

Microsoft®'s Response to Jupiter Research "Interoperability How Technology Managers Rate Microsoft and Its Technologies for Development" Survey

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Situation Analysis

Microsoft® commissioned Jupiter Research to conduct a research survey to help identify customer needs and priorities around interoperability. This survey identified the preferences, interests, and requirements of IT professionals with regard to systems interoperability within their corporate infrastructures. The survey findings are based on interviews conducted with 800 IT professionals from companies with at least ten million dollars in annual revenue, from a range of industries across the United States.

Key Survey Findings

[Jupiter Research's survey](#) "Interoperability How Technology Managers Rate Microsoft and Its Technologies for Development" identifies the customers' needs and priorities around interoperability. The findings state that:

- IT professionals identify integration with applications and databases as their top interoperability challenge;
- IT professionals named reducing total cost of ownership by leveraging existing assets and IT investments as the top interoperability benefit;
- Microsoft was ranked as the interoperability leader over other industry vendors. The survey found that 72% of IT professionals ranked Microsoft at the top in supporting interoperability.

Key Opportunities

- Underscore Microsoft's continuing commitment to delivering credible, transparent third-party evidence to assist customers in making educated decisions about their IT infrastructure based on data and real evidence.
- Underscore Microsoft's multifaceted approach and broad set of offerings and contributions focused on addressing the broad interoperability needs of customers. These offerings and contributions may help customers achieve their goals of increased productivity and decreased costs.
- Use this survey to help tell the interoperability story and highlight Microsoft's work with open standards, as well as the company's commitment to building and delivering standards-based interoperable Web services specifications; noting that Open Source does not equal open standards.
- Shift the dialogue to one of differentiating and highlighting Microsoft's heritage of interoperability, its continued commitment to Web services, and its evolving programmatic approach to interoperability.
- Outline Microsoft's long history of delivering and evolving technologies and services to address this critical issue for customers operating in a heterogeneous environment. Interoperability is a long-standing industry discussion. One of Microsoft's key strengths is its ability to address customer's interoperability needs. Customers may be skeptical about Microsoft's interoperability commitment. The data in this survey helps to provide a proof point of this commitment.
- Outline how in both the public and private sectors, Microsoft is helping carry the burden to fix the industry's interoperability problems by highlighting how the company is addressing interoperability needs of customers.

Messaging

Interoperability is a key focus for IT professionals because customers are operating in mixed environments and require industry support to address their individual interoperability goals and challenges.

- As noted in the Jupiter Research survey findings, customers state that increased productivity and decreased costs are their top interoperability goals for mixed IT environments.
- Customers also stated that integration among applications and between databases is their biggest interoperability challenge.

IT professionals rank Web services as the number one area of open standardization for fostering interoperability, demonstrating that open standards for Web services are a step in the right direction for the industry.

- Microsoft strongly supports the promotion of open standards, and is committed to building and delivering standards-based interoperable Web services specifications.
- Open Source does not equal open standards:
 - The term “open standards” describes the results of a process for establishing uniform technical specifications when used in the broader sense.
 - The term “Open Source” refers to a software development and licensing model.
 - Open standards may be implemented by software developed under any development and licensing model, non-Open Source software and Open Source software alike.

Microsoft’s story and strategy

Microsoft takes a multifaceted approach to addressing the broad interoperability needs of customers to help them achieve their goals of increased productivity and decreased costs.

- Microsoft engineers its products to enable the Windows® platform and applications to work well in both Windows and non-Windows environments. Jupiter Research’s findings state that IT professionals view Microsoft as the industry leader for helping companies achieve their interoperability goals, citing that 72% of IT professionals surveyed ranked Microsoft at the top in supporting interoperability.
- Microsoft continues to develop a broad offering of services, tools, and technologies to help customers achieve interoperability in mixed environments, supporting industry standards when appropriate. For more information, see examples in “General Interoperability Talking Points Background” section below.
- Microsoft continues to play a key role in open standards development, including its involvement in Web services, extensible markup language, and simple object access protocol.
- Microsoft works with industry partners and independent software vendors to develop interoperability solutions that solve niche customer needs, and is committed to an open, efficient process to garner feedback.

