

Microsoft®
Customer Immersion Experience

CIE 3.0 overview

July 2011



CIE is...

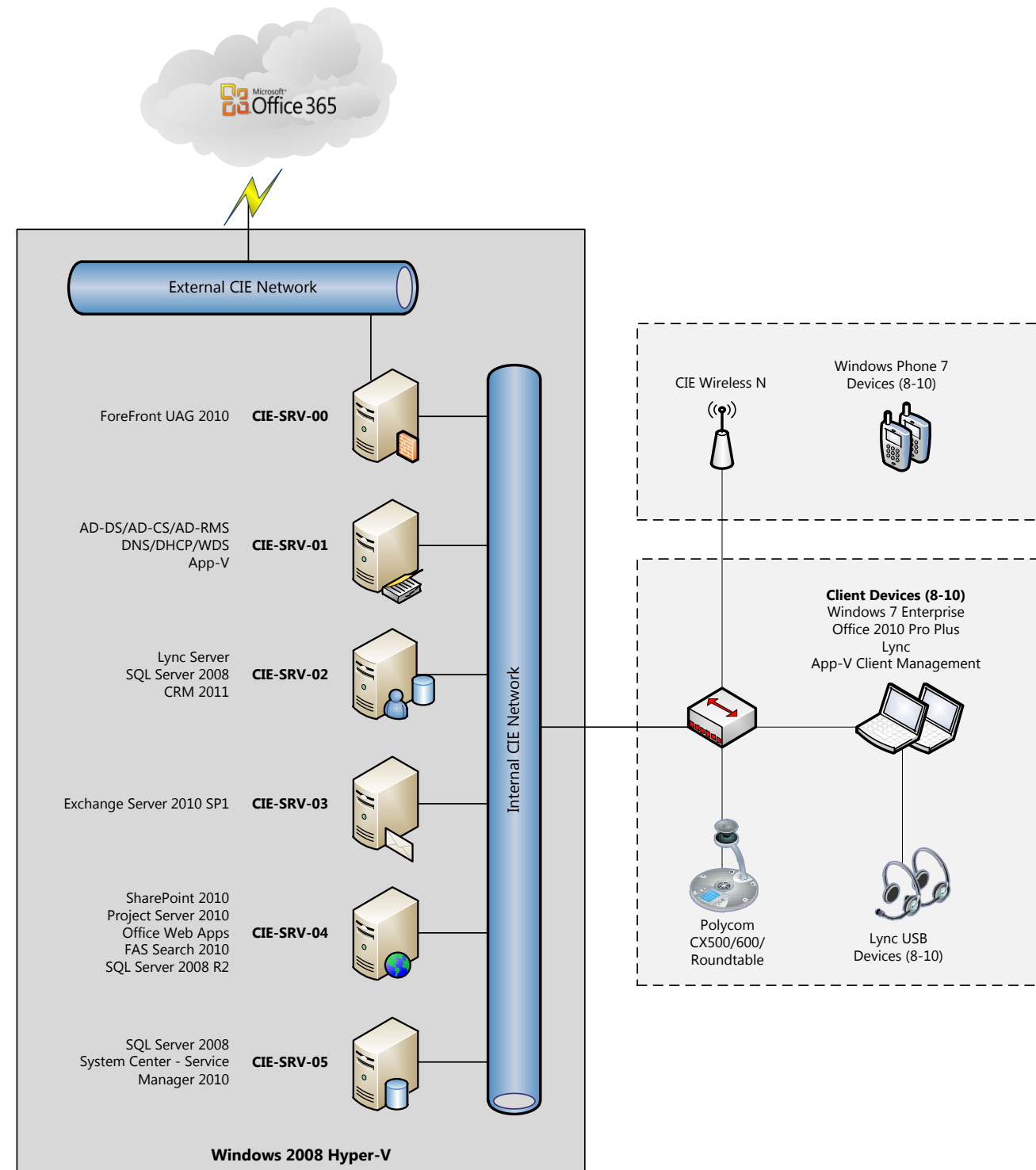
- A tool to help **accelerate sales**
- A hands-on experience for customers to **test-drive** the productivity platform
- A simulated **day in the life** of a business running:
 - Office 365, Office, Exchange, SharePoint, Lync, Project & Visio
 - Windows, Windows Phone, Dynamics CRM & System Center
- Available in over **130** Microsoft locations & **60** partners locations worldwide

