

A large, stylized orange chevron graphic pointing to the right, serving as a background for the text.

High performance. Delivered.

Avanade What's New App - Transcript

Today, when it comes to reaching customers with the right messages or keeping employees apprised of the latest company news, cutting through the communication din requires innovation.

Using mobile devices is fast-becoming a more effective communications channel.

To help you harness the power of mobile marketing, Avanade's What's New@ platform puts the latest news right in your key audiences' hands on virtually any mobile device.

With What's New@, marketing can effortlessly customize the platform with branding and manage content.

With easy sharing to social networks, users become brand ambassadors to their colleagues, friends and prospects. And

customers have an easy way to respond to campaigns and products.

What's more, marketing can track real-time analytics to measure the viral buzz created by each topic.

Let us show you how to harness the power of mobile communications to reach more customers and employees with Avanade's What's New @ platform.

To learn more, please [contact us today!](#)