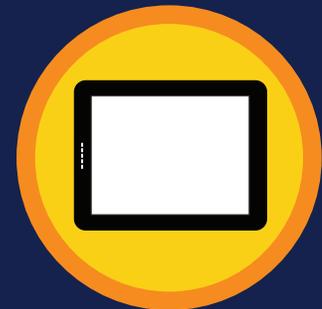


The Business Value of Enterprise Mobility



Mobility has overtaken the Enterprise. With employees demanding to work anytime, anywhere from any device, and a new era of informed, digitally savvy, always-on consumer changing the way businesses engage with their customers, businesses must respond.

Many businesses have found themselves in a reactive state, scrambling to pull together a comprehensive mobility strategy across their business and IT leaders. As information and technology have become more intertwined with the customer experience, we're seeing more technology spending happening outside of IT, within the lines of business. This often creates shadow IT, and can be risky if consumer grade solutions are being used for business purposes. IT leaders often find themselves supporting multiple, disparate solutions across their enterprise, increasing costs, risk and complexity.

The State of Enterprise Mobility

Mobility has overtaken the enterprise. For business leaders, embracing enterprise mobility provides opportunity in three key areas: Empowering Employees, Business Transformation, and Delighting Customers.

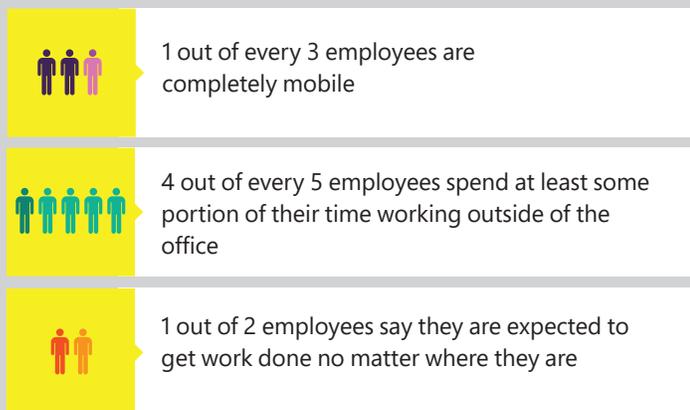
It's time for business and IT leaders to come together to build a proactive, strategic and sustainable enterprise mobility strategy that will enable them to break through this complexity and transform their business for a mobile-first, cloud-first world.

Microsoft can help. We are the technology partner that provides end-to-end, enterprise grade business mobility solutions that meet the challenges and aspirations of business and IT leaders alike; enabling companies to seize the mobile opportunity, and gain a long-term, sustainable competitive advantage.



Empower Your Team

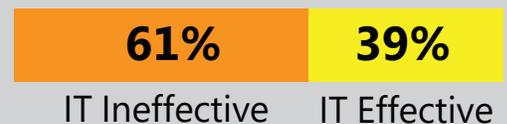
Employees are more mobile today than they've ever been



However, 61% of global employees believe IT is ineffective at helping them be fully productive.

CEB, *IT Impact Report: Five Key Findings on Driving Employee Productivity*, Arlington VA, Q1 2014, Page 1

Mobility Solutions



As you consolidate solutions across your organization, seek to control spending, and create security around your critical business data and apps, you need every advantage that mobile solution technology provides.



Transform Your Business

Gartner suggests the "highest value implementations are among those that radically alter or supplant existing processes, eliminate superfluous business processes [and] dramatically extend or invent new 'information infused' products or services."

SOURCE: (Gartner, "Predicts 2014: Innovating With Information Will Demand New Data, Organizations and Ideas," Nov. 29, 2013).



