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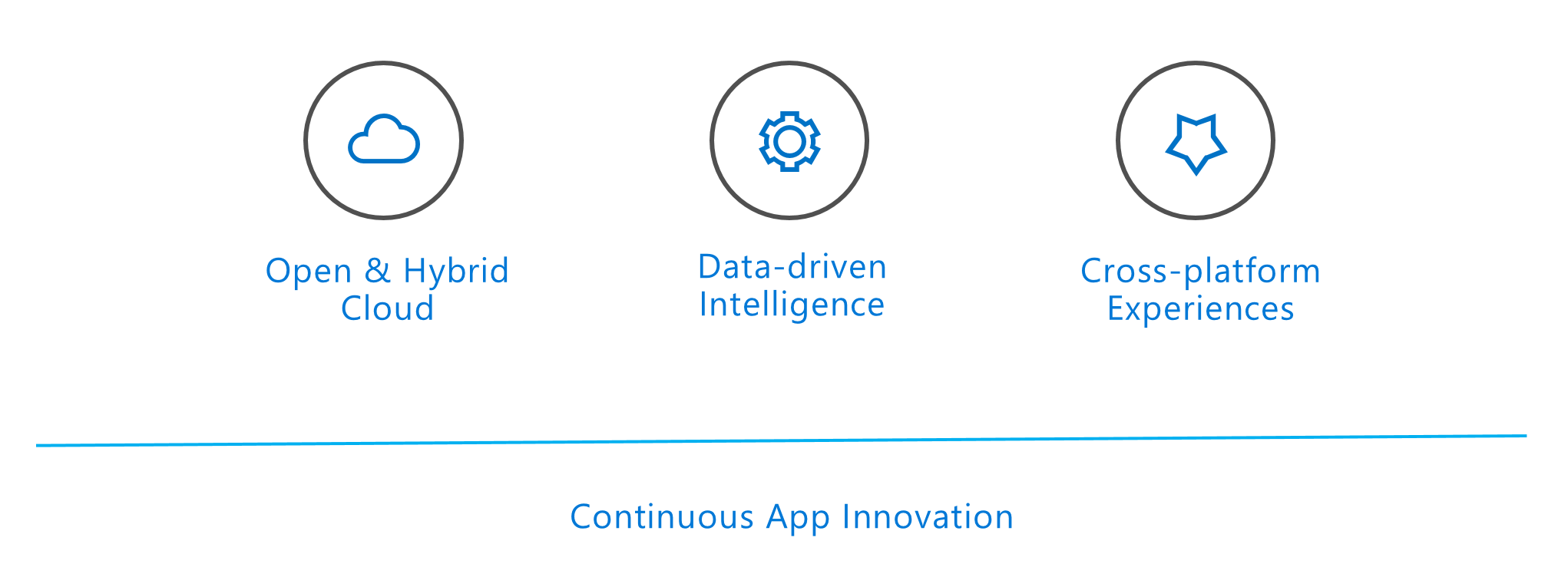
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# Introduction

This MTC experience focuses on Modern Apps – Customer Facing Apps. It walks through an example of how your customer experience is your #1 asset. Organizations of all sizes and shapes across industries and verticals are adjusting and re-aligning their business around digital experiences because they realize that most customer interactions going forward will be digital.

Following this session; the MTC audience should understand the following:

Microsoft is uniquely positioned to partner with you on a successful journey to transform existing customer experiences. Our platform, service, and best-in-class tools allows your business to look at three distinct areas where technology drives rapid and continuous app innovation today:



1. Open & Hybrid Cloud: invest in scalable infrastructure so your apps can grow with your business.
2. Data-driven intelligence: Make users more successful with experiences that adapt and learn.
3. Cross-platform experiences: Extend your business across cross-device customer touch points.
4. Call to action: Deliver friction free, personalized, cross-device experiences for customers (Outstanding Experiences) using best-in-class developer tools and Microsoft Azure.

This demo script and the accompanying train-the-trainer materials center around Contoso Air, an airline company that uses the cloud to improve customer engagement. Scenario demonstrates how the cloud enables personalized, end-to-end cross-platform customer experiences along with providing the business actionable insights and accelerated agility.

The Microsoft products and platforms that are directly referenced are:

Azure Websites, Azure App Service, Media Service, DBs, CDN, Data as a Service, Azure SQL & SQL Server 2016, Cross-platform Xamarin Apps, Visual Studio 2017 – Mobile Development, AAB2C, Push Notifications, Visual Studio Team Services, Xamarin Test Cloud, Azure Bot Service, Cognitive Services (LUIS, Emotion API, Speech Recognition), Azure Storage, Azure Monitoring, App Insights, Power BI, and Sentiment Analysis.

ContosoAir demo is focused on two personas:

* Sarah, the customer: Deeply personalized, cross platform experiences for customer (Cross-Platform Experiences, Data-driven intelligence)
* Alex, the IT Manager / Developer: Lift the hood (Scalability & Availability of Apps, Continuous Innovation).

The script document provides both setup and narrative content for both personas.

