





In FY07, Microsoft is launching the next version of its messaging system, Microsoft® Exchange Server 2007. With the built-in capabilities of Exchange Server 2007, IT pros will get the advanced protection their company demands, the anywhere access their end users want, and the operational efficiency they need.

Microsoft has made significant investments in this version of Exchange Server, including Unified Messaging and advanced security and compliance capabilities. The acquisitions of Sybari® and Frontbridge (now branded Microsoft Exchange Hosted Services), and the introduction of a Hosted Exchange offering now allow customers the flexibility of running Exchange Server and other advanced security/compliance services—such as archiving, filtering, continuity, and encryption—on-premise or through a hosted provider.

Also in FY07 is a new, tiered client access license (CAL) structure for Exchange Server and other products in the Microsoft Office system, which includes Enterprise CAL versions of the products as well as an Enterprise CAL Suite (a premium version of the Core CAL). Exchange 2007 Enterprise CAL is part of the Enterprise CAL Suite, and therefore a significant driver in its purchase. Exchange Server provides great pull-through opportunities for Microsoft Office Live Communications Server 2005 and the Microsoft Collaboration platform, making the Enterprise CAL Suite appealing to customers.



## SALES OPPORTUNITIES

The release of Exchange Server 2007 presents a major opportunity to upgrade existing customers. Both Exchange 2000 Server and Exchange Server 2003 customers will see significant advantages in moving to Exchange Server 2007. From a sales perspective, the Exchange 2000 Server base is the “low-hanging fruit” for upgrade opportunity for the following reasons:

- Mainstream support ended for Exchange 2000 Server on January 10, 2006. Extended support continues until 2011.
- According to an Osterman Research report, Exchange 2000 Server represents 25% of the Microsoft Exchange installed base.
- SA has likely expired (or is nonexistent) for Exchange 2000 Server customers, so the revenue upside is larger to move these accounts.
- Exchange 2000 Server customers are more likely to have fully depreciated their existing hardware or be close to the end of manufacturer’s support.

For details on upgrade campaign activity, including goals, please see the FY07 Exchange Server 2007 Upgrade Campaign business plan.

## TRIGGER EVENTS

1. Increased demand for advanced remote/mobile capabilities
2. Need to support compliance/legal discovery needs
3. Interest in new VoIP/PBX solution or existing voice system is reaching end-of-life
4. Consolidation of systems acquired through mergers and acquisitions
5. Hardware investment has been fully depreciated (most hardware is refreshed every four to five years) or reaching end of support by the manufacturer
6. SA has expired or does not exist

## CONVERSATION STARTERS

The following customer issues can help begin a conversation around the benefits of moving from their existing solution to Exchange Server 2007.



Conversation Starter	Response
<b>IT PAIN: The e-mail system must work continuously</b>	
<p>What happens when the e-mail system goes down or experiences trouble? How does that impact you? Do you have plans for a disaster striking? Do you worry about how users will continue to work if a disaster strikes?</p>	<p>Exchange Server 2007 delivers better clustering through continuous replication (local, clustered, or geo-clustered), requires fewer backups to tape, and allows you to make backups from a replica server, which helps avoid impact to the primary server. The Hosted Continuity service offers a Web-based backup e-mail system that provides access to 30 days of historical e-mail and full e-mail functionality (such as send, receive, and more). Hosted Exchange also offers organizations a solution for disaster planning since hosting providers differentiate themselves by their redundancy, backup, restore, and security policies.</p>
<b>IT PAIN: The IT staff is already lean—make it easier for them to deploy and manage e-mail systems while keeping cost in control</b>	
<p>According to an Accenture study, IT pros spend 70% of their time maintaining existing systems. Where are the complexities in your system?</p>	<p>Exchange Server 2007 makes deployment and management easier with a command line interface, better setup and migration tools, server roles specifically for installation and management, and extensibility features that allow you to integrate Exchange Server 2007 management into existing systems and tools.</p> <p>Exchange Server 2007 can help keep costs in control by allowing you to store more mailboxes and more data on each server, and to consolidate messaging, voice mail, and faxes. At the same time, with simplified installation tools and better management and reporting, you can do more with less.</p> <p>Exchange Server 2007 can also help reduce costly help desk calls with auto-configuration of the Microsoft Office Outlook® client (one of the top calls to help desks) and a familiar, intuitive user interface across Outlook and Outlook Web Access.</p>
<b>IT PAIN: Must have a secure way to communicate with employees, customers, and partners</b>	
<p>Do your business users have the need to communicate with business partners and suppliers over your e-mail system? Do you ever worry about how to give external partners access to the information they need without compromising security?</p>	<p>With Outlook Web Access, employees can access their e-mail, calendar, contacts, and tasks anywhere there is an Internet connection. External partners and vendors can participate in your e-mail system without requiring a VPN connection that could give them access to intranet sites and file shares that you do not want them to access. You can also rest assured that Exchange Server 2007 Edge-to-Edge Encryption Server keeps e-mail messages secure within the organization. In addition, you can use information rights management features to make sure that only authorized users can access or forward specific e-mail messages.</p>



