



## Showcasing Microsoft's innovation through a refreshed executive briefing center

### Situation

The Microsoft Executive Briefing Center (EBC) offers strategic briefings to key enterprise customers and partners in a world-class, state-of-the-art briefing facility. Customized agendas around topics ranging from Microsoft products to industry trends give the unique opportunity to engage in open dialogue with Redmond-based executives and subject matter experts.

In 2013 the EBC underwent a refresh process, which resulted in the installation of 30+ digital displays throughout the facility, including a one-of-a-kind 180-degree panel Digital LED lobby wall that welcomes EBC visitors with interactive content powered by Microsoft's Kinect technology. The mission of the Refresh was to showcase Microsoft's innovation across the digital spectrum featuring Microsoft's devices and services alongside the Microsoft's latest technology solutions.

The EBC was in need of a partner to drive the strategy and management of content that would be leveraged by the PPI digital displays used throughout the facility. Additionally, the EBC was in need of a resource to facilitate the selection process for an interactive agency to complete the User Experience Development phase of the EBC Refresh project.

### Solution & approach

#### Content strategy definition and acquisition

Hitachi Consulting worked with a number of groups throughout Microsoft to define the content strategy that was to be used on each of the PPI's. These groups included:

- LCA Corporate Citizenship
- Xbox
- Kinect
- Microsoft Research
- Bing
- WW Partners
- CMG
- EPG Marketing

By establishing trusted relationships with these teams and acting as the voice for the EBC, Hitachi Consulting defined a clear and consistent theme for all content across the EBC. Hitachi Consulting served as both the content strategist and the focal point for communicating ideas horizontally across a variety of groups and working vertically with Microsoft leaders.

#### Content Management System (CMS) selection and implementation

In order for the interactive content to play across all 30+ displays, integrate with Kinect and provide a touch experience in line with modern standards, a back-end Content Management System needed to be implemented. By partnering with a leading technology firm in this space

and leveraging a software solution designed for exactly this type of scenario, Hitachi Consulting was able to procure an off-the-shelf product, negotiate a contract enabling feature development and customization specifically for use at the EBC. This solution also supported the build-out of customized Kinect-enabled interactive displays.

Just a few weeks after the EBC re-opened its doors, EBC Brussels, inspired by the success of EBC Redmond's refresh, decided to leverage the digital content solution as part of its own refresh process. Hitachi Consulting worked closely onsite with Microsoft IT and other vendors to ensure a smooth transition of the digital interactive EBC experience from Redmond to Brussels. In just a few months, both facilities were running state-of-the-art, interactive digital showcases inspiring visitors while solidifying Microsoft's brand as the leader in technology innovation and corporate citizenship.

### Results

The partnership between the EBC and Hitachi Consulting preparing and delivering this state-of-the-art experience is a great example of leveraging suppliers' subject matter expertise to put the best experience forward for customers, partners, and Microsoft.



## About Hitachi Consulting

Hitachi Consulting is the global solutions and professional services organization within Hitachi Ltd., a global innovation leader in industrial and information technology solutions and an early pioneer of the Internet of Things. Hitachi Consulting is a business integrator for the IoT era and a catalyst for digital transformation. Using our deep domain knowledge, we collaborate with clients to help them innovate faster, maximize operational efficiency and realize measurable, sustainable business and societal value. As a consulting-led solutions company, we can help you leverage data as a strategic asset to drive competitive differentiation, customer loyalty and growth. To learn more, visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com).