Is your organization missing key business opportunities because of its inability to drive business insight from the ever growing quantity of data available to you? Is complexity and cost holding you back from creating the new environments needed to support a data driven business culture? Come and experience an agile and elastic platform, able to respond to your business's data needs, to provide business insight on massive amounts of data faster and more cost effectively than ever before.

### Any Data, Any Size, Anywhere
With more types, shapes and sizes of data than ever before a modern data platform must embrace the new scope, scale and diversity of data.

### Connect the World’s Data
Transform data into valuable information through Microsoft’s comprehensive data enrichment and analytics tools and solutions that tie data you know with the world’s data.

### Domesticate Big Data
Open the world of Big Data to all users with Microsoft’s ubiquitous and accessible Business Intelligence solution.

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**Microsoft Technology Centers (MTCs)**
The MTC offers a unique combination of immersive experiences and side-by-side collaboration with world-class architects to provide the optimal environment to learn about and apply new technologies. Your briefing will include mutual discovery, tailored solution drill-downs, and expert presentations culminating with the delivery of a clear and actionable vision of how the Microsoft platform can help you reach your business goals.

Visit [www.microsoft.com/mtc](http://www.microsoft.com/mtc) to learn more!
Hands-on Immersion Experience
The MTC is the best way to learn about and understand these game-changing technologies firsthand. Our world-class architects will work with you and your team using a “see, discuss, and try” approach giving you an opportunity to engage with and immerse yourself in these technologies firsthand.

Each will include an introduction to a business scenario, several use cases that you can explore, and facilitated free time where you can explore additional capabilities and scenarios. Each session is tailored to your specific business drivers and requirements and facilitated by an MTC architect. The following is a sample agenda.

Introduction to Big Data and the Cloud
We will discuss where and how the cloud can provide benefits for Big Data workloads.

Exploring Big Data Analysis with Windows Azure HDInsight
Learn about the HDInsight Service and integration points for deploying and managing the service. You will start by building a cluster and running simple jobs.

Acquiring and Storing Data
Deepen your understanding of using Windows Azure Blob Storage as common storage layer, and how it fits together with the HDInsight service. Learn best practices and fundamentals for moving data to the cloud.

Refining Data with Hadoop
Dive into Hive and Pig to refine data in HDInsight.

Enriching Data
Use the power of Microsoft Business Intelligence to enrich and integrate your data in HDInsight.

Visualizing Data
From the comfort of your desktop, build and share rich visualizations to understand trends, note exceptions and highlight correlations in the data.

Wrap-Up and Next Steps
You’ll have a clear and actionable plan to help guide your organization through the evaluation and application of Microsoft solutions.

To take advantage of the Microsoft Technology Center near you, please contact your Microsoft account team for details.