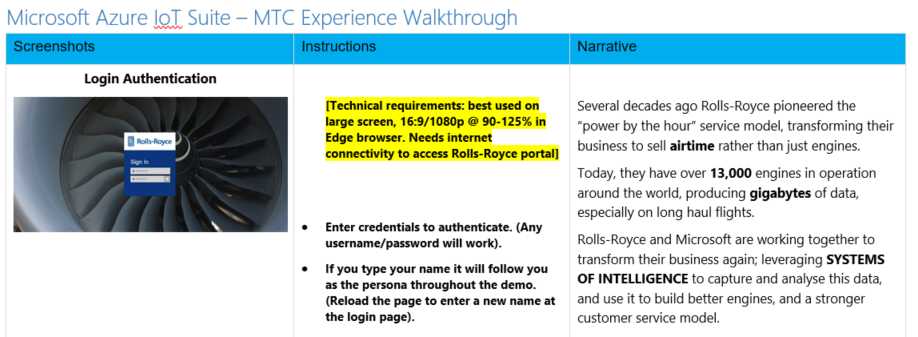
This demo walks through the E2E journey for a customer who is looking to book a flight to Barcelona. Our customer is a loyal Contoso Air customer for over a year. She describes her deeply personalized experience by using both the company’s website and intelligent mobile apps available in any device.

# How to use this demo script:

This demo script is split into several columns – please familiarize yourself with the content and flow before presenting. There are a number of dependencies …. These should be checked and configured before a session is delivered.

1. The left column shows the screen you should expect to see at this point in your session. The script will show every screen and step as you walk through the demo.
2. The center column explains the exact steps you need to take to progress through the demo.
   1. Content highlighted in yellow will provide the technical information required to optimally run the various components. Some of these highlighted sections will also call out different options where you can customize the presentation for your audience or the tools you have at hand, or provide tips and tricks for getting the best results.
3. The right column is an example narrative walkthrough for the demo. Many of the key talking points are highlighted in bold. If you are familiar with the material or have additional information to get across, it can certainly be added, this is simply an effective guide.

Example of the demo script:



# You will need (dependencies):

1. Access to Azure OneMTC subscription
2. Access to VSTS account
3. Access to HockeyApp account: Use the MTC HockeyApp account and install ContosoAir app on your iPhone
4. Access to Xamarin Test Cloud – XTC: <pending to change to MTC account>
5. Designated EXP accounts and a MSA account – Documented [here](https://teams.microsoft.com/_#/xlsx/viewer/teams/https%3A~2F~2Fmicrosoft.sharepoint.com~2Fteams~2FMTCZeroChamps~2FShared%20Documents~2FGeneral~2FMTC%20Demo%20Users.xlsx?threadId=19%3A448b818b4f854364baa7b645e60b4ece%40thread.skype&baseUrl=https%3A~2F~2Fmicrosoft.sharepoint.com~2Fteams)
6. Access to Facebook Messenger account
7. Download customer video from [this location](https://microsoft.sharepoint.com/teams/MTCZero/_layouts/15/guestaccess.aspx?guestaccesstoken=Mluz1a85R0JcLyIiqxoKtG0u4TnJPOJmWL1Gf6klYjc%3d&docid=2_183706b2313b44ac090b5c1081c529155&rev=1)

## **Accounts:**

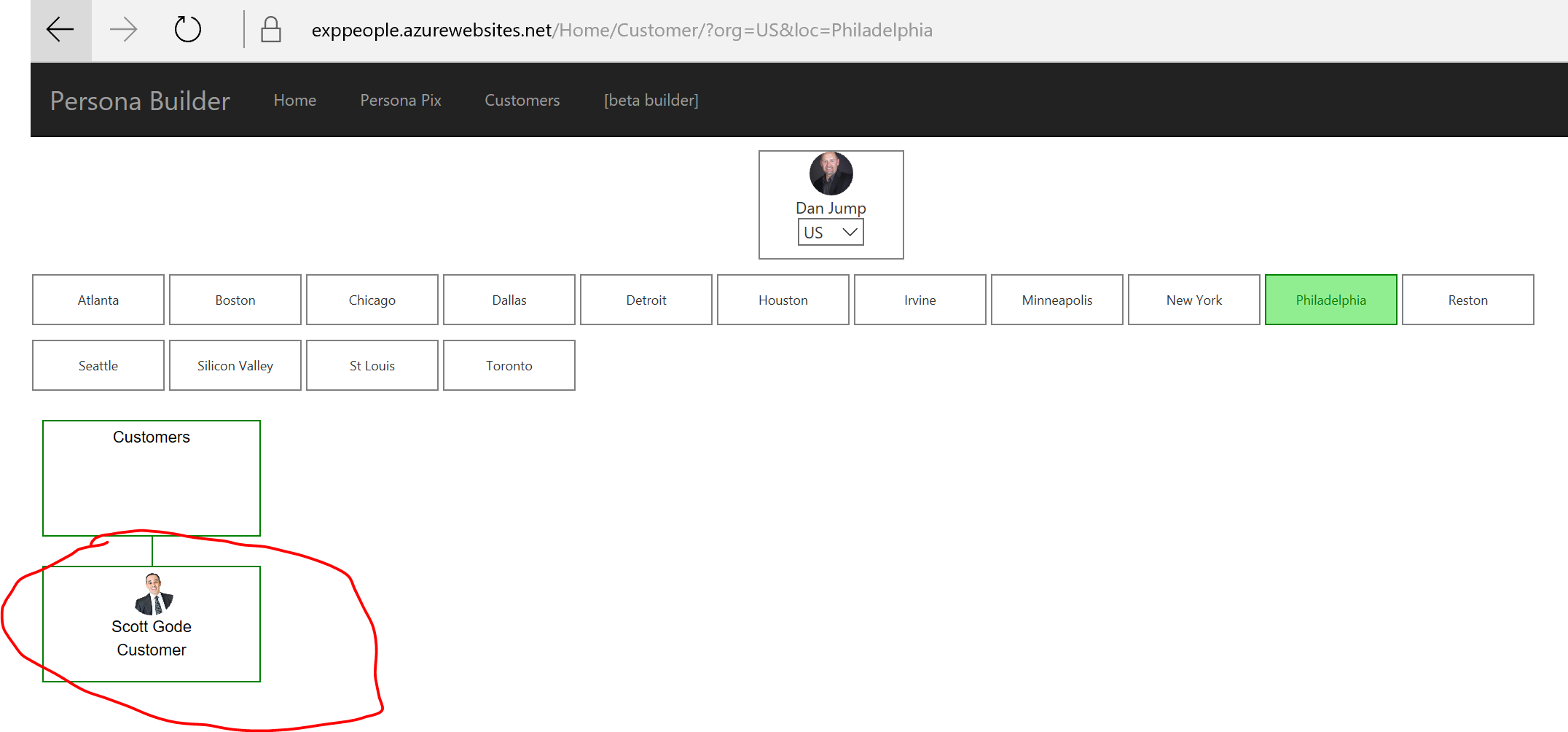
The following is a list of accounts needed for the demo

