

以客户/用户为中心的 现代应用体验

Speaker Name



More than any other factor, customer experiences determine whether companies thrive and profit, or struggle and fade.

– Forrester Research, "Outside In"

“今天所有的产品高度同质化，你给用户提供的，最早是功能，后来是满足用户的需求，再上一步说给用户创造价值。所有的同行都在给用户创造价值的时候，你就发现最后决定大家能胜出的东西就变成了用户体验。”

- 张小龙，微信事业群总裁

Customer-centricity is more
important than ever

Your customers have high expectations

Speed

79% won't return to a slow website

Personalized

38% won't call again if they have to repeat themselves

Cross-device

65% get frustrated with an inconsistent experience



Increase ROI, business growth and
customer satisfaction

Speed

+2%

Increase in conversion

Personalized

+14%

Uplift in sales

Cross-device

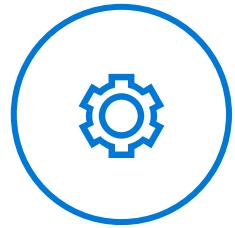
+36%

Increase customer satisfaction

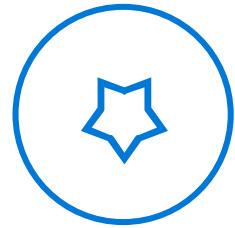
What does it take to realize these benefits?



Open & Hybrid
Cloud



Data-driven
Intelligence

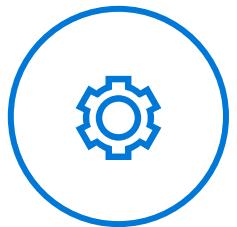


Cross-platform
Experiences

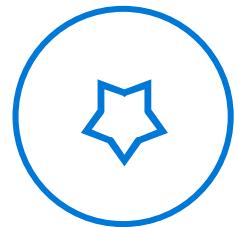
Continuous App Innovation



SaaS &
Data
Analytics



Xamarin &
Cloud Services



Bot & Social
Experience

China-style Transformation Enablement

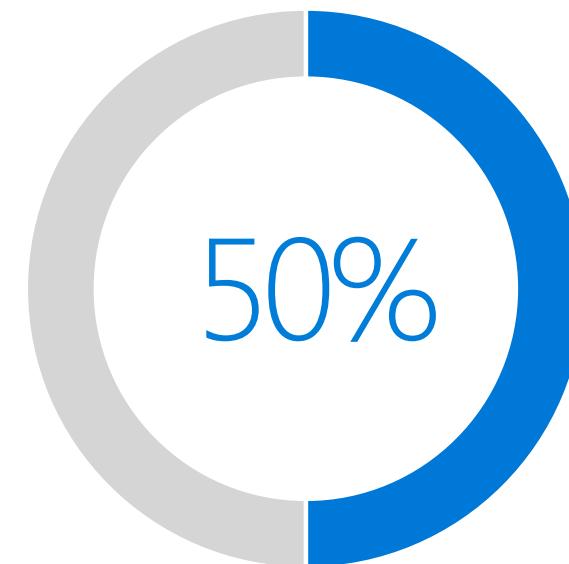
Business transformation cases

"To be one of the best e-commerce destinations in the US, we will have to handle millions of customers... That requires a top-class e-commerce system built on a flexible, open cloud platform. That is exactly what we got with Azure.

Being able to leverage so many off-the-shelf services and tools from Azure enabled us to go from zero to a full-fledged e-commerce marketplace in just about 12 months."

Mike Hanrahan
CTO
Jet.com





Faster time to market

BUSINESS

Walmart Agrees to Acquire Jet.com, One of the Fastest Growing e-Commerce Companies in the U.S.



ECOMMERCE

Deal Positions Walmart for Expanded e-Commerce Growth and Customer Reach

BENTONVILLE, Ark. and HOBOKEN, N.J., August 8, 2016 – Wal-Mart Stores, Inc. and Jet.com, Inc. today announced they have entered into a definitive agreement for Walmart to acquire Jet for approximately \$3 billion in cash, a portion of which will be paid over time. Additionally, \$300 million of Walmart shares will be paid over time as part of the transaction.



