A double-decker bus is parked on a city street. The side of the bus features large, bold text that reads "AD BLOCK IT THIS". The bus is white with yellow and red accents. In the background, there are buildings and other city elements.

How The Next Wave of Technology Will Change

Personalization and Social Commerce



DROWNING IN BUZZWORDS





BUZZWORDS

A circular graphic with a thick red border. A diagonal red line from the top-left corner to the bottom-right corner cuts across the circle. The word "BUZZWORDS" is written in bold, black, sans-serif capital letters, positioned diagonally across the circle, partially obscured by the red slash.

Key Take Away

Successful Companies In The Future Are The
Ones That Treat Their **Data Like A Living Entity**

Is This The Future of Personalization

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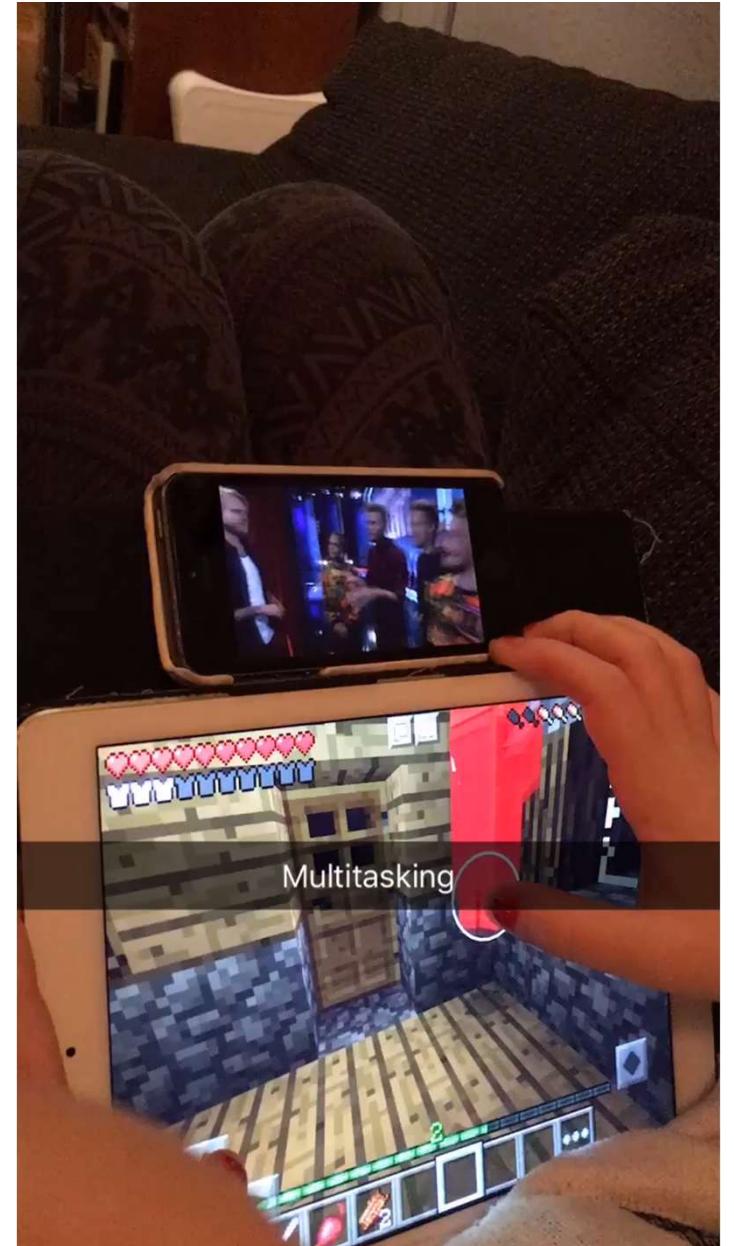
How About This?



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This Is The Reality

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The Idea Of The Future Depends



How we're funding

The Quick Fly By – Who Am I?



Patrick Kitchell - Chief Question Asker

Technical Solutions Specialist at Microsoft

Copenhagen Area, Capital Region, Denmark
Information Technology and Services

Previous Sitecore, The Blue Collar Marketer, Keyzone a/s

Education Microsoft Certified Business Management Solutions

- CRM
- Data Driven
- Social Media
- Curious
- Process Driven
- Human
- Both Optimist and Pessimist

- Working at Microsoft since Sept. 2015 as a Technical Specialist CRM
- 15+ Years Working with CRM, Marketing Systems and Business Processes

@denmark98 | #yiedifycc



Patrick Kitchell
@denmark98
And when the time is right, I hope that you'll respond like when the wind gets tired the ocean becomes calm - Eddie Vedder
Copenhagen, Denmark · thebluecollarmarketer.com

TWEETS
82,799

FOLLOWING
63,143

FOLLOWERS
77,289

LISTED
1,674

 Edit your profile

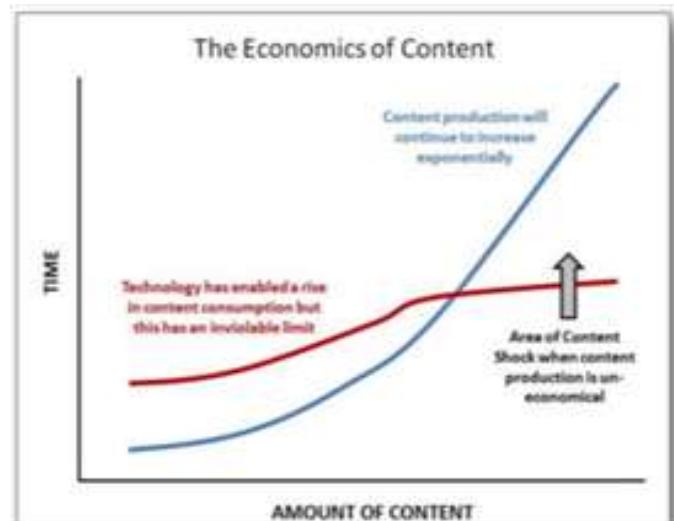
I Have Some Questions:

How Many Use Personalization Today?

How Many Use Social Insights Across Their Organization?

How Many Have Good Clean Data?

Two Disruptive Factors Leading Us Forward



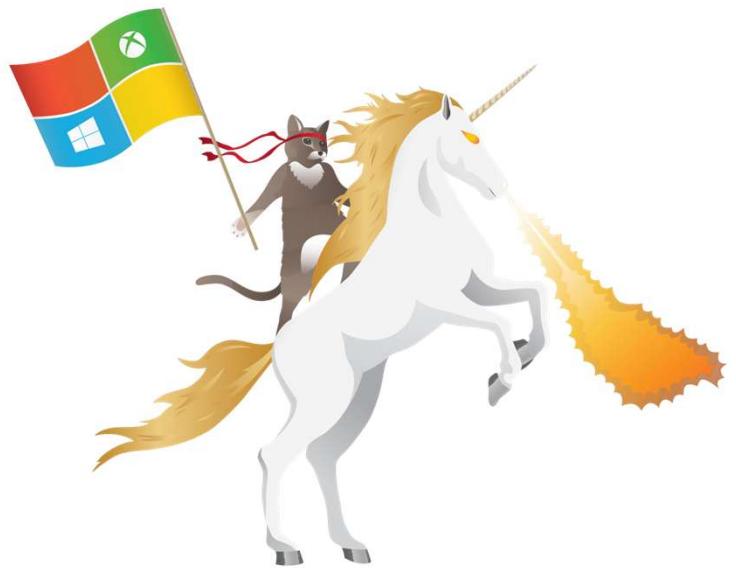
The Collapse of Social Media Engagement Model



Over 3000 Marketing Technologies

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Ridiculous Story: Linkedin



@denmark98 | #yiedifycc

Ridiculous Story: LinkedIn

Outcome 772 Likes over 500 + Private and Public Comments on my new Title

Ninja Cat

Microsoft

May 2016 – May 2016 (1 month) | Denmark

A fictitious position to prove how much junk automation there is on LinkedIn



Right now this fake position update has over 103 profile views 300 private comments, 543 likes and 108 public comments wishing me luck. Automation kills social media...

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We are in a Post Social Media Era...



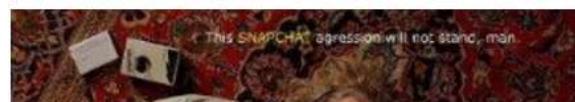
It Can Be Gamed



How To Inflate Your Klout Score on Social Media



The Twitter Robot and The Eco-System of Robots It Supports



The New Hope



Snapchat Over 40 or Anyone Who Doesn't



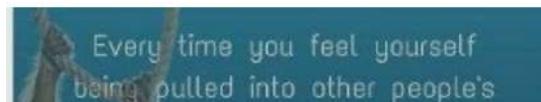
It Is Not Authentic



The Dehumanizing Effect of Social Media Automation



The Collapse of Social Media Engagement Model



Waiting for Disruption



Face the Fact - We Live in A Post Social Media Era

What Has Led To this?

Google has standarized search where the returns are diminishing.

Google Just Admitted More Than Half Of The Ads It Serves Are Never Seen

GOOGLEHUGOMAIL.COM

Search is absolutely necessary but more like a muffler than a racecar.

Social Media Automation Creates **Engagement Inflation**.

Social Media Automation Pumps Artificial Engagement **Into The Engagement Economy**

The Amount of Shareable and Likeable Content is Growing Exponentially...

The Total Amount Of Possible Engagement in the Engagement Economy Is Already Known.



The Rise Of In The Moment Marketing

Snapchat opened pandoras box and we now have a proliferation of live streaming apps and video.

Perfectly Optimized Search

Imagine all content is perfectly search optimized
all the time?

What is the Future of Social?

Increasing Costs

Pay More For Good Content

Increasing Costs

Pay For Search

Increasing Costs

Pay For Visibility

Twitter, Facebook, LinkedIn are wall gardens

Choices

A Choice About Where Content Should Live

Choices

A Choice About Networks

Create Communities or Outsource Them

Social Commerce?

