

Technology Record

The best of enterprise solutions from the Microsoft partner ecosystem

Extend your business reach



Choose how you want to receive *Technology Record*



Digital Sign up for a FREE digital subscription to receive an e-mail notification when it is available



E-mail Sign up for our regular e-mail updates, providing news, feature articles, interviews and more



Online Visit *Technology Record* site for daily updated news and more from Microsoft, its partners and customers



Print Buy a subscription to the printed edition of *Technology Record* and it will be delivered to your door



Publishing Partner – multiple industry focus

Publishing partnership across both the digital and print editions of the magazine offers the broadest spectrum of promotional opportunity within *Technology Record*, with packages of brand advertisement combined with an array of valuable content marketing strategies to suit every Microsoft partner. Gain visibility throughout the magazine – from the horizontal ‘upfront’ section to the six dedicated industry deep-dives that cover partner innovation in the fields of Automotive, Communications & Media, Financial Services, Manufacturing & Resources, Retail & Consumer Goods and Public Sector – the latter comprising Defence, Education, Government and Healthcare.

COVER STORY

New heights for the cloud

Kees Herthog of Microsoft explains the value of the new Industry Cloud platforms, including how they are helping businesses to reach their sustainability goals.

BY FELLY HAYES-HOBBS

Whether in a factory or working from home, educating students online or delivering care within the community, workers are benefiting from improved communication and collaboration, thanks to cloud technology.

In 2023, over one-third (38 per cent) of enterprises have spent over \$24 million on cloud technology, and 39 per cent have spent over \$12 million, according to the 2023 State of the Cloud Report from IT management provider Forrester.

“With our Industry Clouds, organisations can act faster and make more intelligent decisions”

The cloud has become an integral part of digital transformation and enabled organisations to pursue real digital transformation. Microsoft has supported this with the launch of multiple Industry Clouds over the past 13 months.

“Our customers and partners have told us that the cloud services we offer most support the specific needs and challenges of their industry, or how their Industry Clouds to meet their unique needs.

In a flexible, adaptable way,” says Kees Herthog, general manager of global industry product operations at Microsoft. “With our Industry Clouds, organisations can act faster and make more intelligent decisions, providing the agility they need to adapt to the evolving global position and future challenges.”

Businesses in all industries can use the clouds to quickly adapt or expand solutions built specifically for the industry. Break down data silos, improve productivity, workflow and use mobile for collaboration with both internal and external stakeholders, while aligning standards to meet existing business needs.

“With our Industry Clouds, we can integrate Microsoft and partners to extend the platform to every business area. This is a truly partner ecosystem across the Microsoft cloud. It is not just a collection of services, it is a platform that can be used to create a common data model, which allows various partners to better serve their customers with a personalised architecture from Microsoft, and independent software vendors to build their solutions deeply integrated with that data. With the Microsoft Cloud for Healthcare, for example, we wanted to create an industry solution that empowers our ecosystem of partners and integrates our ecosystem for personal care, patient insights and virtual health. Through our partners, we can offer a more connected patient experience by leveraging insights from the InterHealth 360, which allows anyone working with health data to bring their own set of provided health information together, and connect it and use with tools for machine learning, analytics and artificial intelligence.”

Industry Clouds can be complemented by the Microsoft Cloud for Sustainability. According to Herthog, Microsoft wanted to create an industry solution that empowers a ecosystem of customers and partners to add depth to their sustainability programs through vertical and industry solutions. “This represents a whole new category of offering, and an evolution of what we’ve done with cloud to date.” He explains. “It’s a solution for all customers across all industries.”



“It’s a solution for all customers across all industries.”

Magazine Publishing Partner – £15,750 per issue*

- Up to five pages of articles or case studies
- Two full-page advertisements or one double-page
- Opportunity to contribute Marketwatch content
- Opportunity to contribute to relevant features
- Company logo and description on partner page
- Featured partner profile
- Up to four boxes of magazines (approx. 30 copies per box)
- All content replicated online at www.technologyrecord.com

EXECUTIVE INTERVIEW

Grand plans

Rodney Clark has stepped into his dream role at Microsoft. He tells us how he got there, his plans for the coming year and how Microsoft and its partners are delivering business and social value.

BY ANDY CLAYTON-SMITH

Building on a career with Microsoft that spans over 28 years, Rodney Clark has recently assumed General Counsel to the role of corporate vice president (CVP) of cloud sales and channel at Microsoft. Despite his short time in the role, Clark has great ambitions for what will accomplish in the coming year.

Tell us a little about your background with Microsoft and how your work in data has prepared you for the challenges that lie ahead.