“随着用户的快速增长，我们的SaaS电子合同平台的日均访问量达到了百万量级，需要其具有弹性伸缩和异地容灾的能力、降低海量合同数据的存储成本并保证合同的机密性、可用性和完整性。

Azure 提供了丰富的 IaaS 和 PaaS 层功能，使我们能快速搭建业务运行环境，大幅度缩短产品交付周期，并根据业务规模灵活调配资源，降低 IT 成本和运维成本。同时 Azure 拥有国内外广受认可的 ISO / IEC 27001 信息安全管理体系建设与可信云认证，充分满足电子合同行业对合规性与数据安全的特殊要求。”

林开辉 Kaihui Lin
COO
法大大

Demo

"We've paired Xamarin with Microsoft's Azure technology. If we end up having to change our point of sale providers or seat manager solutions, we don't have to actually change our app in any way. It's all seamlessly abstracted within cloud technologies with Microsoft Azure."

Bryan Hooper

Senior Director IT Enterprise Architecture
Bloomin' Brands, Inc.



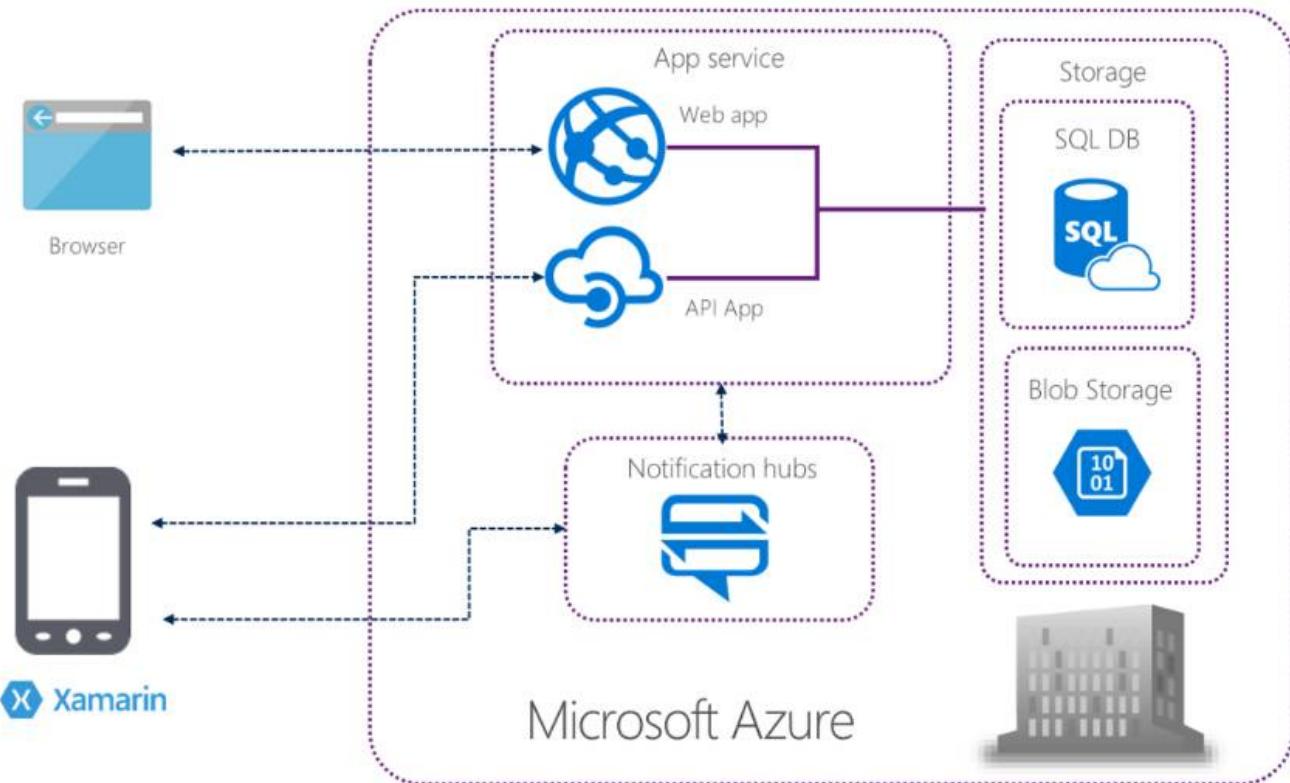


Restaurant Breakthrough Award
Customer Engagement Innovator



“通过与微软合作，让我们体验到使用Xamarin这种跨平台原生应用程序构建解决方案的优势。我们现有开发人员可以在熟悉的Visual Studio环境中利用已有的C#经验快速的实现跨平台原生应用的构建、调试、发布，大幅简化新应用的开发周期，同时与Azure公有云整合，让我们可以利用更多的云服务为应用提供新的体验，全面实现企业O2O平台构建和数字化转型的战略目标。”

