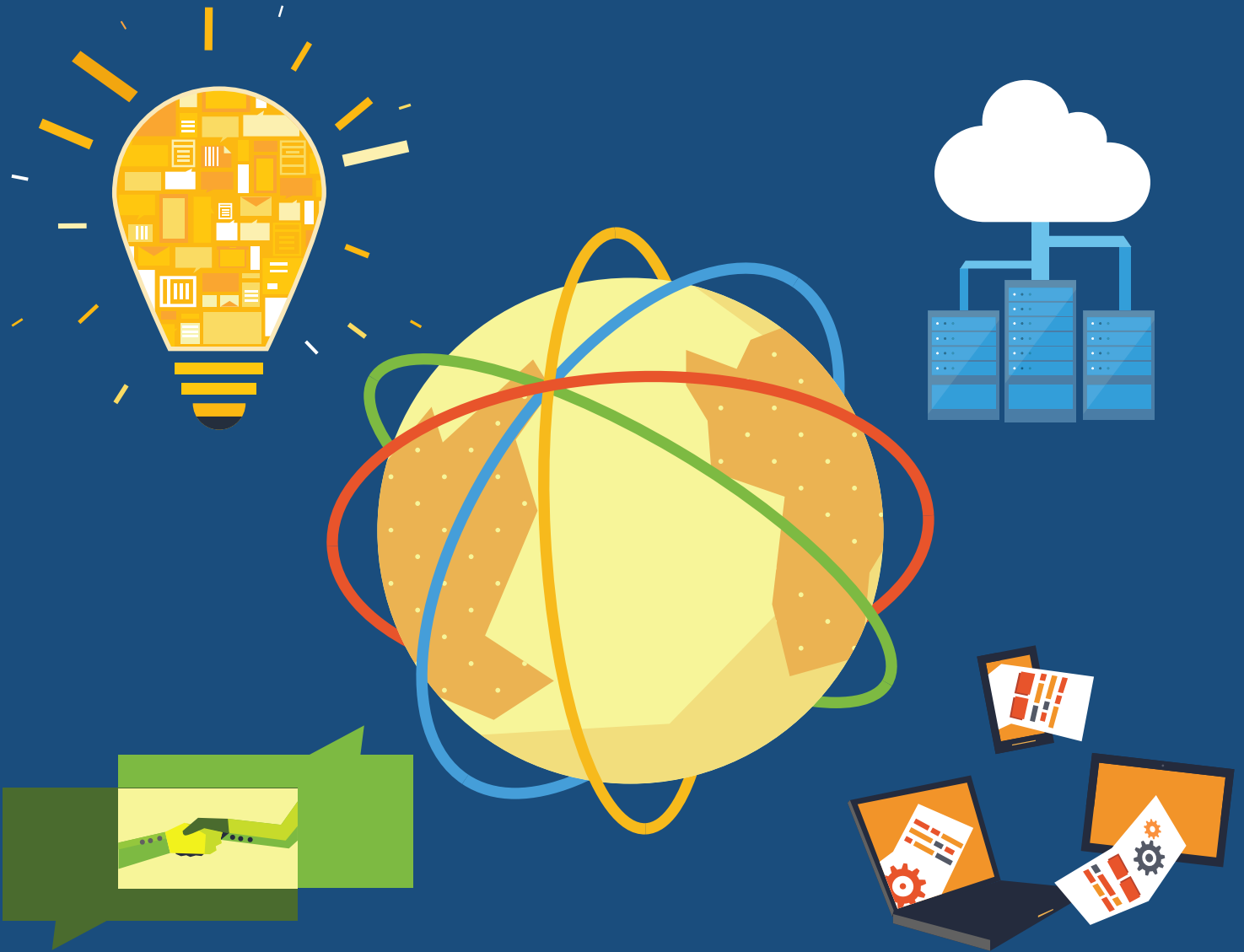# The cloud that's built for your business.
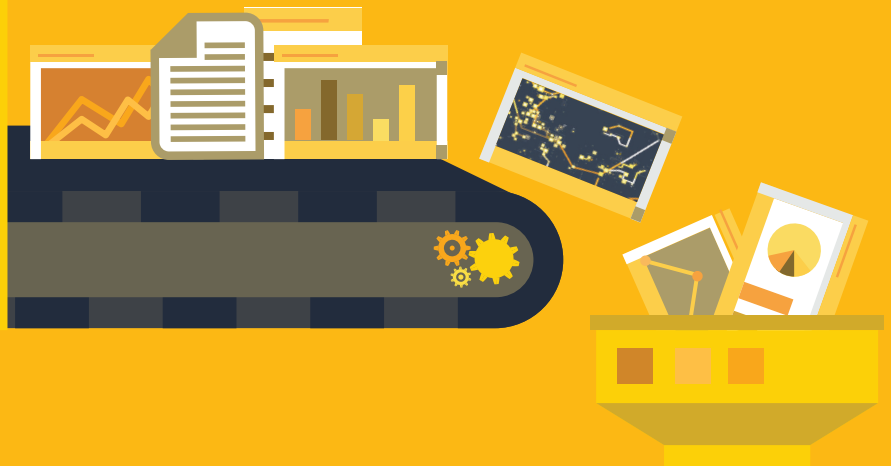
This is the Microsoft Cloud.

