Join the conversation

July 2018-June 2019
Preface

In an era where digital transformation is an integral part of the landscape for civic and commercial organisations around the globe, potential markets for innovative technology solutions are plentiful.

For Microsoft partners, the opportunities are huge. But leveraging these opportunities requires the ability to increase visibility, connect with new audiences and reach potential new customers.

Leading partners are realising that they can do this via The Record: a unique, multichannel platform with over twenty years of experience to call upon. The Record enables partners to not only communicate their products and services to a captive audience, but to do this in a way that adds real value to those looking to make informed decisions about their technology journey.

And this isn’t all. Through active collaboration with the magazine and wider marketing channels, companies previously classed simply as ‘IT providers’ start their journey toward becoming genuine industry thought-leaders.

This annual report presents some recent examples of the ways in which The Record has taken partners on this journey. It also showcases some key contributors from both Microsoft and its industry partners who have added their voices to the conversation – a conversation that continues to grow in terms of contributors and weight. This report also summarises how The Record, both in print and the associated e-media channels, has evolved over the last twelve months.

As always, we continue to seek new perspectives and we invite you to join the conversation. Visit www.technologyrecord.com for further information.

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1. Changing media landscape

It is undoubtedly the case that online marketing has radically changed the communications landscape over the last decade, with social media leading the way in the battle to gain competitive advantage. In the last twelve months, however, a number of respected organisations have suggested that rumours of print’s reducing impact are greatly exaggerated. An example of this can be found in a recent report by the Communication Council at Forbes*, which offers three key points when considering the value of a healthy print medium:

- Print will continue to be valuable where there is a physical customer presence
- Major publications hold a certain cachet that online doesn’t achieve
- AR will give print ads a place in seamless omnichannel brand experiences.

The Record offers a clear demonstration of these three points – and can also demonstrate a measured growth in uptake from advertisers and editorial contributors that supports the theory that far from being in decline, this print medium forms an essential component within any credible omnichannel marketing strategy.

At a time when digital media has become the de facto channel, and where the trend is for consumers to gather news from an ever-decreasing number of preferred outlets, a healthy print medium enables broader conversation with a wider audience than cannot be reached by online channels alone.


Trusted and respected

Brandon Ortiz, vice president of content market at Celonis and formerly of SalesForce, was recently quoted as saying: “The ubiquity of digital media has given print media a strange new power. Think of how special it is to get a written letter as opposed to an email. If you’re trying to target a C-level audience, forget email – their assistant will just hit delete. But if you take your e-book, print it as a nice brochure and mail it to the exec’s office, it might get to their desk and leave a lasting impression.”

In the US, a survey by MarketingSherpa* concluded that 82% of internet users trust print ads when making a purchase decision, more than any other medium. The highest-ranking online format, search ads, drew 61%, while only 25% of Americans trust pop-ups. There is a wealth of well-established research which supports this point of view, a useful example coming from the Magazine Media Factbook by MPA, 2019:
Another MPA reference points to what neuroscience says about why print works so effectively, citing six primary factors:

- More focused attention, less distraction
- Higher comprehension and recall
- Stimulates emotions and desires
- Preferred by majority (even millennials)
- Drives sensory involvement which contributes to reader impact
- Slower reading speeds

Research by IMARC Group*, titled *Global Print Advertising Market Report & Forecast 2019-2024* concludes that: “Despite the media market’s declining growth and the competition faced from the newer advertising media such as internet and mobile advertising, print advertising still accounts for a significant share in the global advertising market.”

In the same report, IMARC’s findings suggest “print ads are less intrusive and, at the same time, provide unlimited exposure than other forms of media as the reader can study the advertisement at his leisure without any time limit or interruptions. Print media also provides position flexibility as it offers a choice to the advertisers as to where to place the ad in a publication.”

Findings from the report further suggest that, while the print advertising market is declining in developed markets, it is experiencing a balanced growth in emerging markets.

At the same time, research by The Direct Marketing Association** concluded that cross-channel marketing is much more valuable if print is included. We entirely support this view – indeed, it is a proposition that our team members discuss with Microsoft partner organisations on a daily basis.

This perspective drives the multichannel offerings that are brought together under the brand umbrella of *The Record*. Print has a long-standing reputation for being both a valuable and credible source of information and, as part of a fully integrated suite of messaging tools that spans both physical and digital media, we see its value reaching far into the future.
Broad reach
A core component of The Record’s offering is its online home www.technologyrecord.com, which serves not only as a repository for digital editions of the print magazine, but also as a news portal for Microsoft and its technology partners. The website offers a first port of call for those wanting to better understand latest industry innovations and provides its users with a valuable archive of information spanning all geographies and sectors.

With two decades of heritage to call upon, www.technologyrecord.com presents an unrivalled level of carefully curated content, specifically created for a senior business decision maker audience and produced with the intention of providing insights that will actively impact upon both corporate and civic technology investment.

Several thousand technology companies have been actively involved in the online conversation at www.technologyrecord.com over the last twelve months, and that number is only set to grow as our digital hub for The Record continues to expand and proliferate. This is thanks to the fact that this channel can offer a far more granular level of conversation than is currently available through mainstream digital marketing.

At a time when digital messaging is seemingly in a race to the bottom when it comes to providing marketers with a platform to engage at length with an audience, The Record continues to offer broad topics of conversation for its contributors, along with an opportunity to talk at length about the products and services that they are bringing to market. We believe this to be a uniquely powerful tool in a marketing landscape which is increasingly forcing conversations with customers into becoming mere soundbite engagement.

A loyal following
Another compelling component of the messaging platform being offered by The Record is our monthly e-newsletter service. The audience for this regular drumbeat of technology news, views and opinion has seen steady growth since its inception, with a current audience of just under fourteen thousand* readers in total.

