#### Network Service Providers for the Microsoft Communications Sector

**Fact Sheet**

**May 2008**

**Communications Sector Mission for Network Service Providers**

Microsoft Corp.’s mission in the communications industry is to help service providers and industry partners develop and deploy rich, end-to-end network solutions and services. With its strengths in software and services and its partner ecosystem, Microsoft empowers service providers to increase efficiency, rapidly create and deliver innovative new services, and improve the customer experience.

**Microsoft’s Telco 2.0 Vision**

The power and ubiquity of today’s wireline, wireless and cable networks open the door for service providers to attract new customers, reduce churn and, most important, derive revenue from innovative new services. These new services, which bring together Web 2.0-type applications and traditional telecommunications offerings such as voice and short message service (SMS), form the basis for a new era, which we call Telco 2.0.

Although the potential for Telco 2.0 is immense, the road to creating and delivering hundreds, if not thousands, of new services requires a whole new approach by service providers. Microsoft’s mission is to use its software expertise to help smooth the transition and provide the enabling technologies to make Telco 2.0 a reality.

**Enabling Telco 2.0**

Microsoft provides three components critical to the development of Telco 2.0: screens, services and service delivery:

**Screens**

Microsoft provides the operating platforms that deliver a ubiquitous experience across all the “screens” in a user’s life, including PCs, TVs and mobile devices. Solutions include the following:

* + Windows Vista and Microsoft’s Subscription Computing Program
  + Microsoft Mediaroom
  + Windows Mobile

**Services**

Microsoft provides the applications that service providers can easily turn into services to drive new, high-margin revenue streams, including the following:

* + Business services
    - Microsoft Solution for Hosted Messaging and Collaboration
    - Hosted Microsoft Dynamics CRM
    - Microsoft Exchange Hosted Services
    - Hosted Microsoft Live Meeting
    - Microsoft Online Services
  + Consumer services
    - Microsoft Mediaroom
    - Windows Live, including Live@net and Live@mobile
    - Xbox LIVE
    - Windows Live OneCare

**Service Delivery**

Microsoft provides the foundational platforms that enable service providers to create, aggregate and manage services over any network and any device. These core platforms support a number of business support applications such as customer care and billing, to ensure a robust, scalable and flexible business infrastructure that helps service providers improve their overall performance.

Microsoft solutions and initiatives include the following:

* + Microsoft Connected Services Framework
  + Microsoft Connected Services Sandbox
  + Microsoft Customer Care Framework
  + Microsoft Dynamics CRM
  + Microsoft application platform for billing
  + Microsoft business intelligence software

**The Telco 2.0 Ecosystem**

As the telecommunications world faces increasing pressure from Web companies, new hybrid services that bring together communications applications and content from a variety of sources will help accelerate the transformation to Telco 2.0. With programs such as the Microsoft SaaS On-Ramp Program, the SaaS Incubation Center Program and the Sandbox, Microsoft is helping to build a solid partner ecosystem for the Telco 2.0 era.

The Connected Services Sandbox helps service providers rapidly deploy, test and commercialize a range of innovative new services. Through the Sandbox, participants can take their core network assets and combine them with technologies and applications from the Web 2.0 world. Following are examples of new service combinations or “managed network mashups” created in the Sandbox:

**Optimizing Transportation Operations**

Using mapping and text messaging, among other services, this mashup allows truck drivers to broadcast their truck capacity, so that small and midsize businesses (SMBs) can use available space to ship their products. Thus, truck drivers who know their vehicle is not full can communicate their available space to SMB subscribers. By sharing truck capacity, SMBs can cut the high costs of less-than-truckload shipments and empty back hauls.

**Buddy Finder Service**

Want to see if one of your friends can meet for a quick drink at a local bar? Or see if one of your buddies is nearby to catch a ride home? Find out which of your friends is near by locating their presence. This value-added service combining location, mapping, voice and/or instant messaging allows users to easily track their buddies using their mobile phone.

**Network Service Provider Customers**

Microsoft partners with the world’s leading operators in the areas of screens, services and service delivery. Customers include 18 of the top 20 service providers worldwide (as defined by revenues) including AT&T Inc., Bell Canada, BT, China Mobile Ltd., Deutsche Telekom AG, France Telecom, KPN International, NTT, Qwest Communications International Inc., Sprint, Telecom Italia, Telefónica, Telstra Corp. Ltd., Verizon and Vodafone.

**Network Service Provider Partners**

Microsoft is committed to its partners and has created a comprehensive partner and developer ecosystem that is dedicated to developing integrated, custom solutions for communications organizations. The Communications Sector Partner Network is specifically designed to help realize the potential of partner relationships and empower partners to increase their delivery capabilities and grow their businesses. Microsoft provides innovative software-based solutions, content and infrastructure, and by partnering with system integrators and independent software vendors, network service providers can deliver their own specific, targeted offerings.

More information about the Communications Sector Partner Network can be found at

<http://www.microsoft.com/serviceproviders/partners.mspx>.

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