



TECHSYS
BUSINESS SOLUTIONS

Microsoft
GOLD CERTIFIED
Partner

Wednesday
September 16, 2009
8:30-12:30 pm CST

Breakfast & Registration
8:00 a.m.

Microsoft
Las Colinas Campus
7000 SR-161
Irving, TX 75038

Register Now >

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“Meeting The Business Value Of Enhanced User Experience”

Featuring:
Mark Reynolds, Sr. Enterprise Architect
Christian Thilmany, Microsoft

We will demonstrate how **User Experience** is an essential part of design and delivery of critical business applications.

This is a two part event:

Part I: Designed as high-level demonstration for Business Decision Makers to understand the importance of the Microsoft Solution for User Experience

Part II: Designed as detailed presentation for Managers/Developers to see the environment, product(s) and tool(s) and learn how to deliver quality interfaces in this environment

Learn how to improve your business application interfaces:

- Design and create easy-to-use applications that are rich and engaging and resonate uniquely with new and existing customers
- Boost efficiency with reliable, secure, and highly intuitive user experiences
- Respond quickly to changing business conditions with tools that make it much easier to develop prototypes and delivery quickly

“Websites that are hard to use frustrate customers, forfeit revenue, and erode brands.” -Forrester Research

For businesses to thrive in today's information based economy they need more from their applications they need visuals to be more impressive, feature rich, and intuitive. This event will cover:

Silverlight-- cross-browser, cross-platform plug-in for delivering the next generation of .NET-based media experiences and rich interactive applications for the Web.

Expression-- the professional design tool to create engaging web-connected experiences

Managers and decision makers who want to be empowered to act, plan, analyze, visualize, and explore data, through integrated user experiences should attend this informative event

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