Along with a readership which continues to grow, with new subscribers signing-up on a daily basis, retention rates for the newsletter service are also consistently high, with a drop-out rate of less than one percent**. This suggests that our unique brand of ongoing conversation over frequent soundbite messaging is proving to be consistently popular with our audience, as well as with our advertisers and editorial contributors.

As with all of the channels that we curate, the ongoing mantra for the monthly e-newsletter is to act as a trusted provider, delivering incisive opinion along with a uniquely rich array of technology-related content.

*Audience total at 19th June 2019 = 13,769. ** Unsubscribes during circulation period = 26 users.
Social media awareness
Whilst *The Record* has benefited from longstanding online representation by way of website and e-newsletter service, social media is a relatively recent addition to the enterprise marketing toolkit, and it’s one that we have embraced with enthusiasm.

Whilst still in its infancy, our social media channel spans Twitter, Facebook and LinkedIn, where we curate a blend of breaking news, existing magazine content, expanded commentary that augments conversations first started in the print publication, a showcase for content that has been created for other outlets (for example, e-books that we produce as gated content for microsoft.com in our role as collateral vendor) and a forum space where our writers, readers and collaborators can actively engage.

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Great to have had the opportunity to catch up on the Spring edition opportunity as well as getting the Tudor Rose updates. As discussed, this is a great platform to amplify Microsoft in industry and we have always appreciated the support from you and the team.

Greg Jones, Director Business Strategy, Worldwide Retail & Consumer Goods, Microsoft
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2. Engaging content

When engaging with potential customers, narrative is everything. Conversations come in all shapes and sizes; however, when the trend is extreme brevity and mass audience appeal, how best to tell your story? Our firm belief is that, along with the more mainstream digital channels which any marketer should adopt, real impact can only achieved when the bigger picture is portrayed – and this is particularly true when it comes to ‘big ticket’ technology sales which can often run into the millions as well as the tens of thousands.

This is where The Record excels. A dedicated team of writers and designers work with Microsoft partners of all varieties to create bespoke messaging that showcases their offerings to technology decision makers worldwide. This unique blend of compelling audience and complimentary content engine has found technology companies of all sizes leveraging The Record, both in print and online.

Whether reporting news of latest product releases or developing case studies that showcase recent customer implementations, working with thought leaders to publish industry perspectives or interviewing executives as feature contributors, our team has the capacity and competence to assist in the generation of genuinely compelling content, for use in a publishing environment that compliments content whilst synchronising it with current and ongoing Microsoft go-to-market strategies.

Over the years, Tudor Rose publications created in partnership with Microsoft have created literally thousands of interviews, product reviews, features, event and news coverage and opinion pieces that have benefited a broad spectrum of hardware vendors and OEMs, software companies, systems integrators and global technology service providers. The Record is proud to continue this tradition and to build further on the output that the team has delivered since the first Microsoft enterprise technology magazine was launched in 1998.

Market news and insights

Our Marketwatch section captivates the reader and encourages them to also absorb the longer form pieces found later in the magazine. Similarly, ongoing news coverage online at www.technologyrecord.com ensures that conversation with our readers is constant and varied, with magazine content driving readers to supplementary information residing on the website. This is further disseminated and analysed (both by our editorial team and the world at large) via the assorted social media outlets which The Record curates on an ongoing basis. Once again, this constant blending of traditional and new audience channels works to offer marketers an entirely unique set of tools with which to send their corporate message.

Interviews

Throughout the year, The Record brings its readers a wide range of interview insight, ranging from business leaders that are adopting Microsoft-centric solutions, through to industry thought-leaders from within the ecosystem of partners operating across the globe, industry analysts from every area of commerce, to the senior executives that lead Microsoft’s mission to add value across every walk of life.
Looking at the last of these categories, the leading Microsoft executives that were interviewed over the period covered by this report include:

- **Summer 2018** – Janet Lewis, vice president, global financial services, Microsoft
- **Autumn 2018** – Jean-Philippe Courtois, vice president for global sales, marketing and operations, Microsoft
- **Winter 2018** – Jennifer Byrne, chief technology officer, Microsoft USA
- **Spring 2019** – Shelley Bransten, vice president, worldwide retail & consumer goods, Microsoft
- **Summer 2019** – Gavriella Schuster, corporate vice president One Commercial Partner, Microsoft.

**Case studies**

There’s no better way to demonstrate to a potential customer that your solutions work than by showcasing them in a case study. This type of ‘profiled’ article forms a constant theme throughout *The Record*, with best-of-breed examples published quarterly in the magazine, further promoted on an ongoing basis at [www.technologyrecord.com](http://www.technologyrecord.com), via the monthly e-newsletter service and across all of our associated social media estate.

In the period covered by this report, we have published over thirty new case studies in full and have referenced hundreds more being covered by other channels, in support of the work being done by Microsoft and its worldwide ecosystem of partners.

**Viewpoint commentaries**

As well as providing our own editorial insight, we believe that *The Record* can add value through the inclusion of a broad range of additional thought-leaders, which is why the publication is constantly packed with commentary from industry experts and commentators from within the communities that are creating technology tools for commercial and civic adoption. Over the period covered here, *The Record* has carried over eighty viewpoint articles, all of which are great examples of the breadth and depth of commentary that the publication can offer. Here are a few examples of coverage we have given industry thought-leaders in recent times:

- **“Is device-as-a-service a gamechanger?”** Gary Beckett, DXC Technology
- **“Choosing the right partner”** Massimo Crudelli, AX for Pharma
- **“Seamless sourcing”** Laurent Bertaud, Dassault Systemes
- **“The technology implications of IFRS 17”** Trevor Howes, Moody’s Analytics.

**Partner profiles**

The real power of *The Record* as a marketing tool lies in its ability to offer compelling collaboration at all levels and to accommodate even the most modest of marketing budgets. During the period covered by this report, *The Record* has published a total of one hundred and thirty-seven ‘featured partner’ listings, with countless other companies being showcased online. In all cases where marketing budget was actively involved, the standard investment required started at just £500, which represents a return on investment that simply cannot be matched by comparable mixed-media industry marketing outlets.