IMPLEMENT CHANGE
that radically alters
or supplants existing
processes



ELIMINATE
superfluous business
processes



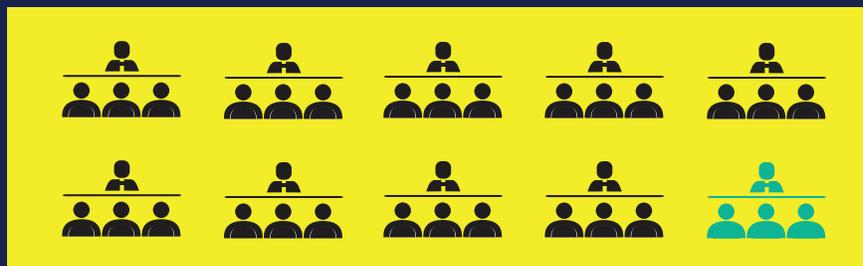
EXTEND OR INVENT
dramatically new "information
infused" products or services

Delight your Customers

Studies show that customers are already more than half way through their purchasing decision process before they engage with you. They seek information about you and your products from an amazing number of available sources: internet searches, your company website, your competitor's website, their social network (Facebook, LinkedIn, Twitter), professional communities, and news outlets (WallStreet Journal, Financial Times, Bloomberg, Reuters).



Customers are becoming increasingly less reliant on engaging with salespeople in order to get educated and make a buying decision.