CIE technical architecture

CIE is made up of 6 Windows virtual machines hosted on a Windows 2008 R2 server running Hyper-V:

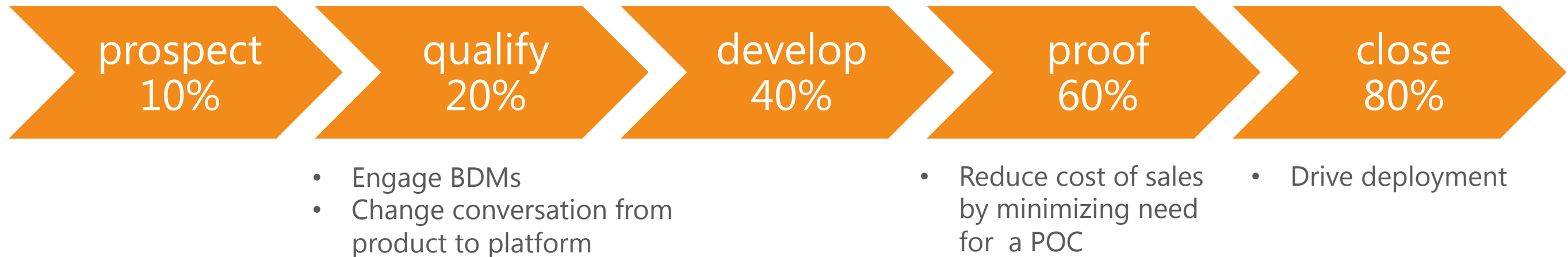
1. VM 1: Forefront UAG 2010
2. VM 2: Active Directory Services & App-V
3. VM 3: Lync , SQL Server 2008 & Dynamics CRM 2011
4. VM 4: Exchange 2010 SP1
5. VM 5: SharePoint 2010, SQL Server 2008 & Project Server 2010
6. VM 6: System Center Service Manager 2010

In addition, the CIE leverage a trial Office 365 E3 tenant for seamless connectivity to the cloud



How does the CIE fit in the sales cycle?

- Best fit is **early** in the sales cycle, around **20%**
- EA **renewal**
- **Upsell** to ECAL
- In **compete** situations against Google Apps, Cisco, IBM & Open Office



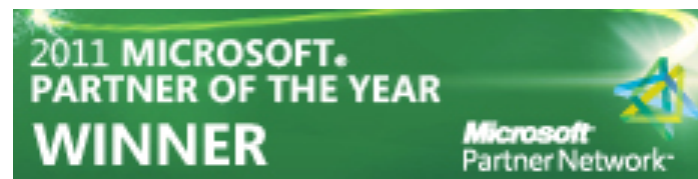
The CIE drives success!




- Outcomes from 12 month execution
 - Sales pipeline in MSFT licenses: about 2M\$
 - Sales pipeline in Victrix Services: about 1.5M\$
 - Relationships with Microsoft have never been better
 - Helping Microsoft close their business faster



- Branded as Movilab and CIE goes Mobile!:
 - 220+ participants (75% BDM)
 - Over 90 Sessions
 - Local engagement through marketing campaigns
- Outcomes
 - Licensing New Revenue boosted 45%
 - Sales cycle shortened 65%
 - Deployment Drives Revenue (Licensing/Services)



CIE 3.0 storyline | “Day in the life” at Contoso



Karen Berg
Sr. Account Manager

Karen Berg is a Senior Account Manager for Contoso. Karen is responsible for creating widget solutions for the demanding needs of Contoso's vast client base. Karen joined Contoso in 2006. Karen