<p><b>IT PAIN: Users are increasingly working from remote locations and from mobile devices</b></p>	
<p>How do you currently handle remote access? Users with mobile devices? How do you maintain security for remote and mobile users? According to a Pew Research Center survey, 41% of Internet users used a wireless laptop or e-mail-enabled cell phone this month. What's the impact of the increase in remote and mobile workers?</p>	<p>Direct Push Technology via Windows Mobile® software and Exchange Server 2007 enables real-time cost-effective connectivity between mobile devices and corporate networks. It allows mobile users to stay connected, and has a smaller footprint to save bandwidth. Remote device management features, built right into Exchange Server 2007 System Manager, help make provisioning and updating devices more efficient. For example, administrators can wipe or lock on-device data, perform password verification, and enforce other security policies over the air to multiple devices simultaneously. So you can do away with expensive and troublesome middleware and give your mobile workers a comprehensive remote communication solution straight out of the box.</p>
<p><b>IT PAIN: Regulatory compliance and legal discovery are critical in many organizations in many industries</b></p>	
<p>Do you have regulatory requirements for maintaining or archiving documents?</p>	<p>Exchange Server 2007 incorporates features made specifically for compliance, such as multi-mailbox search, retention rules that are managed via folders, transport rules for messages, and more flexible journaling. Microsoft Exchange Hosted Services provides additional compliance support with archiving, filtering, and encryption services.</p> <p>These services enable organizations to store and search through terabytes of e-mail "in the cloud," therefore avoiding the cost and complexity of on-premise e-mail management.</p>
<p><b>IT PAIN: Managing tasks is tedious and not automated</b></p>	
<p>According to Microsoft primary research, 53-62% of tasks completed by IT staff are manual in nature. Another 14-24% are achieved via scripts. How does lack of automation impact your system efficiency and performance?</p>	<p>Exchange Server 2007 helps simplify management and makes automating installation and maintenance easier with a command line tool that is accessible from the Exchange Management Shell, which is extensible to applications. Exchange Server 2007 also makes it easier to support users because it auto-discovers Outlook clients. IT professionals and developers can also save time by building Exchange Server management functionality into existing tools and applications via the Exchange Server 2007 Web service.</p>



