



FUTURE DECODED

10 November 2014 ExCeL London

Headline Sponsors



#futuredecoded



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Welcome to Future Decoded

Please use this guide to give you a head start and plan your time at Future Decoded

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Future Decoded: Expo and Theatre Badge Scanning Agreement:

By having your badge scanned you are "opting in" to receive pertinent security, product, and marketing information from Microsoft or Exhibiting/Presenting Partner via:

- Work address
- Email address
- Business phone number

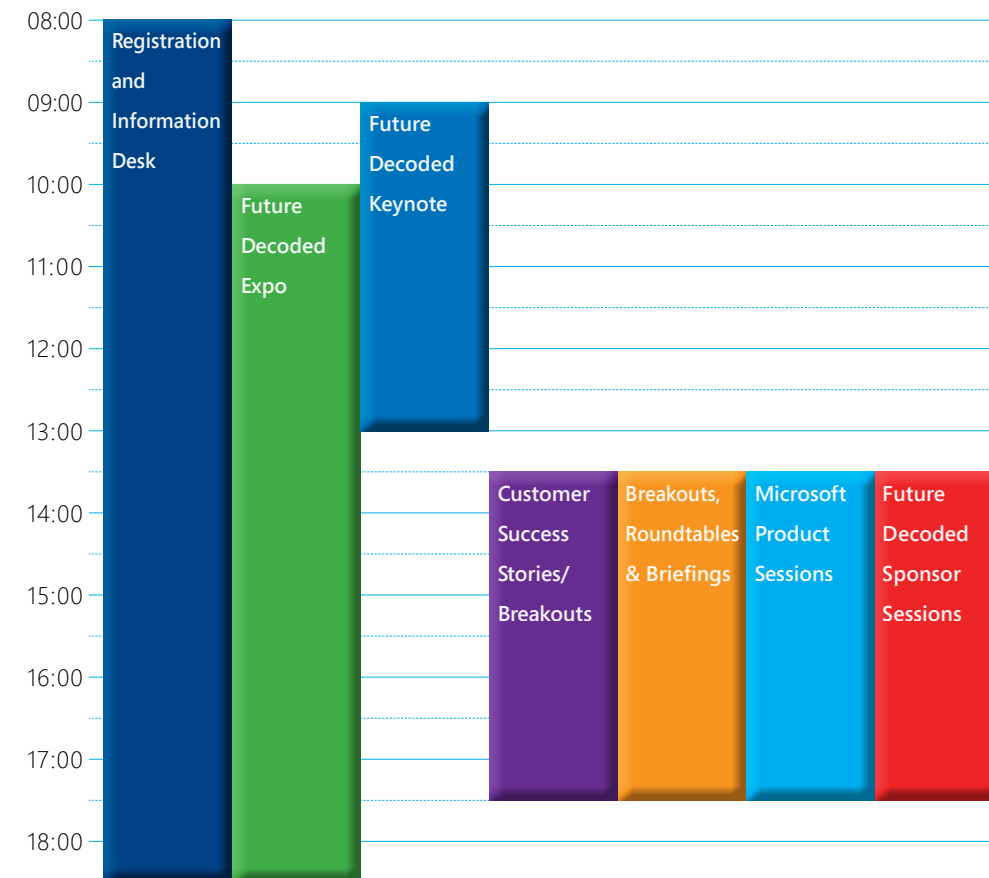
Future Decoded

Agenda for the day

07:45	Registration Opens	
09:15	Future Decoded Keynote	Level 0 ICC Auditorium
13:00	Future Decoded Expo	Level 0
13:30	Afternoon of high-value customer presentations and breakout tracks Throughout the afternoon we have scheduled a variety of activities to enable you to gain as much as possible from your time at Future Decoded, including: <ul style="list-style-type: none"> • A series of Customer Success Stories where you can hear directly from your peers about their transformation journey • A tailored selection of Roundtables and Briefings full of insights, ideas and topics to explore • Presentations and stands from our Partners and Microsoft Product teams in our Expo See Page 18 so that you can plan your afternoon. Please note that all sessions are on a first-come, first-served basis. Customer Success Stories Productivity & Social..... Level 0 Expo Hall – Purple Theatre Enterprise Mobility..... Level 0 Expo Hall – Blue Theatre Business Insights..... Level 3 Capital Suite Room 7 Cloud Platform..... Level 3 Capital Suite Room 14 Roundtables and Briefings..... Level 3 Capital Suite Digital Life Demo for a Cloud first, Mobile first world..... Level 0 Expo Hall – Red Theatre Future Decoded Partner Session..... Level 0 Expo Hall – Green Theatre	
18:00	Future Decoded Closes	

Future Decoded

At a glance



Surface Pro 3

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FREE Maroo
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To take advantage of this offer visit the Microsoft Store stand (P4 on the expo map).

