

Technology Record

The best of enterprise solutions from the Microsoft partner ecosystem

Technology Record

ISSUE 37: SUMMER 2025
£24.00

Our greatest ally?

Combining human and AI capabilities can superpower organisations with quicker and more effective progress towards business goals



How three Microsoft leaders are driving real change with AI

Microsoft's Jean Lay-Flurrie on creating more accessible workplaces

PLUS:
Microsoft and Denodo help organisations unlock AI by prioritising data
Connection's CNXN Hello brings proven Navy-grade AI power to enterprises
Structured implementation drives industrial AI success, says AVEVA's Jim Chappell

Technology Record

ISSUE 38: AUTUMN 2025
£24.00

Out of the shadows

Enterprise AI deployment moves from pilot to practice



Microsoft's Tyler Pichach and Dalia Ophir on frontier finance

Dynamics 365 is enabling organisations to unlock new opportunities

PLUS:
Skalable ensures Microsoft lab sessions at events like Ignite run successfully
IBM's Leon Harris explains how compliance is a competitive advantage in finance
Physical security keys matter. We hear why from Yubico experts

MEDIA INFORMATION 2026

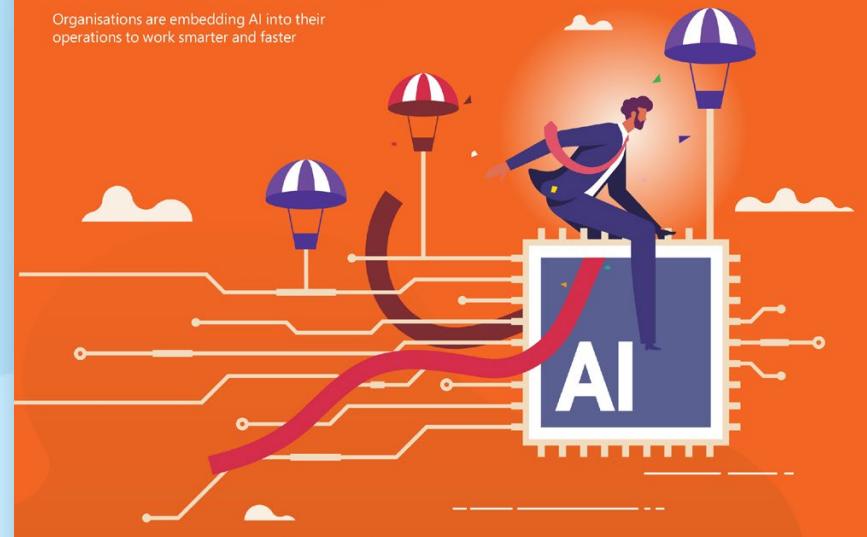
Technology Record

ISSUE 39: WINTER 2025

£24.00

Rising intelligence

Organisations are embedding AI into their operations to work smarter and faster



Microsoft's Ilya Bakshteyn tells us about the next frontier for Microsoft Teams



AI is reshaping retail operations, says Microsoft's Anya Minbile

PLUS:
AVIXA's Mike Sullivan-Trainor highlights the value of AV products and services

Barco teams up with Huddly and Sennheiser for Teams Room solution

Jonathan McCormick on Intermedia's unified communications and contact centre services

Contents

Welcome	2
Schedule	3
Contributors	4
Printed issue circulation	5-6
Digital audiences	7
Advertising	8
Rates	9
Testimonials	10
Contact	11

Welcome

For over 25 years, our publications have provided readers with insights into enterprise technology and examples of how solutions from both Microsoft and its ecosystem of partners add tangible value to businesses and public sector organisations.

The *Technology Record* brand comprises a quarterly magazine, website, newsletter and social media, which profiles the work of Microsoft partners large and small – all of whom share the common goal of driving digital transformation through the effective deployment of solutions that are based on Microsoft software.

This Media Information document provides details of how our content is compiled and delivered to a readership of hundreds of thousands of senior business decision makers around the world as well as options for how we can work with your business so that you can leverage the uniquely compelling alliance marketing opportunities across the *Technology Record* brand.