*We appreciate the repivot at the start of the article. Jennifer has had a chance to review it and thinks it looks great. Thank you so much for the opportunity to partner and contribute to the article.*

Tana Landerdahl, Microsoft
3. Microsoft insights

Whether contributing to our quarterly print title or collaborating with our writers online, in social media and at www.technologyrecord.com, Microsoft thought-leaders play a vital role in defining and delivering our editorial strategy. Each quarter we showcase leading lights from within the senior ranks of Microsoft, engaging them in conversations about the issues that concern their customers and so drive Microsoft’s commercial activities.

As with the contributions we take from members of the worldwide partner ecosystem, the feedback we have from our Microsoft executive interviewees is always positive. This reaction is centred mainly around the appeal of the unique blend of print and digital media that participation in The Record can deliver, in addition to the ability to leverage a broad ‘digital-first’ audience at the same time as reaching out to senior business decision makers across the globe via an accessible, appealing and high quality print periodical.

Here are some examples of the leaders we have worked with over the last twelve months:

**Autumn 2018**

“Transformation isn’t easy, it’s a long-term journey and ultimately it will be the people in your organisation that drive your success.”
Jean-Philippe Courtois  
*Executive vice president for global sales, marketing and operations*  
*Microsoft*

“Taking time to implement digital change will see the technology change again before it is finished being implemented.”
James Phillips  
*Corporate vice president*  
*Microsoft Business Applications Group*

“The pure scalability that the cloud brings to an operation means that media companies can achieve lower processing costs and lower running costs.”
Tony Emerson  
*Managing director worldwide media and cable*  
*Microsoft*

“We’re seeing the emergence of Chemistry 4.1: a sustainable and tailor-made chemical industry with increased cross-sector collaboration and value chains.”
Egbert Schröer  
*Worldwide managing director of manufacturing and chemical & agribusiness*  
*Microsoft*

“We are seeing increased interest in emerging technologies such as artificial intelligence and internet of things.”
Larry Nelson  
*Education leader*  
*Microsoft Asia*
“Today’s POS systems are much more powerful than the cash registers of the past and they now play a critical role in overall retail operations.”

Vic Miles  
Director of retail technology strategy  
Microsoft

Winter 2018

“Digital transformation is not just about technology – it requires us to re-envision existing business models.”

Jennifer Byrne  
Chief technology officer  
Microsoft US

“The world is changing so rapidly. What once seemed like science fiction is becoming reality. The expectations of our customers have been elevated.”

Gavriella Schuster  
Corporate vice president, One Commercial Partner  
Microsoft

“Media and entertainment leaders face increasing pressure to find new ways to monetise content and generate revenue.”

Jennifer Cooper  
Global head of media and communications industry strategy and solutions  
Microsoft

“As consumers demand a digital, mobile banking experience, new security challenges are emerging too quickly for traditional approaches to keep pace.”

André Burrell  
Strategy leader banking and capital markets  
Microsoft

“New demands for experiences such as on-demand services are driving manufacturers to re-evaluate their value chain.”

Colin Masson  
Industry marketing director for manufacturing  
Microsoft

“These new technological developments can be harnessed for social good, to deliver unprecedented improvements in many aspects of healthcare.”

Elena Bonfiglioli  
Regional business lead, health and life sciences  
Microsoft

“Retailers must consolidate disparate data silos and use analytics and machine learning to mine it for insights.”

ShiSh Shridhar  
Director of business development, data, analytics and IoT for the retail sector  
Microsoft
“Microsoft will continue to lead improvements across all industries – not just retail – with its solutions across AI, machine learning, IoT, cognitive services and more.”
*Shelly Bransten*
*Corporate vice president of retail and consumer goods*  
*Microsoft*

“Modern developer skills, advanced data science and management, cloud-based skills, and artificial intelligence and machine learning are all in great demand.”
*Jennifer Byrne*
*Chief technology officer*  
*Microsoft*

“HoloLens 2 enables direct manipulation of holograms with the same instinctual interactions you’d use with physical objects in the real world.”
*Julia White*
*Corporate vice president of Microsoft Azure*  
*Microsoft*

“Azure enables firms to integrate their media supply chain by creating, managing, distributing and monetising content in the cloud.”
*Rainer Kellerhals*
*Media and entertainment industry lead, EMEA*  
*Microsoft*

“With big computing capacity available on demand you can iterate the next version of your product more rapidly using digital twins, simulation and analysis tools.”
*Colin Masson*
*Industry marketing director for manufacturing*  
*Microsoft*

“Good old journalism is the vaccine for fake news. The future is all about technology but there are limits.”
*Paula Panarra*
*General director*  
*Microsoft Portugal*

“Developments in AI have already started to transform the financial services landscape.”
*Monique Dahler*
*Head of AI and director, Worldwide Financial Services Industry*  
*Microsoft*
“Manufacturing – and the technology that makes it more intelligent – is shaping our future in exciting ways,”

Colin Masson
Industry marketing director for manufacturing
Microsoft

“AI can enable collaboration by connecting people with the right skills and experiences and relevant content for a project.”

Rainer Kellerhals
Media and entertainment industry lead, EMEA
Microsoft

“With the modern workplace constantly evolving, so too should our classrooms – and technology integration is absolutely crucial in this matter.”

Anthony Salcito
Vice president, Worldwide Education
Microsoft

“The ‘perfect’ shopping journey is different for everyone, but all consumers expect it to be intuitive, seamless and frustration-free.”

Cath Brands
Director of Global Industry Marketing for Retail & Consumer Goods
Microsoft

We will wait to see what your brilliant team has come up with before publication. Thanks!