Each and every business is unique. From healthcare to retail, manufacturing or finance — no two businesses operate the same way. That's why the Microsoft Cloud can be tailored to meet the needs of any enterprise. It's the cloud that helps drive unparalleled productivity. The cloud that turns massive streams of data into actionable insight. The cloud that scales rapidly to meet the growing demands of your business. And the cloud that transforms a mobile workforce into a connected team. This is the cloud that's built for your business.

Microsoft Cloud

The cloud that transforms data into business decisions.

The rise of social, mobile, and cloud technology has created a world of data that's growing almost infinitely. But how can you leverage this information to help drive a competitive advantage for your business? The Microsoft Cloud puts real-time data in your hands, so you can make better-informed decisions.

The Microsoft Cloud gives you tools to help unlock insights that — in the hands of the right people at the right time — empower you with data to make your enterprise more innovative and increase speed to market. This helps your business become more agile and responsive to constantly changing conditions. And when your entire organization has access to insights, your teams can seize opportunities quickly and create more consistent customer experiences.

Sales

UP↑

Marketing

Customer Service

By using **Power BI for Office 365** and **Microsoft SQL Server**, you can visualize and interact with data to help spark insights that can turn into smart decisions that drive business value. **Microsoft Dynamics CRM** gives you a unified customer view that lets teams across your organization create compelling, targeted, and consistent experiences for customers, based on their unique preferences.
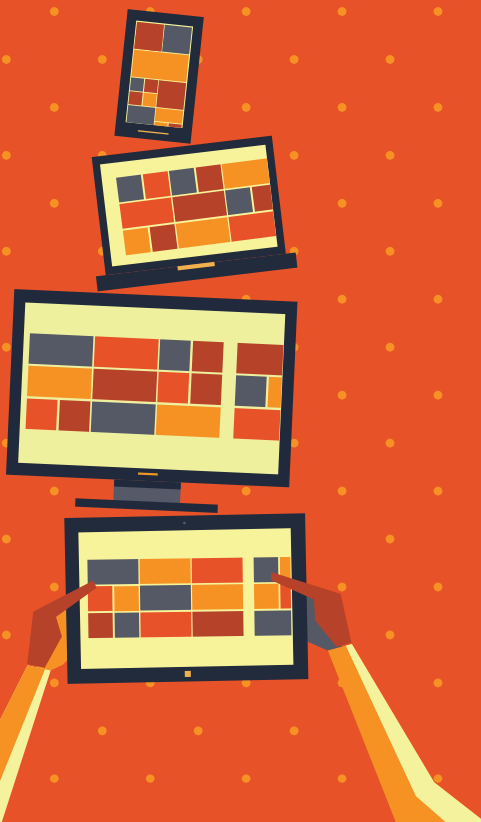
The cloud that unleashes your workforce.

In today's connected world, work doesn't happen only at work. Being productive means having the ability to create, share, and collaborate from virtually anywhere. So how do you turn your workforce into a force to be reckoned with? With the Microsoft Cloud, you can bring powerful productivity tools to your employees.

Work and collaborate better with **Office 365**. Whether at the office, at home, or on the go, Office 365 helps make your business more competitive by helping teams be more efficient virtually anywhere. All with enterprise-grade security and control so teams can create new content and share ideas, plans, and data.

The Microsoft Cloud gives you the ability to pick up any connected device and have access to all your settings, data, and applications. Now these can flow seamlessly from device to device, delivering a consistent, familiar experience, so you are instantly productive.
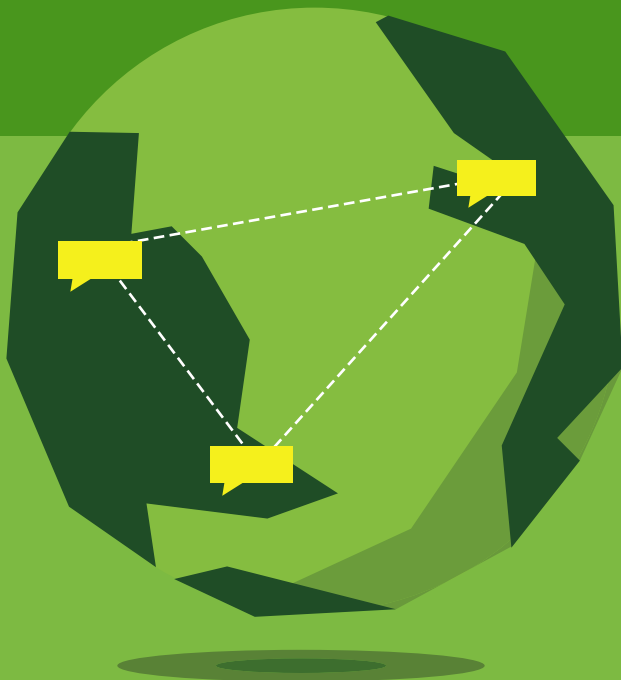
The cloud that sparks a smarter meeting of the minds.