We look forward to working with you and your business.



Andy Clayton-Smith
Executive editor

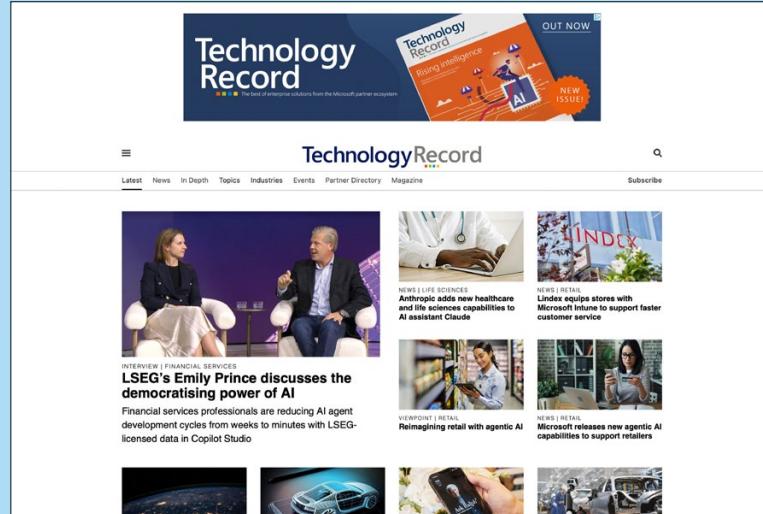
Technology Record is proud to partner with the following analysts and industry organisations:



Schedule

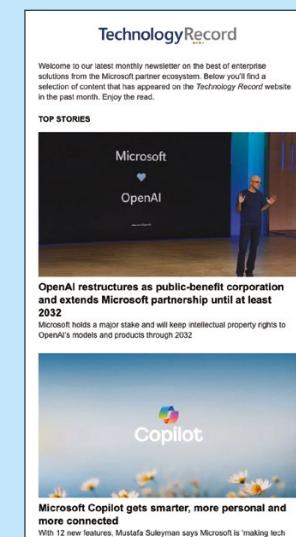
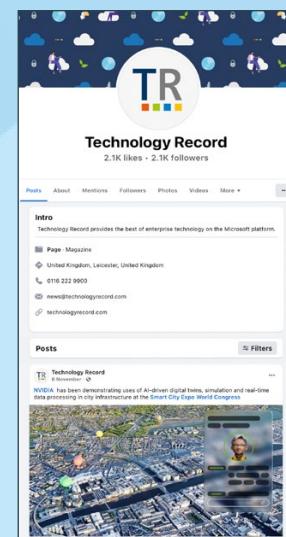
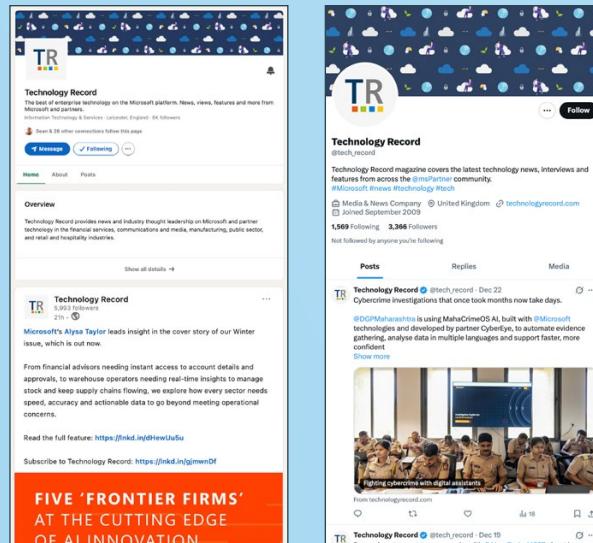
Publications

Each year we release four issues of *Technology Record* in March, June, September and December. The magazine is available in both digital and print editions.



