



SALES ADVISOR

Partner Sales Battlecard

Microsoft® Visual Studio® 2010

The Visual Studio development system is a comprehensive suite of tools designed to help software developers create innovative, next-generation applications. It's a perfect work environment for application developers.

WHY SHOULD A RESELLER CARE?

- Visual Studio 2010 has a number of new features and benefits for both BDM and TDM audiences.
- Microsoft's Visual Studio 2010 Ultimate Offer (which moved existing customers with MSDN Premium up to the next-higher product level at launch) creates an opportunity to renew customers at a higher level—thereby increasing the potential for greater renewal revenue.
- Provides significant cross-sell and up-sell opportunities with familiar products such as Microsoft SQL® Server, Microsoft SharePoint®, and Microsoft Office®.
- Software Assurance annuity sales opportunities through MSDN® (Microsoft Developer Network).

WHY SHOULD A CUSTOMER CARE?

- The new Microsoft Visual Studio 2010 helps simplify the entire development process, from design to deployment.
- New prototyping, modeling, and design tools help unleash developer creativity and bring visions to life.
- Coding is faster than ever, since developers can utilize existing code and skills to write applications targeting different platforms, including Microsoft SharePoint® and Windows® Azure™ applications.
- Developers and testers can work better together and save time with integrated testing and debugging tools. You'll find and fix bugs quickly to help make sure your solution is as high-quality as possible.

THINGS TO KNOW

1 CREATIVITY UNLEASHED

With Visual Studio 2010 developers can use prototyping, modeling, and visual design tools to help bring their visions to life. Developers can create and share what they imagine and build on the creative strengths of their team.

2 SIMPLICITY THROUGH INTEGRATION

Visual Studio 2010 is an integrated environment where developers can use existing skills to model, code, debug, test, and deploy a growing number of application types. Visual Studio helps simplify common tasks and helps developers explore the depth of the platform.

3 QUALITY CODE ENSURED

Visual Studio 2010 provides powerful tools for managing a project, maintaining source code and finding bugs. Testers and developers can use manual and automated testing, and advanced debugging tools to help ensure they are building the right application, the right way.

TARGET CUSTOMERS

- **Technical (TDM):** The primary users of Visual Studio are Software Architects (people who create the idea for what the software needs to do), Software Developers (the people who write the code so the software does what it's supposed to), and Testers (people who test the software to make sure it works right and doesn't have any bugs). What's important here is to discuss improvements to Visual Studio 2010 (why upgrade) and recommend that they download a trial and try it out.
- **Business (BDM):** Many times you'll be talking with clients who aren't purchasing the products for their own use, but are instead buying them for the company (IT staff, development team, etc.). These business decision makers (or BDMs) can range in role/responsibility all the way from administrative buyers to C-level executives. The important thing here is to discuss how Visual Studio can enable businesses to achieve more of their technology objectives and operate more efficiently.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"What tool(s) do you currently use for your application development needs?"	"I already have Visual Studio 2003/2005/2008."	"I'm fine with what I have and don't see a pressing reason to upgrade."	"With Visual Studio 2010, you spend less time debugging, quickly navigate code files, work easily with platforms such as Windows 7 and SharePoint 2010, and—with Team Foundation Server and test tools—create higher quality applications and driving down the cost solution development"
"Are your developers currently doing quality (QA) testing?"	"We don't need code quality tools."	"We don't want to spend more money on additional quality test tools."	"Lack of code quality tools leads to erratic code quality dependent on individual developers. Whether you're building data-driven apps, building on top of SharePoint, or other custom development, you can reduce bug rates, run predictable release schedules, and reduce costs by having more manageable code when employing code quality tools in Visual Studio 2010 Premium/Ultimate"
"Are you currently developing any custom or in-house applications?"	"The process of custom development is unpredictable and causes late surprises, which are expensive for us."	"ALM (Application Lifecycle Management) and custom application is too expensive and risky for us."	"Visual Studio 2010 and Visual Studio Team Foundation Server 2010 enable the use of Application Lifecycle Management processes, providing a comprehensive solution enabling you to deliver consistent, timely, high quality results that realize the strategic value of your custom software investments."

COMMON OBJECTIONS

What You Hear	Your Response
"I already have Visual Studio 2003/2005/2008."	"With Visual Studio 2010, you spend less time debugging, quickly navigate code files, work easily with platforms such as Windows 7 and SharePoint 2010, and—with Team Foundation Server and test tools—create higher quality applications and driving down the cost solution development."
"We don't need code quality tools."	"Lack of code quality tools leads to erratic code quality dependent on individual developers. Whether you're building data-driven apps, building on top of SharePoint, or other custom development, you can reduce bug rates, run predictable release schedules, and reduce costs by having more manageable code when employing code quality tools in Visual Studio 2010 Premium/Ultimate."
"The process of custom development is unpredictable and causes late surprises, which are expensive for us."	"Visual Studio 2010 and Visual Studio Team Foundation Server 2010 enable the use of Application Lifecycle Management processes, providing a comprehensive solution enabling you to deliver consistent, timely, high quality results that realize the strategic value of your custom software investments."