Jeff Dubois, Communications Manager, Commercial Partner Channels & Programs, Microsoft
4. Alliance partnerships

To further expand our editorial reach, The Record actively partners with a broad range of industry groups and organisations. These partnerships ensure that the latest market trends and technology advances are delivered to our worldwide audience of senior business decision makers.

With ongoing online coverage throughout the year and quarterly promotion within main features and our analyst section ‘the last word’, The Record curates a rich and compelling blend of commentary from leading industry specialists across all regions.

Over the past twelve months our alliance partnerships have continued to grow and strengthen, with industry organisations from all sectors joining us on a regular basis to add third-party expertise and insight to our features and thought-leader perspectives. By actively seeking to engage with best-of-breed industry commentators, the editorial team charged with producing The Record ensures that both print and online content contains balance and accuracy, along with an enviable depth of commercial and civic savvy that far exceeds the reach of other industry titles. Here are just a few of our industry partners, along with recent examples of the insight they bring to The Record:
Selected quotes from our industry alliance partners:

“Businesses also need a full cloud platform to really take advantage of the new artificial intelligence technologies and cognitive services and reap the rewards.”
Alex Hilton
CEO
Cloud Industry Forum

“Initial work will focus on the core functionality of field device communication, developing a next generation architecture and general model for devices.”
Stefan Hoppe
President and executive director
OPC Foundation

“Retailers struggle to find ways to mine their vast pools of data to gain insights on customers, and there are also challenges to deliver products more quickly.”
Angela Elder
Vice president of retail strategy
National Retail Federation

“The industry is still quite manual, in the next few years companies need to use technology to increase capacity, simplify existing processes and digitise data.”
Bijesh Jacob
Senior vice president of technology
ACORD

“Cyber attacks are threatening critical infrastructures with increasing frequency and sophistication.”
Henri Verdier
French ambassador for Digital Affairs
The Paris Call

“Cloud platforms are quicker to deploy and cheaper to run, so banks can quickly provide better and more consistent customer services.”
Gareth Lodge
Senior analyst
Celent

“Micro services will provision banks to facilitate a ‘pick & mix’ approach to their offerings, allowing them to be more aligned to their customer base.”
Hans Tesselaar
Executive director
BIAN

“The first stop on a customer experience transformation journey is to develop a better employee experience.”
Blake Morgan
Author, customer experience futurist and keynote speaker
5. Microsoft national offices, technical centres & innovation centres

Over the two decades that Tudor Rose has been working with Microsoft, strong bonds have been forged with regional personnel, the vast majority of whom view publications such as The Record as a valuable resource to enable dialogue with prospects and customers at a local level.

Whether by distributing copies via the front office, using the magazine as visitor collateral at local business events or by ensuring that copies are despatched direct to contacts on a quarterly basis, circulation through the network of Microsoft worldwide subsidiary offices is a vital component in the broader distribution strategy of The Record.

As a matter of course, distribution via the subsidiaries will fluctuate throughout the year, depending upon individual in-country activities. To ensure that The Record also maintains a constant ‘foothold’ within this valuable circulation space, the team at Tudor Rose also works closely with a number of Microsoft’s Innovation Centers around the globe, along with the entire network of Microsoft Innovation Centers, operating in over forty locations worldwide: North America, Latin America, Europe, Middle East & Africa, Asia

Our editorial team has established strong links with managers in each of these technology centres, working with them throughout the year to ensure that, along with finding opportunities to promote the magazine in their regions, they also drive editorial contributions, from Microsoft’s regional employees and from the ecosystems of partners operating alongside them in their country. The Autumn 2019 issue will see the introduction of a regular ‘MTC focus’ section within the magazine, the first of which will showcase latest innovations being driven by the Sao Paolo centre.

Whether subsidiary office, briefing, innovation or technology centre, our approach is the same – engage effectively, drive regional uptake for both print and digital editions of the magazines and gather a wealth of regional content on an ongoing basis.

I get The Record magazine on regular basis and it’s very well used by my team at Customer facing events.

We’d love to have [more of] our local customers and partners cases in the magazine in the future.

Ewa Wolodzko
Microsoft Poland

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I love THE RECORD magazine! Please, keep me on your radar for how I can help you for future editions about Microsoft’s Technology Center in Brazil and other different topics.

Waldemir Cambiuccu, MTC director, Microsoft Brazil
6. Microsoft partner engagement

The key driver to everything that happens within The Record is partner engagement. Whether showcasing how partners work seamlessly alongside Microsoft to deliver ground-breaking technology solutions, or by shining a light upon stories that demonstrate where customer adoption is driving genuine competitive advantage, the focus is always upon the community of Microsoft partners around the globe and how they are driving change in all areas of commercial and civic life.

For partners that choose to leverage The Record, the benefits are abundantly clear. By augmenting traditional marketing activities with bespoke opportunities to help craft powerful editorial messages, they can reach a widespread audience of senior business decision makers from all industries and sectors. It’s a powerful tool for marketers and, as well as being extraordinarily easy to engage with, also accommodates a broad range of marketing budgets.

A dedicated team of partner managers guide contributors through the various marketing opportunities available, working on a one-to-one basis with marketers to define precisely the right elements to promote within their annual campaigns. Editorial staff analyse each company’s main activities and map them against our editorial calendar which, in turn, corresponds perfectly with Microsoft’s strategy roadmaps for the five sectors that The Record covers.

Every quarter, partners are guided through the process of content creation, with the bulk of activity being driven by our talented writers and designers to create feature commentary, customer interviews, case studies, thought-leader perspectives and more. All of this material is then offered free of charge to the partner, post-publication – further strengthening the return on investment.

