



Microsoft Germany takes new paths with virtual customer event

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Arno Schnelle, Technology Strategist at Microsoft

One of the bigger customers from Microsoft Germany wanted to get a briefing/overview of the new technology. In order to do so, Microsoft took an innovative approach. Microsoft teamed up with the customer's IT department to present the enduser productivity enhancements of Windows 7, Office and Developer Tools at a virtual event. Here, the Microsoft key account team was essentially doing the same as on a physical event: Presenting the newest features of the software; giving hints and advice to end users on how to use the software; discussing the roadmap for introducing the new software for the customer's employees. The main difference was that the team did not go on a road show to present these topics to the customer. Rather, the customer's employees came to the virtual Mi-

crosoft theater and booth. In the theater, Microsoft used videos to present its vision of a more productive future and how the company's products contribute to this future. In the booth, both documents could be downloaded and Microsoft staff was available for individual discussions and questions.

The idea of a virtual event has been well accepted by the customer's employees, as two of the statements from the public lounge chat illustrate: **„I have enjoyed the Microsoft theatre for the Tips on Office 2007, it is really helpful“, „a really good event, very interesting is the Microsoft Theater. Looking forward to get Windows 7 on my computer.“**



It was the first time for the Microsoft Account Team to participate in such an event. The team is enthusiastic about the concept of the virtual event. Ottmar Meissner, Global Account Manager and responsible for the project from Microsoft side, argues: **„It was the first time ever that we choose to interact with our global customer in this kind of way and I was skeptical about the outcome for Microsoft and the customer. But as the event started it was nice to see how many people globally from my customer enjoyed the possibility to learn about Microsoft solutions and directly interact with the Microsoft Account Team. It really helped us to improve the relationship and increase customer satisfaction which is one of the key strategic goals that we have in our Account Plan for this customer.“**

The Microsoft team has chosen the ubivent platform as venue of their first virtual event. The ability to scale globally and the overall stability of the platform have been two important arguments. Furthermore, ubivent participates in the Microsoft BizSpark program, in which Microsoft provides software, support and visibility to innovative start-up companies. Argues Arno Schnelle, Technology Strategist at Microsoft: **„As this was our first virtual event, we did not know how many people to expect. After all, our customer has a five-digit number of employees with sites all over the world and the event was open to all of them.“**

The Microsoft team was also pleased about the hassle-free event package provided by ubivent. Again Arno Schnelle: **„Actually it was not a lot of work from our side. We provided our content and had some guidelines on the look-and-feel of the event. A couple of days later, the ubivent folks had it all in place. Coming close to the event we had a user training for our booth staff, and we were all set.“**

In a nutshell, the virtual event was a clear success for the Microsoft team, as Arno Schnelle states: **„We were able to reach that many customers with minimal effort. We can only recommend both the idea of a virtual event, and ubivent as a partner for successfully realizing it.“**

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Microsoft Germany is the third largest foreign subsidiary of Microsoft. The subsidiary is responsible for marketing and sales of Microsoft products in Germany and has cooperations with more than 30,000 local partners. Besides the headquarters in Unterschleißheim near Munich, Microsoft Germany has six offices in Germany.

ubivent is Europe's leading virtual event specialist. A team of diverse professionals delivers the best possible solution for virtual events. The ubivent platform is a visually appealing, easy to use, high performance, and scalable virtual event solution. The event experience can be individually tailored to fulfill all customer specific needs. Embrace these advantages by virtualizing public and internal events.

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