|  |  |  |
| --- | --- | --- |
| **Account** | **Where used** | **Device** |
| Microsoft Account (ie @outlook.com) | Website: [https://contosoairprod.azurewebsites.net](https://contosoairprod.azurewebsites.net/)  Mobile: ContosoAir App  Skype  Optional only:   * Facebook * Facebook Messenger | Customer IOS device. (Optional Surface Device, Android Device) |
| EXP Account – Login : [hazema@onemtc.net](mailto:hazema@onemtc.net)  Password : mtcEXP17!  (FUTURE– Working to enable local Developer Accounts) - [Local ALM Onboarding Leads](onenote:https://microsoft.sharepoint.com/teams/wwmtcexperienceplatform/SiteAssets/WW%20MTC%20Experience%20Platform%20Notebook/Dev%20and%20ALM_Notes.one#Local%20ALM%20Onboarding%20Leads&section-id={FDC1152C-F7C1-425A-A541-15F63E7E1AFB}&page-id={0411AA49-EE2F-4CE2-8733-B05CC43DF5CD}&end)  ([Web view](https://microsoft.sharepoint.com/teams/wwmtcexperienceplatform/_layouts/OneNote.aspx?id=%2Fteams%2Fwwmtcexperienceplatform%2FSiteAssets%2FWW%20MTC%20Experience%20Platform%20Notebook&wd=target%28Dev%20and%20ALM_Notes.one%7CFDC1152C-F7C1-425A-A541-15F63E7E1AFB%2FLocal%20ALM%20Onboarding%20Leads%7C0411AA49-EE2F-4CE2-8733-B05CC43DF5CD%2F%29)) | HockeyApp  Azure Portal  VSTS: <https://onemtc.visualstudio.com/MTC%20Zero%20-%20Modern%20Apps> | Surface Book i7/64GB |
| ContosoAir IT Member – [contosoair@outlook.com](mailto:contosoair@outlook.com) | Xamarin Test Cloud: <https://testcloud.xamarin.com/login> | Surface Book i7/64GB |

1. For web, URL is [https://contosoairprod.azurewebsites.net](https://contosoairprod.azurewebsites.net/)
2. For mobile app, you need to install this through HockeyApp.

* Open a browser on the mobile device and go to <https://rink.hockeyapp.net>.
* Sign-in to HockeyApp with the [Hazema@onemtc.net](mailto:Hazema@onemtc.net) account and download the ContosoAir app.
* [Hazema@onemtc.net](mailto:Hazema@onemtc.net) is a member of ContosoAir HockeyApp where he can download and provide feedback.
* Go to your Phone Settings and make sure you trust Microsoft Corporation.
  + On iPhone, this is found in Settings > General > Profiles & Device Management > Enterprise App > Microsoft Corporation > Click on Trust Apps
* Please make sure you Allow Notifications when you first open the apps.
  + If needed, Notifications can be re-enabled on the iPhone in Settings > Notifications > Contoso Air > Allow Notifications.

1. For the demo, make sure the same Microsoft account (@[outlook.com](http://outlook.com)) is used to login to the mobile app and web. **This is important they be the same account! In EXP – Make sure this is your Customer Persona. Example here from Philadelphia MTC.**



1. Both Skype and Facebook bot channels should be available for testing (**Please use your Facebook account and** [**outlook.com**](http://outlook.com) **for Skype**)  
   If you are using a personal account, please contact your MTC rep so your personal FB account can be added to the Bot app developer group.
2. For Azure Backend persona please use the following credential and login to Azure portal:
   1. [hazema@onemtc.net](mailto:hazema@onemtc.net)
   2. By default he has **Read Only** access to **MTCZeroCFA** RG
   3. We gave **Contributor** right to both Logic Apps as exception
3. For VSO you can login to <https://onemtc.visualstudio.com/MTC%20Zero%20-%20Modern%20Apps> with same credential (hazema@onemtc.net
   1. For now he is **Stakeholder** with access to Build and Release definitions, we can upgrade his to **Basic** if needed
   2. Xamarin Test Cloud: <https://testcloud.xamarin.com/login>

**FUTURE** – We are working to license and enable local developers with MSDN and full access to VSO, Hockey APP, Xamarin.

