



## Executive Briefing Center Case Study



# Global Publishing Company Builds Relationships, Accelerates Business Development at Executive Briefing Center

### Overview

**Country:** United Kingdom

**Industry:** Publishing, Media

### Customer Profile

Reed Elsevier is the world's largest publishing and information company with revenue of U.S.\$10 billion in 2004. Four primary business units are Harcourt Education, LexisNexis, Elsevier, and Reed Business Information. Reed Elsevier provides information and solutions to professionals in business, education, science, and law fields.

### Executive Briefing Center Profile

The Executive Briefing program highlights the business value of Microsoft solutions and services for key enterprise customers and partners. A visit to the Executive Briefing Center (EBC) provides a unique opportunity to understand Microsoft's technology direction, to ask questions, and to build closer business relationships through strategic, customized briefings.

### Microsoft Meeting Attendees

- Chris Jones, Corporate VP, Core OS Program
- Maria Martinez, Corporate VP, Communications Sector
- Barbara Gordon, VP, Enterprise Sales
- Bill Hill, Director, ADV Reading Technology
- Gary Collins, Business Manager
- Alistair Wildman, Global Account Manager, Microsoft Global Resources
- Ed Shoemaker, Senior Program Manager, US-Executive Sales

“We needed a business partner, not just a software supplier... And the Executive Briefing Center supplies the right people in the right place at the right time.”

*Nigel Stevens, Senior Vice President, Reed Elsevier*

As the largest publishing and information company in the world, Reed Elsevier depends heavily on technology for both internal business processes and as a platform for new, customer-facing services that help the company stay ahead of the competition. Because technology is so strategic to their business, executives at Reed Elsevier realized that they required more than simply software and services from their primary technology vendor—Reed Elsevier needed a true partner who could understand the company's vision and goals and provide advice and support. Microsoft's Executive Briefing Center (EBC) offered the perfect location and services, along with access to appropriate Microsoft executives and experts, to help Reed Elsevier plan and execute to its best advantage. Through briefings at the Executive Briefing Center, the two industry-leading companies have built strong relationships at the executive, business, and technical levels.

### Meeting Dates

- June 2005
- September 2005

### Executive Briefing Center Benefits

- Connecting executives to discuss business and technical events
- Building lasting business relationships
- Accelerating business development

“The Executive Briefing Center gives us a forum to talk to customers face-to-face instead of on conference calls. This way, we can easily see where any issues occurred and fix them quickly and easily.”

Gary Collins, Business Manager, Microsoft

### Business Challenges, Technological Advances for Reed Elsevier

Reed Elsevier has always taken a progressive approach to technology in both its internal business units and customer-facing services. While the quickening pace of technology has created challenges for many companies in the content development and publishing space, Reed Elsevier aggressively deploys the latest infrastructure to increase operational efficiency, as well as to drive innovation in an extremely competitive marketplace.

Recognizing that technology is critical to its business growth, Reed Elsevier wanted a trusted collaborator with whom company leaders could work together to accelerate the benefits of short-term IT investments and to plot long-term objectives.

### Taking the Microsoft and Reed Elsevier Partnership to a New Level

To achieve this degree of trust and collaboration, companies must forge relationships at many levels. “We needed a business partner, not just a software supplier,” says Nigel Stevens, Senior Vice President of Reed Elsevier. “And the Executive Briefing Center provides access to the right people in the right place at the right time.” Over the past five years, executives from Reed Elsevier headquarters in London have been invited to annual meetings with Microsoft executives at the EBC.

### A Cutting-Edge Facility That Fosters Communication

The Microsoft Executive Briefing Center connects enterprise-level customer executives with Microsoft executives to facilitate direct communication around strategic business issues and technical direction. Companies are introduced to the Executive Briefing Center by their Microsoft account team, and meetings are arranged with the help of industry experts who staff the Executive Briefing Center.

“The Executive Briefing Center is a great facility for discussing and presenting details to customer senior executives. The agenda is driven by the customer and account team with the most appropriate speakers suggested by the EBC staff,” says Gary Collins, Business Manager, Microsoft.

### A Different Approach for Each Customer

For each EBC meeting, Reed Elsevier and Microsoft executives work together to develop an extremely specific agenda that helps guide discussions and make the most of all participants' time. Microsoft begins preparing meeting agendas approximately two months in advance of the meeting.

“For the agendas, Reed Elsevier contributes our own thoughts from a corporate perspective, as does Microsoft. The result is a framework that we hope pleases all the executives attending the Executive Briefing Center,” says Stevens.

### Closing a Landmark Agreement

Recently, the executive-level discussions culminated in the signing of an Unlimited Access Framework (UAF), a broad-reaching license agreement. The UAF provides the publishing company with the most cost-effective arrangement, including ownership of its software and financial support for its products and services.

To facilitate the level of discussion necessary to reach agreement on the UAF, the Microsoft account team invited Reed Elsevier executives to come to the Executive Briefing Center in both June and September 2005. Executives from both companies discussed the business and technical aspects of the framework, and were able to quickly reach consensus on this contract.

For more information about other Microsoft customer successes, please visit: [www.microsoft.com/casestudies](http://www.microsoft.com/casestudies)

A state-of-the-art meeting room at the Redmond Executive Briefing Center, where Microsoft and Reed Elsevier executives met in June and September 2005.

### Benefits of the Partnership, Executive Briefing Center

The Executive Briefing Center has benefited Reed Elsevier and Microsoft in the following ways:

- Connecting the right people at the right time
- Building lasting relationships
- Accelerating business development

### Connecting the Right People at the Right Time

Microsoft's Executive Briefing Center has strengthened the bond between key executives at Reed Elsevier and Microsoft. "It's critical to be able to meet with the executives when you're working on a large contract such as the UAF," notes Stevens. In addition to business licensing talks, face-

to-face discussions of capabilities and business development have helped Reed Elsevier quickly overcome barriers to deployment and adoption of technologies and effectively plan their roadmaps for the future.

### Building Lasting Relationships

Stevens describes how the briefings have enhanced the relationship with Microsoft. "It's critical at this level to have the ability to meet with the executives and discuss mutual business issues and how Microsoft can help."

Microsoft executives value the relationship gained during the briefings, and some are able to extend the relationship beyond the EBC to other Microsoft events.

### Accelerating Business Development

By meeting and discussing issues in person, Reed Elsevier and Microsoft were able to accelerate business development, plot the course of their company, and streamline decision-making processes, accelerating business events such as the UAF agreement.

"The Executive Briefing Center gives us a forum to talk to customers face-to-face," says Collins. "This way, we can easily see where any issues occurred and fix them quickly."



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