Mega technology trends are changing how people work today: the cloud, mobile, social, and big data, are all impacting how businesses engage with their customers, partners, and employees in order to better compete. In the case of cloud computing, it is a key step toward enabling organizations to achieve better business agility, economics, and user experiences. For today’s CIOs and technology leaders, the cloud presents a unique opportunity to rethink the role IT plays in defining and enabling business strategy. The power to fundamentally change how businesses operate and compete makes the cloud a game changer for the enterprise.

**Cloud Strategy Formulation**
With this briefing, we will give you the insights and tools to be on your way to building an all-up Cloud Strategy.

**Business Benefits**
Walk away with tangible business benefits realized by adopting the cloud. Use lessons and tactics learned to develop a business case for the cloud.

**Getting Started**
Take away a simple-to-follow, guided approach on how to get started, with takeaway demos, tutorials, and best practices to get you started.

**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.

Day One

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.

Microsoft’s View on the Cloud
We will discuss trends in IT and why the cloud is important; and overview of the Microsoft cloud story, breadth, and depth of how our different solutions meet the needs of current business trends; and how those solutions will cater to business benefits like cost, agility, and innovation without comprising on security and compliance requirements.

Microsoft Cloud Solutions: Deep Dive Session – Pick One
Each session will focus on how customers can use, benefit from, and realize success from these cloud solutions. This session also includes case studies and scenarios that map to real-world business problems.

Deep dive into Azure
Deep dive into Private/Hybrid Cloud
Deep dive into SaaS offerings
(Office365, CRM online)

Assessing Cloud Readiness
Mapping your Enterprise Roadmap to the Cloud – what does this mean to you? An open-ended discussion on mapping top priorities and business initiatives to capabilities enabled with the cloud that includes a high-level assessment of portfolio, data, and operational maturity models required for cloud adoption.

Demo: Cloud Technologies in Use
A facilitated, hands-on environment where business and IT decision makers can experience the vision of the Microsoft platform firsthand. You will have a clear and visionary view of how we use the cloud today and explore ideas on how you can get started.

Day Two

Journey to the Cloud
Expert-facilitated working session to create a shared vision that includes cost benefit analysis for application rationalization and migration, new business capabilities, defining governance criteria, and assessing technical readiness – all leading to developing a high-level plan for moving to the cloud.

Futures, what to Expect Next from Microsoft
We will share with you our exciting plans for the future on all of our cloud solutions. You can use this information to plan the alignment of your cloud roadmap with us.

Wrap-Up and Next Steps
At the close of the program, attendees will have a clear understanding of how to implement the Microsoft integrated solution for business productivity.

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!