Remember that BOTS can Write
Articles/Reviews

AP's 'robot journalists' are writing their
own stories now

By Ross Miller on January 29, 2015 11:55 am [Email](#) [@ohnorosco](#)

Social Commerce the Power of Communities



Minecraft



Steam



Reddit

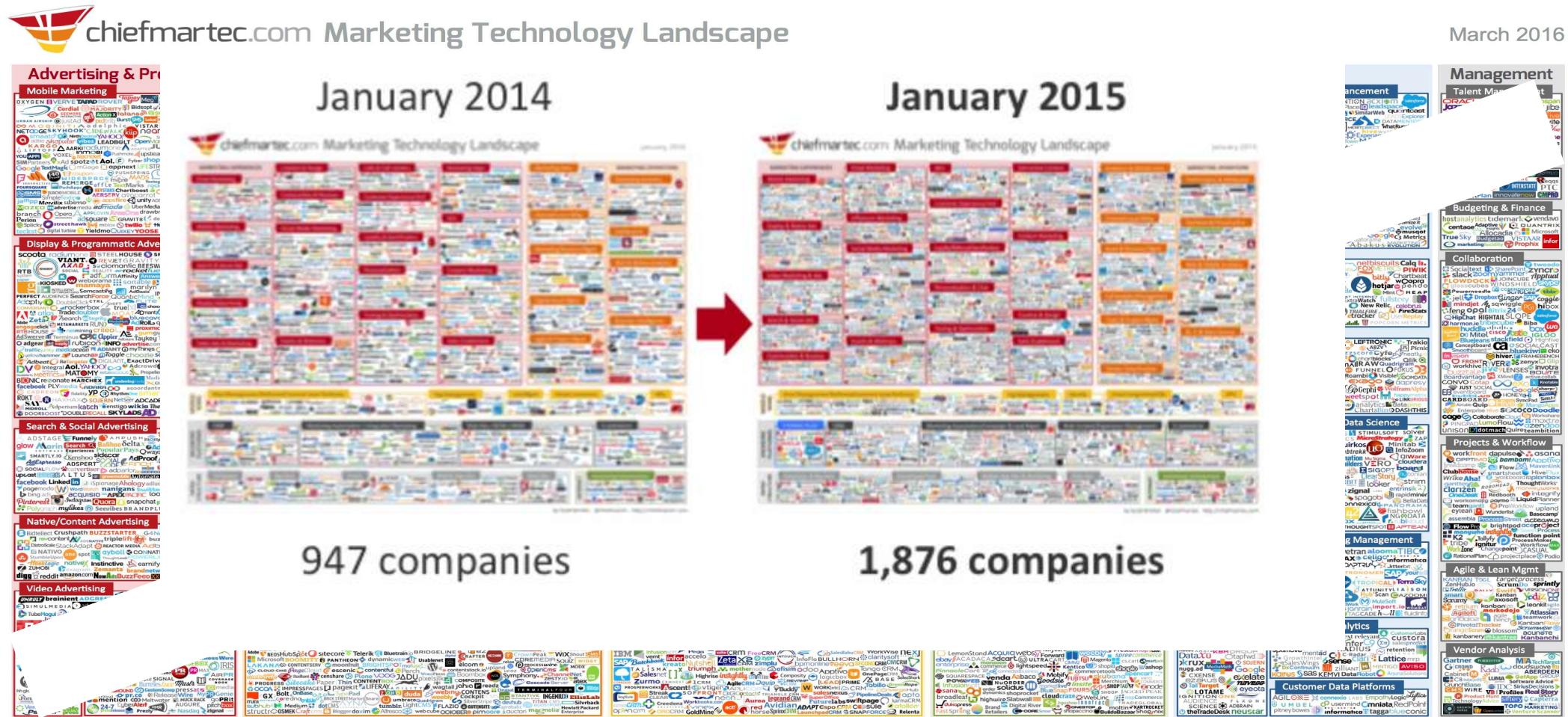
You are only as smart as what your network or community doesn't know...

Data and Intelligent Systems



Source: Avanade

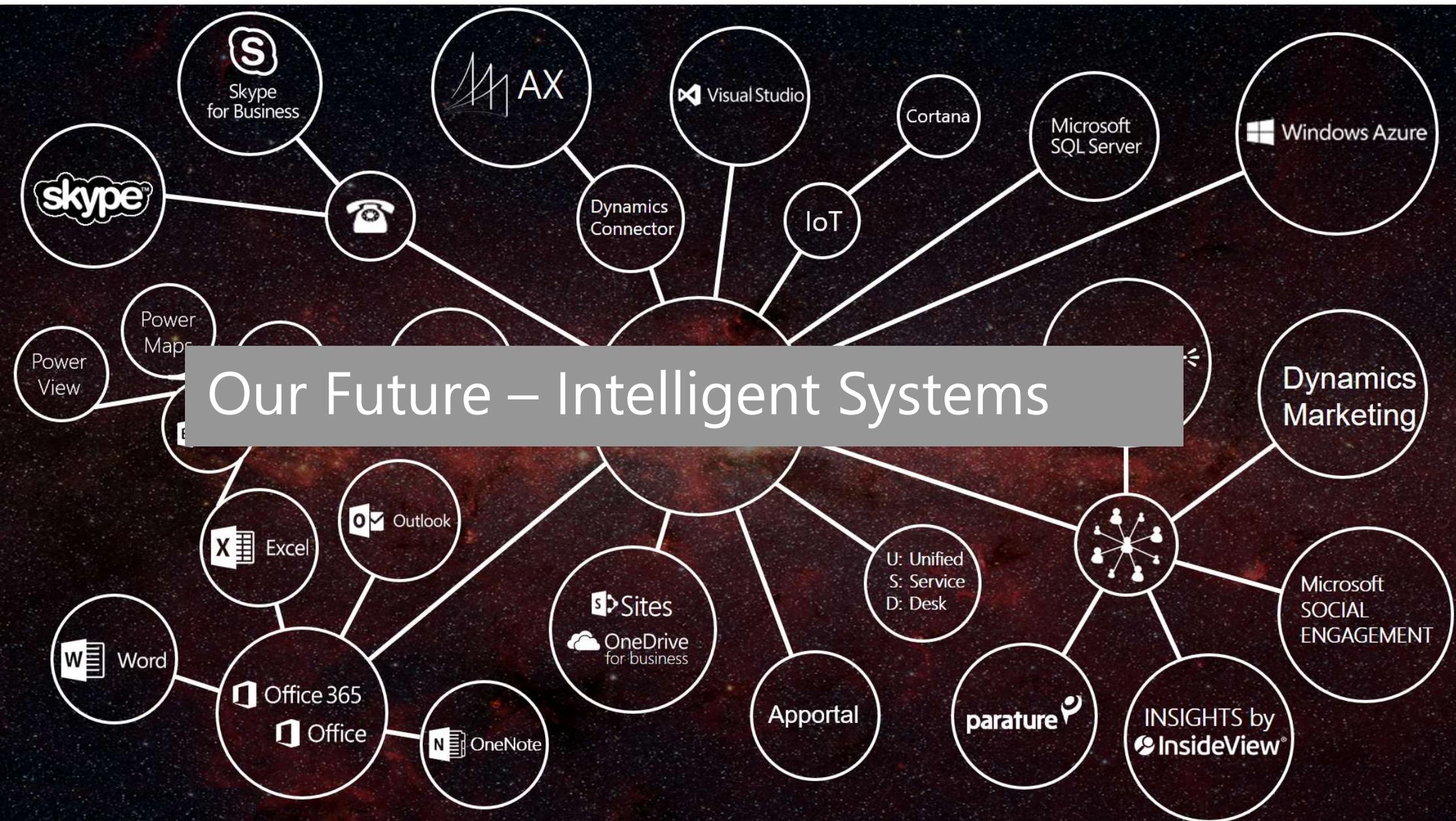
Current Reality: Martech Overload and Complexity



Sources: CabinetM (<http://cabinetm.com>), Capterra, G2 Crowd, Google, Growthverse, LUMA Partners, Siftary, TrustRadius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/> for details.

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Our Future – Intelligent Systems



Systems of Engagement – Intelligent Systems

2016 vs. 2024

**2016 Megavendors
(Systems of Record)**

Salesforce

SAP

Oracle

Microsoft

Employee Focus

**2024 Megavendors?
(Systems of Engagement)**

Amazon

Google

Tencent

Facebook

Consumer Focus





Intelligent Systems

What Does The Future Hold?

What Can You Do To Be Prepared?



World's Leading Professional Cloud +
World's Leading Professional Network



Microsoft



A common mission centered on
empowering people and organizations

Artificial Intelligence

Empower every person and every
organization on the planet to
achieve more.

How Is The Future Powered?

1+ Billion
Microsoft Users

Connect the world's professionals
to make them more productive
and successful.

Driven By Data



Creating more connected, intelligent
and productive experiences

@denmark98 | #yiedifycc

World's Leading Professional Network



Microsoft



A common mission centered on
empowering people and organizations

The LinkedIn Acquisition Has Nothing To Do With Social Media That Is Just An Obvious Outcome