Social media

Technology Record content is also available via our social media channels on LinkedIn, X and Facebook.



Website

Our website – www.technologyrecord.com – is updated daily with news, features, interviews and perspectives from our publications.

Newsletter

On the first business day of each month we send highlights of the previous month's online and print content to an audience of digital newsletter subscribers. Additional newsletters are also sent on the launch of each quarterly magazine.

Contributors

One of the defining principles of *Technology Record* is to share insight and perspective from a wide variety of senior industry and public sector leaders within Microsoft. Below is a selection of the many Microsoft executives that have contributed to *Technology Record* over the past twelve months.



Bill Borden
CVP, Worldwide Financial Services Industry



Shanthi Rajagopalan
Global Head of Strategy, WW Retail and Consumer Goods



Shelley Bransten
Corporate Vice President, Global Industry Solutions



Nick Parker
President, Industry and Partnerships



Sally Frank
Worldwide Lead, Health & Life Sciences, Microsoft for Startups



Anya Minbiolet
Global Business Strategy Leader, WW Retail, CG and Gaming, Enterprise Sales and Services



Doug Priest
Public Transportation and Urban Infrastructure Lead



Jessica Hawk
CVP data, AI and digital applications product marketing



Felice Miller
Global Business Strategy Lead, Retail & Consumer Goods



Satish Thomas
CVP, Microsoft Industry Cloud



Rick Lievano
CTO, Worldwide Telecommunications Industry



Kathleen Mitford
CVP, Global Industry Marketing



Keith Mercier
Vice President, WW Retail and Consumer Goods Industry



Tyler Pichach
Global Head of Strategy & GTM, Payments & Banking



David Rhew
Global CMO and VP Healthcare



Nicole Dezen
Chief Partner Officer and Corporate VP, Partner Solutions



Indranil Sircar
CTO, Manufacturing and Mobility Industry

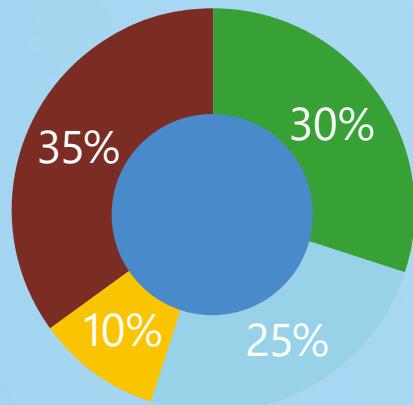


Simon Crownshaw
Director of Worldwide Media and Entertainment Strategy

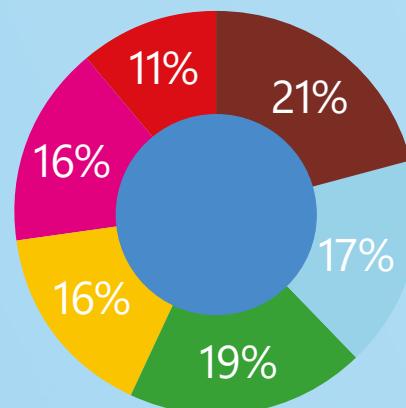
Printed issue circulation

Technology Record has a combined readership of approximately 250,000 people across print and digital channels. For our printed edition, readership demographics are summarised below.

