

Microsoft's Situation:

Microsoft Visual Studio is a leading development platform for HPC applications and programs. In conjunction with NVIDIA's CUDA development language, Visual Studio provides a rich framework and environment for development on graphics processing units, or GPUs. Microsoft needed to show prospects how Visual Studio and other Microsoft software tools allow developers to leverage GPUs and NVIDIA's CUDA language for parallel processing power to experience high computation and data throughput through a process called GPGPU processing. Microsoft HPC was looking for a way to illustrate how this revolutionary idea is changing the real world by allowing a current user of GPGPU technology to tell their story in their own words.

Viewstream answered some key questions to reach Microsoft's goals, including:

- ❖ **How can Microsoft demonstrate the power of Visual Studio for GPGPU computation in a compelling way?**
- ❖ **How can Microsoft add credibility to their claims?**
- ❖ **How can Microsoft accurately track the effectiveness of the campaign and channel leads through its existing CRM system?**

Viewstream created a Customer Evidence Video that focused on Hanweck Associates LLC, a Wall Street risk management firm that leverages Microsoft Visual Studio and NVIDIA's CUDA language for high-speed, high-value GPGPU computation in the financial industry. The video won the Award of Excellence, Web Video Category, 2011 Videographer Awards.

Viewstream's Solution:

Viewstream documented and conveyed Hanweck Associates' story to put a personal touch on the successful implementation of Microsoft Visual Studio and SQL Server into the development of its GPGPU-based service offering.

- ❖ **Interviews and Conceptualization**
Viewstream team members conducted interviews with Hanweck team members and compiled the information into a compelling story.
- ❖ **Video Production and Post-Production**
The video was shot on location in New York City, and was edited and finished as a complete story that created a connection to the subject, the computational challenges of those managing risk, and how Microsoft solutions allowed Hanweck Associates to solve those problems.
- ❖ **Leveraging Across Channels**
Microsoft leveraged the video through various channels, including the Microsoft HPC site, campaigns, and social video sites.

To view the customer evidence video, visit:
<http://www.viewstream.net/nvidia/hanweck/full-version/>



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Viewstream created a customer evidence video of Microsoft client Hanweck Associates, LLC to demonstrate the power of Visual Studio for general purpose computation on GPUs.



The creation of the customer evidence video included pre-interview, story development, storyboarding, video production, post-production and launch.