

Microsoft Digital Conversations

Revel partnered with Microsoft Services to create a series of white papers titled Digital Conversations. Along with promoting the organization's services and solutions, Digital Conversations convey critical thought leadership and expert analysis on a variety of digital transformation topics—from adopting digitalization strategies to streamline business operations to embracing AI and machine learning to better serve customers.

Blending evocative design with compelling narratives, Digital Conversations not only help organizations understand the trends and technologies shaping modern enterprises but also inspire them to act. To date, Microsoft and Revel have published more than 18 Digital Conversations, which readers can enjoy in either print or digital form.



MARKETING

- ▶ Research
- ▶ Stakeholder Interviews

EXPERIENCE

- ▶ Page Layout and Design
- ▶ Print and Digital Production
- ▶ Content Development
- ▶ Copywriting
- ▶ Editing

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OUTCOME & IMPACT

Digital Conversations have been well received and widely read as Microsoft disseminates the papers throughout the organization and to its customers and prospects. Moreover, Microsoft has ordered several more Digital Conversations, which are currently in production.

18+

BOOKS

100+

CONTRIBUTORS

400+

PAGES OF ESSENTIAL
THOUGHT LEADERSHIP