

# Microsoft® Solution for Internet Business

## Features:

- Personalization and targeting
- Publish and manage content
- Business analytics system
- Campaign management
- User profile management
- XML-based catalog
- Order processing
- Workflow and approval
- XML data store
- OLAP Engine
- Process mapping and translation
- Network load balancing
- XML Web services support

Microsoft  
**Commerce  
Server** 2000

Microsoft  
**Content  
Management  
Server** 2001  
Enterprise Edition

Microsoft  
**SQL Server** 2000  
Enterprise Edition

Microsoft  
**Windows** 2000  
Server

Microsoft  
**Internet Security  
& Acceleration  
Server** 2000  
Enterprise Edition

Microsoft  
**BizTalk Server** 2000  
Enterprise Edition

Microsoft  
**Application  
Center** 2000

## Solution Highlights

*The Microsoft® Solution for Internet Business dramatically reduces the time required to create a dynamic Internet presence that improves business efficiency and provides the rich retail capabilities and business analytics that are required to expand your business and compete effectively in the global Internet economy. This comprehensive offering includes a complete set of products and services that deliver real business value by providing all the tools you'll need to build and manage deeper relationships with customers and partners, market to buyers more effectively, and address changing market conditions and take advantage of new opportunities quickly. Built on the Microsoft .NET Enterprise Server family, the Microsoft Solution for Internet Business provides the scalability, performance, and reliability required for today's mission critical Web applications. With the Microsoft Solution for Internet Business you'll be able to build and deploy powerful Internet solutions that meet your organization's business needs today, and position your company to take advantage of next-generation XML Web Service technologies that will open the door to a new era of opportunities.*

## A Platform for Growth

Built on an open architecture, the Microsoft Solution for Internet Business supports a wide range of deployment configurations and e-Business capabilities, and provides flexible implementation and management tools that will help you meet the unique requirements of your organization. Based on the industry-leading Windows® 2000 operating system, the Microsoft Solution for Internet Business can be deployed on a wide variety of hardware platforms. Thoroughly tested prescriptive architecture guidance and implementation

procedures accelerate the development and deployment process and dramatically shorten time-to-benefit. The solution takes advantage of a best-of-breed approach to ensure that you can work with Microsoft solution partners to build a comprehensive, cost-effective solution. Modular capabilities that separate Web site design, content creation and publishing, and e-Commerce functionality development allow the people in your organization to focus on their specific expertise, increasing the quality of your Web site while improving your business efficiency. With its unique dynamic server clustering capabilities, the Microsoft Solution for Internet Business provides the high levels of scalability, reliability, availability, and performance that are essential to the success of any mission-critical Internet application.

## Quickly Build and Manage A Dynamic Internet Business

The Microsoft Solution for Internet Business dramatically reduces the time required to build and deploy scalable, reliable, high-performance content-driven Web sites. Rich, robust out-of-the box functionality, a flexible, component-based architecture, and a wide range of sample applications, code, and reference architecture designs provide everything you need to launch a dynamic Internet business in a matter of weeks, not months.

Once your site is up and running, the Microsoft Solution for Internet Business delivers a comprehensive set of tools that allow you to target customers and partners with rich, personalized Web content in real time. Easy-to-use content management tools let business managers create and publish content directly to the site using a browser-based interface. Sophisticated workflow features automate the publication process and ensure that information is timely,

*“By using the Microsoft Solution for Internet Business to build our Promotion Portal we are able to communicate to the world what resources are available within our country. The solution also enables us to better trade our products in a fast and efficient manner and is a fundamental step in our developing improved internal management of information through the use of technology.”*

– Jorge Rubio,  
Subdirector General Adjunto.,  
The Spanish Ministry of Tourism

accurate, and relevant. Publishing templates provide centralized control over site usability, layout, and branding.

The Microsoft Solution for Internet Business also simplifies the ongoing job of maintaining and expanding your Internet presence. Because Web pages are assembled from a smart server cache on request, content can be reused and served to specific audiences and specific devices without complex coding or duplication of effort. Sample Web sites included in the solution make it easy to add new functionality to your site—including secure user authentication, purchase order and requisition processing, and XML-based updates—that offer new levels of value for your customers, and deliver new business-to-business opportunities for your organization. Pre-built business components make the Microsoft Solution for Internet Business a flexible, extensible platform for creating a powerful Internet presence.

