In the New Era — consumers rule, they have choice, they hold the decision power in their hands. Consumer choice is more informed but exponentially faster — it’s just a click away. How do you break through the cloud of digital chaos to expand your brand, reach your existing consumers, increase their loyalty, anticipate their decisions, and also reach out to new consumers? How do you succeed in getting your brand or product to consumers at or even before they click to lock in their decision? We think it takes an ecosystem of experiences to inform those consumers before they are faced with a choice, and then meeting them wherever they are at the time of decision.

Imagine Possibilities

Explore how your business can take flight and transform the way your customers perceive and interact with your company.

Differentiate Yourself

Distinguish yourself from your competition with a new era of devices, services, and solutions that give your customers choice!

The Value of the Ecosystem

From computers to tablets to phones to the web, learn how the Microsoft ecosystem provides your business a unique platform to meet your customer’s needs — on their terms.

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  Re-Imagining
Based on our previous discussion and publicly available information, we'll review a re-imagining of your brand and consumer interaction in the New Era.

Noon  Lunch

1:00 pm  Digital Ecosystem
Review of the digital ecosystem and specific technologies customers can leverage in succeeding in the New Era. We'll take a holistic view of our ecosystem and provide insight on leveraging this power.

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