

Digital transformation solutions to grow your enterprise.

Strategic briefing for enterprise mobility

Benefits

- Boost agility with real-time, **anywhere access** to business tools and information
- Increase **business security** and embrace **device choice**
- **Mitigate risk** through proven digital asset protection solutions
- Increase **market share** by uncover additional **revenue streams**

Mobile business opportunity



“Productive people and organizations are the primary drivers of individual fulfilment and economic growth and we need to do everything to make the experiences and platforms that enable this ubiquitous”

-Satya Nadella

Beginning digital business transformation

Your Challenge: “Mobile reached a tipping point in 2014 as it solidified its position as one of the most disruptive technologies for business in decades. Not since the advent of the Internet has a technology forced businesses to rethink completely how they win, service, and retain customers. Forrester believes that, in 2015, the gap will increase between marketing leaders and eBusiness professionals who will re-engineer their business to deliver valuable mobile moments... and the majority of executives who will continue to take a myopic approach by considering mobile just as another digital channel.”*

Our Solution: Starting with a business focused conversation helps define a new technology strategy which can transform areas of your business such as customer experience, operations, sales and others. Learn how your IT department can enhance its role as a valued business partner to enable new, mobile workstyles, enhancing productivity and increasing security. This will support your strategy for digital transformation, and allow you to exploit Microsoft's knowledge and experience delivering these solutions for enterprises around the world.

Our Offering: The *strategic briefing for enterprise mobility* from Microsoft Services identifies solution implementation directions together with key component decisions to achieve business outcomes. The offering is delivered in a one day workshop. Business leaders will have the opportunity to express their needs and current challenges and encouragement to discuss the user, the workplace and industry trends that lead to business opportunities. Technical decision makers gain clarity to the solutions business leaders need and support from Microsoft creating a technology roadmap exploring the identified opportunities. Each session contains examples and demos showing developed solutions in action.

Briefing schedule

Morning – Business Drivers (09:00 – 12:15)

- Introductions and expected outcomes
- Enterprise mobility envisioning
- Mapping business outcomes
- Up to four example enterprise mobility scenarios

Afternoon – IT Drivers (13:00 – 16:30)

- Review of the morning session
- The importance of the network
- Solution Considerations
- Capabilities Concepts
- Infrastructure Options

For more information about consulting and support solutions from Microsoft, contact your Microsoft Services representative or visit www.microsoft.com/services

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Business Scenarios that transform



IT Services that enable new business opportunities

The Strategic Briefing for Enterprise Mobility:

- **Provides an overview** of trends in the market place, from our customers, and meetings with analysts (Forrester, Gartner, IDC etc.).
- **Demonstrates Microsoft's strategy** today and with the next version of Windows® to provide the best end user and consumer experiences.
- **Highlights areas of strategic value** you should consider and areas that we recommend that you move forward in to maximize value today and to carry that investment forward into the future.
- **Demonstrations of real-world Enterprise Mobility solutions** in the areas of access, management, end user productivity, and cloud services.

Helping to develop your mobility strategy

Microsoft has developed a framework to identify business opportunities through the adoption of mobile technology solutions. The structure for the Strategic Briefing follows Microsoft's framework for Enterprise Mobility by breaking the discussion into five key topic areas:

