



## B2B SOLUTIONS FOR YOUR BUSINESS

### The Partnership

Microsoft and Covast together have been providing a B2B integration solution since 2000. This was the combination of BizTalk Server & the Covast EDI Accelerator.

***In the near future the content of this combination will change. Parts of the functionality provided by the Covast EDI Accelerator will become available in R2. Covast will enhance the vertical features and management capabilities of the Covast offering. This will enable Covast to help Microsoft aggressively target competitive platforms and win over strategic customers, both large & small.***

#### The Reasons for Covast to change the market approach

Covast acknowledges the fact that Microsoft will come with an EDI solution for mainstream EDI as part of the BizTalk offering, starting with BizTalk Server 2006 R2. This takes away a part of the market for an EDI Accelerator for BizTalk Server.

Microsoft and Covast both came to the conclusion that the R2 announcement is putting a considerable amount of sales cycles on hold. This can be overcome by offering customers the possibility to start now with the Covast EDI Accelerator, and migrate the EDI functionalities at a later stage to R2 at a pace dictated by the customer. This approach will take away any risk for the customer and prevents potential BizTalk Server customers to put projects on hold because of the R2 announcement.

Covast is the globally recommended EDI partner for Microsoft, and continues to build unique solution offerings that will enable them to stay in the position of globally recommended B2B partner.

#### Covast as the Microsoft B2B partner

- Covast has proven to be a great pre-sales resource for Microsoft
- Covast has strong knowledge of B2B messaging and future movements
- Covast provides leadership in selling B2B solutions for Microsoft
- Covast is very well integrated with the Microsoft BPI, Solution Sales and Technical Sales community worldwide
- Covast has more than 500 and rapidly growing active BizTalk customers world-wide
- Covast has a very strong global support center for B2B on BizTalk
- Covast has built an extensive partner network globally with technical consultants
- Covast will continue to play a strategic role in helping Microsoft compete in both large and small implementations due to their strategic role and partnership with GXs
- Covast has also delivered the Industry's first Microsoft BizTalk Appliance for B2B integration.
- Covast will continue to identify, build and deploy new B2B related technologies on the Microsoft platform

#### Action Points

- 1) Microsoft and Covast will keep on providing a B2B integration solution together; both parts of the solution will be enriched.
- 2) Covast has already re-branded its offering to B2B Suite for Global Manufacturing, Automotive, Retail, Energy & Utility, and Logistics & Distribution. All these suites run on BizTalk Server.
- 3) The Covast B2B offering will embrace R2 (when ready and judged production ready) and will keep on investing in the Microsoft partnership by adding functionality on top of R2
- 4) Covast and the BPI Group will develop a migration path from existing Covast EDI Accelerator users to R2
- 5) Covast has become part of the TAP program and will be on top of developments around the Microsoft B2B offering to further enrich where possible
- 6) Covast continues to grow their services business due to increased awareness, deployments and satisfaction with the Covast offering on BizTalk 2006
- 7) Covast changed its messaging to emphasize their vertical B2B solution offerings

#### Roadmap

- Verticalized solutions (adding B2B standards, communication protocols, and other requirements to mainstream XML and EDI functionality)
- Extensive TPM solution (running on top of BizTalk and any (3<sup>rd</sup> party) Adapter and Accelerator)
- B2B Appliance (for rolling out BizTalk based solutions in the Supply Chain, or into branches of larger organizations)
- Pre-defined solutions with Dynamics partners

#### Conclusion

Microsoft and Covast will continue improving their joint B2B offerings. Functionalities will be added and moved between the two solutions that make up this successful partnership. Covast will continue to be the Microsoft recommended B2B partner making it possible to further sell BizTalk by offering a migration solution.