*Offer valid from 08:00 GMT on 10/11/14 to 23:59 GMT on 24/11/14. Offer is available while supplies last. Available in Microsoft online store in the UK only. Not valid on prior orders or purchases; cannot be transferred or otherwise redeemed for cash or coupon code(s). Minimum order value of £75 is required to redeem the £50 Microsoft Store voucher. Not combinable with other offers. Refunds will take into account the discount. Price discount does not include taxes, shipping or other fees. Void where prohibited or restricted by law. Microsoft reserves the right to modify or discontinue offers at any time. Limit of 1 offer per customer.

Other Things to do

And how to get things done at Future Decoded

Future Decoded Website

To see more information about the Future Decoded Event including session abstract and information about our Sponsors, please go to the Future Decoded Website:
www.futuredecoded.com

Social Networking

Get involved at **#FutureDecoded** and join in the conversation on Twitter.

Wireless Internet Access

Whilst you are attending Future Decoded please feel free to connect to the following WiFi network which is available in the **Expo area** and **Breakout lobby areas**.
SSID:- FDVisitor Password:- msfdguest

Guide Dogs

Guide Dogs, the UK leader in mobility services for blind and partially sighted people, are working closely with Microsoft to shape the future of technology for those with visual impairment. Visit the 'sensory tunnel' on Level 0 in the lobby to find out about Guide Dogs services and sight loss and the Microsoft Services stand in the Expo Hall for a hands-on experience with the technology demonstrators we have developed together. With over 2,000,000 people in the UK with visual impairment and an appetite for technology, find out how you too can help shape their future independence.

Assistance

If you need any assistance during your time at Future Decoded, please contact the registration desk on Level 0.

Cloakrooms

The ExCeL cloakroom is located on Level 0. There is a charge of £1 per item.

Event Photographer & Video

A professional photographer & video crew will be on hand during the event to capture the people, activities and spirit of Future Decoded. Photos & video taken during the event may or may not be used in immediate or future promotions of the event. Should you prefer that your image not be used for promotional purposes, mention your preference to the photographer/cameraman immediately or speak to our registration team.

Food at ExCeL

Food is not provided as part of the Future Decoded event however there are two Catering Outlets within the Future Decoded Expo serving drinks, snacks and meals. In addition, ExCeL has a number of catering outlets open throughout the day.

Future Decoded Headline Sponsors

Microsoft would like to thank the following Headline Sponsors for their support of Future Decoded 2014



For 30 years, Dell has played a critical role in transforming computing technology around the world. At Dell, technology has always been about enabling potential and we are relentlessly focused on delivering technology that works harder for our customers and is more accessible to people and organisations around the world. Today's Dell is a customer-inspired, end-to-end solutions provider. One that has evolved from a PC manufacturer to a true IT solutions partner, offering a differentiated view of the enterprise, and focused on providing inspired IT solutions that give every person, business and organisation the tools they need to grow and thrive.

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Sponsor and Special Area Listing

Company Name	Stand No
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Sponsors

Acer.....	O3
ASUS.....	P6
Barracuda Networks.....	G12
BING.....	B2
BT IT Services.....	G8
Cloudamour.....	Y8
Complete I.T.....	Y5
Dell.....	O6
eBECS Experts in Microsoft Dynamics.....	O1
Firebrand Training.....	G7
Global Knowledge.....	G3
Hewlett Packard.....	Y1
ICS Solutions.....	G2
Inframont.....	P2
Ingram Micro Cloud.....	O5
Insite Limited.....	G4
Microsoft Payment Solutions.....	P1
O2.....	Y7
Plantronics.....	G5
QA Limited.....	O2
Ricoh IT Services.....	G1
risual limited.....	G11
SCC.....	P3
Sitecore.....	R3
SMB ModernBiz.....	B3
Tagetik.....	R4
Toshiba.....	R7

