



3E BUSINESS DEVELOPMENT DATA ENGINE FINDS PREVIOUSLY UNTAPPED RELATIONSHIPS AND TURNS THEM INTO BUSINESS ASSETS BY SEARCHING THROUGH:

- Address Books
- Email Logs and Signature Blocks
- Calendar Entries

3E BUSINESS DEVELOPMENT DATA ENGINE UNCOVER ALL KEY RELATIONSHIPS—WITH NO DATA ENTRY

Your organisation has invested significant time and resources in acquiring and building client and prospect relationships. Yet many of your critical relationships may be untapped, stored in email systems, and uncaptured by CRM tools, severely limiting your potential to leverage these relationships for business development. For nearly a decade, 3E® Business Development Data Engine (formerly Business Development Premier Data Engine) has been helping leading global organisations solve this challenge and turn these relationships into business assets.

Data Engine provides users with the unique ability to measure and act upon those relationships to retain and develop clients. Business Development Data Engine searches the entire extended network of your company's relationships through a combination of sophisticated search tools, relationship monitoring, and advanced reporting—and without manual data entry. With Business Development Data Engine, you can find your strongest relationships and use them for your key initiatives.

INNOVATIVE SOLUTIONS FOR MORE THAN 70 YEARS
Whether you are part of a global institution, a multi-national firm, a boutique practice, a mid- or small-sized firm, a corporate legal department, or a government agency, Thomson Reuters Elite can provide you software products and services that help you broaden your strategic visibility over your business operations, simplify and boost firm-wide compliance, and confidently take on the future.

BUSINESS DEVELOPMENT DATA ENGINE DELIVERS:

1. More insight into key relationships with no additional data entry
2. The ability to see not only who you know, but how well you know them, so you can find and leverage your strongest relationships
3. The automatic addition of 60% of a firm's contacts to its database that are otherwise never added

Business Development Data Engine is the market's first and most robust enterprise relationship management (ERM) solution that automatically identifies, deduplicates, and classifies relationship data across your organisation. In conjunction with the powerful market information resources offered by Thomson Reuters, Business Development

Microsoft Corp ■■■■■

PROFILE | NETWORK UPDATES | FINANCIALS | COMPETITORS | RELATIONSHIPS | LITIGATION

<p>GENERAL INFORMATION</p> <p>EMPLOYEES 128,000</p> <p>INDUSTRY Software Publishers</p> <p>BUSINESS SUMMARY Microsoft Corporation is engaged in developing, licensing and supporting a range of software products and services. The Company also designs and sells hardware, and delivers online advertising to the customers. The Company operates in five segments: Windows & Windows Live Division (Windows Division), Server and Tools, Online Services Division (OSD), Microsoft Business Division (MBD), and Entertainment and Devices Division (EDD). The Company's products include operating systems for personal computers (PCs), servers, phones, and other intelligent devices; server applications for distributed computing environments; productivity applications; business solution applications; desktop and server management tools; software development tools; video games; and online advertising. Effective July 11, 2014, Microsoft Corp acquired InMagine Systems Inc.</p>	<p>RELATIONSHIPS</p> <p>85 Total Relationships</p> <table border="1"> <caption>Relationship Growth Data</caption> <thead> <tr><th>Month</th><th>Relationships</th></tr> </thead> <tbody> <tr><td>Jan</td><td>0</td></tr> <tr><td>Feb</td><td>0</td></tr> <tr><td>Mar</td><td>0</td></tr> <tr><td>Apr</td><td>0</td></tr> <tr><td>May</td><td>0</td></tr> <tr><td>Jun</td><td>85</td></tr> </tbody> </table>	Month	Relationships	Jan	0	Feb	0	Mar	0	Apr	0	May	0	Jun	85
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THOMSON REUTERS CORPORATE FAMILY TREE

+	Microsoft Corp	12 Colleagues	76 Contacts	85 Relationships
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Thomson Reuters Corporate and Professional Insights give you instant access to the powerful Thomson Reuters company database, including business and financial data, officers and directors, and competitors.

3E BUSINESS DEVELOPMENT DATA ENGINE

BENEFITS

- **Streamline workflow** with the easy-to-use dashboard landing page that delivers personalised relationship intelligence and analytics
- **Drive and support** new sales, account management, marketing automation, and executive intelligence
- **Receive automatic updates** about new relationships and organisational changes through the Network Updates feed
- **Free up valuable staff time** by eliminating the need for manual data entry
- **Search for critical relationship data** about companies, industries, and professionals
- **Gain visibility** into all aspects of your business with complex search capabilities
- **Gain insight** from anywhere, any time using a tablet-friendly design
- **Save time** by viewing firm relationships and corporate and professional insights directly within the Microsoft Outlook inbox and calendar items

COMPREHENSIVE RELATIONSHIP INTELLIGENCE

With Business Development Data Engine, you can quickly gain comprehensive relationship intelligence with no additional data entry or maintenance. Business Development Data Engine serves clients in several unique ways:

- **Automatic data capture:** Business Development Data Engine automatically captures relationship data by monitoring multiple data sources (each optional) and applying advanced network analytics
- **Data enhancement:** Automatic collection of email signatures ensures complete contact profiles and enhances the accuracy of your relationship information

- **Patented relationship strength analytics:** Implementing a complex variable algorithm, Business Development Data Engine ranks colleagues' relationship strength to contacts, companies, industries, and geographical areas
- **Executive insights:** Including affiliations, employment history, education, and more, lets you move beyond first degree connections to second degree connections with key decision makers at client and prospect firms. Colleagues with the strongest relationships surface to the top, allowing you to form new relationships with prospects and clients.
- **Network updates:** Be informed of role changes and relationship activity through an automated data feed notifying you about significant events that impact your contact relationships, such as one of your colleagues communicating with one of your contacts
- **Corporate Insights:** Get instant access to the powerful Thomson Reuters company database, including business and financial data, officers and directors, competitors, and more
- **Configurations:** Highly customisable privacy configuration options enable you to control what information is shared
- **Full-service support:** The Thomson Reuters Elite team of experts provides ongoing project management, consultation, support, system monitoring, and training to ensure you get maximum value from Business Development Data Engine
- **Integration with Microsoft® Office 365™ and Office 2013 with Exchange 2013:** View firm relationships and gain corporate insights directly from within your Outlook inbox and calendar items, saving time and increasing efficiency

For more information on 3E Business Development Data Engine, visit elite.com/3e/business-development/bd-data-engine.

