

Windows DNA and Manufacturing In The Information Age

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Microsoft Corporation**

Neil's Top 5 memories of last year's conference

5. Customer case study bonanza
4. Must Stop pretending to know manufacturing really well (HMI, SCADA, eg.)
3. MS needs to increase events budget
2. Always have Pat Kennedy on your side
1. “Drag me, drop me, treat me like an object”

Digital Nervous System Principles

The Internet changes everything

Every worker is a knowledge worker

Customers should be at the center

Bad news must travel fast

Rating Your DNS

- ◆ Can everyone access customer information?
- ◆ How quickly can you adapt when a machine breaks down?
- ◆ Can you identify the contributors to failure?
- ◆ Can your production line be quickly reconfigured to support new products?
- ◆ Can problems with quality be rapidly remedied?

Platform

Partners

**Microsoft's
Focus**

**Integration,
Interoperability**

Initiative “Building Blocks”

| | | | | |
|---------------------------------------|---|---------------------------------------|-------------------------------|----------------------|
| Microsoft Industry Initiatives | Microsoft ActiveStore | Windows DNA Financial Services | ActiveX for Healthcare | Windows DNA-M |
| LOB- Specific Interfaces | Retail | Financial Services | Healthcare | Manufacturing |
| Basic Infrastructure | “Task-Centric” Middleware | | | |
| | Windows NT, Microsoft SQL Server | | | |
| | COM/DCOM | | | |
| Device Interface Initiatives | OLE POS | OFX | Medical Equipment | OPC |

Platform Momentum



15+ ISVs/IHVs in Manufacturing

25+ SQL 7.0 apps
179% growth in ERP
86% growth in plant ops



50% plant ops on 32-bit Windows
135% growth in ERP



14+ Manufacturing ISVs embedding
3M Visual Basic programmers WW

Integration - Removing The “Gaps Between Apps”

