

PARTNERSHIPS FOR SUCCESS



DOW JONES AND MICROSOFT CORPORATION

MICROSOFT CORPORATION:

Microsoft, the Redmond, Wash.-based software company co-founded by Bill Gates in 1975, started with just three employees and a big idea—to become a major player in the emerging personal computer industry by creating popular software to be purchased by PC users who want information at their fingertips. In just over two decades, Microsoft has exploded into an \$11.3 billion multinational corporation with more than 22,000 employees and a full line of software and related products. Today, these products include operating systems for personal computers, server applications for client/server environments, business and consumer productivity applications, interactive media programs and Internet platform and development tools.

To help employees create these products, the Microsoft Library is providing access to Dow Jones Interactive™ from every desktop in the company.

THE MICROSOFT LIBRARY

Like Microsoft itself, the Microsoft Library has evolved from a modest beginning into a business information powerhouse, integral to the prolific development of Microsoft's products. Since its establishment in 1983, the Library has grown exponentially—from just one librarian, 20 software packages, 50 books and a beanbag chair to today's thousands of software packages and books, and more than enough chairs to seat a full staff of information professionals. In total, more than 50,000 items make up the Microsoft Library collection. And

that's before factoring in MSWeb, the directory which points Microsoft employees to the myriad sites on the company's intranet. One of those sites is LibraryWeb, which supports the information needs of all Microsoft employees.

Microsoft's intranet and end-user products—commonly referred to by the Library as electronic tools—are trusted sources of information for employees. The Library's information professionals help develop these tools and also decide which tools to purchase.

The newest electronic tool available to all Microsoft employees is Dow Jones Interactive, a Web-based service valued for providing current news and a vast searchable archive that includes major newspapers and magazines of national and international scope. "We've never before been able to give everybody access to this kind of information at their desktops," says Tim Raines, program manager for Information Services, which includes the Microsoft Library.

FULLFILLING A MISSION

The Library's mission is to research and contribute critical information to Microsoft's business decision-making and strategic planning processes. In 1997, the Library concluded it had found the enterprise-wide news and information solution for Microsoft. Raines and several information professionals reporting to him evaluated proposals from various vendors and decided that all Microsoft employees should have access to Dow Jones Interactive. "We went from five different vendor relationships last year to one this year," Raines says. Dow Jones became the sole outside provider of news and business information to employees throughout Microsoft. "Dow Jones Interactive was the most complete service we saw versus

other services," Raines says. Raines heads the team responsible for rolling out Dow Jones Interactive throughout Microsoft and manages the relationship with Dow Jones. He also manages Web development and electronic tools development in the Information Services Group.

One of the information professionals reporting to Raines is Lauri Shafer, intranet specialist and Library webmaster. In addition to designing LibraryWeb and managing its content, Shafer implemented the roll-out of Dow Jones Interactive throughout Microsoft by creating a link on Library Web. When employees click on this link, all the necessary user information passes behind the scenes, allowing

them to easily sign up for Dow Jones Interactive without going through a registration procedure. Further, Dow Jones developed a transparent authentication process that eliminates login steps.

"We worked very closely with Dow Jones's product development people to design seamless registration and authentication processes," Shafer says. "The link to Dow Jones Interactive is on the LibraryWeb News & Articles page. One click will actually register first-time users and send them straight through to the service. To return to Dow Jones Interactive, they can click on that link again, or they can create 'bookmarks' in their browser that send them directly to the service."

MOVING TO AN ENTERPRISE SOLUTION: ENTER DOW JONES INTERACTIVE

"Throughout the 1990s, we really moved toward giving everybody access to better tools to do their jobs," Raines says. In 1990, Microsoft employees relied solely on e-mailed information pushed directly from the Library to their desktops. There were no electronic information products available to them. Then Microsoft began building Windows-based tools for employees to use, and offered the Windows version of Dow Jones Interactive to information professionals in the Microsoft Library. As the Web developed into a popular information platform, Microsoft was still searching for an enterprise solution.

A number of factors encouraged the Library's evaluation team to choose Dow Jones Interactive on the Web. "We spent a long time examining the services out there, and we had a long checklist of what we needed," Shafer says. "We did a side-by-side comparison, considering the features of the different services available, and then measured the features of each service against our most important criteria. Dow Jones Interactive stood out because of its exceptional search capabilities, timely news, rich content, as well as its vast archive of publications. Also, the service is powerful, yet easy to use, and offers the flexibility for a company-wide roll out. These were the deciding factors in choosing Dow Jones Interactive."

An unlimited site license allows all Microsoft employees to access Dow Jones Interactive for a predetermined price over a specified period of time. "The way we've arranged the license is very simple from a business management perspective—provide Dow Jones Interactive to everyone through one flat fee," Raines says. "This gives anyone at Microsoft who wants it the power of information on their desktops. They don't necessarily have to rely on the Library to provide them with information. Now, they can get information

themselves, if they want to—and they can still rely on us."

On the technology side of the equation, reduced support costs and the fact that an archive of business content would be readily available without requiring an extensive technology investment were both significant decision-making factors, especially for Raines, who must

always consider the weight of information requirements on the ever-present bottom line. "There's no hardware investment, and I don't need to have a dedicated person to support additional servers," he notes. "With Web access, the information is based at Dow Jones, and that lifts a tremendous support burden from us."