In the past twelve months, the following companies opted to invest in The Record as an alliance marketing tool and have worked with our team to drive print and online messaging:

**Publishing partners** – engage at the most integrated level, with prime advertising spaces supported by a wide range of executive and customer interviews, feature commentary, case studies, news coverage and thought-leadership perspectives:
- Aveva Software
- DXC Technology
- Moody’s Analytics
- Blue Prism
- Finastra
- Nintex
- CenturyLink
- Learn on Demand
- Schneider Electric

**Advertisers & sponsors** – run-of-magazine advertising spaces supported by packages of content including feature commentary, case studies, news coverage and thought-leadership perspectives:
- Aionsports
- Diastasys
- Metafile
- Arkadin
- EfficientIP
- OPC Foundation
- ATS Global B V
- Enghouse Interactive
- OSIsoft
- Avast
- Epam
- Pexip
- AX for Pharma
- Episerver
- PopcornApps
- Barracuda Networks
- Finastra
- Redgate
- Bentley Systems
- Formpipe
- Relex Solutions
- BindTuning
- GCI Communications
- Swift
- Bluestar PLM
- Gemalto
- Taqtile
- Bottomline Technologies
- Henson Group
- Tata Consultancy Services
- Broadcast Bionsics
- Hubstor
- Teradici
Partner listings – an opportunity to publish a summary of operations, key products and industry specialisations, along with a logo and contact details:

CiValue
Coeo
Combined Knowledge
Company Net Ltd
Copa-Data GmbH
Diehl Metering

Driveworks
Efima
Encompass Digital Media Inc
Episerver
iFD Engineering Joint Venture Ltd
Ineo

Kainos
Kianda
Meshcrafts
Mida Solutions
Objectivity Ltd
OrderDynamics.

“I have noticed a printed edition of The Record in our office. I assume it’s your doing and I would like to thank you very much! It was a really nice surprise :) There are a lot of new things happening in Lingaro and maybe we could discuss new ways how both Lingaro and The Record could work together.”

Piotr Stefaniak Branding Specialist, Lingaro Group
7. Partner testimonials

Even on their best day, the overwhelming majority of marketing professionals struggle to find genuine measures for success within their messaging campaigns. For us, positive feedback is a valuable barometer of our performance and the overall success of The Record as an alliance messaging tool.

Alongside the traditional tools to measure activity and return on investment – such as web analytics, distribution records and reader response exercises – over the twenty or so years that we have been publishing magazines in partnership with Microsoft, the team at Tudor Rose has learned to listen to its advertisers. More than any other measure, anecdotal feedback is a truly accurate indicator of success, with those heaping praise upon The Record forming long and successful partnerships with the title that often endure for many years.

The Record and its associated e-media channels all receive regular and rich praise from the Microsoft partner community. This page of the report provides a representative selection of the positive comments made by partners, followed by four case studies, which represent a more complete picture of partner experiences over the last year:

Greater attention and recall

Another MPA reference points to what neuroscience says about why print works so effectively, citing six primary factors:

<table>
<thead>
<tr>
<th>Comment</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>I had actually picked up a copy of your magazine at the ARC Forum in February and thought the content was very solid and useful for other Microsoft platform users.</td>
<td>Phil Lewis, Yokogawa Electric</td>
</tr>
<tr>
<td>Thank you for your trust, we are glad to count on your support. This ambitious declaration sends a powerful signal and manifests our common desire to work together to strengthen everyone’s security in digital space. The Record will appear on the list on the occasion of its next update. Thank you once again for your support.</td>
<td>The Paris Call Team</td>
</tr>
<tr>
<td>Thanks for this I received the link on Friday it all looks fabulous! You must all be very pleased with it and proud of your hard work. I am thrilled that we could take part and thank you for the opportunity.</td>
<td>Gabriella Ladogana, Morgan &amp; Wolfe</td>
</tr>
<tr>
<td>Beautiful. Thank you.</td>
<td>Lori Johnson, Information Systems</td>
</tr>
<tr>
<td>Thank you for your great job!</td>
<td>Valentina Ventura, AX for Pharma</td>
</tr>
<tr>
<td>Thanks for everything again. Great Job!</td>
<td>Jon Vink, StreamingBuzz</td>
</tr>
<tr>
<td>You are the best – thank you.</td>
<td>Jan Anderson, Citrix</td>
</tr>
<tr>
<td>This looks great!</td>
<td>Rex Grignon, Nimble Collective</td>
</tr>
<tr>
<td>This looks awesome! Go ahead! 😊</td>
<td>Ana Luz, bizdirect</td>
</tr>
<tr>
<td>Thank you from our side for this great cooperation and all the help!</td>
<td>Milena Kalatha, interworks.cloud</td>
</tr>
</tbody>
</table>
Formed in 2017 by the merger of CSC and the Enterprise Services business of Hewlett Packard Enterprise, DXC Technology is a leading independent, end-to-end IT services company, driving digital transformation across the world by modernising and integrating mainstream IT, deploying digital solutions at scale to produce better business outcomes.

DXC Technology has been publishing partner to The Record for a number of years, promoting brand whilst actively leveraging a wide range of editorial opportunities to showcase the company’s solutions & services.

**What elements of your engagement have you most enjoyed?**
The Record is an added opportunity for DXC to share with customers solutions that can help solve their challenges. It also provides DXC a means to bring together the many practices that support Microsoft solutions. One of the things I love about The Record is that its regular cadence always provides us a regular channel for thought leadership pieces and news items that might not always be “big” enough for a blog or a press release. And, we can publish with The Record first and reuse content elsewhere (or vice versa) to optimize. Further, the commentaries offer a way for our busy teams to engage without a ton of heavy lifting. Your team is AWESOME to work with, we never feel out of sync or worried about missing a deadline!

**How did the Tudor Rose team make this a positive experience for you?**
The entire team, from advertising sales to editing, are partners all the way! I could not think of a better team to work with in supporting our business needs.

**What elements of the magazine have you been most impressed with?**
The publication is beautiful, and it has a very wide reach, which is great for helping DXC to build brand awareness.

**What plans do you have to use our solution in the future?**
I look forward to working with you to find new ways to develop more targeted customer media campaigns, whilst continuing to drive the main brand message through the print magazine and online at [www.technologyrecord.com](http://www.technologyrecord.com).

