



Digital transformation

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What is Digital Transformation?



Our society & technology

Digital transformation is both inevitable and mandatory

- In the midst of a major tech revolution, aka the "4th industrial revolution"
- #1 priority on our customers' agenda
- *"There is no other company than Microsoft that can have that kind of dialogue with customers with credibility"* ~ Satya Nadella

25%

of the world's economy
will be digital by 2020

**Organizations mature in their
journey generate**

**100M+ more
operating income**
than those that lag behind

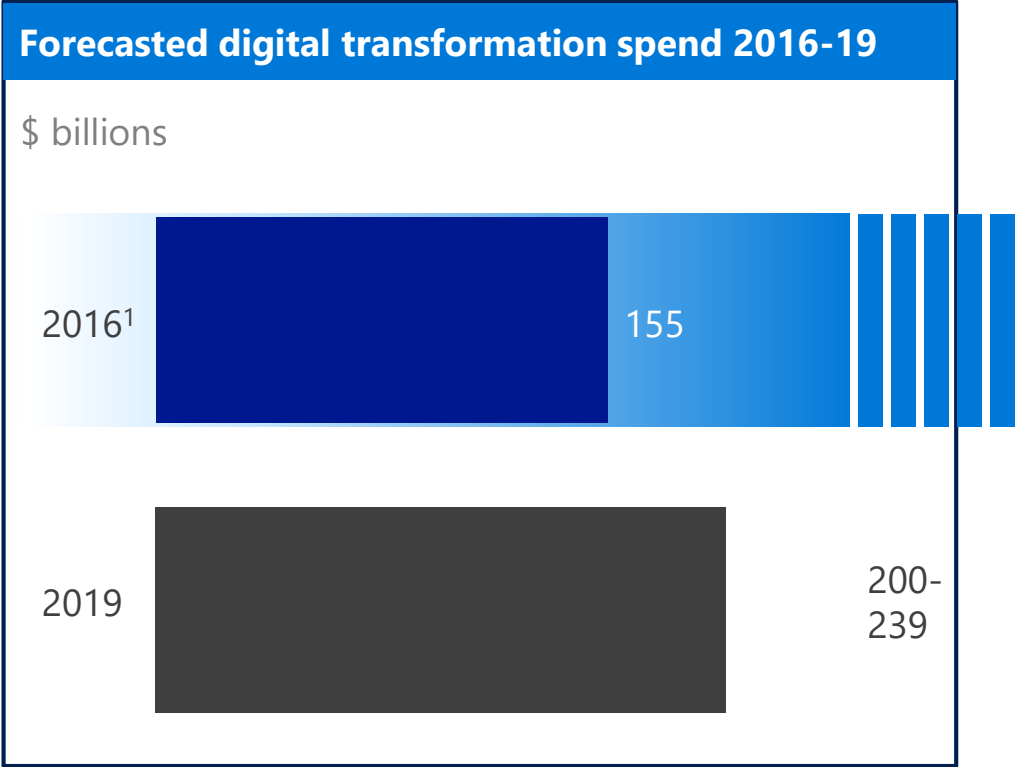


What is a digital business?

How is the **business** being digitally transformed?

How is the **business model** being digitally transformed?

