

Unified Communications
Organized Intelligence
Collaboration Successful
Anywhere Focused
Faster Enterprise Search

the future of productivity
starts here ➔

Teamwork Streamlined
Process Decisions Efficient
Smarter Clarity ROI
Enterprise Content Management
Productive Confident
Always Connected Anytime
More informed Prepared
Business Intelligence

A quick guide to
understanding
how Microsoft
enables business
productivity

Microsoft | Customer Immersion Experience

Microsoft | Customer Immersion Experience

Dear Customer,

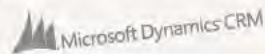
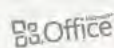
Thank you for participating in the Microsoft® Customer Immersion Experience (CIE). We hope you had fun experiencing a day in the life of Karen Berg and her co-workers.

We know that “productivity” can mean different things to different people; however, we believe everyone can agree that the definition of productivity can no longer be limited to getting individuals to do things faster or for less money. For an organization, the future of productivity requires making it easy for a group (or multiple groups) of people to work together to achieve common goals.

During the CIE you had an opportunity to experience first-hand the “Day in the Life” of Karen Berg and her team. You saw how the Microsoft business productivity platform could be used to make better decisions not only faster, but also more effectively. This guide serves as a high-level summary of your experiences.

Thank you,

The Microsoft Team





INTRODUCING CHARLES

Charles is the **Past of Productivity**. He works really hard and means well, but he is just not as effective as he could be without the tools and business processes he needs to be one step ahead, instead of one step behind.



INTRODUCING KAREN

Karen is productive. You saw that today as you participated in the CIE. She is efficient with her time and has access to the information and people that she needs to make informed decisions, whether she is at the office, at home or on the go.



INTRODUCING *FUTURE YOU*

By attending the CIE, you have taken the first steps to embracing the **Future of Productivity**. Beyond the features, functions and business processes that you saw during the CIE, imagine the possibilities for you, your team and your entire organization.

BUSINESS INSIGHTS

COLLABORATION

UNIFIED COMMUNICATIONS

CHARLES

'I think my numbers are close enough; they aren't guesses, they are estimates.'



Charles, to no avail, has spent days trying to find the right data to run his report. With the report due in the morning, what is he going to do?

Charles just received edits on his proposal from everyone on his team, which means 10 different versions, conflicting feedback and an entire afternoon spent trying to rationalize the document.

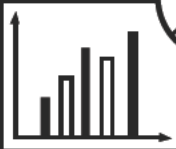


Charles is alone and hungry in his dark office. He needs to get a proposal out tonight but is still waiting on a vendor to provide a quote, which she promised to send 'right after I get home from running a couple of errands.'



KAREN

Karen has easy access to tons of data trends and financial records.



With reports at her fingertips, she can now make an informed decision and move forward with her proposal.

Version control is no longer an issue for Karen. She can have all of her teammates edit and work on the same document at the same time from various locations.



Karen is seamlessly catching up on work and her personal calendar before she even gets into the office by using her Windows® Phone with Lync® 2010.



THE FUTURE YOU

With one search query, you can now search millions of rows of data across your entire organization, giving you fast access to the information you need.



Streamlined business processes make document publishing the responsibility of the entire team, which saves time, and even more importantly increases effectiveness, quality, perspective, involvement, approval and versioning.



You are now empowered to be efficient and productive anytime, because you have access to the information and applications you need to get your job done from anywhere on any device.



Be productive on the go

Like many of us, Karen strives to find a balance between work life and personal life every day. She realizes that she needs to stay in touch with her family while at work, and connected to work while with her family, without sacrificing one for the other. With Microsoft Office Mobile and her Windows Phone, finding that balance has never been easier.



← Access, change, and share Office documents and notes easily, using Office Mobile

- Read personal and work email on the same phone
- Manage your day effectively with a consolidated view across multiple calendars
- Compliance with corporate IT policies to protect critical business information



"We are definitely more productive with Windows Phone. The feature rich email and Office experience makes working on the go much easier."

— Jessica Carmen,
IT Operations & Compliance Specialist,
Wunderman

Products showcased

Windows Phone
Office Mobile
Lync Mobile
Windows 7

Stay on top of your inbox

Unlike Karen, most knowledge workers feel like they receive an unfair share of the estimated 294 billion email messages* sent each day worldwide. With the latest version of Microsoft Outlook®, Karen no longer has to worry about missing emails or wasting time sorting through irrelevant messages. She is able to reallocate her time to more strategic initiatives, like attaining her quarterly sales quota.



← See and send secure voicemail messages from your PC, phone and browser

- Organize your inbox in a couple of clicks to focus on the more important emails
- Ignore unnecessary conversations, moving entire conversations (including future emails) immediately to your recycle bin
- Follow email conversations with contacts and customers to stay abreast of opportunities in Microsoft Dynamics® CRM from within Outlook
- Leverage integrated presence to instantly connect with other people



"We used to spend one or two days looking for information we needed for legal requirements. Now, with multi-mailbox search in Exchange Server 2010, we can find what we need in an hour or less."

— Julio Sandoval,
Head of Middleware,
Binaria

Products showcased

Office 2010 (Outlook)

Exchange 2010

Lync

Microsoft Dynamics CRM

Windows 7

Communicate in real time

Karen needs to be able to make informed decisions, which means speaking with subject matter experts and collaborating with her team to respond quickly and accurately. For many organizations today, including Karen's, teams are distributed across locations, and key people often work remotely. By using Lync communications capabilities, Karen is able to achieve this seamlessly.