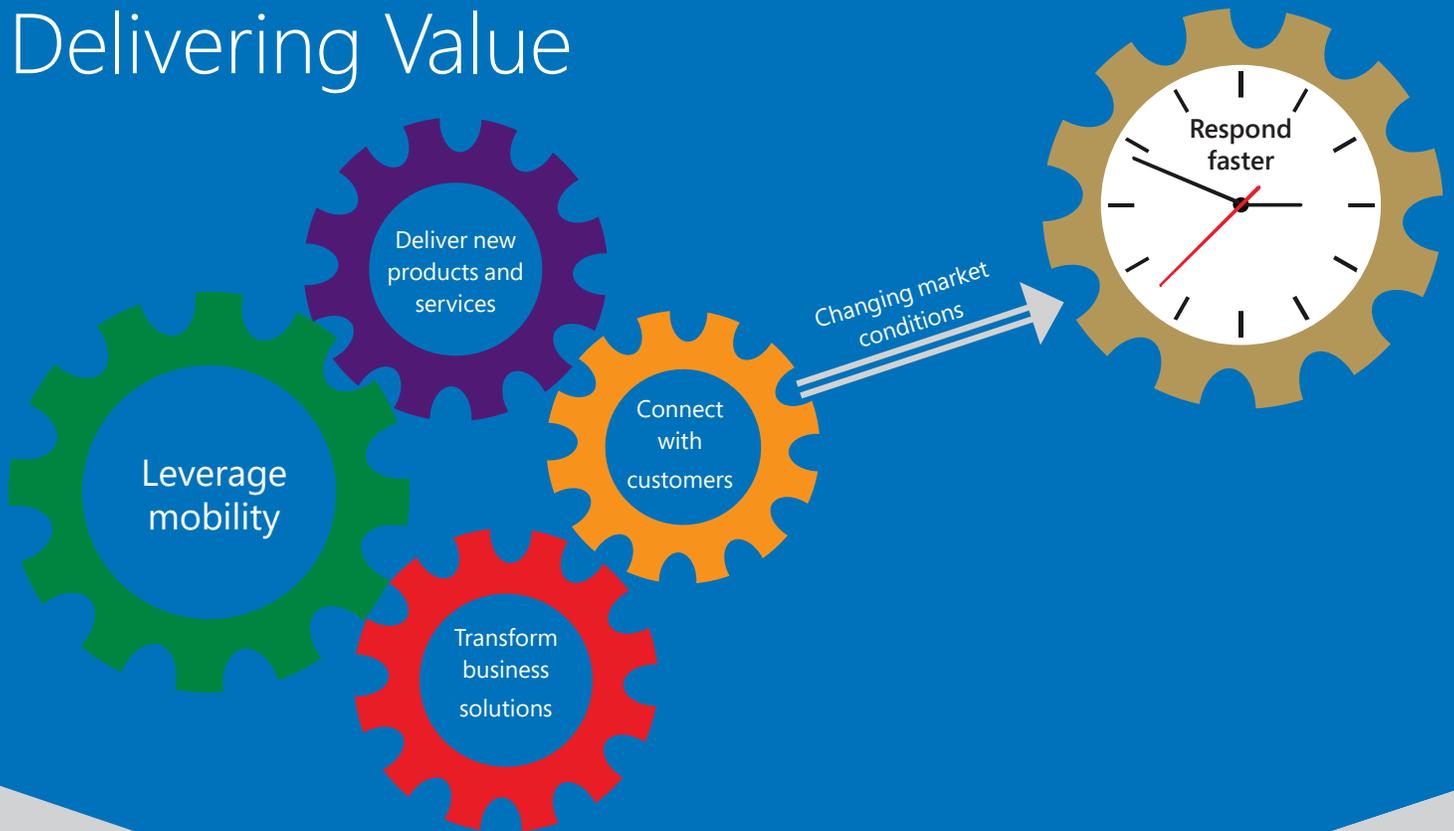


9 out of 10
business-to-business
buyers say when they
are ready to buy, they
will find you.



Buying decisions are often made before you can even engage. Salespeople and companies must react to this with sales productivity solutions that help salespeople become trusted advisors. Your salesforce needs to be able to cut through the clutter and zero in on what is important. The devices in their hands need to help them win faster and sell more.

Delivering Value



Business Ready Devices: Choices are Key

Windows phones, tablets, and pcs offer your users everything they need for both their lives: the one at work and the one at home. And they offer you lower TCO and a higher ROI, since users won't need two devices -they'll have their secure business apps on the same device they use for family and fun. You'll be able to offer CYOD scenarios, while still managing BYOD securely. All this at a lower price point. Windows devices offer straight-forward business value you can take to the bank.

Source: Forrester Total Economic Impact (TEI) study
Source: Nucleus Research The Real TCO study



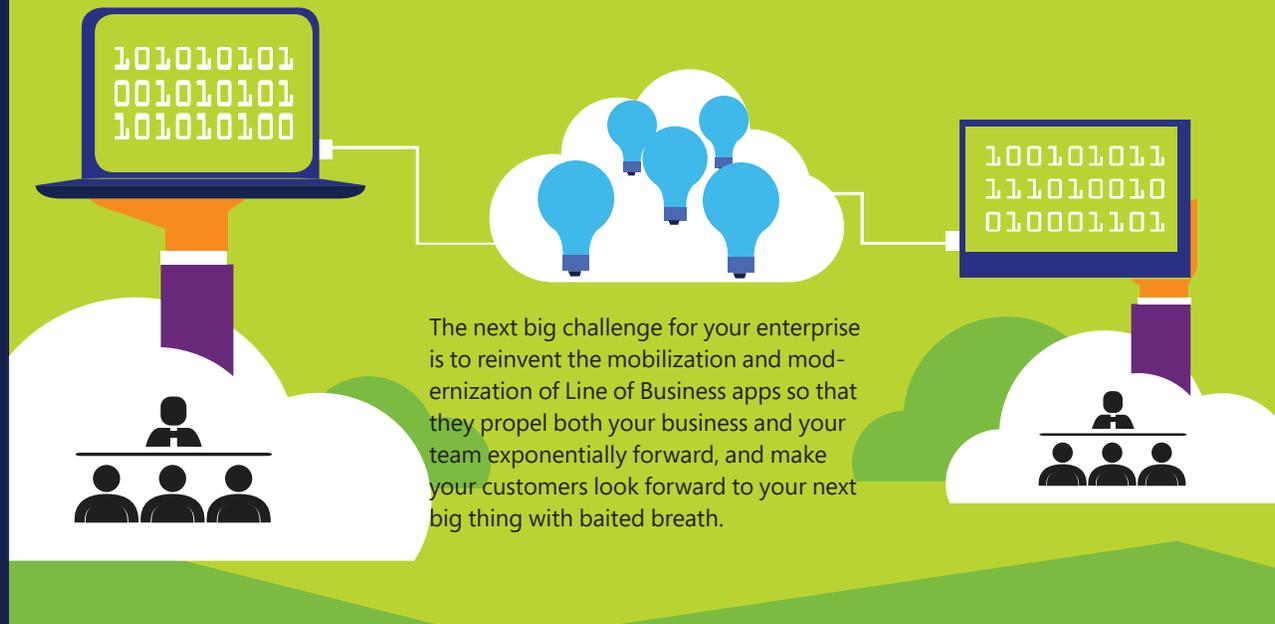
Productivity Anywhere

Fifty-three percent of office workers would be willing to work more hours in exchange for working outside the office, while twenty percent of workers said they'd take a pay cut for the same flexibility.