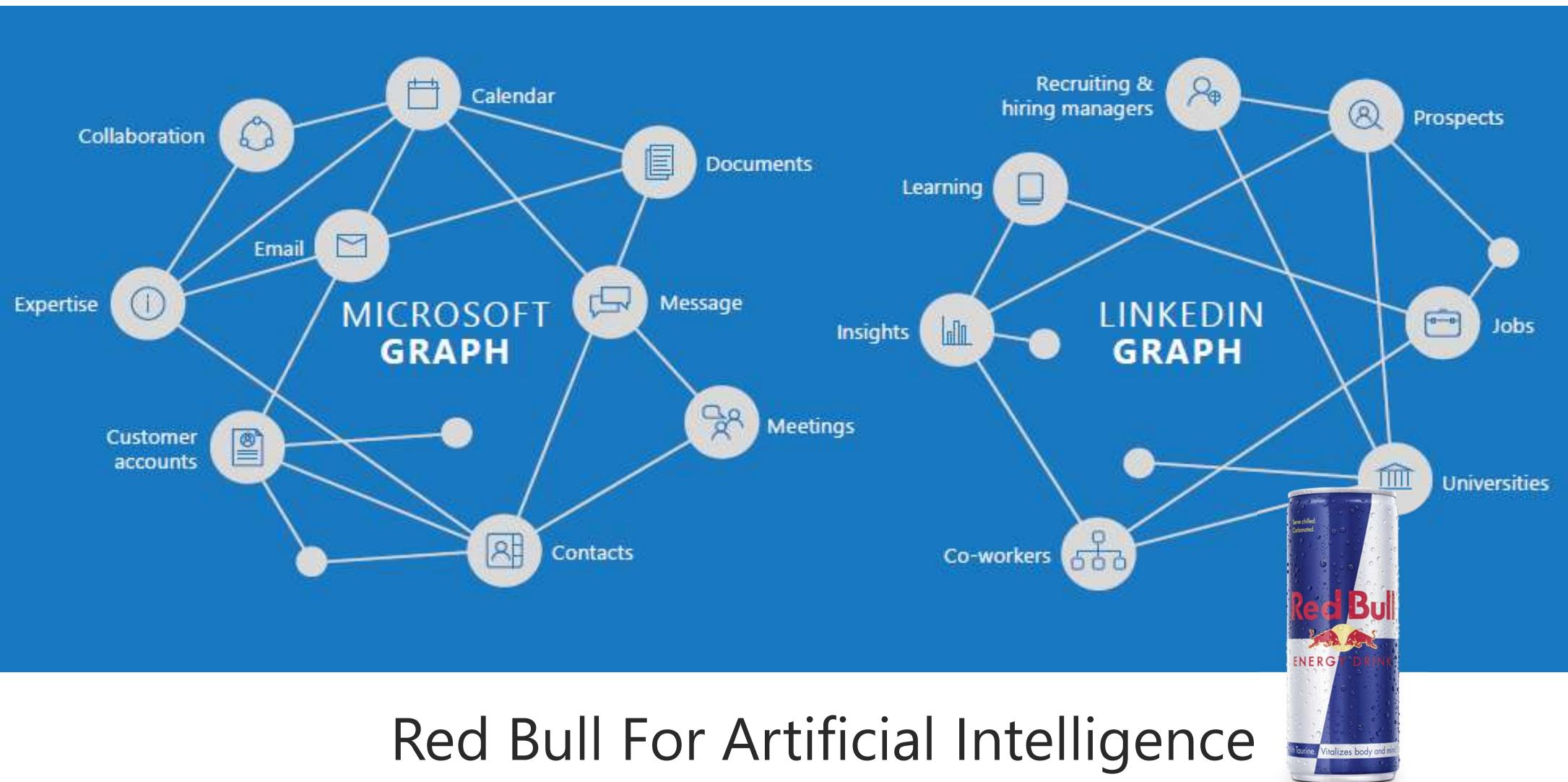
Connecting the professional world

1+ Billion
Microsoft Users

433+ Million
Members

Creating more connected, intelligent
and productive experiences

Its All About The Data Graph



What Does The Immediate Future Hold?

1. Voice
2. Text Mining
3. Robots (BOTS)
4. Personalization for Upsell / Cross Sell
5. Knowledge Sharing

Voice Driven Intelligent Assistants



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Text mining in NPS Scoring

World's Leading Professional Cloud +
World's Leading Professional Network



A common mission centered on
empowering people and organizations

Empower every person and every
organization on the planet to
achieve more.

Connecting the professional world

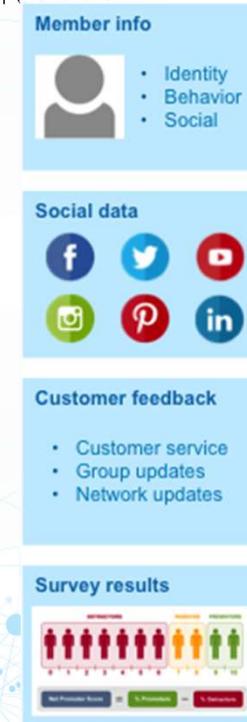
1+ Billion
Microsoft Users

Creating more connected, intelligent
and productive experiences



Connect the world's professionals
to make them more productive
and successful.

433+ Million
Members



Text mining is the computational study of unstructured text to understand members' feedback and gain insights for better business decisions.

Marketing Chat Bots



H&M
hm



Scan in Kik to chat

Description

Chat to H&M on Kik for instant outfit inspiration! Tell us a piece of clothing, and we'll build an outfit around it for you. Anything from joggers and jeans to tops and shirts... we've got you covered! We'll be your personal stylist for your lazy days or for your night outs.



a minute ago

>Hello

Hey, which of the following best describes you?



Tap a message



Teenager

College student

20s

30s

Other



~~What's your question?~~

Which do you prefer, 1 or 2?



Tap a message



1

2

Both

None



👋 Thanks! And what about this one...



Tap a message

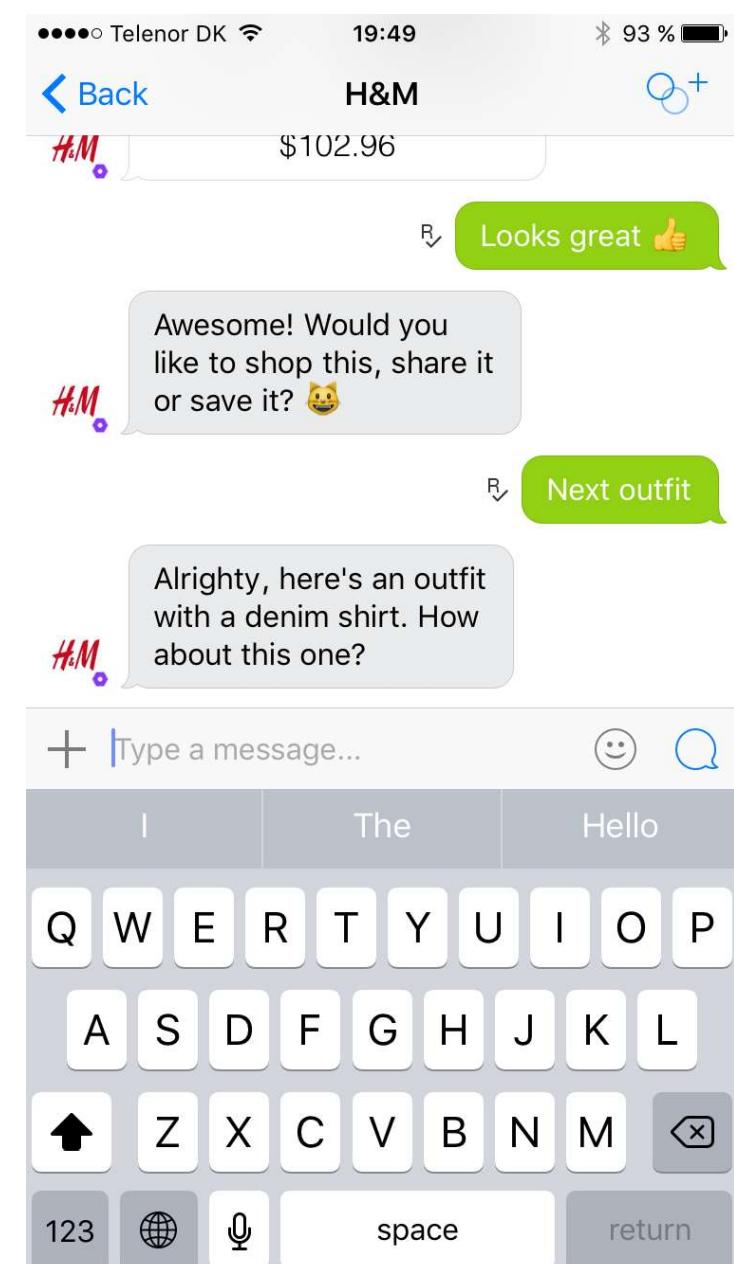
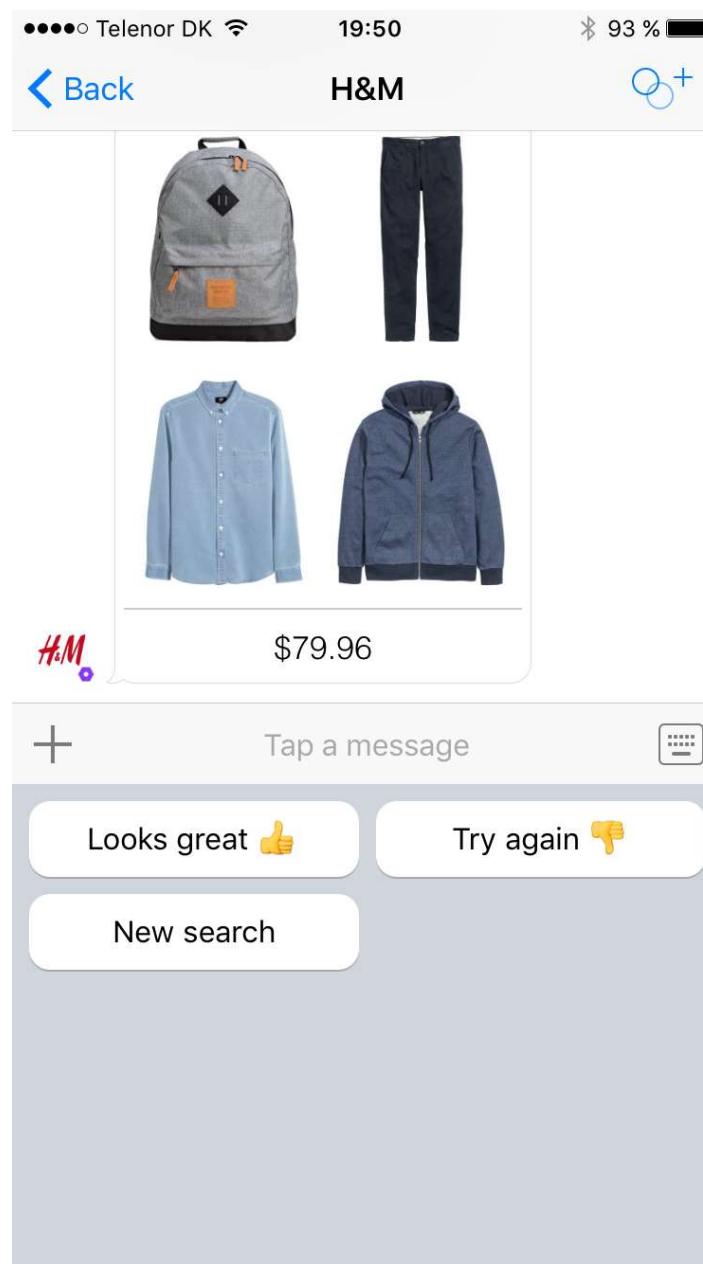
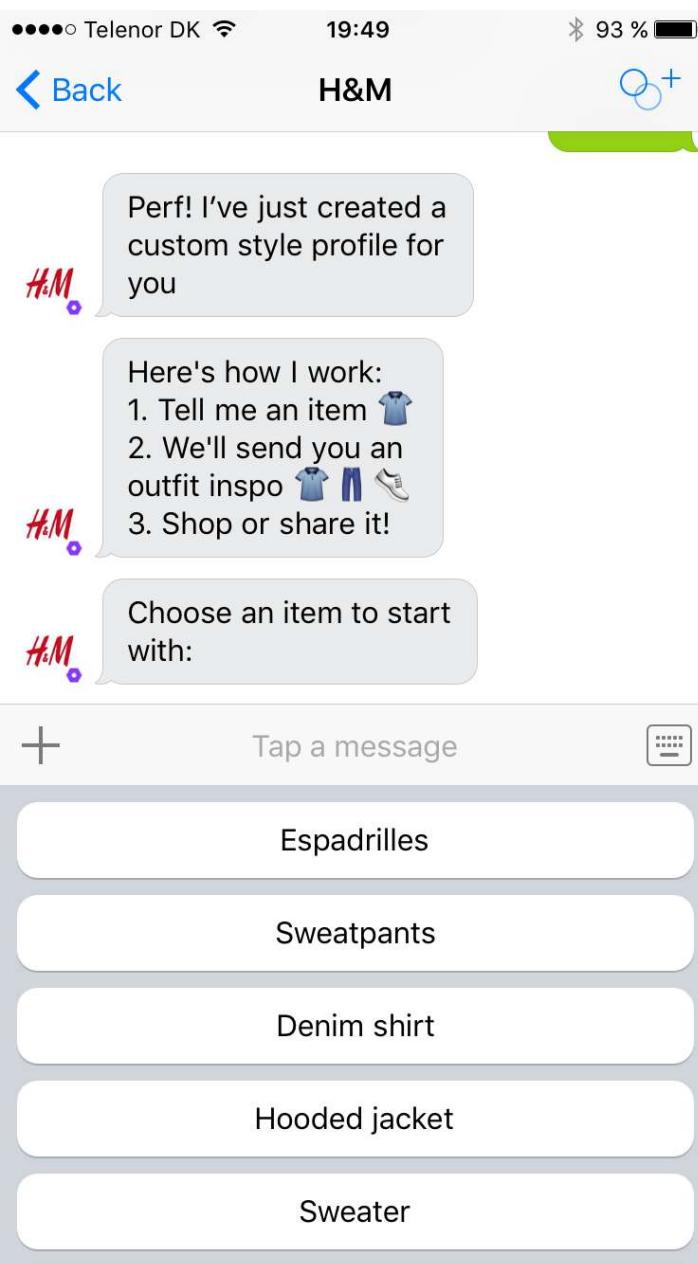


