Powering the Digital Future

A multimedia custom content program

Overview

As data is the fuel of global enterprise, Microsoft Cloud is the technology that powers its performance. This is a story that *The Washington Post*—a tech-first media provider born at the meeting place of world power—is uniquely positioned to tell.

Drawing on technology that has come to rival" any team in Silicon Valley," WP BrandStudio will create engaging, original and inspiring custom content that shows how the Microsoft Cloud can help companies make transformative strides towards a digitized future where optimized operations lead to better business performance.

- To create both engagement and credibility, we'll include the viewpoints of both real customers and third party experts to show the **breadth of MS Cloud capabilities** and how they're being securely used in specific enterprises

- To reach both BDMs and ITDMs, we'll take a two-pronged approach that includes 1) **peer-to-peer** communication through an innovative approach to case study stories and 2) **third-party expert-to-enterprise leader** communication that includes detailed information on the benefits and ROI of the Microsoft Cloud

- Custom content executions include: 1) real-time **data visualization**, 2) **interactive video** series 3) **influencer Q&A**

Real-Time Data Visualization

An attention-grabbing, out-of-the-box dynamic visual acts as a visual "hero" and thematic anchor point for the program.

A continually updated data visualization, updated in real-time, shows how the cloud's global impact is ticking upward at a phenomenal rate.

Mock is for illustrative purposes only

Interactive Video Series

We'll bring case studies to life in a new and innovative way that appeals to both BDMs and ITDMs by interweaving engaging peer stories with factual data about Microsoft Cloud capabilities and ROI.

•Documentary-style video includes "hotspots" that viewers are encouraged to interact with

•Upon click or hover, text overlay boxes appear with clear details about a particular functionality or insights on how it worked for the customer

•Case studies subjects will be selected from the following industries: manufacturing, retail, banking, government, healthcare

• Case studies will organically bring to life the three differentiating pillars of the Microsoft Cloud: Intelligence, Collaboration and Cloud Possibilities

• Documentary-style filmmaking will show the subjects engaged in the following scenarios, made possible by the Microsoft Cloud:
   – Engaging their customers
   – Empowering their employees
   – Optimizing their operations
   – Transforming their products

• Examples of data in text overlays could include quantified outcomes such as the cost savings of using inventory data to predict sales, a measurable improvement in customer experience, an increased efficiency in team communication

Sample Video Ideas

1) ThyssenKrupp Elevator: CEO Andreas Shirenbeck wanted to go beyond the industry standard of preventive maintenance to offer predictive—even preemptive—upkeep. We'll explore how he **optimized operations** with **data intelligence** from Microsoft Azure.