### **Build Loyalty and Increase Revenue with Personalization, Merchandizing, and Business Analytics**

The Microsoft Solution for Internet Business provides a rich set of tools designed to help you understand your customers better, and then use that understanding to deliver personalized information that drives increased sales. Sophisticated user profiling lets you manage information about millions of site visitors and map user and business data from across your site or your external systems without changing business processes or data sources. Powerful business analytics help you evaluate the preferences and behavior of site visitors and deliver customized content that can turn browsers into buyers and generate repeat business. The Microsoft Solution for Internet Business includes catalog functionality that enables product managers to easily administer products and services online. Merchandizing features let you implement discount programs, driving promotions based on product availability and popularity. Integration with Microsoft BizTalk<sup>™</sup> Server simplifies delivery of product updates to customers, trading partners, and online exchanges.

### **Leverage Existing Skill Sets and Technologies**

Based on Microsoft's leading server products, the Microsoft Solution for Internet Business ensures that your organization can take full advantage of the skills and knowledge that already exists in your company, while providing the opportunity to utilize the latest technologies, including XML and SOAP. The Microsoft BizTalk Server ensure that solutions built with the Microsoft Solution for Internet Business integrate seamlessly with your existing systems and connect easily to your customers and partners, automating business processes that may span multiple companies.

### **Poised for the Next Generation of Internet Business**

Created to deliver a comprehensive solution that meets all of your Internet business needs, the Microsoft Solution for Internet Business provides the complete set of products and services needed to respond quickly to changing business requirements today. Core integration of XML throughout the Microsoft Solution for Internet Business guarantees that your organization will be poised to take advantage opportunities that will result from emerging Web services and next-generation technologies tomorrow.

### **Post Sales Support**

Microsoft provides end-to-end support for the Microsoft Solutions for Internet Business. Refer to Microsoft's Solution for Internet Business Prescriptive Architecture Guidance for tested and supported configurations.

### **Consulting Services, ISVs, and Hosting Partners**

Microsoft has joined with leading System Integrators (SIs), Independent Software Vendors (ISVs), and hosting partners to help organizations deploy the Microsoft Solution for Internet Business. They are trained and certified in the rapid deployment of enterprise solutions based on prescriptive architectural guidance and the Solution Sites.

## FASTER TIME TO MARKET

<b>Integrated Application</b>	Multiple Microsoft products integrated and tested together for rapid and seamless deployment
<b>Administrative Tools</b>	Multiple tools that centralize and simplify tasks such as configuration, deployment, operations, and maintenance
<b>Microsoft Consulting Services</b>	Microsoft Consulting Professionals trained to accelerate implementation of your Internet Business Solution
<b>Microsoft Preferred Partners</b>	Microsoft selected and trained professional services firms who work with clients to implement and support the Solution for Internet Business
<b>Microsoft Prescriptive Architecture Guidance</b>	Microsoft tested and approved hardware and software architecture scaled to meet enterprise requirements with guidance on how to develop, test, deploy, implement, maintain your Internet Business.
<b>Integrated Commerce Functionality</b>	Out-of-box business-to-consumer and business-to-business applications and pre-built business components that facilitates site customization rather than functionality creation
<b>Content Management Tools</b>	Comprehensive content management technology that enables enterprises to efficiently manage and publish content with a variety of administrative tools – content contribution, site development, content delivery
<b>Content Publishing API</b>	Quickly build powerful content-driven applications with the open Publishing API

