

# CIO Newsletter

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## Collaborative work powers the generation of ideas.

In order to be successful in a changing world, more and more companies admit they need to adopt new and more social working styles. Organizations are increasingly receptive to corporate social platforms that integrate with programs they use daily, turning the social experience into an actual productivity tool. All members collaborate to suggest ideas and actions that will drive the company forward. Let's see how this trend develops.



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## Trends



### Social radiography of every company

Take a look at the model to determine the social collaborative status of an organization. It was developed by Microsoft and the Eller MBA program of the University of Arizona.

[Learn more.](#)



### Microsoft's vision

Learn about our perspective about this trend: "Social technology will become a natural characteristic in our way of working with colleagues and customers". [Learn more.](#)



## News



### Important designation for the region

Microsoft named Hugo Santana Lodoño to Lead its Enterprise and Partner Group in Latin America. He will collaborate with the main companies of the region. [Learn more.](#)

### Main trends for 2014

Many customers are better managing their data, business devices are becoming more popular and Yammer is being positioned as an alternative for internal communications.



[Learn more.](#)



### The development of social collaboration

The working environment is increasingly mobile. That calls for a more collaborative approach to businesses and for a new design of long-term processes. [Learn more.](#)



## Events



### Enterprise Social: unifying your working team.

We'd like to invite you to a presentation where you will find out how to turn your data, employees' perspectives and opinions in proposals and value actions. [Register today.](#)



## Success Case



### TV Record

The Brazilian TV operator adopted Microsoft Lync Server 2013 because it needed to control telephone costs and optimize their conference and connection services with their over 5,000 employees. [Learn more.](#)



### Intelbras

In order to make their operations more efficient, the Brazilian telecommunications company incorporated Project Server 2013. They can now make reports in just minutes instead of weeks, accelerating the pace of their business. [Learn more.](#)



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