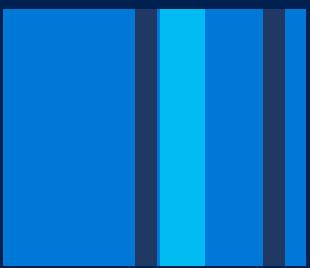


Microsoft Innovation Summit

Lucky Gani

Director of Marketing & Operation, Microsoft Vietnam





Microsoft

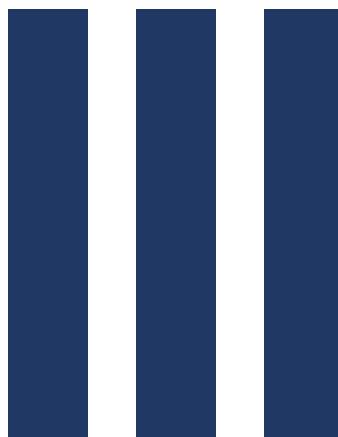


1975



BASIC Interpreter

BIG BETS



No code
No market
No hardware





Computer on every desk
in every home

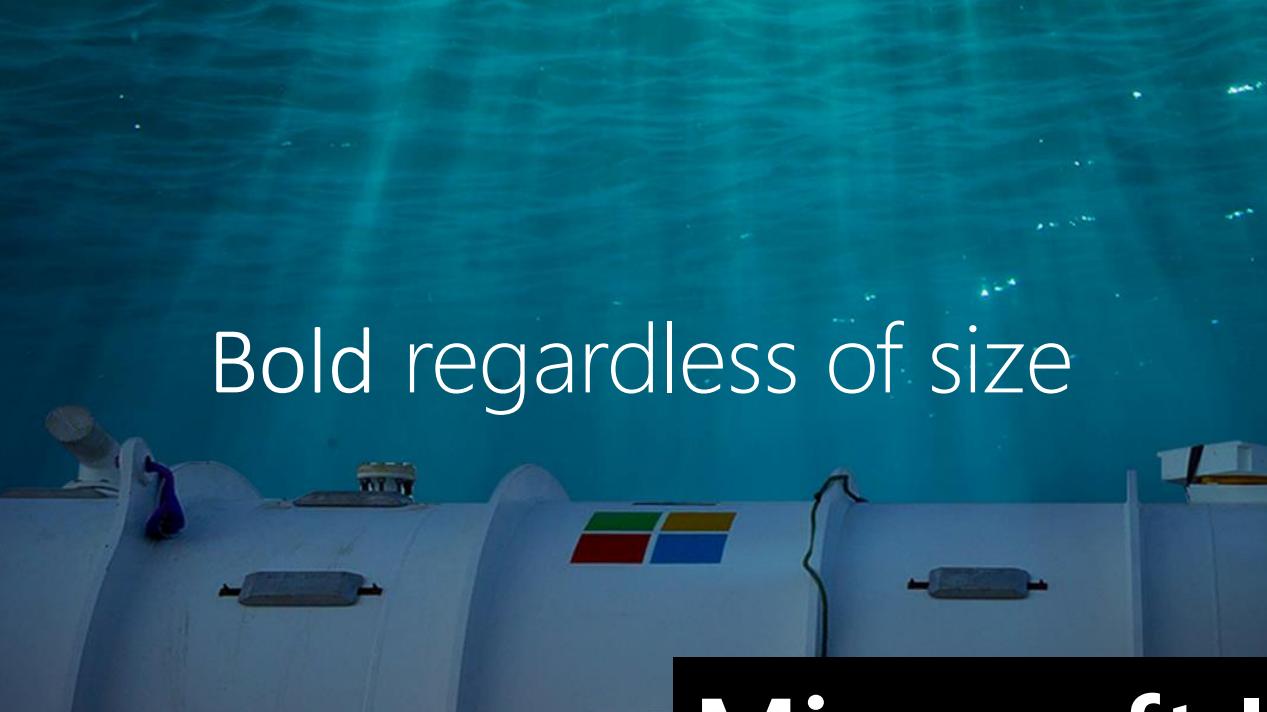


To empower every person and every organization
on the planet to achieve more

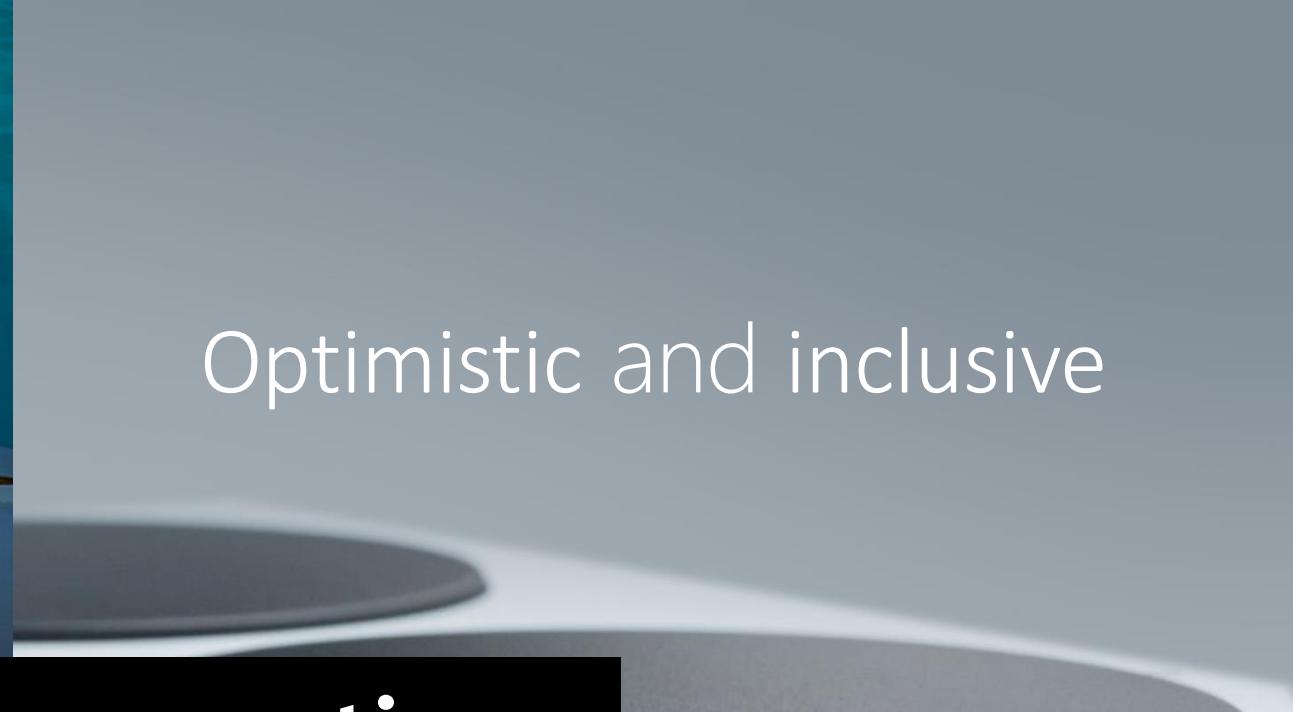


\$12 BILLION

Invested yearly in research and development

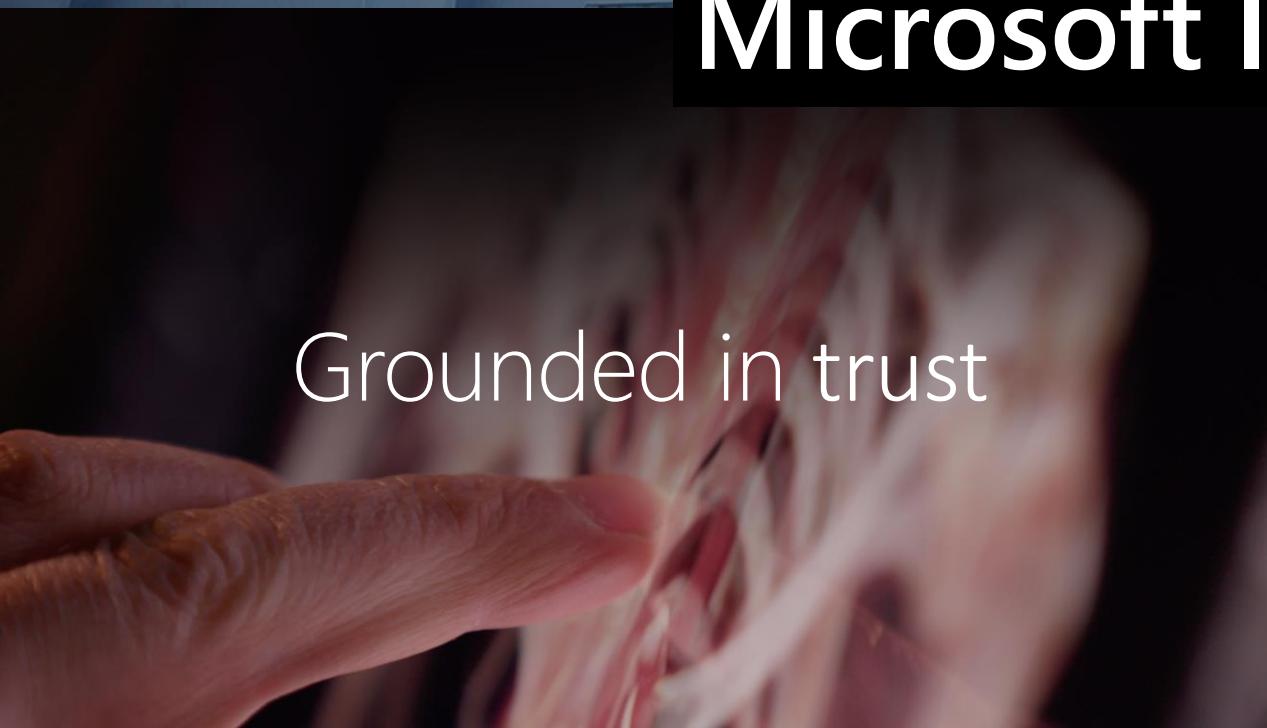


Bold regardless of size



Optimistic and inclusive

Microsoft Innovations



Grounded in trust

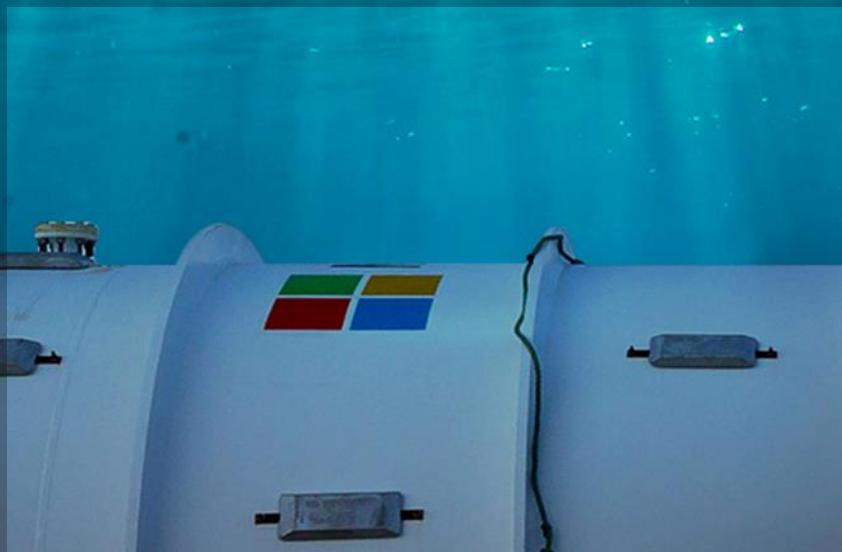


Executed at scale



BOLD INNOVATION

Project Natick



CURRENT STATUS



It took less than 90 days to deploy from factory ship to operation



Datacenter is about 40' long and 12' wide, about the size of a shipping container



100% locally-produced, renewable electricity from solar, off-shore, tide, and wave energy



12 racks of 864 standard Microsoft datacenter servers with FPGA acceleration and 27.6 petabytes of disk



They expect it to run for 5 years





OPTIMISTIC AND
INCLUSIVE INNOVATION

Xbox Adaptive Controller

INSPIRATION FOR THE XBOX ADAPTIVE CONTROLLER

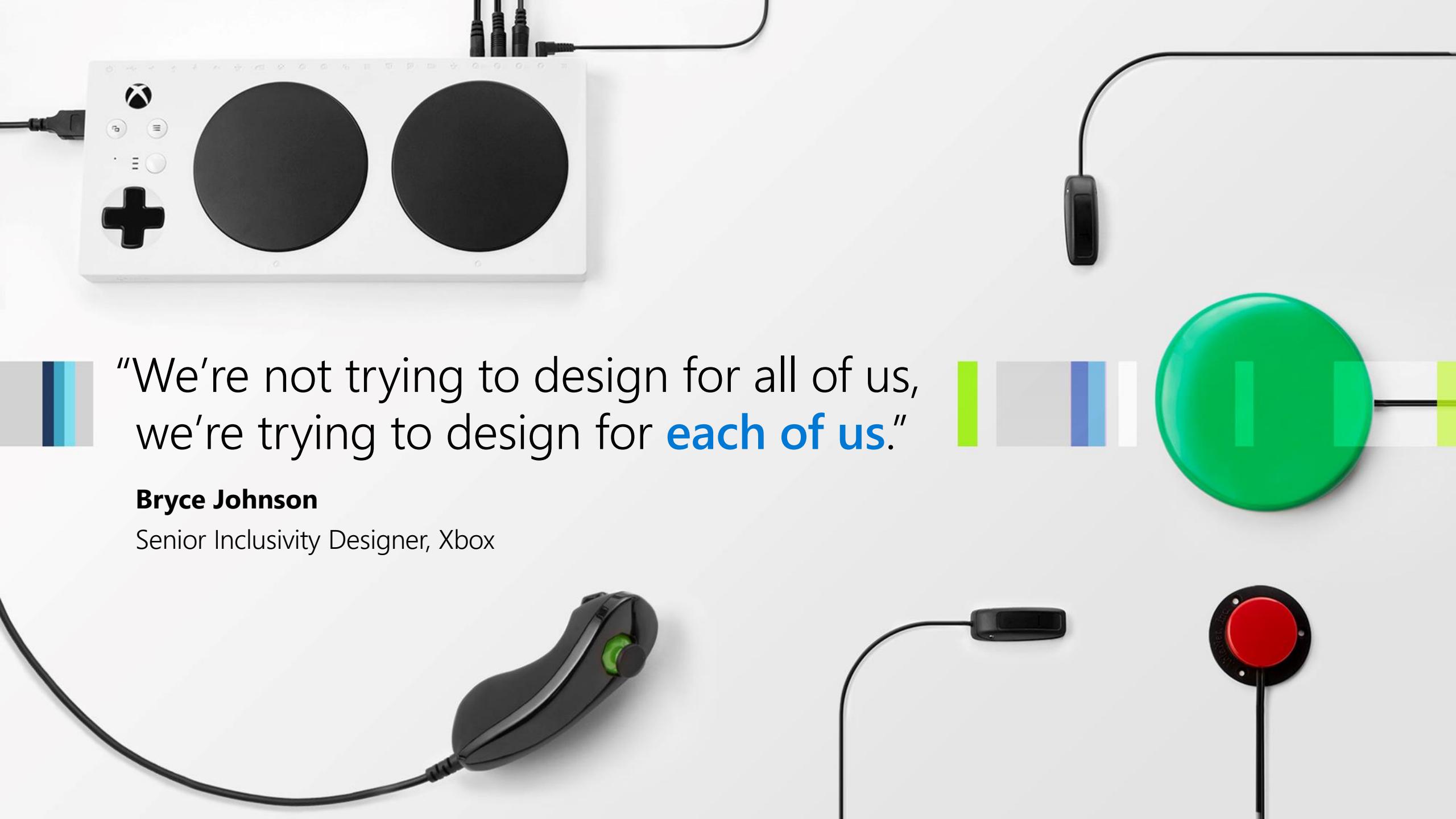


Video game
accessibility



Controller
modification





"We're not trying to design for all of us,
we're trying to design for **each of us**."

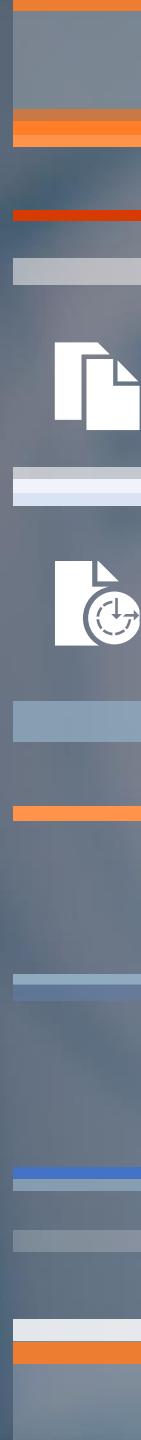
Bryce Johnson

Senior Inclusivity Designer, Xbox



TRUST INNOVATION

InnerEye



WHAT INSPIRED INNEREYE



Large number of scans



Labor-intensive

Half of us over
the age of 60 will
develop cancer
in our lifetimes



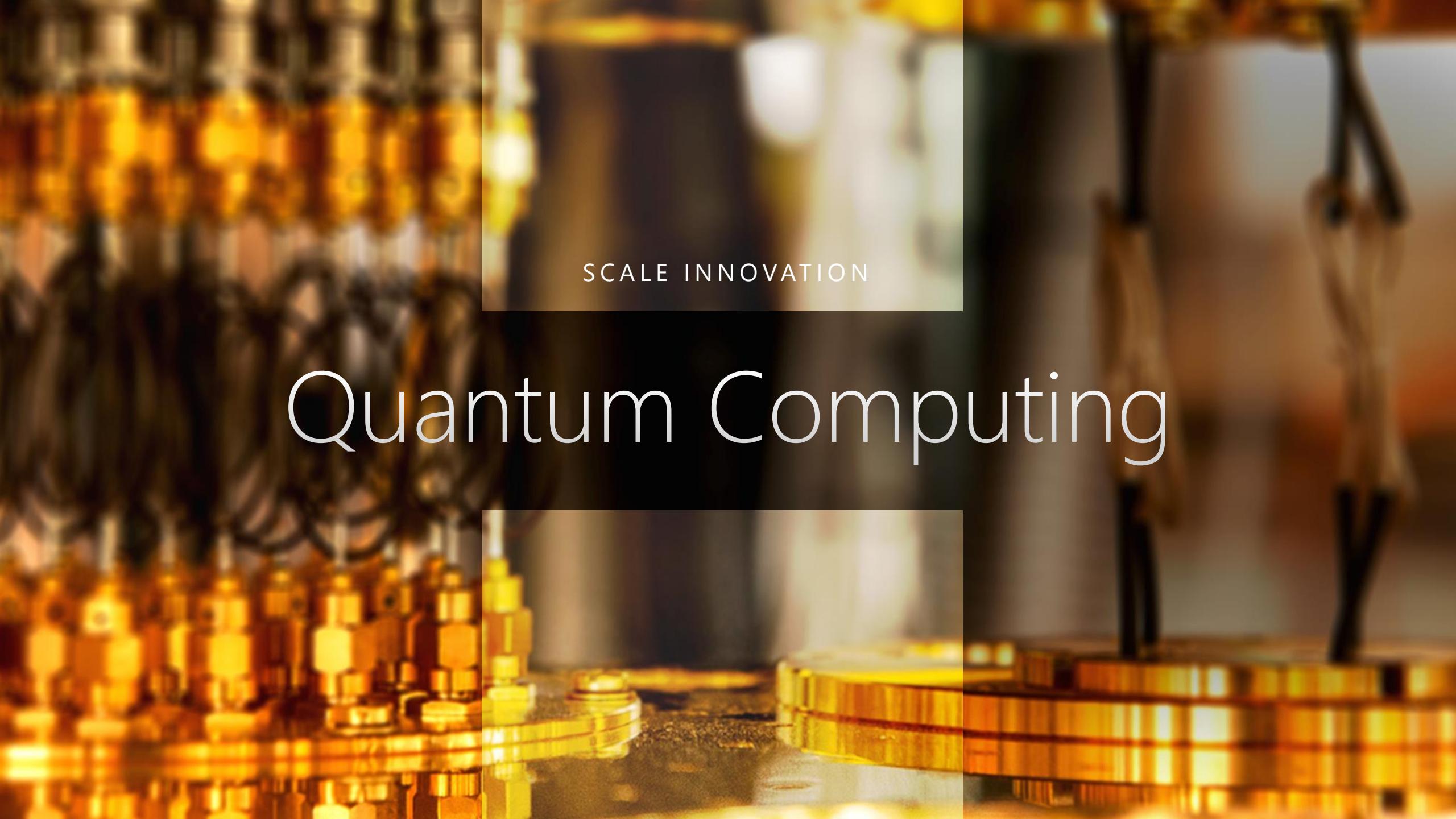
INNEREYE TECHNOLOGY

AI + Machine learning
Integrated into third-party software





Grounded in Trust



SCALE INNOVATION

Quantum Computing

WHAT IS QUANTUM COMPUTING?



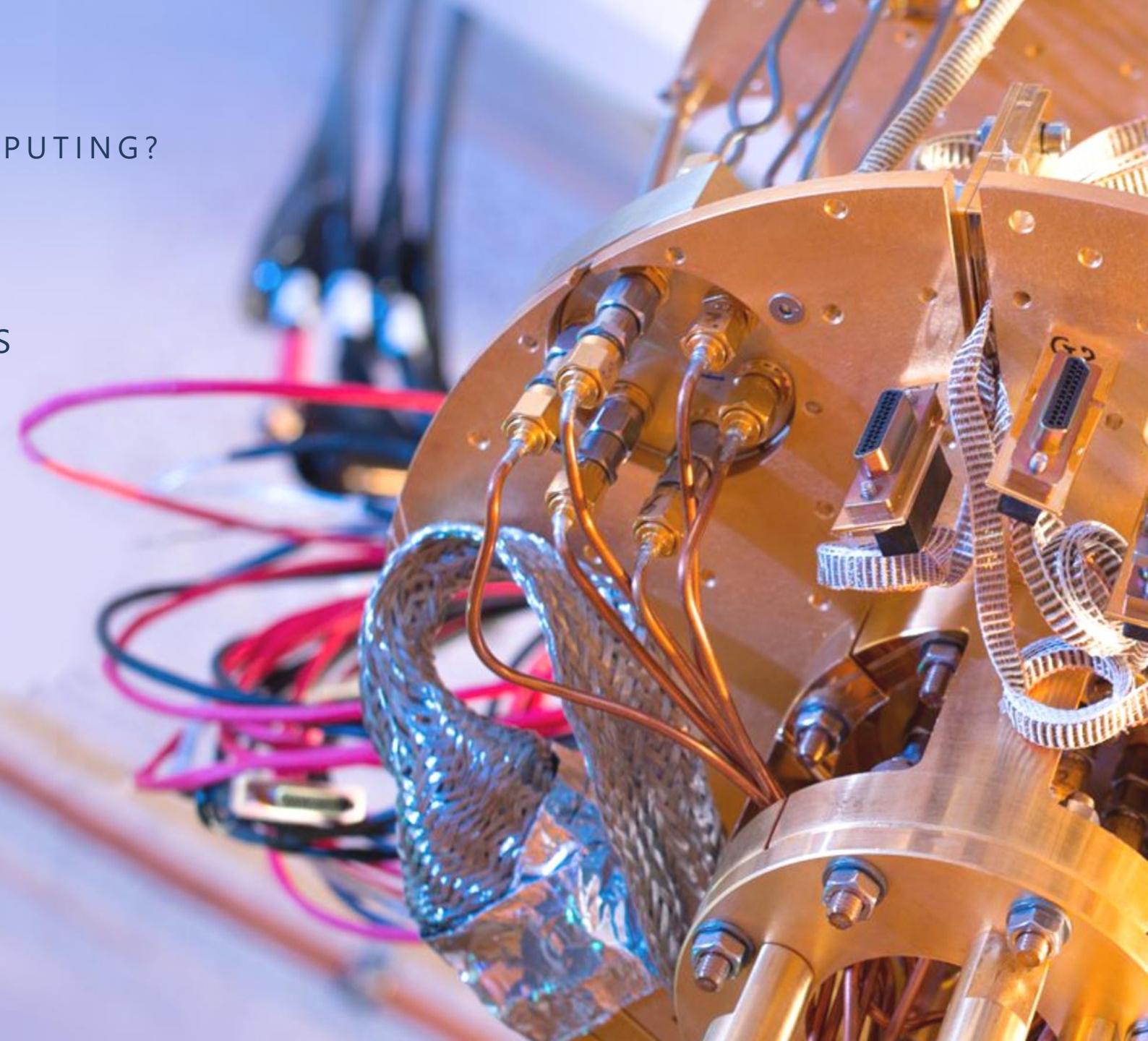
Processes data faster
than classical computers



Solve global
scale challenges



Potential to reshape
the world we live in



OUR APPROACH

Scalable Quantum
Computer

Full Stack Approach
Topological Qubit





Leveraging quantum computing today

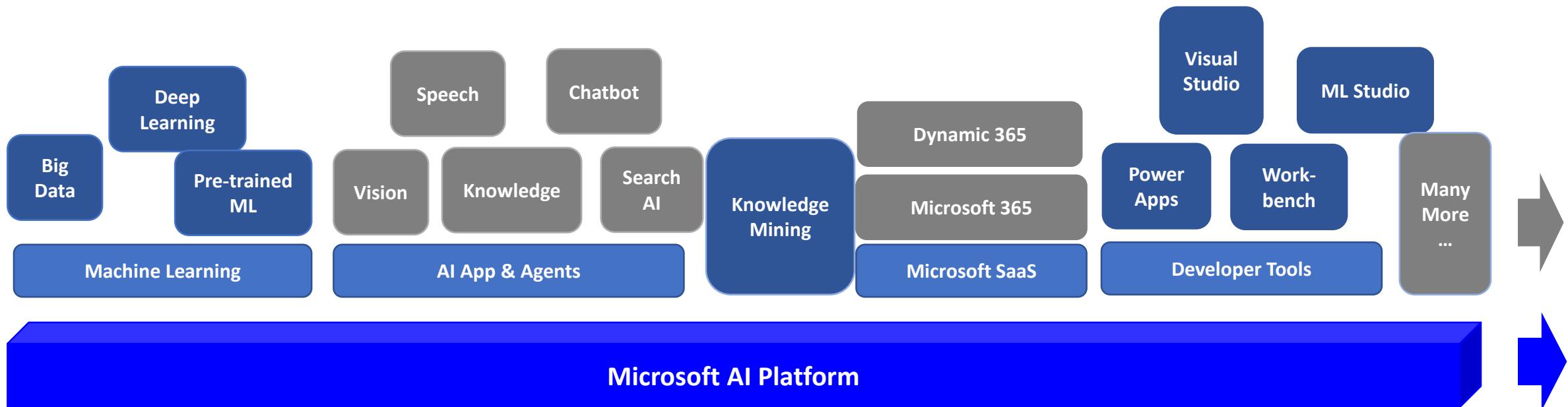
1. Quantum inspired optimization
2. Quantum developer kit with Q#
3. Free developer training tools

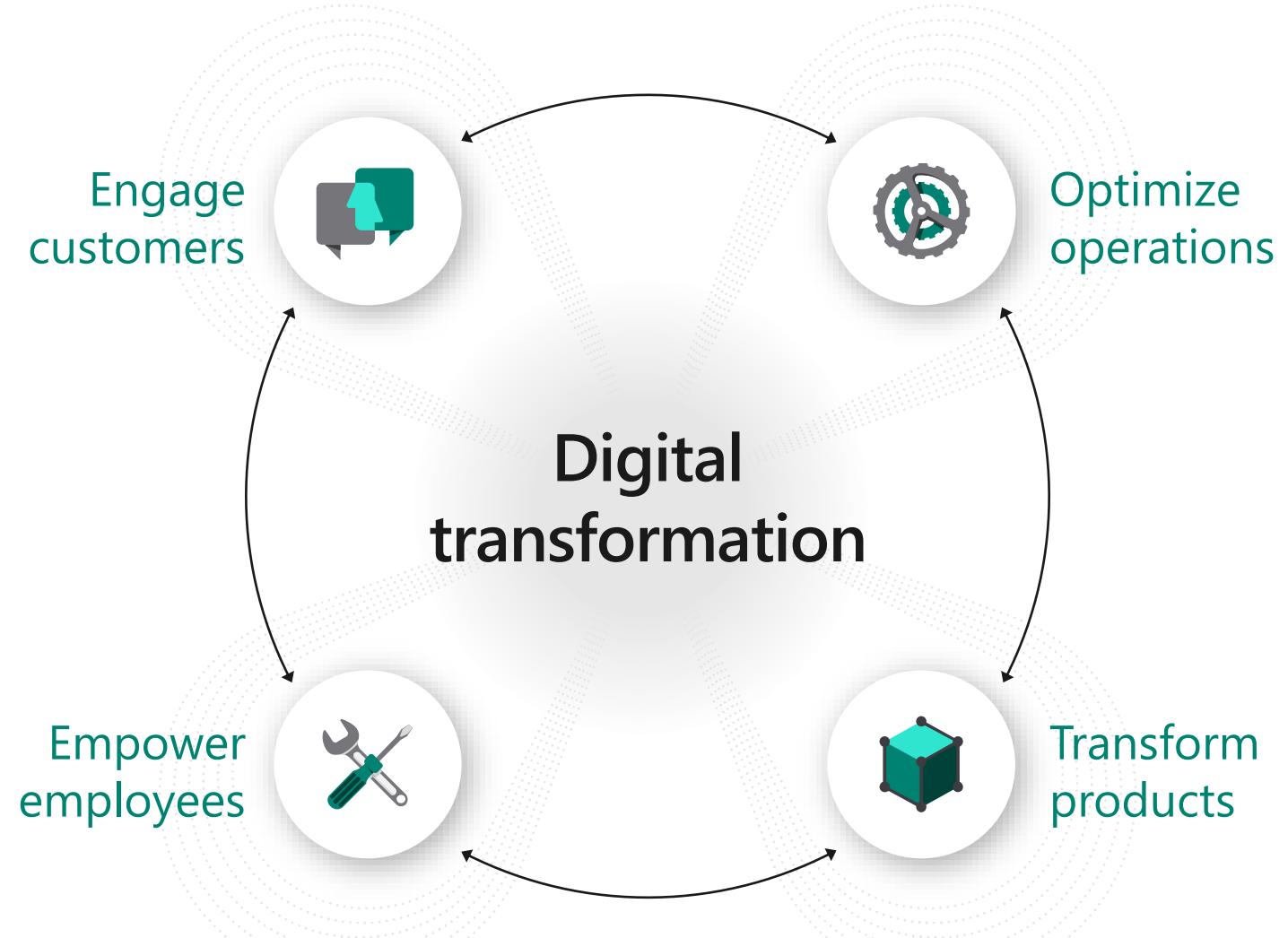


“Ours is not an industry that respects tradition; it only respects innovation.”

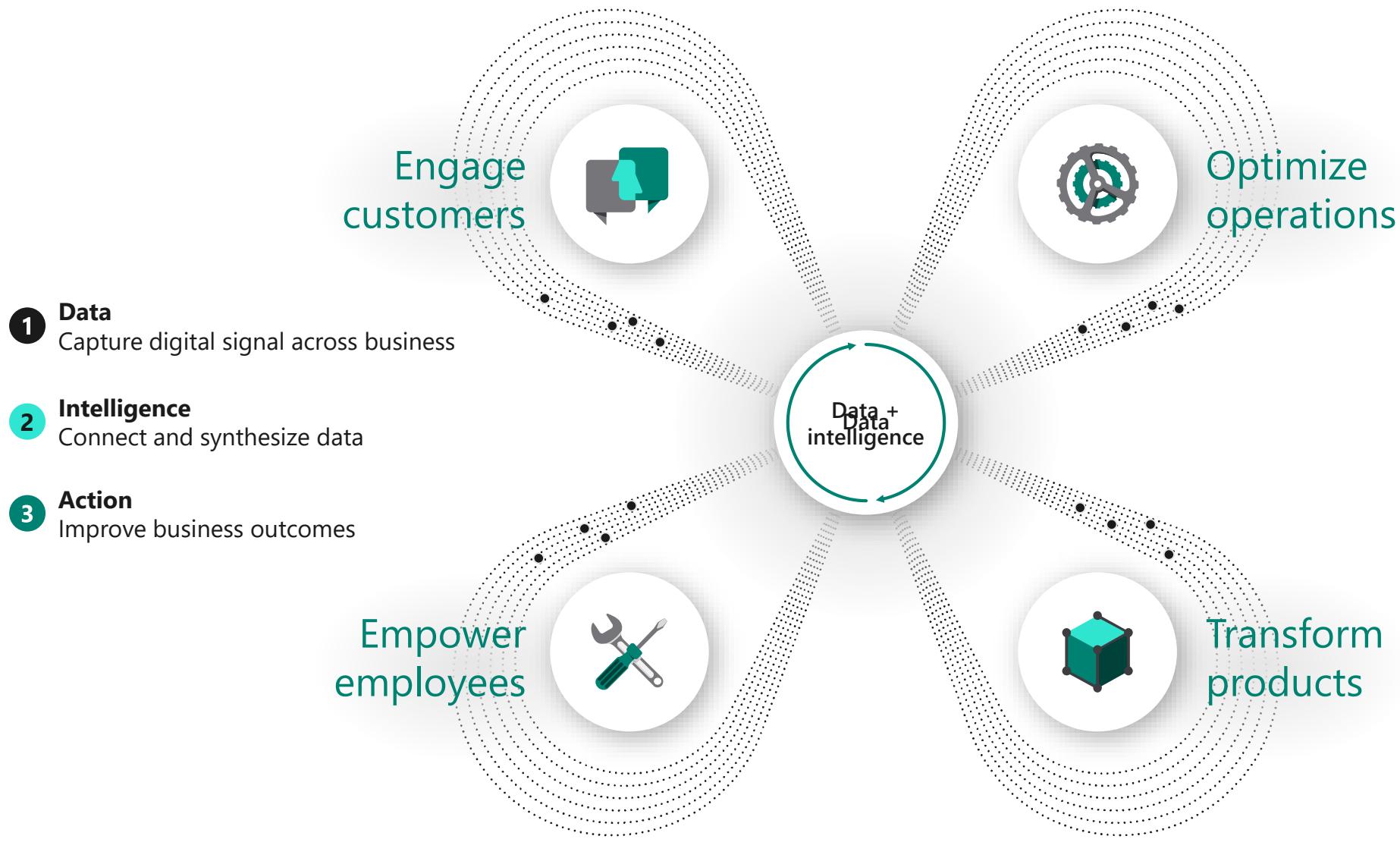
Satya Nadella

Microsoft AI

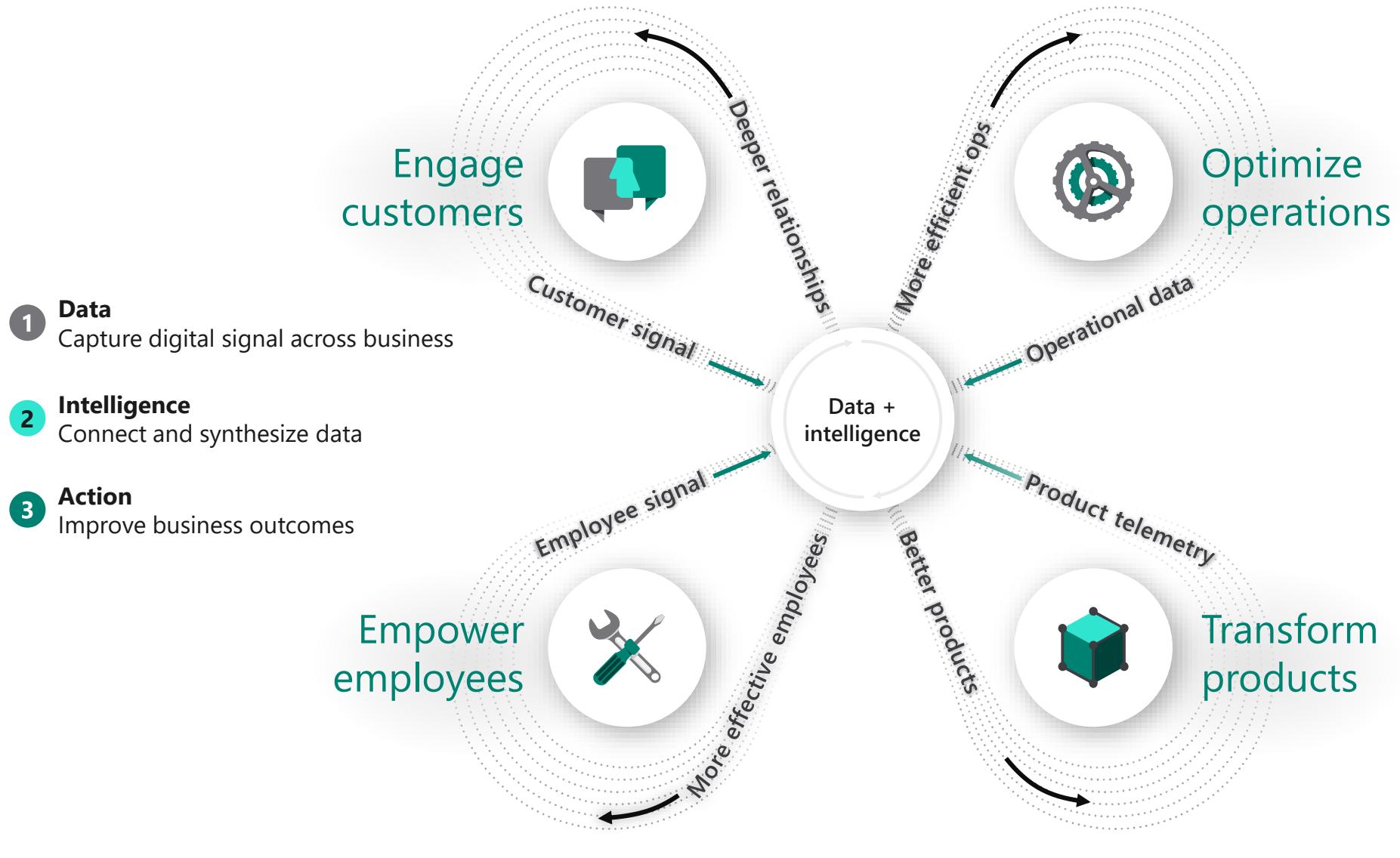




DIGITAL FEEDBACK LOOP



DIGITAL FEEDBACK LOOP



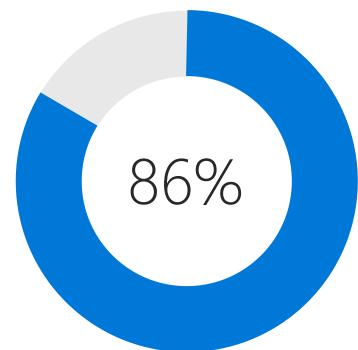
Microsoft

Microsoft In Vietnam

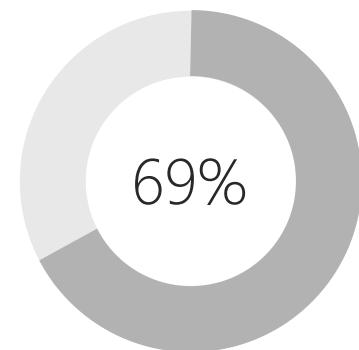


Digital Transformation Trends in Vietnam

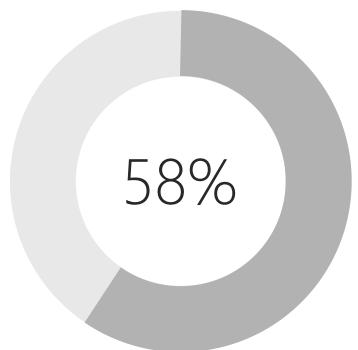
TRENDS THAT WILL TRANSFORM VIETNAM IN THE NEXT 5 YEARS



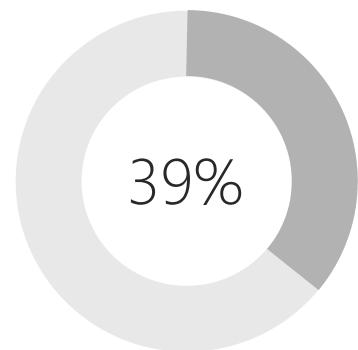
Technological
advances



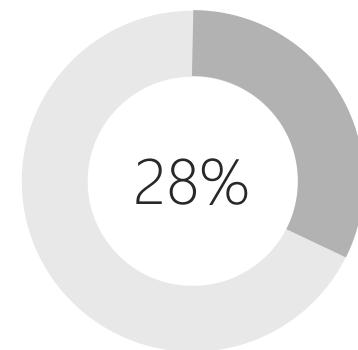
Demographic
shifts



Shift in global
economic power



Resource scarcity
& climate change



Urbanization

Smarter Production

Digital Skills

Financial & Cashless Society

Massive Online Consumerization

Social Transparency

Digital Education & Literature

Market Access

Why Microsoft?

