

Strategy Briefing



Overview

A one-day briefing at the Microsoft® Technology Center (MTC) is designed to provide your company with a clear and actionable set of next steps on how a Microsoft solution can assist you in achieving your key business objectives. Through discussion and a scenario-based demonstrations, we'll help your key business and technology stakeholders envision technology-based solutions 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.
- Maximize the value of information technology by taking advantage of existing investments.
- Embrace and manage emerging technologies and standards for business advantage.
- Enable business process integration inside and outside your organization for improved efficiency.

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

- Discuss the impact of business challenges and how technology can have a positive effect.
- Uncover issues that may not have been addressed previously.
- Deliver a “day-in-the-life” demonstration.
- Answer questions related to the demonstration.
- Interact with Microsoft industry specialists where appropriate and deliver industry-specific demonstrations.
- Determine next steps and high-level timelines as dictated by the day's discussions.

At the Conclusion

- You will have a better understanding of how Microsoft and partner solutions can help you achieve your identified key business objectives.
- You will have a clear set of actionable next steps, which you will be able to use as a guideline through the next phase of evaluating Microsoft solutions.

Action Plan

Identify new opportunities, establish a shared vision, and, with key decision makers, determine the next steps. The recommendations are based upon the MTC architects' extensive experience in designing and deploying customer solutions. The MTC architects focus on helping your organization reach the next level of systems maturity and how it can accelerate innovation and response to business needs.

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
- Business partners
- IT decision makers
- Business decision makers
- Information technology stakeholders—chief information officers (CIOs) and chief technology officers (CTOs) and their direct reports

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.