Directıons
on Microsoft

Independent IT Planning Information Service
Focused on Microsoft Enterprise Technologies

"Directions on Microsoft is amazing. We have never had a resource that even comes close to what they provide."

Nancy Taylor, Manager,
Information Technology, Torchmark

A trusted source of in-depth IT planning information for organizations that purchase and deploy Microsoft enterprise technologies.

- ■ **Microsoft Roadmaps**
- ■ **Licensing Reference Set**
- ■ **Licensing Boot Camps**
- ■ **Product Evaluation Reports**
- ■ **Analyst Webinars**

What Is Directions on Microsoft?

Directions on Microsoft (DOM) is an independent source of IT planning information for organizations that make significant investments in Microsoft technologies. DOM helps you cut through the hype that surrounds Microsoft and understand the objective facts that matter to IT planners.

A DOM membership—delivered online and in print—gives your team access to complete and up-to-date information about Microsoft enterprise products and cloud services, roadmaps, and licensing policies. You get objective information and insight that equips you to make better decisions and maximize the ROI on your company's Microsoft projects and purchases.

DOM is Microsoft simplified. It's all the information you need about Microsoft delivered in a way that is clear and concise, with no hidden agendas.

What Does a DOM Membership Include?

Product Evaluation Reports

DOM research reports drill down into key Microsoft technologies so you understand the technical significance and strategic underpinnings that can impact your business. You get information that helps you answer:

- How does the new version compare with its predecessor?
- What are the short- and long-term implications for my organization?
- What isn't Microsoft telling me that I need to know?

Product Roadmaps

DOM roadmaps provide code names, release dates, product overviews, and new features for future products as well as support deadlines, retirement dates, and product dependencies for more than 100 current and upcoming versions of Microsoft enterprise software products and cloud services. Use them to answer:

- When will my organization be forced to migrate?
- What are the major roadblocks we might encounter?
- What do I need to know to prepare for the next version?
- How does one product affect others in my enterprise?

Licensing Reference Set

The DOM Licensing Reference Set equips you with the critical knowledge you need to determine which licenses your organization needs to buy and the best way to purchase them. Use it to answer:

- Which licenses do I really need to buy?
- What is the best way to purchase the licenses I need?
- When should I buy Software Assurance?
- What do I need to know before I sign an Enterprise Agreement?

"DOM does a great job of presenting information specific to Microsoft that Gartner isn't—information you can't easily find in any other source."
Jeff Cooper, Manager Desktop Designs & Standards, Abbott Labs

Top **5** Reasons to Become a DOM Member

- Find the information you need to build your IT plans in a single resource that puts the critical facts about Microsoft technologies at your immediate disposal.

- Gain knowledge about your licensing options that keeps your organization compliant without overbuying.

- Cut through the confusion that surrounds Microsoft with clear, objective information that matters most to IT decision makers.

- Keep up with changes at Microsoft so you're never caught off-guard.

- Fill in critical gaps in your knowledge of Microsoft and where its enterprise products and licensing policies are heading.

Analyst Webinars

DOM webinars are monthly conference calls consisting of a 20-minute presentation by a DOM subject matter expert followed by a question-and-answer period. You get clarity about new Microsoft technologies in the most time-efficient way possible. DOM expert webinars help you:

- Bring teams up to speed on new and emerging Microsoft technologies

- Understand recent shifts in Microsoft enterprise software & services roadmaps

- Learn how to effectively license Microsoft products & services

Licensing Boot Camps

The DOM Licensing Boot Camp* is a two-day workshop that demystifies Microsoft licensing programs and rules. You get the information and understanding you need to intelligently evaluate your organization's Microsoft licensing options. You learn licensing in a way that is clear and concise, with no hidden agenda. You learn:

- Key Microsoft licensing concepts, terminology, and models

- How to evaluate Enterprise Agreements

- How to design solutions that minimize licensing costs and compliance risk.

* Requires an additional registration fee.

