to now be helping companies select, purchase and manage everything they need for their mobility programs. A term used in the mobility



industry is "the third screen," where the TV is the first screen, the PC is the second screen and the mobility device is the third screen. Software has made the leap from the "second screen"—the PC—to the handheld device, the third screen. So just as we've been helping customers select, purchase and manage software for that second screen—desktops, laptops and servers—we'll continue to do the same thing for all these new devices. It's really not that different of a business for us.

SPECTRUM: What's the difference between "mobility" and "wireless?" Aren't they the same thing?

WOMACK: Wireless technology enables mobility. And mobility enables productivity. Mobility is much more than just handheld devices or wireless e-mail access. Today, you can give mobile employees seamless access to line-of-business applications and real-time data.

 Read the rest of this interview: softwarespectrum.com/spectrum/mobility



COOKS WHO KNOW TRUST MCAFEE

New appliances make network security as simple as boiling water.

These days, computers have entered in the kitchen in a big way. You don't have to be a hardcore foodie to spend time Google-ing for recipes, or to manage your family's meal plans via computer. So it seems appropriate that appliances as uncomplicated as the refrigerator are now simplifying the business and technology sphere—turning up as the latest weapon in the arms race against spyware, spam, viruses and other network attacks.

McAfee's Secure Content Management (SCM) appliances are a case in point, offering protection against spyware, inappropriate web content, phishing, spam, viruses, worms and Trojans. The platforms consolidate multiple point products, and are virtually maintenance free. The Secure Internet Gateway (SIG), for small and medium-sized businesses, provides web and e-mail security in a single appliance. Its siblings, the Secure Web Gateway (SWG) and the Secure Messaging Gateway (SMG), offer dedicated web and e-mail security solutions for large enterprises.

SIMPLICITY, PRICE AND PERFORMANCE

The simplicity of the SIG appliance as well as its price point is key for small and medium-sized businesses. Deutsche Telekom's CSC Wuerzburg division provides security services for medium to large enterprise customers. They had been having what Systems Engineer Jens Roesen describes as "massive" trouble with their web security product. So they jumped at the chance to test McAfee's SIG while it was in beta.

After evaluating the product initially, Deutsche Telekom rolled it out to a 750-seat client, and the results were resoundingly positive. "McAfee support is far superior to our existing vendor, and the costs are about US \$10-15k less," says Roesen. But the best part was the extraordinary simplicity: "It's so simple, our customers are up and running in no time."

"McAfee support is far superior to our existing vendor, and the costs are about US \$10-15k less."

> Jens Roesen,
Systems Engineer, Deutsche Telekom

"With our accelerated platform, customers now really have the option to implement web security functionality and have it meet their performance requirements."

> Alan Deane,
McAfee General Manager, SCM Product Line

MORE VALUE FOR YOUR LICENSING AGREEMENT

Software Spectrum has a reputation for software licensing expertise, but other software resellers also offer licensing support. So what sets us apart? We sat down with Tony Musielak, senior manager of Software Asset Management and Licensing, to talk about what makes our licensing team stand out from the crowd.

SPECTRUM: How does the licensing team fit into Software Spectrum's customer service model?

MUSIELAK: We work with Software Spectrum account executives to make sure customers are getting the best value from their software. Our services help customers make the right decisions for their business, and provide information that helps them navigate the maze of licensing programs that often confronts them. Whether the organization is a small business or a global enterprise, we can add value to the dollars they spend by giving them access to the latest information about licensing and technology, and best practices. Licensing programs cater to

different market segments, and our team is trained to provide guidance to all our customers, no matter what size their business is.

SPECTRUM: If you had to name the most important benefit the licensing team brings to the customer, what would it be?

MUSIELAK: We provide licensing information in a real-time format, through the account executive (AE). Sometimes we hear about customers who are used to spending countless hours searching on their own for information on a particular product or licensing issue—or being passed from one "expert" to another all day, trying to get a reasonable response to a question. Those customers are relieved to discover that they only have to work with one person—their Software Spectrum AE—to leverage all our experience, training and partner relationships. They receive concise, relevant information in a timely manner. That's like gold to some procurement and IT managers.

 Read the whole interview: softwarespectrum.com/spectrum/licensing



3480 Lotus Drive
Plano, TX 75075

Microsoft

McAfee