<b>IT PAIN: Spam and viruses cause interruptions</b>	
How do you currently handle spam and viruses?	<p>Exchange Server 2007 provides built-in AV/AS/ anti-phishing protection technologies and stays up-to-date with frequent and automatic updates. A new multi-prong filtering approach (connection, sender, recipient, and content) reduces spam, and attack detection and sender reputation are automatically analyzed. Enhanced attachment filtering and extensibility help reduce viruses.</p> <p>Spam and virus protection is not a core competency of most organizations. Microsoft Exchange Hosted Filtering provides “in the cloud” active protection to help protect against spam, viruses, and malicious content. The multi-layer service is monitored by a team of spam analysts and includes layers of antivirus protection technologies from the leading signature providers. The service is comprised of connection and content blocking techniques to ensure that only clean e-mail penetrates the firewall.</p>
<b>INFORMATION WORKER PAIN: Users want easy access to their e-mail, voice mail, and faxes—wherever they are</b>	
Do you find it difficult to prioritize and stay on top of tasks when some originate from e-mail, some from voice mail, and some from faxes?	<p>With easy access to all communication technologies, you can receive your messages, voice mail, and faxes all in your inbox, so that you can prioritize them appropriately and use all of the tools in Outlook to store and manage them (such as flags, personal folders, search, and more). Exchange Server 2007 allows IT professionals to deliver these while lowering costs and complexity through consolidation of messaging infrastructure.</p>
<b>INFORMATION WORKER PAIN: Mobile devices are increasingly common</b>	
Do you travel or attend meetings outside your office? Do you use a mobile device? Do you need to stay productive while on the road?	<p>Exchange Server 2007 makes accessing your e-mail, calendar, contacts, tasks, and files from a Windows Mobile powered device or third-party device a richer experience. Exchange Server pushes e-mail directly to your mobile device, and you can rest assured that your device is more secure. You can use Outlook Mobile to access the features in Outlook that you use most, such as search, flags, and more. Microsoft Office Mobile and Office Communicator Mobile can enhance your productivity on the road.</p>



<b>INFORMATION WORKER PAIN: Internet-based messaging and calendaring could be better</b>	
Have you ever wished that your Outlook experience over the Internet was more like that on your desktop?	Outlook Web Access 2007 provides a rich Outlook 2007-like experience in a browser. The new Scheduling Assistant helps users efficiently book meetings and schedule Out of Office messages. Users can also use LinkAccess to access documents on SharePoint sites without being connected over VPN, or use the WebReady Document Viewer to view attachments in HTML should the required application not be installed on the local desktop. They can access RSS subscriptions from OWA, as well as view content in managed e-mail folders. Unified Messaging is also integrated with OWA to allow users to access voicemail or faxes over the Internet. OWA users can also scan the global address list to make it easier to locate people.
<b>INFORMATION WORKER PAIN: Anywhere access to e-mail and calendar</b>	
Have you ever had to cancel a meeting when you were not near your computer or were disconnected from the network?	If you do not have Internet connectivity where you are, you can use Outlook Voice Access in Unified Messaging to give you telephone-based access to Exchange Server via both speech recognition and touchtone. With Outlook Voice Access, you can access a calendar and take a number of actions, for example cancel a meeting, inform participants that you will be late, or clear a calendar entirely. These options allow IT professionals to give users access to the information and tools they need without having to ensure persistent network connections everywhere they go.

## SALES APPROACH

### Overall Approach

As part of the Business Productivity Infrastructure Optimization (BPIO) profiling process, opportunities may be identified for upgrade. Understanding where customers are in terms of their messaging optimization/maturity will be helpful in determining which functionalities to emphasize and how to select demos, PoCs, customer evidence, etc.

Exchange 2000 Server customers will greatly appreciate enhancements in remote/mobile capabilities and in security. All customers can appreciate the new functionalities of Unified Messaging, compliance support, greater scalability, and improved manageability/deployment.

### Major Enhancement Areas

Enhancements over previous versions of Exchange Server can be emphasized in these areas:

#### Deployment

- ExBPA is integrated into setup to ease installation
- Single migration engine moving data to Exchange Server 2007
- Server roles for unique installation and management
- Automated deployment via command line using Exchange Management Shell
- Auto-configuration of Outlook clients



### Flexibility of Choice

- Manage infrastructure in-house or choose Hosted Exchange managed by a hosted provider
- Manage compliance/security services in-house or use Hosted Services to offload tasks such as spam filtering, virus filtering, disaster planning and recovery, compliance, and single migration engine moving data to Exchange Server 2007