Social media has changed the world. It shapes pop culture, art, and politics — even science — on an unimaginable scale. Your customers have more information and expect you to respond faster than ever before. The world has changed, and your business can also change by embracing social. So how do you harness this incredible power to drive real results? The Microsoft Cloud puts enterprise social to work for your business, keeping your teams connected.
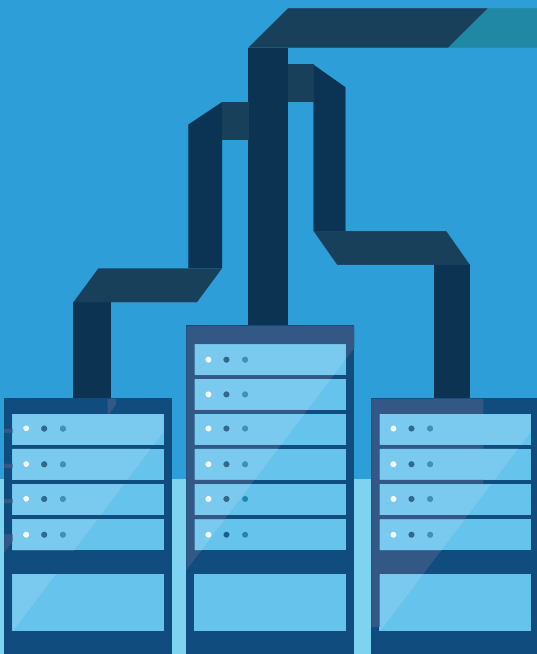
This cloud boosts innovation and forward thinking. Teams can share game-changing ideas and tap into expertise across the organization, no matter their location. And the Microsoft Cloud helps transform those ideas into action — one person's observation becomes another's idea, which can become the company's answer to a challenge.

Yammer and **Lync** build collaboration and community. **Office 365** lets teams collaborate from virtually anywhere across your devices — boosting productivity. **Microsoft Dynamics CRM** helps you get closer to your customers and deliver a better, more consistent experience to them.
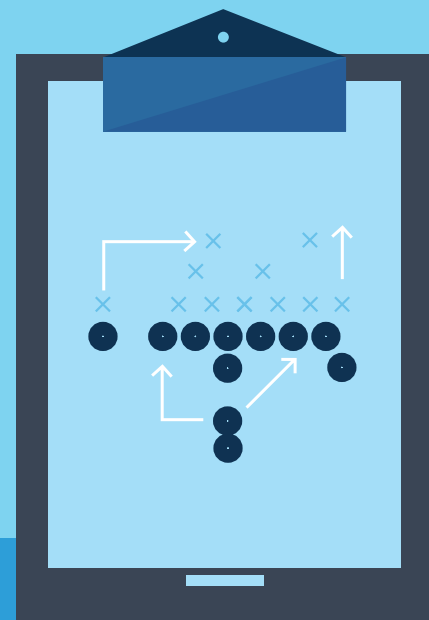
The cloud that provides a connected platform for your business.

As you adopt new cloud technology, you should be able to leverage your existing datacenter investments. New solutions should connect with existing resources and make things faster, more efficient, and more flexible. So how do you plan for future growth without building cloud infrastructure that is too complicated to manage? The Microsoft Cloud provides a connected cloud platform that gives you the freedom to deploy and use technology in the way that makes the most sense for your business.

The cloud that scales when you need it. The Microsoft Cloud provides a hybrid infrastructure with a comprehensive set of capabilities to manage applications and data. With this comes the ability to scale almost infinitely and respond quickly to changing conditions, helping your business stay competitive.

Simplified management and automation tools reduce time spent on day-to-day operations. This helps you focus less on your infrastructure and more on the strategic needs of your enterprise. This cloud helps reduce cost and complexity by leveraging and protecting existing investments while helping you transform your datacenter with improved, more efficient technology.

Microsoft Azure is the open, flexible, and proven public cloud from Microsoft. **Windows Server** is the operating system for your hybrid cloud datacenter. And **Microsoft System Center** provides consistent management across your on-premises datacenter and the cloud.

This is the Microsoft Cloud.

▶ Insights

Make your business more agile by providing actionable customer insights with Microsoft Dynamics CRM, and business insights with Microsoft SQL Server and Power BI for Office 365.

▶ Productivity

Collaborate with ease, enterprise-grade security, and the flexibility to get things done faster and more effectively with Office 365.

▶ Social

Get your enterprise to work like a network with Yammer, Office 365, and Lync. And reach customers on their terms with Microsoft Dynamics CRM.

▶ Platform

Keep your business agile and responsive by using hybrid cloud infrastructure with Microsoft Azure, Windows Server, and Microsoft System Center.

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