**Based on your experience, how likely are you to recommend The Record to others?**
Five Stars... I would recommend without any reservations! Thank you for working with DXC, you have helped us shine!

Find out more about DXC Technology at the company’s website: [www.dxc.technology](http://www.dxc.technology)

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**One of the things I love about The Record is that its regular cadence always provides us a regular channel for thought leadership pieces and news items that might not always be “big” enough for a blog or a press release.**

Elizabeth Galla, DXC Technology

**The publication is beautiful and you have a very wide reach which is great for helping DXC build brand awareness.**

Shaun Wilde, Strategic Partnerships Manager, DXC Technology
Founded in 2001, DriveWorks is a Design Automation and Sales Configurator software creator based in the UK. A Microsoft Gold Partner for Application Development, DriveWorks products are Windows 10 compatible and fully tested and approved by Microsoft.

DriveWorks is a featured partner appearing regularly in The Record. We spoke with Marketing Manager Danielle Brown and asked her why DriveWorks chose to partner with the magazine:

**Did The Record meet your expectations?**
The last advertisement we placed with The Record definitely exceeded expectations. I’ve always been very happy trusting our account manager to recommend the features that we should place our adverts alongside and the manufacturing article in the last issue was perfect. Many of the themes discussed in the article related directly to our business and what we do, so the advertisement we ran was exceptionally well placed.

**How did the Tudor Rose team make this a positive experience for you?**
I’ve always had a good experience working with the Tudor Rose. We’ve worked with several members of the partner management team, all of whom put in a lot of effort to help us spread the word about our products. Your editors are also great to work with.

**What can we do to improve (product and/or service)?**
I think everything you’re doing is great! Your prices for advertising are very reasonable and the magazines are packed full of great content.

**What have you been most impressed with?**
The placement of our most recent advertisement was just perfect for our requirements.

**What plans do you have to use The Record in the future?**
On my last call with the team we discussed future marketing plans. Whilst we don’t have a limitless budget we know that ‘tactical’ use of The Record will work well for us. For example, we hold and annual technical training event and are likely to place some advertisements around that time.

**Based on your experience, how likely are you to recommend The Record to others?**
Very likely!

Find out more about DriveWorks at the company’s website: [www.driveworks.co.uk](http://www.driveworks.co.uk)

Many of the themes discussed in the article related directly to our business and what we do, so the advertisement we ran was exceptionally well placed.

Danielle Brown Marketing Manager, DriveWorks
VeriPark is a global solutions provider with headquarters in United States and offices around the world. VeriPark helps businesses to enhance customer acquisition, retention & cross-sell capabilities by providing proven, secure and scalable tools – all of which leverage the power of Azure.

VeriPark has a long association with The Record, promoting its brand and driving the editorial agenda with feature commentary, thought-leader perspectives, case studies & news items. We spoke with VeriPark’s marketing executive Irem Dincer about this enduring partnership:

**Does The Record meet your expectations?**
It absolutely meets our expectations. Through The Record we are able to reach our target audience effectively and engage them both with traditional brand marketing and more the innovative ‘deep dive’ of content submission.

**How does the team at Tudor Rose make this a positive experience for you?**
Everybody in the team is great to work with. Any queries we have are responded to right away and the magazine’s editorial staff are extremely easy to work alongside when creating articles or viewpoints.

**What have you been most impressed with?**
The magazine’s writers have an extensive knowledge of the content we provide and the industries we serve, ensuring that VeriPark is consistently presented to readers of The Record in the most expansive and appealing way possible.

**What plans do you have to use our solution in the future?**
We will continue to work with The Record in the future and look forward having this platform play a part in our global marketing activity by having articles and viewpoints published regularly. We’re looking forward to further leveraging The Record’s digital channels, which I’m positive we can use more effectively. With this in mind, we’re eager to play more of a role in the monthly newsletter and the social media which the team curates, to further drive or digital presence.

**Based on your experience, how likely are you to recommend The Record to others?**
We’d definitely recommend it!

Find out more about VeriPark at the company’s website: [www.veripark.com](http://www.veripark.com).

The magazine’s writers have an extensive knowledge of the content we provide and the industries we serve, ensuring that VeriPark is consistently presented to readers of The Record in the most appealing way possible.

Irem Dincer, Marketing Executive VeriPark
Based in Pinkafeld, Austria, x.news information technology gmbh is a software developer creating research tools for journalists. The company’s core product helps monitor, search, follow, collect and share a wide range of data resources, including content from international news agencies, social media and corporate web sources. Products from x.news leverage the Microsoft Azure platform.

The company has had an active association with *The Record* since early 2018 and has sponsored a number of industry articles in that time. We spoke with founder & CEO Andreas Pongratz to find out more about his reasons for choosing the publication:

**Does The Record regularly meet your expectations?**
From day one *The Record* absolutely exceeded our expectations! Our experience has been phenomenal – I think primarily due to the personal relationship management skills that the Tudor Rose partner management team demonstrates with its contributors.

**So the Tudor Rose team made this a positive experience for you - what have you been most impressed with?**
Along with the standards of relationship management? I suppose the readiness to be creative – and to work with sponsors to ensure that the service is always improving. For example, in the past, I suggested that the title should provide deeper insight into reader analysis as part of the various editorial segments, and I know that the team has taken that suggestion forward by looking at ways to implement greater levels of reader engagement and feedback analysis in the future.

**What plans do you have to use The Record in the future?**
x.news will definitely continue to use the various services offered by *The Record* and work with our account manager to drive ever-greater levels of positive messaging for our company within both the print publication and its associated online products.

**Based on your experience, how likely are you to recommend The Record to others and is there anything else we should know?**
Certainly we would be more than happy to reference *The Record*. Anything else? Stay as you are!

Find out more about x.news at the company’s website: [www.x-news.eu](http://www.x-news.eu).