Company Name	Stand No
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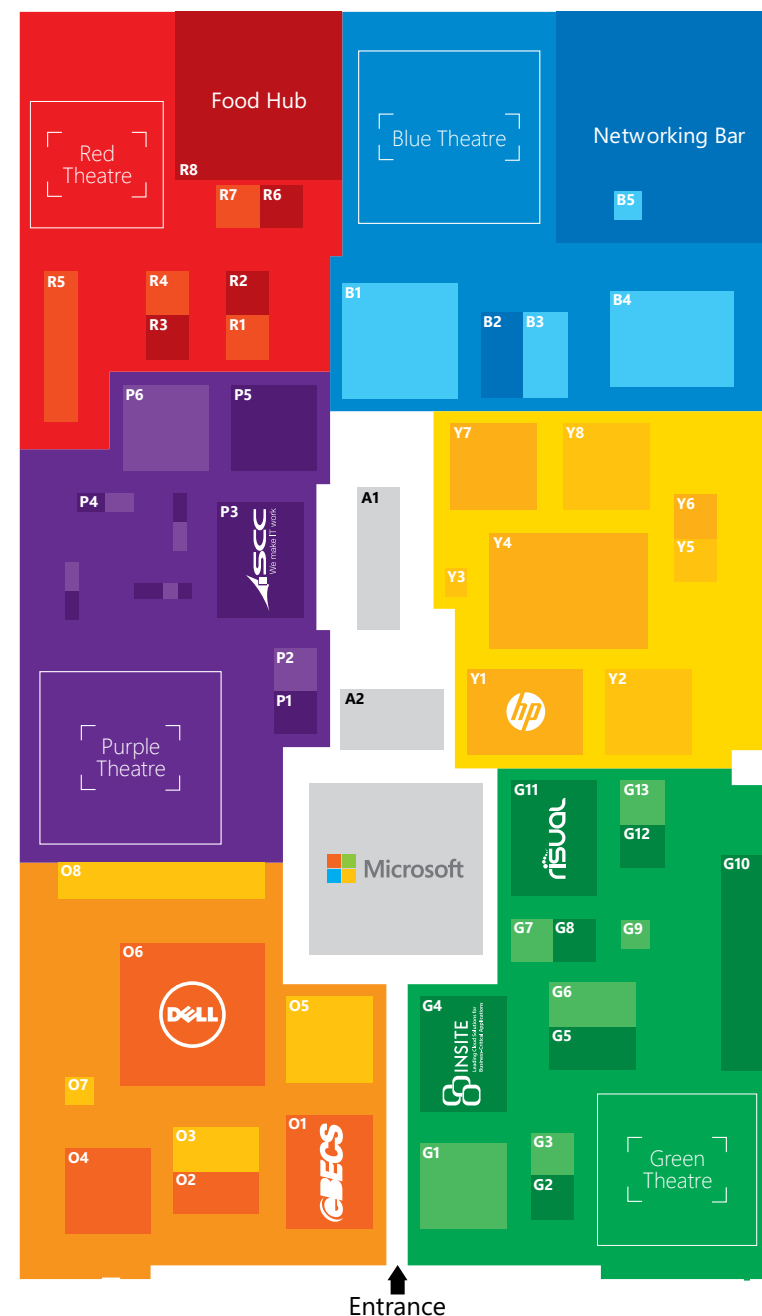
Ultima Business Solutions.....	R1
Veeam.....	G6
Vision Solutions.....	R2
Westcoast UK LTD.....	R5
Xamarin.....	G13
Zynstra.....	R6

Special Areas

A Day in the Life of a Professional: Work.Life.Balanced.....	B4
Avanade Digital Mini Golf.....	G10
HP Charge and Connect.....	O7, B5, G9
HP Rest and Relax.....	Y2
Microsoft Customer Service & Support at The Nimbus Installation.....	A1
Microsoft Devices.....	Y4
Microsoft Dynamics.....	P5
Microsoft Services.....	B1
Microsoft Store.....	P4
Microsoft Ventures.....	O8
Speak Up.....	Y3
The Buzz Hub.....	A2
XBOX.....	O4

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Expo Floor Plan



Entrance

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Future Decoded Keynote

Level 0 – ICC Auditorium

The future we face is uncertain. As the world grows beyond 7 billion people and our societies and economies shift against a backdrop of ever more powerful technology, all we really know for sure today is that we cannot continue as we have for many decades. The ambiguity of our future, combined with the incredible potential of a globally connected society, present a unique set of opportunities and challenges for any organisation and their leaders. Future Decoded is an event that does not attempt to predict the future, but instead will work to decipher it. It is a forum for the UK's business leaders to discover, provoke and provide insight into all the uncertainty we may face in the years ahead. We have assembled some of the world's most influential thought leaders to speak on how we need to evolve our thinking on the forces that are driving how economies are run, how societies develop and the pivotal role that transformational technology will play in making those changes happen.