1

2

Both

None



Upsell / Cross Sale Possibilities: Personalization



Recommendations

Data

Published by: Azure Machine Learning
Categories: Machine Learning, Retail & Hospitality
Date added: 10/2/2014
[Get support for this offering](#)

Recommendations API is an example built with Microsoft Azure Machine Learning that helps your customer discover items in your catalog. Customer activity in your digital store is used to recommend items and to improve conversion in your digital store. The recommendation engine may be trained by uploading data about past customer activity or by collecting data directly from your digital store. When the customer returns to your store you will be able to feature recommended items from your catalog that may increase your conversion rate. Microsoft Azure Machine Learning's Recommendations includes Item to Item recommendations: a customer who bought this also bought that and Customer to Item recommendations: a customer like you also bought that.

11

10,000 Transactions/month	\$0.00 per month	SIGN UP
100,000 Transactions/month	\$150.00 per month	BUY
1,000,000 Transactions/month	\$1,000.00 per month	BUY
10,000,000 Transactions/month	\$5,000.00 per month	BUY
25,000,000 Transactions/month	\$10,000.00 per month	BUY

[Quick Start Guide](#)

[API Documentation](#)



Wedge Touch Mouse

4.0 (4) See reviews

\$49.99

Quantity:

[Add to cart](#)

Frequently Bought Together



Wedge Mobile Keyboard



Arc Touch Bluetooth Mouse



Surface 2

Knowledge Suggestion Based On Text



Text Analytics

Data

Published by: Azure Machine Learning

Categories: Machine Learning

Date added: 1/28/2015

[Get support for this offering](#)

Text Analytics is now part of Cognitive Services. Learn more about this new offering.



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POSTS ACTIVITIES KB RECORDS NOTES

"relevant template" OR "relevant team" OR "sample" OR "Capture preliminary customer" OR "product information" OR "letter" 0 0

[« Back](#) [ed](#) [eR](#)

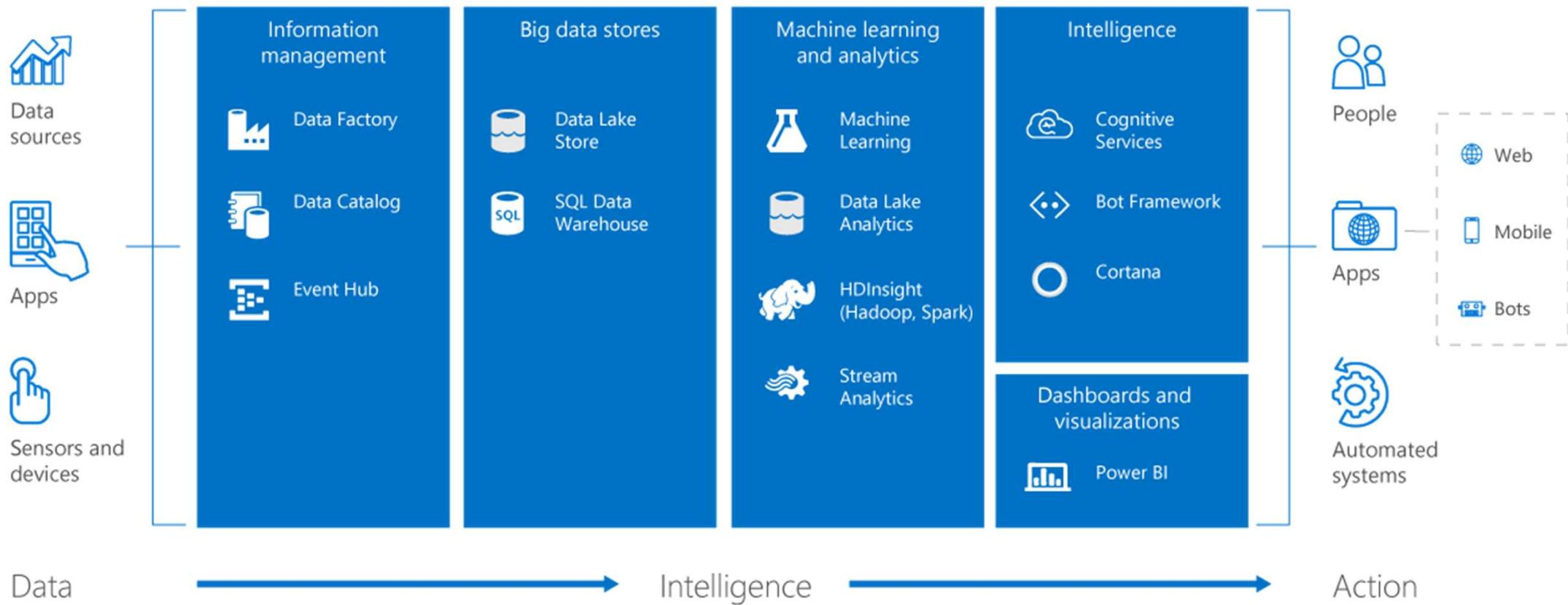
[Draft] What kind of information I need to provide during signup?
Modified on 1/18/2016 | [eR](#) 2

- **Social Security number.** We use your Social Security number as part of our identification process because it is unique to each individual. We also use it to determine which accounts you are eligible to access. If you don't have a Social Security number, leave the field blank and check the box marked "I do not have an SSN." To learn how we protect and use customer information, read our [privacy policies](#).
- **Account number.** You only need to enter one account number. You may enter your personal or business account number for any one of these Wells Fargo accounts: checking (including money market), savings (including market rate), CD (Time Account), credit card, mortgage, loan or line of credit (including home equity and commercial), auto loan, student loan, Brokerage, Health Savings Account, or Individual Retirement Account (IRA).
- **ATM card number.** You can enter an ATM card number instead of an account number if you wish.
- **Email address.** Your email address is required and must be valid to ensure you can receive important information about your accounts.

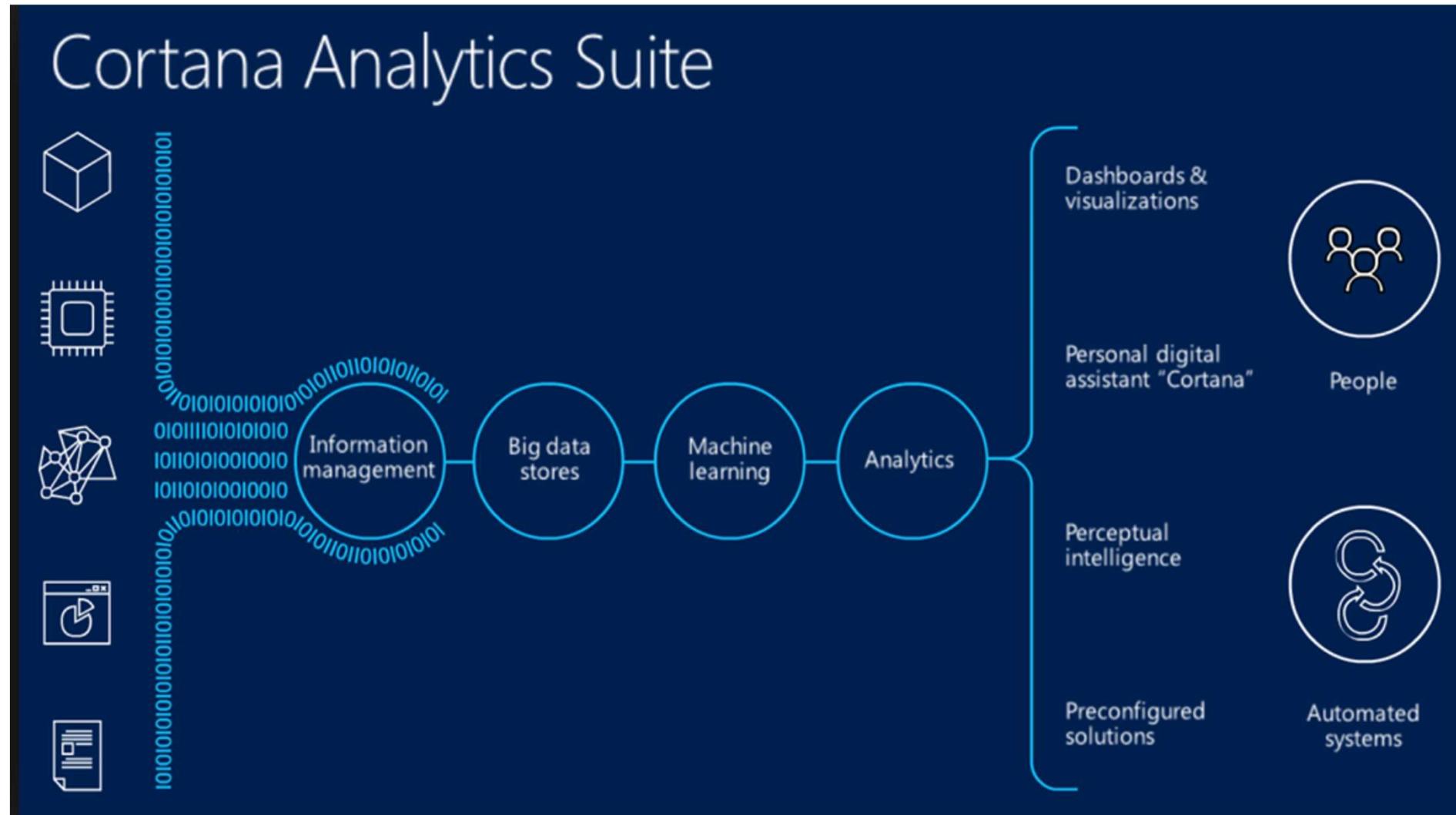


How Does This Work?

