Microsoft believes that connecting with consumers in a deep and meaningful way is essential to business today. Critical consumer insight gathered as a result of these relationships will drive the development of next-generation products and services. To remain relevant in an ever-changing marketplace, company leaders are asking IT and Marketing to leverage data generated and collected at relationship touchpoints and make sense of that data in ways that have a direct and positive impact on financial performance. An end-to-end digital marketing and customer experience management system will help you analyze this data and produce a customer experience second to none, develop fluid strategies that change with customer sentiment, and attract new customers in new markets.

Customer Relationships in the New Era

Staying Fluid

Staying Ahead

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 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  Drill Down 1
Choose from the topics below:
- Loyalty and brand management through sentiment analysis
- Using real-time analytics to making better decisions faster
- Closing the loop between products and services and the consumer
- Harnessing customer insight to generate ideas for innovative products
- How Microsoft does marketing
- Enabling better customer conversations
- Cross-platform application development

Noon   Lunch

1:00 pm  Drill Down 2
Choose from the topics above.

2:00 pm  Drill Down 3
Choose from the topics above.

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