Satya Nadella

will provide insight into Microsoft's journey and role in enabling and providing our customers with the tools, platforms, insight, and inspiration to make the most of all that the future has to offer.



Jeremy Paxman

will explore and discuss the crucial changes that are currently underway in our society and how they will influence our future.



Sara Murray OBE

will talk of the positive disruption being created by a new wave of entrepreneurship both inside and outside of organizations.



Sir Martin Sorrell

will take us through his vision for the importance of creativity and innovation in a digital, connected society.



Sir Bob Geldof

will shift the focus to the skills that will be critical for our future success and talk about how these need skills can be passed to our children by offering a different perspective on education in the 21st century.



Ronan Dunne

CEO of 02/Telefonica, will talk about how the culture of work needs to shift to take advantage of the digital economy and how business leaders can harness the power of a digital workforce.



Dame Stella Rimington

will share her unique views on leadership in chaotic times and also explore the challenges our society will face around security.

Startups

We'll be hearing from several high-potential startups from around the world who have been working closely with Microsoft Ventures through our Accelerator programmes and BizSpark Plus. Microsoft Ventures sole purpose is to help startups succeed and these programmes are designed to do just that. Bringing new innovations to the stage at Future Decoded represents the future straight from the innovators who are creating it.

Customer Success Stories

Productivity & Social

Location: Level 0 – Expo Hall – Purple Theatre

13:30 – 14:00	A New Age of Selling – Marston's PLC Pubs get social with Dynamics CRM and Microsoft Social Listening	Marston's PLC
14:15 – 14:45	Revolutionising banking by putting customers first	Metro Bank
15:00 – 15:30	Unified Communication: Driving successful user adoption and delivering business value	Schroders
15:45 – 16:15	Reimagining Organisational Culture	RSA Group
16:30 – 17:00	People make games, games make people. Achieving a common good with enterprise social: The legacy Commonwealth Games	NVT & IA Cubed

A New Age of Selling – Marston's PLC Pubs get social with Dynamics CRM and Microsoft Social Listening

Deliver amazing customer experiences and drive sales productivity in a new era where buyers are ubiquitously connected via their mobile device. This is a time when a company's ability to focus on the customer experience matters more than any other strategic imperative to that company's long-term success. In this session Marston's PLC Pubs will share how connecting to the community is a key element of their business strategy to ensure they deliver the best experience to their customers throughout the UK.

Metro Bank revolutionising banking by putting customers first

Metro Bank was founded on a simple precept: to offer the best customer experience, how, when and where the customer wants it. Its motto is "no stupid bank rules" and its focus is on bringing back traditional retail banking, supported by flexible technology. Metro Bank gives its people the apps they need to support the personalised interactions that are the hallmark of its business, and be operationally flexible so that they can take a best practice from one location and implement it across all locations.

Unified Communication: Driving successful user adoption and delivering business value – Schroders

Schroders has successfully deployed a new Unified Communications Solution into their organisation. This session will share the experience of what was taken into consideration to deliver value to the business, explore lessons learned, how the solution has transformed Schroders' business operations, the cultural changes required and the benefits Schroders are seeing of extending communication abilities beyond just phone – turning communication into true collaboration.

Reimagining Organisational Culture – RSA Group

RSAs Global Head of Social Media shares experiences and successes of driving a culture and communication change through the use of social enterprise in their business. Including: how to achieve social adoption in a 304-year old company; top tips on how to maximise social as a business tool; pitfalls to avoid and mistakes to learn from; how storytelling and great conversations can transform a brand; and the future workforce and how Enterprise Social plays to their needs and expectations.

People make games, games make people. Achieving a common good with enterprise social

The legacy Commonwealth Games, Glasgow 2014 Volunteers are the lifeblood of any large athletics event. Finding, co-ordinating, and empowering them has historically been one of the biggest challenges for organisers. Within this session, IA Cubed and NVT will demonstrate how the power of their partnership, together with Yammer, combined to build the first ever community of volunteers, who would go on to play a major part in the Games' success. IA Cubed demonstrate how their work with NVT has broken new ground in the way organisations can quickly build and empower a workforce to deliver on a large scale.