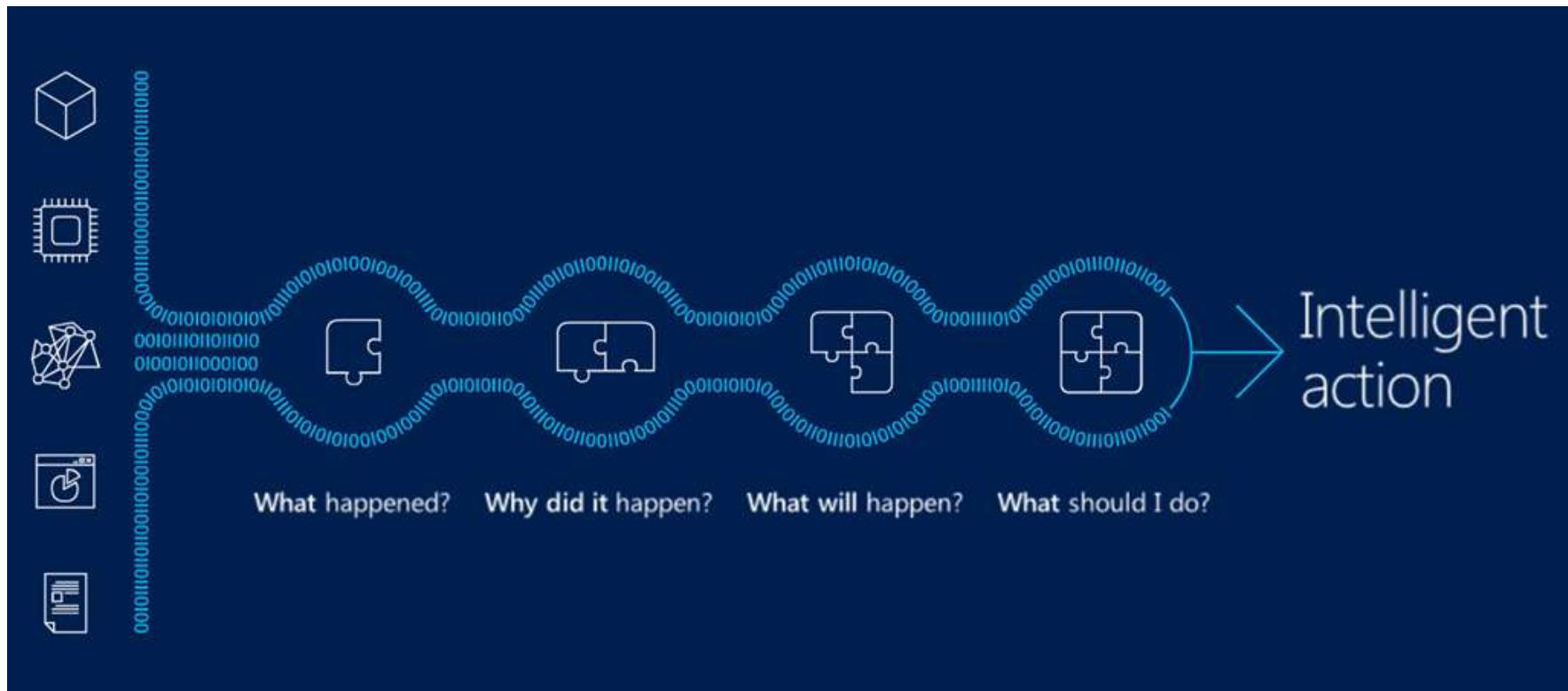
Cortana Intelligence Suite services



Intelligence Systems



Intelligent Systems



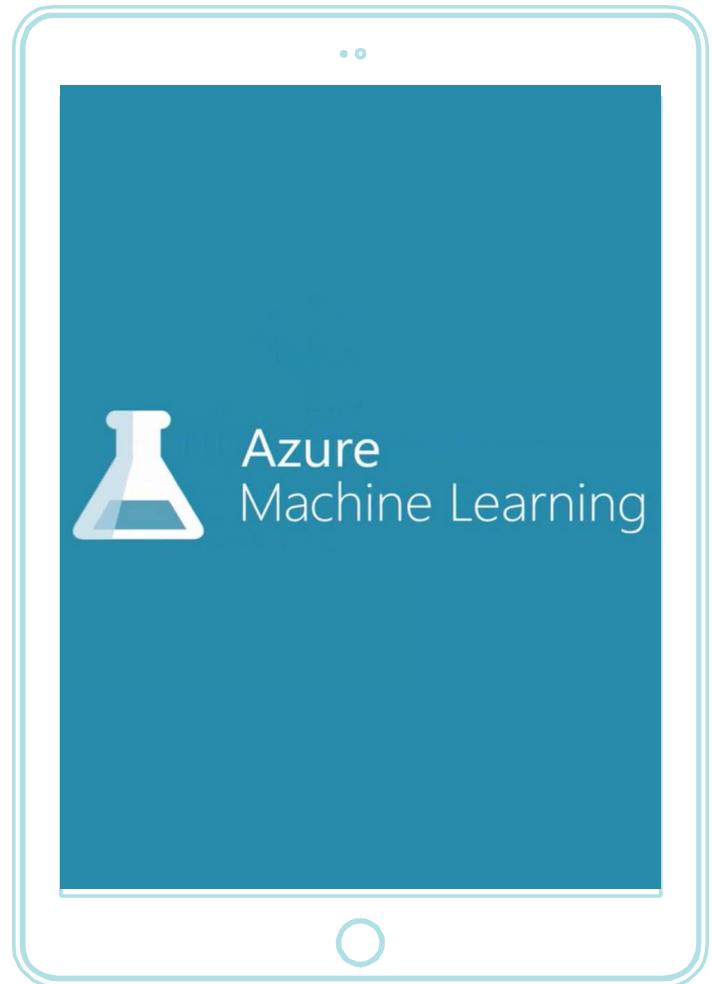
Machine Learning

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Standardization of Machine Learning

Machine Learning Will Become The Norm.

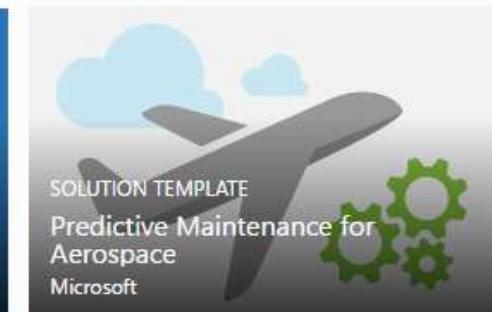
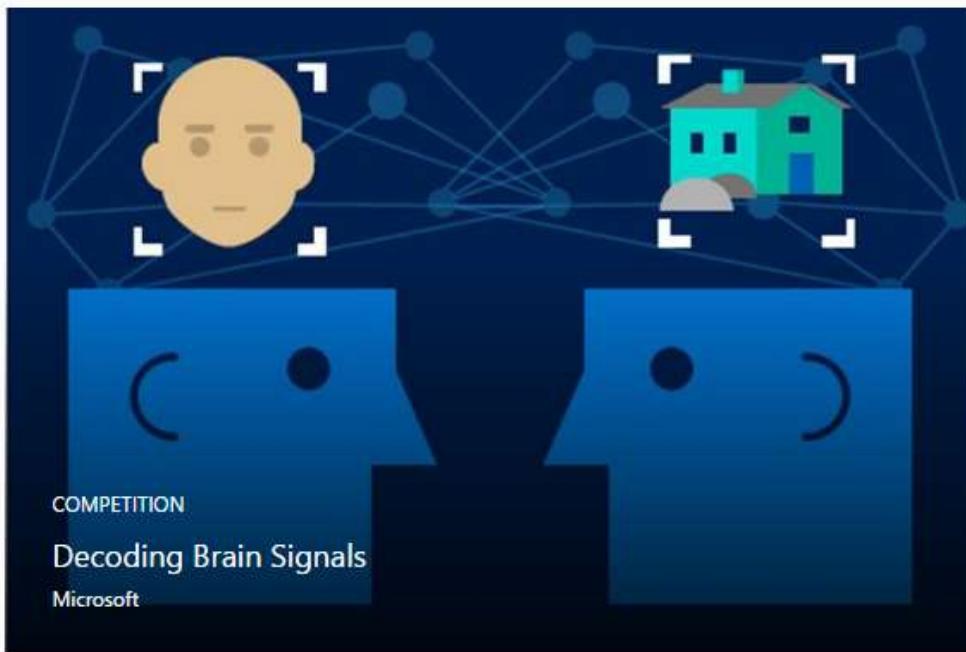
Microsoft Azure Machine Learning (MAML) is a service on Windows Azure which a developer can use to build a predictive analytics model using machine learning over data and then deploy that model as a cloud service.