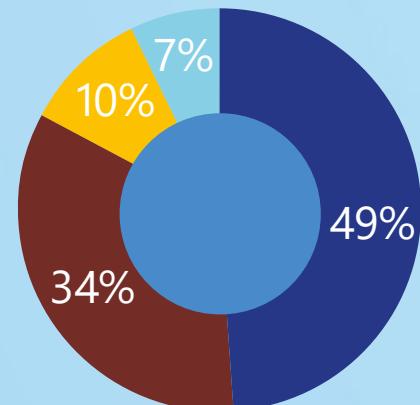
Channel



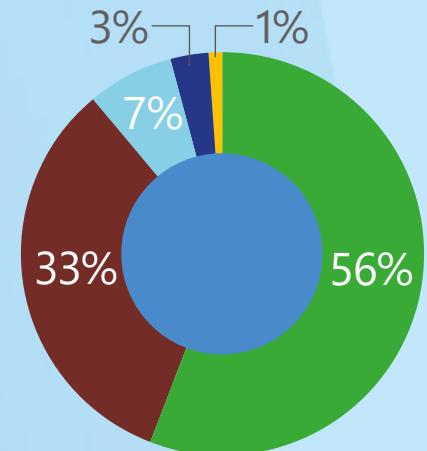
Sector



Job description



Geography



- Direct
- Events
- Partners
- Microsoft

- Financial Services
- Industrials & Manufacturing
- Media & Communications
- Public Sector
- Retail & Consumer Goods
- Other

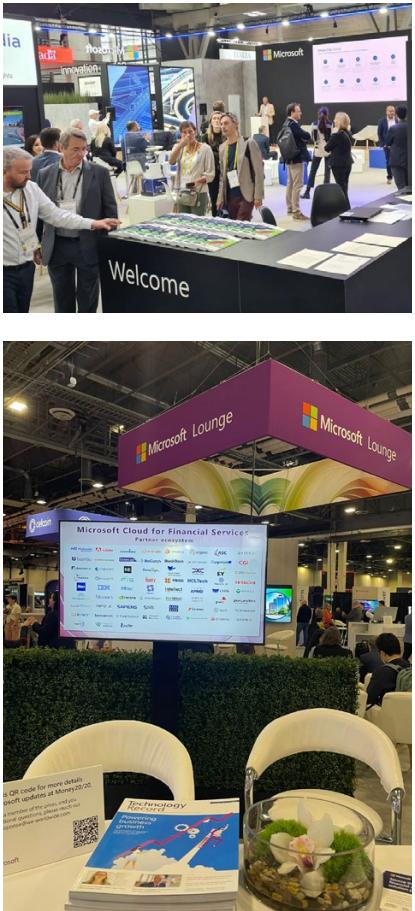
- CXO
- Technical decision maker
- Business decision maker
- Others

- LATAM
- APAC
- North America
- EMEA
- Others

In 2026, we plan to distribute approximately 40,000 copies of our printed publications, an average of 10,000 copies per issue, achieved by four primary delivery channels: our **core subscriber audience**; via **Microsoft offices**, Microsoft Innovation Hubs and Executive Briefing Centers; on Microsoft booths and magazine display racks at **key industry events** throughout the year; and via **Microsoft solution partners**. This print circulation model ensures we continue to attract new industry and civic leaders on an ongoing basis.

Printed issue circulation

One of our most visible forms of circulation is at key industry events across the world, that attract hundreds of thousands of visitors each year. Below you can see a selection of images of our magazines on display for event delegates to read and keep.



COMMUNITY SUMMIT
POWERED BY DYNAMIC COMMUNITIES

HANNOVER MESSE

NABSHOW
Where Content Comes to Life

NRF NATIONAL RETAIL FEDERATION

sibos

smart city expo
WORLD CONGRESS

Digital circulation

A growing number of our readers choose to receive the magazine as a free digital subscription or consume content from the magazine via our website, monthly newsletters, and our social media outlets.

Digital edition

Each quarterly publication of *Technology Record* is available as a free digital edition – an online representation of the printed magazine. Upon publication, we email our subscriber database with an ‘Out Now’ notification to let them know that the latest issue is available to download or read online, offering partners access to a combined print and online and readers can also access the digital edition without a subscription, via our website.

DIGITAL VIEWS

In the past full year, our digital issues (Winter 2024 to Autumn 2025) have averaged in excess of 60,000 views and that number continues to grow.



Website

Our website www.technologyrecord.com is the online home of the *Technology Record* brand, providing readers with the latest news on enterprise technology from Microsoft and its partners, content from our quarterly magazine and an array of additional resources, including back issues.