Customer Success Stories

Enterprise Mobility

Location: Level 0 – Expo Hall – Blue Theatre

13:30 – 14:00	Delivering customer value and service excellence in a mobile world	Mitchells & Butlers Natural Resources Wales
14:15 – 14:45	Driving greater efficiencies through a Mobility and Cloud-first strategy, to preserve the police frontline	Cambridgeshire Police
15:00 – 15:30	Achieving organisational transformation through a Mobility approach, redefining customer experience	Guide Dogs
15:45 – 16:15	Delivering customer value and service excellence in a mobile world	Mitchells & Butlers Natural Resources Wales
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Delivering customer value and service excellence in a mobile world – Mitchells & Butlers, and Natural Resources Wales

Find out how Mitchells & Butlers, the largest operator of restaurants, pubs and bars in the UK, moved away from pen & paper systems to improve customer service, increase site managers' efficiency and reduce costs. Gain insight into how they deployed mobile devices, running service-enhancing apps to its retail teams at 1,600 establishments across the country, and what this meant for their business.

As a public body formed by the Welsh Government in April 2013, Natural Resources Wales (NRW) works to protect natural resources in a sustainable way. This sustainable approach runs through the veins of the agency in all that it does, including how it gears its staff for success. The NRW has many of its staff operating in the field, which means mobile connectivity and collaborative working is a vital part of its focus on delivery. Learn how NRW's approach to mobility will help them deliver their purpose – ensuring that the environment and the natural resources of Wales are sustainably maintained, sustainably enhanced and sustainably used, now and in the future.

Driving greater efficiencies through a Mobility and Cloud-first strategy, to preserve the police frontline – Cambridgeshire Police

Cambridgeshire is one of the fastest growing counties in the UK, which provides a variety of challenges for its Police force; not least the delivery of a policing service that meets public need whilst working within the constraints of new funding arrangements. Determined to drive greater efficiencies and redesign policing services to offer residents 'more with less', Mobility and Cloud services help the force ensure ways of working with increasing efficiency to preserve the frontline. A key part of this is the ability to deliver the right mobile applications to users across each and every device, seamlessly providing the same experience and level of security. Join Ian Bell of the Cambridgeshire Police force to learn how they are benefitting from their Mobility and Cloud-first strategy.

Achieving organisational transformation through a Mobility approach, redefining customer experience

The Guide Dogs for the Blind Association story started in 1931, thanks to two women with an amazing pioneer spirit who organised the training of the first four British guide dogs. The charity has come a long way since those early days, and the charity's continued innovative approach has helped well over 29,000 people achieve a life-changing level of independence. Hear first-hand how Mobility is driving transformational change in the organisation, to enable fluid, seamless mobile experiences across a diverse range of device types and user roles. Learn how a Mobility approach can introduce new capabilities and create opportunities to improve the way you work and do business; reinventing the customer experience and accelerating organisational transformation.

Customer Success Stories

Business Insights

Location: Level 3 – Capital Suite – Room 7

13:30 – 14:00	Giving cities a lift with the Internet of Things	ThyssenKrupp
14:15 – 14:45	Technology for Good: Business Intelligence and Big Data approaches challenge the status quo to drive business transformation	JustGiving
15:00 – 15:30	Transforming the customer experience: London travel	Transport for London
15:45 – 16:15	Giving cities a lift with the Internet of Things	ThyssenKrupp
16:30 – 17:00	Transforming the customer experience: London travel	Transport for London
17:15 – 17:45	One Version of the Truth: How Financial Services can drive customer value and satisfaction through data management	Police Mutual

Giving cities a lift with the Internet of Things – ThyssenKrupp

ThyssenKrupp Elevator wanted to gain a competitive edge by focusing on what matters most to their customers: reliability. Drawing on the potential of the Internet of Things (IoT) by connecting their elevators to the cloud, gathering data from their sensors and systems, and transforming that data into valuable business intelligence, ThyssenKrupp is vastly improving operations – and offering something their competitors do not: predictive and even pre-emptive maintenance.

