

VMware Tanzu Labs Application Strategy Workshop



**VMware
Tanzu Labs**

“One of the things we’ve learned is that if you can’t get [your product] to market more quickly, there is no doubt that the market will have changed and no matter how well you’ve engineered it or built it or deployed it or trained your folks, it’s not going to be quite right because it’s just a little too late.”

JAMES MCGLENNON
EXECUTIVE AND CEO
LIBERTY MUTUAL

Take small steps that yield big results for your business

Are your current apps meeting your customers’ needs? Can you launch new digital products fast enough to stay ahead of your competitors? Is your business ready to be disrupted?

For business leaders, it can be hard to know how to begin a new strategic digital initiative.

The VMware Application Strategy Workshop can help you start small and move quickly. Meet with our experts and discuss customized solutions that fit your current—and future—business needs and goals. Leave with a strategy to get your applications to production and kickstart new digital initiatives that create value for you and your customers.

Workshop basics



What

- Collaborate with VMware Tanzu Labs™ experts in full- or half-day workshops.
- Analyze the problems that affect your business.
- Define an application strategy for your business goals.



Where

- Schedule a workshop at Tanzu Labs offices in the US, EMEA or APJ, or attend an online session.



When

- Choose a time that fits your schedule.

Our results span across industries

Liberty Mutual

Built a revenue-generating motorcycle insurance app that boasts an amazing 11% conversion rate, in only one month.

DICK’S Sporting Goods

Delivered an MVP in six weeks, resulting in a 17% increase in e-commerce sales during the fiscal fourth quarter.

U.S Air Force

Helped build a tanker planning app that saves \$400,000 and hundreds of thousands of gallons of fuel per day.

Ready to get started?

Go to <https://tanzu.vmware.com/app-strategy-workshop> and schedule an online or in-person workshop at one of our offices.



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