WEBSITE AUDIENCE

Unique users (Dec 24-Nov 25): **186,150**

Page views (Dec 24-Nov 25): **280,025**



Social media

All *Technology Record* content is posted on our social media channels: LinkedIn, X and Facebook. Our writers also engage with partners and repost their content via these social media channels.

SOCIAL MEDIA AUDIENCE

We have in excess of 11,000+ followers through our social channels.

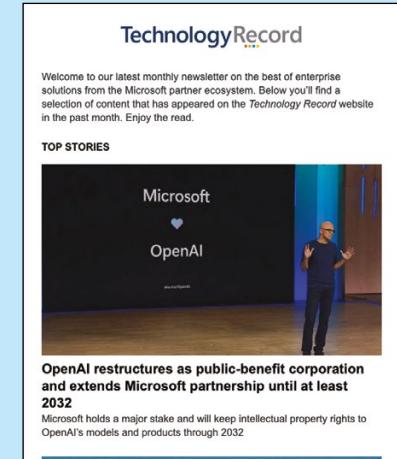


Newsletter

Our digital subscribers receive two types of newsletter on a regular basis. The first is our monthly newsletter, which is a digest of the most popular content we have published over the previous month. The second type is our quarterly ‘Out Now’ email, which notifies our subscribers when a new publication is available to read online and download.

SUBSCRIBERS

Nov 25: **25,918**



Advertising

Technology Record provides compelling opportunities to reach c-suite personnel from enterprise and public sector organisations worldwide with a unique blend of brand placement and editorial exposure.

Why advertise?

- ✓ **High return on investment** – proven benefits delivering true business value marketing
- ✓ **Joint go-to-market** – perfectly aligned to Microsoft's go-to-market roadmap, offering partners highly relevant and timely opportunities to promote their solutions and services
- ✓ **Widely read** – an influential readership of over quarter of a million digital and print readers, drawn from over two decades of technology publishing
- ✓ **Rich heritage** – a proven track record of positive, productive relationships and reader appeal
- ✓ **Editorial identity** – opportunities to extend and enhance your profile beyond traditional advertising with highly coordinated content marketing packages
- ✓ **High production values** – a high quality brand that enhances your corporate image
- ✓ **Extended shelf life** – our print readers reuse and share copies throughout the year whilst digital content is reamplified through a broad array of social media channels. *Technology Record* is a proven sales and marketing tool that reflects Microsoft's global activities whilst providing partners with a fully integrated channel that regularly reaches out to a highly influential audience.



Ricky Popat
Publication Manager
Technology Record

Turn the page for details of our advertising and sponsorship rates.

Brands

Here's a small selection of the hundreds of prestigious technology brands that promoted their solutions and services through the *Technology Record* product suite over the last twelve months.



Rates

Our promotional packages and advertising options represent excellent value for money.

Content marketing

Magazine publishing partner	£16,750
Industry publishing partner	£10,900
Sponsor	£7,150

Advertising

Double page advertisement	£5,900
Full page advertisement	£4,000
Half page advertisement	£2,750

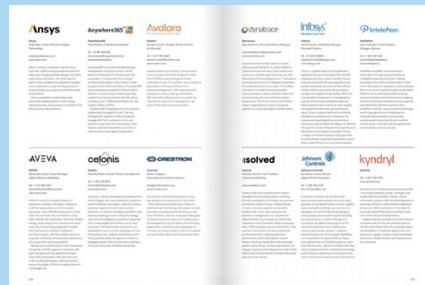
Featured partners

Premium partner profile	£2,000
<ul style="list-style-type: none">• Featured partner profile (See below)• Plus: News story or solution profile• Plus: Feature contribution	

Enhanced partner profile	£1,500
<ul style="list-style-type: none">• Featured partner profile (see below)	

Plus: News story or solution profile

Featured partner profile	£650
<ul style="list-style-type: none">• Company name and logo• Contact details• 100-word company profile• Online entry for 12 months	