General Interoperability Talking Points (Background)

The open standards process is neutral with regard to development models, welcoming all models and favoring none:

- Interoperability is not a new focus for Microsoft. However, Microsoft is increasingly stepping up support of open standards and partnerships with other companies to enable easy integration with the Microsoft platform and other platforms, including legacy programs. Microsoft has enabled interoperability in the past via offerings such as Web services, Host Integration Server, and Windows Services for UNIX. Microsoft continues to focus future efforts on enabling data to flow seamlessly across cross-platform software programs.

- The operating system industry is building on the extensible markup language (XML) and simple object access protocol (SOAP) foundation to deliver secure, reliable, and transacted Web services: The architecture is in place to build and deploy secure, reliable, and transacted Web services enabling the seamless flow of data across cross-platform programs.
- Microsoft has software solutions and tools available for customers to work effectively with both Microsoft and non-Microsoft technologies such as:
 - Microsoft combines *Microsoft® Windows Server™ 2003*, its industry-leading, standards-based Web services platform, with migration tools such as Windows Services for UNIX to offer a broad suite of interoperability offerings that respond to the diverse needs of customers.
 - *Windows Services for UNIX 3.5* is Microsoft's interoperability solution that allows secure and cost-efficient integration between the Windows platform, UNIX, and Linux.
 - *Microsoft Identity Integration Server (MIIS)* augments Active Directory® and takes advantage of Group Policy to integrate identity information and provides a unified view of users across multiple repositories, directories, systems, databases, and platforms. MIIS integrates identity information from products such as Sun ONE Directory Server, Novell Directory Service and eDirectory, Lotus Notes and cc:Mail.
 - *Services for Macintosh* is an integrated component of Windows, that enables computers running Windows and the Macintosh operating system to share files and printers, while offering secure single sign-on of Macintosh clients to computers running Windows Server.
 - *Host Integration Server 2000* extends Microsoft Windows to the world of legacy host systems such as IBM's AS400 computers, or mainframes, by providing application, data, and network integration and streamlining processes through automatic authentication of users on both the Windows and the host system.
 - *Biz Talk® Server 2002* makes it easier to handle business processes within and between organizations.

Jupiter Research Interoperability Survey Data Question and Answer

Question: What motivated Microsoft to commission the Jupiter Research “Interoperability How Technology Managers Rate Microsoft and Its Technologies for Development” survey?

Answer: Interoperability has been and continues to be important to Microsoft and its customers. Microsoft recognizes that its customers operate in mixed IT environments and wanted to understand how they can better work with their customers to meet their needs and priorities. Microsoft commissioned Jupiter Research to conduct a research survey to identify the preferences, interests, and requirements of IT professionals with regard to systems interoperability within their corporate infrastructures.

Question: What were the primary results of this survey?

Answer: The Jupiter Research survey identified the customers' needs and priorities around interoperability. The findings in the survey state that:

- IT professionals identified integration with applications and databases as their top interoperability challenge;
- IT professionals identified increasing productivity and lowering costs as the top interoperability benefits;
- Microsoft was ranked as the leader in interoperability over other industry vendors. The survey found that 72% of IT professionals ranked Microsoft at top in supporting interoperability.

Question: What methodology was used in capturing and evaluating this research?

Answer: Jupiter Research conducted an independent survey of IT decision makers and their attitudes and preferences regarding systems interoperability and their corporate infrastructure.

Question: Who participated in this survey?

Answer: Jupiter Research conducted a formal survey of IT purchase decision-makers from US-based companies with at least ten million dollars of annual revenue. These companies represent more than 20 different industries. A total of 800 qualified individuals completed the survey.

Question: Aren't the results from this survey a reflection of Microsoft's large installed base and not a reflection of the company's better ability in addressing Interoperability needs of customers? Specifically, was Microsoft's #1 ranking in addressing Interoperability needs of customers influenced by the large Microsoft-installed base?

Answer: Interoperability is a key concern of customers regardless of the vendor-installed base. A large installed base does not necessarily indicate that customers believe the vendor is meeting their interoperability needs. Microsoft's ranking as the leader in addressing interoperability needs is a reflection of the customer's perception that Microsoft's approach to addressing the broad-interoperability needs of customers helps them achieve their goals of increased productivity and decreased costs.