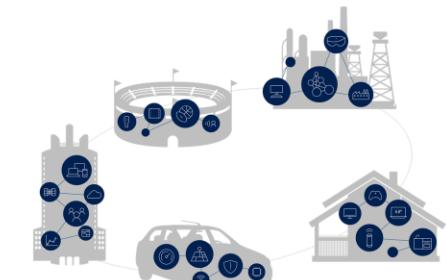
Microsoft Azure The world's computer



54 Azure regions 100+ Millions of servers

2 Mil miles intra-datacenter fiber 72+ Tb per second backbone

Intelligence Cloud Intelligence Edge

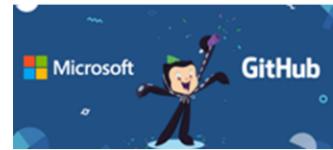


Only cloud provider extends to the edge

73 Services Announcement



GitHub Acquisition



88 compliance offerings

Global
US Gov
Industry
Regional

Open Data Initiative



Azure & OpenSource

~50%

of Azure VMs are running Linux

100 trillion

Azure Cosmos DB transactions/day
Fastest growing Azure Data Service

10x

Kubernetes on Azure usage growth



>150,000

Youth trained on
digital skills



>2,000

Educators trained to
teach digital skills



70-90%

Employment rate for
YouthSpark career programs



>450

Educational institutions reached



30

Cities / provinces
served



18

Government agencies
engaged



622

News stories



>3.5m

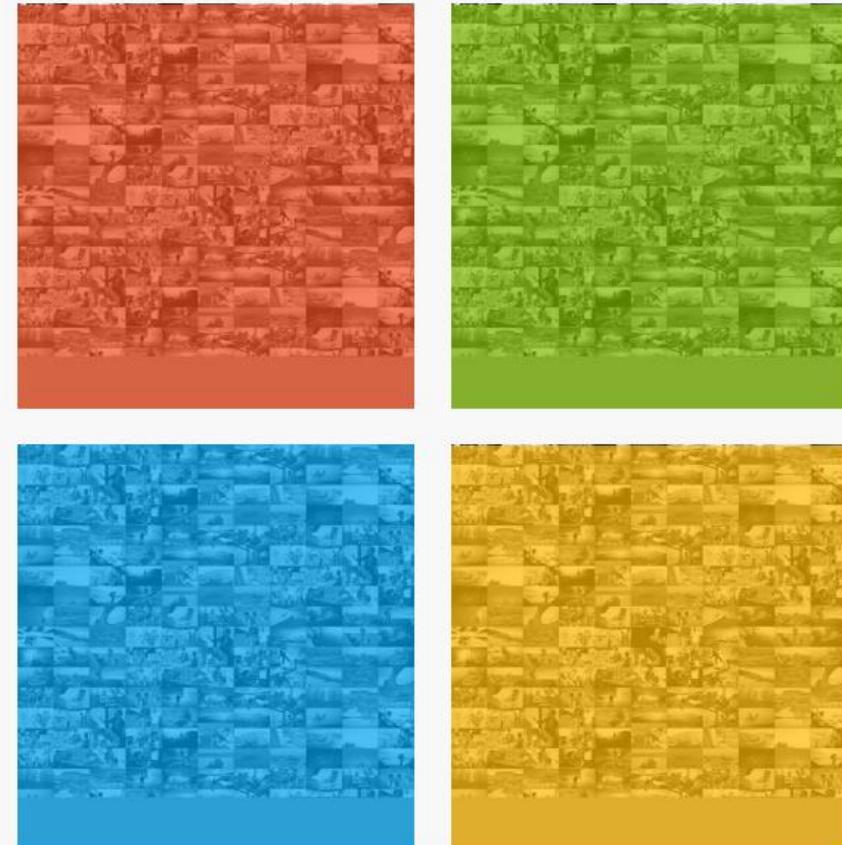
Social impressions





Microsoft mission

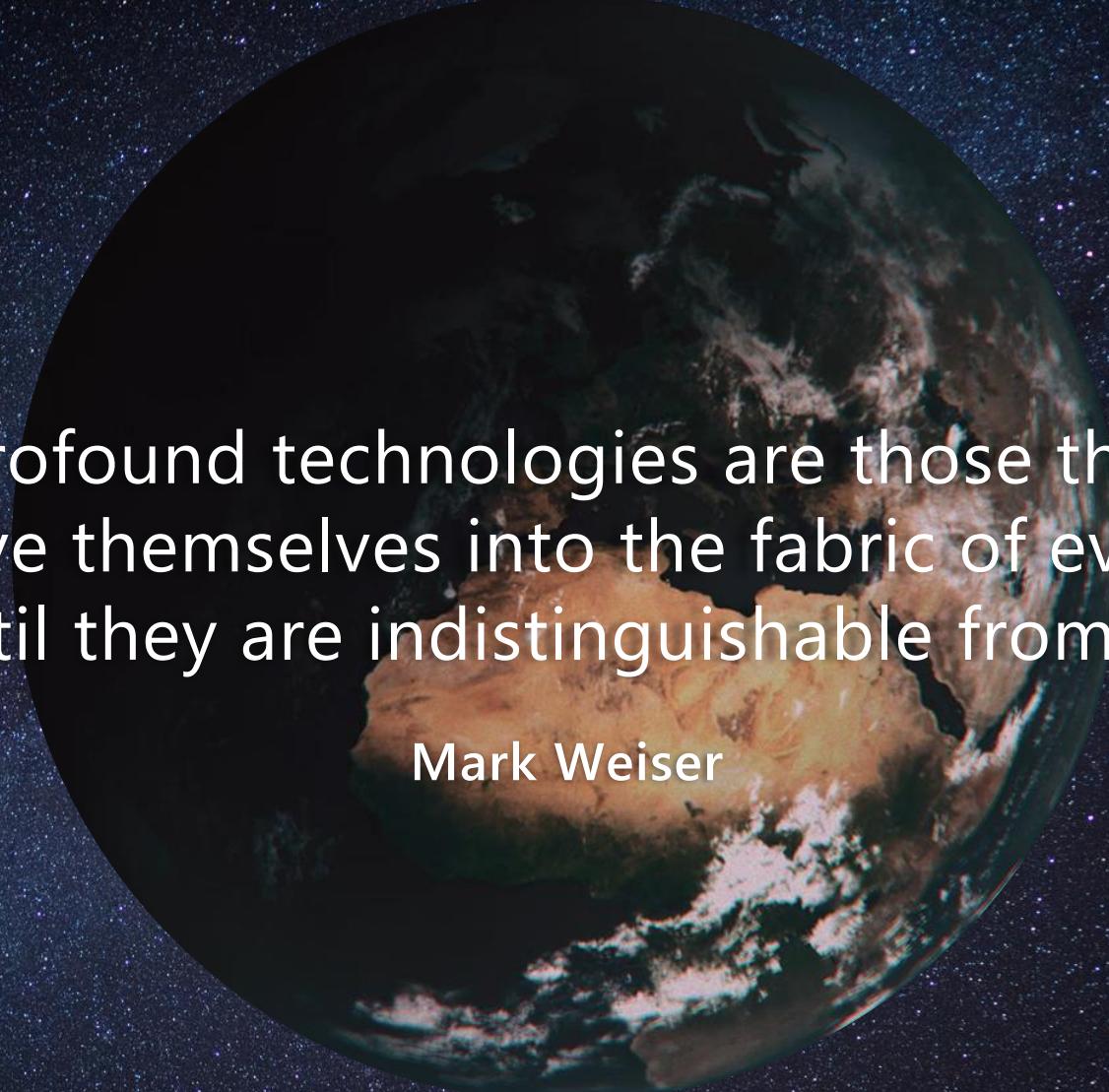
Empower every person and
every organization *in Vietnam*
and on the planet to achieve more





Microsoft AI
Leading your Future with AI. NOW





"The most profound technologies are those that disappear.
They weave themselves into the fabric of everyday life
until they are indistinguishable from it."

Mark Weiser



We live in a world full of new opportunities and new challenges.





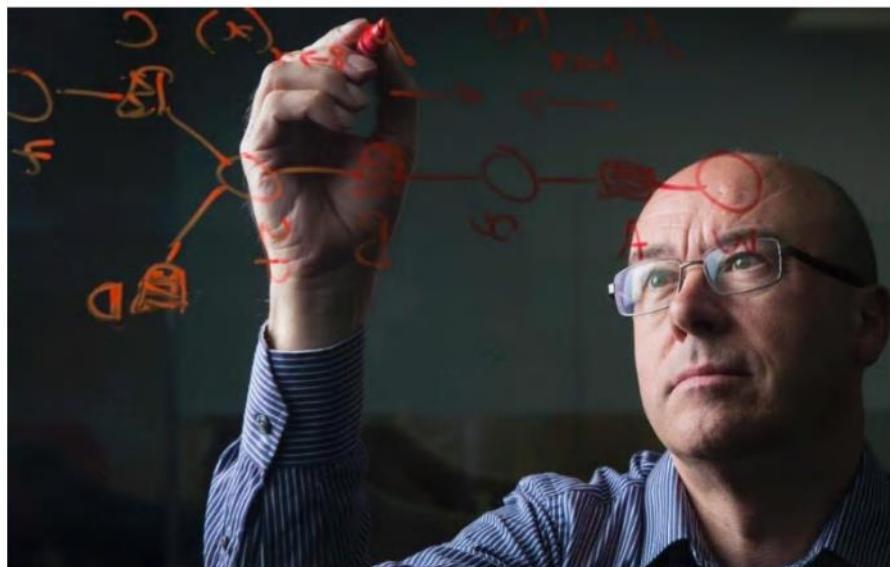




Science

Home > Science

Microsoft will 'solve' cancer within 10 years by 'reprogramming' diseased cells



Chris Bishop, laboratory director at Microsoft Research, said biology and computing have very deep connections on the most fundamental level
CREDIT: ED MILLER

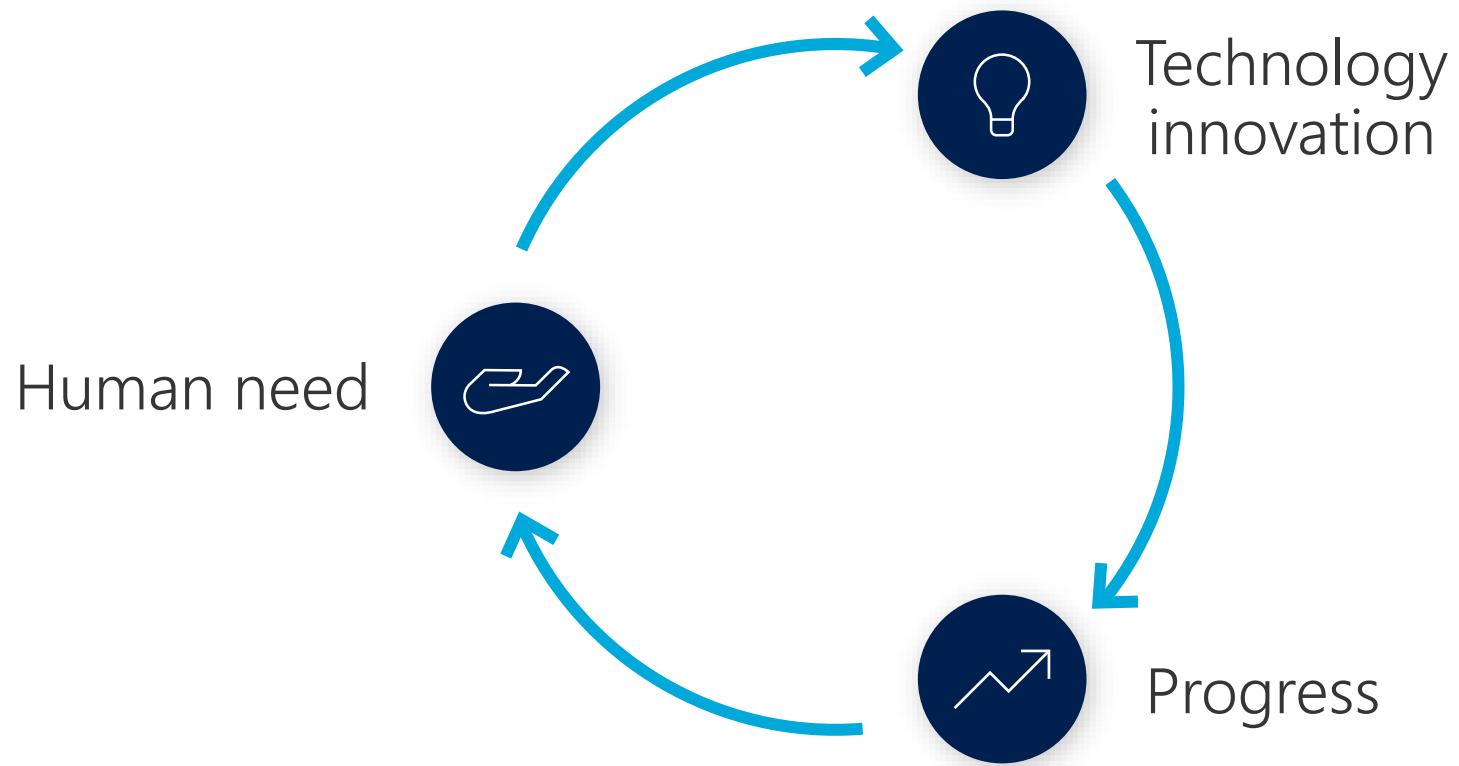
Robot Intelligence

Artificial Intelligence Reads Mammograms With 99% Accuracy

Damian Dovarganes, STF

IN BRIEF

A team has developed artificial intelligence software that analyzes mammograms for breast cancer with 99 percent accuracy. This could help keep women from undergoing unnecessary biopsies, and would shield them from the agony of false positives.





AI
Today



Cloud
2000s



Internet
1980s



Automobile
1885



Telephone
1856



Electric light
1802



Steam engine
1698



Printing press
1439



The wheel
4000 BCE



Need



Innovation



Progress



Assigning human-like qualities
to digital experiences



Perceives its environment



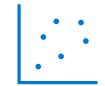
Mimics cognitive functions



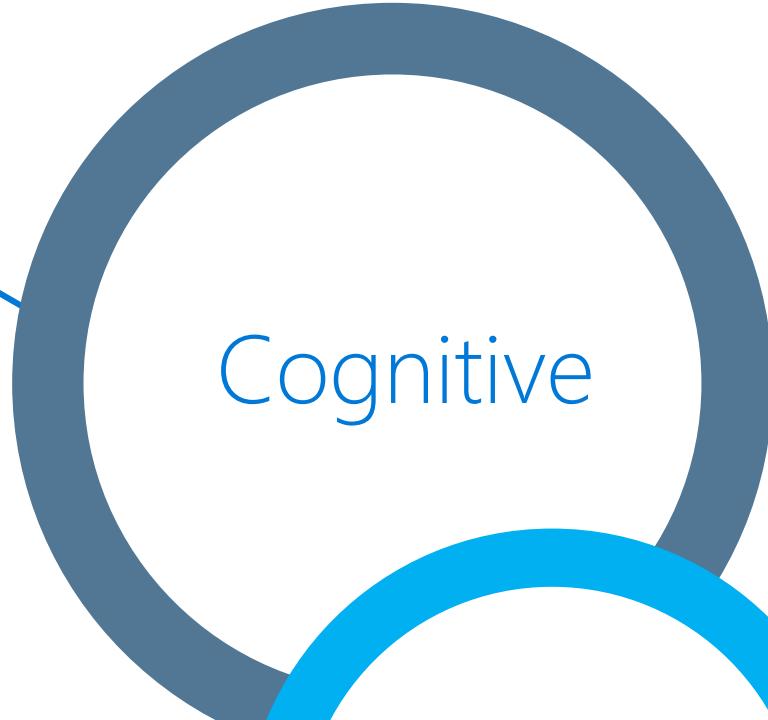
Learns from example in volumes
of data



Program that writes itself based
on examples



Classifies, recommends, predicts,
groups, segments



Computers understanding the world

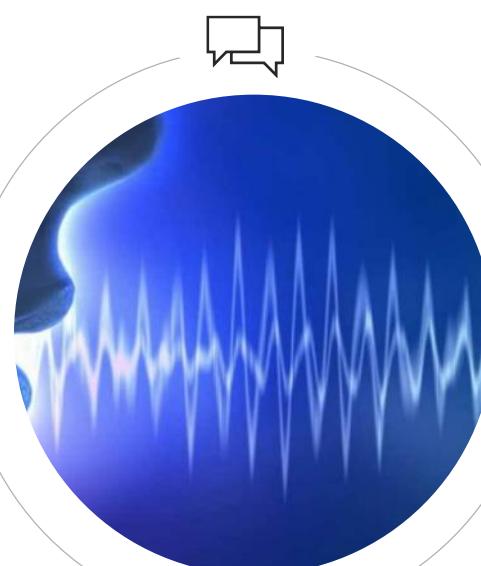
Perception

Cognition

Vision



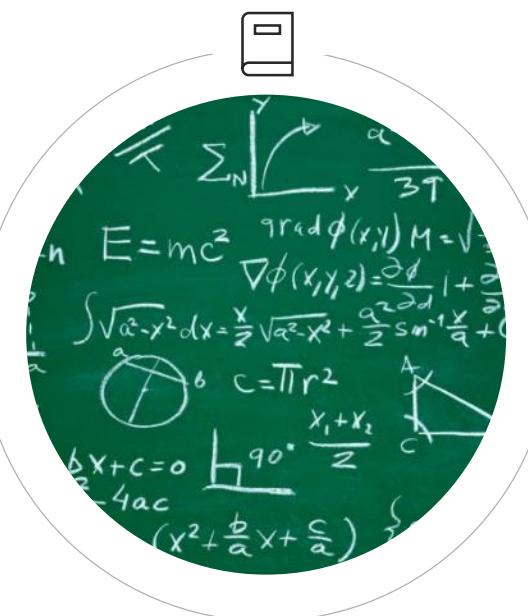
Speech



Language



Knowledge



Microsoft AI Breakthroughs

Perception

Vision



96%
RESNET vision test
152 layers

Speech



5.1 %
Switchboard speech
recognition test

Cognition

Language



69.9 %
MT
research system

Knowledge



88.5 %
SQuAD reading
comprehension test

2016

Object recognition
Human parity

2017

Speech recognition
Human parity

2018

Machine translation
Human parity

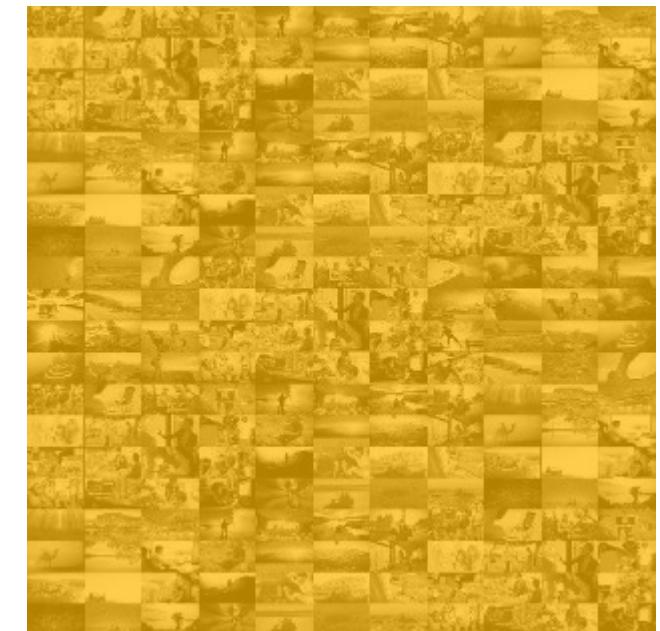
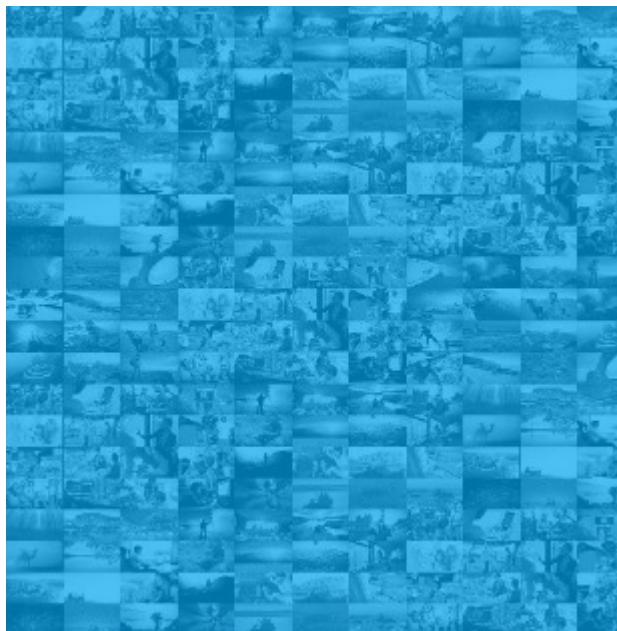
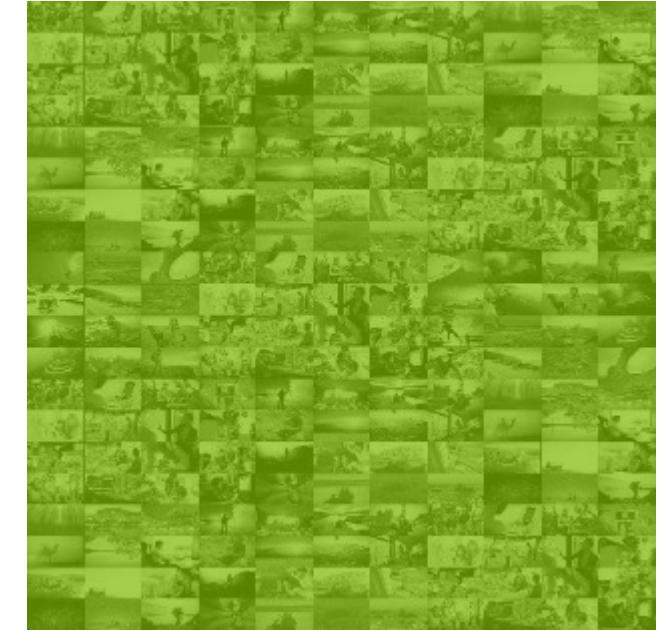
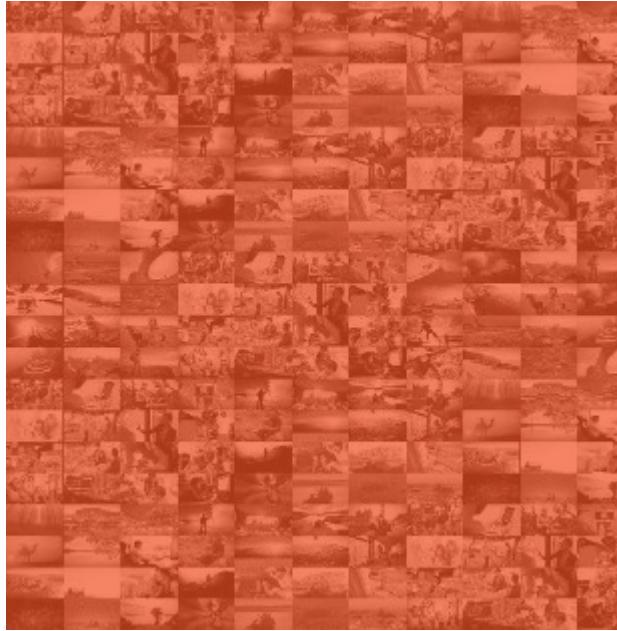
2018

Machine reading comprehension
Human parity



Microsoft mission

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



Microsoft's AI Ambition



Developers



Organizations



Industries

**Empower Developers
to Innovate**

Microsoft's AI Ambition



**Empower Developers
to Innovate**

**Empower Organizations
to Transform Industries**

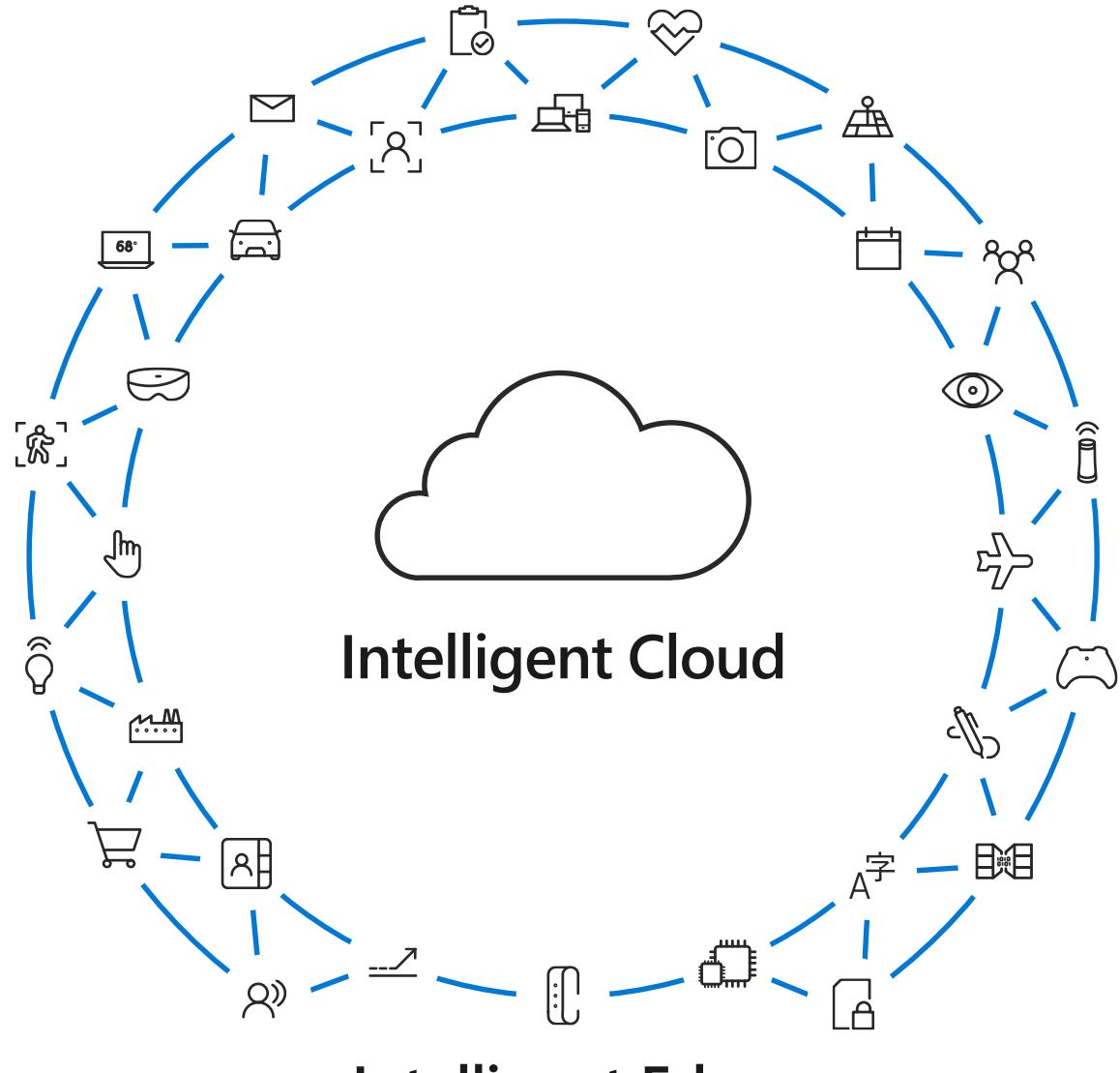
Microsoft's AI Ambition



**Empower Organizations
to Transform Industries**

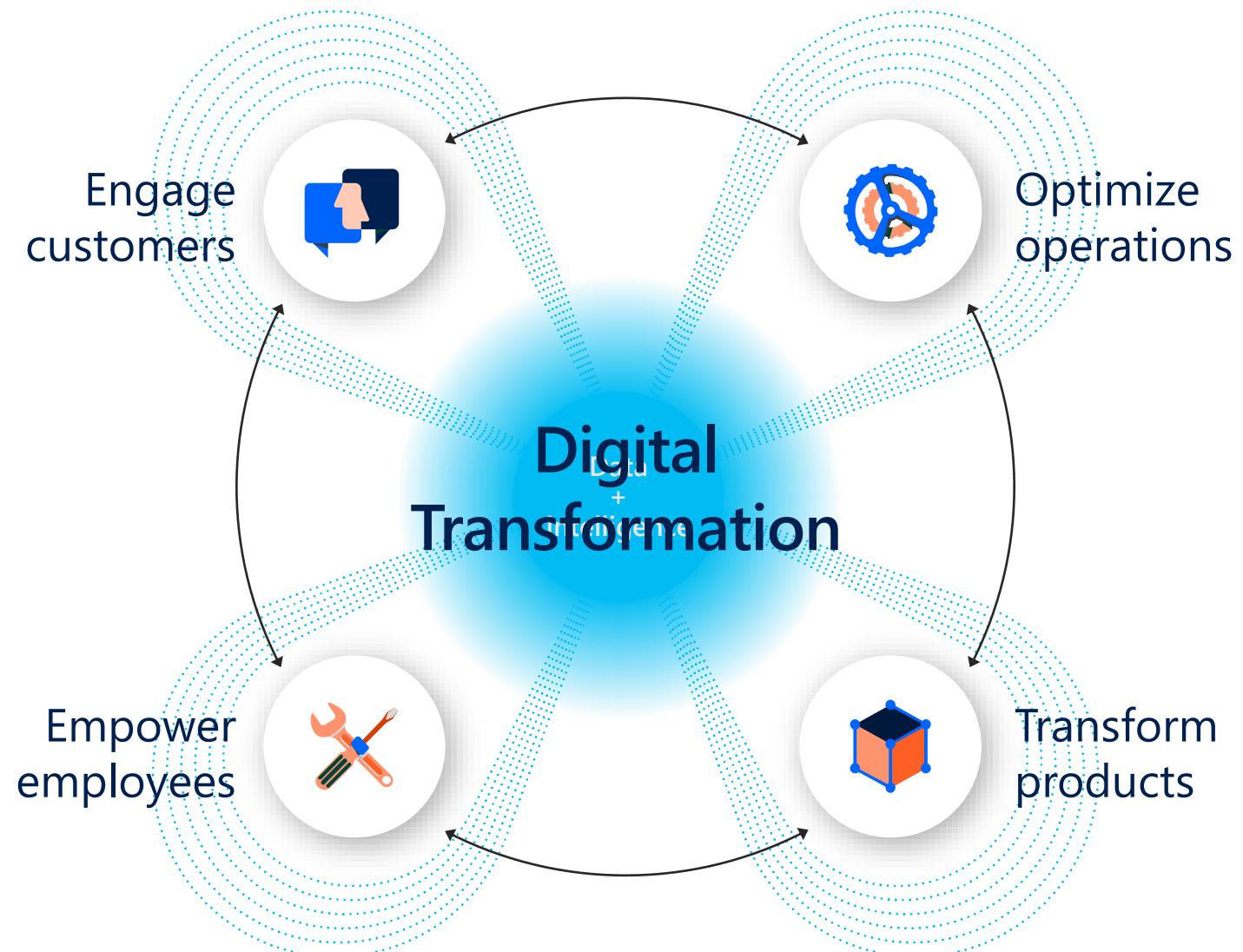
**Empower Industries
to Transform Society**



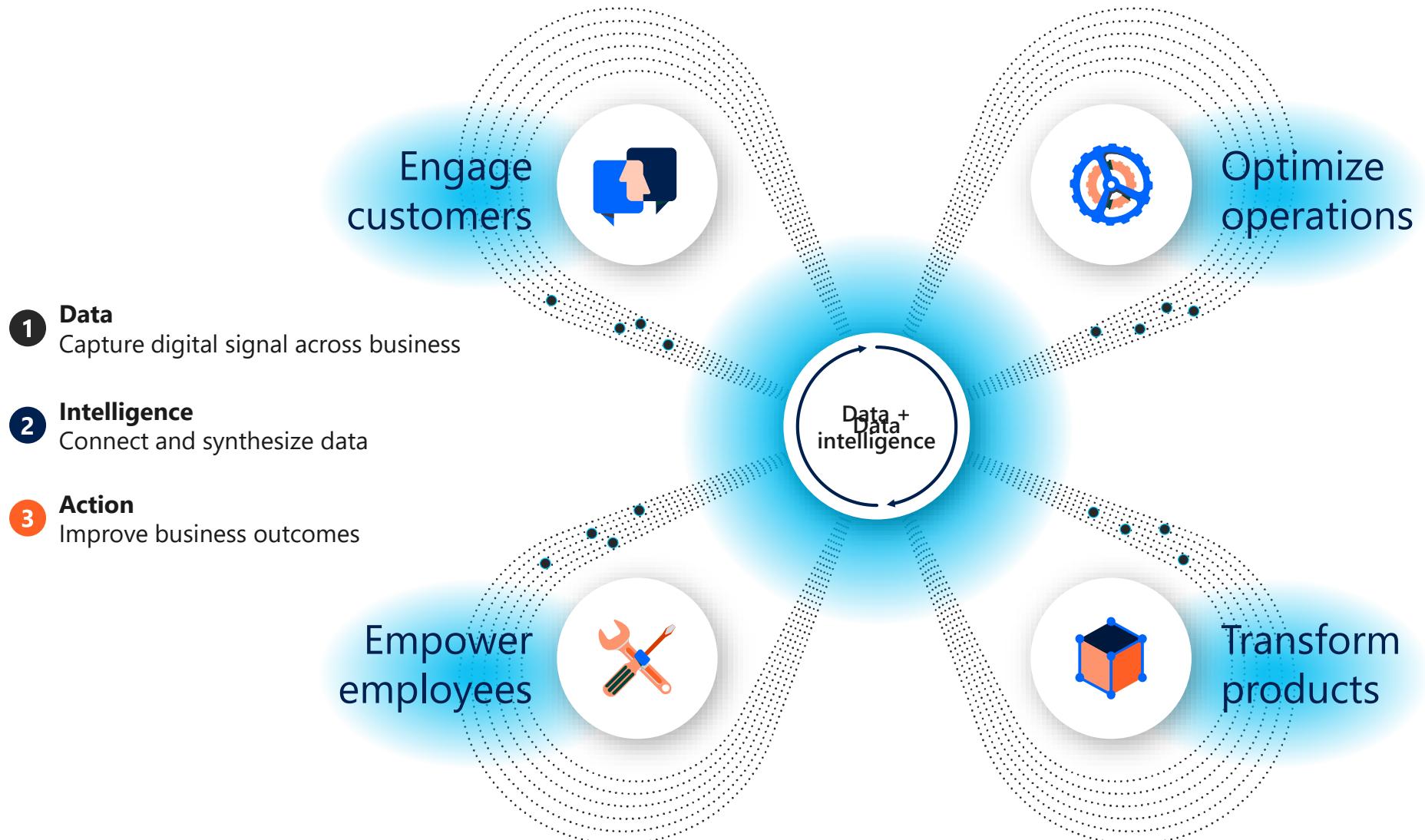


Intelligent Edge

Digital Feedback Loop



Digital Feedback Loop





Microsoft Azure

AI + Machine Learning

IoT

Analytics

Developer tools

Databases

Compute

Cognitive Services

70+ Compliance offerings

Scale (54 regions)



Microsoft 365

Windows 10

Office 365

Enterprise mobility + Security



Microsoft Azure

Marketing
Sales
Commerce
Service
Operations
Finance
Talent



Microsoft Dynamics 365



Microsoft 365



Microsoft Azure



Microsoft 365



Microsoft Dynamics 365



Microsoft Azure

Opportunity







3:00PM meeting synced
6:00PM Anniversary Dinner
Chez Gardnier

Last server download 09/04/2018. Security monitor enabled. Data download blocked from personal devices. Keyword enabled for singular security device.