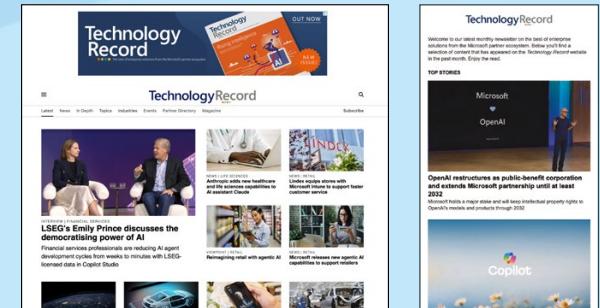


Website

Homepage placements	Article page placements
Top billboard	£945 pcm
Billboard 2	£785 pcm
Billboard 3	£685 pcm
Billboard 4	£585 pcm
Billboard 3	£525 pcm

E-newsletter

Advertisement	from £785 per month
Promoted editorial	from £525 per month



Series discounts are available for multiple bookings.

We are happy to discuss additional advertising and content marketing options that are not listed above.

Testimonials

To read more recent customer testimonials and to download other useful information about *Technology Record* visit www.technologyrecord.com/advertise



"I'm honoured to be profiled in the *Technology Record* summer issue. It's always a pleasure to talk with Andy Clayton-Smith about our Microsoft industry strategy."

 **Kathleen Mitford**
Corporate Vice President,
Global Industry Marketing
at Microsoft

"Thank you to *Technology Record* for the opportunity in their latest issue to discuss for Microsoft Teams and Microsoft Teams Rooms are enhancing communications and collaboration for our customers."

 **Ilya Bukshteyn**
VP, Microsoft Teams Calling,
Devices, and Premium
Experiences

To learn how *Technology Record* partners with Microsoft, watch our video with [Simon Crownshaw](#), worldwide media and entertainment strategy director for Microsoft.



"Congrats to you and your team with this awesome edition! I am delighted with the article! For sure we will spread the word on social media, to our customers and internal at Microsoft as we are super-proud that you gave us this opportunity!"

 **Myriam Broeders**
Go To Market & Strategy Lead,
Microsoft Innovation Hubs

"What can I say?! I'm almost crying reading this page! OUTSTANDING!!! It's SPLENDID!!! Capturing the essence around what we are delivering and part of our story in Brazil. Thank you so much for this great opportunity to position MTC in Brazil."

 **Waldemir Cambiucci**
Director for Emerging
Technologies, Microsoft Brazil



"The partnership has resulted in a significant share of our inbound solution demonstration requests; 14 per cent of our inbound sales qualified leads mention *Technology Record*."

[Read the full Anywhere365 testimonial](#)



"The partnership has gone beyond being simply a business transaction; our teams have created friendships along the way. It's also helped us to establish a bigger digital presence in the industries that we serve. That kind of result is invaluable!"

[Read the full AVEVA testimonial](#)



"The publication is beautiful and you have a very wide reach which is great for helping DXC build brand awareness. Thank you for working with DXC, you have helped us shine."

[Read the full DXC Technology testimonial](#)



"It's important for us to have a presence at events that are relevant to our target audience, and *Technology Record* provides us with this."

[Read the full Formpipe testimonial](#)



"The team understands our business and has really helped us to develop the stories we want to tell"

[Read the full Jabra testimonial](#)

Contact

To discuss options for promoting your business in the *Technology Record* publication suite, please contact one of our account managers:



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Rebecca Gibson

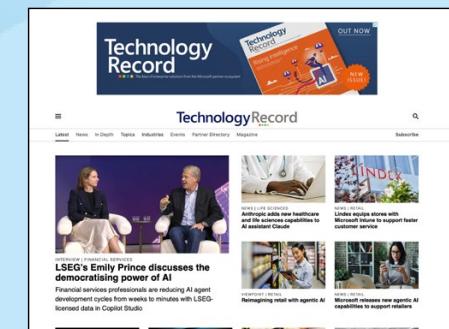
rebecca.gibson@technologyrecord.com

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Add news@technologyrecord.com to your PR mailing list to ensure that we're in the loop with news about your organisation.