

Application Platform Optimization



Overview

This one-day briefing at the Microsoft® Technology Center (MTC) is designed to provide your company a clear and actionable plan for how the Microsoft Application Platform can help you achieve your strategic business objectives. Through scenario-based demonstrations and discussion, we'll help your key business and technology stakeholders envision technology-based solutions in areas such as data management and business intelligence, service-oriented architecture, the user experience and application life cycle management that can help your organization reach its full potential.

Benefits to Your Organization

Attending a briefing will help you understand how your organization can:

- Align your information technology investments with your strategic business objectives.
- Embrace and manage emerging technologies and standards for business advantage.
- Enable business process integration inside and outside your organization for improved efficiency.
- Maximize the value of information technology by taking advantage of existing investments.

In addition, a discussion of sustainable IT initiatives may be an option when questions about environmental impact arise. Enterprises are evaluating the environmental as well as financial costs of maintaining an infrastructure, and technologies like virtualization, cloud computing, and the software-plus-services model provide ways of addressing such concerns.

Agenda

During the strategy briefing, we will explore your strategic business objectives, visit the Envisioning Center for a scenario-based demonstration of the Microsoft platform, and lead you through a series of discussions focused on solutions most relevant to your priorities. Prior to your arrival at the MTC, we'll work with you to determine your organization's objectives and tailor the briefing agenda accordingly.

At the Conclusion

- You will have a better understanding of how the Microsoft Application Platform can help your organization achieve its strategic business objectives.
- You will have a clear and actionable plan to help guide your organization through the evaluation of one or more Microsoft-based solutions.

Primary Audience

Stakeholders who wish to explore how the Microsoft platform can help better align technology investments with their organization's strategic business objectives:

- Line-of-business stakeholders
- Information technology stakeholders
- Engineering & development leadership
- Business partners

Contact Information

To schedule a strategy briefing, contact the Microsoft Technology Center in your area:

Atlanta • Bangalore • Beijing • Boston • Chicago • Dallas • Dubai • Dublin • Irvine • Munich • New York • Paris
• Reston • Silicon Valley • Taipei • Thames Valley (UK)

Strategy briefings are also offered at the MTC Envisioning Center locations. To learn more, go to www.microsoft.com/mtc.