Supply Chain Applications

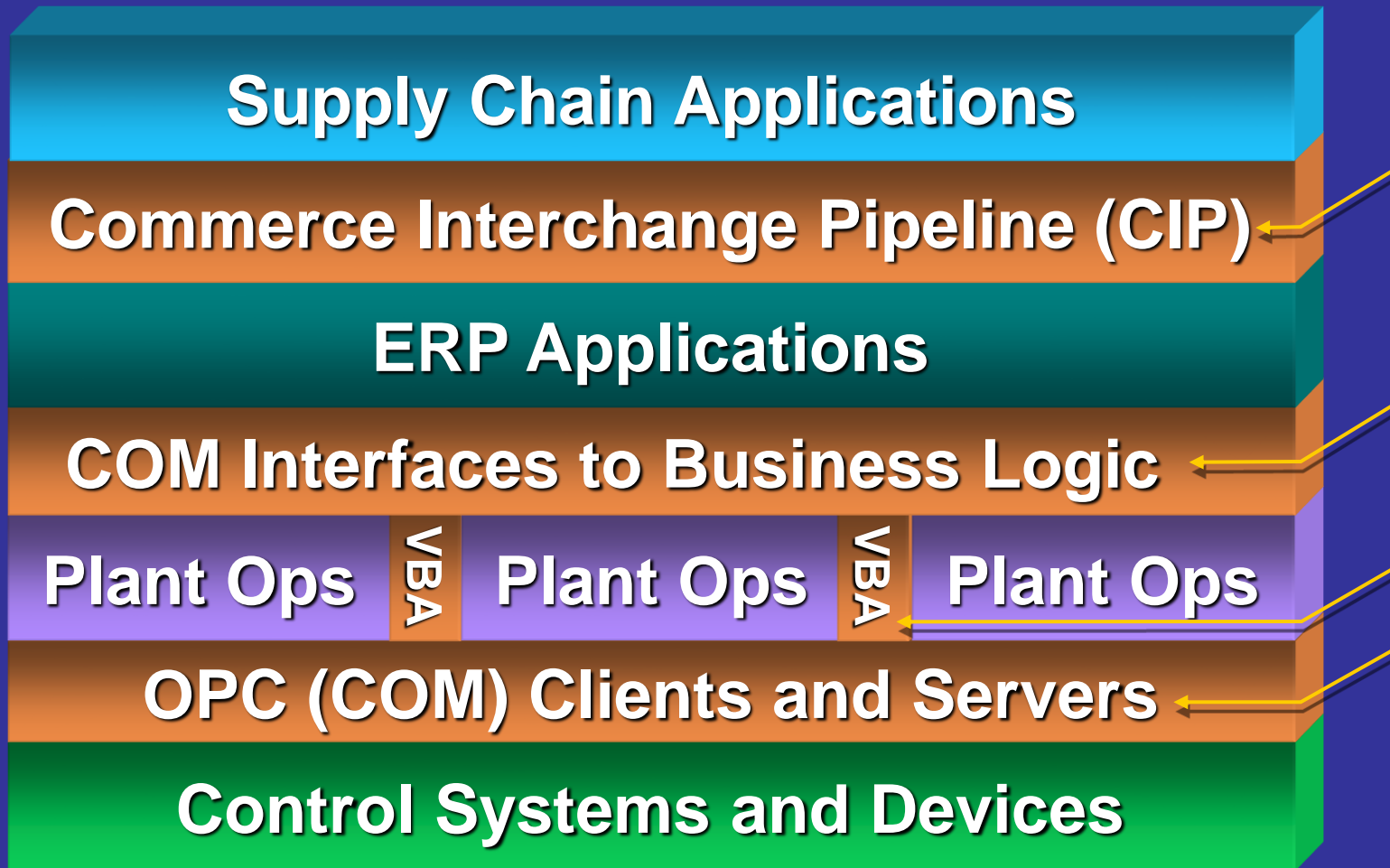
ERP Applications

Plant Operations Applications

Control Systems and Devices

Windows DNA For Manufacturing

DNA-M



Windows DNA-M Benefits

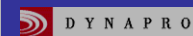
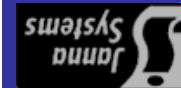
- ◆ Integrates previously separate applications
 - Seamless data exchange
 - Faster, more informed decision making
 - Less duplication
- ◆ Does not require new infrastructure, training
- ◆ Uses industry-proven technologies, tools
- ◆ Provides flexibility and choice of solutions