All industries are investing heavily in digital transformation

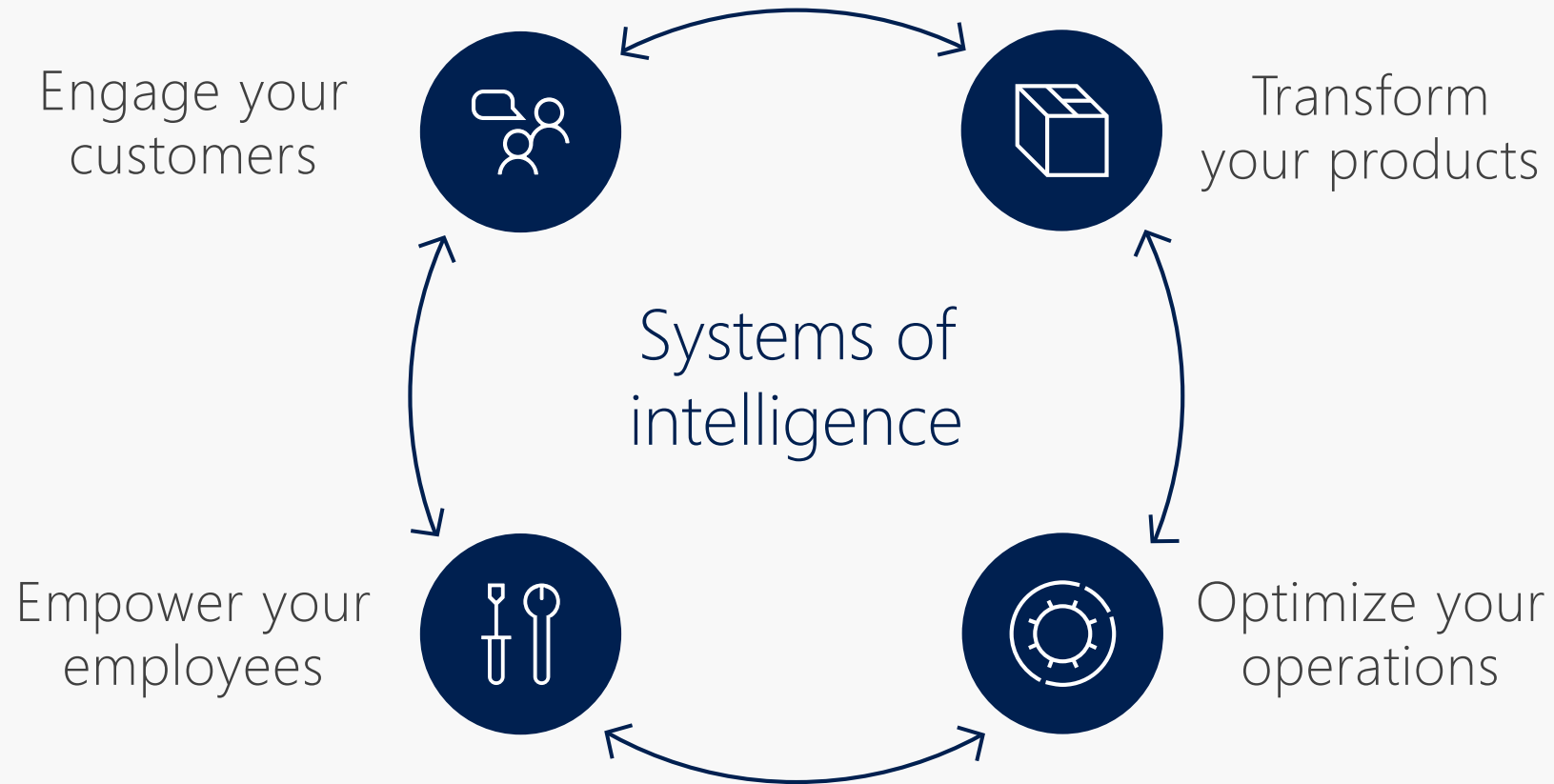


\$151 billion

Forecasted digital transformation spend for top ten highest-spending industries

1 2016 calculated based on 2015 actuals from Gartner plus an 8% CAGR
Source: IDC, PAC, Gartner, Markets and Markets, MGI analysis

Digital transformation



Digital transformation

Microsoft is focused on empowering every individual and every organization to achieve more through digital transformation.



Engage your customers

Building better, stronger engagements by harnessing data representing a complete view of your customer, then drawing actionable intelligence, predictive insights that can deliver personalization at scale.



Empower your employees

Empowering employees with tools that fuel collaboration and productivity, while mitigating the risks that come with providing freedom and space to employees.



Optimize your operations

Optimizing operations to reshape customer relationships and service models by gathering data across a wide, dispersed set of endpoints, and drawing insights through advanced analytics that can be used to introduce improvements on a continuous, real time basis.