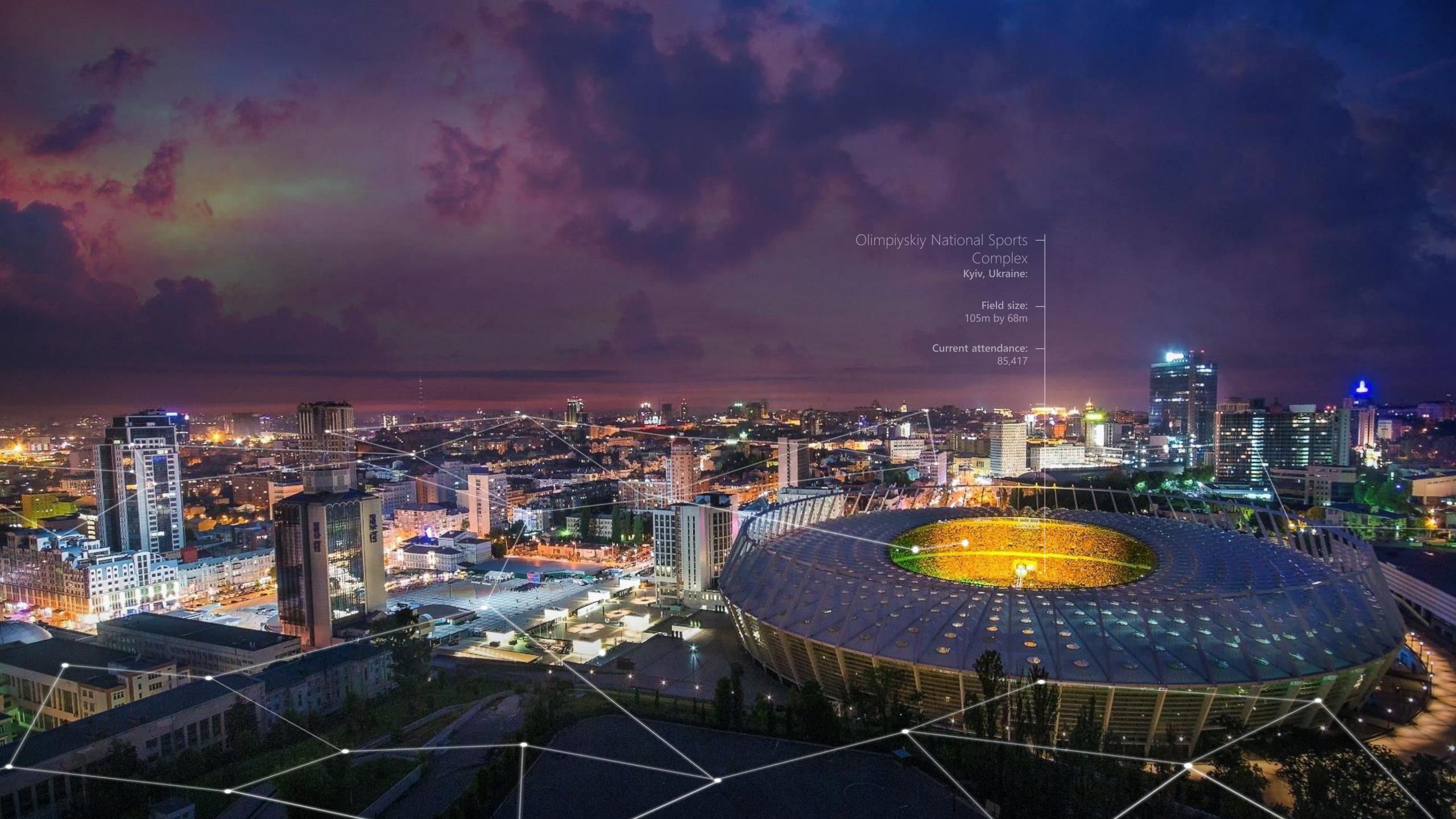


Heart rate at steady rhythm. No immediate concerns. Patient health at premium level for surgical procedure.



BP stable
Step 3 of 7: 4 hours remaining
Primary incision made

Monitoring System secure and downloaded to main server. Video playback enabled. To be shared with residence in the left wing only.



Aerial night view of Kyiv, Ukraine, showing the illuminated Olimpiyskiy National Sports Complex stadium and the surrounding city skyline under a dramatic, colorful sky.

Olimpiyskiy National Sports
Complex

Kyiv, Ukraine:

Field size:
105m by 68m

Current attendance:
85,417



Due for maintenance
01/14/2020

Metal to wear down in this part. Replacement backordered and
to be shipped by 01/04. Detrimental to system if not applied
immediately.

76%

Running at 98% capacity
Automated system engaged
24-hour motor function



EXIT

\$39

RECEIVE
20%
W/ PURCHASE

20%
OFF
YOUR PURCHASE

\$199

TAKE AN
ADDITIONAL
20%
OFF
YOUR PURCHASE

Customer data
recorded and applied

40

Smart de...
applies all sales available
to items collected

Secure banking
camera enabled

All camera feed active and stored within the
banking computer systems. Accessible only
to bank security, with appropriate time
stamp and identification of user applied to
each image.

Personal data and banking sign
information stored within bank computers
and readily accessible through the user's
account.

2:00PM meeting
alarm activated



Oven set to automatically alarm if left on without substance inside.
Will record heat of dish internally and externally and send
information to fridge voice activation to notify the chef

6:30PM
Dinner with the Neilsons
Pork roast, asparagus, potatoes

Lighting schedules to recess after 5:00PM.
Dimmers set on schedule with family hours
for workdays, and set to 6:00PM dimming for
weekends.

7:00AM
timer enabled
for automatic
start



3D rendering
of the pump
area at 1:1 scale



Tech intensity



Tech intensity =
 $(\text{Tech adoption})^{\wedge} \text{Tech capability}$

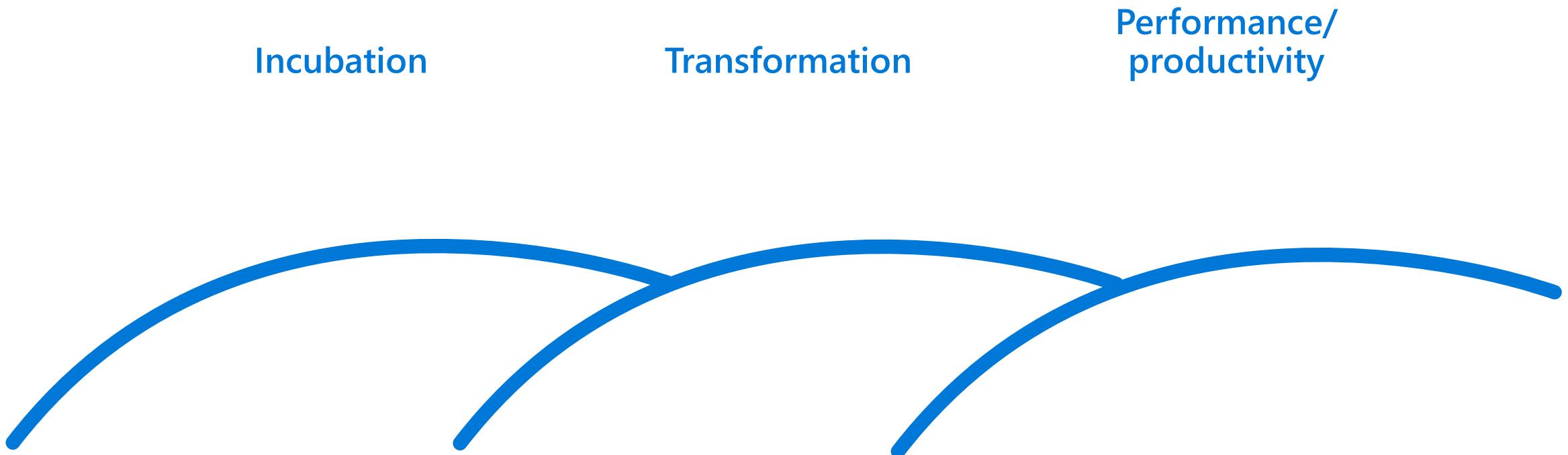
65%

of children entering primary school today will end up working in a new job which does not exist yet

33 million

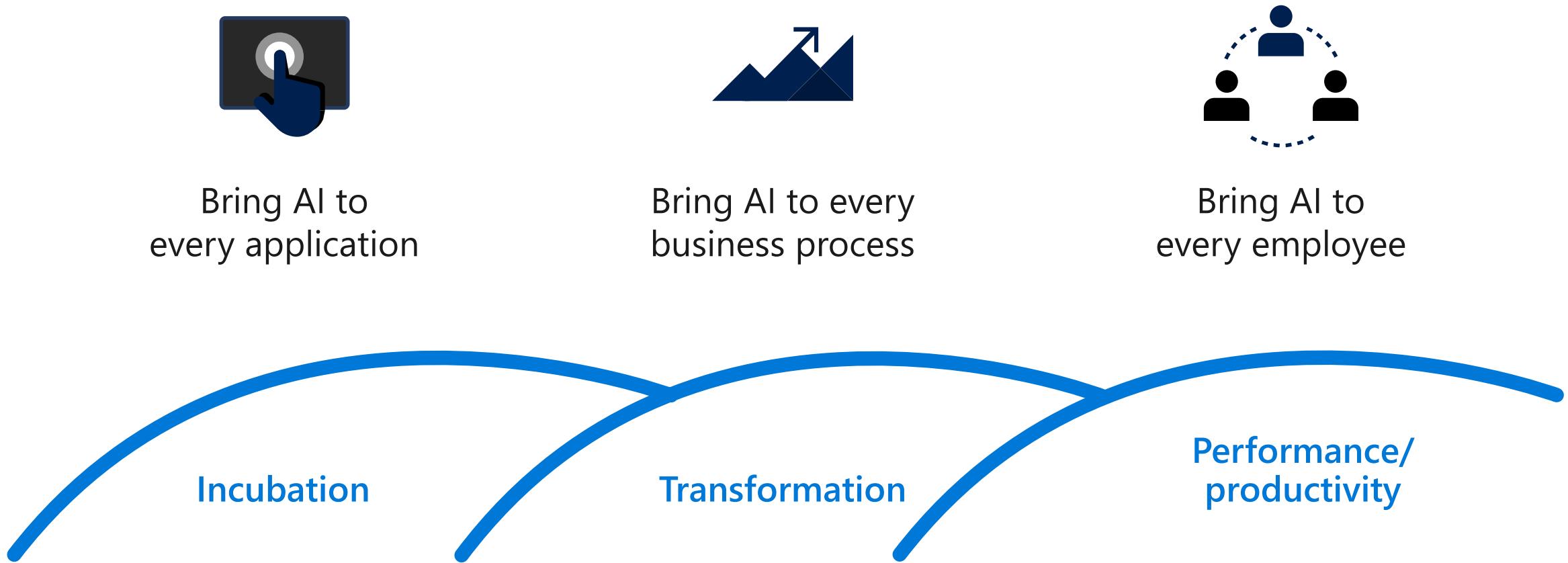
of youth trained on computer science education by Microsoft nonprofit partners in Asia since 2010

The AI Journey

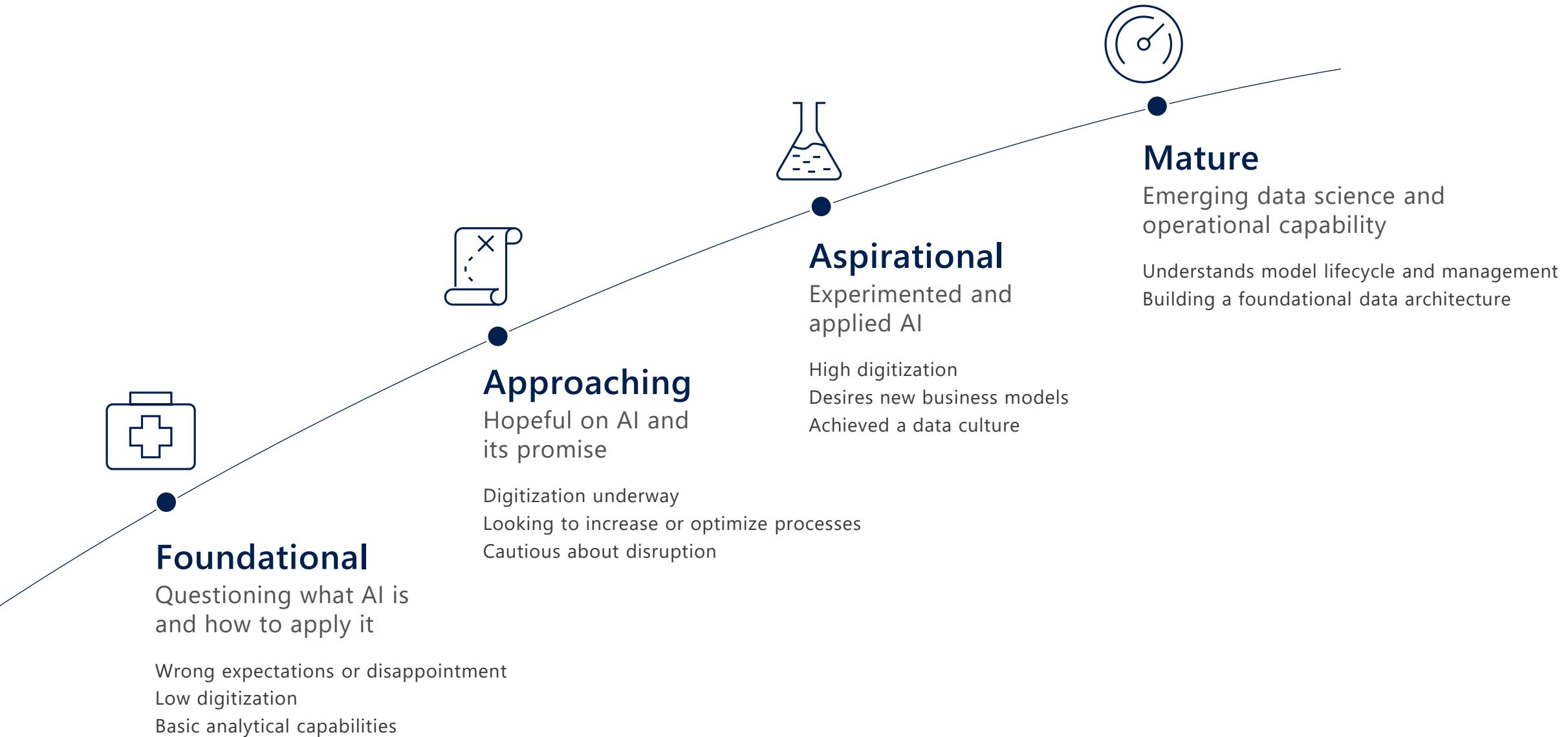


Zone to Win: Organizing to Compete in an Age of Disruption
Book by Geoffrey Moore (2015)

The AI Journey



Understanding the maturity stages is critical to success



AI Maturity is Critical to Success

Strategy	Culture	Organization	Capabilities
Bold, long-term orientation	Risk appetite	Roles and responsibilities	Connectivity
Linked to business strategy	Speed/Agility	Talent and leadership	Content
Centered around customer needs	Test and learn	Governance/KPIs	Customer Experience
	Internal collaboration	Digital investment	Data-driven decision-making
	External orientation		Automation
			IT Architecture

Every Company is a
Software Company

Every Company is an
AI Company

“No AI Strategy”

Is not a Strategy

“No AI”

Is not a Strategy

Failure is not an Option

Failure could be an Outcome

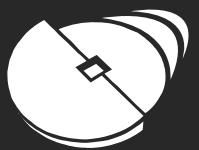
Responsible AI to
augment and amplify human ingenuity



Microsoft.com/AI



*We are
moving
forward*



de heus[®]

powering progress

Transform. Innovate. Grow.



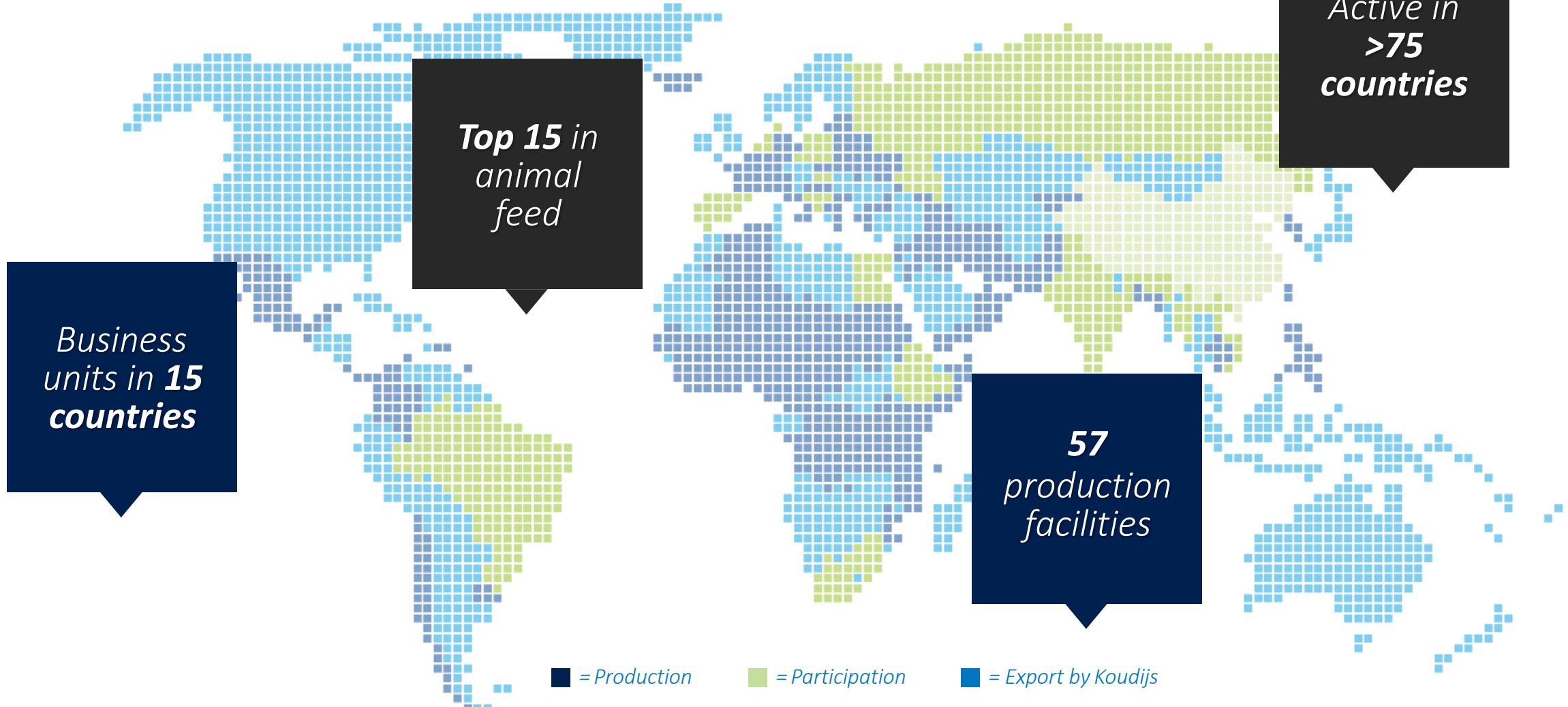


Coen Koen De Heus CEO
10th generation De Heus-millers

*De Heus –established in
1911 - is a
Dutch family-owned
business with
**300 years of
milling history***

'The Windmill at Wijk bij Duurstede' (1670)
Windmill of Ruisdael, Rijksmuseum Amsterdam

We are globally active





De Heus...
feeds a total of
175,000,000
broilers every day

De Heus...
provides **feed for cows** to
produce
25,000,000
kilograms of milk
every day

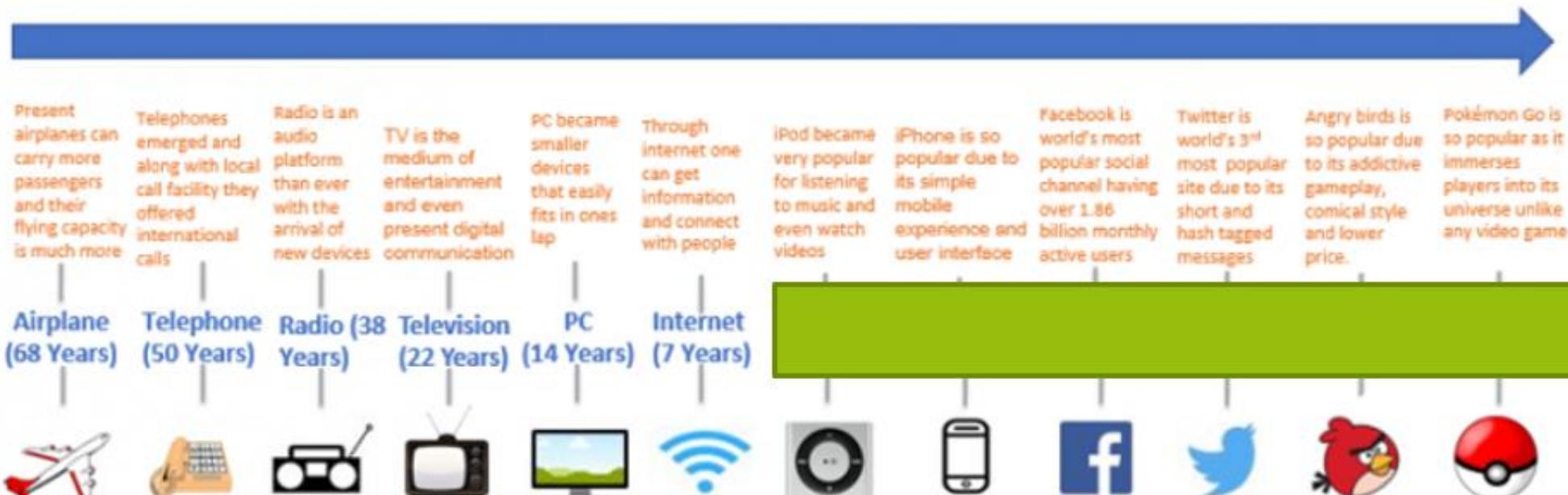




***De Heus... takes
about **100,000** samples
and
475,000
analysis annually in **24**
laboratories worldwide
... A lot of data to
manage...***



Technology to reach 25% of market access



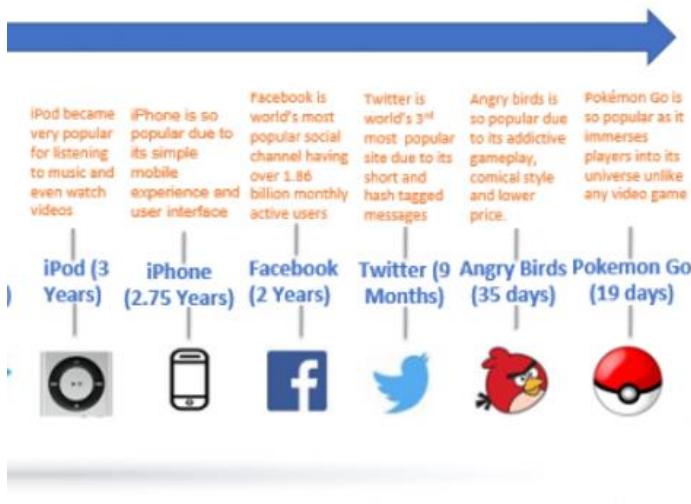
How

Technology to reach 25% of market access



How

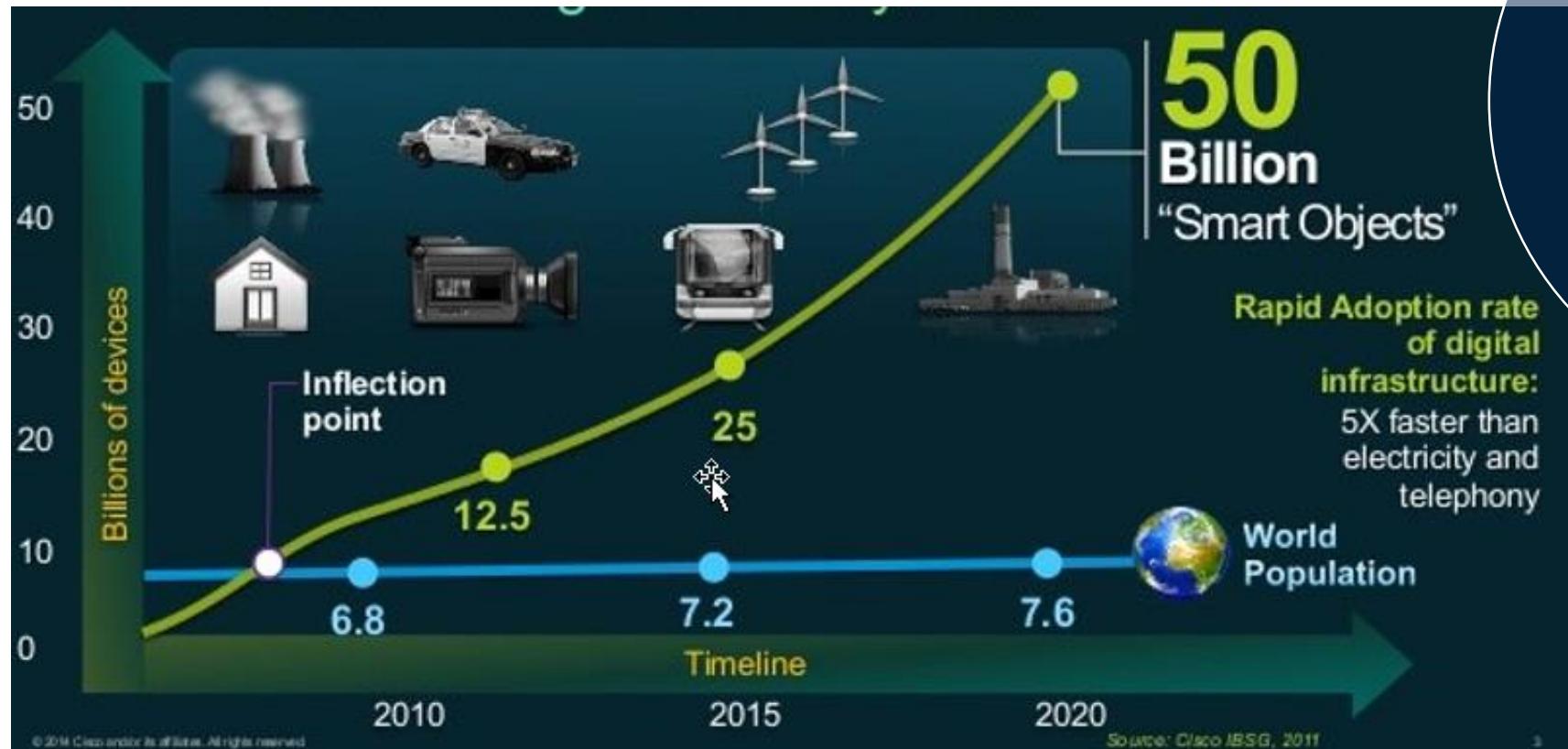
Technology time to reach 25% of market access



How to keep up with the speed of technology evolution?

deliver fast and be agile

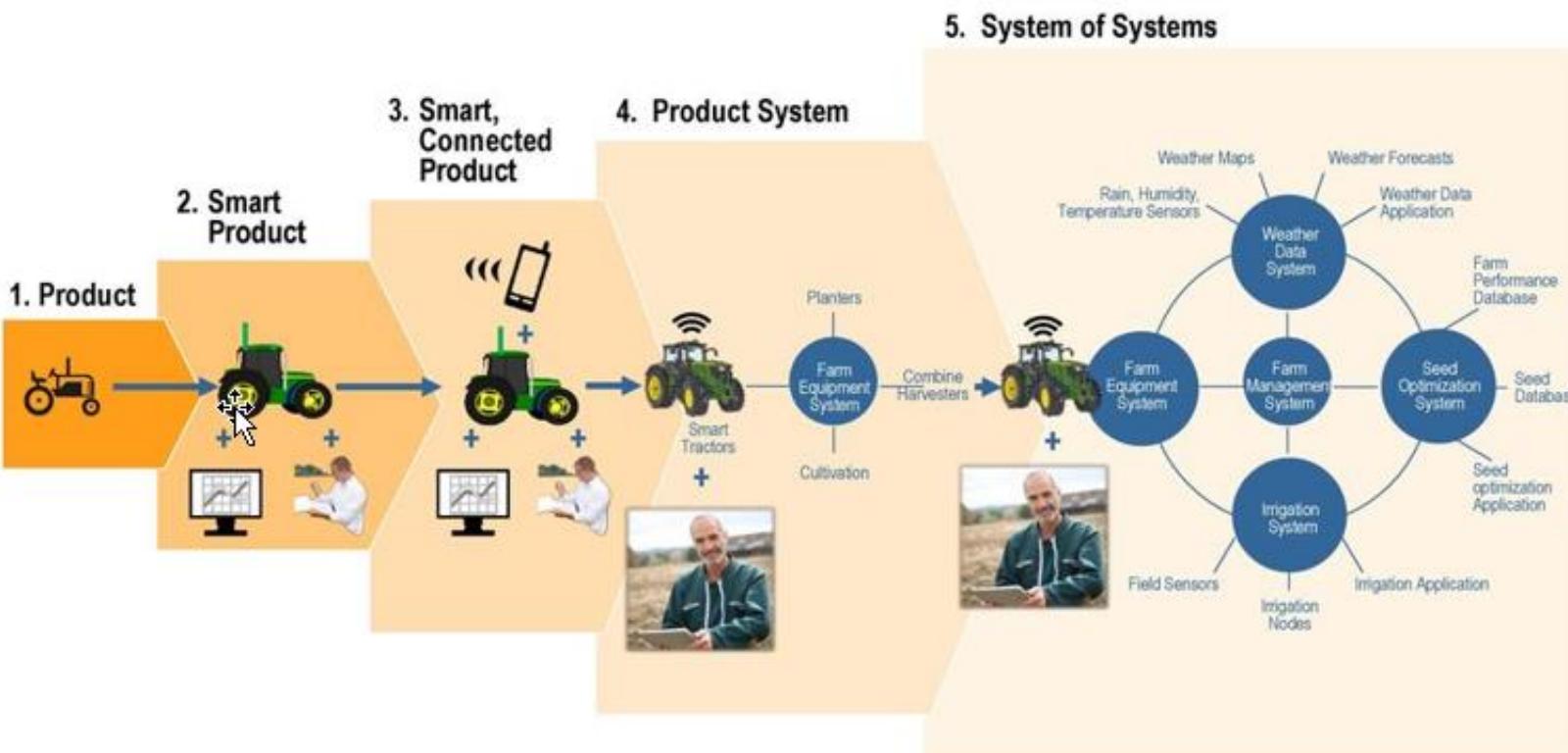
Impact of the internet of things



Impact on your
customer
portfolio?
Value chain?
Organisation?

Disruption in
your industry?

Agriculture



~75 million IoT devices shipped in 2020

Disease spread, soil testing, tracking & tracing

Who will define your digital strategy?



“

If I had asked people what they wanted, they would have said **faster horses**

Henry Ford

”

Digital Transformation is the novel use of new technology to solve traditional problems



How

Source: Wikipedia

Rome wasn't built in a day...



