This Strategy Briefing allows your organization to have a stronger understanding of the key challenges faced when confronted by the BYOD (Bring Your Own Device) phenomenon and how Microsoft-based technologies can help you overcome these hurdles and enable a productive flexible work-style. You will learn how Windows-based devices can help solve these challenges, as well as how to integrate iOS, Android and other devices into your environment, while maintaining security and control. Rich powerful demonstrations will illustrate how mobile users can be productive in the office, at home, or anywhere while also allowing IT the ability to ensure corporate policies and security standards are adhered to.

Increase Security
Gaining control of Windows and non-Windows devices allows organizations to help ensure greater update and patch compliance and help safeguard corporate assets.

Raise Productivity
Device flexibility, and a great user experience helps to raise productivity by allowing users to be productive no matter where they are using a familiar set of tools.

Simplify Applications
Develop and deploy applications and services that can be accessed from a variety of devices from any location to help make employees and their organizations more successful.

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 strategy briefing is tailored to your specific business drivers and requirements and facilitated by an MTC architect with world-class expertise. A sample agenda may include:

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  Flexible Workstyle In Action
Through rich powerful demonstrations in our Envisioning or Interactive Center, you will see how you can provide users with a rich and familiar set of tools to be productive in the office, at home, or anywhere while also allowing IT control to help ensure corporate policies and security standards are adhere to.

Noon   Lunch

1:00 pm  Elements of a Flexible Workstyle
Discussion and presentation on how the Microsoft platform can enable your organization to enable a flexible workstyle for your employees and elements needed for success based on your current infrastructure and business goals.

2:30 pm  Technology Device Immersion
We provide a facilitated, hands-on environment where business and IT decision makers can experience the vision of Microsoft’s device strategy and platform firsthand. Different devices and form factors are also showcased.

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!