Technology for Good: Business Intelligence and Big Data approaches challenge the status quo to drive business transformation – JustGiving

As a 14 year old company, JustGiving has become instantly recognisable as a way of helping people raise money for causes they care about. The company continues to innovate and take a disruptive approach to utilise technology for good, and has a unique data culture which puts Business Intelligence and Big Data at the heart of their business operations. JustGiving's strategic approach to the tremendous volumes of data they receive, has helped them transform their organisation and add more value to the charities they work with. Learn how the business releases their 'Data Dividend' to drive results, supported by Microsoft.

Transforming the customer experience: London travel – Transport for London

Transport for London (TfL) are rolling out their next generation ticketing platform that provides significant advantages for both TfL and its customers in terms of cost, convenience and ability to offer significantly enhanced customer service. In this session TfL share how the organisation is delivering innovation and the implication of this work for the future of travel, in and around London.

One Version of the Truth: How Financial Services can drive customer value and satisfaction through data management – Police Mutual

The Police Mutual is the UK's largest affinity friendly society, and has been helping police officers, staff and their families with their finances since its formation in 1922. Although much has changed in the police service since the Mutual's early days, the company continues to evolve to stay relevant and beneficial to its more than 200,000 members. With systems changing over the years, the Police Mutual was keen to ensure the overall customer experience remained a good one, and wanted to maintain a single, definitive view of all customer information. Discover how a long-established business still stays ahead of the curve through a nimble approach to data management, including data storage and CRM.

Customer Success Stories

Cloud Platform

Location: Level 3 – Capital Suite – Room 14

13:30 – 14:00	Switching to a hybrid cloud to improve services and reduce costs	Royal Holloway University
14:15 – 14:45	Deliver business agility at scale using cloud services	blinkbox
15:00 – 15:30	Disregarded Cloud as an option for your security-conscious organisation? Learn how a leading support services company successfully delivered Private Cloud infrastructure to support the Defence industry	Landmarc Support Services
15:45 – 16:15	Switching to a hybrid cloud to improve services and reduce costs	Royal Holloway University
16:30 – 17:00	Deliver business agility at scale using cloud services	blinkbox
17:15 – 17:45	Disregarded Cloud as an option for your security-conscious organisation? Learn how a leading support services company successfully delivered Private Cloud infrastructure to support the Defence industry	Landmarc Support Services

Switching to a hybrid cloud to improve services and reduce costs

By moving to a hybrid cloud architecture, Royal Holloway, University of London, has been able to automate the provisioning and delivery of services, improving the user experience, enabling savings, and reducing the IT workload. Enabling Royal Holloway to improve services to users through a self-service portal, save £50,000 in support costs and reduces time routine IT activities by 20 percent and future-proof architecture ensuring the IT department remains a hub of technology for the university.

Deliver business agility at scale using cloud services – blinkbox

blinkbox is a UK movie and TV streaming service that is enjoying strong growth however, the company's London datacentre loomed as a barrier to future growth. To quickly and cost-effectively gain access to the prodigious amounts of compute power and storage needed to perform video encoding, blinkbox moved to the cloud – specifically, Microsoft Azure. By moving its entire video workflow to Microsoft Azure and unplugging its datacentre, blinkbox will save millions of pounds, gain the ability to scale IT infrastructure on demand, and deliver a great customer experience on multiple consumer devices.

Disregarded Cloud as an option for your security-conscious organisation? Learn how a leading support services company successfully delivered Private Cloud infrastructure to support the Defence industry

Originally created to provide facilities management and support services to the Ministry of Defence, Landmarc Support Services has grown to become a world leading provider of integrated and essential support services in military training, targetry and explosives handling locations, including total facilities management, range and training area design, range safety and specialist environmental services. With unrivalled experience operating inside government restricted environments, Landmarc will challenge perceptions that Cloud is not a viable business option in this space. Find out how Landmarc and its customers benefitted from a highly secure Private Cloud infrastructure in a design-to-delivery journey of less than 9 months. The company will share best practice insights, and identify benefits associated with transforming IT from "virtualised" to "cloud".

Briefings and Roundtables

Designed to share and discuss ideas, insights and experiences to help you reimagine your organisation. An opportunity to meet with your peers, with Microsoft experts and our Partners. (Open to all attendees)

Capital Suites are all located on Level 3.

Please follow the event signage..... places are limited and on a first come, first served basis.