VBA and Win-DNA-M

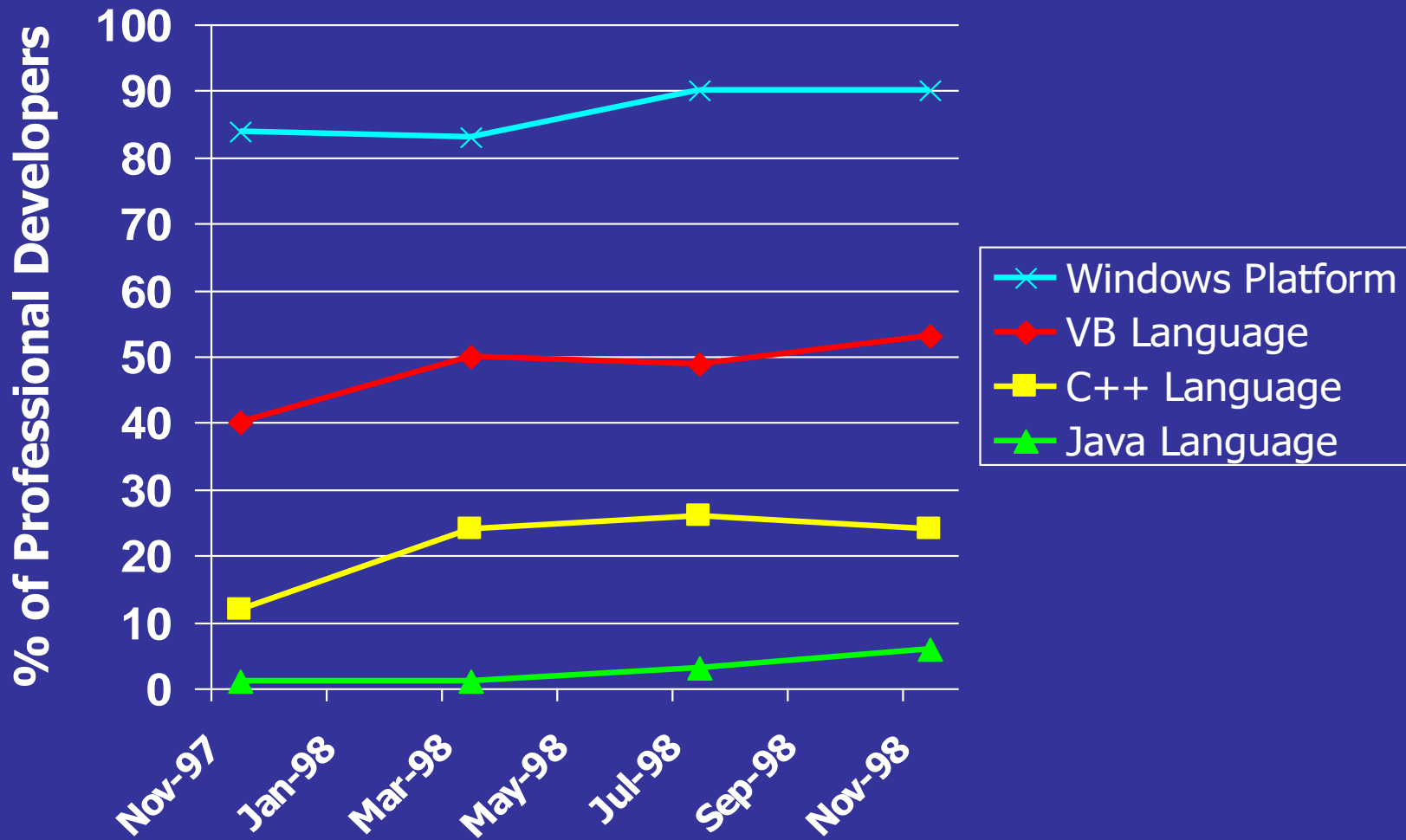
- ◆ **We put the VBA in Win-DNA-M?**
- ◆ **Visual Basic for Applications:**
 - Premier development environment
 - Customization and Integration technology
 - VB for Applications

VBA Licensing

- ◆ 75+ shipping applications
- ◆ 14 Manufacturing Licensees
- ◆ More shipping every week



VB Language most popular



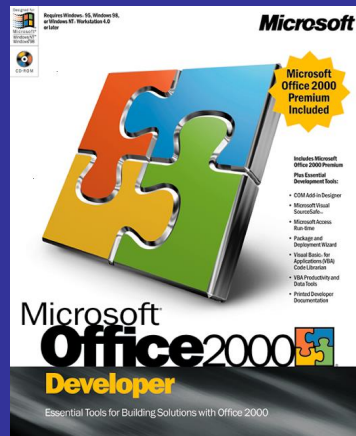
Percentages project to 2.4 million Pro Developers in the US. Source: Market Decisions Corporation, 1996-1997 US Developer Tracking Study, international projection based on % of Microsoft license sales

