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SME Day, June 6 2006, Brussels
A 360° view on the key drivers of competitiveness in Europe

MICROSOFT SME DAY, 6 June 2006 - Video News Release SHOT-LIST

STORY

On 6 June 2006 Microsoft is hosting an SME Day in Brussels, an event designed to showcase and promote Europe's small and medium-sized enterprises and illustrate their key role in accelerating and driving innovation for growth and jobs.

SME Day is about understanding the challenges and the opportunities that small & medium business entrepreneurs face across Europe while engaging with policymakers from the EU, Member States, and local governments.

SME Day will offer a series of forums where businesses, policymakers, venture capitalists, and academics will be able to engage, discuss, and collaborate on the challenges facing them while exploring ideas on how to accelerate innovation to build a stronger knowledge-based economy across Europe.

See www.smeday.eu

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SHOT-LIST

Wisekey, a Geneva-based internet security company, is an SME which has outgrown its current premises and moving to bigger premises – in fact they've just taken over the whole building where they started off in just a few rooms. Their success exemplifies the key role played by SMEs in innovation and growth.

Images:

00:00 Geneva GVs; Wisekey HQ and logo; people packing and moving boxes.

26:00 Kevin Blackman, chief technical officer, shows the “bunker” containing secure servers.

42:00 He says: *“So now we're in the tier 4 data centre, and this rack we see here was constructed in 1999, it was built for the International Telecommunications Union public infrastructure project, again on Windows technology but running Windows NT4 and Windows 2000 and those ancient systems. You can see the size of the servers here, they're really 1999 technology, based on a clustered system. Now we move forward four years to our new platform which is built on dot.net and Windows Server 2003 – a lot more compact, multiple, exponentially more powerful, and hosting a lot more clients.”*

1:18:00 Sheetal Mehta, a board member arrives at meeting.

1:31:00 MEHTA CLIP: *“In terms of innovation I think what we've done is we've been able to find the right platform for us to build our technology, the dot.net platform, and then to be able to create something that Microsoft might not have created on their own, sort of the white space where Microsoft said here are the tools, here's the platform, Wisekey what can you do with this from the security perspective?”*

1:53:00 Set-up of Carlos Moreira, President of Wisekey, at board meeting.

2:08:00 MOREIRA CLIP: *“Microsoft becomes like the glue of that innovation, the same effect that you have with an operating system where you have different products working in that operating system, Microsoft provides the same kind of glue in terms of innovation because those companies, due to the help of Microsoft in terms of deploying the technology to the mass market Microsoft has already captured, allowing us to penetrate to the market much easier than if we have to do it alone.”*

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2:32:00 Shot of employee walking down corridor with computer and furniture being moved.

2:38:00 GVs Birmingham

2:59:00 Forensic Pathways HQ, in Tamworth, 20 km from Birmingham. With eight employees, it develops innovative products which help the police and other investigators in their business. Its CEO Deb Leary is a strong supporter of SMEs and has won several major awards, such as British Female Inventor of the Year.

Shot of nameplate. Deb Leary walks along corridor to showcase with awards the firm has won.

3:02:00 DEB LEARY CLIP: *"The company was always based on innovation – it was what started the company, it's what drives us every day. And the awards which I'm very proud of are all for innovation, either for individual products or for the company as a whole. The Smart Award which we had here from the DTI (Department of Trade and Industry) was the initial award that we achieved and I'm especially proud of that, for the level of innovation on crime-scene products."*

03:31:00 Picture of award ceremony

03:34:00 DEB LEARY CLIP: *"One of the benefits of being an SME is that you can move much quicker possibly than a larger company, and you've always got to look for a new angle and be flexible with the client, and I think building good relationships with clients is key to being innovative."*

03:50:00 Office GVs

Leary shows the transparent forensic stepping plate, invented by her, now used by many police forces at crime scenes, so officers can investigate crime scenes without disturbing evidence.

04:05:00 DEB LEARY CLIP: *"These stepping plates are put down at crime scenes so that the investigator can walk through the crime scene without contaminating the scene. Therefore it protects the scene and it protects the investigator."*

04:17:00 GVs and set-up of Richard Leary, Deb's husband and Managing Director. He demonstrates a fraud-detection system developed by Forensic Pathways. It can link individual's telephone numbers, addresses, insurance policies and other data. It's used by banks, insurance companies and the police.

04:48:00 RICHARD LEARY CLIP: *"People are beginning to adapt their lifestyles, to get used to the notion of having access to services, software and information, particularly information, real-time over the internet. What this means is that decisions are made quicker, information is more readily available, more information is being collected for*

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storage and for accessibility via the internet, and that's changing the ways companies operate, it's changing the way people organise their lives."

05:25:00 GV of Cinquantenaire Park, where SME Day will be held.

05:32:00 CLIP OF JEAN-PHILIPPE COURTOIS, PRESIDENT OF MICROSOFT INTERNATIONAL *"Small business is at the core of economic growth in many countries in the world, and in Europe it's almost two-thirds of the GDP, which is being created by small businesses, this is where most of the new jobs will be created in Europe, and so as a company not only we see small businesses as our customers but also as we call them people-ready businesses using software to enable them basically to develop their businesses and create even more jobs and growth."*

06:00:00 CLIP OF PAT COX, FORMER PRESIDENT OF THE EUROPEAN PARLIAMENT: *"In general in Europe we're very good at sme start-ups, we've got about as many as the USA. We're bad at growing SMEs into bigger companies, and if there's one key thing that could help, not just Microsoft but in general those who want to see more innovation – so for sure Microsoft but also a wider policy community – it's finding the mechanisms to release the energy and potential of SMEs to become medium enterprises, and some of the medium ones even to become mega. And to do that it's about discovering and releasing and realising potential."*

06:38:00 COURTOIS CLIP 2: 0331 *"This day coming up on 6 June is kind of a launch day for us, to articulate the vision we have both for small businesses and for the partnership we want to enable through third parties, NGOs, business organisations and states, to enable economic growth and job creation. So over the next 5 – 10 years, with technology innovation, in particular software as a service, we can expect actually much more innovation coming through small European innovators and businesses, start-up companies, innovation coming through many different activities and sectors, and we want to be the enabler of that potential."*

07:20:00 ENDS

07:21:00 - 11:55:00 Extra shots for editing