Login:

[contosoair@outlook.com](mailto:contosoair@outlook.com)

D3W$`m)@-&h#Y8T-

## Demo machines and devices:

1. Customer: **iPhone** with HockeyApp and ContosoAir app installed via HockeyApp
2. (optional) Android phone with HockeyApp and ContosoAir app installed via HockeyApp
3. Customer: **Surface Book 8GB** or **16GB** with Windows 10 and Browser and video player installed
4. IT Manager – Developer Persona. **Surface Book (16GB i7)** with Windows 10, Browser, Visual Studio 2017 with Mobile .NET (Xamarin) and UWP workloads. **Install documentation** started in teams (Must be in EXP environment)- [https://teams.microsoft.com/l/channel/19:91a01f2f59e44e7b9bba2aea7d3bb735@thread.skype/Visual%20Studio](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fteams.microsoft.com%2Fl%2Fchannel%2F19%3A91a01f2f59e44e7b9bba2aea7d3bb735%40thread.skype%2FVisual%2520Studio&data=02%7C01%7CScott.McFadden%40microsoft.com%7C20edc59efaed44dabf4e08d4ae9987c0%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C636325421811647657&sdata=aGK47T6JeKP0LLszmFGdmXwVciTSIn3WmnRsvlvWMLs%3D&reserved=0)

Reach out to 3CP Microsoft Technology Center Support [mtcsup@microsoft.com](mailto:mtcsup@microsoft.com) if you need to order devices below.

• 9.7” iPad Pro – Space Gray, 128GB, WiFi – Part number: MLMV2LL/A

• Apple Pencil for iPad Pro – Part number: MK0C2AM/A

• iPhone 7 Plus, 128GB, Silver – Part number: MN492LL/A

• Samsung Galaxy S8, 64GB, Silver, No Carrier Phone.

# Setup Details for Customer – Surface Book

| Screenshots | Steps | Instructions |
| --- | --- | --- |
| **ContosoAir Website** | * Open a browser tab to show ContosoAir Website * Please sign in using your Microsoft account. | [Open ContosoAir Website](https://contosoairprod.azurewebsites.net) |
| **Skype Bot (recommended) & Facebook Messenger (optional)** | **Skype**   * Sign-in with your outlook.com account and add contosoair-bot or your contacts list: <https://join.skype.com/bot/d38b16ab-1762-4914-9aeb-c0bcaf411e38> * Add contosoair-bot to your favorites   **Facebook Messenger**  ContosoAir Bot is a private bot app. See the Accounts section for information on gaining access.   * Sign in with your personal or MTC Facebook account to Facebook messenger on your customer Surface Book demo machine. * Open a browser tab with Facebook Messenger * Search for ContosoAir bot in Facebook Messenger and add to your contacts list. | For everytime you run the demo, please follow these demo reset steps:  **For Skype only:**   * on **Android**: Tap and hold the conversation, tap the trash icon, then select **Delete**. * on **iOS**: Select the chat header at the top of the screen and in the chat options, tap **Delete chat**. * on **Mac**: Ctrl-click the conversation in the sidebar and select **Delete Conversation...** * on **Web**: Right-click the conversation, select **Delete conversation**, then select **Delete** in the confirmation box.   Deleting a conversation is not currently supported on Skype for Windows desktop, or Skype for Windows 10.  **For Facebook only:**   1. Type **/deleteprofile** on messenger to clear the user – bot cache. 2. Delete the conversation history from browser by selecting “Delete” from the settings dialog:      1. Search again for ContosoAir bot and add to your contacts again |
| **Xbox notification video** | * Download the Xbox notification video from [this location](https://microsoft.sharepoint.com/teams/MTCZero/_layouts/15/guestaccess.aspx?guestaccesstoken=Mluz1a85R0JcLyIiqxoKtG0u4TnJPOJmWL1Gf6klYjc%3d&docid=2_183706b2313b44ac090b5c1081c529155&rev=1). | Make sure you have the video previously opened on your desktop and ready to play before you start each demo. |

# Setup Details for Customer - iPhone

| Screenshots | Steps | Instructions |
| --- | --- | --- |
| **Install ContosoAir app from HockeyApp** | * On your demo iPhone, please previously install HockeyApp app from App Store. * Once installed, please sign-in using the same Microsoft account and install ContosoAir app from… * Once you install the app, **please make sure you sign-in using the exact the same account you used to sign-in to the website**. This is the only way to make sure you can get push notifications on your phone.   <Optionally if your MTC has Android phones available, you can deploy from HockeyApp and show that app works same in way on Android phones> | Before you start each demo, please validate that ContosoAir is opened to HomeScreen since the demo requires the app to be already running on phone. |

# Setup Details for IT Manager – Surface Book

| Screenshots | Steps | Instructions |
| --- | --- | --- |
| **Visual Studio 2017 – ContosoAir Xamarin project** | * Open Visual Studio 2017   Previously load this solution:  <https://onemtc.visualstudio.com/MTC%20Zero%20-%20Modern%20Apps>   * On the Solution Explorer, please select the Android Project as Startup Project. * Restore Nuget packages for entire Solution * Run the Application so you can see the Application load on an Android Emulator | For every time you run the demo, please make sure you have the ContosoAir Xamarin project already opened and running in Visual Studio.  Please also make sure you have the application previously built and deployed to an Android Emulator. |
| **RaXamarin Test Cloud** | * Open Xamarin Test Cloud in a separate browser URL: * https://testcloud.xamarin.com/login   Login:  contosoair@outlook.com  D3W$`m)@-&h#Y8T- | * Previously open to test <Nagu???>- Android Test on different Android Devices |
| **VSTS DevOps Demo** | * Open a browser to show the following Visual Studio Team Services ( VSTS) project   <https://onemtc.visualstudio.com/MTC%20Zero%20-%20Modern%20Apps> |  |
| **Azure Tabs on browser** | Open the Azure AppPlat Demos Subscription with your Microsoft account. (ask Nagu, Lucy, or Erika for access).  Open the resource group **CFA**.  Open a browser tab for each ofthe following blades.   1. App Service - contosoair-devCFA 2. Cosmos DB   ‘contosoair-docdb-cfa2’   1. SQL   ‘contosoair-profilesdb’   1. [CDN Pop locations](https://docs.microsoft.com/en-us/azure/cdn/cdn-pop-locations) 2. Open the Dashboard ‘Contoso Air Weekly Traffic’ 3. Notification Hubs - Open ‘contosoairprodnotification-hub’ 4. Azure Bot Service - Open ‘’contosoairprod-bot-MTCZeroCFA’ 5. Logic Apps – ‘completed-create-claim’ 6. Logic Apps – ‘create-claim’ 7. Open ‘Contoso Air Monitor’ | Make sure your browser is previously loaded with all of the tabs in the ‘Steps’ column are loaded. |
| **Power BI** | Open the PowerBI dashboard  [Here](https://app.powerbi.com/groups/me/dashboards/033b91cd-2d5a-416d-b406-a95f6662af63). |  |

