



Self-Assessment Tool



Find out how to optimize your application platform to accelerate business results. ¹

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Application Platform Optimization

Maximize Your Business Opportunities

How can you turn your IT investments into strategic assets that will help improve performance and maximize business opportunities?

You can provide the foundation for people, processes, and technologies to work as one with an integrated application platform from Microsoft. Research has found that companies with optimized IT platforms and infrastructure grow 3.5% faster and have far more productive employees than those without optimization.² The Microsoft Application Platform Optimization model aggregates industry-leading technologies with real-world customer scenarios to help your organization gain insight into how to achieve greater business efficiencies, maintain stronger customer connections, and make more informed business decisions.

We recognize that there is no "one size fits all" plan for effective IT—every company operates differently, and every business has different needs. So, with the help of key analysts and our partners, Microsoft created an Application Platform Optimization model to help you understand where and how to:

- Deliver scalable, integrated technologies across your enterprise
- Develop and deploy solutions faster, with a lower total cost of ownership (TCO)
- Create custom solutions that support the way you do business

- ▶ [Business Intelligence](#)
- ▶ [Development](#)
- ▶ [Data Management](#)
- ▶ [SOA / Business Process](#)

Real Value for Real Business

Enable Your Company to Become More Strategic

A company's application platform serves as the foundation for transactional and strategic business. The application platform dictates how applications interact, how data is stored and managed, and what the user experience is. [View this webcast](#) to learn how IT managers can use an optimization framework to plan, build, and maintain a connected, flexible, and more secure application platform.

Optimize Your Application Infrastructure to Advance Your Business

Using the Application Platform Optimization model and investment framework from Microsoft, IT organizations can help drive business forward by quickly delivering connected, flexible, security-enhanced applications [View this Webcast](#) to learn how to apply the concept of the Microsoft Application Platform Optimization model to advance your business with IT solutions.



Does your IT Deliver Ongoing Business Value?

Use this vendor-agnostic online assessment to create a baseline measurement of your development organization. ¹

▶ TAKE THE ASSESSMENT

The Power of a Dynamic Platform

The Microsoft Application Platform Optimization model focuses on integrated capabilities that help you transform your IT infrastructure into a dynamic business asset with the agility you need to build a more optimized application platform that provides the foundation for business agility and success. These include:

- ▶ Business Intelligence
- ▶ Development
- ▶ Data Management
- ▶ SOA/Business Process

Development

Application Development as a Strategic Asset

Today's development projects face a number of challenges, from application backlogs to poor quality development software. The roles of users and key stakeholders may become blurred or nonexistent, and productivity can plummet due to communication and project management breakdowns. On top of all this, the pressure for development to support company-wide business initiatives is greater than ever before.

How can you address these challenges, and prevent them from becoming obstacles?

In an application development environment, true business value comes from managing your development teams and processes efficiently, increasing productivity to meet project deadlines, and delivering high-quality software. An Application Lifecycle Management (ALM) strategy can be an enabler of this. When developing and implementing an ALM strategy, the Microsoft Application Platform Optimization model can help secure a sustainable approach to IT investment prioritization which will fuel business growth.

Approaches to driving business through IT solutions, meeting development milestones, and infusing visibility and accountability into projects, can be explored through the business advancement opportunities below.

Intelligent Development to Advance Your Business

Drive Business through IT Solutions

Business and technology executives are being asked to do more with less, leaving precious few resources to develop new standards-based, adaptive applications that meet the core needs of the business. Application Lifecycle Management (ALM) provides a solution by addressing the overall alignment and synchronization of business goals and IT investment priorities. [Learn More](#)

Meet Development Milestones on Time

Not addressing quality of service requirements, functional requirements, budget and schedule can result in unmet customer expectations and impact the value that development teams can bring to their business. Adopting an Application Lifecycle Management (ALM) strategy can help you improve your software engineering processes, introducing transparency and predictability around the value engineering delivers to the business. [Learn More](#)

Infuse Visibility and Accountability into Development Projects

Many development teams struggle with the inability to enforce responsibility and accountability along the various sign-offs and checkpoints of the development cycle. This is not because engineers don't want to be accountable for quality, but often that too many different tools need to be used in order to instrument the process and capture the data points. It becomes work that detracts from, rather than adds value to the process of engineering quality and secure software. Or it becomes focused on the amount of code delivered, not the customer value delivered with each iteration. But there are ways to approach software engineering that focus on added customer value, and that bring about transparency and accountability. [Learn More](#)

Use Data Management to Drive Your Business

- ▶ Break Down Data Silos
- ▶ Reduce Costs

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▶ LEARN MORE



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Data Management » Expand Information Access without Compromising Security



How can you expand access and linkage between separate databases without compromising security?

You can expand information access while maintaining a highly secure infrastructure with Microsoft Data Management solutions. This Webcast illustrates how security is implemented in Microsoft SQL Server 2005, and reviews the options you can use at each level to help secure your data.

▶ VIEW THE WEBCAST

Broadening data access and extending the linkage between disparate databases should not leave your systems at risk. Microsoft SQL Server 2005 addresses security issues from the perspective of the server, the database, and database objects, offering several different security options at each level. Using concepts such as user-schema separation and encryption to secure your data, SQL Server 2005 also enables you to closely monitor your server's security so that you always have up-to-the minute information on the status of your data.

Managing Data

Break Down Decentralized Data Silos

Find out how companies of all sizes have overcome problems relating to the lack of centralized data keeping by using integrated solutions to more securely store and manage data from disparate sources. [Download this whitepaper](#), to learn how the scalable and integrated Microsoft database platform can help companies of all sizes more securely store and manage ever-increasing amounts of data in a centralized data warehouse.

Reduce Costs through Better Data Management

[Download this Resource Guide](#) to discover how you can gain faster results and generate better decisions on a proven, enterprise strength, high-performance database and analysis platform with lower total cost of ownership.