> "Our DOM membership consistently delivers value and helps us to reduce our information management costs through the application of accurate and timely information gained from their research reports and product updates."
>
> **Shaun Brown**, Enterprise Architect, BP International

Since 1992, IT teams at Fortune 1000 companies around the world have trusted DOM for the objective facts and informed insights they need to plan their Microsoft projects and purchases. CIOs, CTOs, IT architects, software asset managers, and IT procurement professionals—all rely on DOM to add clarity and confidence to their decisions. DOM member organizations include:

ABB
Abbott Laboratories
Accenture
Akzo Nobel
Allianz Asset Management
Allianz Belgium
Altera
Amazon.com
AMD
Amica Mutual Insurance
Amway
Anixter
Applied Systems
Aramco
ArcelorMittal
Arion Bank
Arkansas Blue Cross
Armstrong World Industries
Avanade
Avera Health
Aviva
Bank of America Merrill Lynch
Bank of England
BC Liquor Distribution Branch
Bill & Melinda Gates Foundation
Bio-Rad Laboratories
Bloomberg, L.P.
BNP Paribas Fortis
Boart Longyear
Bourns
British Petroleum
British Sky Broadcasting Group
Business Connexion
Bytes Software Services
CA Technologies
Canada Life
Capgemini
Capital Group Companies
Center for Desease Control
CenterPoint Energy
Central Washington Hospital
CGI
Children's Mercy Hospitals
CIBC
Cisco Systems
Citrix Systems
Clariant International
Coander Consulting NV
Colorado Springs Utilities
Comparex
Cooper Standard
COUNTRY Financial
County Of Marin
Crayon A/S

Credit Suisse
Crowley Maritime Corporation
CUNA Mutual Group
Data-Tronics Corp.
DaVita
Dawn Food Products
Deere & Company
Dell Computer
Deloitte
Denver Water
Deutsche Bank
Deutsche Post
DHS
Dimension Data
Draper Laboratory
DS Smith PLC
Duke Energy
Eaton Corporation
EMC
Emerson
Enterprise Holdings
Ernst & Young
ESRI
European Commission
Farmers Insurance
Federal Home Loan Bank
Federal Reserve Bank
Fidelity National Financial
First Merchants Corp.
Flexera Software
Flow International Corporation
FM Global
Forest City Enterprises
Forrester Research
Franklin Electric
Fujitsu
GAIC
Gartner
Gazprom
General Dynamics
General Mills
Goldman Sachs
Gouvernement du Quebec
Graphic Packaging International
Green Shield Canada
Haldex Brake Products AB
Halliburton
Health Care Service Corporation
Hess Corporation
Hewlett-Packard
Hilti AG
Hitachi
Hoffmann-La Roche
IKEA

Informa
Instinet
Intel Corporation
International Monetary Fund
Interpublic Group
Irvine Company
J. R. Simplot Company
JBT Corporation
Jones Day
Kimberly-Clark
Koch Business Solutions, LP
KPMG
Kroger
La Clinica
Legg Mason & Co.
Lend Lease
Limited Brands
Linde AG
Lockheed Martin
Loyola Marymount University
Manpower
Manulife Financial
Marriott International
Marshfield Clinic
Mayo Clinic
McDonald's
McKesson
McKinsey & Company
Medtronic
Molina Healthcare
Moody's
Morgan Stanley
Mutual of Omaha
National Flood Services
NEC America Corporation
NetApp
New York Life Insurance
New York Stock Exchange
NewYork Presbyterian Hospital
Nokia
Northwestern Mutual
Novo Nordisk
NRECA
Occidental Petroleum
Ohio Public Employees
Origin Healthcare Solutions
Pacific Life Insurance
Philip Morris International
Piedmont Natural Gas
Pitney Bowes
Pittsburgh Corning Corporation
PricewaterhouseCoopers
Prime Care Technology
Purdue Pharma LP

Queensland Government
Quest Diagnostics
Raytheon Company
Rio Tinto
Rockwell Automation
Royal Bank of Scotland
S. C. Johnson & Son
SABMiller
Sacramento Muni Utility District
Safety National
SAIC
Sanofi
SAP
SAS Institute
Schneider Electric
Sharp HealthCare
Siemens AG
Southern Methodist University
Spokane County Library District
Sprint
St. Cloud Hospital
Standard Chartered Bank
State of Montana
StoneRiver
Storebrand Livsforsikring AS
STP Nuclear Operating Co.
Teleflora
Texas Tech University
Textron
The City of Calgary
The City of Winnipeg
Thornstein Groep B.V.
Torchmark
Toshiba International
TOTAL Oil & Gas
Toyota Motor Sales
Travelport
Travelers Insurance
Trimble Navigation
Unisys
UnitedHealth Group
Univision
UNOS
US Department of Justice
Varian Medical Systems
Verisign
VMware
Volkswagen
Volvo Car Corporation
Walton International
West Bend Mutual Insurance
Wipro
Xstrata

"DOM gives me all the IT information I need about Microsoft in one service that I'd otherwise have to find in many other places. I always keep the latest copy in my briefcase, and this saves time and helps me make better, faster decisions because I don't have to review multiple sources."

Henry J. Dennig, Managing Director of Technology, The Annie E. Casey Foundation