# Demo Outline

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outline | Key point (s) / Differentiation | Technologies |
|  | **Deliver friction free, personalized, cross devices experiences for customers (Outstanding Experiences)** |  |  |
| 1 | **Customer lands on website learns about a promo and books travel**   * Pages load fast and customer sees personalized recommendations for destinations that are based on her taste (Beach- Hawaii, City – Paris, Culture – Barcelona) * She goes to the Barcelona destination page, watches videos & searches for flight, picks the flight times | Personaliz ation, Speed, | App Service, Media Service, DBs,  & CDN |
| 2 | **Building and scaling your web apps**   * Walk through Appservice & benefits – no patching & maintenance, language support & improved productivity * Walk through the challenges in scaling apps – traffic over weekday vs. weekend & Demonstrate the scalability of App from AppService * Walk through data bases & DB as a service – Azure regions and ability to replicate DBs scale from US West to US East and how this helps deliver personalized experiences without comprising on speed. (two version of the app) * Demo Traffic manager and how that helps * SQL – Talk about Availability, Demo Security features – Dynamic Data Masking, talk about e2e encryption * Show CDN locations and that we have access to some of the largest edge networks on earth | Elasticity, Scalability & Availability of Apps – Compute, DB & Storage | App Service,  Data : Azure SQL & SQL Server 2016 |
| 3 | **Customer gets push notification on TV, checks on mobile phone and flies to Barcelona**   * Talk about how ContosoAir built a cross-plat mobile app with Visual Studio 2017, Xamarin, and Azure backend. * Day before flight, Sarah is watching a show on Xbox and gets an alert on TV to check-in. * Sarah launches airlines app on mobile phone, logs in with outlook credentials and notices a weather alert and suggestion to change her connecting flight in Paris,   Sarah is in a rush to get to Barcelona and dismisses the alert and proceeds to checks-in   * Next day, at airport, Sarah gets boarding pass, gate info and map of the gate on the phone | Omni-channel, Cross-platform | Xamarin, AAB2C, Push Notifications |
| 4 | **Building cross plat Mobile Apps**   * + Managing customer identify AAB2C   + Outline challenges with building mobile apps – requires expertise, need to hire separate teams, often siloed; coordination is an overhead   + Demo VS & Code sharing – with emulators for Android & iOS & Demo XTC - and talk about how this has made the life of Dev teams easier   + Demo Push Notifications – consolidating push notifications across platforms, clustering audiences & geo location based notifications |  | VS, Xamarin,  Xamarin test Cloud |
| 5 | **Connecting flight gets delayed, customer re-books through personalized customer service on mobile app**   * + Sarah lands in Paris and receives notification on phone that connecting flight is delayed and there is an option to rebook.   + Sarah launches bot on Facebook Messenger by clicking on notification. Bot asks for permission to look for alternate flights.   + Bot suggests alternate flights, Sarah picks a flight and receives booking confirmation and map to the gate   + She gets a drink coupon (compensation calculated based on her loyalty status) | Conversion as a Platform |  |
| 6 | **Adding intelligence, building bots & delivering personalized customer care at scale**   * + Demo Azure bot framework and ability to add intent, and push it across channels | Conversion as a Platform | Azure Bot Service, LUIS, Translator |
| 7 | **Customer submits feedback**   * Sarah gets back from Barcelona and gets survey (NPS and comments). * Sarah rates her experience was positive, speaks her feedback “had a great experience, thanks for resolving the snafu”, app converts speech to text. | Intelligence | Logic Apps  Cognitive Services, Emotion API |
| 8 | **Show DevOps**   * Show off CI/CD flow, VSTS, * Show App Insisghts Monitoring and how it helps maintain health of systems | DevOps | VSTS, Azure Monitor,  App Insights, |
| 9 | **The business team gets data driven insights on customer behavior**   * Show Power BI Dashboard that has data sources from App Inisghts - customer visits to webpage(by Go, Device, browser), customer feedback & sentiment, app ratings * Contoso enjoys the inflow of customers and skyrocketing stockprice | Single pane of glass  - Connected organization | PowerBI, Sentiment Analysis, Insights |