How

Clothes that fit versus a style that fits



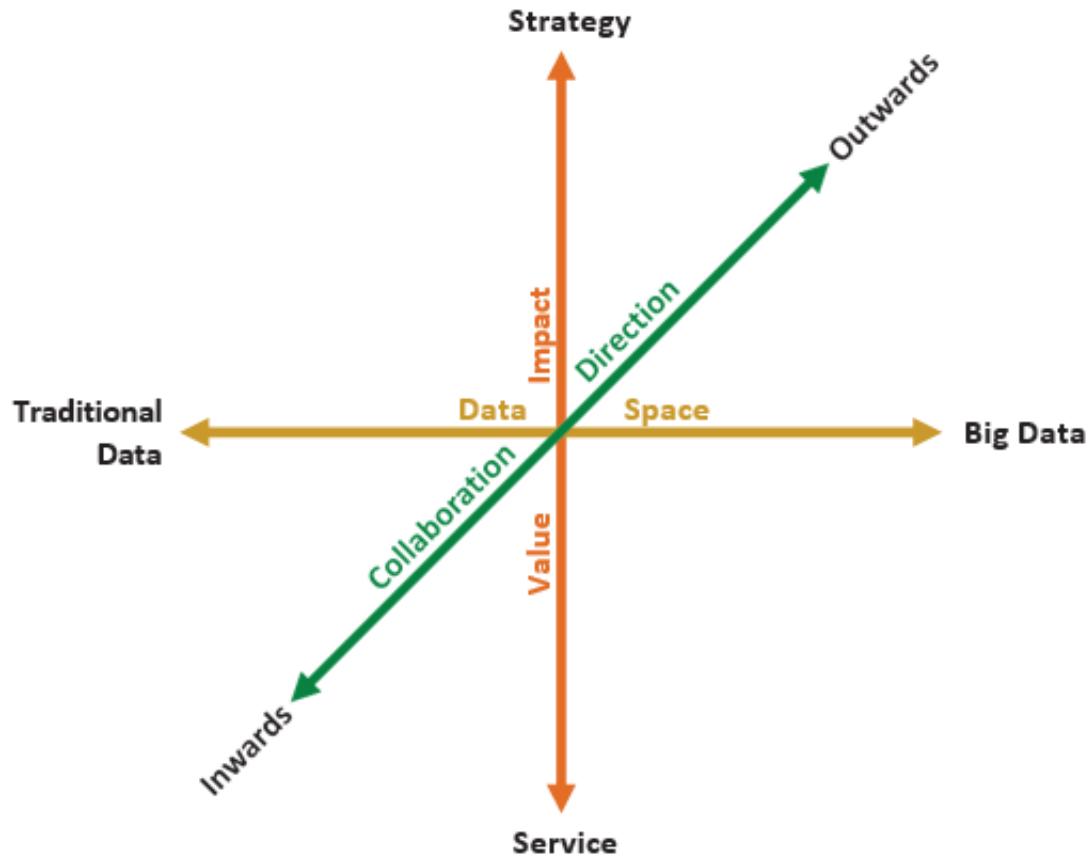
How

Tech-company
or tech-
enabled?

Use the tools
from tech-
companies to
enhance core
business



Business requirements

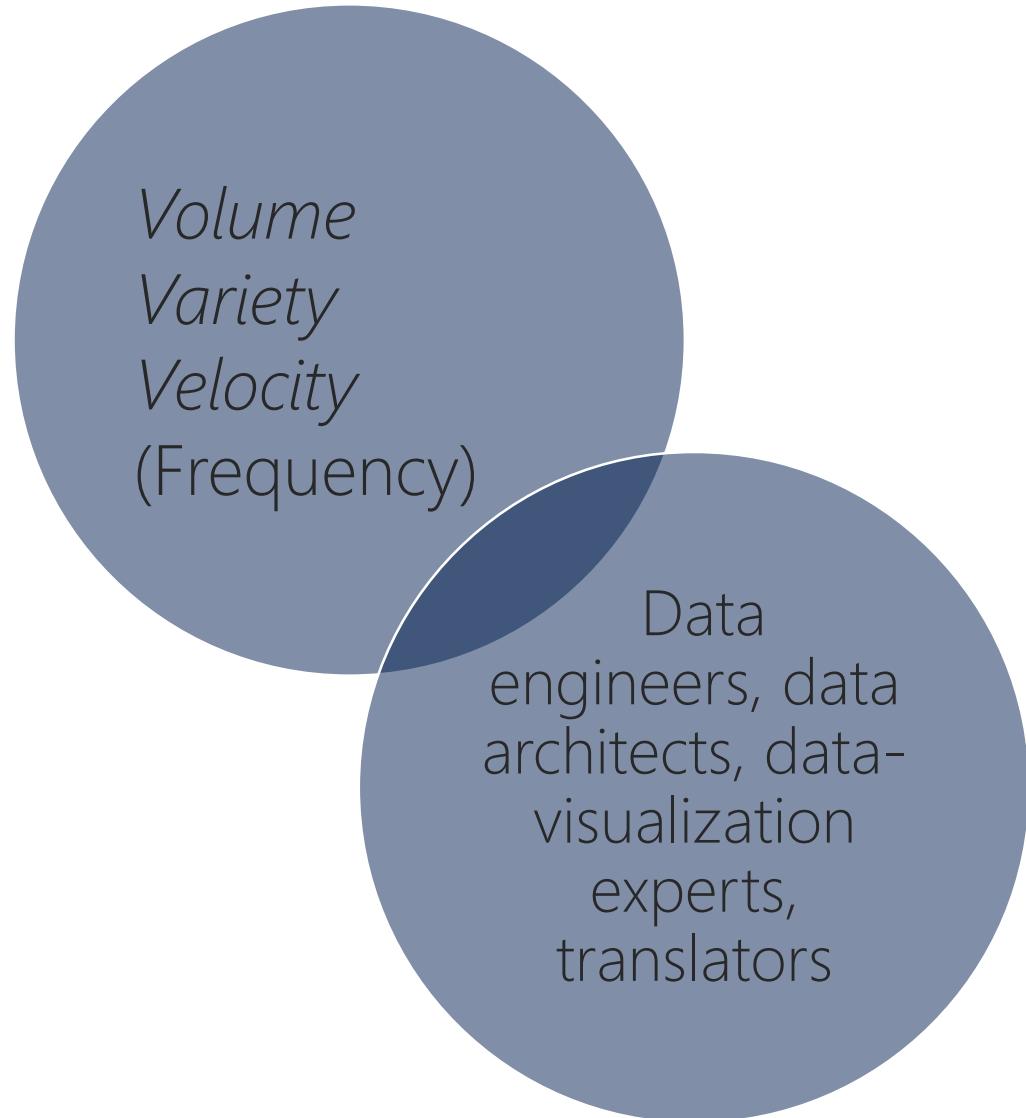
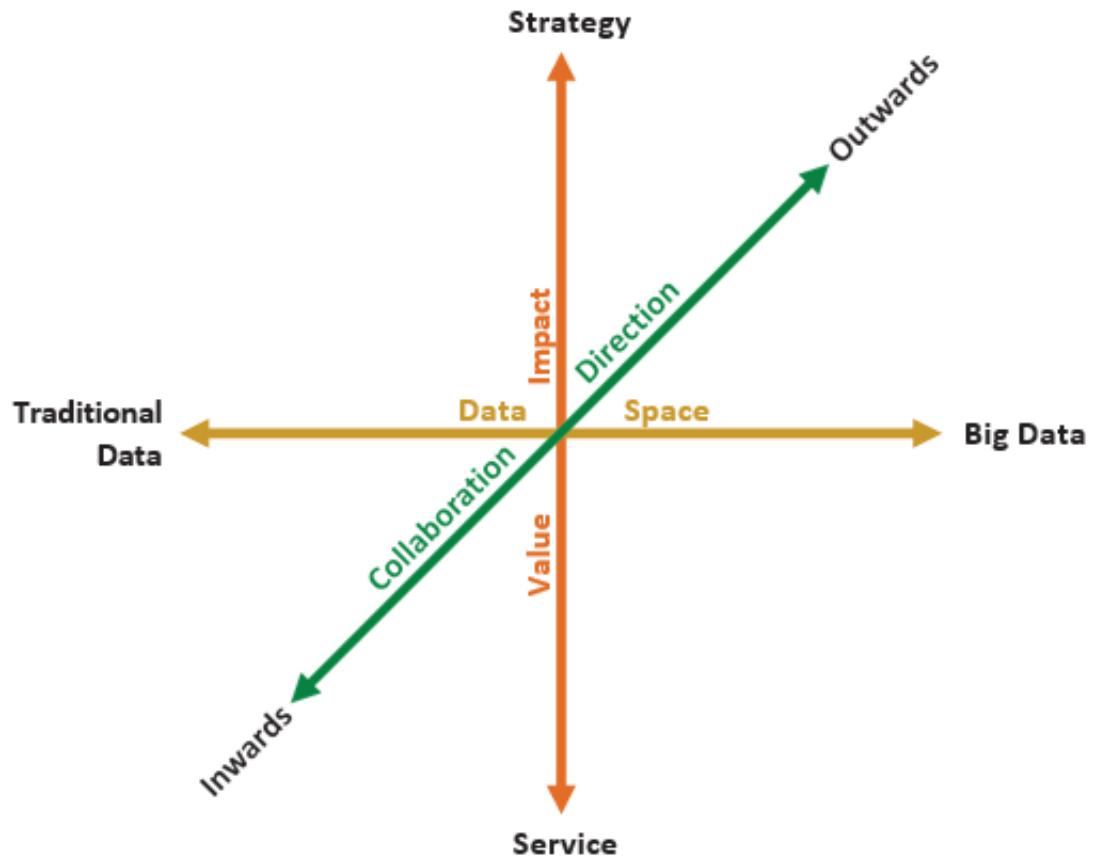


Get the buy in
from internal
stakeholders

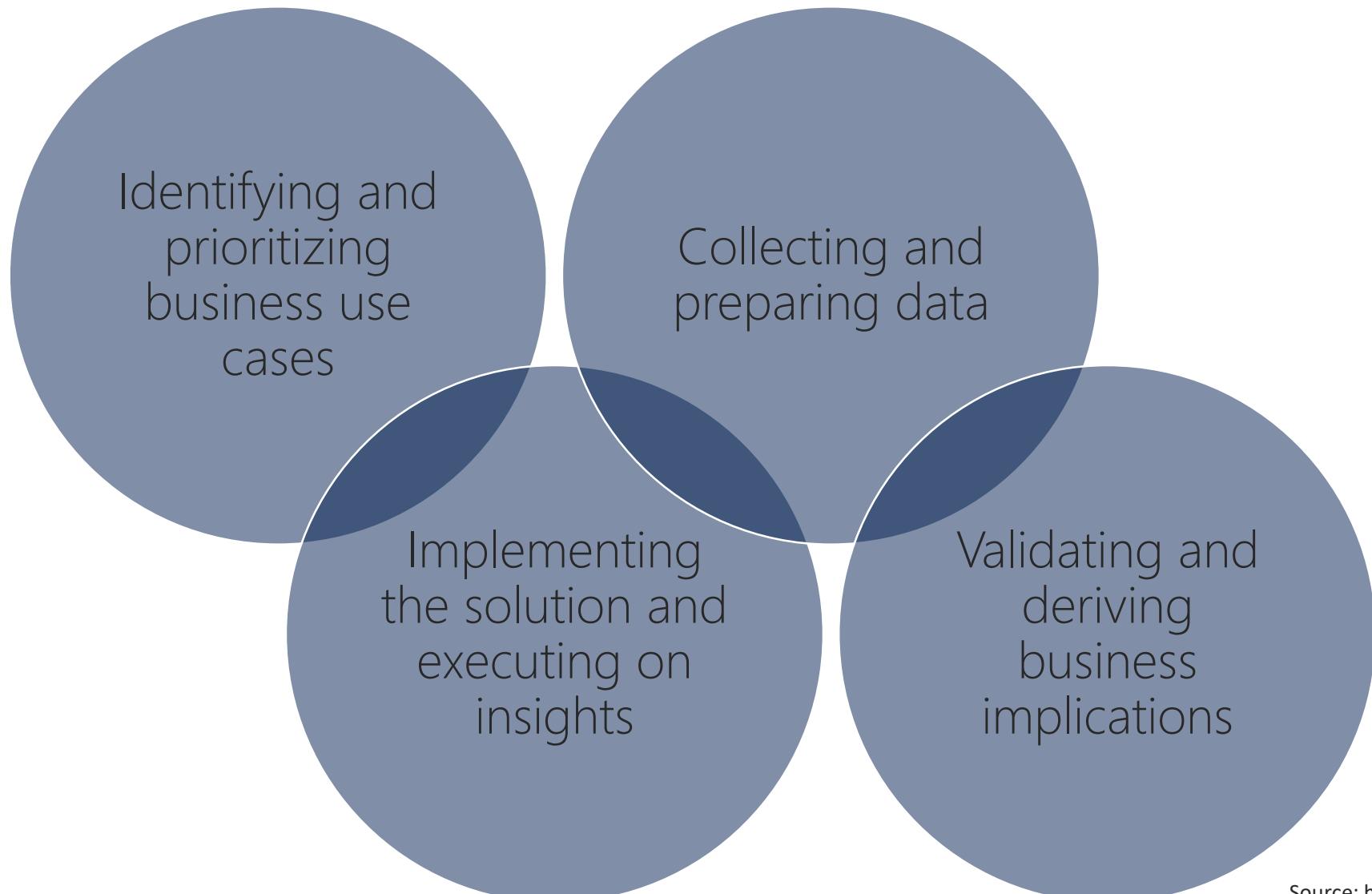
Define the use-
case roadmap
over time
needs will
change!

Source: Massachusetts Institute of Technology : A Cubic Framework for the Chief Data Officer:
Succeeding in a World of Big Data

Operational requirements

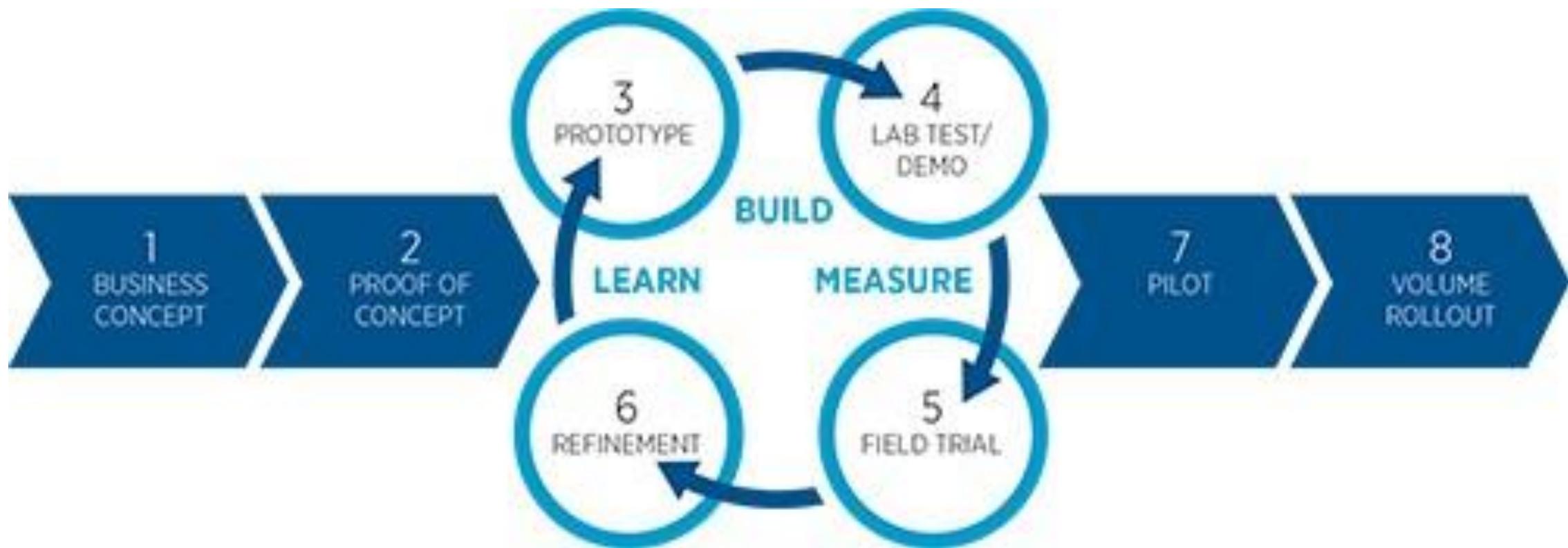


Translators to ensure business impact

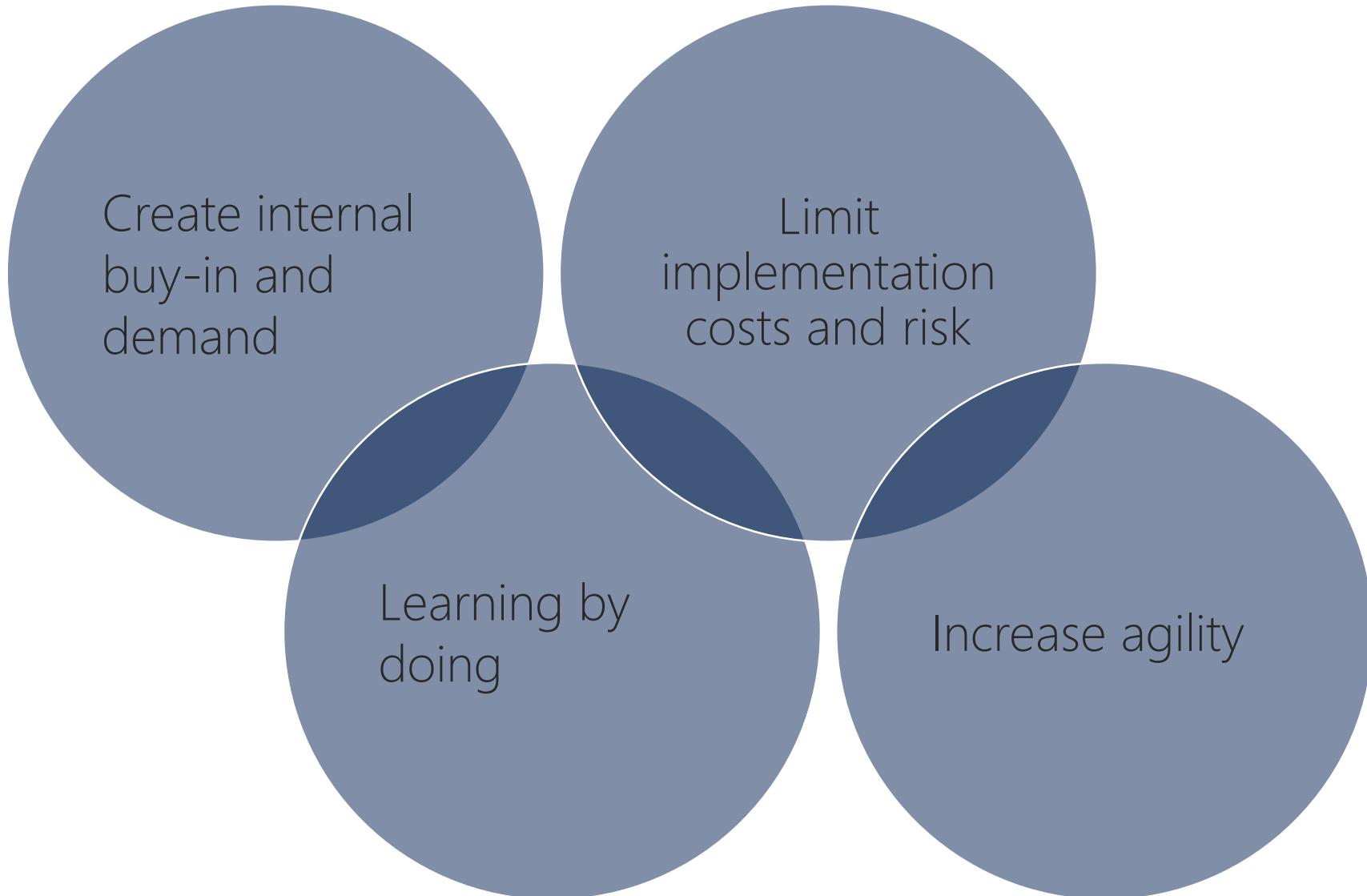


Source: <https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/analytics-translator>

Agile project approach

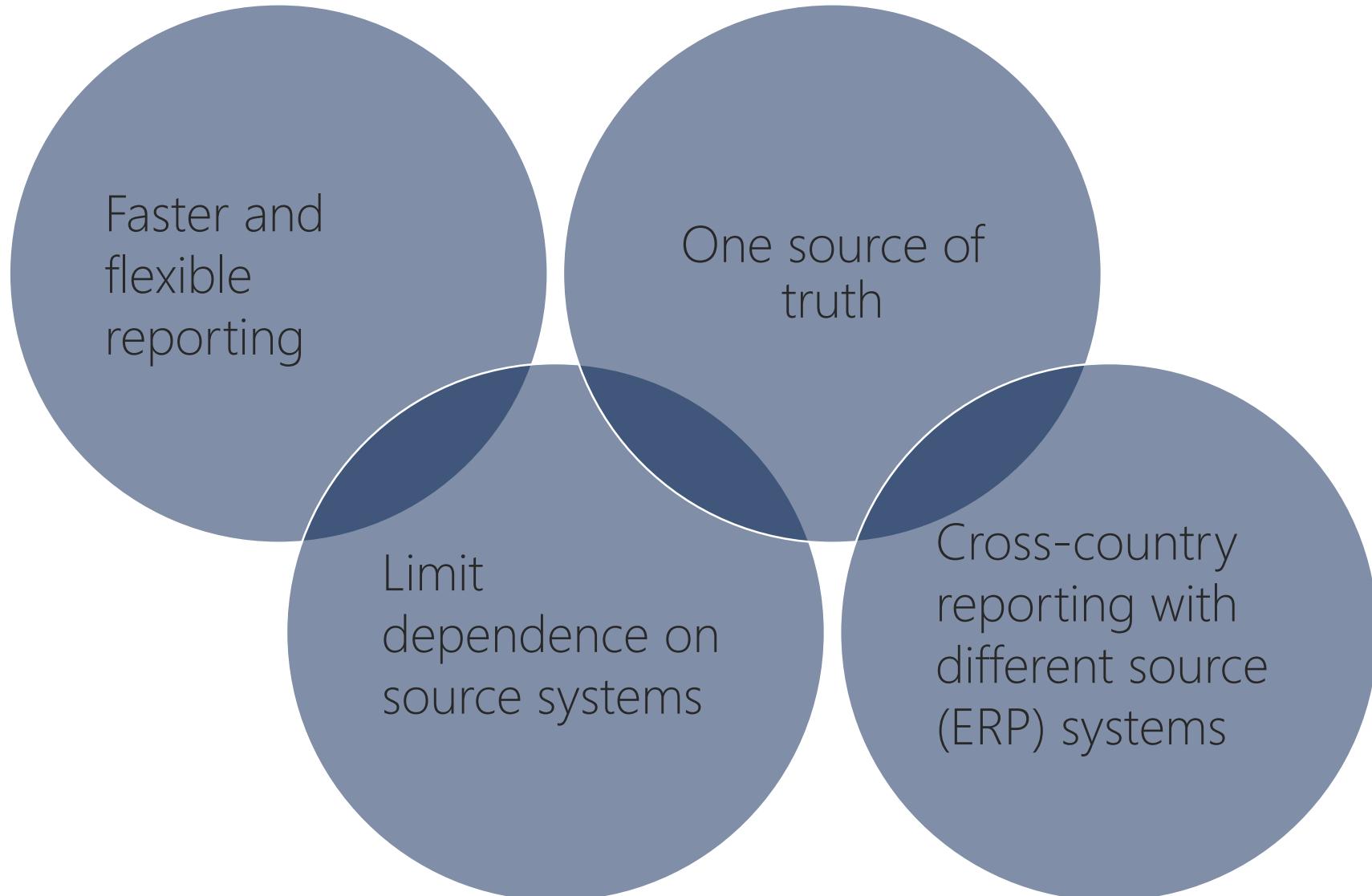


Why a Proof of Concept?

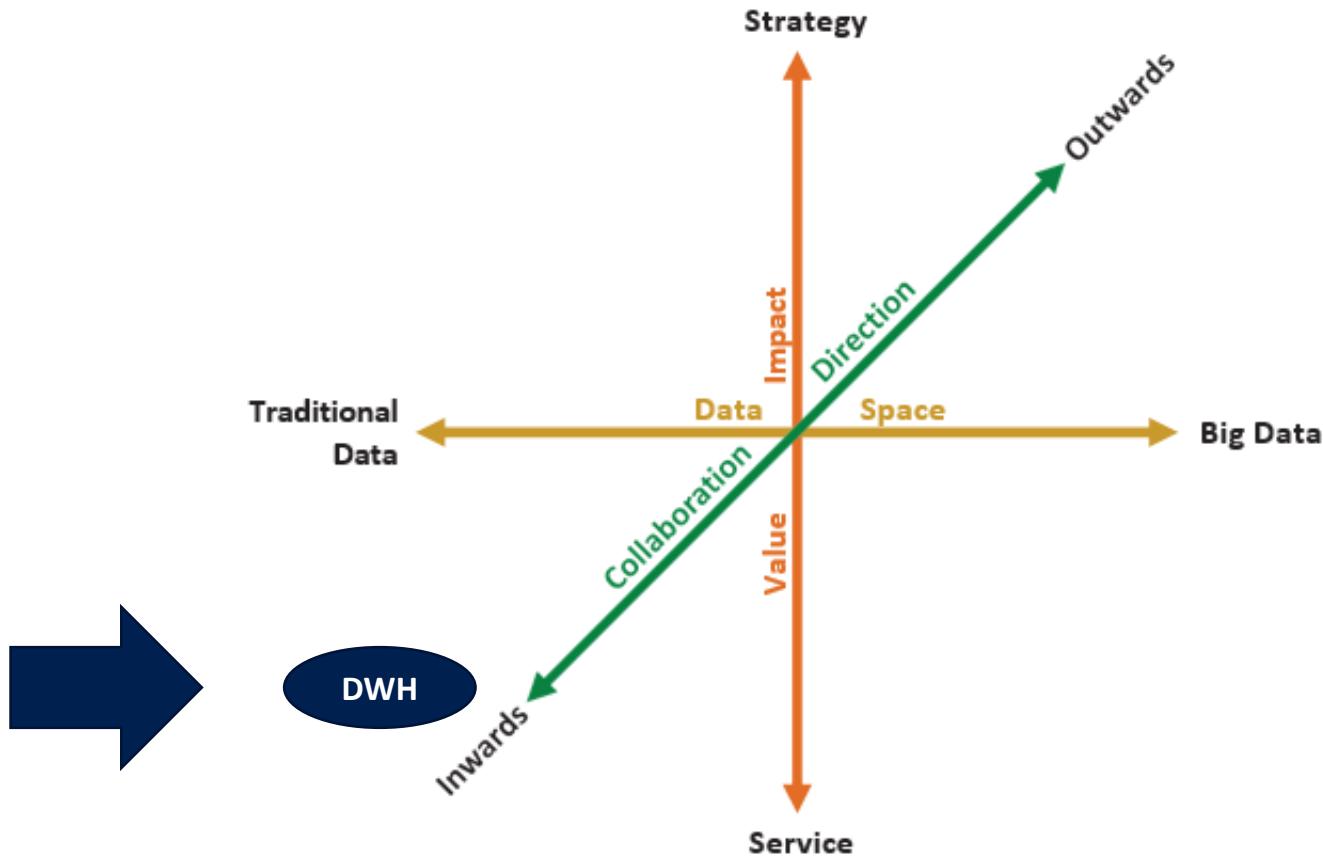




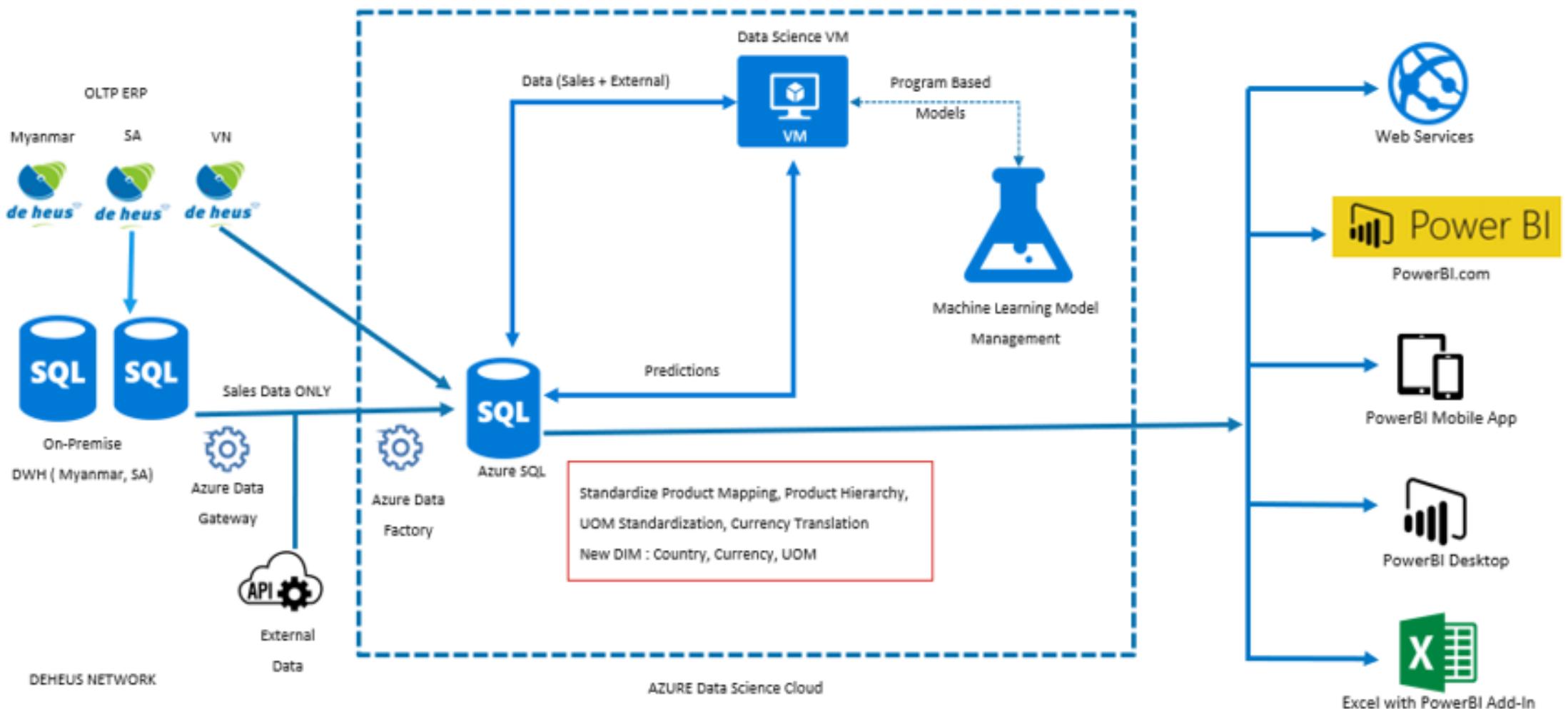
Datawarehouse



Datawarehouse



Datawarehouse



Source: Just Analytics

Datawarehouse

Search or type a command

Monthly finance reporting > General ...

