Welcome & Keynote

Simon Bright
27 May 2010
Thank you
Welcome & thank you

- **Snapshot** - 2nd Intergen Dynamics Day event
  - 100 people registered
  - 24 sessions over 1½ days
  - 3 customers presenting
    - Kelly Smith – TEC
    - Mason Robinson – Port Nelson
    - Dave Kennett – Ashburton Trading Society

- Strong support from Microsoft NZ
- Strong support from our sponsors
Intergen: a year in review

- Our customers
  - 92% growth in the last twelve months
  - We support 96 Dynamics customers across AX, NAV and CRM
  - Expanded our services in Perth to include Dynamics

- People
  - 12 people added to the team – 52 dedicated Dynamics team
  - Dedicated ‘support’ offering strengthened
  - Our people continue to be recognised – MVP and SME

- Innovation & recognition
  - First partner globally to be awarded the ‘Elite’ partner status for SharePoint
  - Continued to provide ‘new tech’ services to Microsoft Corp in Redmond...
Some examples..

- Keynote Demos
  - Office Backstage
- Microsoft Azure (Cloud) projects
  - Azure APAC Training & NZ Bootcamps
  - Ticket Direct
- SharePoint
  - SharePoint 2010 Developer Hands On Labs
- Dynamics CRM
  - CRM 5.0 Hands on Labs
  - Phone Co. demo
What does the coming year hold?

- New Dynamics product releases
  - CRM 5.0
  - NAV ‘7’
    - NAV ‘7’ Technology Adoption Program (TAP)
    - Candidates required to ‘take the journey with us’
  - Dynamics AX ‘6’

- Office 2010 and SharePoint 2010
- Windows Phone 7
- Expanded offering for Business Productivity Online Suite [BPOS]
- Azure ‘the Cloud’
Convergence2011 – Atlanta, Georgia

- Microsoft’s Annual Global Customer Conference
- 9000+ attendees
- 400! sessions
- Leverage your investment
- Get up-to-date.
- Network
- Understand the Microsoft strategy and future plans

- Week commencing April 11th 2011

- Talk to us if you are interested – let’s plan now!
Welcome & Keynote
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Our Sponsors

SCRIBEx
Bottomline Technologies
FUJI XEROX
Microsoft
platform46
WhereScape RED
ERM Live
silicon avenue
"There is a fundamental shift going on," Stephen Elop, president of Microsoft Business Division, told a group of analysts and journalists.....

....he strongly suggested that as part of the shift, Microsoft Dynamics will increasingly become less a discrete offering and more part of a diverse integrated package for users.
Keynote
Misti Landtroop
Director, Small and Midmarket Solutions and Partners at Microsoft New Zealand Limited
27 May 2010
Microsoft and the Cloud

Misti.Landtroop@Microsoft.com

Microsoft New Zealand Ltd
At Microsoft, our mission and values are to help people and businesses throughout the world realize their full potential.
CLOUD COMPUTING
We’re all in.
Cloud Infrastructure Investment

- North Central USA
- South Central USA
- Northern Europe
- Western Europe
- Eastern Asia
- Southeast Asia
Consumer Cloud Services

9.9B Messages/Day on Windows Live Messenger
500 Million Active Windows Live IDs
314 Million Hotmail Accounts, the Worlds largest Web Email Service
600 Million Unique Users/Month captured on Microsoft Websites
Windows Update delivers new functionality at 1Pb/Month
Commercial Cloud Services

40M Microsoft Online Services Users | 12K Partners
Over 500 government entities | Over 50% of the Fortune 500 | 80% of Top 20 Global Banks
Launched in NZ April 2009
Announcing Microsoft Dynamics™ CRM Online

Coming to New Zealand in 2010!
We’re all in.
The Business Of The Cloud

Chris JT Auld
Ryan CrawCour
1 March 2010
TIME

IT CAPACITY

Allocated IT-capacities

Load Forecast

Not Enough Power = Grumpy CFO

Too Much Power = Grumpy Customer & Grumpy CEO

Actual Load
A Big Yellow Knob!
- Actual Load
- Capacity on Demand
- No screaming customers = Quiet CEO Golf Days
- No capital laying idle = Happy CFO
- Lower Capex
- Load Forecast
- Knob goes up...
- And...
- down