### Business Continuity

- Increased capabilities for clusters
- Continuous replication—local, clustered or geo-clustered
- Less frequent backups to tape
- Back-ups from replica server, avoiding impact to primary

### Compliance

- Flexible Journaling (per user capability now exists, vs. per server in 2000!)
- Transport rules to scan and modify, encrypt, journal, etc. message
- Retention rules via managed e-mail folders
- Multi-mailbox search (across the organization!) to isolate source of violation
- Microsoft Exchange Hosted Services allows compliance managers to monitor and supervise e-mail usage with random sampling of mail for potential violations

### Security

- Edge Transport Server with industry-leading anti-spam
- Respect for Outlook safe senders on Edge via EdgeSync
- AV deep integration, scanning in transport (pre mailbox), and access to MIME
- Regular updates to sender reputation, content filter (IMF)
- Confidential messaging in transport without complicated key/certificate infrastructure

### Unified Messaging

- Consolidation of messaging infrastructure
- Lower cost to own and operate due to consolidation of hardware and administration into one system
- Central management via Exchange Server
- Outlook Voice Access, voice mail, and fax in inbox
- Auto-attendant

### Calendaring

- Calendar attendant, more server-side logic to process calendar requests and reduce clutter
- Resource booking attendant, self-manage resources
- Schedule Assistant, best times to meet
- Free/busy Web service, up-to-date free/busy, no requirement for public folder or impacts due to PF replication
- Schedulable OOF



### Mobility

- Direct push, bandwidth savings
- Device security, remote wipe, PIN requirements
- Rich experience on device, including meeting schedules, free/busy, OOF setting, flags, and more
- Granular visibility for IT to devices connecting, type, and more

### Access to Corporate Data and Documents

- Document (SPS or UNC) access via LinkAccess (from OWA, mobile device)
- Web-ready doc viewing in OWA, translate attachments to HTML, no application requirements on kiosk to view

### Scalability

- Consolidation via x64. X64 supports larger MB size for server or more mailboxes per server
- Note: 2000 customers likely to be refreshing hardware (most servers sold from major OEMs today are x64)
- Reduction in storage cost via IO requirement reduction (75%+). Use less expensive storage, or fully allocate SANs in place

### Automation

- Command line experience via Exchange Management Shell, extensible to applications
- Auto-discover Outlook clients
- Web services for LOB integration

## OBJECTION HANDLING

### Inertia

Objection: We are happy with Exchange 2000 Server. It is good enough.

Response: The world of work has changed significantly in recent years and the demands placed on your communications infrastructure will continue to grow. There are many new features in Exchange Server 2007 that will save you and your organization time and resources, and:

- Provide built-in messaging protection
- Simplify deployment and management
- Give users access to their e-mail from desktop, laptop, kiosk, and on mobile devices
- Give users larger mailboxes, easier and more reliable access to business-critical information
- Eliminate costs associated with additional solutions like antivirus, anti-spam, mobile device servers, etc., that you've had to bolt onto your core infrastructure over time

### 64-bit

Objection: Exchange Server 2007 requires 64-bit servers, and we are just not ready to replace all of our hardware.

Response: Exchange Server 2007 was developed for 64-bit hardware because we heard from our customers that they were pushing the limits with their current messaging solutions. 32-bit e-mail server systems have memory limitations (4 GB) that restrict the ability to cost-effectively support customer needs such as larger inboxes and larger demands for storage. 64-bit servers provide the system architecture required to accommodate new demands and to consolidate servers.

64-bit (x64) has already become the server standard (and it is quickly becoming the desktop and mobile standard). Multiple CPU suppliers (AMD and Intel, obviously) are supplying compatible chips and all high-volume server OEMs are shipping 64-bit as the default, even in their value/budget lines. Furthermore, the transition from 32-bit to 64-bit has been the smoothest address space transition the industry has seen because of the work done by AMD, Intel, and Microsoft that allows nearly all 32-bit applications (including most add-ons to Exchange Server) to run on 64-bit hardware/software platforms.