Microsoft productivity solutions, like Office 365, allow users to stay productive wherever and however they are working, while protecting data across devices and the cloud—maintaining compliance with leading worldwide standards. When combined with secure and manageable business ready Windows devices, IT leaders can rest assured that their corporate data is protected.



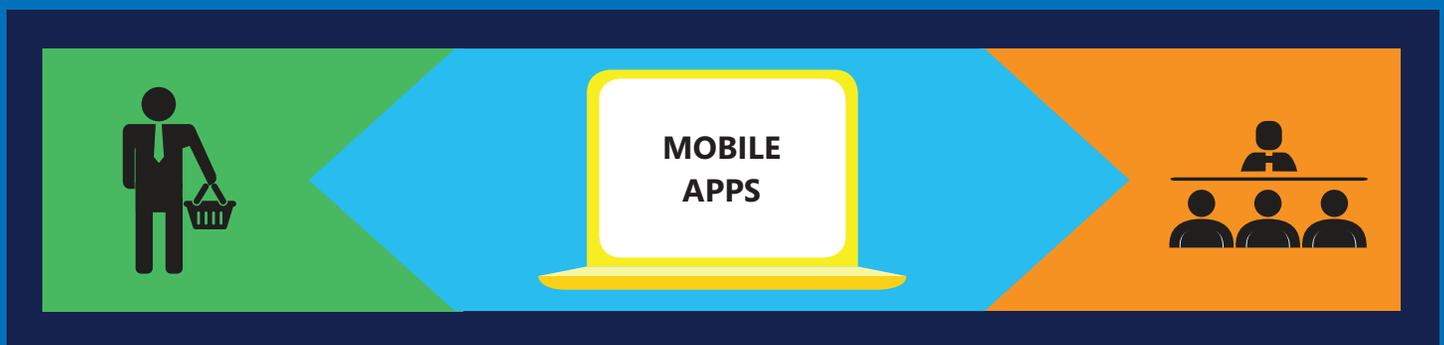
Cloud Powered Mobile Apps



The next big challenge for your enterprise is to reinvent the mobilization and modernization of Line of Business apps so that they propel both your business and your team exponentially forward, and make your customers look forward to your next big thing with baited breath.

A recent article from ZDNET, "Enterprise Mobility in 2014: App-ocalypse Now" states that "[mobile] apps will drive the next phase in the evolution of enterprise mobility, creating new ways of working, and transforming existing business processes.

Developing modern, mobile applications on the Windows platform means you can build these applications faster and more easily with less development time and cost, faster time to market, reduced user training time, and provide a consistent, secure user experience across both CYOD and BYOD devices.



Real-Time Customer Insights

Microsoft has the business ready devices, app platform and sales productivity tools that together, enable you to connect and delight customers in new mobile ways; improving customer insight, response time and engagement. In the future, real time data from multiple sources and services will power your app intelligence, enabling businesses to synthesize loads of data into meaningful customer insights that radically transform the customer experience.

Why Microsoft?

Microsoft is the enterprise technology partner with the end-to-end, unified, and comprehensive business mobility solutions that meet the challenges and aspirations of business and IT leaders alike. We allow companies like yours to seize the mobile opportunity and gain a sustainable, competitive advantage in this new, mobile-first world. Create new business value faster. It's time for business leaders and IT to come together to build proactive, strategic enterprise mobility solutions. The right technology partner offers unified, comprehensive, scalable, flexible and secure solutions.