# Customer lands on website learns about a promo and books travel MTC

| Screenshots | Instructions | Narrative |
| --- | --- | --- |
| **ContosoAir Website** | [Technical requirements: best used on large screen, 16:9/1080p @ 90-125% in Edge browser. Needs internet connectivity to access ContosoAir portal. Please make sure you validate the font is not too small on screen before you start your presentation.]  [Open ContosoAir Website](https://contosoairprod.azurewebsites.net)   * Enter credentials to authenticate. Microsoft account (ie outlook.com). * You need to use the same account on phones - it will follow you as the persona throughout the demo. | Hello! My name is Sarah. I travel a lot and I’ve used a lot of different sites to book my travel.  I started using Contoso Air a year ago, and I love their website. They’ve also built a set of mobile apps that work on multiple devices.  Let me start by showing you their website and why I prefer this travel website over lot of other options. |
|  | Book a flight to Barcelona - Demo flow:   * In the browser, go to homepage * Click on the Barcelona tile. * Use the preselected options and finds flight options.   <Highlight the speed of page load.>   * Picks predefined the departure and return flight   <Highlight how ContosoAir previously recommended a front row window seat based on her previous preferences.>   * Use the selected seat. Click next. * Confirm flight option * Hard confirm page shows up. * **Click the purchase button**   **<will trigger a notification on the phone.>** | There are three things I really like about this website:   1. Personalization. The home page always offers me personalized recommendations based on my previous preferences. Feels like ContosoAir is getting to know me! For example, the recommended locations on the home page are based on my taste. 2. Innovation. I appreciate the site has always new features. I just noticed we now have a video on this page. 3. Speed: Pages are incredibly fast to load, even at peak season <make seasonal joke – like now at Spring Break, Summer Break, Thanksgiving, etc.   Let me show you how I can very quickly book my next flight to Barcelona.  [Book a flight to Barcelona]  **Transition to IT Manger:**  Now that my flight is booked, I wonder how they built this site? I wish more websites were as good as this one! |

# Building and scaling your web apps

| Screenshots | Instructions | Narrative |
| --- | --- | --- |
| **Contoso Air Website** | Open the Contoso Air Website | Hi, I am Alex, I head up IT at ContosoAir. We reimagined our customer experiences across web, mobile and other touch points and become a more customer centric organization.    We have lots of websites in our company, lets look at how we built our webapp and how we made it fast and responsive. |
| **Azure Portal A- App Service Blade** |  | Before we moved to Azure we spent a lot of time patching and maintaining our servers. |
|  | Switch to App Service Blade | But since moving to Azure we could take advantage of platform as a service capabilities and get started quickly without having to provision or maintain any servers. This has significantly reduced our time to market and improved the productivity of our dev team. |
|  | Click on Quick start section in App Service Blade | We also like that the platform is open and has number of choices for languages, we have different dev teams with strong preferences for the languages they want to use. |
|  | Switch to the tab with Dashboard titled ‘Contoso Air Weekly traffic’ | The number of visitors to our site tends to vary a lot. There are more visitors during the weekday than over weekend. During peak travel season, the number of visitors tends to go up significantly. You as a customer however would expect fast and responsive apps whether is weekday, weekend or peak travel !  Let me walk you through how we built apps that are fast and responsive regardless of how many visitors we have. I will talk about web servers, databases and edge locations. |
|  | Click on ‘Scale out’ section in App Service Blade | First let me talk about webservers. Before moving to the cloud, we would over provision servers which proved to be very expensive. Or at times, we found ourselves scrambling to find additional servers to meet increasing demand and risked our end user experience.  Now, we dont have to worry about it as we scale on demand and can enable it with few click and we can even set it to just scale during a certain time.  **DO NOT CHANGE THE SCALE SETTINGS FOR THE WEBAPP.** Point and describe, but do not make changes. |
|  | Switch to the tab with Dashboard titled ‘Contoso Air Dashboard’ | Next lets talk about Databases which are another critical element of fast responsive apps.  We are using database as a service which takes the management and maintenance hassle out.  To ensure our apps are fast we need the data to be close to our customers. With Azure we have 38 regions, more than any other cloud provider we evaluated and this is really important to ensure our data is close to customers.  We have different copies of the apps running in different locations in the world and are using the traffic manager to route our customers automatically to the copy of the app that is closest to them. |
|  | Switch to the tab that has the ‘contosoairprod-docdb-mtczerocfa’ and click on ‘Replicate data globally’ | For all the telemetry information and personalization like user profiles etc we need read and write in ms so we are using a non relational database. With Azure, we have a guaranteed high performance, 99.99% availability and even financially backed SLA that no other cloud provider gave us. So we know ours apps will be always on and fast.  Earlier, the process of replicating databases used to take us a few weeks and there was always risk that data might not be consistent across these copies.  Say for example we have two copies of the data base here in US West and US East. Lets say we want to create a copy of the in Europe, I can do that will a few clicks and my database to available in new region and I can choose the level of consistency I want across these copies. |
|  | Switch to the tab that had the ‘contosoair-profilesdb’ blade open | We have a relational database where we store customer records like DOB, Address & Credit Card.  Security and customer privacy is very important to our business.  We have policy to mask all phone numbers. With Azure, I can do this easily. I also really like how Azure makes intelligent recommendations on fields to mask.  We also use end-to-end encryption whether the data is at rest,in transit and even in-memory.  Both me and my customer can have peace of mind that all the sensitive information is always secure. |
|  | Switch to the tab  <https://docs.microsoft.com/en-us/azure/cdn/cdn-pop-locations> | [[Go to POP location table](https://docs.microsoft.com/en-us/azure/cdn/cdn-pop-locations)] Another critical element of fast apps is caching the content closer to our end users. With Azure we have access to some of largest edge networks on earth compared to any other cloud provider. So no matter where our customers are in the world we can be close to them  So there, this is how we built the apps that are fast and responsive regardless of the number of visitors to our site.  [Transition] I wonder what Sarah is up to. Lets hop over and take a look. |