FEATURE COMPARISON

	Visual Studio 2010 Ultimate	Visual Studio 2010 Premium	Visual Studio 2010 Professional	Visual Studio Test Professional 2010
Development Platform Support				
Windows®, Web and Cloud Development	■	■	■	
Office and SharePoint Development	■	■	■	
Architecture and Modeling				
Architecture Explorer, Layer Diagram and Dependency Validation	■			
Read-only diagrams (UML, Layer, DGML Graphs)	■	■		
Database Development				
Deployment, Change Management, Test Data Generation, Unit Testing	■	■		
Debugging, Diagnostics and Testing				
IntelliTrace™ (Historical Debugging), Web Performance Testing, Load Testing ¹	■			
Static Code Analysis, Code Metrics, Profiling, Code Coverage, Test Impact Analysis, Coded UI Test	■	■		
Unit Testing	■	■	■	
Test and Lab Management				
Microsoft® Test Manager, Test Case Management, Manual Test Execution, Manual Test Record & Playback	■			■
Virtual environment setup & tear down, Provision environment from template, Checkpoint environment	■			■
Team Foundation Server				
Version Control, Work Item Tracking, Build Automation, Team Portal, Reporting & Business Intelligence, Agile Planning Workbook, Team Explorer	■	■	■	■
MSDN Subscription benefits				
Priority support in MSDN Forums, MSDN Magazine, Flash newsletter, Online Concierge	■	■	■	■
Technical support incidents	4	4	2	2
Microsoft® e-learning collections (typically 10 courses or 20 hours)	2	2	1	1
Windows® Azure™ Platform	■†	■†	■†	
MSDN Subscription – Software for Production Use				
Microsoft Visual Studio® Team Foundation Server 2010 plus one CAL	■	■	■	■
Microsoft Office Professional Plus 2010, Project Professional 2010, Visio® Premium 2010, Expression Studio ³	■	■		
MSDN Subscription - Software for Development and Test Use ²				
Windows (client and server operating systems), Microsoft SQL Server®, Toolkits, Software Development Kits, Driver Development Kits	■	■	■	■
Microsoft Office, Dynamics®, All other Servers, Windows Embedded	■	■		

† Azure benefits vary by subscription level; see the MSDN Subscription site for details: <http://msdn.microsoft.com/subscriptions/>. Subject to change and subject to availability.

1. May require one or more Microsoft® Visual Studio® Load Test Virtual User Pack 2010.

2. Per-user license allows unlimited installations and use for designing, developing, testing, and demonstrating applications.

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TRIAL INFORMATION

Visual Studio 2010 trials can be downloaded at: <http://www.microsoft.com/visualstudio/en-us/download>

UPGRADE PATH

To qualify for upgrade pricing, the customer must be a licensed user of one of the following products (eligibility does not apply for Volume Licensing):

- An earlier version of Visual Studio
- Any other developer tool (including free developer tools, such as Visual Studio Express Editions or Eclipse)

LICENSING

Visual Studio 2010 Professional products are licensed according to the Microsoft Developer Tools licensing model, which licenses products on a per user basis. Visual Studio 2010 licenses and MSDN subscriptions can be purchased through retail channels or Microsoft Volume Licensing programs. How the products are purchased determines the customer's license agreement terms and specific product options—for example, whether Visual Studio 2010 client editions can be purchased without a MSDN subscription.

With the introduction of Visual Studio 2010, Microsoft made significant changes to simplify decision-making for customers and make products more accessible, including:

- Reduction in the number of client products (the Visual Studio IDE) from seven versions to three.
- Changes to MSDN® subscriptions to align with new client products.
- Introduction of new products for software testers and lab management.
- Improvements to licensing terms for Team Foundation Server and load testing.

Visual Studio 2010 is licensed as Client, Server, or Additional Tools based on the product:

Client Products	Server Products	Additional Tools
<ul style="list-style-type: none"> • Microsoft Visual Studio 2010 Ultimate with MSDN • Microsoft Visual Studio 2010 Premium with MSDN • Microsoft Visual Studio 2010 Professional with MSDN • Microsoft Visual Studio Test Professional 2010 with MSDN <p>This product line offering is licensed according to the Microsoft Developer Tools licensing model for purchases made through Microsoft Volume Licensing programs, or according to the Retail Software License Terms for retail purchases. The specific level of MSDN subscription benefits corresponds to the "Ultimate," "Premium," or "Professional" designation in the Visual Studio 2010 product name.</p>	<ul style="list-style-type: none"> • Microsoft Visual Studio Team Foundation Server 2010 • Microsoft Visual Studio Lab Management 2010 <p>Team Foundation Server is licensed according to the Microsoft Server/CAL (Client Access License) licensing model for Volume Licensing and according to the Retail Software License Terms for retail purchases. Lab Management is licensed according to the Microsoft Server/Processor licensing model for Volume Licensing and according to the Retail Software License Terms for retail purchases.</p>	<ul style="list-style-type: none"> • Microsoft Visual Studio Team Foundation Server 2010 CAL • Microsoft Visual Studio Load Test Virtual User Pack 2010 • Microsoft Visual Studio Team Foundation Server 2010 External Connector License