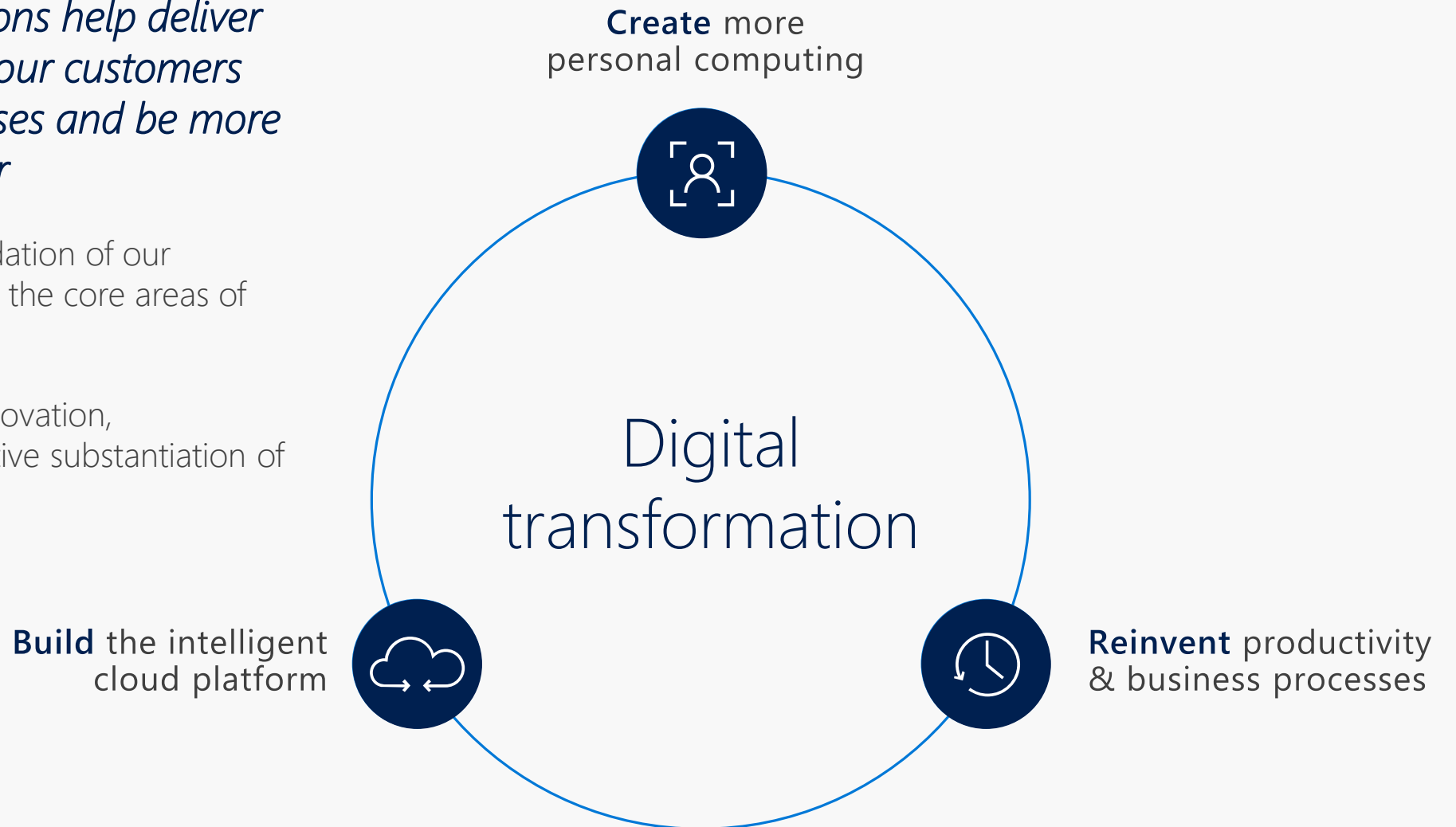
Transform your products

Reinventing products, services and business models using digital content to capitalize on emerging revenue opportunities..

