

Let the Experience Come to You!

What is the CIE?

The Customer Immersion Experience (CIE) provides a hands-on environment and a real user experience with the Microsoft business productivity platform. By being immersed in the technologies, you will learn how to leverage a unified infrastructure with already-familiar products to realize organizational efficiencies, improve communication and collaboration, gain business insight, find information more quickly, and empower your teams in a changing workplace.

What is the Experience?

- Sessions are conducted by a business productivity expert.
- It is designed for a conference room setting with space for up to eight colleagues.
- It includes laptops for each participant so everyone can take an active role. It also includes web cams, IP phones, and a Microsoft Roundtable device for real-time web conferencing.
- The experience happens in a simple, hassle-free environment at YOUR office. Engage in open, creative dialog with colleagues about what's possible when and where it's convenient for you.



Why Participate?

Would you buy a car without test driving it, or make an offer on a home without first going to the open house? It's highly unlikely because few experiences enable buyers to develop an emotional and intellectual connection with something more than real world scenarios.

So what if you could get a similar experience when purchasing or deciding to deploy enterprise software? Different than watching a pre-configured, custom demo, being hands-on helps envision how software solutions could benefit your organization. The key is that the scenario approach shows the value of multiple integrated technology capabilities at once and lets you envision what's possible. For example, learn the best ways to:

- Hold your month end sales meetings
- Review a technical document, agreeing to changes as a team and keeping version control
- Have a marketing decision meeting based on presentations from multiple participants

How to Participate

For more information or to sign up for a CIE session, speak with your Microsoft account manager. Choose which scenarios to focus on, who from your team should attend, and the most convenient to you. CIE sessions are normally 2-hour, 4-hour, or 8-hour formats, depending on the topics you choose.

For more information on Microsoft Business Productivity Infrastructure, visit: www.microsoft.com/bpio/.

*“What I hear I forget,
What I see I remember,
What I do I understand.”*
-- Confucius

Description of the CIE Business Scenarios

1. Power Your Personal Productivity

Discover the capabilities of Office 2007 and Windows 7 that improve business productivity. Experience the time-saving features in Outlook, Word, Excel, PowerPoint, and OneNote.

2. Maximize Your Meetings

Discover the possibilities of Live Meeting 2007. Learn how to set up and conduct virtual meetings through the use of Outlook 2007, LiveMeeting, and the Roundtable device (a 360-degree web conferencing device).

3. The Easier Way to Search and Share

Learn about Microsoft enterprise search functionality including Windows Search preview to perform a search on the workstation, searching within the corporate portal, searching within business applications, and advanced search (best bets, refining your search, metadata).

4. Working Together and Saving Time Online

Discover the functionalities of SharePoint Server 2007 to create a collaborative site. Create your own site, manage access permissions, and modify the site using Web parts. Learn how to manage content on the portal, and how SharePoint Server 2007 integrates with other Office 2007 products.

5. Control Your Content Chaos

Discover the functionalities of SharePoint Server 2007 related to the electronic management of the documents (permissions, versioning/commentaries, check-in/check-out, approval workflow, etc).

6. Save a Tree: Use an e-Form

Learn how to manage Web forms with Forms Server, control security and permissions, and implement workflows. Also learn how to create an InfoPath form starting from Word 2007, add mandatory fields and date picker, and upload to a SharePoint site to create a Web-based form.

7. Better Communication with Customers and Partners

Discover how you can give external users access to an internal SharePoint team site and control permissions for specific document libraries. Also explore the use of Office Groove 2007 to collaborate with external users on ad hoc, short-term projects.

8. Decision Making and Dashboards

Use a Microsoft-based executive dashboard to review key performance indicators, communicate business concerns, rationalize costs, find cost-reduction opportunities, and build new performance models.

9. Simplify Your Business Communications

Discover through this scenario how the Office 2007 platform offers a true unified communications experience. Discover the features and functionalities of Office Communicator 2007 and its integration with mobile devices and other Office 2007 products.

10. Explore Your Business through Social Networking

Discover the power of social computing through the use of My Sites, Wikis, Blogs, and other integrated community capabilities in Microsoft Office SharePoint Server 2007, Office Communications Server 2007, and Exchange Server 2007.

11. A Productive Day at Work

Discover how Microsoft products such as 2007 Microsoft® Office system, Microsoft® Office SharePoint Server 2007, Windows 7® operating system, and others contribute to better productivity in your everyday work life.

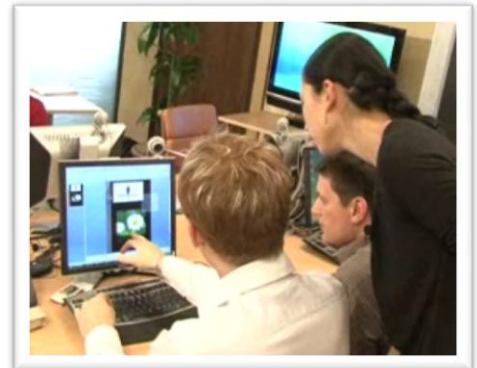
What Does it Require to Take CIE Onsite

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Key Requirements

A successful CIE requires a commitment:

Facility ✓ Sizeable conference room ✓ Large flat screen monitor ✓ Convenient location ✓ Refreshments recommended	Facilitators ✓ Familiar with Microsoft platform, in particular the Office System ✓ Comfortable, enthusiastic speaker, ideally with trainer background
Technology ✓ 8 laptops and webcams (ideal) ✓ 1 Server ✓ Roundtable device ✓ VoIP phones	Training ✓ Facilitator needs to have practiced all scenarios at least once ✓ Coaching from Microsoft (Solution Sales Specialist, Business Strategy Consultant, or Microsoft Consulting Services*)



Best Practices

- **Qualify:** designed for *non-technical* decision makers (from Business Unit leadership and/or End-User community).
- **Target:** select 2-3 scenarios per session and tailor the storyline/script to fit the business need/pain point.
- **Prepare:** a permanent/semi-permanent install is assumed but it is still helpful to rehearse the specific customer scenarios ahead of every visit.

What Microsoft Provides

- Complete Virtual Machine environment and the CIE Technical Configuration Guide.
- Facilitator guides, cheat-sheets and technical guidance and support for initial setup.
- Complete set of materials to support internal marketing/recruiting of business unit stakeholders.
- Onsite setup and co-presentation support for inaugural session**

Company Responsibilities

- Receive and follow technical and training guidance/best practices.
- Maintaining the environment to high standards.
- Invited to raise issues, questions and insights with Microsoft.

For More Information

- Contact your Microsoft account team.
- Email ciecore@microsoft.com



*Installation and support may be chargeable engagements.

**Best-effort as schedules and other restrictions permit.