

MICROSOFT® VISUAL STUDIO®
Extensibility Series

Light it up



A Perspective By
ComponentOne®

“With respect to innovation in development paradigms, we’re confident Microsoft will always come out ahead and bring the ecosystem with them.”

TODD SCHICK,

Director of Business Development, ComponentOne

Visual Studio Ecosystem Benefits

- Large commercial potential for partners

- Vibrant, healthy ecosystem

- Well established, sustainable platform

- Demonstrated commitment to platform innovation

- Extensible and repurpose-able

- First-class support and co-marketing benefits

ComponentOne: Trusting Innovation

ComponentOne provides a wide range of Microsoft Visual Studio components, IDE platform development tools, and applications. ComponentOne sees the Microsoft platform as the most innovative and strongly believes that it represents the biggest commercial opportunity and hence has focused on Visual Studio and .NET.

Continuous Innovation

Microsoft's ongoing innovation in the development space has created a tremendous opportunity for vendors like ComponentOne. Instead of being complacent about its past success, Microsoft is always on the lookout for ways to enhance developer productivity—both by building it into the product as well as by fostering partner community innovation. As Todd Schick, Director of Business Development at ComponentOne says:

"We have faith that Microsoft is going to continue to innovate. Microsoft sees new technologies that make sense in the market and pursues them aggressively to be the leader in the development space."

Ecosystem of Opportunities

Microsoft was a pioneer in creating a platform and culture that encouraged the use of components and extensions for a development platform. Prior to Visual Basic, there was no market for reusable components. ComponentOne was built around this opportunity. According to Schick:

"Microsoft pioneered the component and extension space 20 years ago with Visual Basic and its IDE and the concept of add-ins to easily add pre-packaged pieces of code (as components) to your development projects."

Business Potential

There are millions of .NET developers, and the opportunities to provide components spans all development areas, from Client to Web to Mobile to Cloud. Offering a broad array of solutions, ComponentOne has taken advantage of the large market and spectrum of development opportunities provided by the platform. The double-digit growth they have experienced in the last several years is a testament to this.



ComponentOne, a Pittsburgh, PA based company has been providing a wide range of Visual Studio components, IDE platform development tools, and applications for over 24 years. This includes ComponentOne Studio Enterprise – a broad set of tools and solutions for Windows, Web, and Mobile developers.

- Experience: Developing custom controls for Microsoft Visual Studio since 1987 and providing solutions in the Help authoring industry since 1991
- Major products: ComponentOne Studio Enterprise, ComponentOne Studio for SharePoint, Doc-To-Help and ComponentOne DemoWorks
- Users: 75% of Fortune 500 companies use ComponentOne's products

ComponentOne has continued leadership in the Microsoft Visual Studio component industry and is a premiere partner of Microsoft.

For more information on
ComponentOne, visit:
www.componentone.com

Visual Studio: Built for Business Opportunities

Current—and future—developers for Visual Studio have real business opportunities.

- Vast possibilities for extensibility
- Millions of .NET developers who understand the value of sophisticated tooling
- Large user base that appreciates the rich ecosystem around Visual Studio
- Excellent support and co-marketing opportunities

VSIP: Designed with Partners in Mind

As a partner and a member of the growing Visual Studio ecosystem, you have access to several key benefits, including:

- **Valuable insights for your business.** Get early previews of new products, insights on Microsoft developer and industry research, and access to an exclusive VSIP portal.
- **Deep technical knowledge and enablement.** Take advantage of many technical benefits, such as an MSDN subscription, one on one time with engineers at Microsoft, and customized architectural support.
- **Opportunities to reach millions of developers with your products and services.** Choose from a range of marketing opportunities to help generate awareness and drive adoption of your products among Visual Studio developers.

JOIN THE PROGRAM

Start today and become a Visual Studio Industry Program (VSIP) Partner.

<http://msdn.microsoft.com/vsip>

EXPLORE THE GALLERY

Visit the Visual Studio Gallery and discover the wealth of Visual Studio extensions available today.

<http://visualstudiogallery.com>