孔明 Roger Kong
研发总监
21世纪中国不动产



北京视高盛景软件有限责任公司

利用微软 Xamarin 移动应用开发工具和 Azure 智能云 构建企业级跨平台高质量移动应用体验

“视高盛景的技术栈一直与微软技术平台紧密结合，微软 Xamarin 移动应用开发平台和 Azure 智能云都与微软其他产品的集成非常好，从而帮助我们实现高质量的跨平台 APP 解决方案，与开源产品相比，开发效率、解决方案的完整性无法相提并论，客户满意度非常高。”

——周岳 首席架构师 视高盛景软件

Demo



••••• 中国电信 22:55 42% 🔋

企业号 智能信

这个是您的报销列表，有两项被财务标注为有问题。

10月报销	✓
9月报销	✓
8月报销	!
7月报销	!

第三项有什么问题呢？

由于第三项项目为出租车发票，金额为50元，但是未提交发票，没有被通过，请重新上传图片。

您好，我是中信集团的小助手。我现在能够帮你查询通讯录、发起群聊会话、移动报销审批、查询新闻等等。我会越来越聪明的：) 请问现在有什么可以帮您？

我的报销有点问题，能帮我看一眼吗？

请稍等，正在查询。。。

这个是您的报销列表，有两项被财务标注为有问题。

2018-10-12 22:55

智能信

语音输入

表情

+

Discussion



Thank you

Summary

Fuel business growth

1. Deliver fast and immersive experiences and increase conversions
2. Increase revenue through improved scalability and higher availability

Increase customer satisfaction

1. Engage customers through personalized recommendations, push notifications and speedy customer service
2. Simplify signup and sign in by using social logins

Improve return on investment

1. Transform products through agile data driven innovation
2. Maximize the investments in cross platform development by reducing duplication

Common scenarios



Digital marketing

Connect with customers worldwide with digital campaigns that are personalized and scalable



E-Commerce

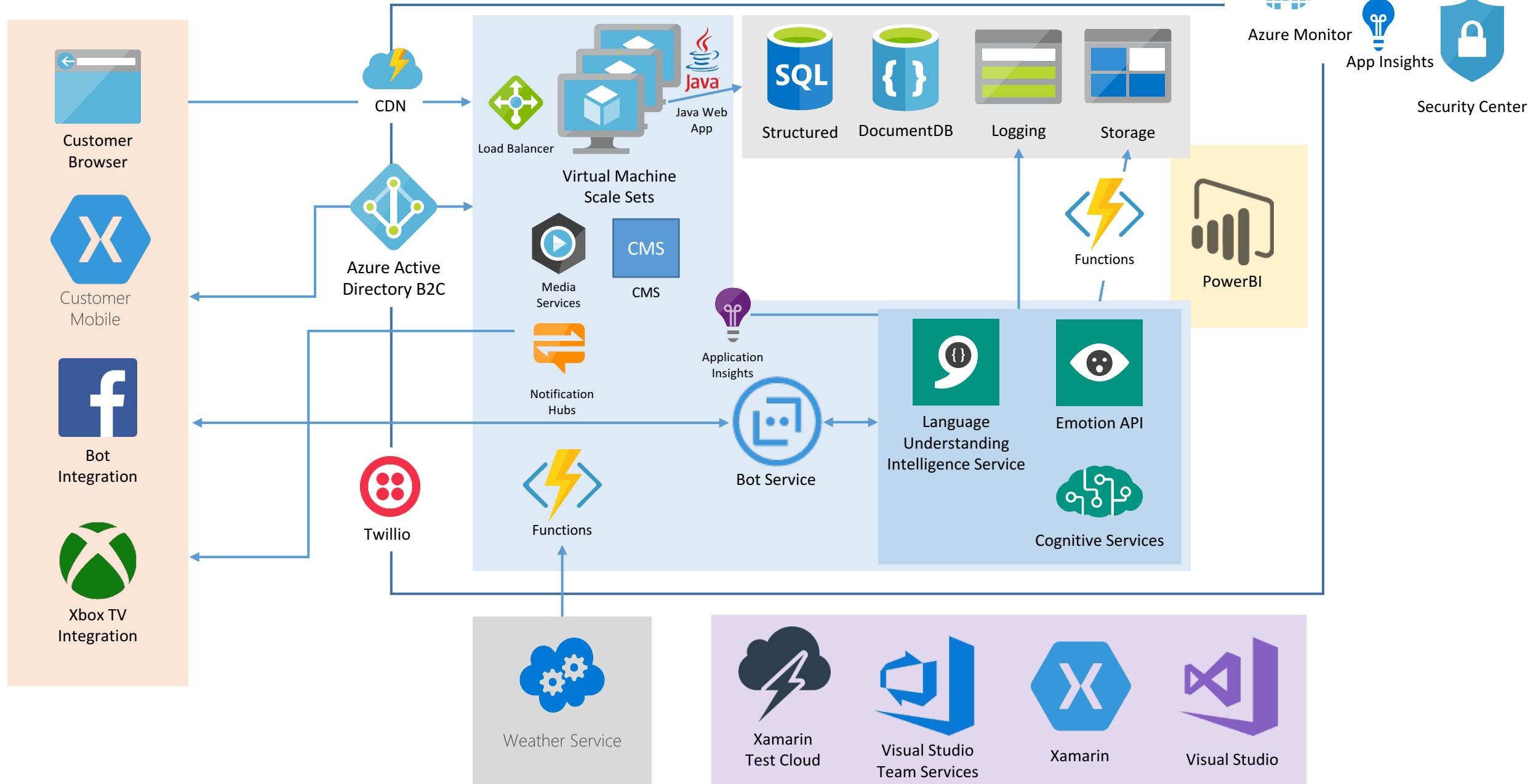
Give customers what they want with a personalized, scalable, and secure shopping experience



