Maximizing the productivity of your customer-facing teams can have far-reaching impact throughout your organization. For business executives, real-time, comprehensive visibility into business performance can facilitate informed decision making that enables rapid, agile reactions to the ever-changing business environment. For business professionals, 360-degree customer views allow capture of real-time revenue opportunities and drive exceptional execution against sales quotas and customer service targets. Properly architected and integrated Customer Relationship Management (CRM) solutions enable these results and drive impact to an organization’s sales and service productivity by connecting all the right people with the data and processes found throughout your enterprise.

### Familiar
Create immense productivity gains while reducing complexity and training costs by integrating with your existing tools.

### Intelligent
Enable informed decisions and operational efficiencies by visualizing your business through real-time dashboards and intuitive drill-down analysis.

### Connected
Plan, manage, and measure social networking and distributed team collaboration efforts to improve and extend business and customer connections.

### 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.

“We’ve repeatedly received straightforward answers from MTC architects as to whether what we want to do with the technology can be done, how best to do it, and whether we can do it cost-effectively.”

**Jason Cornell, Manager**
Windows Systems Group
AutoTrader.com

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 for a Strategy Briefing. This session can be a full day or half day based on your company’s requirements.

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  Envisioning the Power of Productivity
The MTC team provides an interactive overview demonstration showcasing the impact of the Microsoft productivity platform across the enterprise.

Noon  Lunch

1:00 pm  The Case for Change
This highly interactive session focuses on the identification of key business metrics and benchmarks that will be used as the foundation for building the business case and underlying return on investment (ROI) model for your initiative.

2:00 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.

3:00 pm  In the Cloud, on Premises, or Both
Microsoft Dynamics CRM offers a set of flexible and powerful deployment options. This session provides a discussion of these options and considerations to support the success criteria of your specific project.

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!