Editorial Highlights

The Record: Issue 5 – Summer 2017

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Upfront

A round-up of all the latest technology trends, innovations, business wins and product releases from Microsoft partners operating in all sectors and across all geographies. Plus, what to expect from the upcoming must-attend events in Microsoft’s calendar including *Inspire* which takes place from 9-13 July in Washington.

Cover story

**Next-generation collaboration:** In the digital age, the ability to empower individuals, teams and organisations to intelligently discover, share and collaborate on content from anywhere and on any device can result in significant competitive advantage. In this issue’s cover story we find out how the latest collaboration technologies from Microsoft – such as Skype, Office 365, Yammer and OneNote – are enabling enterprises across every sector to realise new efficiencies and stand apart from the crowd.

Communications and media

**Feature: The digital broadcaster.** Microsoft’s Tony Emerson is joined by key partners to explain how pioneering broadcasters are leading the way with innovative websites, apps and new online services to offer customers more viewing options than ever before, with help from Microsoft and its partners.

*Microsoft spokesperson: Tony Emerson, worldwide managing director, Media and Cable*

Financial services

**Feature: Customer experience management.** We discover how Microsoft is helping banks deliver the best customer experiences possible, using the latest advances in analytics, artificial intelligence and social to learn more about their customers and anticipate their needs.

*Microsoft spokesperson: Chad Hamblin, global industry director, Financial Services*

**Report: The digital insurer.** At the recent [*FinTech Ideas Festival*](http://www.fintechideasfestival.com/) in San Francisco, Microsoft’s CEO Satya Nadella explained how the insurance industry is leading the way in the adoption of AI through the use of chatbots and other innovative applications. Here, we find out how insurers are embracing digital transformation and how this will shape the face of the industry in the years to come.

*Microsoft spokesperson: Dennis Vanderlip, industry solutions director of Worldwide Insurance*

Public sector

**Feature: The empowered smart city.** How Microsoft’s smart cities initiative is empowering governments with digital transformation tools that are enabling them to redefine public safety, transportation and other services that improve citizens’ lives.

*Microsoft spokesperson: Kristin Flandreau, global marketing lead, Microsoft CityNext*

Manufacturing and resources

**Feature: More efficient product innovation.** In order to innovate quickly, today’s manufacturers need more than just productivity tools. We find out how Microsoft helps these companies to create a culture of innovation with solutions that connect people and information in a way that’s intuitive and natural.

Retail and hospitality

**Feature: Multichannel content management.** We explore how retailers can use market trends and insights, customer information from sources like social media, and data from their various customer, sales and marketing channels to optimise their merchandising and supply chains. We speak to Microsoft and its partners to understand how a content management system can help retailers to improve forecasting processes to meet and anticipate customer demand. Plus, we look at how such systems can help retailers to create omnichannel marketing campaigns, personalise the customer experience, optimise inventory planning, and improve pricing/promotion execution.

*Microsoft spokesperson: Brendan O’Meara, worldwide managing director, Retail*

The last word

**Tech transforming business models:** A leading analyst predicts how new technologies will fundamentally transform business models in the years to come.

Plus:

A wide range of interviews, thought leadership pieces, case studies, special reports and more about the biggest issues facing enterprise business leaders.

Events:

A list of selected events that this issue will be distributed at:

* **Industry of Things World Asia** (Singapore 3-4 July)
* **ARC’s 15th India Forum** (Bangalore, India 6-7 July)
* **Microsoft Inspire** (Washington, US 9-13 July)
* **Industry of Things World** (Berlin, Germany 18-19 September)
* **Microsoft Ignite & Envision** (Atlanta, US 25-20 September)
* **Hotel Tech Live** (London, UK 26-27 September)
* **45th EFMA Congress** (Barcelona, Spain 1October)
* **IP EXPO** (London, UK 4-5 October)

Please note, this synopsis will be updated throughout the campaign.

Get in touch

For more information please contact:

Lindsay James

Editor, The Record

[lindsay.james@tudor-rose.co.uk](mailto:lindsay.james@tudor-rose.co.uk)

Tel: 0116 2229920