Machine Learning: Examples

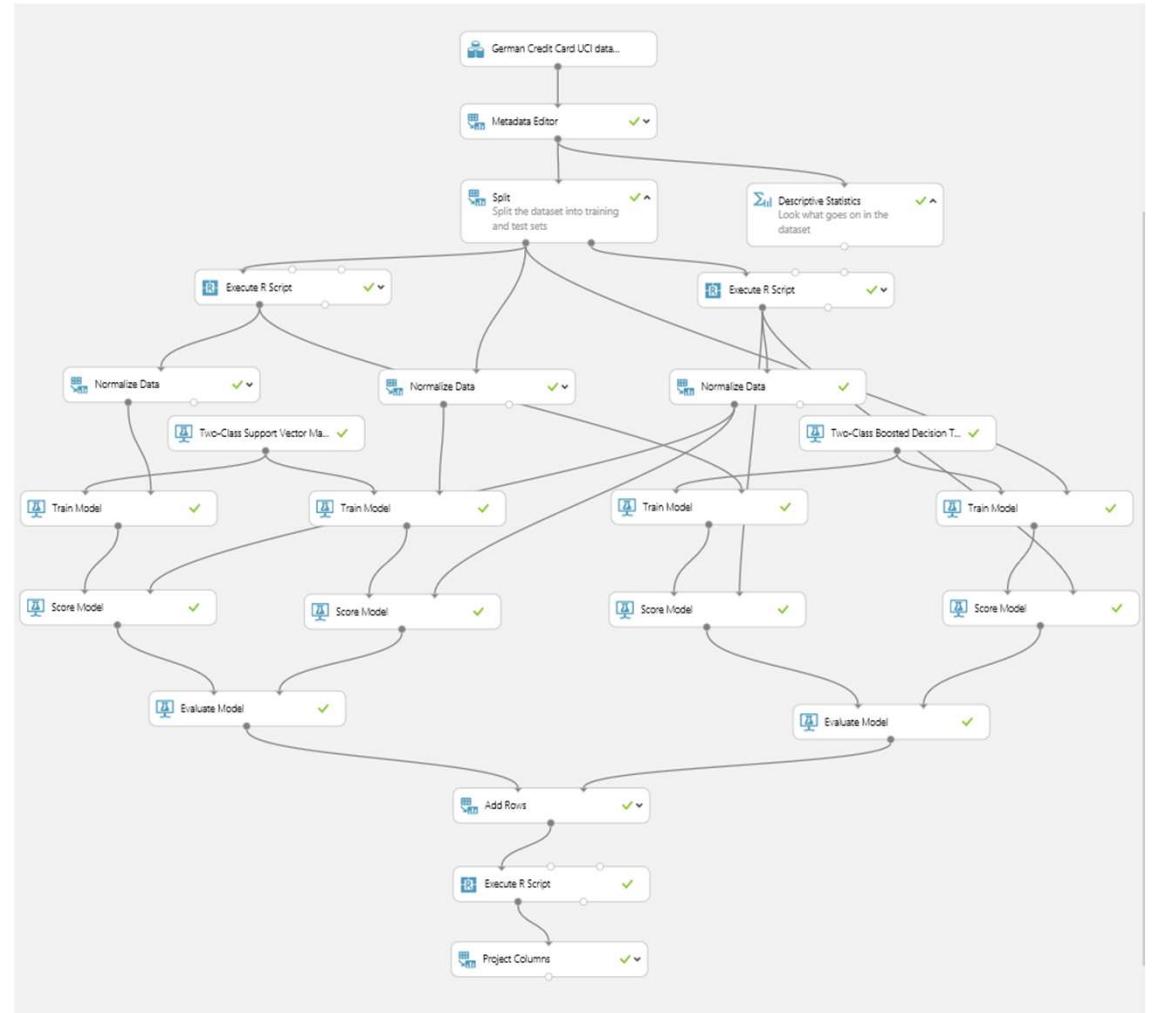
Featured samples

Interactive predictive analytics models that illustrate how to use Azure Machine Learning.



Machine Learning: Pre-Defined Recipes

Binary Classification: Credit Risk Prediction



Cognitive Services

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World's Leading Professional Cloud + World's Leading Professional Network



A common mission centered on
empowering people and organizations

Empower every person and every
organization on the planet to
achieve more.

Connect the world's professionals
to make them more productive
and successful.

Connecting the professional world

1+ Billion
Microsoft Users

433+ Million
Members

Creating more connected, intelligent
and productive experiences



Cognitive Services

MACHINE LEARNING API

Face APIs



Microsoft's state-of-the-art cloud-based face algorithms to detect and recognize human faces in images.

1895987

3 months ago

Microsoft

MACHINE LEARNING API

Anomaly Detection



MACHINE LEARNING API

Text Analytics



Bring your unstructured text, and use this API to perform sentiment analysis and key phrase extraction.

27167

3 months ago

Microsoft

MACHINE LEARNING API

Computer Vision APIs



Image processing algorithms designed to return information based on visual content and generate your ideal thumbnail.

16789

3 months ago

Microsoft

MACHINE LEARNING API

Speech APIs



Easily include speech driven actions into your applications using algorithms to process spoken language.

10904

3 months ago

Microsoft

MACHINE LEARNING API

Recommendations



Help your customers discover items in your catalog. Customer activity in your website is used to recommend items and improve conversion in your store.

17294

3 months ago

Microsoft

MACHINE LEARNING API

MACHINE LEARNING API

Translator API



MACHINE LEARNING API

MACHINE LEARNING API

Forecasting -ARIMA API



MACHINE LEARNING API

MACHINE LEARNING API

Cluster Model API



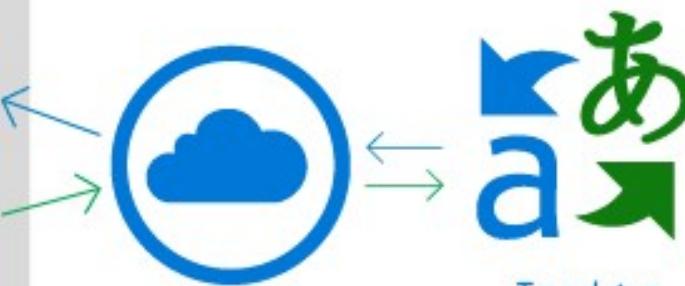
MACHINE LEARNING API

MACHINE LEARNING API

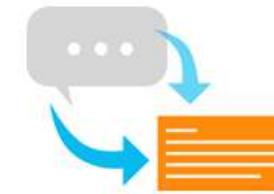
Multivariate Linear Regression API



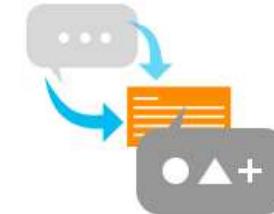
Speech



Translator
service



Speech Recognition
Convert spoken audio to text.

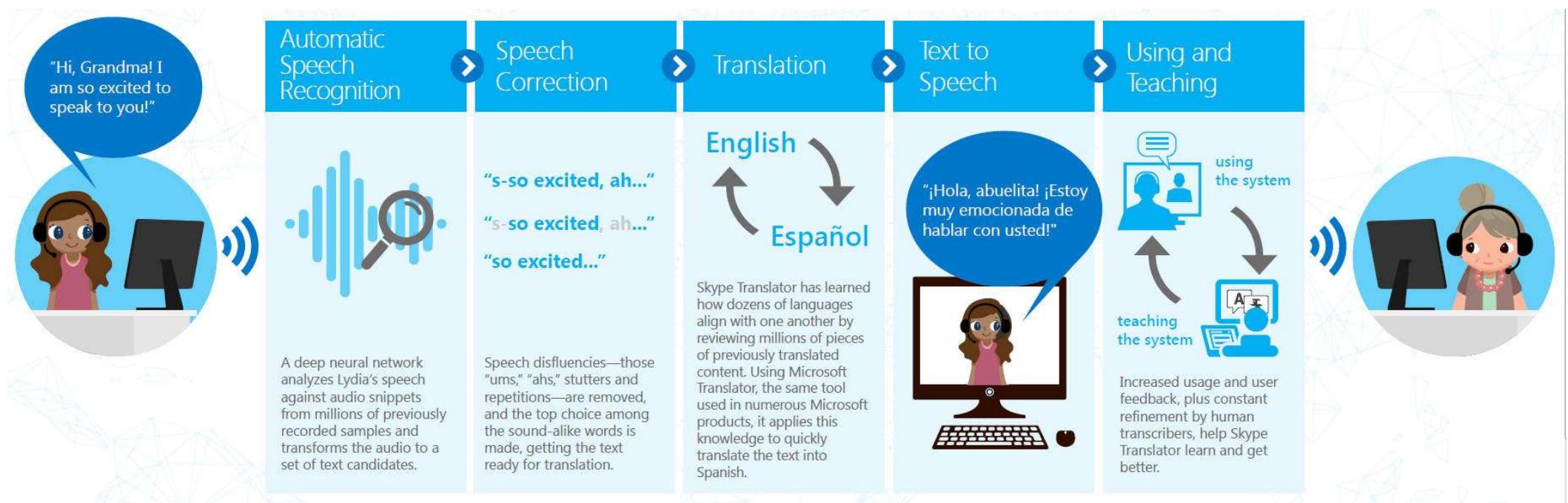


Speech Intent Recognition
Convert spoken audio to intent.



Text to Speech Conversion
Convert text to spoken audio.

Example: SKYPE Translation





Searching Via Voice



What is the Difference Between an
Alligator and a Crocodile?



Google

Danmark

Google Search

I'm Feeling Lucky

Google.dk offered in: Dansk Føroyskt

The Internet Of Things

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IOT: The Connection of Things

Connect quickly and scale with efficiency

Get started quickly with Microsoft Azure IoT Suite. Use preconfigured solutions, and accelerate the development of your Internet of Things (IoT) solution. Add new devices—and connect existing ones—using device SDKs for multiple platforms, including Linux, Windows, and real-time operating systems. Easily scale from just a few sensors to millions of simultaneously connected devices, and rely on the global availability of Azure—no matter how large or small your project.



Analyze and act on untapped data

Collect previously untapped data from devices and sensors, and use built-in capabilities to visualize—and act on—that data. Set up real-time analytics by using SQL-based syntax in a scalable, high-performance, and resilient way, without having to manage complex infrastructure and software. Use a vast algorithm library to extend predictive analytics solutions. And extend real-time analytics and machine-learning solutions by integrating code from languages such as R and Python directly into your workspace.

Integrate and transform your business

Easily integrate Azure IoT Suite with your systems and applications, including Salesforce, SAP, Oracle Database, and Microsoft Dynamics, making it simple to access your data and keep your disparate systems up to date. Send millions of messages to heterogeneous devices through a mobile push-notification engine with less development effort. Build mobile and web applications that integrate with Microsoft and third-party web APIs, and use OAuth 2.0 to build your own secure web APIs.





Predictive maintenance

Predict equipment failures before they happen, and systematically prevent them—even for millions of machines spread across the globe. Predictive maintenance solutions take advantage of streaming data from sensors and devices to recognize warning signs, predict when equipment needs maintenance, and preemptively service that equipment before costly repairs are needed.

Remote monitoring

How do you know if your oil pipes located in remote Alaska need repairs? Now, assets located anywhere can be monitored from afar. Remote monitoring solutions collect live data from assets, and use that data to trigger automatic alerts and operational actions based on current conditions, such as remote diagnostics and maintenance requests. Go from a manual, costly procedure to one that is dynamic and automated using IoT data.





