



Microsoft Partner Network™

September 2009

Dear Sarah,

We are very excited to bring back the ISV Newsletter. We look forward to bringing you news every month about special offers, readiness, training and special events. This month we are excited to give you an opportunity be part of the new "Buy Australian Software" catalogue where partners will have the opportunity to promote their products to customers. Also, get a glimpse of the upcoming Visual Studio 2010 and .NET Framework 4.0. Enjoy!

Sarah Theiss
ISV Channel Audience Manager

Promote your business at no cost

AIIA are joining forces with Microsoft, to promote the capability of the Australian software industry. The "Buy Australian Software" catalogue will be a showcase for local and international customers wanting Windows 7 compatible software. This catalogue provides a fantastic opportunity for Australian ISVs to promote their products to a national and international audience - and best of all, thanks to sponsorship by Microsoft and AIIA, it costs you nothing!

There are **just 2 steps** to be part of this software catalogue:

Step 1: As a minimum, the ISV must complete a simple Windows 7 Greenlight for product(s) to be included in the software Catalogue. This is available at www.isvappcompat.com **OR** You may obtain a higher level of accreditation by being part of the Windows 7 Logo Program. This is available at msdn.microsoft.com/swlogo (this option is highly recommended for greater visibility both in Australia and internationally).

Step 2: You then need to advise AIIA by email windows7@aiia.com.au as soon as you have completed either the Greenlight compatibility or the Windows 7 Logo Program requirements.

This catalogue will be updated on an ongoing basis on the AIIA website, and a printed catalogue will be promoted by AIIA and Microsoft, both within Australia and to overseas markets. The catalogue launch will take place at the AIIA hosted Asia Pacific Digital Innovation Summit (APDIS) in Melbourne from 15-17 December 2009 where over 500 participants will gather for four days of technology exchange, ICT innovation, trade partnerships and opportunities for the ICT industry.

Hold the date! The ISV Innovation Days roadshow is coming soon

Full agenda and registration details will be provided to you in October via email. Dates are:

1/12	Adelaide
3/12	Perth
8/12	Brisbane
10/12	Melbourne
15/12	Sydney

We will film the Sydney sessions to ensure all our Partners have access to this content - when you want it and wherever you live.

Microsoft Dynamics xRM Partner Readiness Workshops - October 15-16

Demand for solutions built on the **xRM platform** is accelerating around the world. Customers and partners alike are harnessing the power of xRM to rapidly build relational line-of-business applications. Understanding the capabilities and value of xRM is critical to your success.

These workshops are geared for any Microsoft partner interested in learning more about the selling and deploying on the xRM platform, including: existing Dynamics partners, Microsoft platform partners and ISVs. Microsoft partners who are involved in marketing, sales, pre-sales or support of xRM should not miss this training.

Seats are very limited. To avoid disappointment, register today at

<https://www.microsoft.com.au/events/register/home.aspx?levent=315136&invitation>.

See the Future of Developer Technology

November 17 - 19- Los Angeles Convention Center

The Professional Developers Conference (PDC) is the definitive developer event focused on the technical strategy of the Microsoft developer platform. Attendees come from around the world to learn about the future of Microsoft developer technology directly from the people who make it happen. If you're a developer, architect or technology leader involved in making strategic technology decisions, the PDC is for you. Register today at <http://microsoftpdc.com/>.

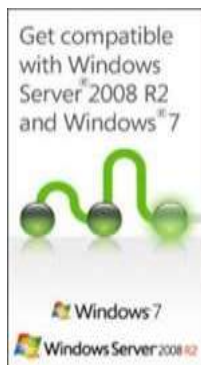
Windows 7 Released to Manufacturing:

Get Your Applications Ready Now

Windows 7 has been released to manufacturing (RTM) and available October 22. Now is the time to get your applications and your customers' applications ready to ensure that you stay ahead of the competition.

- . Give your application the [green light on compatibility with Windows 7](#) and access valuable marketing resources.
- . Learn about Windows 7 on the [Microsoft Partner Network](#).
- . Take advantage of [Windows 7 role-based training](#) and [readiness resources](#) to update your Windows 7 skills or acquire new ones.

Enex TestLab Microsoft Windows 7 Compatibility Testing



Enex TestLab announce low cost compatibility testing for Windows 7. Enex TestLab, a leading independent ICT testing facility, has announced three low cost services to help prepare developers, government and businesses for Windows 7, including application compatibility testing. Enex's Microsoft Windows 7 compatibility testing service provides businesses and application developers resource to quickly and cost-effectively test their software to ensure compatibility with Microsoft's upcoming operating system.

Find out more at www.microsoft.testlab.com.au.

Announcing Microsoft Partner Playbook - Microsoft Web Platform and LAMP

With this new playbook, you can learn about important benefits and value the Web Platform brings for you and how you can grow your practice and profitability by leveraging the new technologies, tools, and resources of the platform. Visit

<https://partner.microsoft.com/40109336>

Get an Early Look at Visual Studio 2010 and .NET Framework 4.0

Access this on-demand series, which includes sessions covering Visual Studio 2010, .NET 3.0 Framework, ASP.NET AJAX 4.0, and Visual Studio Team System 2010 1 & 2. Visit

<https://partner.microsoft.com/40109336>

Microsoft Partner Network - resources for ISVs online

For all your Partner Network resources, please visit

<https://partner.microsoft.com/Australia/40011939>

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