Additionally, Microsoft research has shown that approximately 75% of organizations deploy new hardware along with the rollout of a new, major upgrade of Exchange Server. And because of continuing advances in server consolidation and scalability, relatively modest servers can support thousands of Exchange Server users, so the cost of new hardware on a per user basis is relatively small.

Objection: We can't move to 64-bit because we are covered by Software Assurance and we don't want to have to purchase new Microsoft Windows Server® 64-bit licenses.

Response: Moving to 64-bit Windows Server is covered as part of the SA agreement.

### Pricing

Objection: I heard that the price is going up with Exchange Server 2007. Is that true?

#### Response:

- No. The current Exchange CAL (named Exchange Standard CAL in FY07) will be offered to customers at the same price. This Standard CAL includes a number of great feature and functionality improvements at no additional cost.
- Now, the new Exchange Enterprise CAL will be an add-on to the Standard CAL offering. This includes Unified Messaging, Exchange Hosted Services Filtering, and antivirus capabilities, and will be a step up in cost from the Standard CAL.
- The Enterprise CAL makes especially good sense for customers who are interested in UM or would purchase standalone licenses for two or more of the other features mentioned above.
- This will result in a more cost-effective overall price for messaging based on Exchange Server 2007.

### Deployment Challenges

Objection: The five new server roles and the move from the use of routing groups to Active Directory® service sites will require deployment expertise that we just don't have.

Response: Training for Exchange Server 2007 will be available after Beta 2. In addition, Microsoft technology partners with the Advanced Infrastructure Competency—Messaging and AD specialization, or with the IW Competency and the Unified Communications specialization, could be engaged to provide design, implementation, and support services.

### Public Folders

Objection: We use Public Folders today, but it looks like they are deemphasized with Exchange Server 2007.

#### Response:

- You may find that Public Folders offer a good enough solution and you can choose to remain on them.
- Microsoft will support the use of Public Folders through the life of the Exchange Server 2007 release.
- However, there are some very compelling solutions in SharePoint that may draw you to implement them and migrate your existing Public Folders to a SharePoint solution.
- There will be guidance from Microsoft, as well as third-party tools, to assist you in the migration.

### Unified Messaging

Objection: Why would a user want Unified Messaging?

Response: Users find great benefit in the ability to receive e-mail messages, faxes, and voice mail messages all in one place—their Microsoft Office Outlook inboxes. They can use Outlook tools like flags, personal folders, and more to organize and find all of their messaging assets. In addition, Exchange UM offers users access to Exchange Server 2007 from any phone, giving them anywhere access to their inbox, calendar, contacts, and more. Finally, Exchange Server 2007 delivers this UM solution built-in, resulting in lower per-user costs, reduced maintenance costs, and lower complexity.



## ADDITIONAL RESOURCES

### Exchange Server 2007 External Resources

- Exchange Server 2007 Preview Site
- Active Directory Home Page
- Beta 1 Overview
- News and Reviews
- Unified Messaging Overview

### Exchange Server 2007 External Blogs

- Exchange 12 Server Roles and Disk IO
- Exchange Team Blog: Are You Ready for Exchange "12"?

### Exchange Server 2007 External Webcasts

- Exchange Server 2007 Management Shell and Scripting (Level 300)
- Policy Enforcement and Regulatory Compliance with Exchange Server 2007 (Level 300)
- Protecting Your Exchange Server 2007 Network from Viruses and Spam (Level 300)
- Recipient Management and Permissions in Exchange Server 2007 (Level 300)

### Microsoft Exchange Hosted Services

- Microsoft Exchange Hosted Services External Site
- Microsoft Exchange Hosted Services Marketing Site

### Exchange Server 2007 Partner Resources

- Exchange Server Partners
- Microsoft Partner Program: Exchange

### Exchange Server 2007 Migration Resources

- Will be provided at a later date

### Exchange Server 2007 Customer Evidence

- Will be provided at a later date