

Office Business Applications



Overview

This one-day briefing at the Microsoft® Technology Center (MTC) is designed to provide your company an overview of Office Business Applications (OBAs). The briefing begins with an examination of your company's application environment, as well as your technical and business objectives. Through scenario-based demonstrations and discussions, we'll help your key stakeholders envision solutions built on the Microsoft Office system that center on users and processes and can enable your organization's users to reach their full potential.

Benefits to Your Organization

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

- Increase user adoption of and satisfaction with line-of-business (LOB) systems by providing access to application data in the familiar Microsoft Office environment.
- Identify and address the "results gap" that exists between your users and currently deployed LOB systems.
- Support unstructured, "people-centric" processes.
- Address collaboration and business insight requirements across all levels of the organization.

Agenda

The briefing agenda is tailored to meet your organization's objectives, which are set prior to your arrival at the MTC. In our Briefing Suite, you will:

- Learn how the Microsoft Office system can be extended and customized to integrate LOB systems.
- Explore the challenges (user adoption, user experiences, and expectations versus results) that users are currently encountering with existing LOB systems and detail functional requirements.
- Visit the Envisioning Center for a scenario-based demonstration of solutions built on the Microsoft platform.
- Identify opportunities for integrating OBA solutions with your LOB systems to materialize the benefits listed above.

At the Conclusion

- You will have reviewed, identified, and clearly defined the results gap that hinders your organization's ability to fully capitalize on your investment in your LOB systems.
- You will have learned how the Microsoft Office system can be extended and customized to integrate your LOB systems.
- You will have prioritized the opportunities to address the identified results gap by better aligning LOB systems with your organization's user expectations and business processes.
- You will have an actionable plan for realizing the opportunities to address the results gap by using the Microsoft Office system and the broader Microsoft platform.

Primary Audience

Stakeholders who wish to explore how the Microsoft platform can help extract maximum value from investments in LOB systems through solutions centered on users and business processes:

- Line-of-business stakeholders
- Information technology stakeholders
- 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.