Conversations Files Meeting minutes VN Dashboard MM Dashboard AR +

General

2016 2017 2018 2019 2020

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Sales Volume YTD YTD Budget YTD Sales % YTD Sales Total Budget YTD Sales

Sales Volume, LE, Buget and Forecast by Brand

Koudijs 5.49% Windmill 18% De Heus 76.51%

Sales Volume LE by Item Group

Aqua 6K (7.22%) Poultry Layer 9K (10.93%)

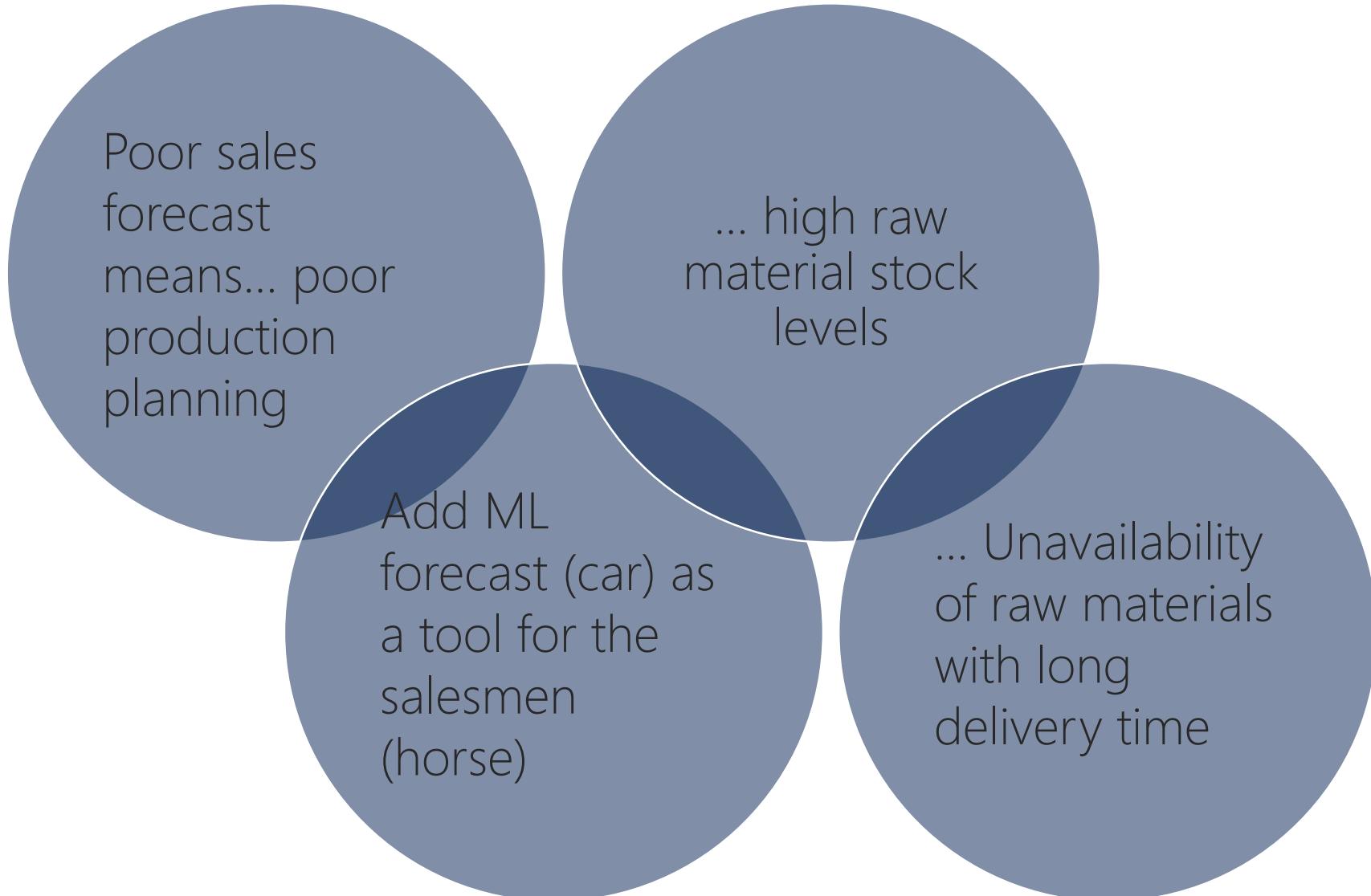
Sales Volume LE by Factory

Sales Volume LE by Customer Group

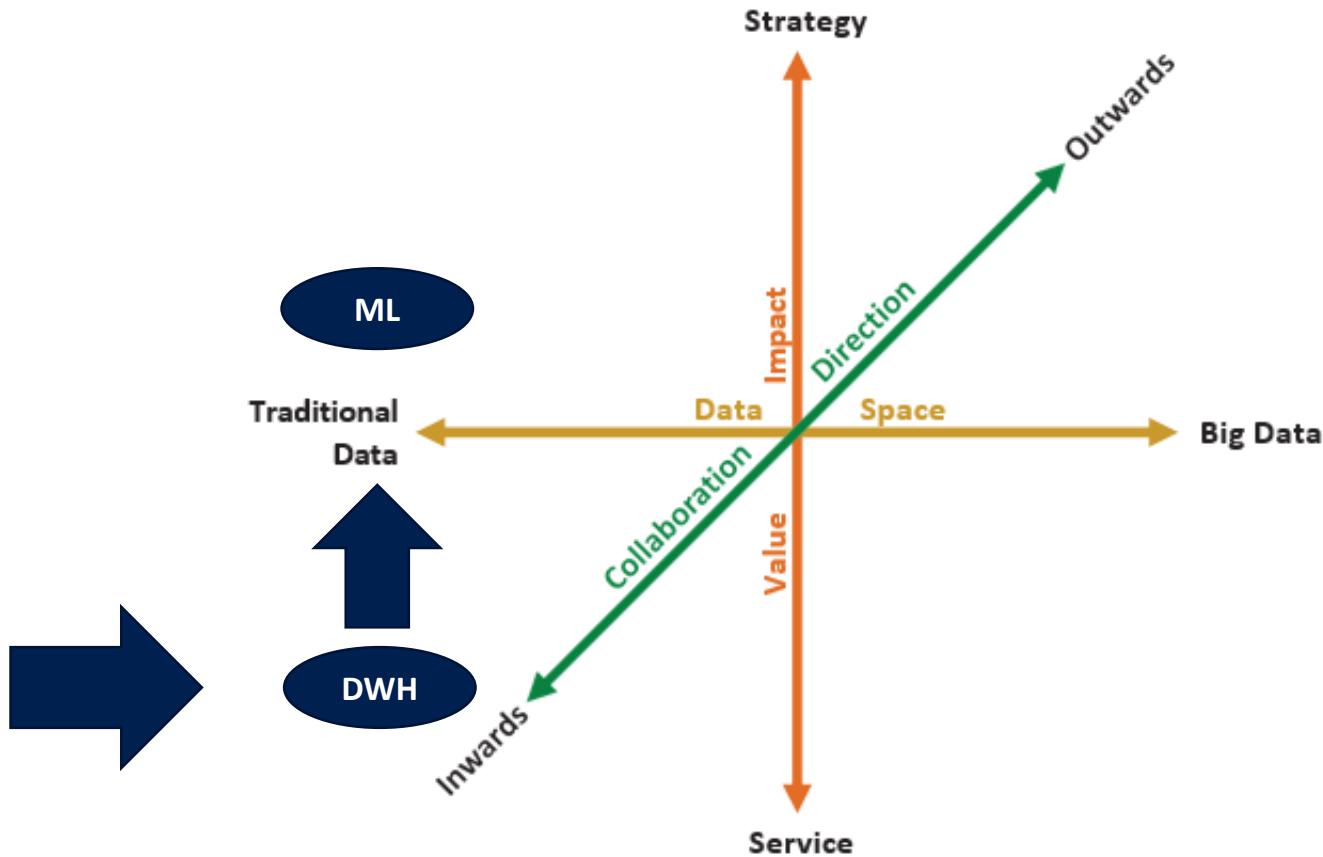
VIETNAM

25K 22.73K

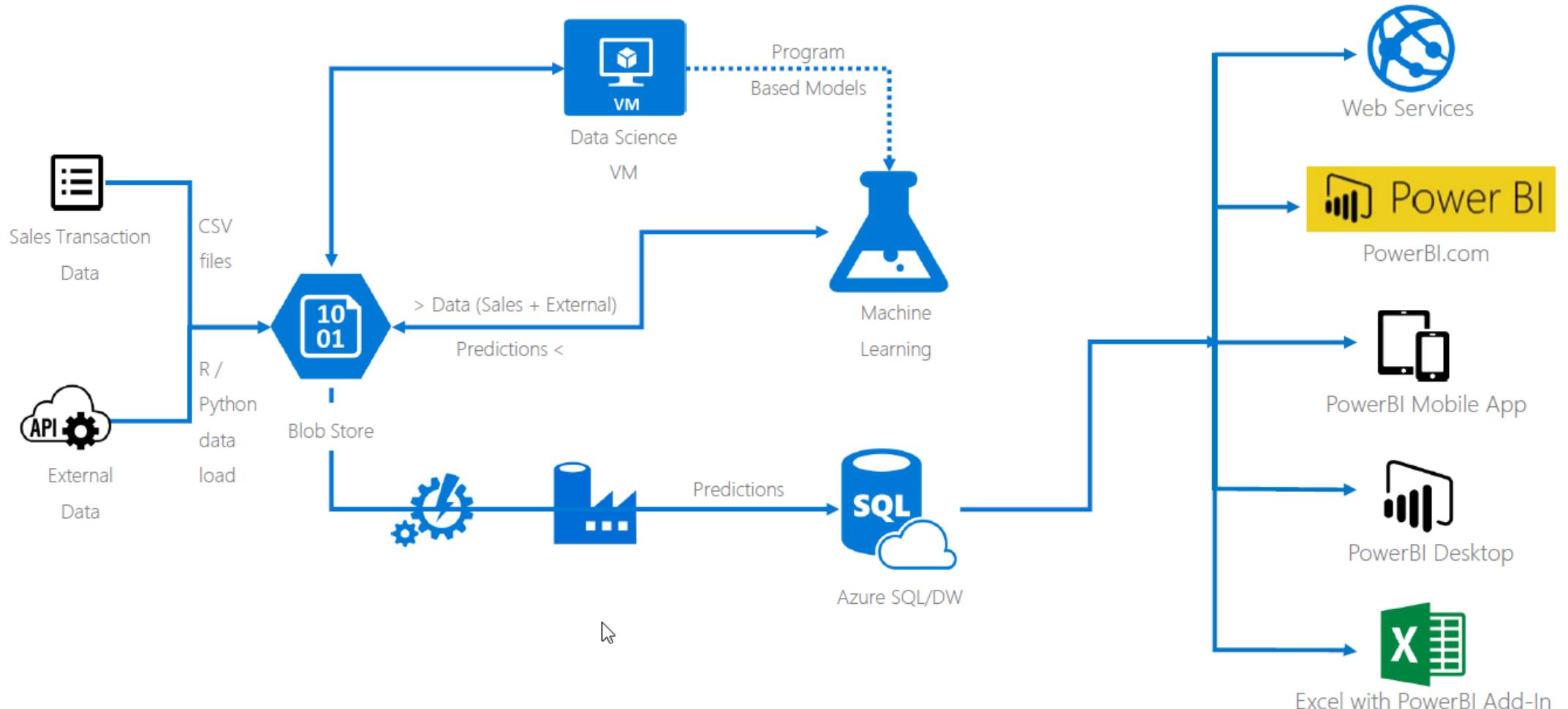
Machine learning



Machine learning



Machine learning



Source: Just Analytics

Machine learning

- May
- June
- July
- August
- September
- October
- November
- December

DISTRIBUTOR

▼

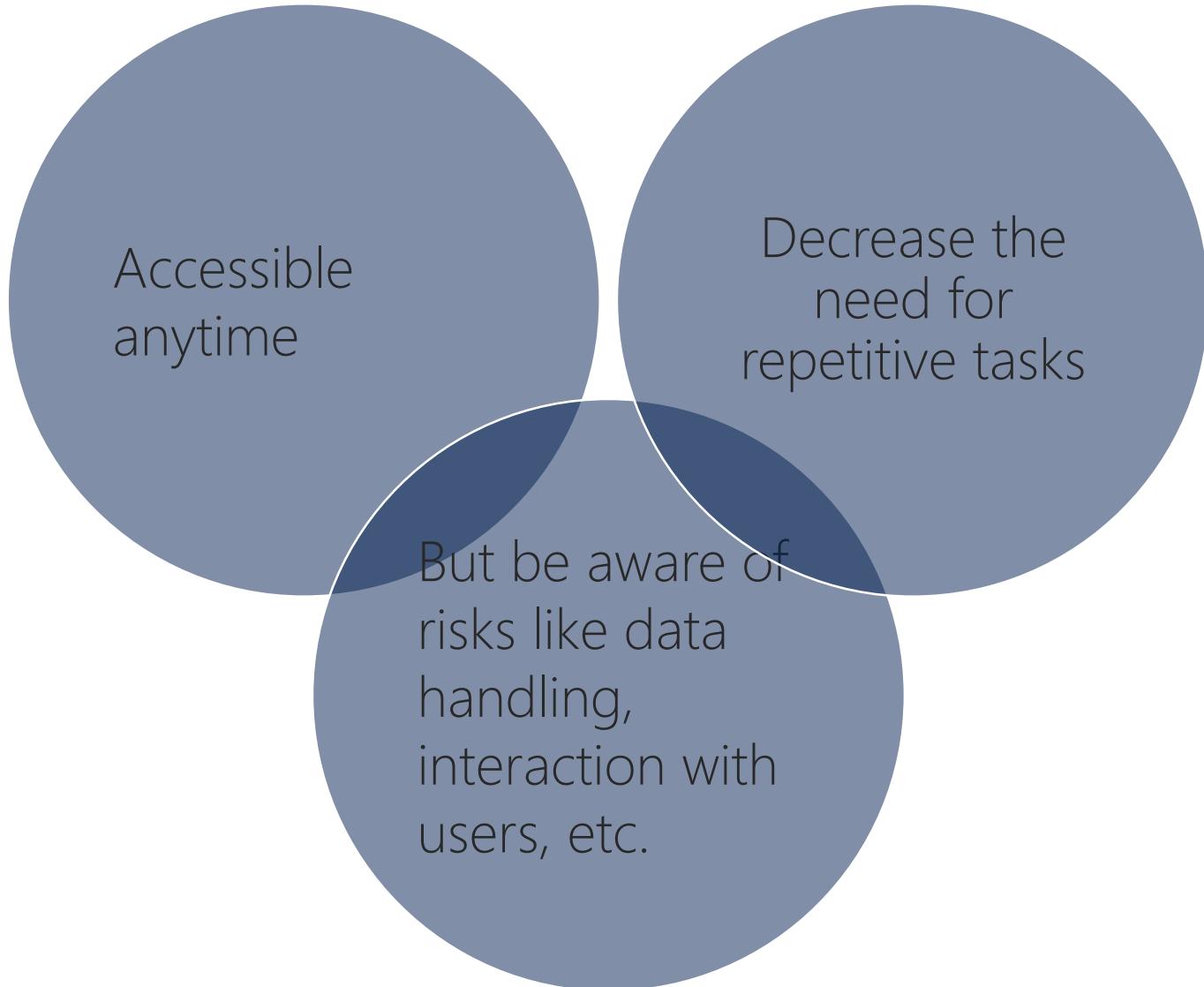
PRODUCT

▼

31255-B25
55555-B25
7790-B25
3060-B25
3125-B25
6110-B25
7777-B25
1120-B25
6840-B25
3108-B25
3133-B25
3320-B25
3116-B25
3820-B25
3816-B25
3120-B25
5950-B25
7750-B25
6930-B25
3105-B02
3010-B25
3850-B25
3030-B25
7770-B12

Distributor Name	Product Code	Actual Quantity	July		Actual Quantity
			Forecast Quantity	MAPE %	
Ben Tre depot	3010-B25	3,500	3,367	-3.80%	3,250
	3010B-B25	231,625	220,400	-4.85%	146,200
	3030-B25	19,500	18,678	-4.22%	17,000
	3060-B25	63,600	63,091	-0.80%	44,850
	3105-B02	500	482	-3.62%	360
	3116-B25	16,800	16,384	-2.48%	16,625
	3135-B25	69,725	65,698	-5.78%	55,675
	3310B-B25	79,500	78,284	-1.53%	106,250
	3315-B25	8,850	8,389	-5.21%	7,750

Chatbot



Chatbot

The screenshot shows a Microsoft Teams chat window. The top bar has a search bar containing the query '/who knows about machine learning'. The left sidebar shows activity, chat, teams, meetings, calls, and files. The main area is titled 'Who' and includes tabs for Conversation, Your org, Upcoming meetings, and About. A message box displays the result: 'The following people know about 'machine learning':' followed by a redacted list. One entry is shown: 'Roomer, Jeroen' with a profile picture, title 'Chief Financial Officer Asia', and stats '0 @mentions, 3 posts'. Below this is another redacted section and a 'Pin this query' button. At the bottom, a message from 'Who' at 4:45 PM states: 'I found 3 people who know about 'machine learning' in teams that you are a member of.'

/who knows about machine learning

Who

Conversation Your org Upcoming meetings About

The following people know about 'machine learning':

Roomer, Jeroen
Chief Financial Officer Asia
0 @mentions, 3 posts

Pin this query

Today

4:45 PM knows about machine learning

Who 4:45 PM
I found 3 people who know about 'machine learning' in teams that you are a member of.

Chatbot

The screenshot shows a Microsoft Teams chat window. The top bar has a search bar containing the query '/who knows about machine learning'. The left sidebar has a dark theme with icons for Activity, Chat, Teams, Meetings, Calls, and Files. The main area is titled 'Who' and includes tabs for Conversation (selected), Your org, Upcoming meetings, and About. A message box displays the result: 'The following people know about 'machine learning':' followed by a redacted list. One entry is visible: 'Roomer, Jeroen' with the role 'Chief Financial Officer Asia' and activity '0 @mentions, 3 posts'. Below this is another redacted section and a 'Pin this query' button. At the bottom, a message from 'Who' at 4:45 PM states: 'I found 3 people who know about 'machine learning' in teams that you are a member of.'

/who knows about machine learning

Who

Conversation Your org Upcoming meetings About

The following people know about 'machine learning':

Roomer, Jeroen
Chief Financial Officer Asia
0 @mentions, 3 posts

Pin this query

Today

4:45 PM knows about machine learning

Who 4:45 PM
I found 3 people who know about 'machine learning' in teams that you are a member of.

Chatbot

↑

Just now

Retrieving the sales volume...

The sales quantity in 04/2019 in Viet Nam is  tons

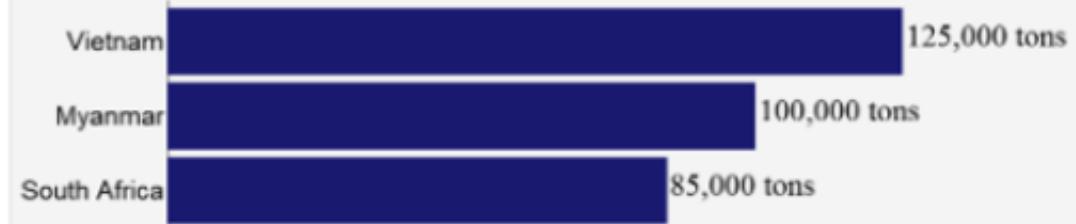
Do you want to compare Viet Nam's sales volume with the other countries?

Just now

Yes

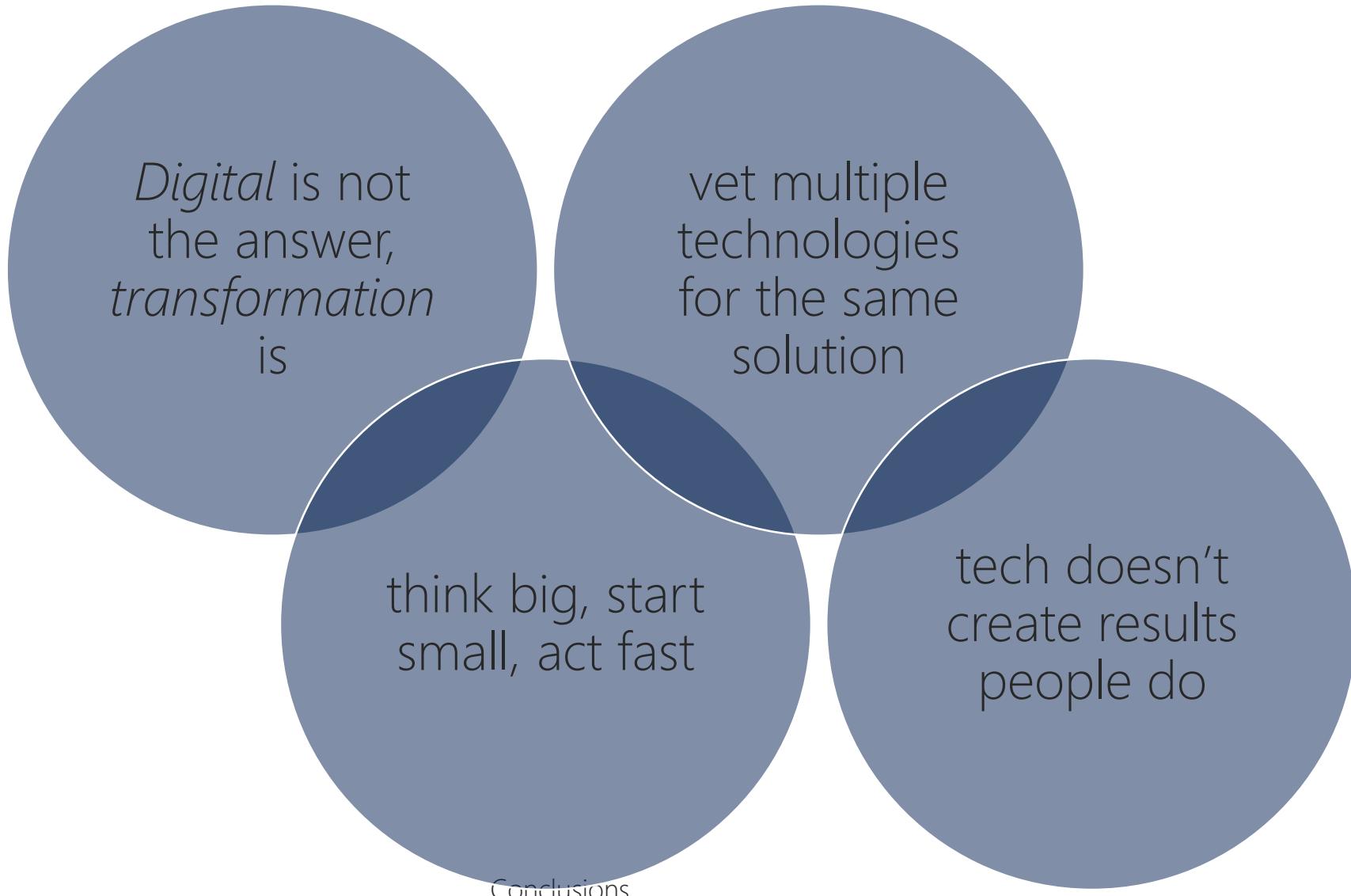
Just now

Vietnam has the highest sales volume in 04/2019



New messages

Conclusions



Transforming to Digital Workspace

Today Landscape

Modern Workplace Transformation

Demos

May 2019
Son Phan | Tech Lead | Microsoft Vietnam



The future is now



Utah Valley University's stair lanes

Modern Productivity: Today Landscape

Gartner

Current State of Cloud Office and What to Do About It

Published: 15 November 2016 ID: G00308343

Analyst(s): Jeffrey Mann

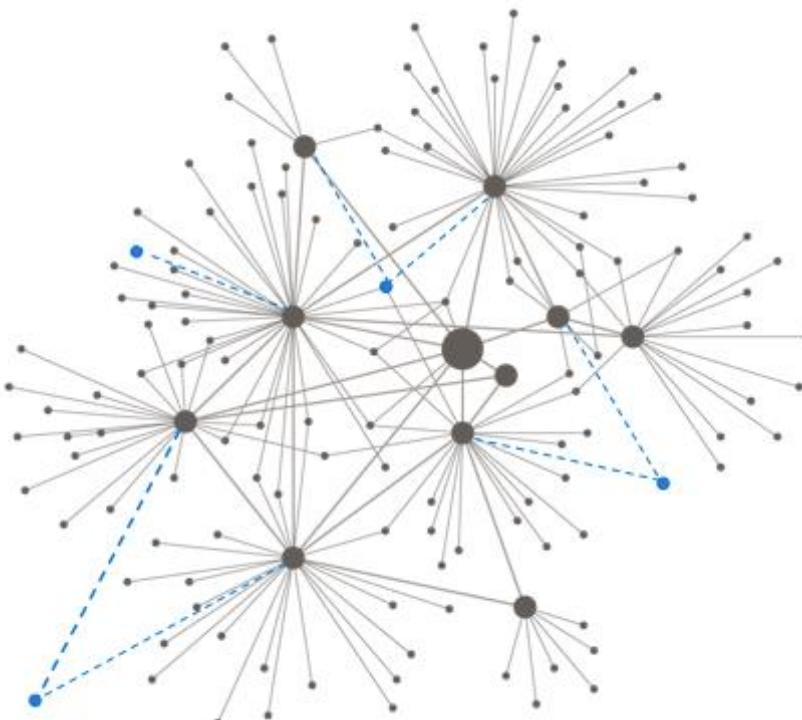
Overview

Key Findings

- By 2021, more than 70% of business users will be substantially provisioned with cloud office capabilities.
- Organizations that keep their communications and collaboration deployments on-premises will miss out on cloud-only innovations and features such as content visualization and discovery, virtual personal assistants, "smart" inboxes and unlimited storage.
- In general, cloud users will have the best and most economical experience.

Always connected, always moving
Productivity anytime, anywhere, any device

Shadow IT & modern attack
Overwhelming amounts of data





Our strategy is to build best-in-class platforms and **productivity services** for an intelligent cloud and an intelligent edge infused with **artificial intelligence**

data

Our vast graph comprised
of knowledge from
Windows, Bing, LinkedIn,
Dynamics, Office, Cortana

..

cloud

The power of **Azure** brings
software and hardware
together to build a cloud
optimized for AI

algorithms

Our breakthrough
advancements in **vision,**
speech recognition, NLP,
and machine translation



Modern Productivity: Our Solution Transformation



Traditional On-premise Software
Windows, Office, Email, File



Cloud Based / Always Up to Date
Modern, Mobile, Security & AI Built-in

-  Office 365
-  Enterprise Mobility & Security
-  Windows 10 Enterprise

Microsoft 365 - A complete, intelligent, secure solution for modern workplace



An ninh bảo mật tiêu chuẩn quốc tế | Thân thiện với di động | Đa nền tảng | Làm việc mọi lúc mọi nơi

Microsoft 365 AI highlights

	2016	2017	2018	2019
<h2>Amplify skills and foster teamwork</h2>	<ul style="list-style-type: none">CortanaDesigner in PowerPointEditor in Word and OutlookFocused inbox in OutlookLearning Tools in OneNote and WordMorph in PowerPointResearcher in WordSmart attachment in OutlookSmart lookup in PowerPointTap in WordTap in OutlookTell Me in Office AppsTranslate in Office AppsZoom in PowerPoint	<ul style="list-style-type: none">Automatic Alt Text in PowerPointAutomatic Alt Text in WordEye Control in Windows 10Presentation Translator add-in for PowerPointQuickStarter in PowerPointAutomatic video transcription and face detection in Microsoft Stream	<ul style="list-style-type: none">Background Blur in Microsoft TeamsDictate in Office AppsEditor in PowerPointForms design intelligenceIdeas in PowerPointInk to text and shapes in PowerPointInline message translation in TeamsIntelligent file recommendationsIntelligent sharing in SharePoint and OneDriveLearning Tools in EdgeMeeting recording transcription in TeamsMobile companion mode in TeamsResume Assistant in WordSmart room suggestions in OutlookSuggested replies in OutlookText in image search in SharePoint and OneDriveTo-dos and @mentions in Word	<ul style="list-style-type: none">Acronyms in WordAutomatic captions for Live EventsLive captions and subtitles in PowerPointVideo and audio transcription in SharePoint and OneDrive
<h2>Uncover hidden insights and improve decisions</h2>	<ul style="list-style-type: none">Summary cards in Outlook	<ul style="list-style-type: none">Group Insights in YammerTime to leave in OutlookWorkplace Analytics	<ul style="list-style-type: none">AI capabilities in Power BIAnalytics in SwayData Insights in SharePoint and OneDriveData Types in ExcelInsert data from picture in ExcelMicrosoft Search in Office.com and BingNudges in MyAnalytics	<ul style="list-style-type: none">File Insights in SharePoint and OneDriveIdeas in ExcelLinkedIn highlights in OutlookMeeting Insights in OutlookMicrosoft Search in Windows 10Microsoft Search in Office appsMyAnalytics insights from Teams, SharePoint and OneDrive
<h2>Proactively secure your data & devices</h2>	<ul style="list-style-type: none">Cloud App SecuritySecure ScoreWindows HelloConditional Access	<ul style="list-style-type: none">Safe-links in OutlookThreat Intelligence	<ul style="list-style-type: none">Conditional Access for OWA	



Demos



The trusted path to enterprise-ready innovation in the cloud

SAP on Microsoft Azure

Pham Anh Vu
Partner Technology Strategist
Microsoft Vietnam

Elements of Digital Transformation



Employees



Customers



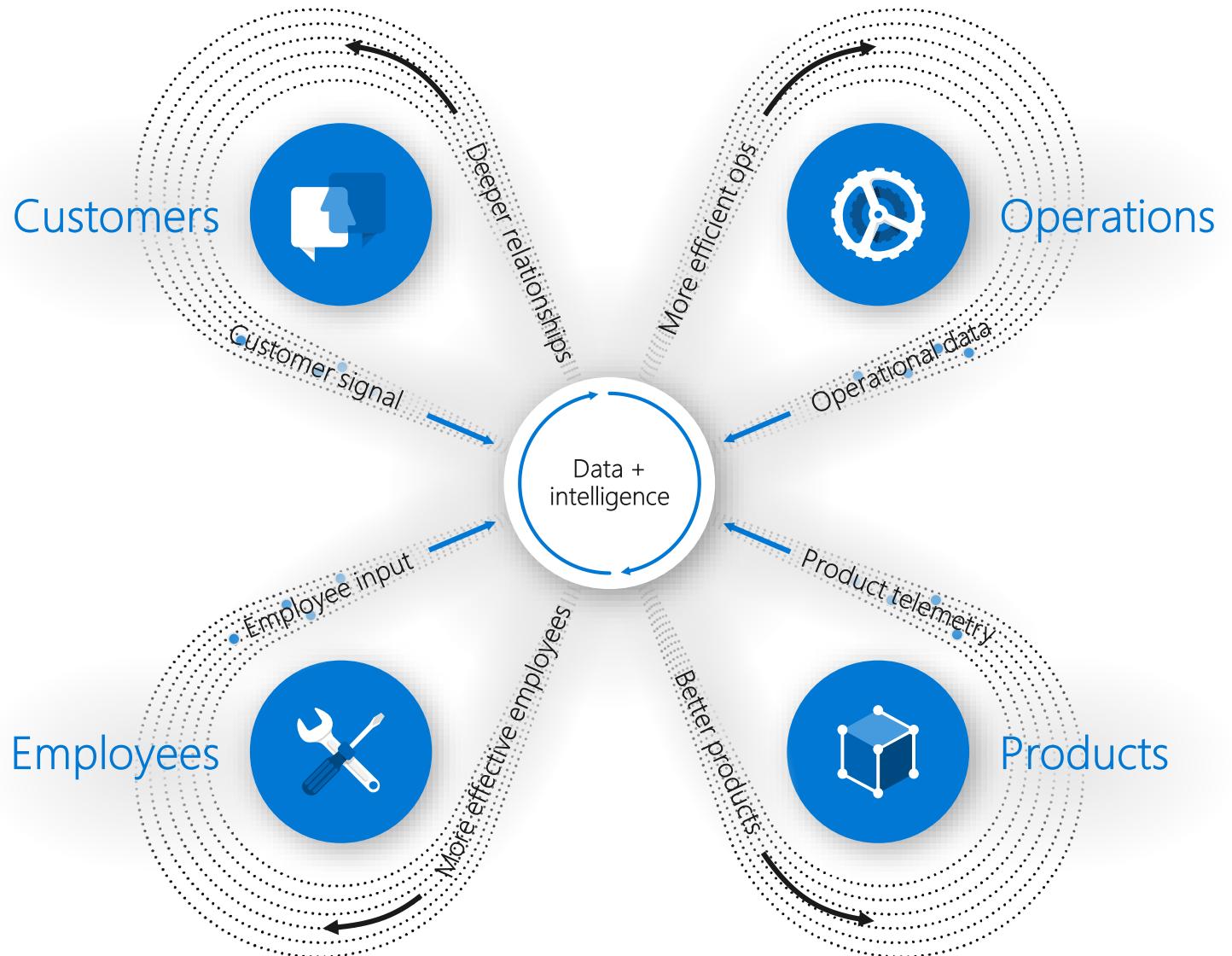
Products



Operations

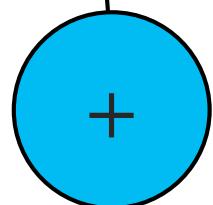
The digital feedback loop

- 1 Data: Capture digital signal across business
- 2 Insight: Connect and synthesize data
- 3 Action: Improve business outcomes



The
challenge

Journey to
SAP S/4HANA



Cloud

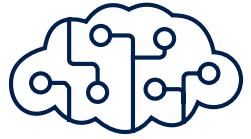
Why Azure for SAP applications



Infrastructure for all
SAP workload needs



Comprehensive
partnership with SAP
and ecosystem



Insights and
innovation platform

SAP HANA infrastructure on Azure



On-demand infrastructure

E-series VMs for dev/test & PoC

M-series VMs for most implementations

Up to 0.5 TB RAM

Globally available

192 GB to 6.0 TB RAM

SAP HANA certified for production

12 TB VMs in Q3 2019

Purpose-built infrastructure

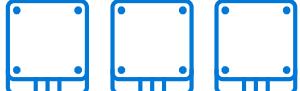
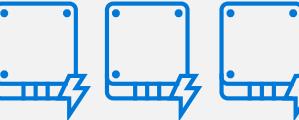
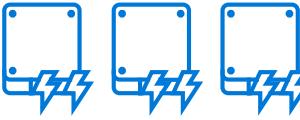


SAP HANA Large Instances for extreme scale & performance

0.7 TB to 24 TB RAM

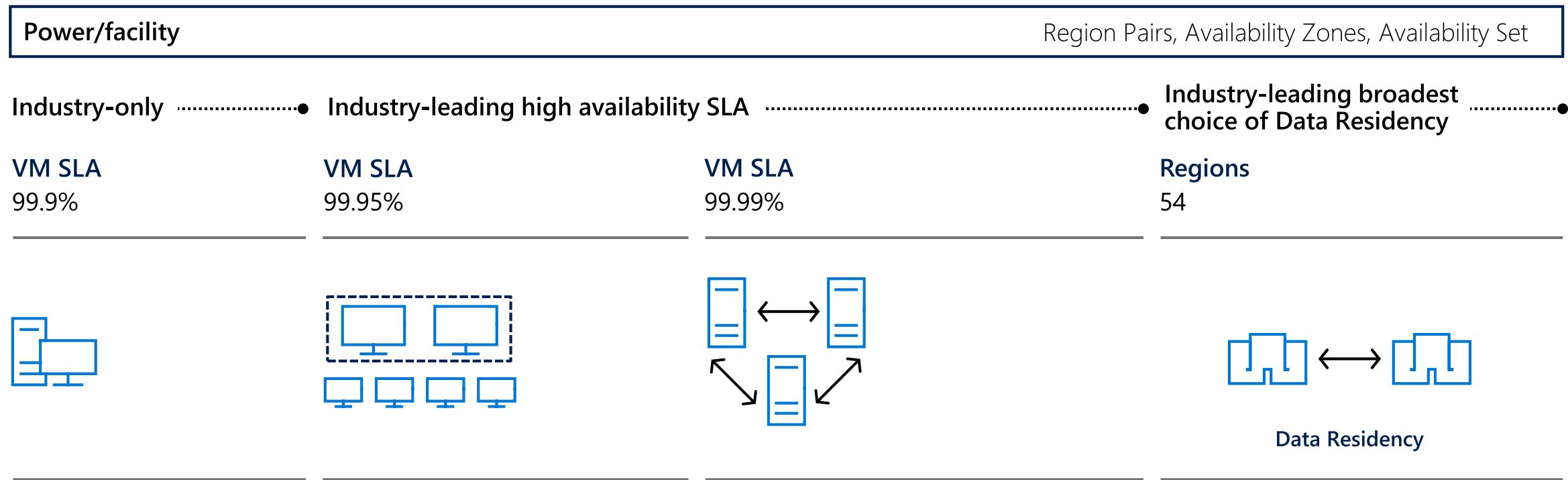
SAP HANA certified for production

Disk storage for SAP HANA

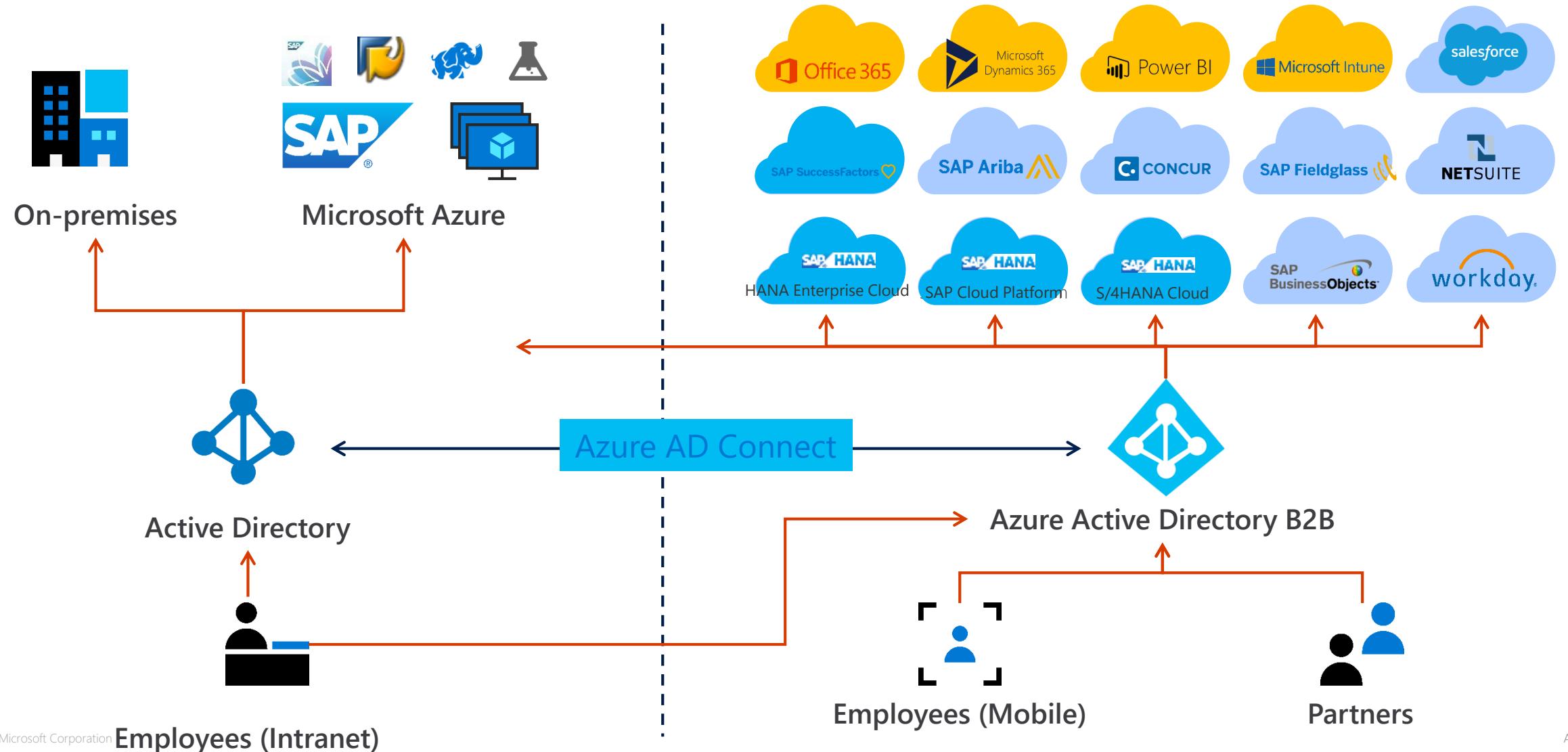
		Certified for SAP HANA	Public Preview
Standard HDD			
Standard SSD			
Premium SSD			
Ultra SSD			
Size	32 GiB–32 TiB	128 GiB–32 TiB	32 GiB–32 TiB
IOPS	500–2,000	500–2,000	120–20,000
Bandwidth	60–500 Mbps	60–500 Mbps	25 Mbps–750 Mbps
			1 Mbps–2,000 Mbps