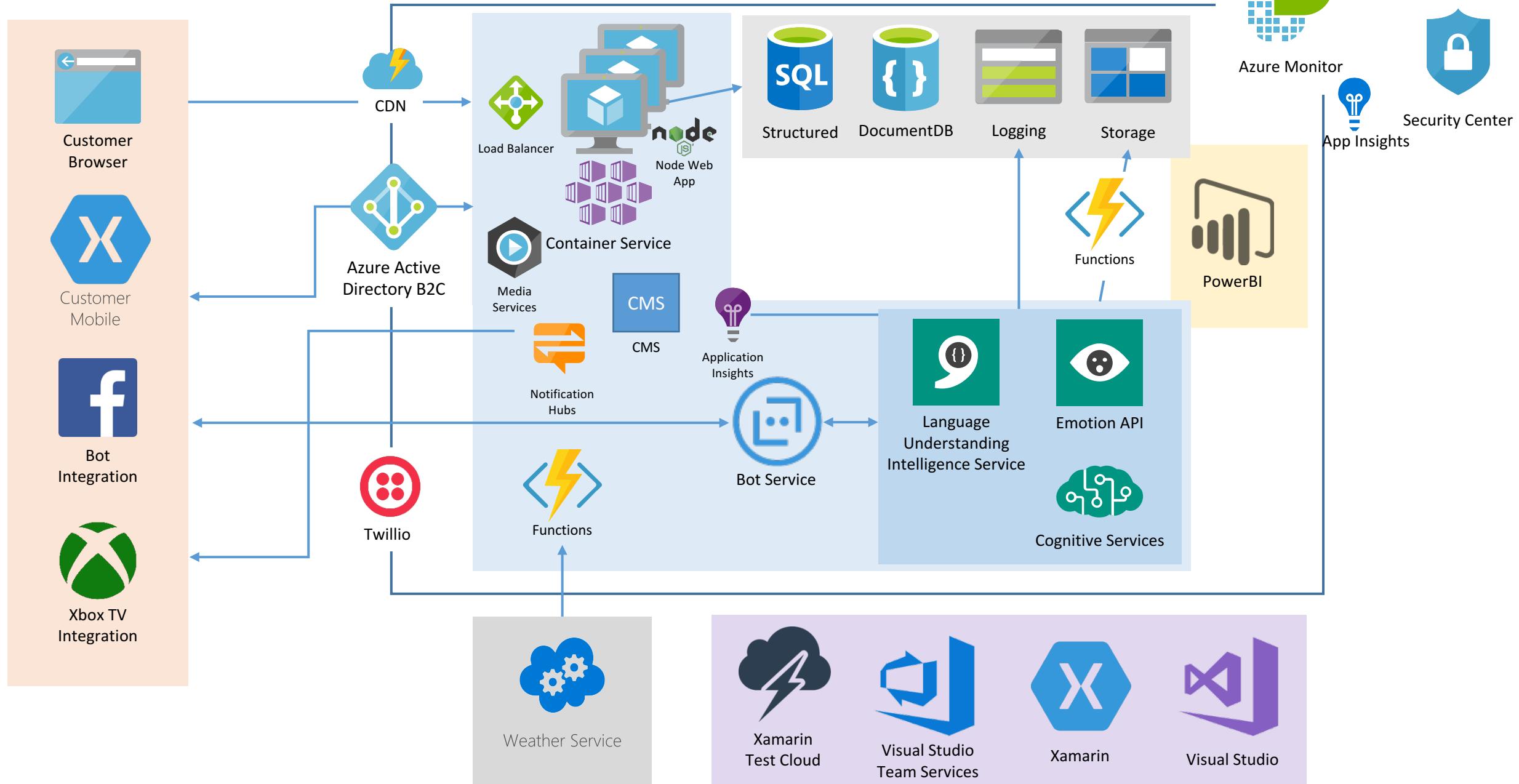
Mobile

Reach your customers everywhere, on every device, with