# Customer gets push notification on TV, checks on mobile phone and flies to Barcelona

| Screenshots | Instructions | Narrative |
| --- | --- | --- |
| **XBox notification** | Download the Xbox notification video from [this location](https://microsoft.sharepoint.com/teams/MTCZero/_layouts/15/guestaccess.aspx?guestaccesstoken=Mluz1a85R0JcLyIiqxoKtG0u4TnJPOJmWL1Gf6klYjc%3d&docid=2_183706b2313b44ac090b5c1081c529155&rev=1). Make sure you have the video previously opened and ready to start right after transition from IT Manager. | Alex, I am home now relaxing and watching TV. I don’t even remember about my flight, but it doesn’t matter. ContosoAir will do that for me!  <Play Watching TV – Xbox notification video>  While I am watching TV, I get this notification on my Xbox.  I am so glad I got a reminder to check-in.  I also use an iPhone and the great thing is ContosoAir apps work on any device! |
|  | Demo steps:  Before you start:  Login first with same account you used on website.  The app is already opened so you can see the notification on the home screen.  In the app home screen she sees the Rebook Connection notification.  Dismiss notification by clicking anywhere outside the notification balloon.  Click My Trips at the navigation bar.  Check-in link to Barcelona and clicks on it   * Click Proceed to Check-in option. * Click Check-in * Quickly show the flight information and click check-in again. | Let me show you how I can easily check-in to my flight with my iPhone.  I also got the same notification on my iPhone and this is how I can easily check-in and get a boarding pass.  I also got additional information, seems like there is bad weather in Paris. I’ll test my luck and see what happens later.  I will check-in to her flight directly from her phone. |
|  | * Show how you now have on the screen the two boarding passes. * Click at the top right checkbox to return to home screen and see boarding pass pinned to home. | You can see how I could quickly get a boarding pass on my iPhone and all that thanks to a notification I got on my Xbox.  <If you have an Android show the home screen of Contoso Air, if not, just make this as talking point:>  My <partner/friend> has an Android and the app works in there as well like any other native Android app.  **Transition talking point to IT Manager:**  I wonder how they built these great apps that work everywhere! |

# 4. Building cross plat Mobile Apps

| Screenshots | Instructions | Narrative |
| --- | --- | --- |
| **Visual Studio 2017 – Xamarin project** | Open Visual Studio & the android emulator | We not only wanted to build fast scalable apps but also wanted to build cross platform experiences.  Well the challenge is that to develop applications for iOS, Android & Windows we would need to hire a team that specialized for each OS.  This is expensive and is also complex. Since the teams are often siloed, there is a lot of overhead to ensure the experiences are consistent. |
|  | Switch to Visual Studio | Now, with Visual Studio 2017 we develop once and get to cross platform with minimal code changes. |
|  | Switch to the emulator tab | [Show emulator] In fact, we built fully native mobile apps across Android, iOS and Windows (that was running on Xbox) and are reusing almost 90% of the code and with an Azure backend.  Without this, we would have had not only hire individual teams for each three different code bases! |
|  | Go back to Visual Studio | Now, our developers can leverage their existing skills to build mobile apps for different platforms.  In fact, our business team wanted to have an Apple Watch app and I actually surprised them that it will be ready in two weeks ! |
| **AAB2C** | Set Android project as Startup  Make sure you start the Android Emulator and show the login form and Login.XAML file in Visual Studio before you start this demo. | With XAML and Xamarin Forms we can easily build experiences that work across-devices.  The last experience we built was a login form integrated with AAB2C to manage authentication in Azure. |
| **Xamarin Test Cloud** | \* Show Xamarin Test Cloud \* URL: https://testcloud.xamarin.com  Show Android Test on 24 different Android Devices  <https://testcloud.xamarin.com/login>  Login:  contosoair@outlook.com  D3W$`m)@-&h#Y8T- or you can use your EXP developer Persona ID. | We can also test across various flavors of android and iOS.  And setup tests for various things like logging in, |
|  | Switch to the Notification Hub blade ‘Contosoairnotification-hub’ | You saw a lot of timely push notifications. Earlier, we had to manage notifications for each platforms such as Android, iOS and Windows separately. This was complex not to mention duplication of efforts.  Now, we have consolidated all our push notification in one place and we can reach several platfroms from iOS to Android to Window and Kindle.  We are doing interesting things like grouping audience by their preference for example travel destinations and sending targeted offers, that seems to resonate well with our customers.  We are also sending locations relevant notifications like what Sarah saw when she arrived at the airport.  This just wasn't the possible before.  [Transition] Well Sarah is probably on her way to Barcelona. Lets check out what she is doing. |