Azure VM | Availability and recoverability

Industry-leading high availability SLA



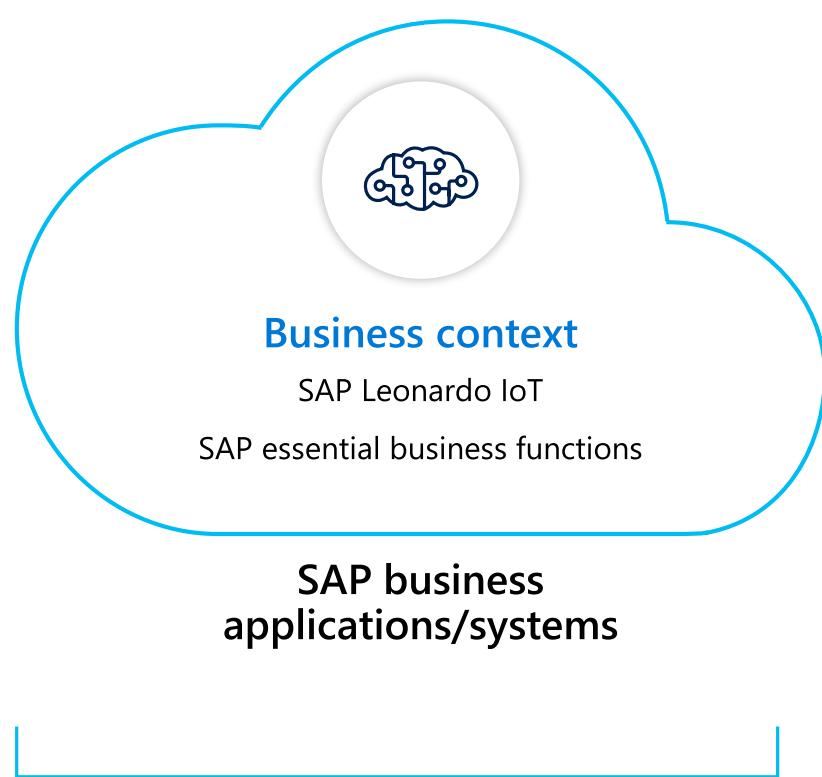
Securing SAP applications with Azure AD SSO



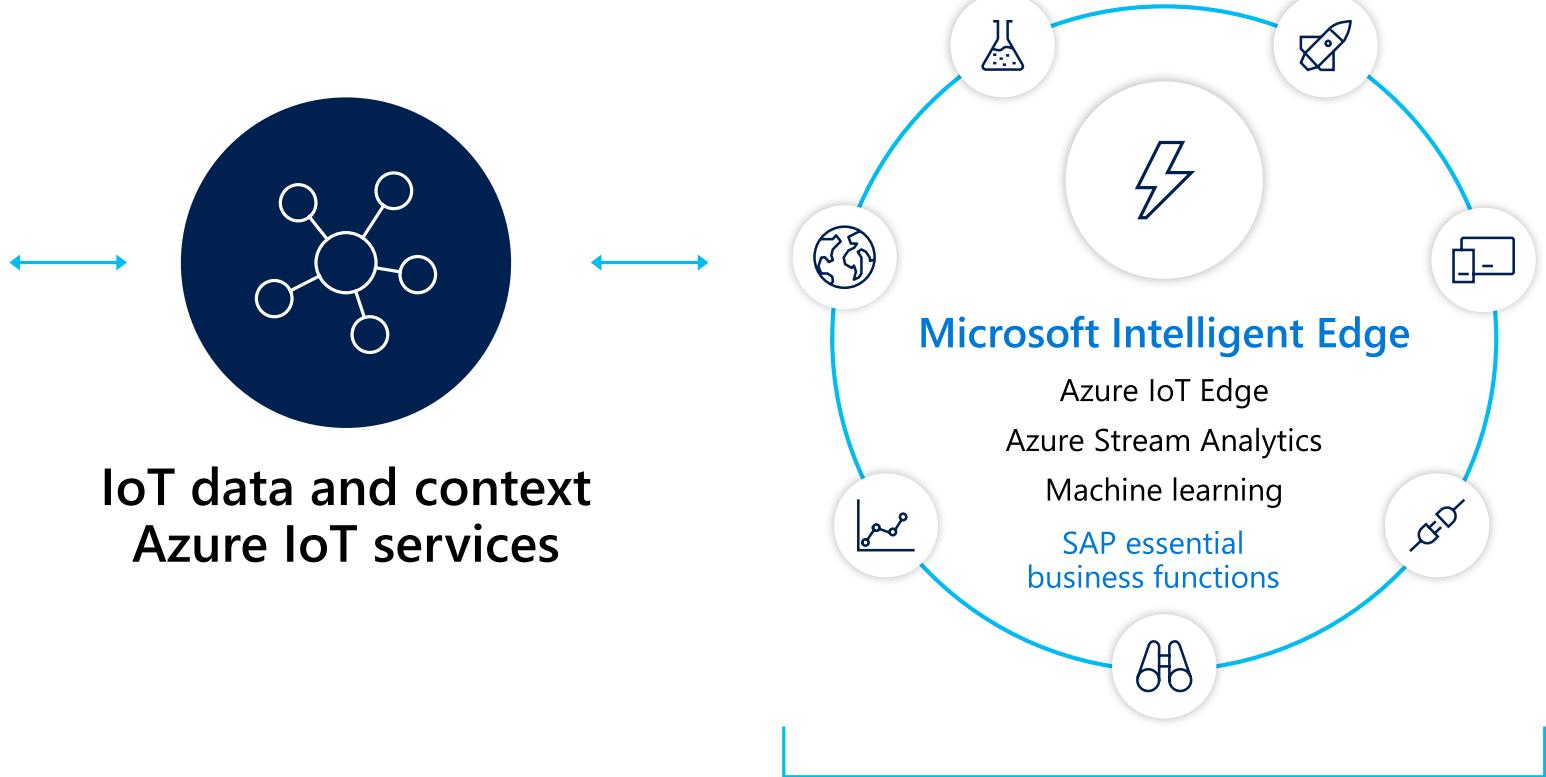
Open Data Initiative



SAP/Microsoft expanded partnership to IoT



Speed to value
Integrated solutions across SAP business services and Microsoft IoT Services



Speed to innovation
Rapid co-innovation around unique solutions that span the enterprise.

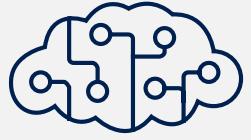
Why Azure for SAP applications



Infrastructure for all
SAP workload needs



Comprehensive
partnership with SAP
and ecosystem



Insights and
innovation platform

The evolution of SAP on Azure

Run mission critical

Core

Availability
Performance
Security
Compliance



Unlock value from data



Power BI
Azure Data Lake
Cognitive services
Azure Data Factory
Azure LogicApps

Extend the reach

SAP Cloud Platform
SAP Data Custodian
SAP C/4HANA Cloud
SAP success factors
SAP Leonardo
Azure Active Directory
Microsoft 365
LinkedIn
IoT
HoloLens

External impact



Internal transformation

26 DISTINCT HANA OFFERINGS FROM 192GB TO 24TB, SCALE UPTO 20TB, SCALE OUT TO 60TB, 24 GLOBAL REGIONS + 8 REGIONS

Demos

Provisioning SAP Hana in minutes

SAP on Azure customers



Walgreens Boots Alliance

Retail, food,
and CPG



Auto, chemicals,
and manufacturing



Mining, oil, and gas



Energy, pharma,
services, and
multi-sector



Microsoft Azure

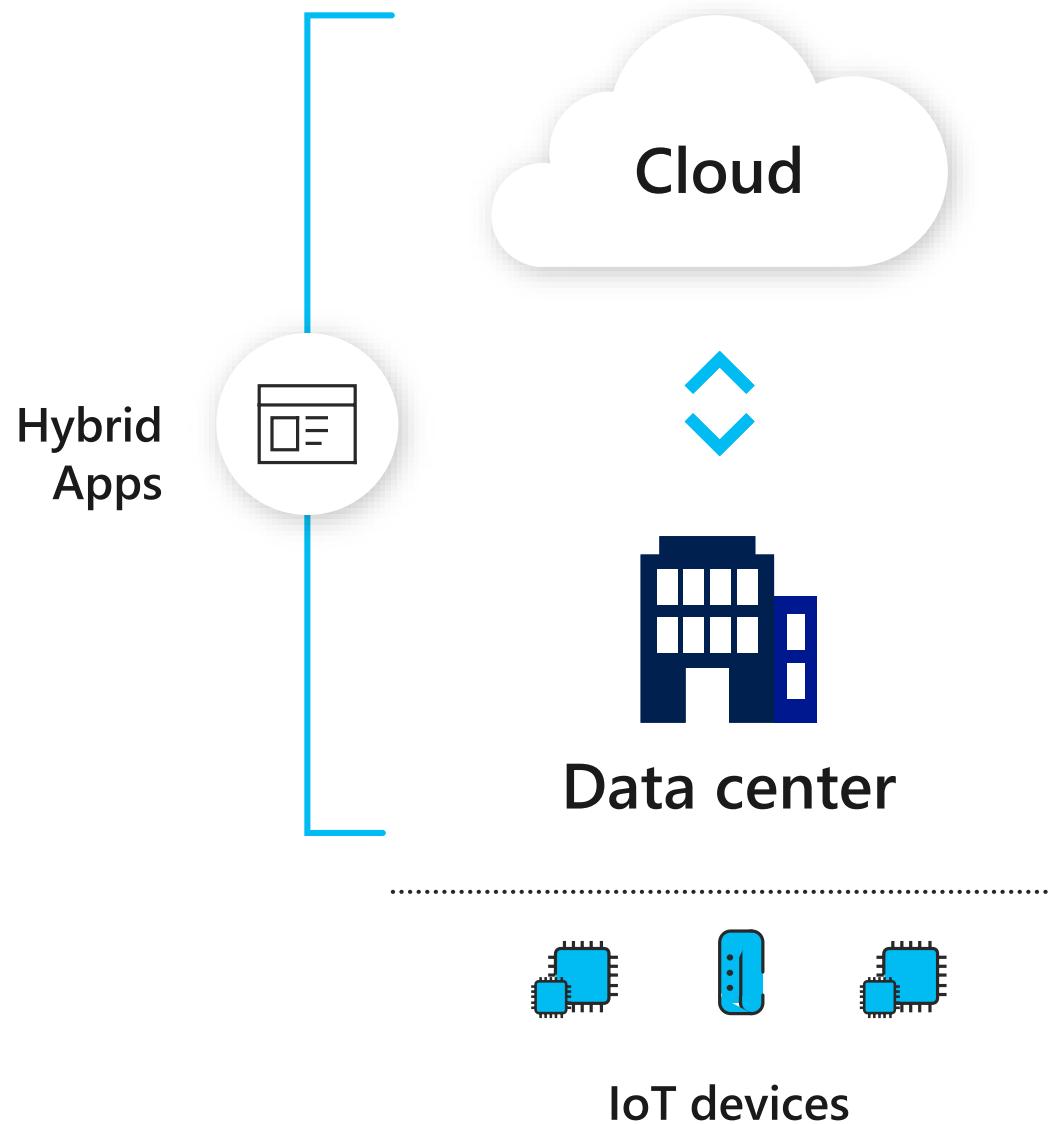
An intelligent, consistent,
and comprehensive platform
from cloud to edge



Outline

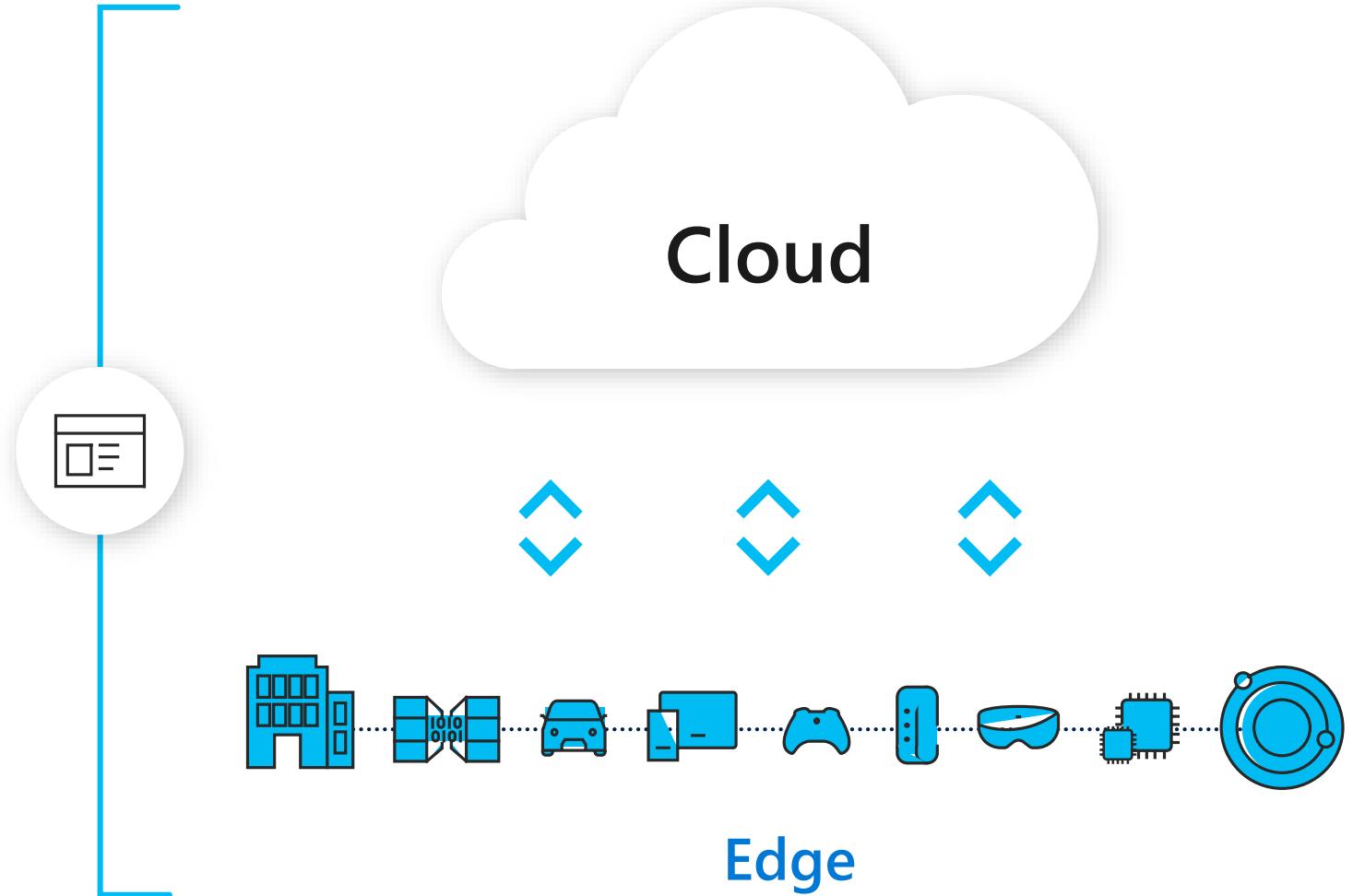
- Intelligent cloud and intelligent edge
- Microsoft Cognitive Services
- Demos
- AI in Enterprise Digital Transformation
- Demos

Today

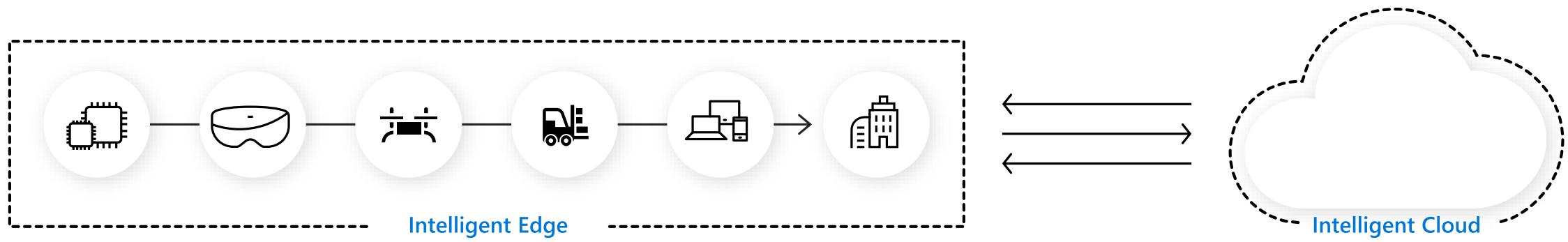


Tomorrow

Cloud / Edge
Apps



Intelligent cloud and intelligent edge



Intelligent Edge

A set of connected systems and devices

Gather and analyze information
close to the physical world

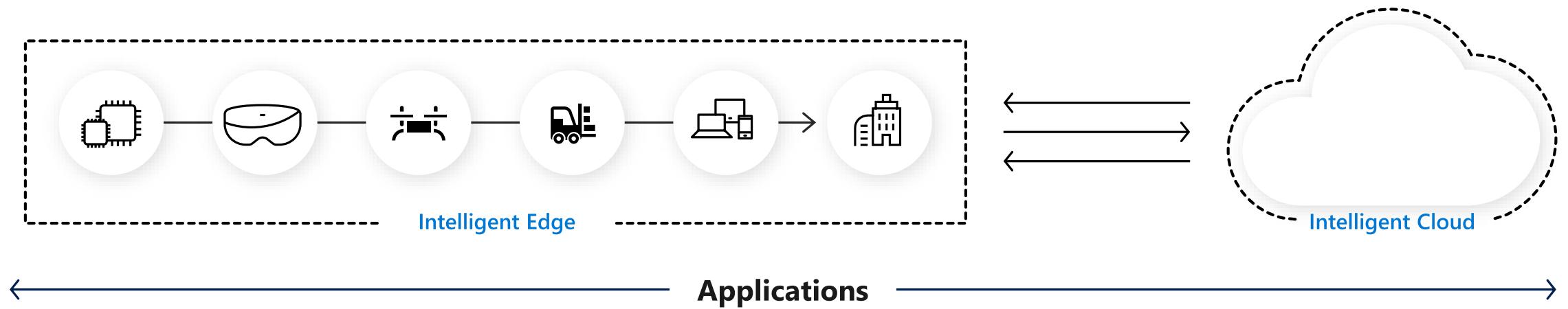
Deliver real-time insights and immersive experiences that
are highly responsive and contextually aware

Intelligent Cloud

Ubiquitous computing enabled
by public cloud and AI

Powers every type of
intelligent application and system

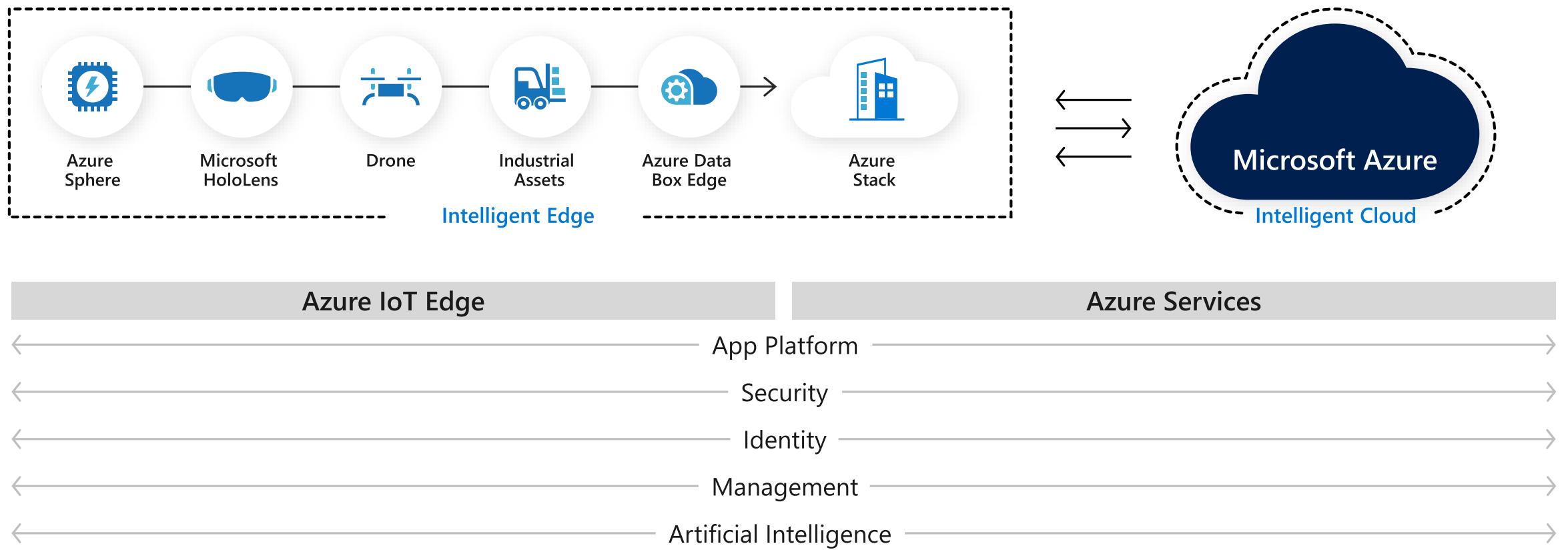
Intelligent cloud and intelligent edge



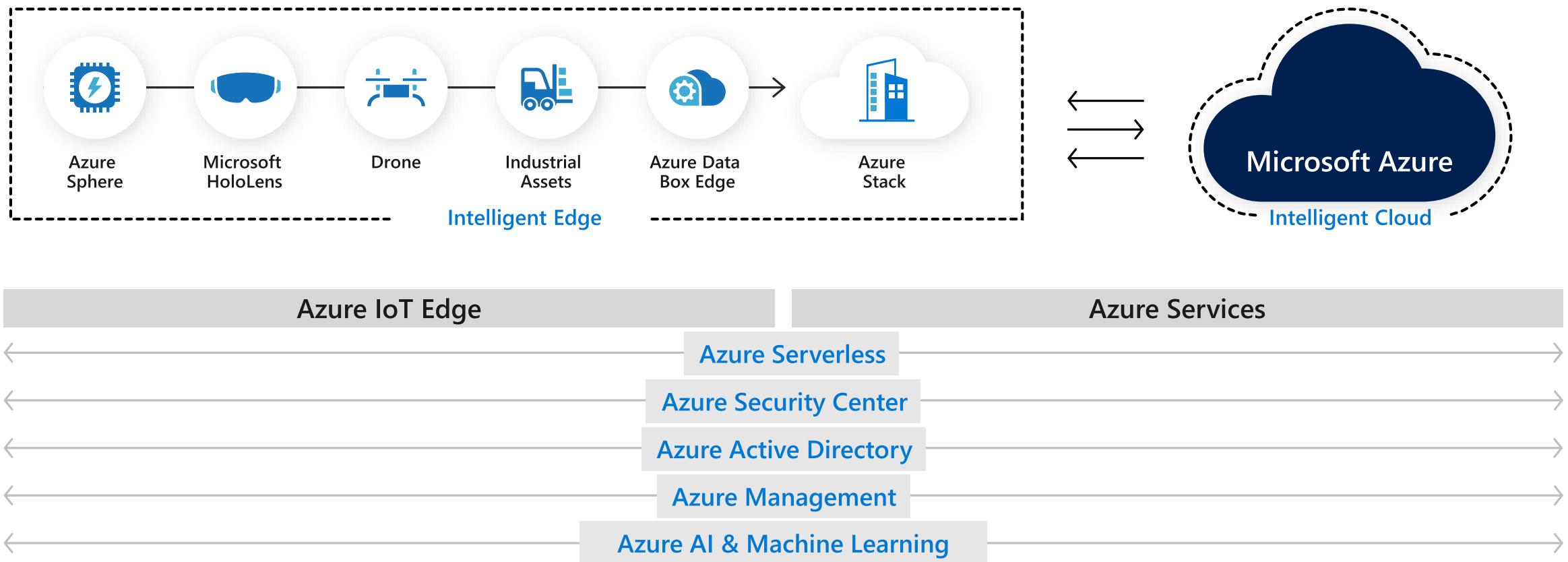
New model of distributed, connected intelligent applications

Consistent app dev and management across cloud and edge

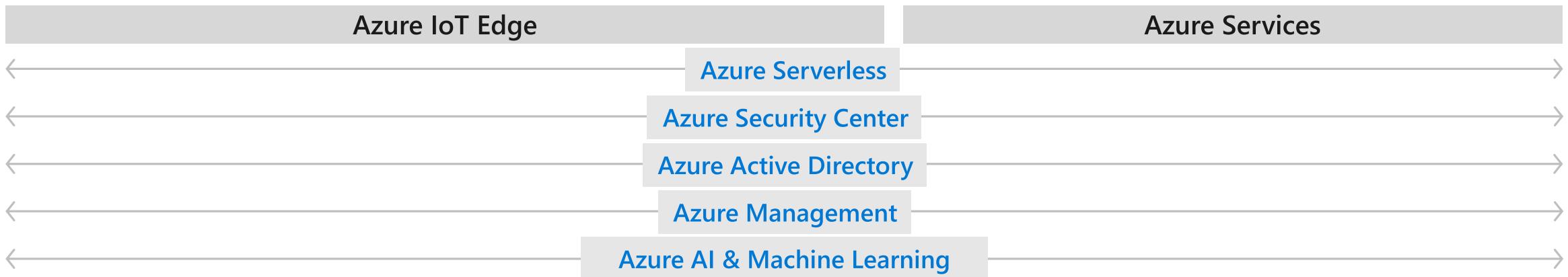
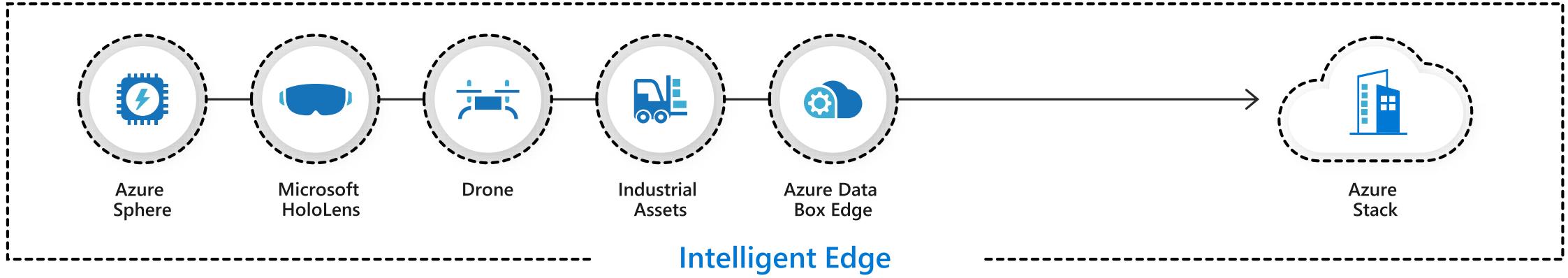
Microsoft Azure approach



Microsoft Azure approach



Run the Edge locally and disconnected with Azure Stack



Cloud & Edge App Patterns

Real Time

Contextual

Secure

Immersive



AI at the Edge

Image and Object recognition
Predictive Analytics



High Performance Edge Computing

Media Streaming, AR/VR
Risk Analysis & Simulations



IoT Applications

Device provisioning, tracking and management
Inferencing and scoring at the edge



Limited/Restricted Networks

Tactical Edge solution
Data Sovereignty and compliance

Microsoft Cognitive Services

Give your apps a human side



Vision

From faces to feelings, allow your apps to understand images and video



Speech

Hear and speak to your users by filtering noise, identifying speakers, and understanding intent



Language

Process text and learn how to recognize what users want



Knowledge

Map complex information and data in order to solve specific tasks



Search

Access billions of web pages, images, videos, and news with the power of Bing



Labs

An early look at emerging Cognitive Services technologies: discover, try, and give feedback on new technologies before general availability

Cognitive Services capabilities

Infuse your apps, websites, and bots with human-like intelligence



Vision

- Object, scene, and activity detection
- Face recognition and identification
- Celebrity and landmark recognition
- Emotion recognition
- Text and handwriting recognition (OCR)
- Video metadata, audio, and keyframe extraction and analysis
- Explicit or offensive content moderation
- Custom image recognition



Speech

- Speech transcription (Speech-to-text)
- Speech Synthesis (Text-to-speech)
- Real-time speech translation
- Speaker identification and verification
- Custom Speech models for transcription and translation
- Custom voice



Language

- Language detection
- Text sentiment analysis
- Key phrase extraction
- Entity recognition
- Spell checking
- Explicit or offensive text content moderation, PII detection
- Text translation
- Customizable text translation
- Contextual language understanding



Knowledge

- Q&A extraction from unstructured text
- Knowledge base creation from collections of Q&As
- Semantic matching for knowledge bases
- Customizable content personalization learning



Search

- Ad-free web, news, image, and video search results
- Trends for video, news
- Image identification, classification and knowledge extraction
- Identification of similar images and products
- Named entity recognition and classification
- Knowledge acquisition for named entities
- Search query autosuggest
- Ad-free custom search engine creation

A variety of real-world applications

Vision	Speech	Language	Knowledge	Search								
 <p>What is in the image or video?</p> <p>Intelligent Image insights</p>  <table border="1"> <tr> <td>Category</td> <td>People; 5 faces</td> </tr> <tr> <td>Adult/Racy?</td> <td>False/False</td> </tr> <tr> <td>Dominant colors</td> <td></td> </tr> <tr> <td>Accent color</td> <td></td> </tr> </table> <p>Computer Vision</p>	Category	People; 5 faces	Adult/Racy?	False/False	Dominant colors		Accent color		 <p>Give me directions to the nearest local branch</p> <p>Speech to text</p>   <p>Convert spoken audio to text</p> <p>Convert text to spoken audio</p> <p>Extract intent of user</p> <p>Speech Service</p>	 <p>Play today's customer call recording</p> <p>Natural Language Processing</p> <div style="border: 1px solid #ccc; padding: 10px;"> <p>Intent: PlayCall Content: Customer# DateTime.date: today</p> </div> <p>Language Understanding</p>	 <p>QnA Pair of this site?</p> <p>Automatic extraction of questions and answers</p> <div style="border: 1px solid #ccc; padding: 10px;"> <p>What are your hours today?</p> <p>Today we are open from 7:00 AM to 10:00 PM.</p> <p>Do you have vegetarian options?</p> <p>Yes, we have vegetarian options available.</p> </div> <p>QnA Maker</p>	 <p>Search for 'fraud prevention'</p> <p>Intelligent web search</p> <div style="border: 1px solid #ccc; padding: 10px;"> <p>Information Communications Media Market News It also investigates the top three expected Fraud Detection and Prevention programs, in terms of demand in key markets...</p> <p>The Big Question: In-House or Outsourced Fraud Protection? First, let's point out that there is not one absolute answer—there are "pros" and "cons" to each. Those who favor in-house...</p> <p>How to Protect Your Business from Online Fraud this Holiday Season Michael heads fraud prevention tool. Online and mobile shopping are expected to continue growing apace...</p> </div> <p>Bing News Search</p>
Category	People; 5 faces											
Adult/Racy?	False/False											
Dominant colors												
Accent color												