a single mobile app build

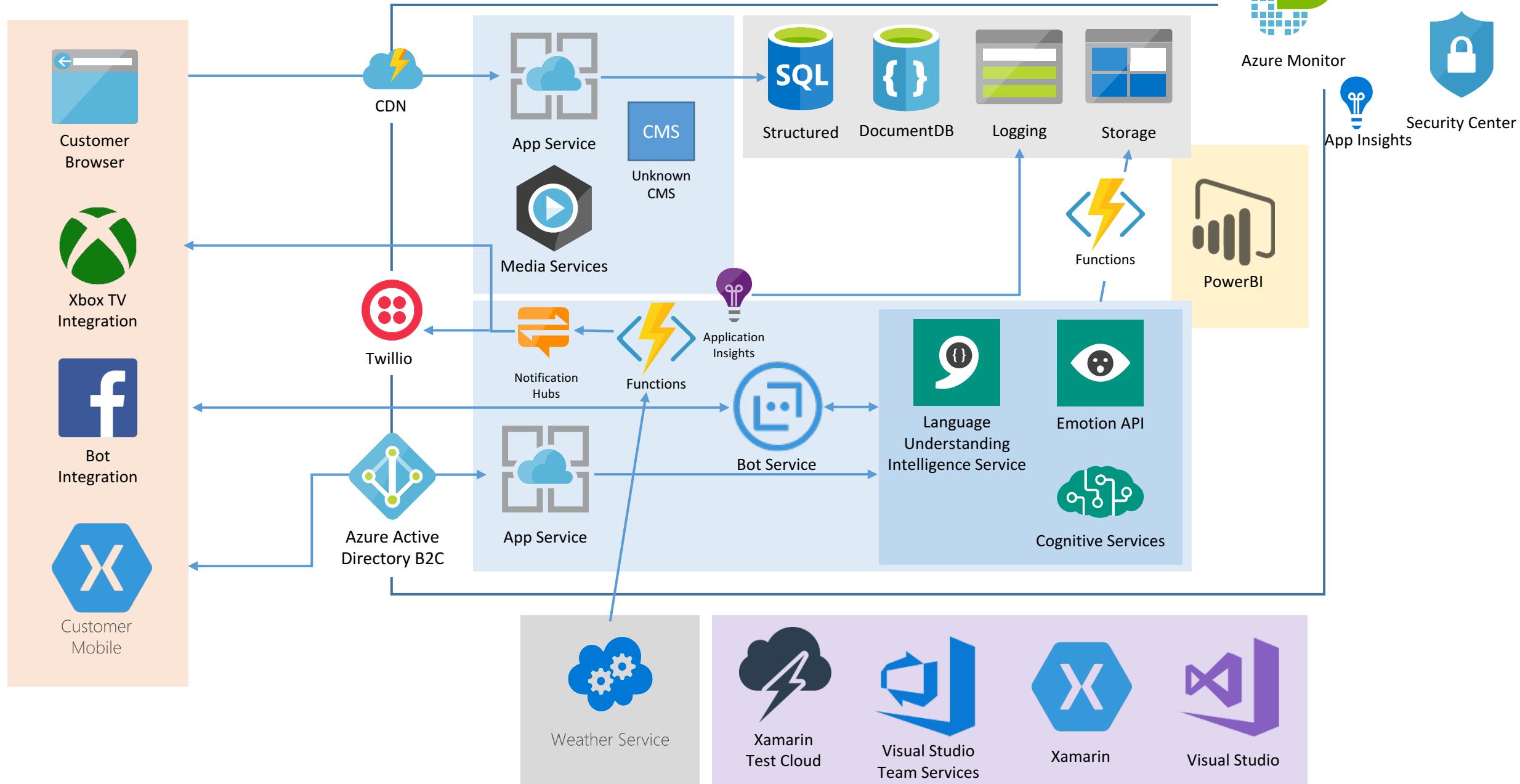
Digital Marketing Site (using VMs)