Tim Raines demanded an information service that was comprehensive and easy to use. Dow Jones Interactive was the clear choice.

MICROSOFT DISCOVERS ONE-STOP SHOPPING

The fact that one product can support the information needs of both the information professional and the business end user also influenced the evaluators when analyzing Dow Jones Interactive. "One of the really nice things about the Web product is it's very easy to use," Shafer says. "It's intuitive. We have done some training, but for the most part people usually catch on quickly. And, some nice little features like the examples link, where people can see sample search statements, double click on them and modify them, are useful. So people can

go right in and start doing work. Anybody, no matter what they're doing at Microsoft, can use Dow Jones Interactive. It's very much point-click-and-go.

"And you can make it much more involved if you need to. The researchers, in evaluating different products, wanted something that would appeal both to the end user and to us, the more sophisticated searchers doing the high-level searching that we are asked to do. To a large degree that's what motivated us to go with Dow Jones."

For Raines, who manages the business side of vendor relationships, a simple relationship with one information provider frees him up to manage other priority areas. "It's a lot easier to manage one service with no support costs, no server costs, no budget issues, and no concurrent usage terms," Raines says. "It's a very clear, cut-and-dried contract with Dow Jones. So, that's made my life quite a bit easier. Before, I spent so much of my day, so much of my time, working with different information providers on different terms and different contracts."

REALIZING THE VALUE OF AN INFORMATION INVESTMENT

Today, a broad range of employees at Microsoft—spanning public relations, marketing, treasury/finance, sales, international business development and product development areas—tap into Dow Jones Interactive's content. Employees go to Business Newsstand™ for breaking news from the top daily newspapers and magazines and into the Publications Library™ for a searchable archive of nearly 5,000 publications, including key computer industry sources as well as general business news. They also make use of *The Wall Street Journal® Interactive Edition* to browse news of the day and CustomClips®, which tracks news based on individual profiles, then sends the targeted news directly into each employee's e-mail.

To date, current-news availability has been a big information draw. Raines stresses the importance of access to relevant breaking news from the newswires provided by Dow Jones Interactive. "If a company announces a new product, often the first time we hear about it is from the newswires at Dow Jones Interactive."

Business end-users can now answer many of the same questions they had been forwarding to the Library. "By giving everybody access to Dow Jones Interactive, we are empowering those people who want to find information themselves, giving them the freedom to do just that," Raines says. "And we are freed up to do more complicated work for them." Just two months after the roll-out of Dow Jones Interactive began, more than 2,400 employees had already harnessed the information power their Microsoft Library has provided for them. A "remarkable" number, Raines says. "Statistics show usage on a regular basis," Raines notes.

Behind the scenes, the Library's information professionals work every day to choose and post important Microsoft-related news, and also e-mail that news to Microsoft employees within different business units. Dow Jones sends the news articles, based on a customized profile and format, to Microsoft in HTML via a fast and reliable delivery method called FTP, or File Transfer Protocol. Then Microsoft information professionals, who have

unique insight into the needs of Microsoft business units, decide which articles to include on LibraryWeb. The articles arrive with information that automates what would otherwise be manual tasks. This information includes editorial indexes, known as "meta data," which help organize information so it can be easily called up in the future.

"A big win for us—which has also made my life a lot easier—is getting the news in HTML," Shafer says. "We were going through a whole process of cutting and pasting and adding all the important HTML tags. Now, everything comes from Dow Jones already in HTML. Dow Jones provides a lot of value-added information with all the meta data so that we can create our Web pages much more easily."



BENEFITS HAVE LONG-TERM IMPACT



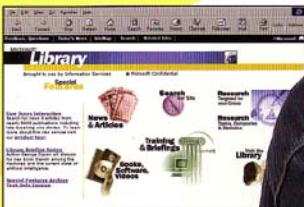
Putting the power of information in the hands of those who need it every day has already gone a long way to support Microsoft's stated goal: to allow people to get their work done in the easiest way possible, without thinking about the tools they're using. Ease of access to essential information has also produced other benefits, namely improved job effectiveness. "We still receive the same number of research project-type questions, but those requests are now more complex and deep as opposed to simple reference questions," Raines says.

During an average month, Microsoft employees, or "customers" as the Library calls them, send 2,500 e-mail requests to the Library. In addition to answering daily

questions, information professionals contribute to the numerous pages of LibraryWeb and also complete key research projects for the organization. "We want to give as many people as much power as we can for a reasonable amount of money, which will allow the research people in the Library to provide more high-end services for their customers," Raines says.

Answering thousands of e-mail requests—within a 24-hour response period—requires advanced organization and time management. The Library has addressed this issue by

dedicating each information professional to handle requests from a particular business unit within the company. Information professionals may not know precisely why someone is asking a certain question, but they can be sure the answer they provide will be included in a speech or considered when developing Microsoft's next cutting-edge product.



LibraryWeb provides fast, seamless access to a variety of electronic resources, including Dow Jones Interactive.