Lets Come Back Down To Earth
What Can You Do Right Now?



Technology Solves Nothing It's A
Tool Box
Not a Magic Pill

The Law of The Farm – Steven Covey

The only thing that endures over time is the law of the farm: I must prepare the ground, put in the seed, cultivate, weed, water, and nurture growth.

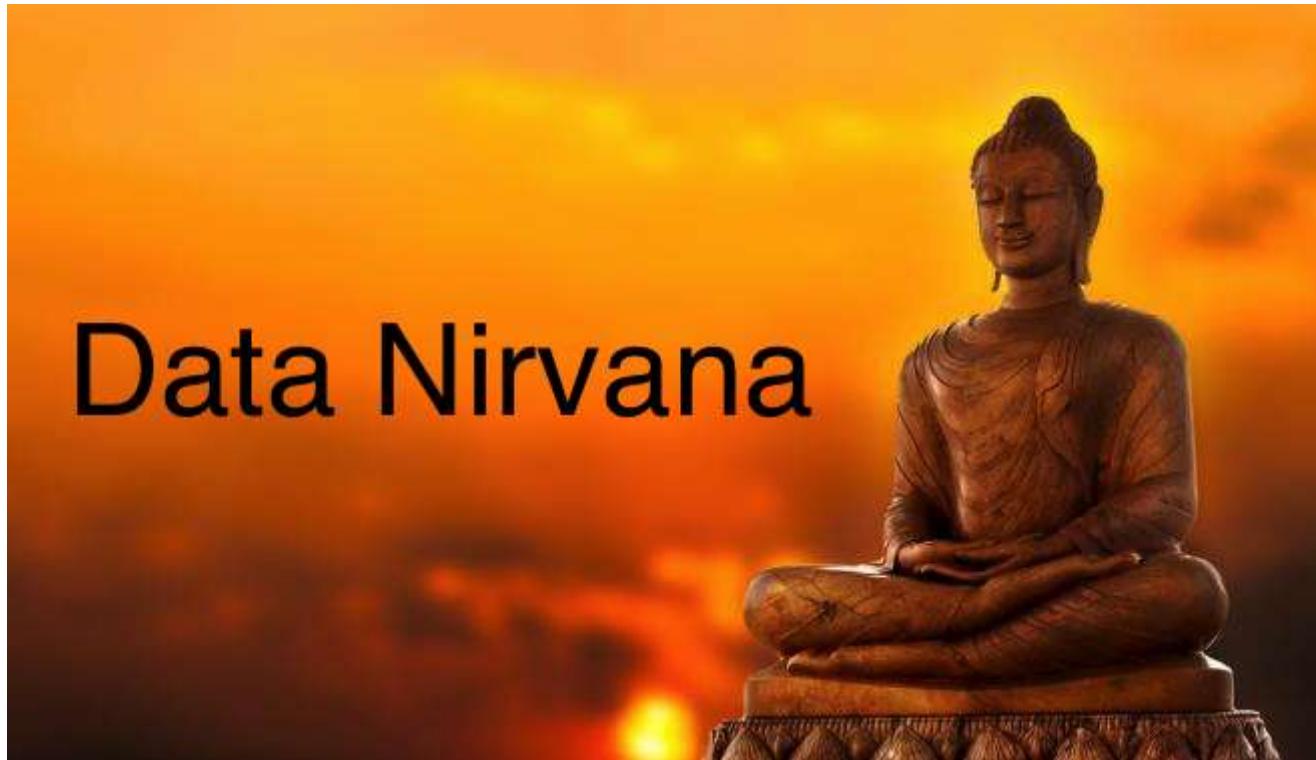
Treat Your Technological Landscape Like a Farm

where you can just move in and magically make everything right with a positive mental attitude and a package of success formulas.

Focus on Data NOW – What Is Stopping You?

- Is It The Complexity of Technology?
- Do We Lack of Skills?
- Do Organizations Lack of Vision?
- Do Organizations Lack of Processes?

6 Steps To For Aim For Data Nirvana

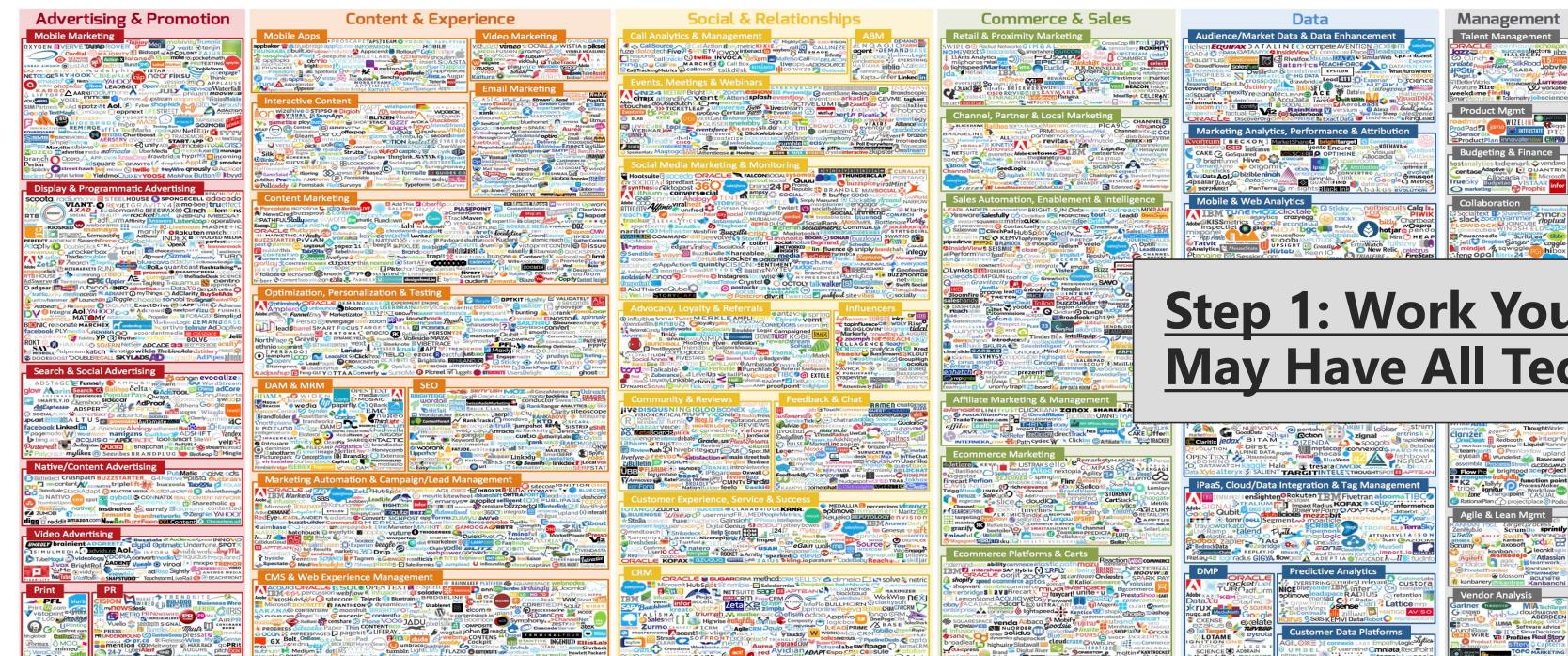


Aim For Data Nirvana - How



chiefmartec.com Marketing Technology Landscape

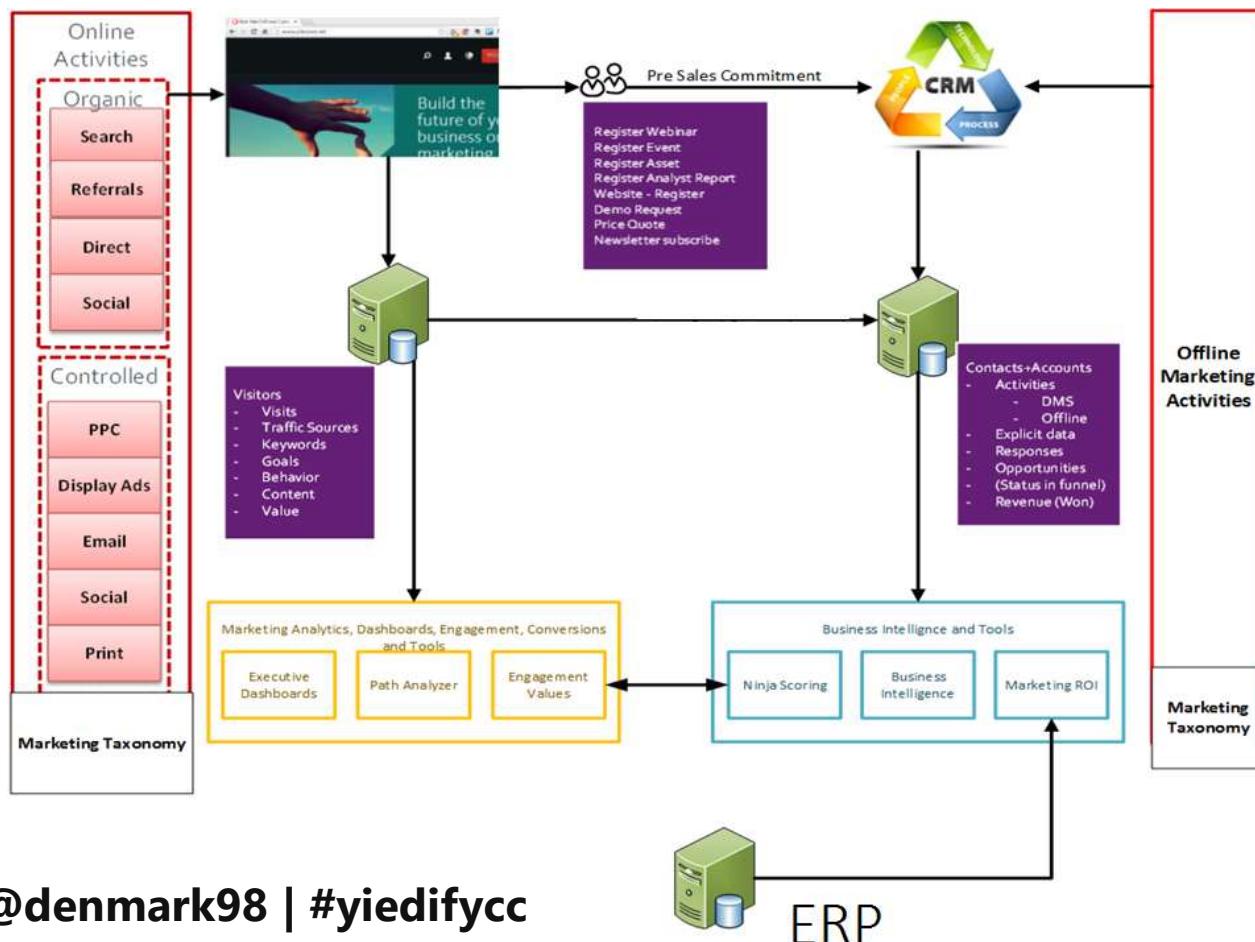
March 2016



Step 1: Work Your Farm - Realize You May Have All Technology You Need.