← Easily share your desktop applications and other real-time content with people across the world

- Elevate peer-to-peer instant messaging chats to conference chats, to conference voice, and to conference video
- Quickly identify and connect with subject matter experts to get the answers you need, when you need them
- Record your online meetings for offline reviews



"The telecom world is changing. People want more than voice: they want their voice solutions integrated with their business processes."

— Michael Kerle, Senior Director
Product Strategy, Corporate Business,
Swisscom

Products showcased

SharePoint 2010
Lync
Lync Mobile
Windows 7

Gain business insights

Karen wants to make sure that the decisions she makes are not only timely, but also strategic for her company. By utilizing out-of-the-box business intelligence capabilities when working on her proposal, Karen is able to perform powerful what-if analyses that compare potential scenarios using differing budgets, resources, and project prioritizations. Using familiar analytics tools such as Microsoft Excel®, Karen gives her team the information they need to make an informed and confident decision.



Empower decision makers by creating, publishing, and sharing information with rich, functional dashboards and scorecards

- Put the right tools and the right information in the right hands, for improved decision making across the enterprise
- Improve companywide accountability by surfacing business data through familiar, easy-to-use tools
- Understand and evaluate business processes, with a real-time view of workflows and internal systems
- Create powerful, visual data visualizations and bring complex diagrams to life



"We didn't want our business to adapt to the software, we wanted the software to adapt to our needs. Microsoft technologies offered the flexibility and interoperability that we needed."

— Phillip Robinson, Land Manager,
Samson Investment Company

Products showcased

Office 2010 (Excel)
SharePoint 2010
Project 2010
Visio 2010
Windows 7

Create content collaboratively

Karen has a time-sensitive proposal due to a very important customer. As with other documents typically created in most organizations, Karen's proposal requires input from multiple people and review by many stakeholders, so she must retain granular control over change history. Karen uses the tools at her disposal to manage a process that allows her to be a contributor, instead of wasting valuable time and effort coordinating the contributions of others.



← Leverage the time and talents of multiple participants to pull together a document

- Use real-time co-authoring of your sales document, to streamline content creation
- Easily kick off an approval workflow to comply with auditing requirements and/or acquire appropriate managerial approval
- Enable easier document version control



"Collaborating through SharePoint Server, I'm connected all the time. It's really like people are in the next cubicle, whether they're one mile away or 100 miles away."

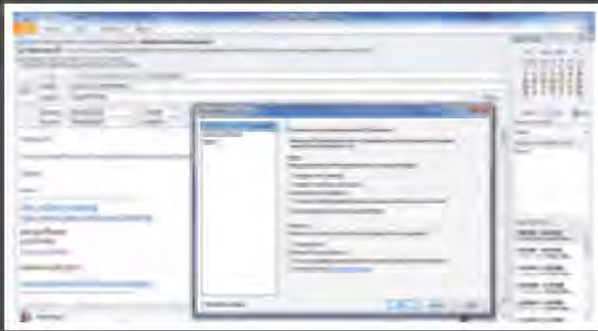
— Jim Whitmoyer,
Business Applications Manager,
Sony Electronics

Products showcased

Office 365
Office 2010 (Word, PowerPoint)
Lync
Windows 7

Connect with customers

Challenging schedules, significant distances, and even bad traffic keep teams from meeting in person with clients and each other. Understanding the importance of her work, Karen uses Lync to schedule an online meeting with her customers. Even though her customers do not have an audio/video conferencing solution, they are able to join the meeting via a web browser or regular phone line. With everyone joined online to the meeting, Karen can present her PowerPoint® presentation, and then switch to her webcam to make the conversation more personal.



← Join a meeting with one click, instead of needing a phone bridge number or passcode

- Connect with customers and partners outside of your organization
- Collaborate in real time across the globe, without ever leaving the office
- Easy access control of outside participants to online meetings



"With Microsoft's vision utilizing a single platform for voice, e-mail, IM, and conferencing, Sprint can deploy a true unified communications solution."

— Joe Hamblin,
Manager of Unified Communications for Client Services,
Sprint Nextel

Products showcased

Exchange 2010
Office 2010 (Outlook)
Lync
Lync Mobile
Windows 7

Take your company to the next level

Microsoft productivity solutions can improve your employee's ability to communicate effectively and collaborate efficiently utilizing existing information and resources.

Getting started is easy.



Contact your Microsoft account manager or representative

Every business is unique and has its sets of challenges. Speak to your Microsoft representative to identify the right solutions for your business.



Explore the cloud on your terms

Enjoy the power of choice with Microsoft Office 365. An Office 365 trial account was provisioned for your CIE session. Ask your Microsoft representative to make this account available to you to "play around" at your own pace.



Bring CIE to your company

Evangelize the merits of productivity - If others in your company might benefit from experiencing the Microsoft productivity platform, ask your Microsoft representative to schedule another CIE session. CIE facilities are available all over the world.



"Microsoft helped us launch from a legacy infrastructure to a solution that provided better business value to all our people."

— Kevin Flowers,
Coca-Cola Enterprises

 Microsoft Office

 Microsoft SharePoint

 Microsoft Exchange

 Microsoft Lync


 Microsoft Project

 Microsoft Visio

 Microsoft Office 365

 Windows

 Windows Phone

 Microsoft Dynamics CRM

Watch the video



Get the free mobile app at
<http://gettag.mobi>

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