

efings

Be prepared to be in demand.

## Get the inside story on **Windows 2000.**

Attend the next **Microsoft Direct Access Briefing** nearest you!

### October 12, 1999

Marriott  
One Orms Street  
Providence, RI  
Event Code: 26761

### October 15, 1999

Radisson  
100 Berlin Road  
Cromwell, CT  
Event Code: 26762

### October 25, 1999\*

Hynes Convention Center  
900 Boylston Street  
Boston, MA  
Event Code: 26766

### November 9, 1999

Sheraton  
870 Willison Road  
South Burlington, VT  
Event Code: 26765

### November 10, 1999

Marriott  
2200 Southwood Drive  
Nashua, NH  
Event Code: 26763

### November 17, 1999

Marriott  
200 Sable Oaks  
South Portland, ME  
Event Code: 26764

### December 2, 1999

Microsoft Office  
230 Third Avenue  
Waltham, MA  
Event Code: 26767

### December 14, 1999

Microsoft Office  
74 Batterson Park Road  
Farmington, CT  
Event Code: 26768

\*Please note that for all events registration begins at 8:30am and the event runs from 9:00am - 12:00pm except for October 25th when registration begins at 2:30pm and the event runs from 3:00pm - 6:00pm.

Windows 2000 promises to be a remarkable opportunity. We'll make sure you're up to speed and ready to take advantage of its incredible sales potential. Don't miss your chance to get the inside story. All you need to do is reserve your seat now.

If you have any needs that require special attention, auxiliary aids, or any reasonable accommodations, please let us know at least two weeks prior to the event.

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Attend this briefing and you'll receive a Free Quarterly Update Sales Kit.

This valuable resource includes:

- Windows 2000 Professional and Server Release Candidate 2
- An exclusive Office 2000 sales guide
- Customer presentation kits
- Channel-only promotions
- Hard-to-find sales, marketing, and technical support tools

# "Partnering with Microsoft and the Direct Access Program has changed the way we do business!"

Pete Thompson  
Acolyte Technologies Corporation  
Cheshire, CT

Microsoft  
**Direct Access**  
Briefing

The exclusive connection that helps resellers and consultants win more business.



Microsoft  
**Direct Access**  
Briefing

# Direct Access Quarterly Briefings give us the resources to book more business.

**“Eight years ago, we founded Acolyte** to provide companies with custom software applications. Sure, we installed networks for our clients, but back then small and large companies had very different technology requirements. Today those requirements are the same: expert consulting, fault tolerant systems, security, e-mail, Web servers, full Internet functionality and on-going technical support & maintenance. Our challenge has been to provide our smaller clients with the same broad level of products, services and support that larger companies typically receive.

Thanks to the partnership we've developed with Microsoft through the Direct Access Program and Small Business products, we can give our smaller clients the competitive advantages they need. We regularly use Direct Access support services including pre-sales tech support, installation support and free server-down support after the installation.

The TechNet knowledge base and the myriad online support options are resources we depend upon too.

Plus, the Direct Access Quarterly Briefing is our best way to get an exclusive preview of Microsoft's newest offerings. In one brief meeting, we can find out what's going to be important for our clients so we know how to best consult them. We also take the one-day training classes on new products. As a result of the Direct Access Program, we've become more efficient, have effectively supported more clients and continued to expand our business.

When the computer industry began over twenty years ago, our job was to provide support technology focused on efficiency — doing things the same way, only faster. With Microsoft as our partner, we now have the opportunity to actually change the way our clients do business.

Frankly, partnering with the Direct Access support team at Microsoft has changed the way we do business so dramatically that it has prompted us to reposition our corporate identity. We are no longer Acolyte Software Corporation; our new name is Acolyte Technologies Corporation. The new name better represents the full-range of services we now provide that our middle market and smaller clients thought was only available to larger companies.”

## Have a clear picture of your success? Get it here.

At this event, the focus is on Microsoft Windows 2000 Server and Windows 2000 Professional — the products your customers will be demanding, big-time. We'll show you the product road maps and strategies, including a clear path for you and your customers.

Make plans now to attend this briefing on Windows 2000. It's a great way to see how Windows 2000 brings together the best of Windows 98 and the best of Windows NT — and more.

Because the Windows 2000 products are so completely new, we've developed special technical workshops to help you migrate your customers quickly and easily. We'll give you the secrets to supporting legacy PCs. Plus, you'll learn how to install and deploy both Windows 2000 Server and Professional.

## Being on the inside track can be very stimulating — to your sales.

You can count on this briefing to give you the inside track on Windows 2000. Microsoft speakers and technical experts will provide valuable tips on how to pre-sell and up-sell

solutions based on this exciting new product. You'll learn how to position it to your small and medium-sized business customers and have them saying “yes” to Windows 2000 today. You'll also get inside information on where the product is headed and see the latest marketing efforts we've developed to stimulate customer demand.

It all adds up to an event you can't afford to miss!

## Get geared up to win more business with Microsoft Office 2000 and Exchange.

In addition to the latest information on Windows 2000 Professional and Server, this briefing will also give you the tools to sell Office 2000 and Exchange-based collaboration solutions more effectively. It's an excellent opportunity to pick up the new Quarterly Update Sales Kit with in-depth sales tools geared specifically to these two products, including:

- Customer-ready marketing materials
- Proposals and white papers
- Editorials and case studies
- Customer-ready presentations

What's more, you'll learn how to leverage our current end-customer sales efforts for Office 2000 and Exchange to start making money on collaboration-based solutions right now.

## Make your every minute worth more.

We realize that attending the free Microsoft Direct Access Briefings are an investment of both your time and your money. We're here to tell you it's worth it.

Windows 2000 is guaranteed to be hot and in demand. This briefing will make sure you're ready to take advantage of every sales opportunity it

## Reserve your seat now. Attendance is limited.

Register online today at [www.microsoft.com/directaccess](http://www.microsoft.com/directaccess) or call **1-877-MS EVENT** to reserve your place (have the event code ready).

You can register via this number 24 hours a day, 7 days a week.

All this is brought to you as part of the all-new Microsoft Direct Access Program.

To learn more about free technical support and other channel-exclusive benefits, visit [www.microsoft.com/directaccess](http://www.microsoft.com/directaccess)

**Our relationship with you is very important to us.** If you do not want to receive e-mail from Microsoft, please visit our Web site at <http://www.microsoft.com/misc/unsubscribe.htm>.

**Would you like to be featured in the next Microsoft Direct Access invitation?** Please visit our Web site at [www.microsoft.com/newengland](http://www.microsoft.com/newengland) for details.



Pete Thompson, Acolyte Technologies Corporation, Cheshire, CT

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