Describing Office

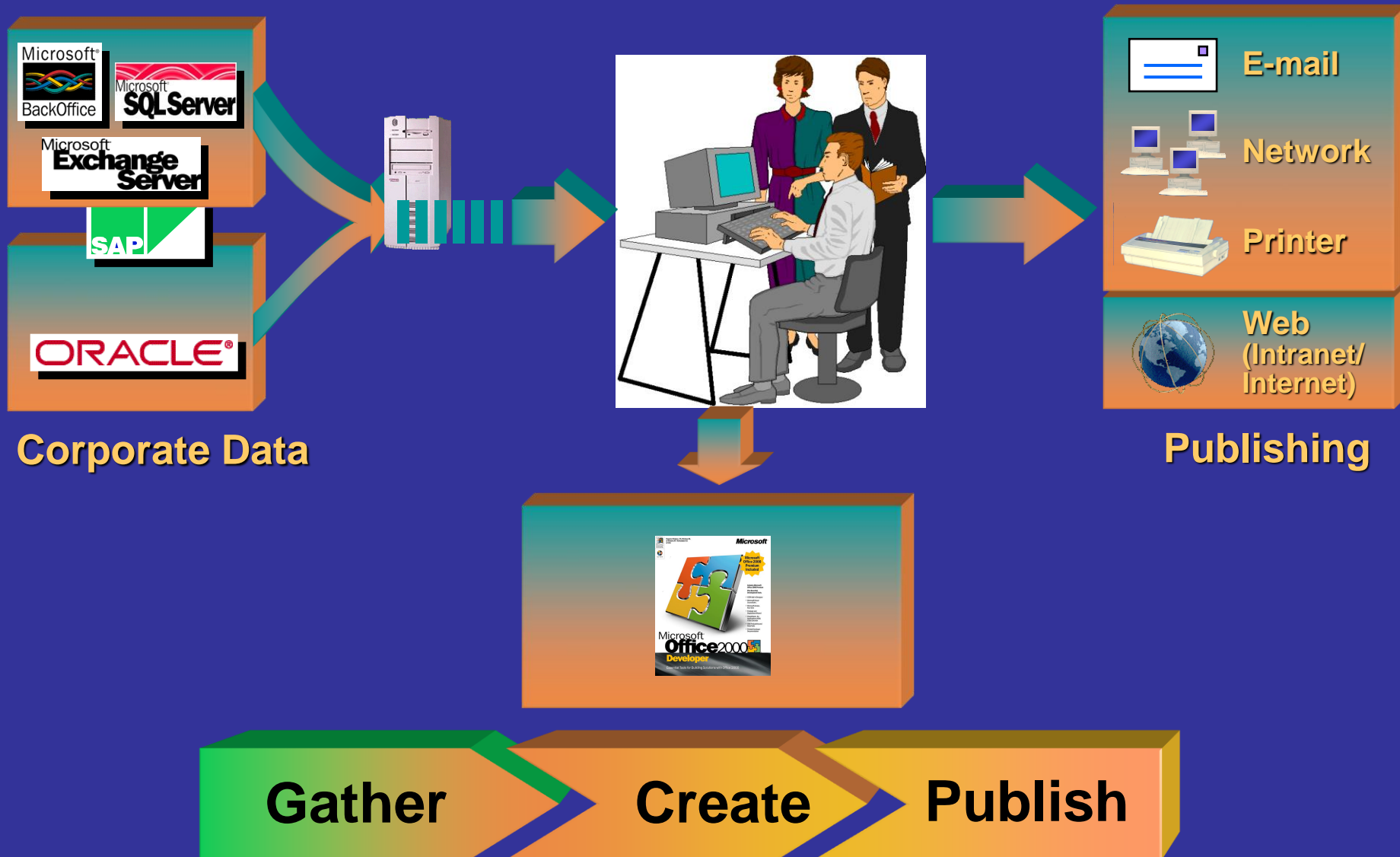
1 Suite?

7 integrated applications?

Over 600 programmable objects



Getting beyond “cut and paste”



Office 2000 Family



Word 2000
Excel 2000
Outlook 2000
Publisher 2000
Small Bus. Tools

Access 2000
PowerPoint 2000
Word 2000
Excel 2000
Outlook 2000
Publisher 2000
Small Bus. Tools

FrontPage 2000
PhotoDraw 2000
Access 2000
PowerPoint 2000
Word 2000
Excel 2000
Outlook 2000
Publisher 2000
Small Bus. Tools

Dev Prodctivity Tools
Make COM Add-in
Visual SourceSafe 6.0
VBA 6.0 Tools
Pkg & Deploy Wizard
Access Run Time
FrontPage 2000
PhotoDraw 2000
Access 2000
PowerPoint 2000
Word 2000
Excel 2000
Outlook 2000
Publisher 2000
Small Bus. Tools

Small Bus.

Professional

Premium

Developer

Microsoft Office 2000 Developer

- Productivity tools
- Data access technology
- Deployment wizards

Everything for building
and deploying solutions
with Microsoft Office
2000

