

## Beyond a business transaction

AVEVA is a global industrial software provider that draws on its partnership with Microsoft to drive digital transformation and sustainability in multiple industry sectors. We asked Citalouise Geiggar, AVEVA's head of global strategic alliance marketing, to explain the value of its long-term partnership with *Technology Record*:

### **Please tell us your primary objectives for collaborating with *Technology Record*.**

We wanted to showcase AVEVA to a new realm of leaders and educate the wider market about our position as Microsoft's leading partner in the industrial space. Our aim was to amplify our 'Better Together' story with Microsoft by sharing how we're working together to deliver industrial innovation in key industry sectors and empower our customers to shape a better, brighter and more sustainable future.

### **What do you feel are the strengths of the *Technology Record* brand?**

*Technology Record* is a valuable publication for any business to work with. It focuses solely on showcasing Microsoft technology in the enterprise and public sector space, so it provides the ideal platform for a company that wants to highlight why it leads the market when it comes to delivering solutions that build on Microsoft technology to make a real impact.

### **To what extent did the *Technology Record* team make this a positive experience for you?**

The team at *Technology Record* has provided AVEVA with multiple opportunities to promote our brand and solutions to the wider market, enabling us to create more value and growth for both our business and our partnership with Microsoft. Our experience has always been positive and never short of amazing!

### **How satisfied are you with the results of your partnership with *Technology Record*?**

We are beyond satisfied. The partnership has gone beyond being simply a business transaction; our teams have created friendships along the way, which has driven more creativity, greater innovation and better content. It's also helped us to establish a bigger digital presence in the industries that we serve. That kind of result is invaluable!

Find out more at [www.aveva.com](http://www.aveva.com).

# AVEVA



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**Citalouise Geiggar**  
Head of Global Strategic Alliance  
Marketing  
AVEVA