Securing the value of an idea

The news in the world of fashion.

Jenny's task is to write up the story with an interesting photoshoot imagery, and details about the model. Cara sends a brief to Jenny, who will be writing the story, which must remain confidential until the story goes live in a couple of weeks.

Project kick-off

The people it is sent to. Any further sharing will require permission.

From generating her idea to the magazine being published, the following day, she picks up where she left off on a new screen to refine her creative ideas and build the details of her story.

The exclusive story has remained secure throughout its journey from conception to fruition—and it can now hit the stands.

The best business ideas all have one thing in common: they are kept safe and secure. But this can be a challenge. Because the process of ideation often leaves ideas vulnerable to loss or theft.

Among all the latest devices and software, a few stand out as examples of the best security technology.

Focusing on the detail so it has maximum impact when the magazine hits the stands.

The OneNote file remains secure as the link only works for one who can access her ideas. No password needed; it recognizes her face. Jenny is the only one who can access her ideas.

Jenny managed to keep her idea under wraps. Being able to keep an idea secure while working across different locations, devices, and teams ensured it resulted in maximum impact and value when delivered.

At the end of the day, she heads home on the train. But unfortunately, her device is stolen.

Encryption helps to prevent any information leaks. Rights management can set permissions on who can access the files, attaching all the files to an email. This means she can share her idea with her team and colleagues securely.

Projecting ideas

Having made valuable connections with her one colleague, Jenny continues to generate ideas and conduct extra research. Then she sends them a link to OneNote, so they can add in some suggestions and see each other's comments. It starts a peer collaboration.

Planning the approach

They discuss the details of her story, which he thought would be useful to inform Jenny's story.

Jenny clicks on a hyperlink that one of her colleagues added, while reviewing the feedback and making edits to her notes, she starts typing them into OneNote.

She sends them a link to OneNote, so they can add in some suggestions and see each other's comments. It starts a peer collaboration.

Socializing the idea

Jenny presents Cara with her story, and they work together to finalize the story. Jenny and Cara are working on an exclusive cover.

Refining the idea

As she continues to make notes, sketch out ideas, and conduct extra research, for a couple of days, she works on the Surface Studio in her office, taking advantage of its large and immersive screen to refine her creative ideas and build the details of her story.

Jenny thinks about how to tackle the story best, which she will present Cara with. Jenny presents Cara with her story, and they work together to finalize the story.

Final review

Jenny sends a brief to Cara, alone so she can bring all her ideas together ahead of the presentation to Cara.

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Microsoft Surface with Windows 10 provides enterprise-grade security, yet never gets in the way of how people want to work.

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