Demo

Intelligent Edge

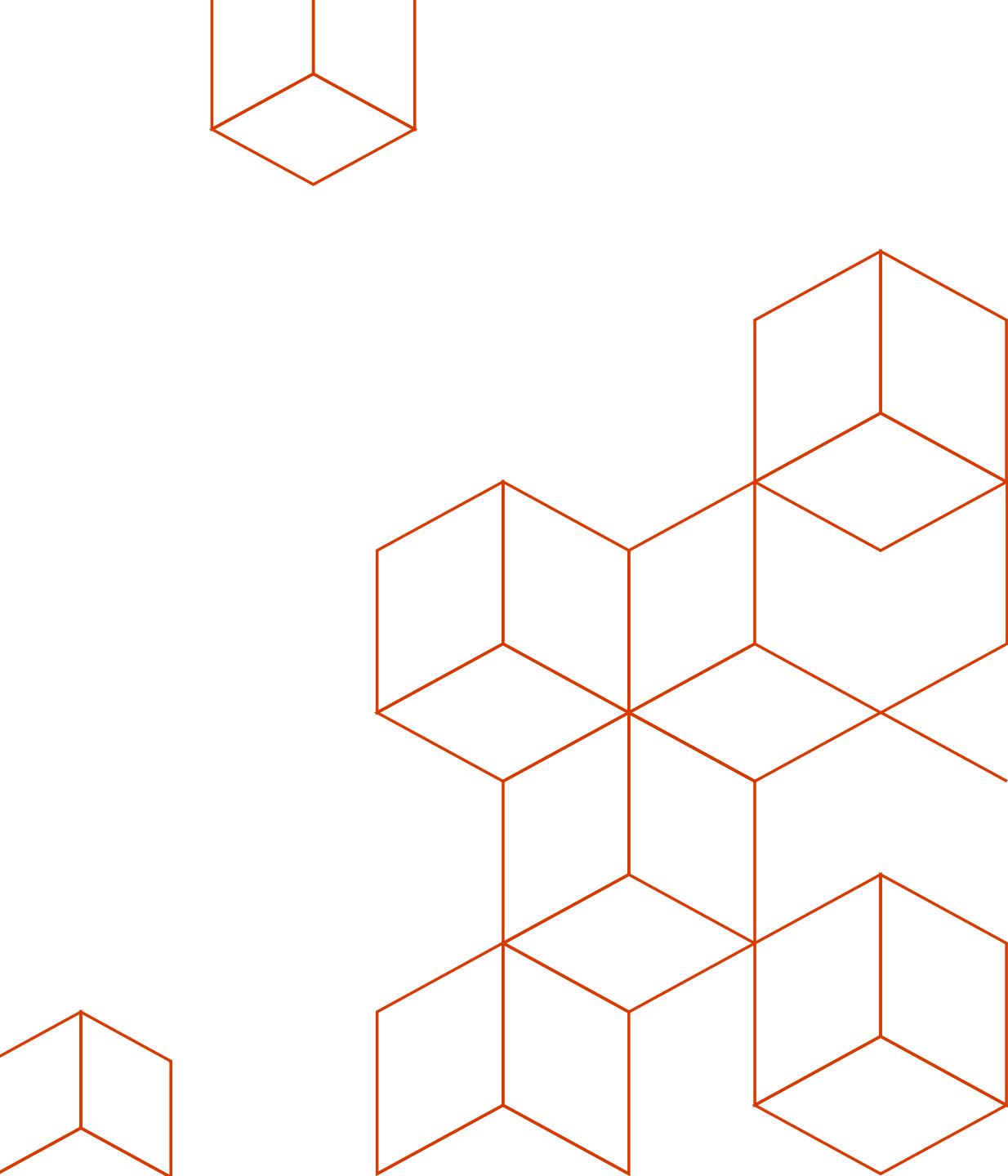
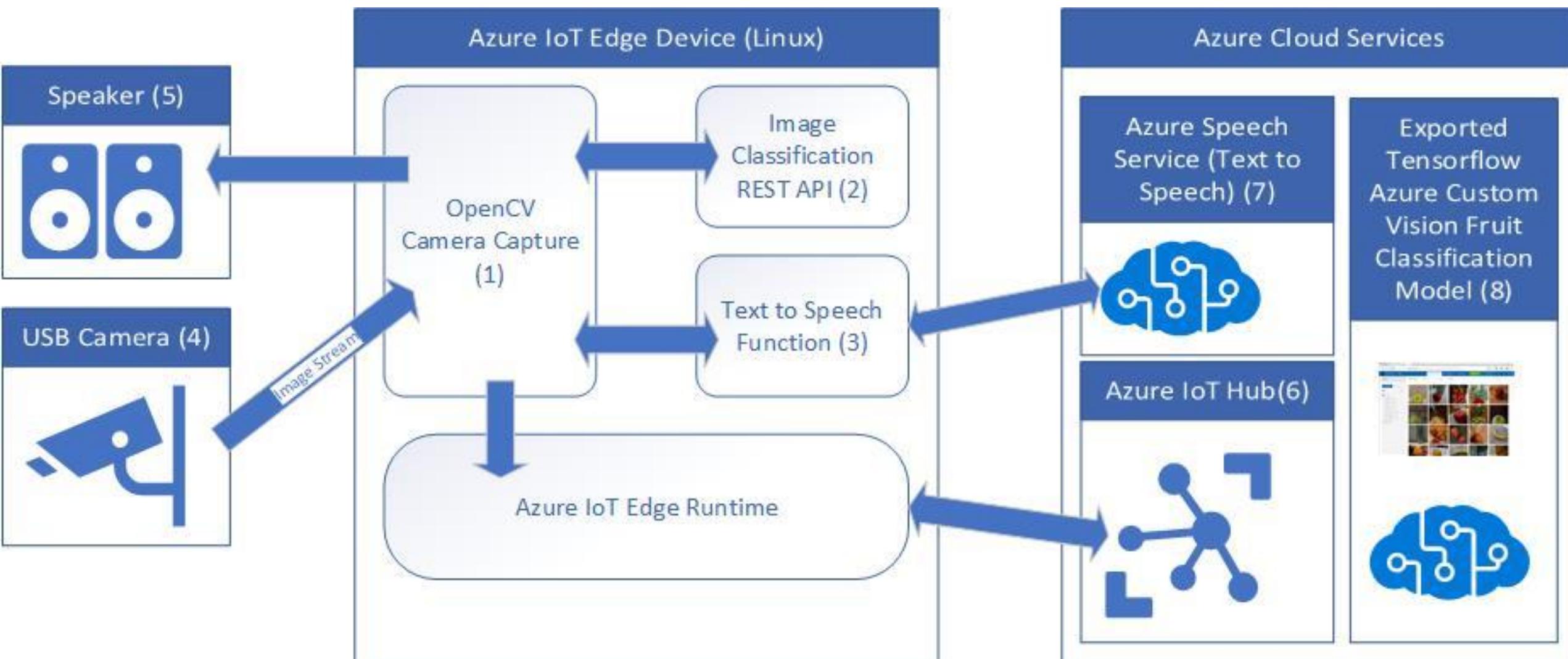
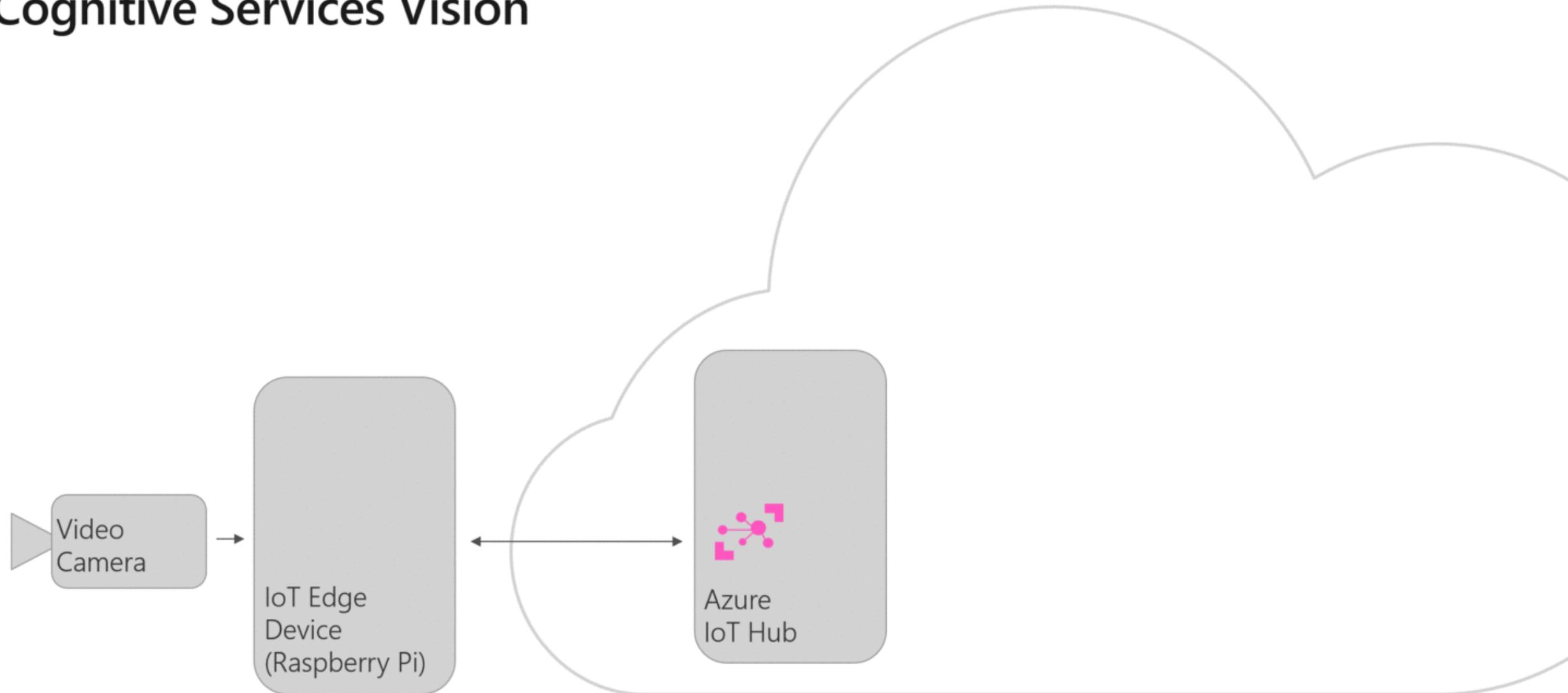


Image Classification with Azure IoT Edge



Azure IoT Edge Deployment

Cognitive Services Vision





Seeing AI

Microsoft Seeing AI

Great features for vision impaired people



Short Text

Read text as soon as displayed to the camera



Documents

Help user to capture a printed document and recognize text and read it.



Product

Provide sounds to help capture a QR code and identify the corresponding product



Person

Recognize friends and describe people including emotions



Scene

Describe scene around you



Currency

Identify bank notes



Light

Transform light to sounds



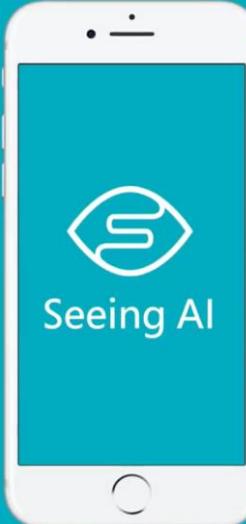
Color

Description de la couleur perçue



Handwriting

Handwriting reading



<https://www.microsoft.com/en-us/seeing-ai/>



AI in Enterprise Digital Transformation

The AI transformation



Digital Agents

Transform your engagement with customers and employees



Intelligent Apps

Leverage AI to create the future business applications



Business processes

Transform critical business processes with AI

Enterprise scenarios for AI



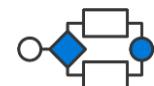
Conversational Agents

Transform your engagements with customers and employees



Intelligent Apps

Leverage AI to create the future of business applications



Business Processes

Transform critical business processes with AI



Of customer interactions powered by AI bots by 2025



Applications to include AI by the end of this year



Of enterprises using AI by 2020

Success with AI

Strategy & Business Case



Data Maturity

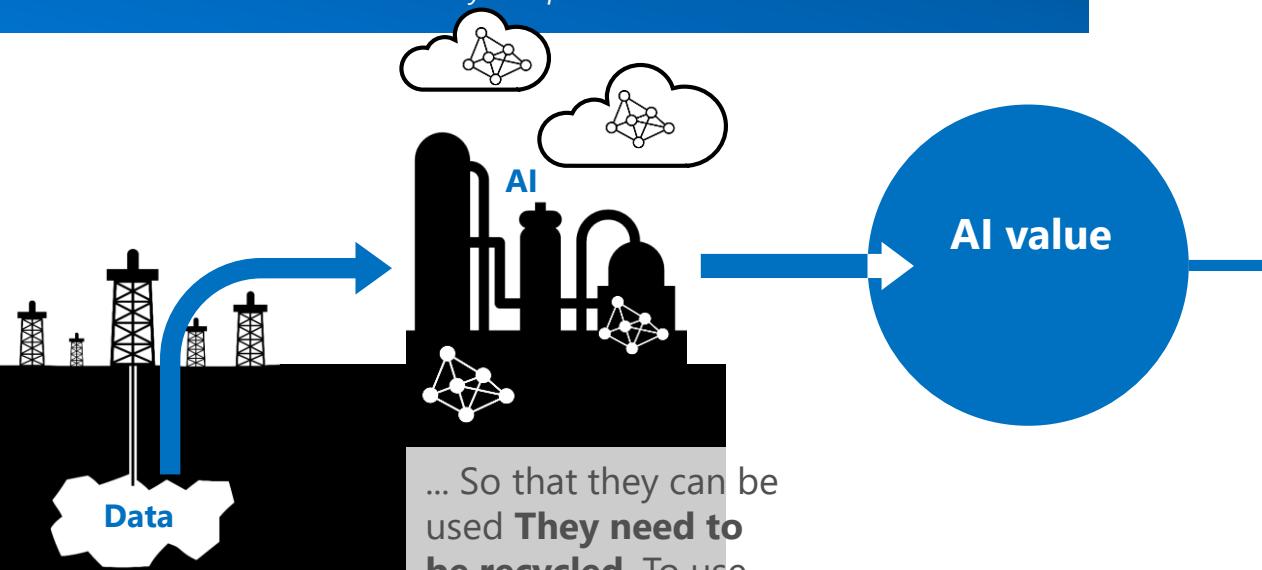
101010
010101
101010



Importance of AI to an enterprise

86% of CEOs consider digital technologies and AI to be the priority of Nº 1 for their companies

Source PwC General Directors Survey Companies



Data ("New Oil") – A key asset that Used less than 1%...

AI value drivers for Banking

New types of income

To 2021 Year **30** New revenues will be obtained through the use of AI-based products and services (source: Gartner)

Example: increasing sale and new services beyond existing products

Improved Customer Experience

To 2025 year, **95%** Customer interactions will be carried out using AI tools (source: Servion)

Example: Analyzing Communications/Sentiments in records Call-Centers

Lower operating costs

Using AI for routine operations brings significant savings in operating cost

Example: using a virtual agent can save up to **60** On costs Call Center

Increased productivity

In the opinion of more than **50** Employers by 2020, managers and managers in the field of finance, marketing and sales will need knowledge in the field of data analysis and AI (source: Business-Higher Education Forum)

Increase asset efficiency

The AI potential can also be realized from the use of AI to manage assets, improve forecasting and detect defects and improve net savings

Risk reduction

AI is a tool to achieve the strategic goals to take decisions on risk assessment **of Clients** in real time



DIGITAL TRANSFORMATION & AI



Engage customers



Empower employees



Optimize operations



Transform products

What does an AI company do?

1

Best Customer & ecosystem Value

2

Industry Leadership

3

Best Place to work

Your strategic priorities

AI Infused Experiences

- Personalized & Intelligent
- Conversational & Natural

AI Infused Processes

- Core Business
- Operational Efficiencies

AI Infused Products & Services

- Innovative & Cross-Channel
- Customized & Transformative

AI Strategy & Business Case(s)



Culture and Governance



Process & Tools



People and Skills



Platform



Data Maturity

AI Capabilities

Digital Transformation = ~~technology~~ Cultural Shift

...and AI/ML will be an integral part of most Digital Transformation going forward



I have come to understand that my primary job is to curate our culture so that one hundred thousand inspired minds—Microsoft's employees—can better shape our future.

Satya Nadella

The image is a word cloud centered around the theme of 'Digital Culture'. The most prominent word is 'Digital Culture' in large blue letters at the top center. Surrounding it are numerous other words and concepts, many of which are repeated in different colors to emphasize their importance. These include:

- Business + Technology Skills**
- Fluidity of network**
- Growth mindset**
- transparency**
- Embrace**
- micro-revolutions**
- Boundaryless**
- Fail Fast or *urgency***
- Double Down**
- reward**
- collaboration**
- inclusion**
- Executive buy-in**
- Company values**
- Expanding the human supply chain**
- Extended human supply chain**
- Know-it-all**
- Learn-it-all**
- Business + Technology Skills**
- Fluidity of network**
- Growth mindset**
- transparency**
- Embrace**
- micro-revolutions**
- Boundaryless**
- Fail Fast or *urgency***
- Double Down**
- reward**
- collaboration**
- inclusion**
- Executive buy-in**
- Company values**
- Expanding the human supply chain**
- Extended human supply chain**
- Know-it-all**
- Learn-it-all**

The background of the word cloud features faint, semi-transparent text that repeats some of the key concepts, creating a layered effect.

Why Microsoft AI

Rapid time to market with a
Productive AI Platform



Extensible AI services



Powerful infrastructure



Productive AI tools

Gain transformative insights with
Comprehensive Data



On-premises



Intelligent Edge



Intelligent Cloud

Innovate with confidence with
Enterprise-Proven Solutions



The trusted cloud



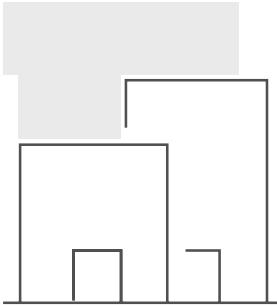
Business solutions



Over 300,000 partners

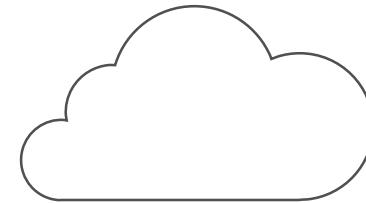
Microsoft Data+AI solution

AI over any data, anywhere



On-premises data

Hybrid



Cloud data

1

Productive
AI platform

2

Comprehensive
Enterprise data estate

3

Enterprise-proven
solutions



LOB



CRM



Graph



Image



Social



IoT

Services

CONVERSATIONAL AI

Bot Framework

TRAINED SERVICES

Cognitive



CUSTOM SERVICES

Azure Machine Learning

CODING & MANAGEMENT TOOLS

VS Tools
for AI

Tools

Azure ML
Studio

Azure ML
Workbench

Others (PyCharm, Jupyter...)



Notebooks...)

AI ON DATA

Infrastructure

Cosmos
DB

SQL
DB

SQL
DW

Data
Lake

HDFS
Spark

DSSM

AI COMPUTE

Batch
AI

ACS

Edge



CPU, GPU, FPGA+

DEEP LEARNING FRAMEWORKS

3rd Party

Cognitive
Toolkit

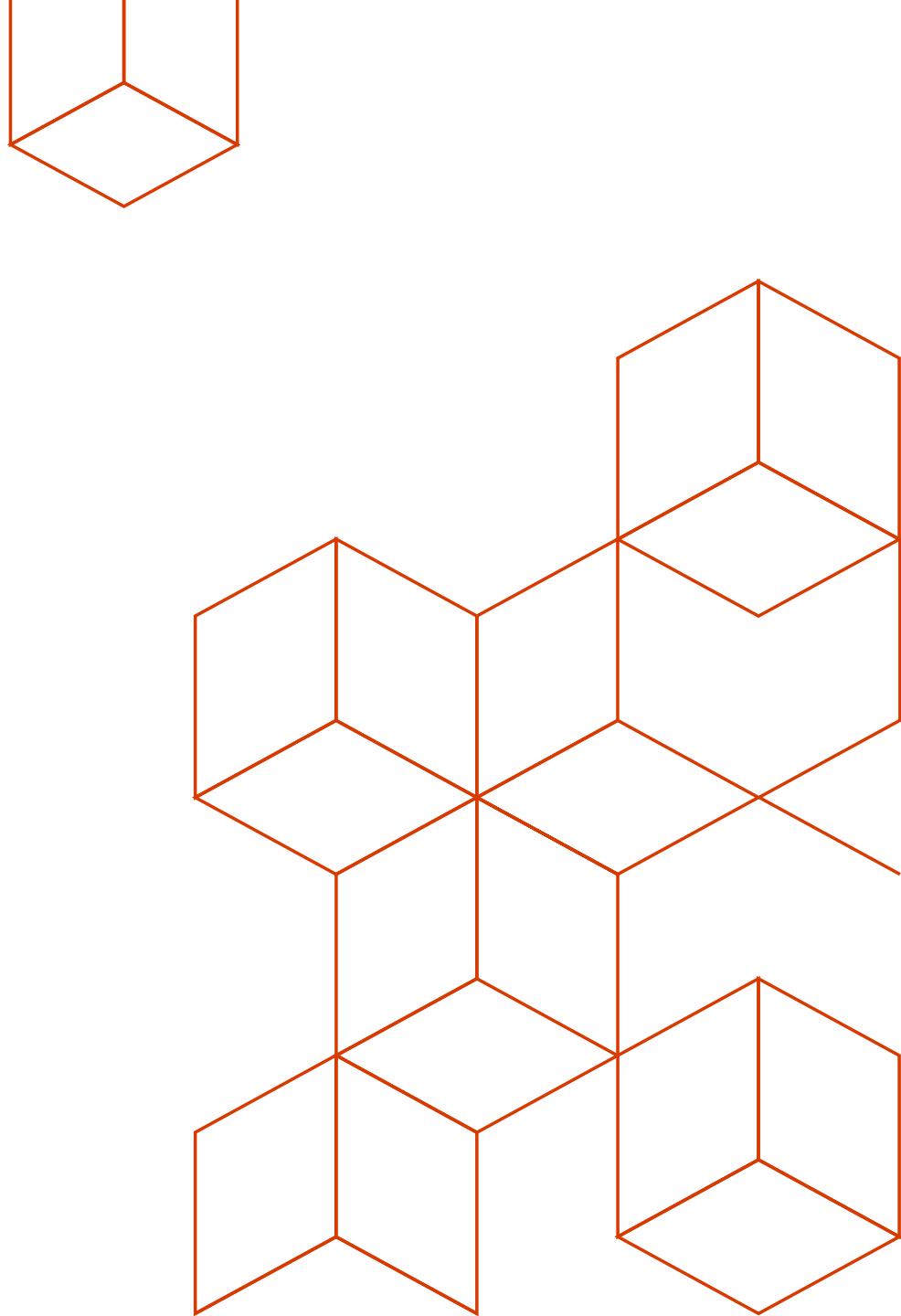
TensorFlow

Caffe

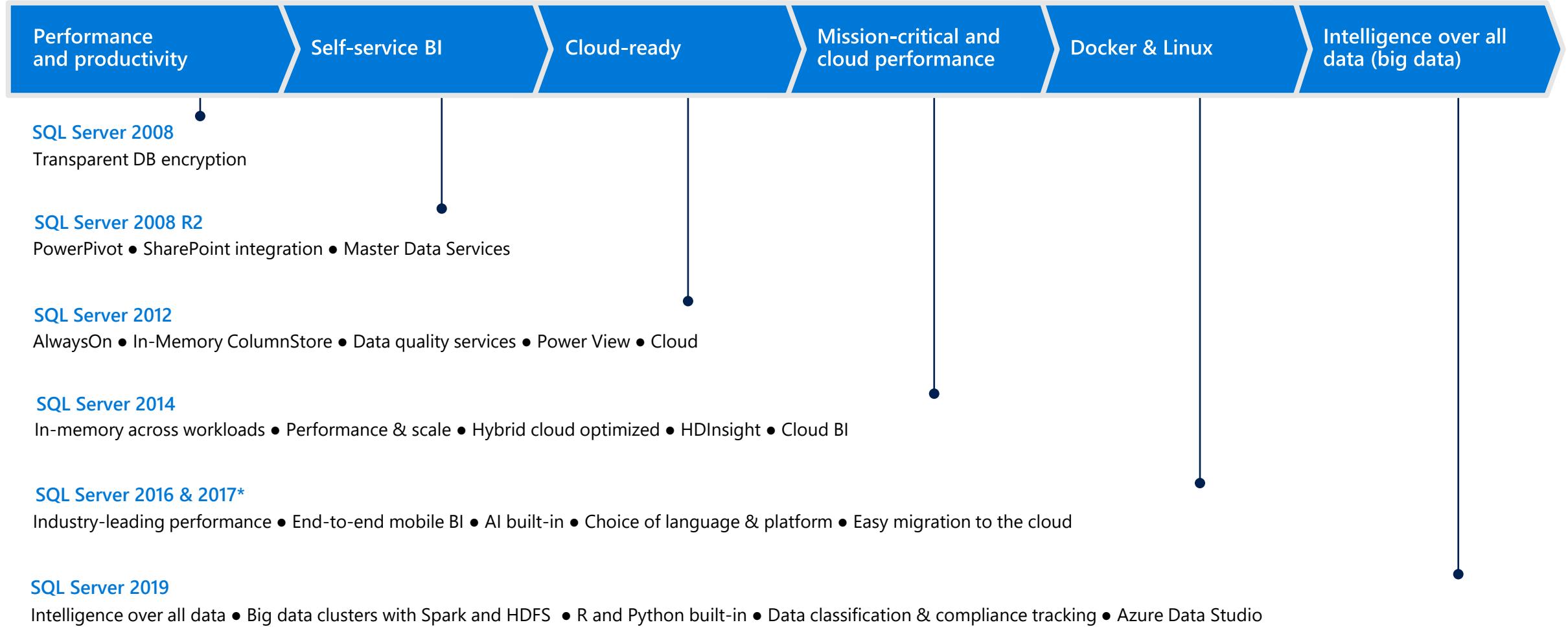
Others (Scikit-learn, MXNet, Keras,
Chainer, Gluon...)

Demo

Data Modernization



The evolution of SQL Server



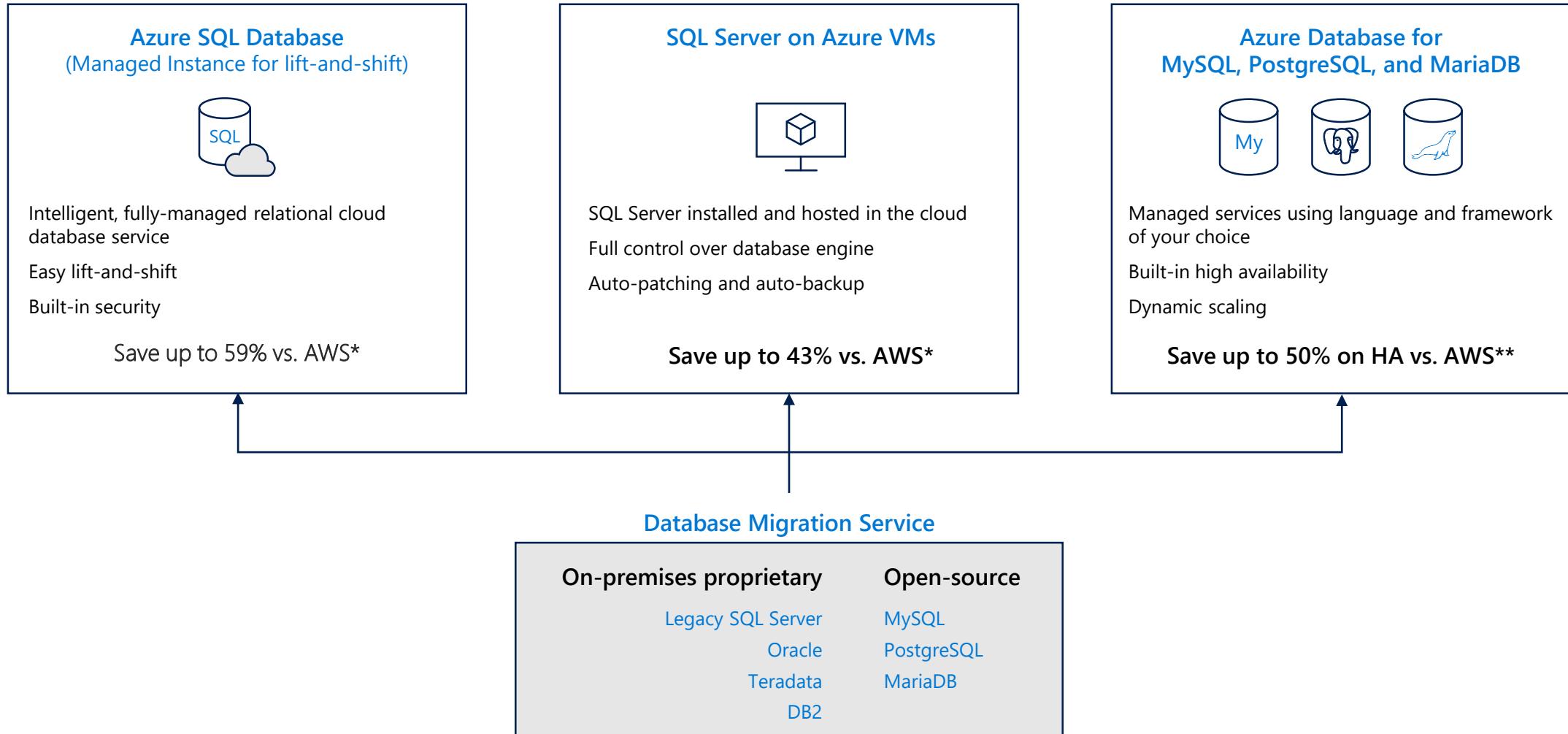
WHEN WILL END OF SUPPORT HAPPEN?

SQL Server 2008 and 2008 R2 will no longer be supported starting on **July 9, 2019**.

	Current support level	End mainstream	End extended
SQL Server 2014	Currently supporting all versions	July 9, 2019	July 9, 2024
SQL Server 2012	SQL Server 2012 SP2+ is in mainstream support until CY 2017	July 11, 2017	July 12, 2022
 SQL Server 2008 and SQL Server 2008 R2	SQL Server 2008 and 2008 R2 are in extended support which includes security updates, paid support, and requires purchasing non-security hotfix support	July 8, 2014	July 9, 2019
 SQL Server 2005	SQL Server 2005 support ended on April 12, 2016	April 12, 2011	April 12, 2016

Learn more about the SQL Server support lifecycle: support.microsoft.com/lifecycle/

Pathways to modernizing relational databases using Azure



*Using Azure Hybrid Benefit. DMS support for SQL Server on Azure Virtual Machines coming in near future.

**Azure DB for MySQL, PostgreSQL, and MariaDB offers built-in HA on a single node vs. AWS which requires Multi-AZ for HA

AZURE SQL DATABASE MOMENTUM

4.1 MILLION
databases

154 PB
total size

421 K
subscriptions

3 TRILLION
batch requests/day

1.4 MILLION
HTAP transactions/sec

100 MILLION
queries analyzed/hour

"We had an incident lasting for about 6 months. Before Intelligent insights we have not had a way of figuring out where do we even start troubleshooting. Intelligent Insights gave us a list of things to do. What Intelligent Insight does is that it enables us to pinpoint where the problem is and to get a fix deployed within 24hrs."



Frans Lytzen – CTO, New Orbit

“Intelligent Insights proactively finds a database performance problem in a more efficient way and much faster than humans. With it we can proactively help customers until we have a fix for the problem.”, Bauke Stil, Application Manager, SnelStart



Bauke Stil, App Manager, SnelStart

“SQL Threat Detection helps us to be ahead of the threats instead of chasing them.”



Shahin Kohan, CTO

“SQL Threat Detection helps us respond to activities, which were not visible beforehand.”



Manrique Logan, architect & technical lead



Thank You!

ευχαριστώ

Salamat Po

متشکرم

شکرًا

Grazie

благодаря

ありがとうございます

Kiitos Teşekkürler

謝謝

ឧបករណ៍

Obrigado

شکریہ

Terima Kasih

Dziękuję

Hvala

Köszönöm

Tak

Dank u Wel

дякую

Tack

Mulțumesc

спасибо

Danke

Cám ơn

Gracias

多謝晒

Ďakujem

תודה

ശ്രദ്ധി

Děkuji

감사합니다

Thank You (24/7 ☺)



Pham Anh Vu
Partner Technology Strategist
Microsoft Vietnam
✉ anhpham@microsoft.com



FUTURE NOW CONFERENCE 2019

Mr. Pham Anh Vu

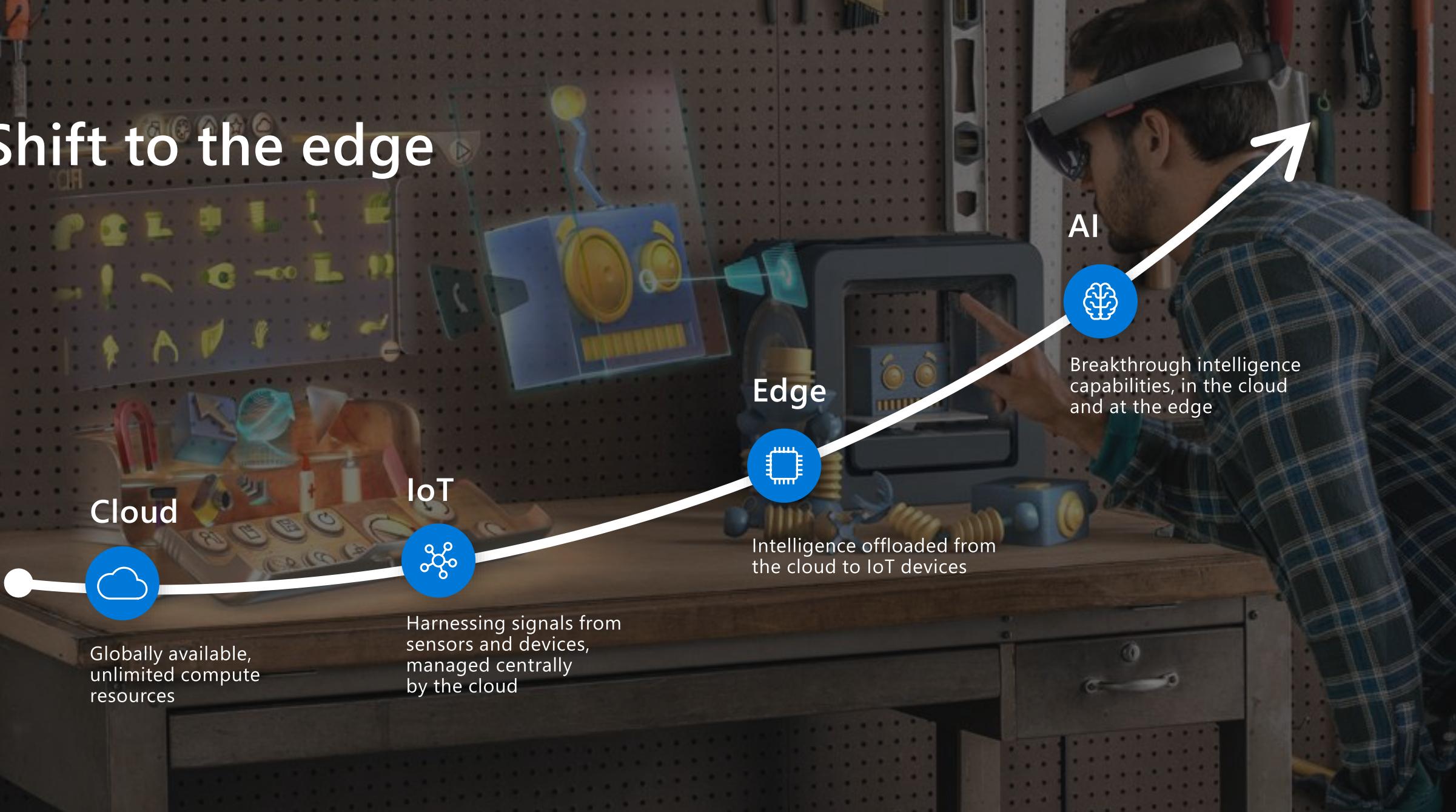
Partner Technology Strategist, Microsoft Vietnam

**Creating the intelligent edge using
Azure IoT Edge**

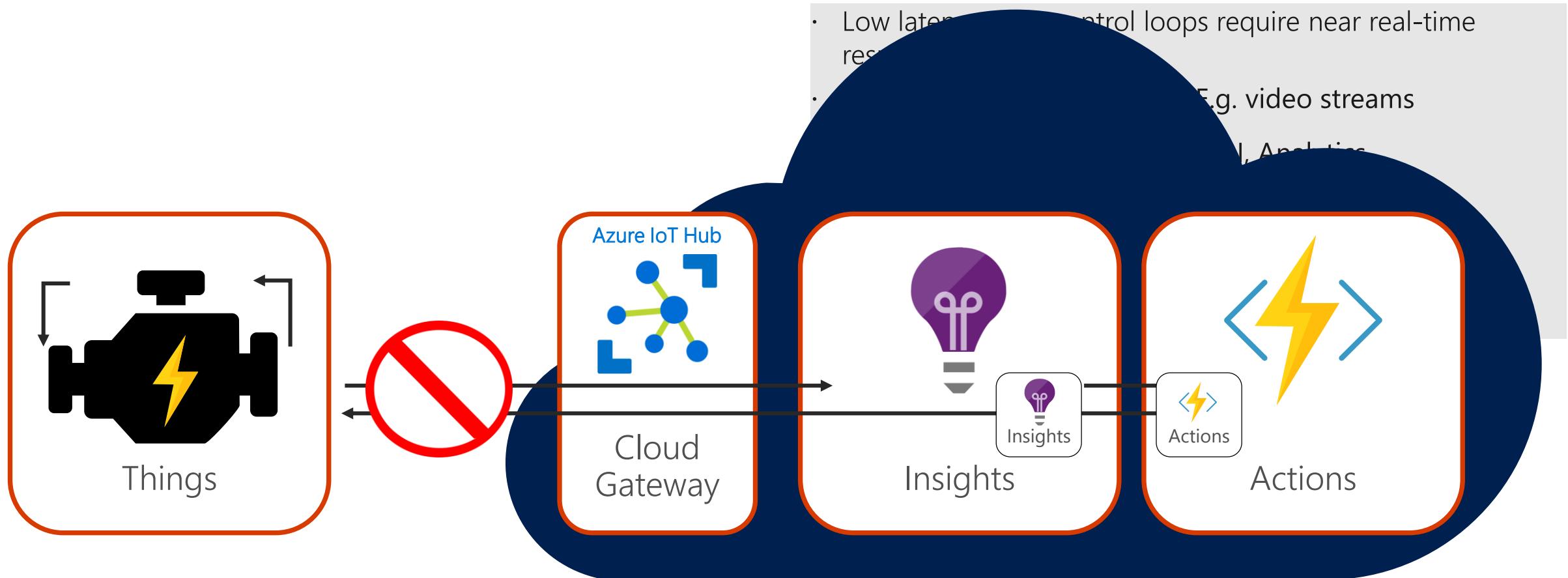


- **Agenda**
 - Overview and scenarios for IoT Edge
 - Demos
 - Updates and roadmap

Shift to the edge



IoT application Pattern + Edge



Azure IoT Edge



IoT Edge Modules

Run Azure services directly on any device. AI, AzureML, Stream Analytics, Functions, SQL or bring your own code



Secure

Designed for security from the ground up & only secure devices get certification



Open Source & Cross Platform

Open source and supports Linux, Windows and an expanding set of OS's



Cloud Managed

Remotely configure, update, monitor and manage IoT Edge devices

Pre-requisites

- Windows or Linux
- Security Daemon
- Container engine
- Azure IoT Hub connectivity