Our ambitions and digital transformation

Our interconnected ambitions help deliver the Digital transformation our customers need to grow their businesses and be more competitive. ~Kevin Turner

- 3 bold ambitions = the foundation of our company transformation and the core areas of activity and investment.
- Reflect Microsoft's unique innovation, differentiation and the collective substantiation of the products we're delivering





FLEXIBLE

Built with what you know
Bridge between cloud & on premises
Work with any device, app, data, OS

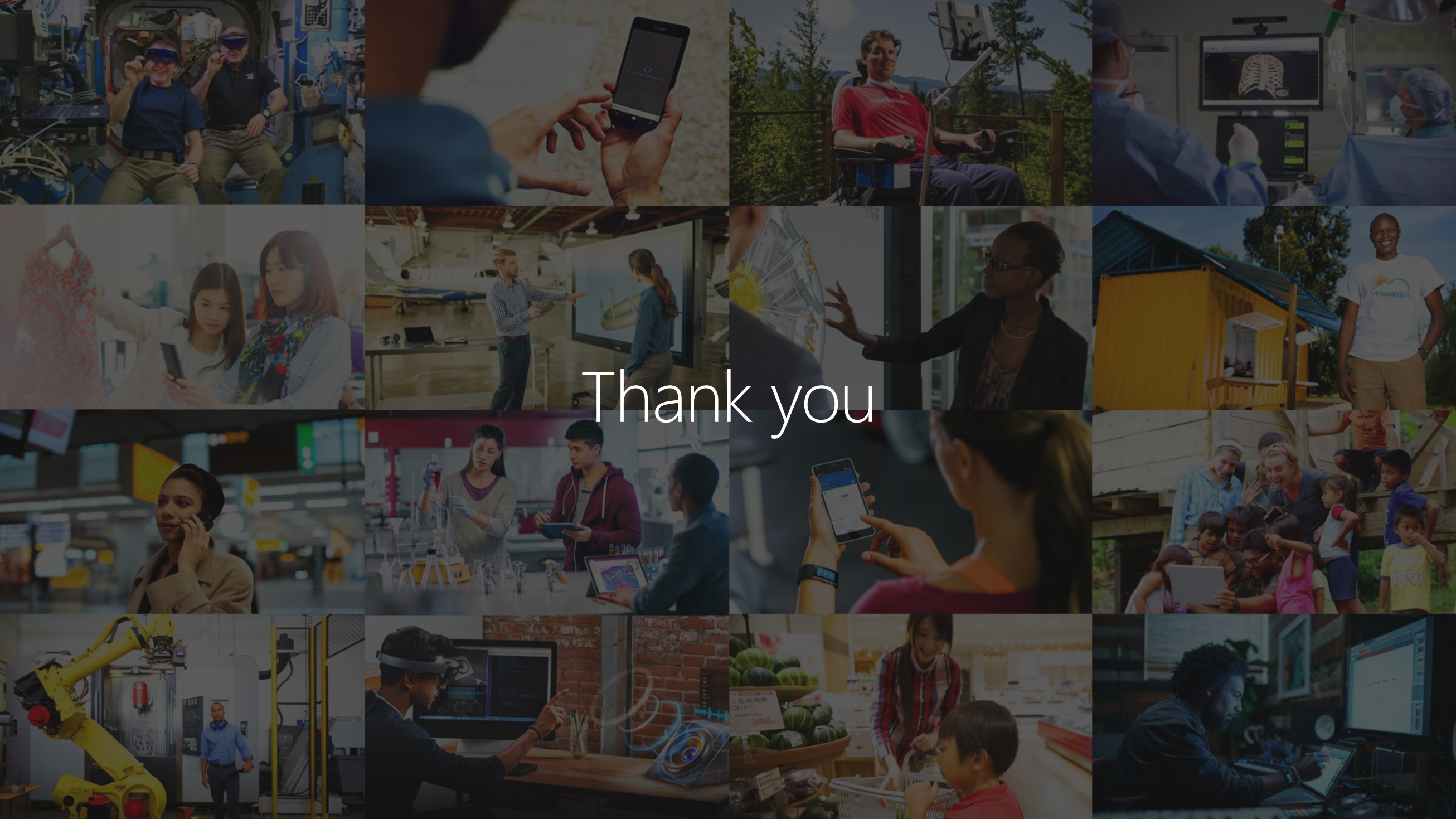
INTEGRATED

Built for—and open to—extensibility
325,500+ partners & millions of developers
Platform, productivity & business apps that work together

TRUSTWORTHY

Setting & leading industry compliance standards
People-centric security & privacy
Proactively fighting digital crimes
\$15B+ investment in cloud infrastructure





Thank you