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Our experience has been phenomenal – I think primarily due to the personal relationship management skills that the Tudor Rose partner management team demonstrates.

Andreas Pongratz CEO, Founder & CMO x.news gmbh
8. Global industry events

Event distribution is a vital part of our broader circulation story. Throughout the year *The Record* actively partners with key Microsoft events, along with other leading gatherings worldwide. The magazine is a regular media sponsor of a wide range of conferences across all sectors and engages enthusiastically with organisers, exhibitors, speakers and attendees to offer marketing promotion and comprehensive editorial coverage before, during and after the event.

Here are just some of the events that *The Record* actively partners with throughout the year:

<table>
<thead>
<tr>
<th>Event name</th>
<th>Month</th>
<th>Industry</th>
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<tbody>
<tr>
<td>Money 20/20 Europe</td>
<td>June</td>
<td>Financial Services</td>
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<tr>
<td>London Tech Week</td>
<td>June</td>
<td>Cross-industry</td>
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<td>8th Risk EMEA</td>
<td>June</td>
<td>Financial Services</td>
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<tr>
<td>HIMSS Europe</td>
<td>June</td>
<td>Public Sector</td>
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<tr>
<td>EFMA Insurance &amp; SME Banking Summit</td>
<td>June</td>
<td>Financial Services</td>
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<td>eTail Europe</td>
<td>June</td>
<td>Retail &amp; Consumer Goods</td>
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<td>Asian Banking Forum</td>
<td>June</td>
<td>Financial Services</td>
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<td>IoT Tech Expo Europe</td>
<td>June</td>
<td>Cross-industry</td>
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<tr>
<td>Digital Healthcare Show</td>
<td>June</td>
<td>Public Sector</td>
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<td>Mobile World Congress Shanghai</td>
<td>June</td>
<td>Communications &amp; Media</td>
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<td>Microsoft Inspire</td>
<td>July</td>
<td>Cross-industry</td>
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<td>Security of Things World BERLIN</td>
<td>July</td>
<td>Cross-industry</td>
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<tr>
<td>Blockchain Summit London</td>
<td>July</td>
<td>Financial Services</td>
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<td>ARC India Forum</td>
<td>July</td>
<td>Manufacturing &amp; Resources</td>
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<td>International Broadcasting Convention</td>
<td>September</td>
<td>Communications &amp; Media</td>
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<td>Delivery of Things World USA</td>
<td>September</td>
<td>Cross-industry</td>
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<td>Sibos</td>
<td>September</td>
<td>Financial Services</td>
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<tr>
<td>EBF Technology, Security &amp; Risk</td>
<td>October</td>
<td>Financial Services</td>
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<td>Directions EMEA</td>
<td>October</td>
<td>Cross-industry</td>
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<td>EFMA Innovation Summit</td>
<td>October</td>
<td>Financial Services</td>
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<td>47th EFMA Congress</td>
<td>October</td>
<td>Financial Services</td>
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<td>Mobile World Congress Americas</td>
<td>October</td>
<td>Communications &amp; Media</td>
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<td>Smart City Expo World Congress</td>
<td>November</td>
<td>Public Sector</td>
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<td>IoT Tech Expo North America</td>
<td>November</td>
<td>Cross-industry</td>
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<td>health:CODE</td>
<td>November</td>
<td>Public Sector</td>
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<td>NRF New York</td>
<td>January</td>
<td>Retail &amp; Consumer Goods</td>
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<td>BETT London</td>
<td>January</td>
<td>Public Sector</td>
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<td>Connected Manufacturing Leaders Summit</td>
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<td>Manufacturing &amp; Resources</td>
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<tr>
<td>ARC Orlando</td>
<td>February</td>
<td>Manufacturing &amp; Resources</td>
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<tr>
<td>Executing Shopper Insights</td>
<td>February</td>
<td>Retail &amp; Consumer Goods</td>
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<td>EFMA World Retail Banking Summit</td>
<td>February</td>
<td>Financial Services</td>
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<tr>
<td>Payments Forum</td>
<td>February</td>
<td>Financial Services</td>
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<td>EuroCIS</td>
<td>February</td>
<td>Financial Services</td>
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<tr>
<td>Mobile World Congress Barcelona</td>
<td>February</td>
<td>Communications &amp; Media</td>
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<tr>
<td>Blockchain Summit Hong Kong</td>
<td>February</td>
<td>Financial Services</td>
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<tr>
<td>RSA Conference</td>
<td>March</td>
<td>Cross-industry</td>
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<tr>
<td>5th New Gen Op Risk</td>
<td>March</td>
<td>Financial Services</td>
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<tr>
<td>fin:CODE</td>
<td>March</td>
<td>Financial Services</td>
</tr>
<tr>
<td>10th Health Datapalooza</td>
<td>March</td>
<td>Public Sector</td>
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</table>
More than just print

As well as leveraging our print collateral at key events, online editions of The Record are also promoted as an essential part of our messaging.

Recent events such as Microsoft Inspire, Hannover Messe and NRF have all provided important opportunities to draw readers to the digital magazine, website, e-newsletter service and social media outlets that combine to form the broader offering. Regardless of the medium, The Record delivers near-ubiquitous visibility for those partners that utilise the title as a marketing platform.

*Just a short note to thank you for all your efforts - Sibos was a big hit and The Record featured prominently on our stand.*

Peter Hazou, Microsoft
9. Social engagement

Our core print publication and the online services and social media that we curate affords The Record a significant position within the technology publishing community.

Along with the more structured messaging that the publication achieves through associating with recognised thought-leadership gatherings and tier-1 industry events, a more informal drumbeat is nurtured through the ongoing use of social media. Individual team members drive the conversation and our partners and contributors amplify these messages via their own social media channels:
Microsoft AI Inner Circle Partner Program

Newsletter | April 2019

Microsoft AI Inner Circle Partners:

Welcome to the April 2019 edition of the Microsoft AI Inner Circle Partner Program Newsletter. Please see below for recent announcements, new program benefits, and upcoming events to check out.

