

Building brand awareness

DXC Technology, one of the world's leading IT services companies, is a *Technology Record* publishing partner. We spoke with Strategic Partnerships Manager Shaun Wilde to find out why DXC chooses to partner with *Technology Record*.

What are your primary drivers for promoting DXC in *Technology Record*?

Technology Record is an 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 *Technology 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 *Technology Record* first and reuse content elsewhere (or vice versa) to optimize. The commentaries offer a way for our busy teams to engage without a ton of heavy lifting.

How do the *Technology Record* team make this a positive experience for you?

Your team is *awesome* to work with, we never feel out of sync or worried about missing a deadline! 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 brand are you most impressed with?

The printed publication is beautiful, and it has a very wide reach, which is great for helping DXC to build brand awareness. 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.

How likely are you to recommend *Technology 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 www.dxc.com.



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Shaun Wilde
Strategic Partnerships Manager
DXC Technology

