



Microsoft.com Home | Site Map

Search Microsoft.com for: _____ Go

Windows Media Home | Windows Media Worldwide

For Home

- Windows Media Player
- PlaysForSure
- Cool Devices
- Music Stores
- WMV High Def
- Surround Sound Showcase
- Plus!
- Movie Maker
- Photo Story 3

Windows Media Platform

- What is Windows Media?
- Codecs
- Format
- Server
- Digital Rights Management
- Licensing & Logos
- SDK
- Encoder
- Producer
- Authoring Utilities

For Professionals

- Audio/Video Production & Broadcasting
- Streaming Delivery
- Consumer Electronics
- Media & Entertainment
- Enterprise
 - Overview
 - Windows Media 9 Series in the Enterprise
 - Usage Scenarios
 - Business Value
 - Enterprise Case Studies
 - Business
 - Education
 - Government
 - Technical Resources
 - System Integrators
 - Screen-based Video

Resources

- Downloads
- Knowledge Center
- Demos
- Community
- Partners
- Press

Business Value for the Enterprise

RELATED LINKS

- [Overview](#)
- [Producer](#)
- [Business](#)
- [Education](#)
- [Government](#)
- [Enterprise Case Studies](#)
- [Support](#)

One in four enterprises is streaming today and two out of three of those are choosing Microsoft Windows Media. Streaming media can translate to reduced operating costs and increased productivity.

Windows Media makes these benefits even better with:

- Integration of the player and server components in recent versions Windows desktop and server operating systems, so no additional costs or licensing are required.
- Industry-leading scalability, with even greater advantages using Windows Media Services 9 Series supporting twice as many concurrent streams as the previous version.
- Flexible administration and management, easing time required of IT.

Rapid Economic Justification (REJ)

Microsoft Rapid Economic Justification (REJ) is an assessment and justification process that helps organizations align IT solutions with business requirements and then quantify the direct financial benefits of the proposed solutions. Using the Microsoft REJ process, this white paper guides business and IT managers through the process specific to Windows Media.

Download the white paper and business case templates

[Download now!](#)
(108 KB 1 min. @ 28.8 Kbps)

"The Enterprise in Motion: Enterprise Broadband Media Applications in the Financial Services Sector," KPMG LLP, 2002.

A study by KPMG LLP examines how financial services firms are leveraging broadband streaming media applications to more effectively serve their employee, customer, investor and other key stakeholder constituencies. With market forecasts by The Carmel Group, this study provides a unique perspective on the rapidly evolving enterprise broadband media market.

Download the white paper

[Download now!](#)
(809 KB 4 mins. @ 28.8 Kbps)

[Back to the top](#)

Plaintiff's Exhibit
8674
 Comes V. Microsoft

000096

Business Value for the Enterprise

<http://www.microsoft.com/windows/windowsmedia/enterprise/About..>

[Manage Your Profile](#) | [Support](#) | [Newsletter](#) | [Newsgroups](#)

©2005 Microsoft Corporation. All rights reserved. [Terms of Use](#) | [Trademarks](#) | [Privacy Statement](#)