@denmark98 | #yiedifycc

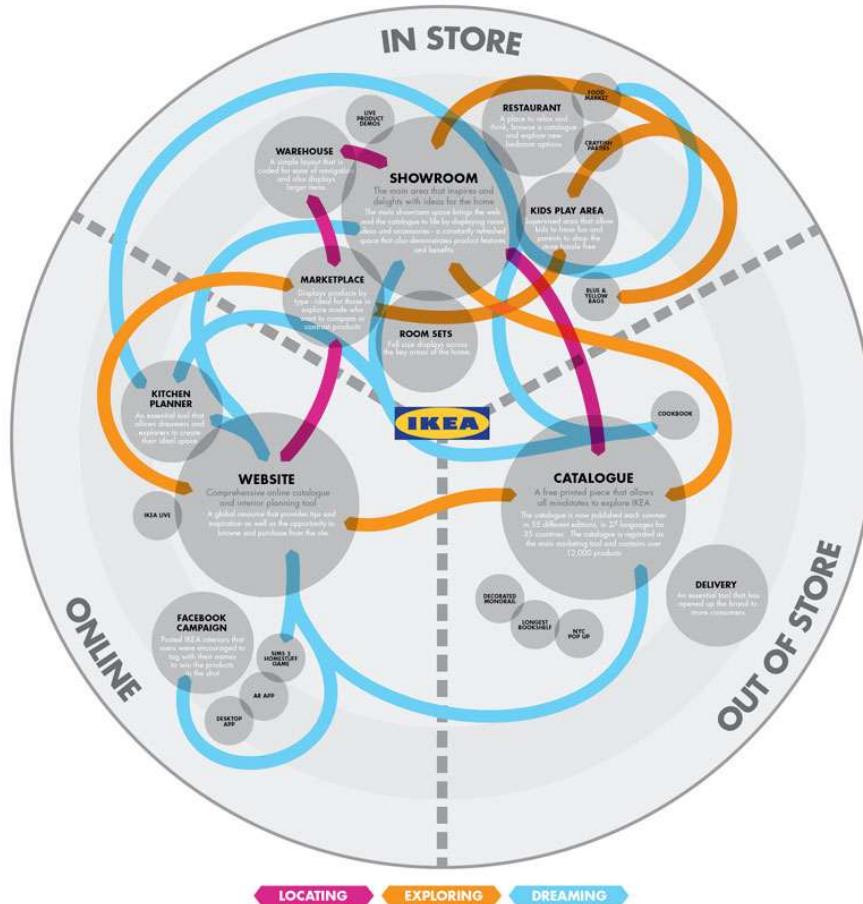
Aim For Data Nirvana - How



Step 2: Create Data Maps and Data Discipline

Define and Make Sure Everyone Understands The Value of Your Data!

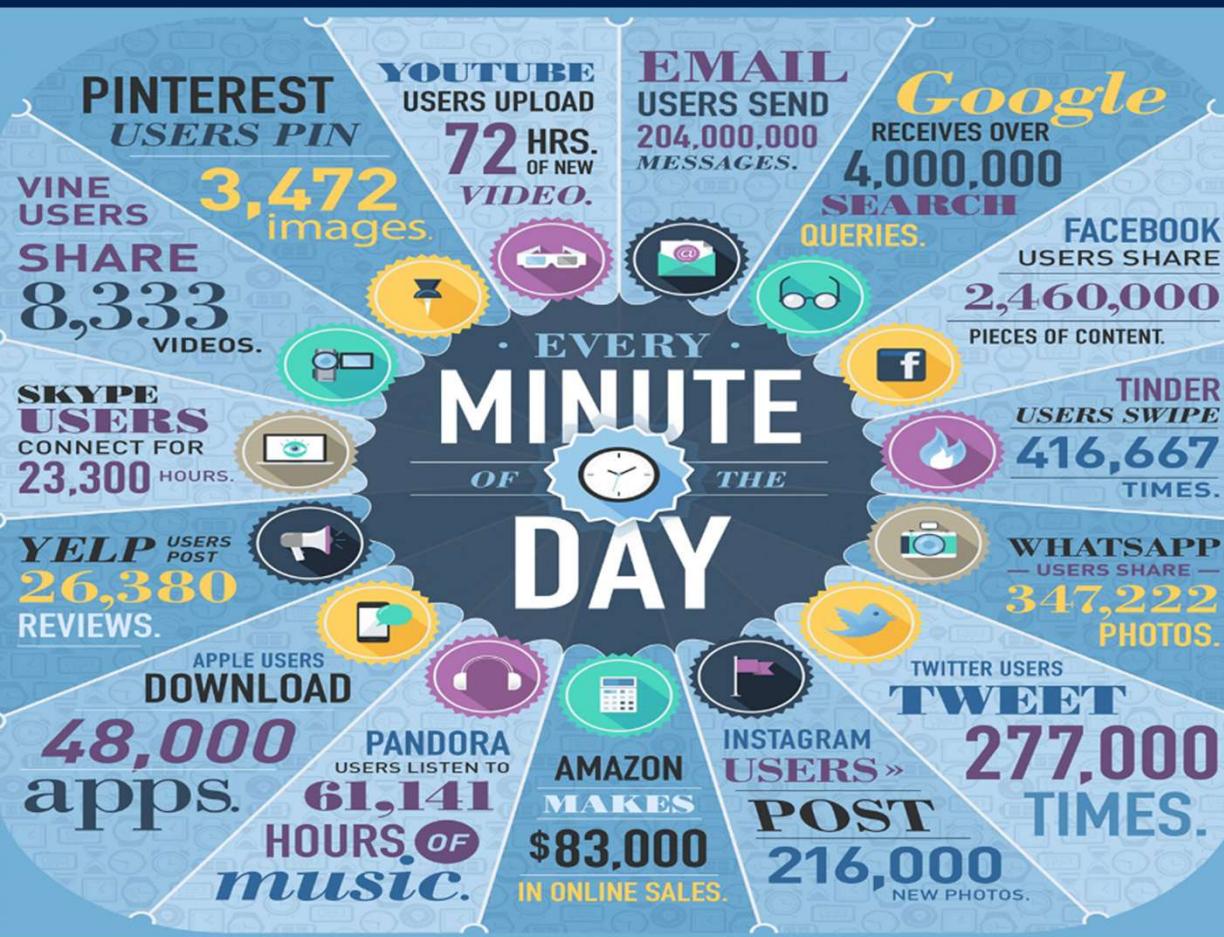
Aim For Data Nirvana - How



Step 3: Map Out Customer Journeys and Experiences

Understand your Data Customer.

Aim For Data Nirvana - How



Step 4: Question All Your Data and Your Content

Take Inventory Of Your Data

Aim For Data Nirvana - How



Step 5: Start Creating Data Oasis

Begin To Operationalize Your Data Internally.

Aim For Data Nirvana - How



Step 6: Create Digital Honey Pots

Begin to Operationalize Your Data Externally.

Time Operationalize Your Technology

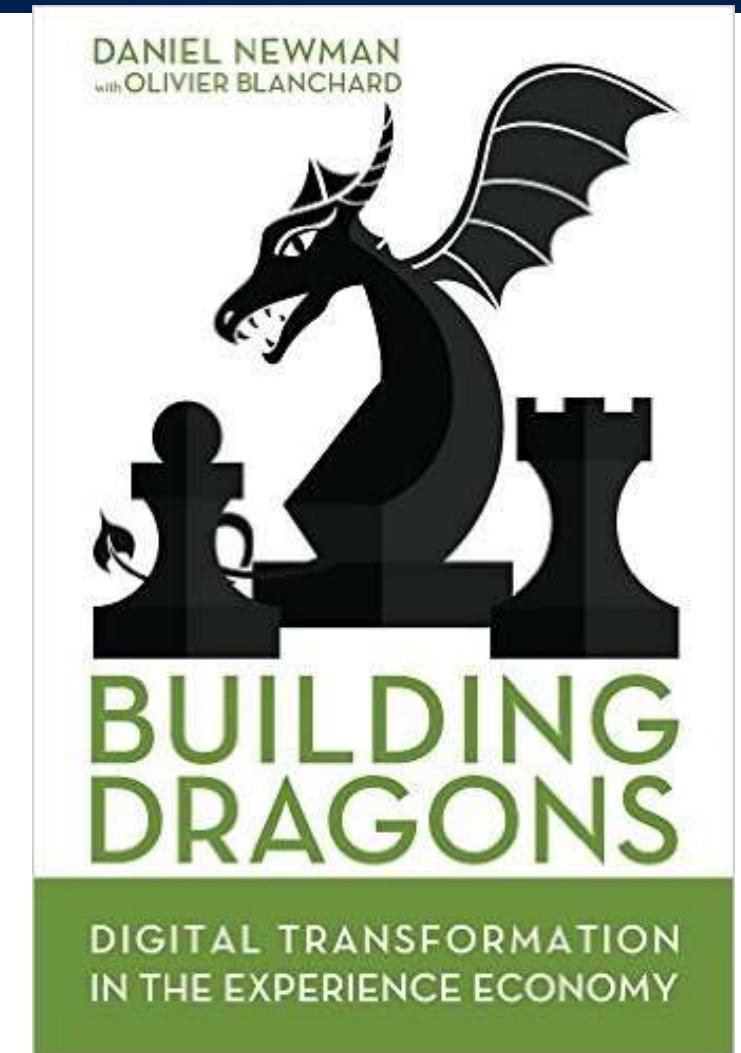
Remember The Law of The Farm

- You Have The Tools We Need
 - Learn About Your Tools
- Invest in People Do Make the Farm Work
 - Teach The Right Skills
- Remember Things Take Time
 - Interaction and Engagement Is Human
- Be Realistic

Time Operationalize Your Technology

Building Dragons

Learn to transform your business into a dragon:
an agile company fit to adapt, innovate and thrive
even in disruptive times.



@denmark98 | #yiedifycc