2) San Francisco Public Utilities Commission: When the rainclouds don't cooperate, AGM Tommy T. Moala turns to the Microsoft Cloud. We'll show how he draws on **cloud possibilities** by using machine learning to **empower employees** to direct staffing resources when they're most needed.
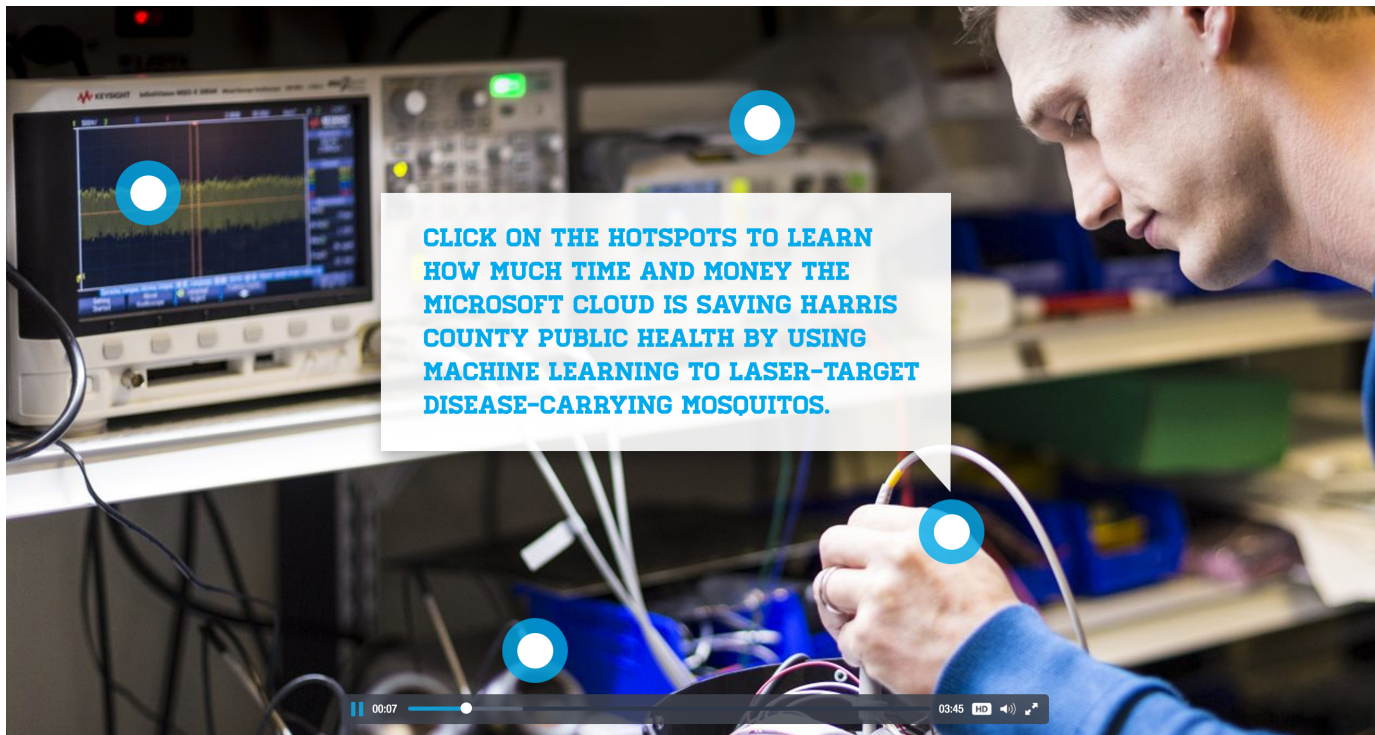
3) The Kraft Heinz Company: A merger between food and beverage powerhouses took place with dramatic speed, thanks to the Microsoft Cloud. We'll see how the companies drew on **collaborative sharing tools** to make the merger painless for customers, ensuring a more **engaging post-merger consumer experience**.

CLICK ON THE HOTSPOTS TO LEARN HOW MUCH TIME AND MONEY THE MICROSOFT CLOUD IS SAVING HARRIS COUNTY PUBLIC HEALTH BY USING MACHINE LEARNING TO LASER-TARGET DISEASE-CARRYING MOSQUITOS.

00:07   03:45 HD

Mock is for illustrative purposes only

Influencer Q&A

To showcase the industry's objective positive perception of the Microsoft Cloud, we'll curate a **virtual roundtable Q&A*** among influencers with a strong following among BDMs and ITDMs.

Influencers could include:

*   **James Urquhart** (author, *The Wisdom of Clouds)*; Klout score: 54; 20.5k Twitter followers

*   **David Linthicum,** founder of Blue Mountain Labs; Klout score: 53; 30.8k Twitter followers

*   **Denise Dubie;** new media principal at @CAInc; Klout score: 53; 7.2k Twitter followers

*   **Lydia Leong,** Gartner's Analyst of the Year; 14.1k Twitter followers

As a format example, please see this *Washington Post* editorial execution:
https://www.washingtonpost.com/graphics/lifestyle/walk-this-way/

A moderator/ interviewer will engage participants in topics such as:

•Solutions to challenges such as security and lack of expertise
•Strategies for good data decision-making
•The influence of emerging innovations (smart machines, AI, computer vision, digital agents)

Alternative Option: Facebook Live Panel

A moderated influencer Q&A could be streamed as a **Facebook Live event**.

•WP BrandStudio editor would filter viewer questions and present them to influencers in near-real time
•The broadcast would be saved and added to the rest of the custom content program for anytime viewing