Question: Are the results in this survey a reflection of US- or International-focused research?

Answer: Microsoft recognizes that there may be nuances in different geographic markets. However, we also believe that interoperability requirements are largely independent of a customer's geographic location. Jupiter Research's survey was focused on US-based companies with an annual revenue of at least ten million dollars. These companies represent more than 20 different industries. A total of 800 qualified individuals completed the survey and Microsoft believes the research highlights top level challenges that large organizations face when working in heterogeneous environments.

Question: Was Microsoft surprised that Oracle was ranked the #1 database company?

Answer: It was not surprising to see Oracle's ranking because integration with applications and databases was ranked as the biggest interoperability challenge by customers who participated in this survey.

Question: Isn't Microsoft concerned that continuously purchasing research that benefits Microsoft will lose its effect with their customers and its credibility?

Answer: It is Microsoft's responsibility to back up our messages to customers with real evidence that support our beliefs about the value of Microsoft offerings. We want customers to be able to use this evidence to make value-based IT decisions. To accomplish this task, we are working with credible third parties to deliver the evaluations and data customers are requesting. Microsoft strives to deliver evidence that demonstrates how Microsoft is able to deliver improved business value to our customers, allowing them to make informed decisions about what best suits the needs of their business and IT infrastructures. Although, these studies are commissioned by Microsoft; they are carefully scoped to be data-driven, transparent, unbiased, and reflective of market conditions. The results of each of the studies we commission can go either way. In some cases, the published results reflect areas where Microsoft can improve and we view these areas as key opportunities that help us to better understand how we can meet the needs and priorities of our customers.

Question: Does Microsoft have any other third-party validation and/or research that it hasn't commissioned?

Answer: There are volumes of third-party research and data in the marketplace across a myriad of IT topic areas that have not been commissioned by Microsoft. We commissioned this research specifically to address the questions customers are asking of us where prior detailed or quantitative interoperability research did not exist.

Interoperability Question and Answer

Question: What is Microsoft doing to bridge the interoperability divide, specifically between Windows and comparable Open Source offerings such as Linux?

Answer: Interoperability is not a new focus for Microsoft. We have enabled interoperability via functionality such as Web services, Host Integration Server, and Services for UNIX. We are continuing to focus our future efforts on enabling data to flow seamlessly across cross-platform software programs.

Microsoft believes that incumbent vendors as well as vendors with emerging platforms need to share the responsibility to bridge the interoperability gaps and work together to meet customer needs. For example, in the early 1990s, Microsoft internally developed technology that enabled effective integration of Windows with Novell Netware that was the leading platform at the time.

Question: What is Microsoft's approach to addressing the broad interoperability needs of customers?

Answer: Microsoft takes a multifaceted approach to addressing the broad interoperability needs of customers:

- Microsoft engineers its products to enable the Windows platform and applications to work well in both Windows and non-Windows environments. The Jupiter Research survey notes that IT professionals view Microsoft as the industry leader for helping companies achieve their interoperability goals.
- Microsoft continues to develop a broad offering of services, tools, and technologies to help customers achieve interoperability in mixed environments, supporting industry standards when appropriate.
- Microsoft continues to play a key role in open standards development including its involvement in Web services, XML, and SOAP.
- Microsoft works with industry partners and independent software vendors to develop interoperability solutions that solve niche customer needs, and is committed to an open, efficient process to garner feedback.

Question: Does Microsoft support open standards?

Answer: Microsoft strongly supports the promotion of open standards and is committed to building and delivering standards-based interoperable Web services specifications. Microsoft's extensive participation in standards bodies such as the Internet Engineering Task Force, World Wide Web Consortium, and Organization for the Advancement of Structured Information Standards, and its many royalty-free contributions of technology to the emerging Web services standards supports this belief.

- *Open Source does not equal Open Standards:*
 - The term "open standards" describes the results of a process for establishing uniform technical specifications when used in the broader sense.
 - The term "Open Source" refers to a software development and licensing model.
 - Open standards may be implemented by software developed under any development and licensing model, non-Open Source software and Open Source software alike.

References

Jupiter Research survey: "Interoperability How Technology Managers Rate Microsoft and Its Technologies for Development" (June 22, 2004):

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