13:30 – 14:30	8/10 Relationships start in the office with Microsoft Lumia Smartphones – Briefing on Microsoft devices	Room 1
	Reimagine Finance: Driving Corporate Performance Roundtable with your peers, hosted by Microsoft's UK CFO	Room 3
	How can the IT Function contribute more to your organisation's Innovation agenda? – Briefing in partnership with CIO Connect	Room 9
	A technology approach to delivering exceptional Citizen Experiences – Briefing with London Borough of Newham	Room 10
	Customer Immersion Experience – Productivity Scenarios 'Work from anywhere' hands-on workshop	Room 13
15:00 – 16:00	The Dynamic Manufacturer: An Evolving Business Model – Interactive briefing with Victrex Plc's GCIO & Microsoft's Industry Director	Room 9
	Reimagine Human Resources for a Digital World – Roundtable with your peers, hosted by Microsoft's UK HR Director	Room 3
	The New Age of Selling: transforming your sales team to deliver great customer experiences – Briefing with Marston's PLC	Room 10
	UK Supreme Court: Journey to the Cloud – Transformation story of move to a cloud-based model in just 6 months & with significant IT cost reduction	Room 2
	Microsoft CityNext Workshop: delivering citizen-centric Health & Social Care – Panel discussion with local authority and health organisations	Room 11
	Are budget constraints preventing you from taking advantage of the new technologies? – Roundtable to ease the transition to the cloud	Room 1
	Customer Immersion Experience – Productivity Scenarios 'Collaborate easily' hands-on workshop	Room 13
16:30 – 17:30	Beyond the Omnichannel Tipping Point: what's next in Retail? – Roundtable with Martec Analyst & Microsoft's Industry Director	Room 9
	Healthcare Showcase of 21st Century mobile applications – Interactive briefing where you can vote for your favourite app!	Room 11
	Inclusive Leadership: inspiring a culture of change – Briefing with Panel discussing approaches to leadership & culture	Room 5
	The Future of Marketing: Connecting to customers in the digital age – Roundtable with Primark and Microsoft UK's Director of Marketing Communications, Paul Davies	Room 3
	Customer Immersion Experience – Productivity Scenarios 'Gather key insights' hands-on workshop	Room 13
	Realising results in a digital world with Avanade A step-by-step approach to creating a successful roadmap for today's CIOs and CMOs	Room 1

Microsoft Product Session

Digital Life Demo for a Cloud first, Mobile first world

Location: Level 0 – Expo Hall – Red Theatre

Timing: Sessions will run every 45 minutes from 13:30 till 17:45

See how Windows powered devices using Cloud services and apps can help you get more out of life – work faster, be more entertained – anywhere. Using the latest hardware including Perceptive Pixel, Surface Pro 3, Xbox One and Lumia phones we will demonstrate how to search, create, organise, communicate and relax, moving seamlessly across devices and accessing all your data and content anywhere with Microsoft services and apps.

Rob Epstein, Windows Consumer Lead UK and Ian Moulster, Senior Product Manager, Windows.

Future Decoded Expo Sponsor Sessions

Location: Level 0 – Expo Hall – Green Theatre

Timing: Sessions will run every 30 minutes from 13:30 – 17:30

The Future Decoded Expo Theatres will feature presentations from our sponsors on their product and services offerings. See Partner Session flyer for more information.

13:30	Workspace: Something you do, not somewhere you go Roger Burgess, General Manager – Workspace, SCC
14:00	How Managed Azure or Managed Private Cloud solutions reduce business risk Phil Barden, Sales Director, Insite Limited
14:30	Business Intelligence for all: Microsoft Office 365 and Power BI makes access to BI easier than ever, natural querying capability makes us all Business intelligence Developers Paul Saxton, BI Solutions Manager, eBECS Ltd
15:00	Mobilise your business James Morrish, Chief Technologist, Hewlett Packard UK
15:30	IT at the Heart of Positive Change Alun Rogers, Director, risual Ltd & Tim Gee, Public Sector Sales Manager, risual Ltd
16:00	How SCC helped TalkTalk overcome collaboration challenges with a new Social Intranet Paul Griffiths, SharePoint Practice Lead, SCC
16:30	Migrating to a Software Defined Future Terry Storey, Principle Architect, Cloud & Datacenter, Dell



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At risual we put technology at the heart of positive change and encourage our customers to leverage the most out of Microsoft solutions to ensure they reap the benefits of modern technology. We help organisations realise their full potential with clear value to **engage** with their customers and partners, **empower** their teams and **enhance** their infrastructure and operational processes.

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