Julian Isla
Sr. Business Development Manager

Julian Isla is the Senior Business Development Manager. As Senior Business Development Manager, Julian is responsible for establishing and creating strategic partnerships with like minded companies to create



Allie Bellew
Salesperson

My role at Contoso is Salesperson. I was involved in the Six Sigma Analysis project. I enjoy execution management. I really like what I do at this company. We work hard on projects such as Six Sigma



Molly Clark
GM of Online Sales and Affiliate Marketi

I am the GM of Online Sales and Affiliate Marketing. In this role I oversee a number of online resellers and Contoso affiliated partners. I joined Contoso in 2006. Prior to Contoso, I helped build several



CIE 3.0 storyline | be productive on the go



Objective

- Experience how to effectively manage personal and work-related email, calendar and documents from anywhere with a Windows Phone
- Learn about the unique benefits of Office mobile

Narrative

- Contoso's Karen Berg gets ready for a typical busy day by catching up on work/ personal calendar and email on her Windows Phone

User experience

- Participants will manage email, work/ personal appointments, and review documents stored in their SharePoint workspace

CIE 3.0 storyline | stay on top of your inbox



Objective

- Explore the unique benefits of Outlook 2010 to effectively manage our inbox
- Learn about Outlook's integration with Dynamics CRM and SharePoint

Narrative

- Karen navigates through her email deluge and quickly gets to her important emails

User experience

- Effectively managing their inbox with features like "Conversation view", "Ignore/ Cleanup conversation" and "Search Folders"
- Exploring the benefits of integrated voicemail transcription
- Understanding the capabilities around sending/ receiving secure emails and voice messages
- Experiencing Outlook's tight integration with Microsoft Dynamics CRM

CIE 3.0 storyline | communicate in real time



Objective

- Explore Microsoft's unified communications bringing together IM/presence, voice, video, conferencing and applications sharing
- Experience contextual communications from within Outlook, SharePoint, CRM or any presence enabled application
- Learn how to easily find and communicate with people using integrated search capabilities

Narrative

- To help put together a good sales proposal, Karen needs to find an expert in emerging markets and leverage Contoso's internal knowledge base

User experience

- Learning to find an expert in the organization using enterprise people and skill search capabilities in Lync and SharePoint
- Experiencing unified communications – elevating peer to peer instant messaging chats to conference chats (with multiple parties), to conference voice, to conference video, and expanding to the ability of sharing applications & real time content

CIE 3.0 storyline | gain business insights



Objective

- Showcase how to optimize a Project portfolio
- Analyze complex and voluminous data using familiar Office tools to make sound business decisions

Narrative

- Karen leverages familiar BI tools to mine sales data trends & financial records to identify the products that can be discounted
- The data she uncovers will be used to form the basis for the sales proposal for A. Datum

User experience

- Leveraging Project's portfolio optimization dashboard to assess impacts of budget cuts
- Using interactive BI tools including dashboards, decomposition trees, Excel slicers and Sparklines to analyze business data

CIE 3.0 storyline | create content collaboratively



Objective

- Showcase document management capabilities in Office 365
- Experience real time co-authoring of documents with Office & SharePoint

Narrative

- Leveraging the sales office in Singapore, Karen asks Allie Bellew to lead the actual effort of putting together the A. Datum sales proposal
- Karen can easily enrich the proposal with artifacts created with Visio and Project

User experience

- Exploring the ease of diagramming with Visio to illustrate complex real-time data
- Experiencing real-time co-authoring of an Office word document (the A. Datum sales proposal)
- Understanding how approval workflows can be leveraged in an organization to comply with audit/ due diligence
- Appreciating the power and versatility of slide libraries

CIE 3.0 storyline | connect with customers



Objective

- Explore the use of integrated Outlook calendaring and unified communications tools to connect with customers and partners outside the organization

Narrative

- Collaborating with colleagues across the globe, Allie has put together a winning proposal and will leverage Contoso's online meeting capabilities to invite her client to an online meeting where she will deliver the proposal without leaving her office

User experience

- Participating in a structured Lync meeting to communicate the sales proposal with A. Datum