There’s never been a better time to review your data platform strategy. Microsoft’s latest offering brings to market new investments in high availability, scalability, and performance for relational database workloads. In addition, Microsoft is blazing new trails in high-end workloads with in-memory database technologies and massively parallel data warehouses. We invite you to the Microsoft Technology Center to examine how to improve your existing high availability and disaster recovery architectures, removing complexity and improving the availability of mission critical applications.

**World-Class Performance**
Learn how proven speed, throughput, and scalability can support your most demanding workloads.

**Always-on Availability**
A 24 x 7 reliable data platform is more essential than ever. Let us show Microsoft’s highly flexible and cost-effective approach to resilient data architectures.

**Ongoing Innovation**
Microsoft is aggressively innovating in the data platform to support bigger, faster, and more demanding workloads. Learn how our data platform is ready to support your business growth.

**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!
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  Performance and Scalability
Explore world-class performance and scale in a variety of adaptable architectures. Hear about the track record, market position, and capabilities of the Microsoft Data Platform.

Noon  Lunch

1:00 pm  High Availability
Presentation and white-boarding on how always-on technologies can deliver high availability and disaster recovery solutions to meet your business needs.

2:00 pm  Emerging Innovations
Discussion of exciting new capabilities in the Microsoft Data Platform such as in-memory OLTP, the xVelocity in-memory OLAP engine, and Parallel Data Warehouse, and their ability to interoperate with emerging Big Data tools.

3:00 pm  Use the Technology
We provide a facilitated, hands-on environment where business and IT decision makers can experience the vision of Microsoft’s platform firsthand.

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.

Visit www.microsoft.com/mtc to learn more!