The AI Inner Circle Partner Program also received a mention in the publication, The Record. "In AI for enterprise", through our AI Inner Circle Partner program, partners provide custom services and enhanced AI solutions to customers and have seen more than 200% growth in their AI practices year-over-year."

Feel free to check out the official blog announcement here.

The Record is active on Twitter, LinkedIn and Facebook – click on the icons and join us today!
10. The next 12 months

Despite being in its fourth year of production, with a heritage that spans the last two decades, The Record is far from being at a point where it can rest upon its laurels but rather is looking forward to increasing its audience, distribution range and the general scope and quality of content in the months and years ahead.

In the last twelve months, the team managing The Record has invested heavily in bringing talented personnel to key positions within the publication to ensure professionalism at every level. Whether in the discussions being had daily with an ever-growing number of partners, or in the conversations with stakeholders that drive our editorial agenda within the magazine and online at www.technologyrecord.com, every member of the team is fully committed to delivering excellence and successfully evolving the brand further in the coming year.

The number and quality of events that the magazine has become associated with has grown steadily over the last year, not only driving valuable content and knowledge within our team of writers but also ensuring that our print publication retains value and relevance as a vital component of our multi-platform offering. At the same time, formalising a distribution agreement with the worldwide network of Microsoft Technology Centers has added huge value to the global reach that the title promises – the same can be said of our work to increase uptake in Microsoft subsidiaries, Innovations Centers, and Executive Briefing Centers worldwide. At a time when many industry pundits are questioning the ongoing viability of print, we have worked hard to ensure that all aspects of our product group retain value and relevance for the long-term.

Clearly though, the traditional publishing format can only remain credible when combined with a strong digital presence, which is why work continues at a pace to expand online communities for The Record, whether for digital editions of the magazine, the monthly e-newsletter service, our news portal at www.technologyrecord.com or through the various social media platforms that we curate. Now, as always, our aim is to provide a ubiquitous conduit for Microsoft and its ecosystem of partners to reach customers in all walks of commercial and civic life – our long-established mantra of “message over medium” remains as true today as it ever was.

Whatever the format, The Record aims to enable intelligent, informed conversation which far exceeds the range of more conventional industry marketing products by unlocking uniquely compelling audiences to technology companies of every kind.

We encourage you join us in that conversation at the earliest opportunity.

We’ve enjoyed working with you and your team over the years and greatly appreciate the effort that you’ve dedicated to showcasing Microsoft to customers and partners around the world.

Tracey Ferriss Director, Executive Communications, Microsoft Industry Group
11. Further information

The team that creates The Record thrives upon conversation – whether gathering content for web-news or the next print edition, discussing localised distribution plans with a Microsoft industry sales specialist, building a good working relationship with an industry analyst that adds relevance to a main feature article, conversation is the engine which drives all of our activities.

And conversation is precisely what we’re bringing to our audience – informed, intelligent, compelling conversation, that speaks to the worlds in which they work and issues that they are tasked with addressing on a daily basis. The Record is a nexus for contributors of all types to join the conversation – speak to us today and find out how to become involved.

Microsoft
Ever since the first of our industry customer magazines was commissioned by Microsoft in 1998, executives, sales leaders, product engineers and events specialists from within the corporation have been actively encouraged to contribute to the story that The Record is now telling.

Whether you require copies of the magazine to distribute locally to prospects and customers, are working with a partner organisation that you feel would benefit from exposure in the publication, or you have news of regional wins that your subsidiary team has recently landed, talk to us now about your requirements and where The Record can add value. Start the conversation today by emailing andy@technologyrecord.com.

Industry associations and analysts
We are constantly looking for industry leaders to add commentary to both our print and online publications. With two decades of heritage to call upon, The Record has already amassed an impressive array of analyst and industry association partners, all of whom take full advantage of the opportunities we present them to send powerful messages to a highly influential audience. The alliances we build are informal, mutually valuable and carry no element of budgetary requirement for those that are expressing their views. If you would like to find out more about ways in which your organisation can leverage The Record contact the magazine’s executive editor, Andy Clayton-Smith, at andy@technologyrecord.com.

Microsoft customers
Enterprise organisations and public sector service providers are the lifeblood of our publication – their activities power our conversations and inform the approach that we take when executing our editorial strategy. For those that have a story to tell about the successful adoption of solutions and services based on Microsoft technology, we offer an open invitation to talk with our writing team. In the first instance, email the magazine’s editor, Lindsay James, at lindsay.james@technologyrecord.com.

Enterprise partners
The Record has been developed with the express purpose of promoting the work of Microsoft and its ecosystem of partners worldwide. Through carefully balancing marketing and editorial placements within both our print and online entities, The Record offers partners an unrivalled opportunity to engage in a compelling dialogue with individuals tasked with the acquisition of game-changing technology solutions.
Our partner managers work daily with technology companies to craft bespoke marketing programmes for businesses of every shape and size. Each with an area of industry specialisation, our partner engagement team is able to talk with confidence about the strategies that Microsoft is executing across all sectors, offer informed views germane to these areas of commercial & civic activity, and can guide prospective contributors to the magazine through the wide array of marketing opportunities which The Record can deliver.

To find out more about the promotional opportunities available, and to secure your place in the magazine, talk with one of our partner managers today:

**Communications & Media:** Timothy Grayson – timothy.grayson@technologyrecord.com

**Financial Services:** Ricky Popat – ricky.popat@technologyrecord.com

**Manufacturing & Resources:** Christian Jones – christian.jones@technologyrecord.com

**Public Sector:** Paul Zmija: paul.zmija@technologyrecord.com

**Retail, Hospitality & Consumer Goods:** Thomas Wills – Thomas.wills@technologyrecord.com