I am thrilled to be taking on this role and it has been a pleasure to be a part of what we’ve done with Microsoft for 28 years and have had several different roles including sales, marketing, business development, mergers and acquisitions, and – for the last six years – building our internet of things (IoT) and smart ready business. The common thread that has always existed is my ability to work with our partners and the channel. I’ve been engaged and involved in the partner business for more than 13 years, with some of our largest, independent software vendors, original equipment manufacturers and working alongside our partner channel leaders like Rick Parker, Leo Brolli, Adam Wilson and Geoffrey Scherer, which has given me a strong view on how we’ve navigated the challenges, opportunities, change and growth. Street level. I believe our experience with managing and driving real collaboration between IoT and smart ready enables a unique perspective as we see customers realize their value and deploy our ecosystem.

My previous role as vice president at Microsoft has provided me with a deep understanding of our partner and the ecosystem as a whole, and I am deeply excited to bring the work to continue building our partner growth and success.

You cannot be the only an interesting time. When is Microsoft most able to take a positive position on its ways of working and delivering success?

This discussion has a lot that we are on the road to recovery, the way we work, live and do business is being changed. Organization and infrastructure have evolved over the past

“I am deeply invested in putting in the work to continue helping our partners drive growth and success”

18 months, accelerating their pace of digital transformation, and Microsoft partners are in a unique position to use our platform and technology to help their customers continue to navigate this new world.

In terms of areas where we can make the most impact, it all starts with the Microsoft cloud, which provides fast time to value, personalized integration and an open platform for partners and customers to connect. Microsoft has our own data and analytics ecosystem in Azure, Windows 365, Microsoft Lockbox Cloud, our contextual analytics, and our new integrations with Teams are all part of what is an area of opportunity. Our partners can integrate and build top of their own offerings and product categories like the new Cloud PC ecosystem which offers apps, data and solutions that allow customers to combine their digital transformation journey and do business more effectively.

You have just delivered over four global partner gatherings for Microsoft together, which was held as a digital event for the second time. How did that go for the value of an event as significant as this and how does the virtual format compare?

It has been a challenge for ourselves in this new role and helping our customers to be a part of, especially having the opportunity to celebrate our partners of the year through various and particularly the winners of our new social impact

18 months, accelerating their pace of digital transformation, and Microsoft partners are in a unique position to use our platform and technology to help their customers continue to navigate this new world.

In terms of areas where we can make the most impact, it all starts with the Microsoft cloud, which provides fast time to value, personalized integration and an open platform for partners and customers to connect. Microsoft has our own data and analytics ecosystem in Azure, Windows 365, Microsoft Lockbox Cloud, our contextual analytics, and our new integrations with Teams are all part of what is an area of opportunity. Our partners can integrate and build top of their own offerings and product categories like the new Cloud PC ecosystem which offers apps, data and solutions that allow customers to combine their digital transformation journey and do business more effectively.

You have just delivered over four global partner gatherings for Microsoft together, which was held as a digital event for the second time. How did that go for the value of an event as significant as this and how does the virtual format compare?

It has been a challenge for ourselves in this new role and helping our customers to be a part of, especially having the opportunity to celebrate our partners of the year through various and particularly the winners of our new social impact




* Discounts available on series bookings

Publishing Partner –single industry focus

For partners interested in leveraging digital and print promotional opportunities within a single industry space the Section Publishing Partner package offers ideal value for money. Prime advertising spaces augmented by extensive content marketing slots throughout a specific industry section offer partners a unique blend of exposure that defines them as a clear industry leader.



Section Publishing Partner – £9,750 per issue*

- Up to two pages of articles or case studies
- Two full-page advertisements or one double-page
- Opportunity to contribute Marketwatch content
- Opportunity to contribute to a relevant feature
- Company logo and description on partner page
- Featured partner profile
- Up to three boxes of magazines (approx. 30 copies per box)
- All content replicated online at www.technologyrecord.com

* Discounts available on series bookings

About us

Tudor Rose is an integrated publishing and marketing services company, organised to fulfil the demands of global organisations. Our clients include some of the most respected brands in the world, including Microsoft and the United Nations. Visit www.tudor-rose.co.uk for further information.



Tudor Rose

Tudor House, 6 Friar Lane, Leicester, LE1 5RA United Kingdom

Tudor Rose is a member of the Professional Publishers Association and a signatory of the United Nations Global Compact.

The Professional Publishers Association (PPA) is the voice of professional publishers, representing around 220 companies.

The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

Technology Record is printed using paper certified under the Forest Stewardship Council (FSC) system, which promotes responsible management of the world's forests.



Publisher
Member

Call +44 (0)116 222 9900

MARKETING



Tim Grayson

tim.grayson@technologyrecord.com



Daniel Thurlow

daniel.thurlow@technologyrecord.com



Ricky Popat

ricky.popat@technologyrecord.com



Tom Wills

thomas.wills@technologyrecord.com



Paul Zmija

paul.zmija@technologyrecord.com

NEXT STEPS

Whether you're using *Technology Record* as a part of a traditional advertising-based marketing campaign or are looking to utilise the suite as a content marketing platform, *Technology Record* team is ready to work with you to create a promotional package that is perfectly suited to meet your marketing requirements.

Call us today on +44 (0)116 222 9900 or email one of the team.