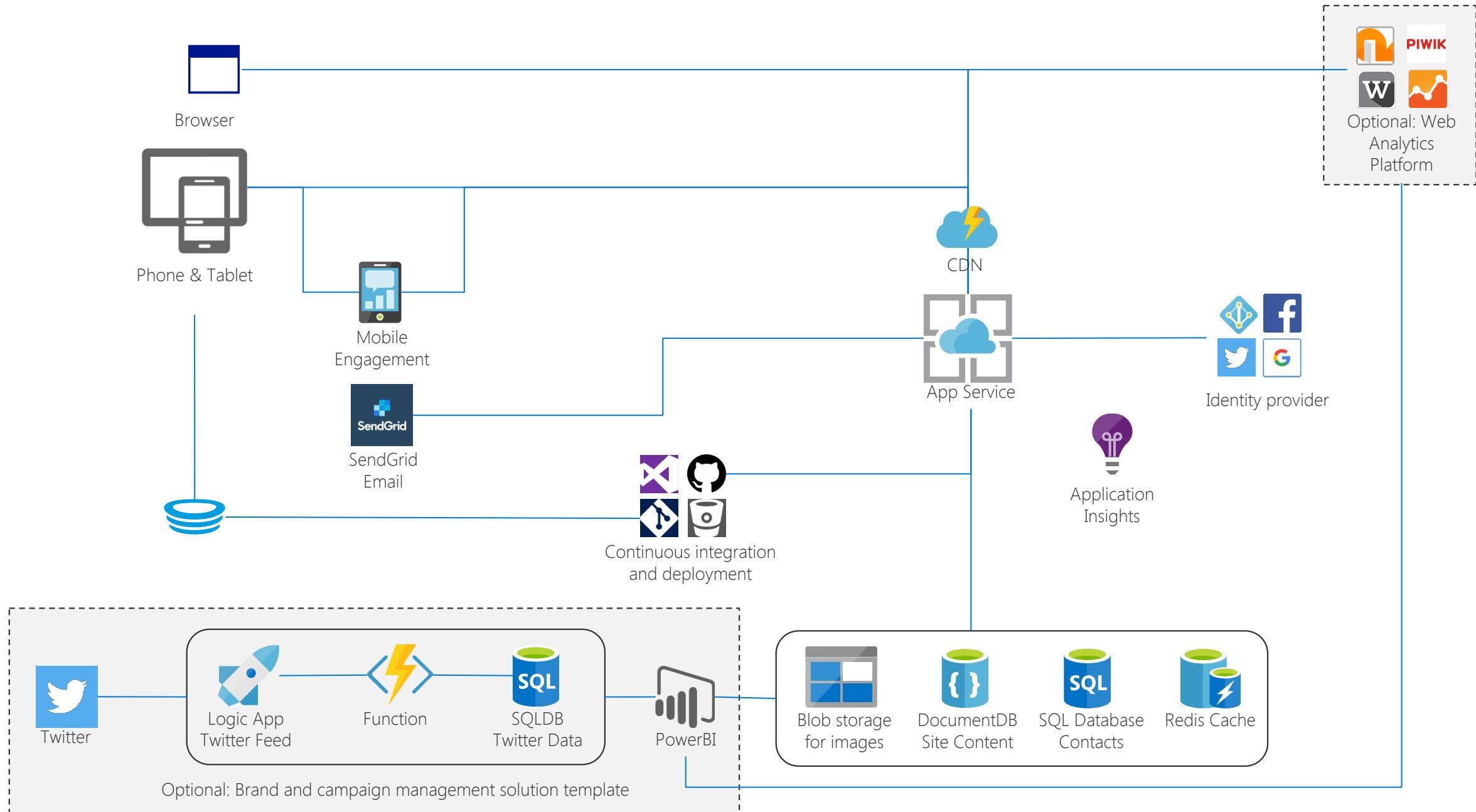
Digital Marketing Site (using Containers)



