

TESTIMONIAL

Real cases, real results

Alisa Reale, product marketing specialist at LBMC Technology Solutions, explains how the firm's role as a *Technology Record* sponsor partner enhances its reach and engagement with Microsoft customers in multiple industries

"*Technology Record* offers expert perspectives and real-life examples of the benefits of implementing Microsoft technology solutions. It covers a variety of industries, including those we work with, like automotive, financial services and manufacturing. As our partner, *Technology Record* empowers us to broaden our audience and enhance our reach across various channels, such as online, print and social media platforms.

Promoting our content over this wide range of channels means we receive a high level of engagement from our target audience. The

publication covers practical case studies in detail and these real-world examples are what resonates with technology executives, providing them with valuable insights into how Microsoft's solutions can drive positive change within their own organisations.

The editorial team helps Microsoft partners to showcase how their tools and solutions are making a difference for their customers. They do this by creating tailored interviews, viewpoints and case studies, as well as by highlighting our technology within Microsoft-led features."

To find out more about partnership and sponsorship opportunities with *Technology Record*, visit www.technologyrecord.com/partnerzone.

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