How do you evolve to a data-driven culture? This goal is at the heart of the Big Data evolution.

Transformation of data to business insight requires a holistic approach that aligns the right platforms, technologies, and processes to support the decision process and analysis that your business demands. In addition to the multitude of platforms to store your data, you have new opportunities to enrich your data from many different sources to ask new questions and learn new patterns. The key is to create a scalable data platform that is accessible by those who understand the business questions and patterns, and give businesses access to timely analysis through easy and familiar tools.

**Big Data on Your Terms**
From the cloud to your datacenter — Gain the full value of Big Data with a modern data platform that manages data of any type and of any size on your terms.

**Connecting to the World’s Data**
Learn how to enrich your data to derive new business insights and deliver new value in ways that previously were not possible.

**Business First Business Intelligence**
Empower your business to analyze any data leading to better informed decisions with rich and familiar business intelligence tools.

**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.
Strategy Briefing
Each briefing is tailored to your specific business drivers and requirements and facilitated by an MTC architect. This is a sample agenda.

9:00 am  Introductions and Discovery
Through introductions and discussion of your business challenges, we will explore initiatives and issues that impact the way you conduct business and that will help us provide a contextual presentation throughout the day.

10:00 am  Big Data and Your Business
We will examine Big Data in the context of your business, the prevailing workloads and solutions, and how these solutions can enable a data-driven culture in your organization.

Noon  Lunch

1:00 pm  Massive Scale Data Platforms
We will align the right scalable data platforms with your current and future business and data priorities. Learn how to realize massive scalability and computer power with elasticity at your fingertips through Microsoft Data Platform technologies.

2:00 pm  Information to Insight
Introduce HDInsight Server and demonstrate how to apply rich business intelligence tools such as Microsoft Excel, PowerPivot for Excel, and Power View to pull actionable insights from Big Data.

3:00 pm  Use the Technology
Learn how to create an empowered workforce with access to the right data through the rich and familiar Microsoft Business Intelligence solution.

4:00 pm  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.