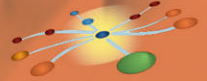




INNOVATION STARTS HERE

Microsoft & Innovative Software Solutions

Microsoft
EmergingBusinessTeam



SOFTWARE OPPORTUNITIES

-
- Microsoft Platform
 - Application Development
 - Business Intelligence
 - Collaboration
 - Consumer
 - Integration
 - Line of Business/ Vertical Apps
 - Mobility
 - Operations
 - Security

This illustration represents a world of opportunities for emerging businesses. With Microsoft as the foundation, innovative companies can address the needs of today's customers in any market—from application development and business intelligence to mobility and operations.

OPPORTUNITIES IN SOFTWARE INNOVATION

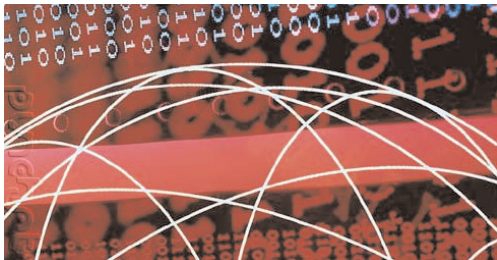
New ideas and technologies continue to emerge in the software industry, offering exciting opportunities for growing companies. Innovation is more important than ever—companies today are developing cutting-edge solutions that create new markets and offer unparalleled value to customers. From IT and business administration to human resources and healthcare, these solutions simplify and optimize everyday business practices, driving measurable financial returns for customers.

Microsoft is committed to helping emerging software companies achieve their highest potential. This commitment is demonstrated through a partnership in which the Microsoft foundation provides the critical tools and resources to address the needs of each individual solutions partner—regardless of that partner’s target market. With help from Microsoft, growing companies have an opportunity to connect with other channel partners and increase their market exposure. Joint sales and marketing efforts help companies successfully reach their customers, optimizing the opportunity

for generating revenue. With access to the full suite of Microsoft technologies, companies can secure a competitive advantage in the marketplace by building and maintaining levels of expertise in competency areas, and in many cases, take advantage of a faster time-to-market.

With Microsoft as the foundation, emerging businesses can experience a world of endless opportunity. Companies are empowered with the resources to develop solutions that respond to the needs of today’s customers—the driving force behind new technology development at Microsoft. This brochure showcases some of the exciting companies in various markets that have partnered with Microsoft for mutual success. These success stories demonstrate how emerging businesses have built on the Microsoft foundation to increase customer value and revenue, reduce costs, and gain on edge on their competition. Together, Microsoft and its partners can achieve a new level of innovation.

INNOVATION STARTS HERE.



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DAKIS DECISION SYSTEMS, INC.

MONTREAL, QUEBEC, CANADA

www.dakis.com



Dakis Decision Systems, Inc. provides some of the most advanced solutions for Sales Relationship Automation (SRA)—a segment of the e-commerce market that assists consumers in purchasing decisions. The Dakis Humanized Expert solution focuses on the retail, financial, and government industries, enabling retailers and vendors to offer enhanced consumer-centric sales service at all points of contact.

> **Opportunity & Innovation** The Dakis Humanized Expert solution provides precise and relevant recommendations about products that are based entirely on consumer choices. Its artificial intelligence module generates interactive advice that uses natural, coherent language—a process that lets consumers make educated purchasing decisions while providing sales personnel with the critical information they need to close the deal. The Dakis Humanized Expert solution is Web-enabled and built on the Microsoft® .NET Framework. The solution can be integrated into four different channels depending on customer needs:

in-store interactive kiosks, Web sites, wireless personal digital assistants (PDAs), and call centers.

Broli La Source du Sport, also known as **Source for Sports**, is one of the largest retailers of sports equipment in Canada. With over 200 affiliated stores across Canada, complex product lines, and approximately 2,300 customer transactions per month, the company needed a robust solution to improve customer service and increase employee proficiencies. Broli La Source du Sport selected the Dakis Humanized Expert to meet these needs, with the long-term goal of increasing overall sales. With over 75 percent of its staff using the solution, the company realized the following benefits:

- Increased the sale of Alpin skis—a technically advanced line of snow skis—by nearly 21 percent compared to the previous season.
- Increased the sale of a top revenue-generating bicycle product line by nearly 30 percent.
- Increased total store revenue by nearly 12 percent.

“Business is all about execution and by partnering with the right players, such as Microsoft, Dakis has increased its business potential and likelihood for a better return on investment.”

—Michael Mazzaferro, *President,
Da Vinci Food Products Ltd.*

- Saved employees as much as 15 minutes per customer by displaying all products that could be made to order (thereby eliminating the need for catalogs).

Empowered with the Microsoft-enabled solution, Broli La Source du Sport is able to build stronger, more profitable relationships with customers while continuing to increase its revenue.

> **Microsoft Partnership** In addition to helping Dakis secure a competitive advantage in the marketplace, the Microsoft partnership has helped the company develop relationships with other channel partners and create joint go-to-market initiatives. Dakis has participated in several Microsoft Certified Professional (MCP) events, in addition to presenting at a tradeshow in the Microsoft Zone. “The Microsoft partnership brought a lot of credibility to Dakis,” offers Michael Mazzaferro, President of Da Vinci Food Products Ltd. and Dakis investor. “For an important partner such as Microsoft to work with Dakis and to invest time

and resources confirms that there is a need in the market and that Dakis stands out from the crowd. Business is all about execution and by partnering with the right players, such as Microsoft, Dakis has increased its business potential and likelihood for a better return on investment.”

Dakis is a Microsoft Certified Partner and a Microsoft Canadian Strategic Partner. The company looks forward to obtaining status as a Microsoft Gold Certified Partner by the end of 2004.