Time
The Business Of The Cloud

VS

[Image of a generator and sockets]
## Two Types of Cloud Stuff

<table>
<thead>
<tr>
<th>CLOUD APPLICATIONS</th>
<th>CLOUD PLATFORMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Software as a Service</td>
<td>▪ Platform as a Service</td>
</tr>
<tr>
<td>▪ Someone else builds it</td>
<td>▪ You build an app</td>
</tr>
<tr>
<td>▪ You rock up with your credit card</td>
<td>▪ You stick it in someone’s giant data centre</td>
</tr>
<tr>
<td>▪ Set the knob to how much you want</td>
<td>▪ They feed and water it</td>
</tr>
<tr>
<td>▪ Use the service, paying for what you use</td>
<td>▪ Set the knob to how much power you need</td>
</tr>
<tr>
<td>▪ E.g. Email/BPOS, CRM Online, Online Payroll, What Xero sells you</td>
<td>▪ E.g. Online ticketing, Technical computing/analysis, modelling</td>
</tr>
<tr>
<td></td>
<td>What Xero would buy themselves</td>
</tr>
</tbody>
</table>
The Business Of The Cloud

**“On and Off”**
- On and off workloads (e.g. batch job)
- Over provisioned capacity is wasted
- Time to market can be cumbersome
- E.g. Financial batch processing

**“Growing Fast”**
- Successful services need to grow/scale
- Keeping up w/growth is big IT challenge
- Complex lead time for deployment
- E.g. Scale fast or Fail fast startups

**“Unpredictable Bursting”**
- Unexpected/unplanned peak in demand
- Sudden spike impacts performance
- Can’t over provision for extreme cases
- E.g. Sudden news events

**“Predictable Bursting”**
- Services with micro seasonality trends
- Peaks due to periodic increased demand
- IT complexity and wasted capacity
- E.g. Online ticketing
Dark Clouds
How Secure Is Your Data Centre?
Data Sovereignty
Dynamics In The Cloud
The Business Of The Cloud

CRM Online
- SaaS Based Offering
- Limited Availability Outside USA
- Cannot run custom code

CRM “5” Online
- Big focus on the Cloud
- Can’t say much more yet.....
CRM and ERP SPLA Licensed

- SaaS Based Offering hosted by Intergen
- Per seat, per month pricing
- No cost for Internet connector licenses
Low Hanging Fruit
Email? Worried about email. Use BPOS.

Identify peaking workloads. Does it justify migration cost?

Trial the Cloud during short run campaigns

Dynamics CRM Online
Talk to us in 60 Days

Office Communications Online
Questions
Thank you
Agenda and format for the day

- The Agenda for each stream is on the document you were provided when you registered

- Other opportunities to learn & engage
  - Meet with our team and the Microsoft team
  - Meet with our sponsors – their meeting rooms are clearly marked
  - Engage with your peers – this is an opportunity to share learnings

- If you need help, go to the information area

- Please complete the evaluation forms and leave them with us at the end of the day

- All presentations will be available on our website within the next week
Welcome & Keynote

Hot off the press...

- Recent change in GST:
  - Intergen are working with Microsoft to formulate a strategy for all customers
    - Issue is in respect of time based GST change
    - Has been addressed for other countries (Portugal)
  - This strategy will be communicated in the coming weeks

- Come and hear about the impacts for your business
  - PwC will be covering ‘What to consider’ session over drinks this evening at 5.30pm
Your next session starts at 11am

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<th>Session</th>
<th>Room</th>
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<td>CRM</td>
<td>Customer Case Study - TEC</td>
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<tr>
<td>NAV</td>
<td>Personalising Information - the RTC</td>
<td>2</td>
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<tr>
<td>AX</td>
<td>Agile Business Platforms</td>
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