# 5. Connecting flight gets delayed, customer re-books through personalized customer service on mobile app

| Screenshots | Instructions | Narrative |
| --- | --- | --- |
| **Intelligent Customer Service** | Before you start this demo:   * Open the ContosoAir app * Click Contact at the bottom of the screen to launch Customer Service screen. | <Sarah moves now to kiosk/airport setting>  Alex, I am in Paris now!  Seems like there is indeed bad weather and my flight is now delayed.  Maybe I should have listened to that notification I got about this when I was a home.  I am relieved though. ContosoAir is also intelligent and they have great customer service integrated in my mobile app. |
|  | Please make sure you follow Skype Messenger setup instructions at the beginning of script before you start this demo.  **Demo steps:**   * Please follow setup instructions to add the Skype bot. * Click on Skype Messenger to launch ContosoAir Support Bot. * Type “Hi”   <Bot will greet you, provide flight options and will ask for Option?>   * Scroll options and click on Option 3   <Bot will ask for confirmation>   * Click Yes   <Bot will provide boarding pass and will ask if you want to see map of the terminal>   * Click Yes   <Bot will provide friendly “have a safe flight message” and map of the terminal.>  <Bot will also apologize for inconvenience and will provide a free drink coupon.> | With almost every airline I must run through an airport I don’t know to find an airline representative to help me.  With ContosoAir I go to Customer Service and I can start a conversation using either Skype or Facebook messenger and find immediate help.  <Click on Skype option>  Let’s see what they can do for me!  <Walk through demo steps>  This app is intelligent and made such a difference! Without it I would had probably run across an airport I am not familiar with to find an airline customer representative and waste a lot of time.  With ContosoAir I already have a new boarding pass, a map of the airport terminal, and even a free drink!  **Transition point to IT Manager:**  I wish all the apps I used were so convenient! |

# 6. Adding intelligence, building bots & delivering personalized customer care at scale

| Screenshots | Instructions | Narrative |
| --- | --- | --- |
| **Login Authentication** | Switch to the ‘Contosoair-bot’ | About six months back, the business team wanted to improve the time it took to resolve distress situations for our customers - for example rebooking flights or lost baggage.  We hit upon the idea of using chat bots. I don’t have any scientists in my team, so we were really not sure what to expect. But Azure made it really easy and streamlined. We learnt about bots, and were up to speed quickly. In just about two weeks we launched the Bots, trained it to recognize our users intents like rebooking and lost bags. |
|  | Click on the ‘Channels’ tab on the ‘Contosoair-bot’ | We deployed it to facebook and skype.  Now, we can meet customers on the messenger of their choice and help them get personalized speedy resolution to their issues.  Sarah must be back from her vacation now, let find out about her trip |

# 7. Customer submits feedback

| Screenshots | Instructions | Narrative |
| --- | --- | --- |
| **Intelligent Customer Feedback** | Before you start this demo:   * Open the ContosoAir app * Click Contact at the bottom of the screen to launch Customer Service screen. | I rarely take time to provide ratings and feedback, but ContosoAir always innovates and recently built a fun and easy way to provide feedback.   * I can send feedback and ratings using emotion and voice recognition. * Let me show you how this works. |
|  | Demo rating experience:   * Click on feedback link * Click camera button and take a selfie. Make sure you smile! * <app will rate the emotion, there is a few secs delay> * Click on the microphone and say: “Awesome flight.” Click the microphone again to stop the speech-to-text recognition. * <app will display text in textbox> | All I have to do is smile. Since I am very happy customer, I will give the app with the overall experience and say a few words. No need to type.  < Demo rating experience> |
|  | <Stay on very satisfied rating screen.>  Click Submit feedback at the end of the narrative of this section. | ContosoAir is always surprising and delighting me as a customer.  I love their interactive apps, intelligent customer experience, and constant updates with all kinds of exciting advanced functionality.  It has really changed the way I experience travel from booking a new flight to traveling back-and-forth all the way back home! |

# 8. Show DevOps

| Screenshots | Instructions | Narrative |
| --- | --- | --- |
|  |  | Our marketing team wanted us to improve the response rates for feedback requests so we added some cool features.  We capitalized on the trends of selfies and voice inputs that are very popular and built this ability to rate based on a customers smile or frown.  I am not PhD in Artificial Intelligence, but with Azure I don’t have to be ! We could easily add smarts to our app, make it engaging and get more feedback from our customers.  We have also setup a workflow - we collect the feedback text, monitor customer sentiment and if we see that a customer is not happy we can quickly asses the situation and flag it our one of customer service reps who will get in touch with the customer.  Now we can respond to customer in just a matter of mins or hours as opposed to being reactive. This has helped us reduce churn due to dissatisfaction. |
|  | Open VSTS web page at  <https://onemtc.visualstudio.com/MTC%20Zero%20-%20Modern%20Apps>   * Authenticate with hazema@onemtc.net | As you can see we have been building and shipping features on a continuous basis. |
|  | In the VSTS window click on work tab | While being continuously innovative is important, we also take great care to not break the customer experience when we rollout new features.  Instead tracking things in multiple place, we already a have flow setup to coordinate all our teams tasks in one place, so I can add it my backlog and assign it to one of my devs(VSTS) |
|  | Switch to build and release tab and releases sub-tab | We also have a QA process where we test across web and mobile and only release when it meets a certain bar. |
|  | Open the ‘Contoso Air Monitor’ | As we roll out new features, we can also monitor our apps and stay on top of its performance. |
|  |  | The end-to-end tooling from development environment to deploying and monitoring that we get from Microsoft has helped us drive more continuous innovation. I love that we can respond to our customer faster. |

# 9. The business team gets data driven insights on customer behavior

| Screenshots | Instructions | Narrative |
| --- | --- | --- |
|  | * [Open PowerBI dashboard](https://app.powerbi.com/groups/me/dashboards/033b91cd-2d5a-416d-b406-a95f6662af63) | We are getting all of data about out customers, from the website, from the feedback and so on. We have partnered with our business team to create a dashboard so that they slice and dice and understand our customers better.  They get a view of   * The traffic to our site * All the feedback we are collecting including the sentiment analysis * It is great to see that our NPS is going up. |
|  |  | That’s the story of how we at Contoso Air built fast, personalized experiences across devices and became customer centric and increased customer acquisition and got many loyal customers like Sarah. |