## MISSION CRITICAL RELIABILITY AND SCALABILITY

<b>No Single Point of Failure</b>	Functionality that allows the creation of systems that can withstand software and hardware failures at any point in the system without disrupting application service
<b>Online Index Rebuilding</b>	One step process for online index rebuilding, minimal effect on performance while maximizing uptime
<b>Enhanced Differential Database Backups</b>	Completes data backups based on what has changed since last backup
<b>Multilayer Firewall</b>	Maximized security with packet, circuit, and application level traffic screening
<b>Stateful Inspection</b>	Examination of data crossing the firewall in the context of its protocol and the state of the connections. Dynamic packet filtering opens ports only when necessary.
<b>Integration with Windows 2000 Network Load Balancing</b>	Automatic configuration and control over Windows 2000 Network Load Balancing
<b>Component Load Balancing</b>	Distribution of COM+ component execution across multiple servers
<b>Third-Party Load Balancing Compatibility</b>	Management of applications running in cluster that use third-party hardware load balancing solutions
<b>Cluster Wizard</b>	Automates the process of creating, configuring, and managing Web and COM+ application clusters
<b>Catalog/Order Management</b>	Create, organize and manage catalogs of products and related merchandising, and easily set up custom catalogs for groups of users to customize procurement. Manage catalog easily, more effectively as your business grows.

## PLATFORM FLEXIBILITY AND EMPLOYEE EMPOWERMENT

<b>XML Stored Procedure Support</b>	Allow database developers to take advantage of XML immediately via use of stored-procedures
<b>XML Update Grams</b>	Allows XML developers to insert, update and delete data in SQL Server™ 2000 with XML
<b>Standards Support</b>	Support for standards (particularly Web-based standards) enables smoother information interchange between heterogeneous systems
<b>Profile System</b>	Profile and management of customers and partners for site usage authentication, advanced targeting, and personalization
<b>Targeting System</b>	Conduct focused content and/or mail campaigns for selected customers/partners to improve the relevance of the communications.
<b>Business Analytics System</b>	Provides holistic decision support through data warehousing, data mining, and advance analysis
<b>Cluster Wizard</b>	Automates the process of creating, configuring, and managing Web and COM+ application clusters
<b>Broad Vendor Support</b>	Extendable platform which allows for integration of 3rd party programs and services for enhanced total value
<b>Integrated Web Service Support</b>	Utilizing XML, the Microsoft Solution for Internet Business integrates with services provided via the internet–companies can consume/expose XML Web Services for faster time to market by leveraging existing investments, reduce costs by integrating with best of breed partners, and increase revenue by expanding your business to new channels.

## MICROSOFT SOLUTION FOR INTERNET BUSINESS

### BASE SOLUTION

<b>Internet Business Solution Site and Prescriptive Architecture Guidance</b>	<ul style="list-style-type: none"> <li>• Dynamic Web Presence Site</li> <li>• Starting point for production deployments and rapid prototypes</li> <li>• Reduce complexity of deployment</li> <li>• Coding best practices</li> </ul>
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### BASE COMPONENTS

SOFTWARE/SERVICE	FUNCTION
Microsoft Windows® 2000 Server	Core platform for e-commerce.
Microsoft SQL Server 2000 Enterprise Edition and SQL Server 2000 Analysis Services	The reliable, scalable database and analysis system with built-in support for XML.
Microsoft Commerce Server 2000	Enables businesses to quickly build tailored, scalable e-commerce solutions. With Authentication, User Profile, Expressions, Direct Mail, Business Analytics, Packaging/ Unpackaging, Commerce Server Manager, Business Desk features
Microsoft Content Management Server 2001	Enterprise Web content management system that enables companies to quickly and efficiently build, deploy, and maintain highly dynamic Internet, intranet and extranet Web sites.
Microsoft Internet Security & Acceleration Server 2000	An extensible enterprise firewall and Web cache server that provides powerful security and network acceleration.

### OPTIONAL

SOFTWARE	FUNCTION
Search Software	Microsoft has joined with several independent software vendors (ISVs) to provide advanced search capabilities
Microsoft Application Center 2000	The deployment and management tool for high-availability Web applications.

## MICROSOFT SOLUTION FOR INTERNET BUSINESS - RETAIL EXTENSION (same components and requirements as base solution)

Internet Retail Solution Site	Online Retail Solution Site
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### ADDITIONAL REQUIREMENTS

SOFTWARE	FUNCTION
Microsoft BizTalk Server 2000 Enterprise Edition	Makes it easier to build and orchestrate dynamic business processes that span applications and organizations.

To learn more about the Microsoft Solution for Internet Business and our solution partners, visit: [www.microsoft.com/business](http://www.microsoft.com/business) or call **800-426-9400**

**Microsoft®**