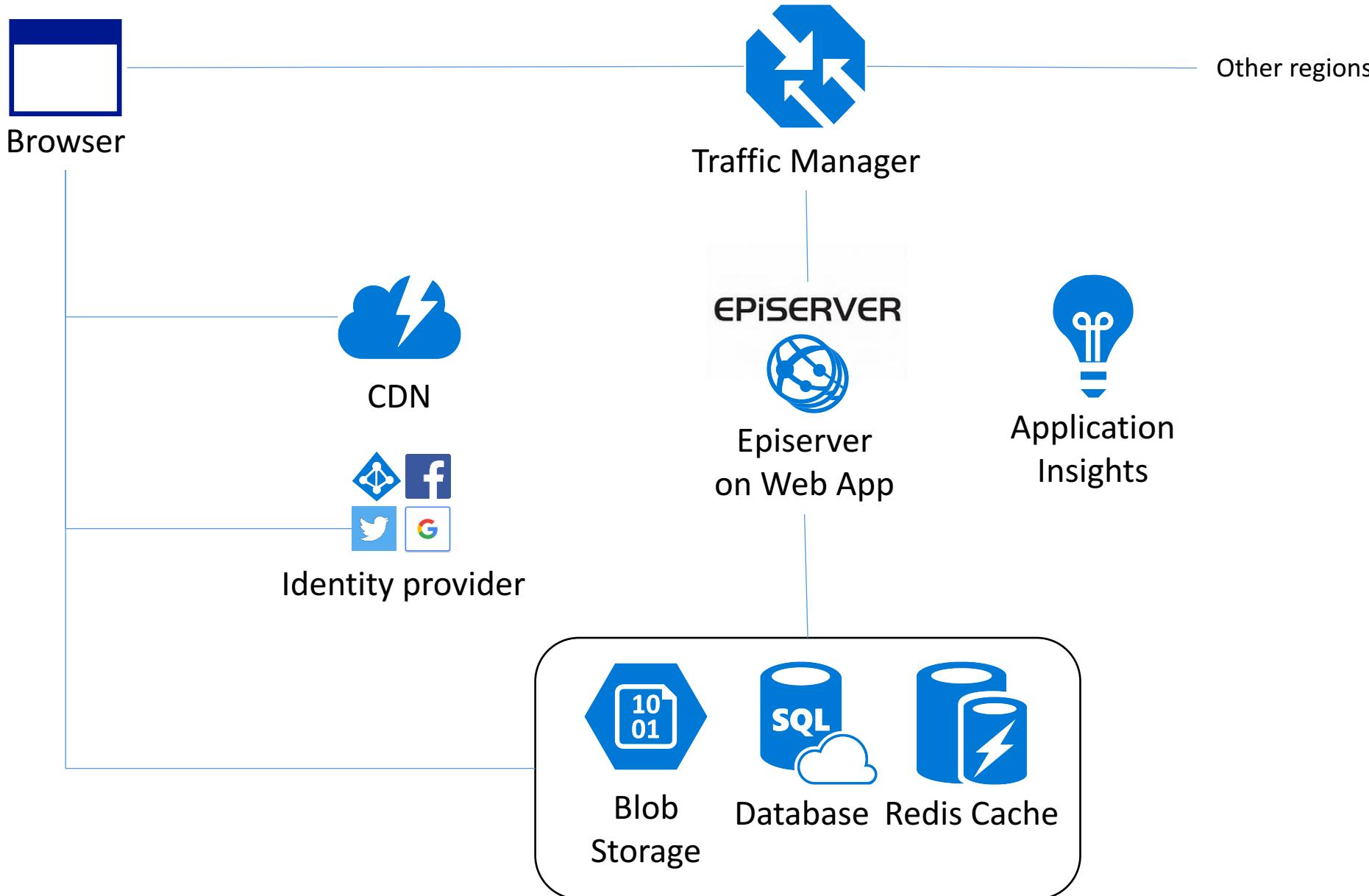
Digital Marketing Site (using PaaS – App Service)



Multi-channel digital marketing platform with social integration and analytics



Multi-channel digital marketing with CMS from an ISV - Episerver



Multi-channel digital marketing with CMS ISV - Sitecore