Edge scenario 1

Predictive maintenance in remote locations
without human supervision



Edge scenario 2

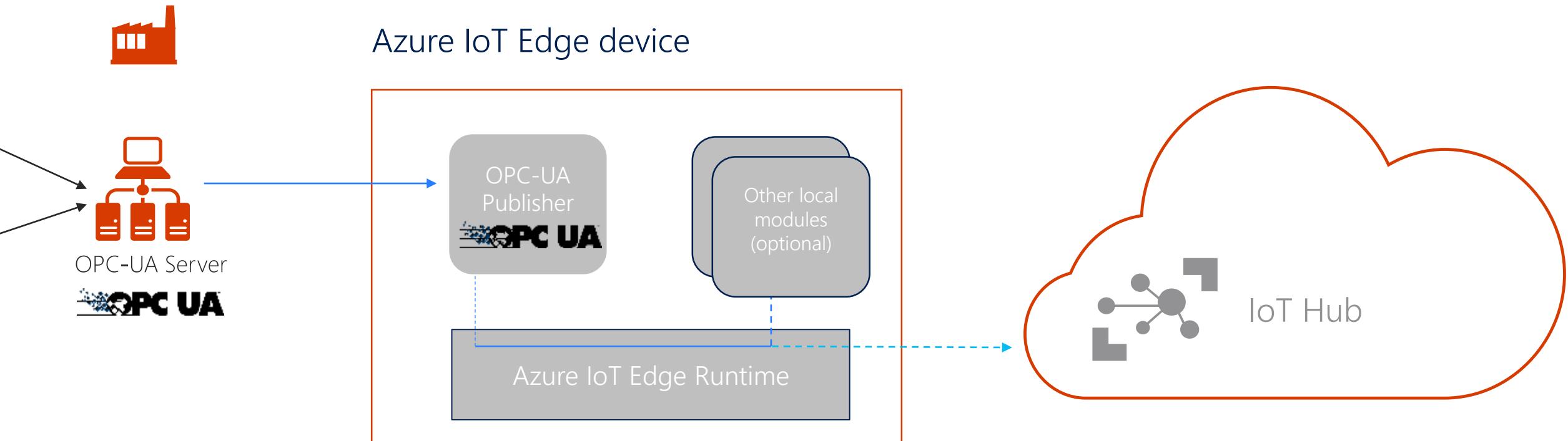
Real-time artificial intelligence on the Edge



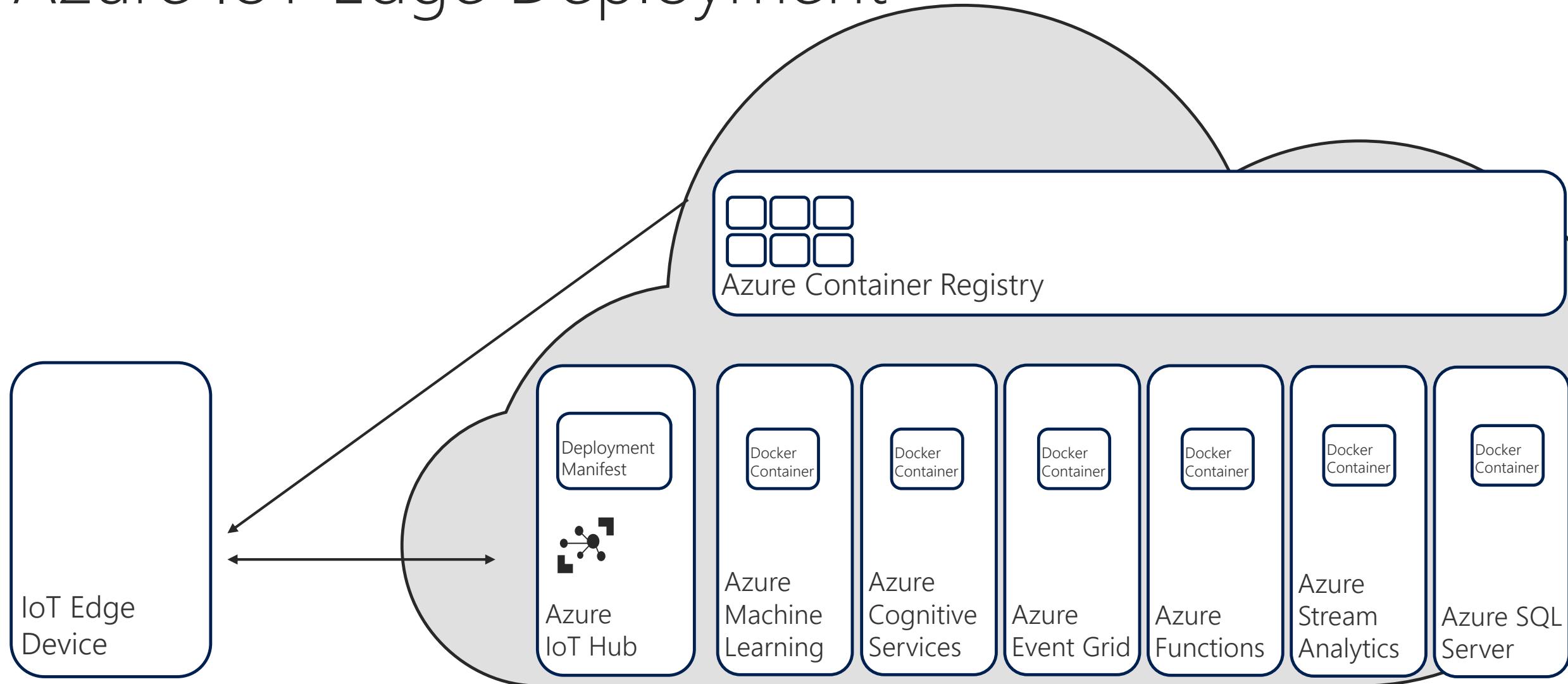
DJI M210 with payload
running Azure IoT Edge



IoT Edge gateway in Manufacturing

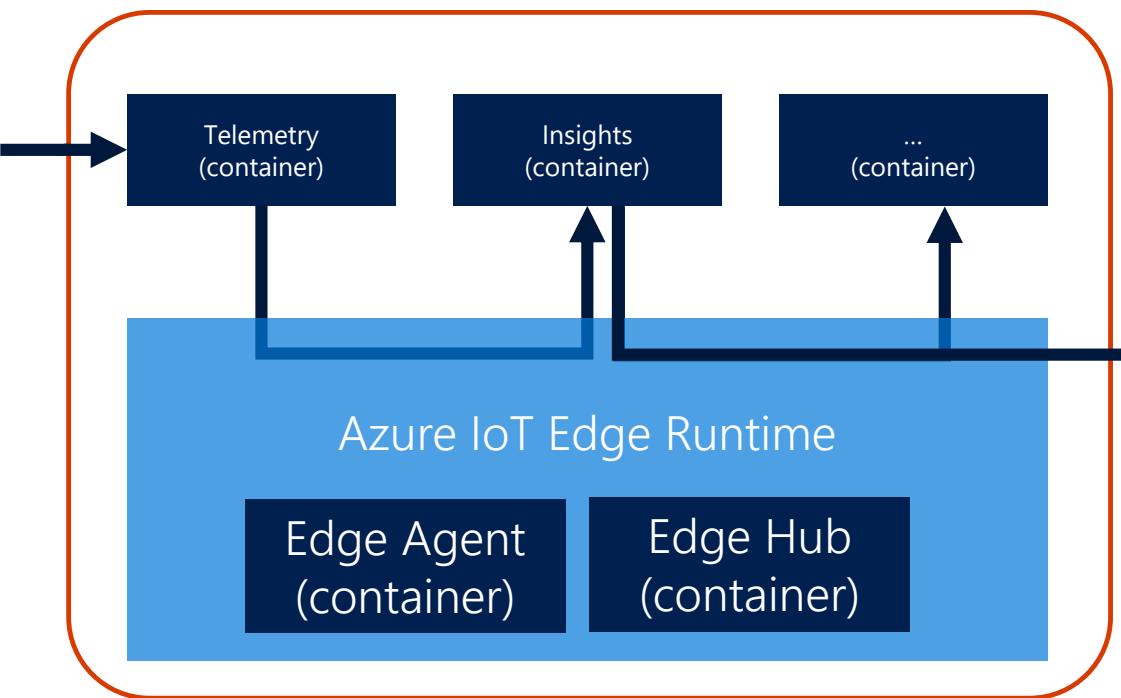


Azure IoT Edge Deployment



IoT Edge Runtime

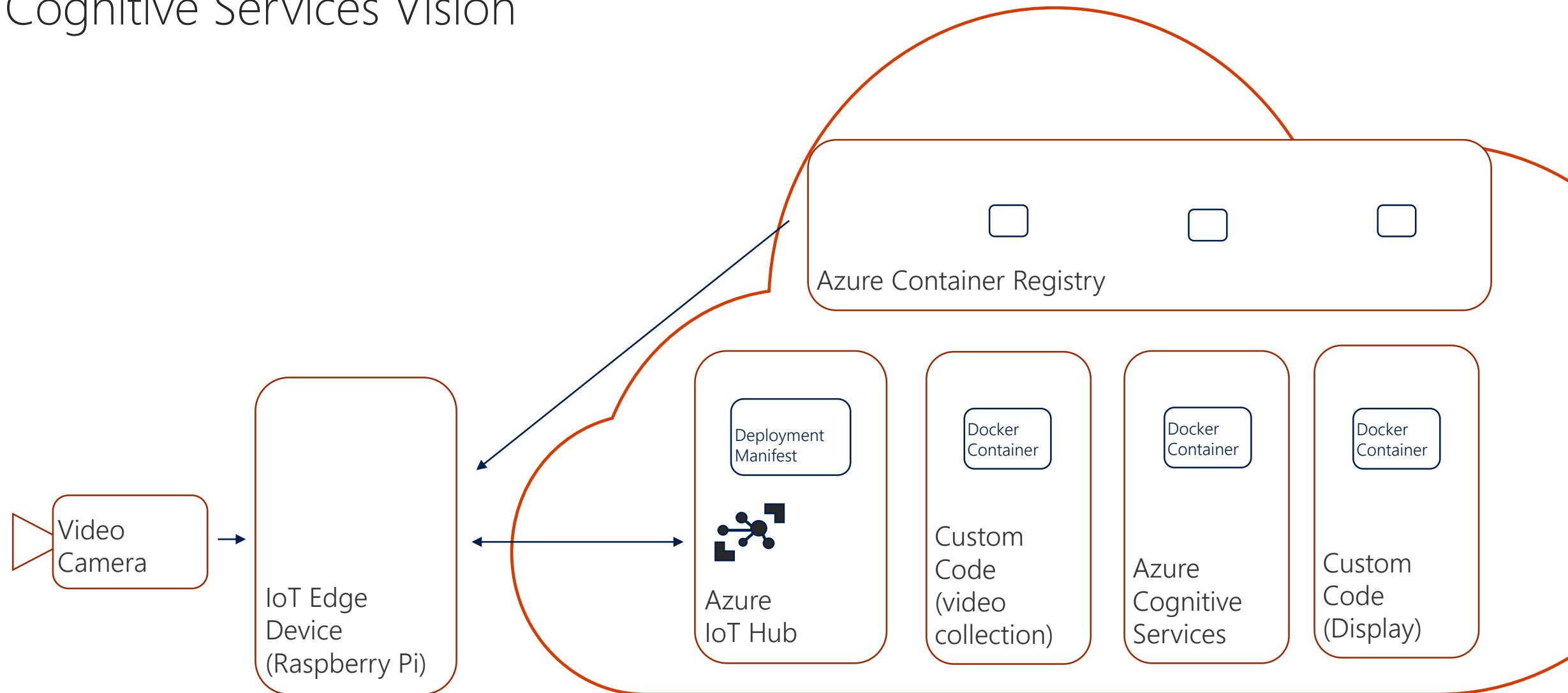
Azure IoT Edge



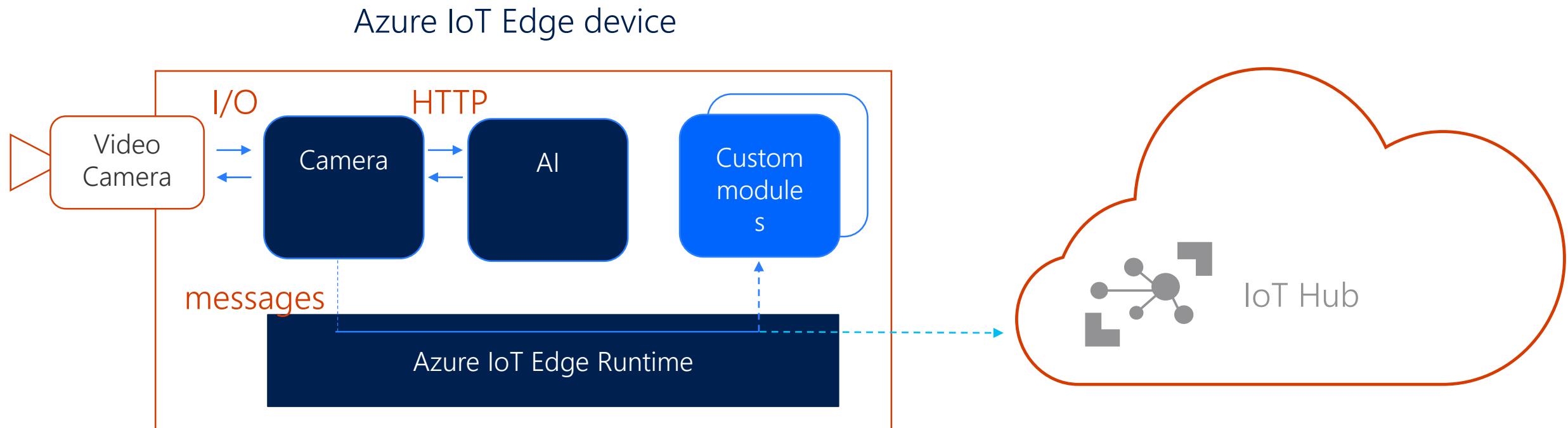
Azure IoT Hub

Azure IoT Edge Deployment

Cognitive Services Vision



Communication patterns

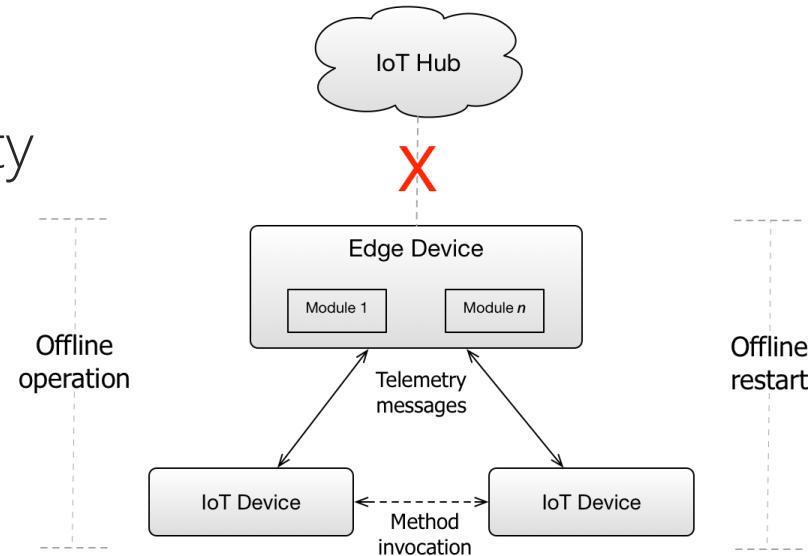


Demo

Custom Vision AI model on the Edge

Azure IoT Edge: New Capabilities

- Extended Offline Support
- Azure Marketplace support for 3rd party Edge functionality (modules)
- Azure Blob Storage module
- Visual Studio + Visual Studio Code Tooling
- Azure DevOps & Jenkins CI/CD support
- Azure Data Box Edge
- OpenVino (from Intel) tools for IoT Edge
- High Availability / Multi-Device Support in Development



Extended offline support (Preview)

Indefinite offline operation after one-time sync with IoT Hub!

- Downstream IoT devices can connect to offline Edge device and queue messages for deferred cloud delivery - no code changes, just works!
- Edge + downstream devices can restart and reauthenticate when offline.
- Local Inter-device communication facilitated by Edge Runtime.
- Transparent gateways: new Portal experience for assigning child devices

The screenshot shows the Microsoft Azure IoT Portal. On the left, there's a sidebar titled 'Assigned child devices (Preview)' with buttons for 'Add' and 'Remove'. A tooltip message says: 'Child devices can use an Edge device to communicate with an IoT hub. Non-edge devices cannot.' Below this are two clauses for filtering child devices:

- Field: Select or enter your own, Operator: =, Value: (empty)
- Field: Select or enter your own, Operator: =, Value: (empty)

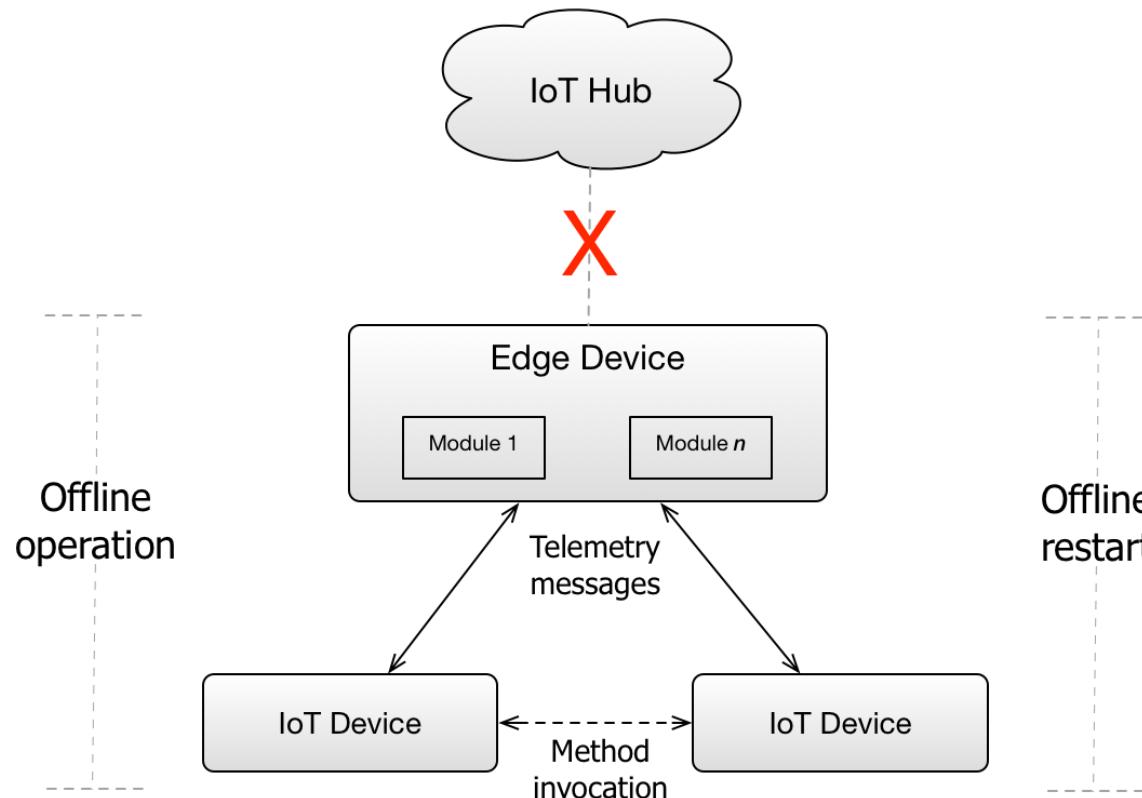
Below these clauses is a 'Query devices' button, followed by a search bar containing 'iotsimulator' and a table with columns 'DEVICE ID' and 'PARENT DEVICE ID'. The table has one row: 'iotsimulator' under both columns.

On the right, a modal window titled 'Add child devices' is open. It has a heading 'Choose your child devices' and a similar clause editor:

- Field: Select or enter your own, Operator: =, Value: (empty)

Below this is a 'Query devices' button, followed by a search bar containing 'iotsimulator' and a table with columns 'DEVICE ID' and 'PARENT DEVICE ID'. The table has one row: 'iotsimulator' under both columns.

Extended offline support (Preview)



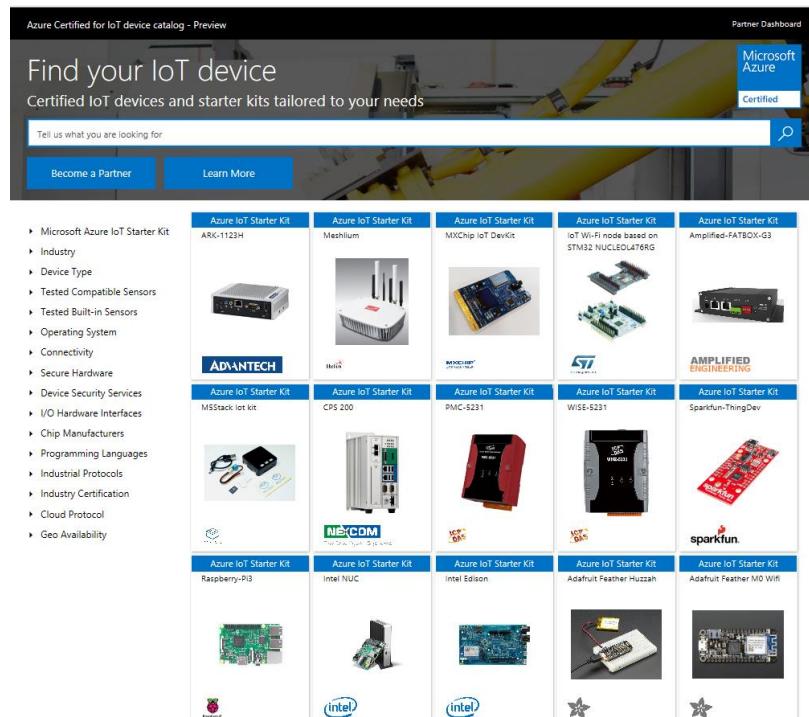
Certified hardware for Azure IoT Edge

Azure Certified for IoT Device Catalog

Provides an easy way to discover cross-platform IoT device and starter kits for intended use case

More than 1000 certified hardware already listed on **catalog.azureiotsolutions.com**

Expanded Device Catalog with IoT Edge certified hardware



Capability based certification in functional areas such as AI, Device Management, and Security (more to be added)

Announcing our first Azure IoT Edge partners

ADVANTECH <i>Enabling an Intelligent Planet</i>	MOXA <i>Reliable Networks ▲ Sincere Service</i>	Hewlett Packard Enterprise
EIS-D210  WISE-PaaS/EdgeSense LoRa Azure 	UC-8100 MC-1122  <ul style="list-style-type: none">Intel Celeron N3350Windows 10 Enterprise4GB memory64GB SSDPre-configured Microsoft Azure IoT Edge for cloud application <ul style="list-style-type: none">UC-8100 features ARMv7, Debian OS, Ethernet ports, SD sockets for storage expansion.MC-1122 features Intel Atom with 4 serial ports, 2 USB ports, 4GB RAM	HPE Converged Edge Systems EL1000 EL4000 HPE Intelligent Gateway Systems GL10 GL20  <p>HPe Edgeline EL1000 & EL4000 feature a modular compute blade design with Xeon class processors</p> <p>HPe Intelligent Gateways offer a small, rugged footprint for device, sensor, and data aggregation</p>

BECKHOFF

NEXCOM
The Intelligent Systems

Plat' Home
TECHNOLOGY to serve you.

TOSHIBA
Leading Innovation >>>

seed
The IoT Hardware Enabler

3rd parties can now publish IoT Edge modules into the marketplace!

- Solution developers can save development effort
 - Discover and integrate certified modules with peace of mind
- Publishers can showcase their solutions with wide reach
 - Extend your reach by going to market with Microsoft, a leader in IoT
 - Sign-up: aka.ms/iot-edge-marketplace-signup

aka.ms/iot-edge-marketplace

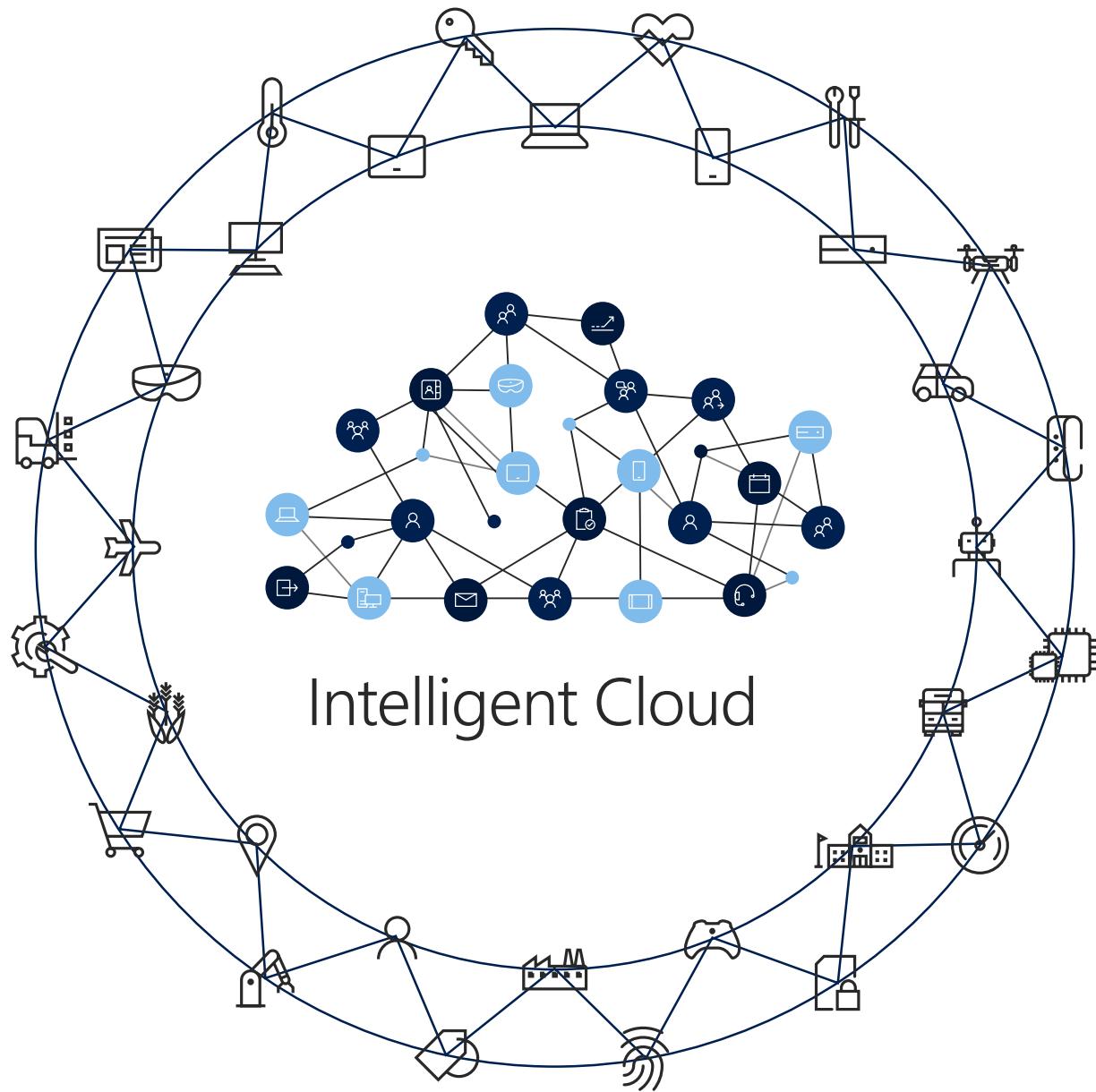
AVEVA™

codit|

redislabs

Alleantia





Intelligent Edge

A large and growing ecosystem

System integrators



Solution providers



Azure certified for IoT



Developer, IT and, productivity



Get started today

Ready to BUILD IoT Applications?

Find everything you need to develop advanced IoT apps using familiar languages and tools. [Build IoT apps](#)

Looking to USE an IoT Solution?

Use managed and industry-specific solutions to get started quickly and easily. [Try IoT solutions](#)



Learn more
aka.ms/azure-iot-edge

Get started
docs.microsoft.com/azure/iot-edge

Thank You



Pham Anh Vu
Partner Technology Strategist
Microsoft Vietnam
✉ anhpham@microsoft.com

Healthcare Bot Service: Conversational AI for Healthcare

Nguyen Francis Tuan Anh
Principal Technical Evangelist
Microsoft APAC



Outdated technology and processes create challenges across an overburdened healthcare system

Inefficient processes put strain on providers time



Emergency rooms are filled with patients without critical conditions



Strain on doctors time leads to less personalized care and higher rate of error



Fragmented patient journey leads to decreased adherence to treatment regimens



Increased costs, alienated patients, and inferior outcomes across the healthcare system

Today's solutions have only scratched the surface of what's possible



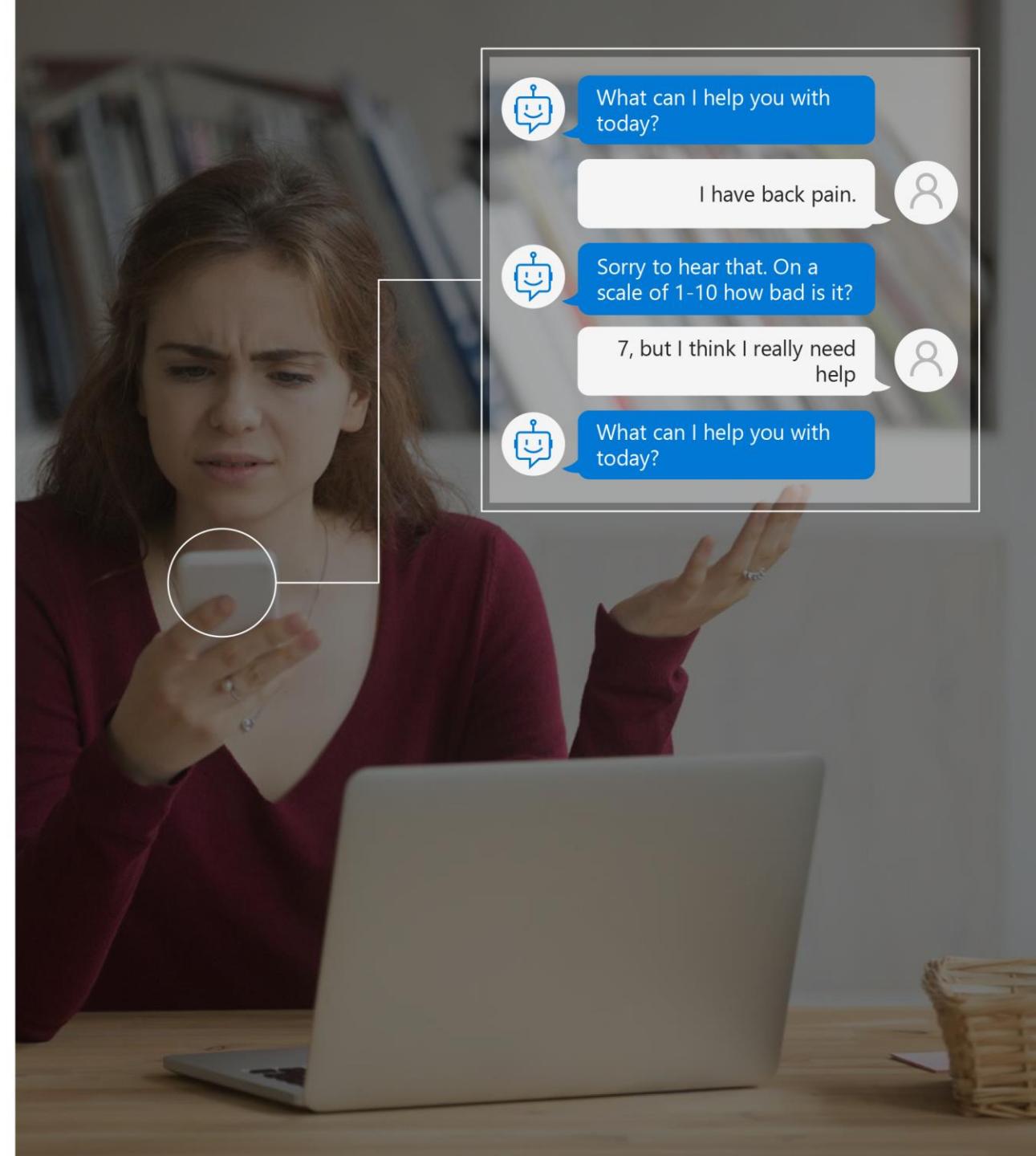
Standard bot building platforms lack the capabilities necessary for use in the healthcare industry



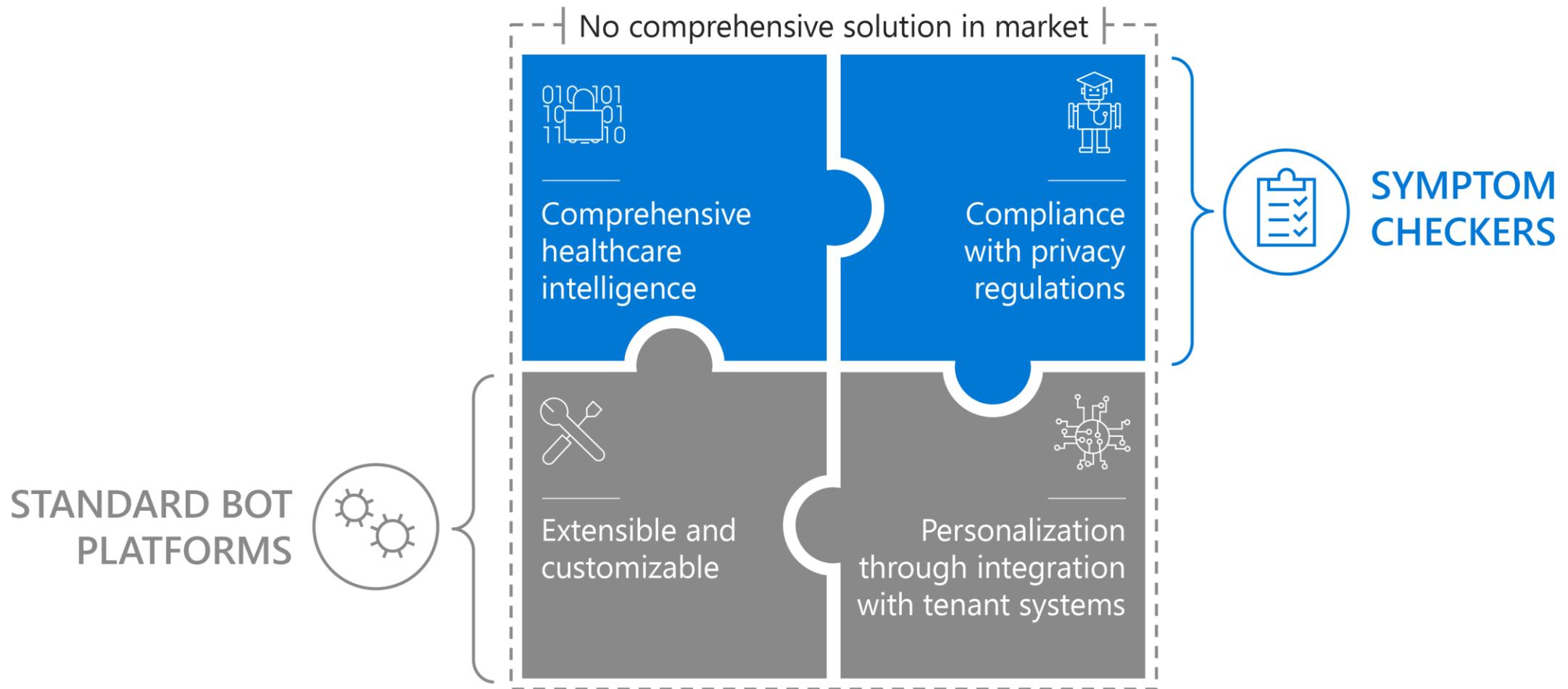
Symptom checkers are narrow in function and difficult to customize and typically impossible to extend



Typical chatbots have a hard time handling conversational pivots, colloquial language, and healthcare terminology



Current solutions are unable to completely cover the needs of the healthcare industry



The Healthcare Bot service: Conversational AI for Healthcare purpose-built for the industry



Cloud platform designed to empower Healthcare organizations to build and deploy compliant, AI-powered virtual health assistants and chatbots, that help them improve processes and reduce costs.



OUT-OF-THE-BOX
HEALTHCARE INTELLIGENCE



CUSTOMIZABLE
AND EXTENSIBLE



SECURE AND COMPLIANT

Transforming with Microsoft

Our View for Digital Transformation

May 2019

Son Phan | Tech Lead | Microsoft Vietnam



Microsoft: How We Transformed



Putting a **PC** on every desk
and in every home

Bill Gates - 1980



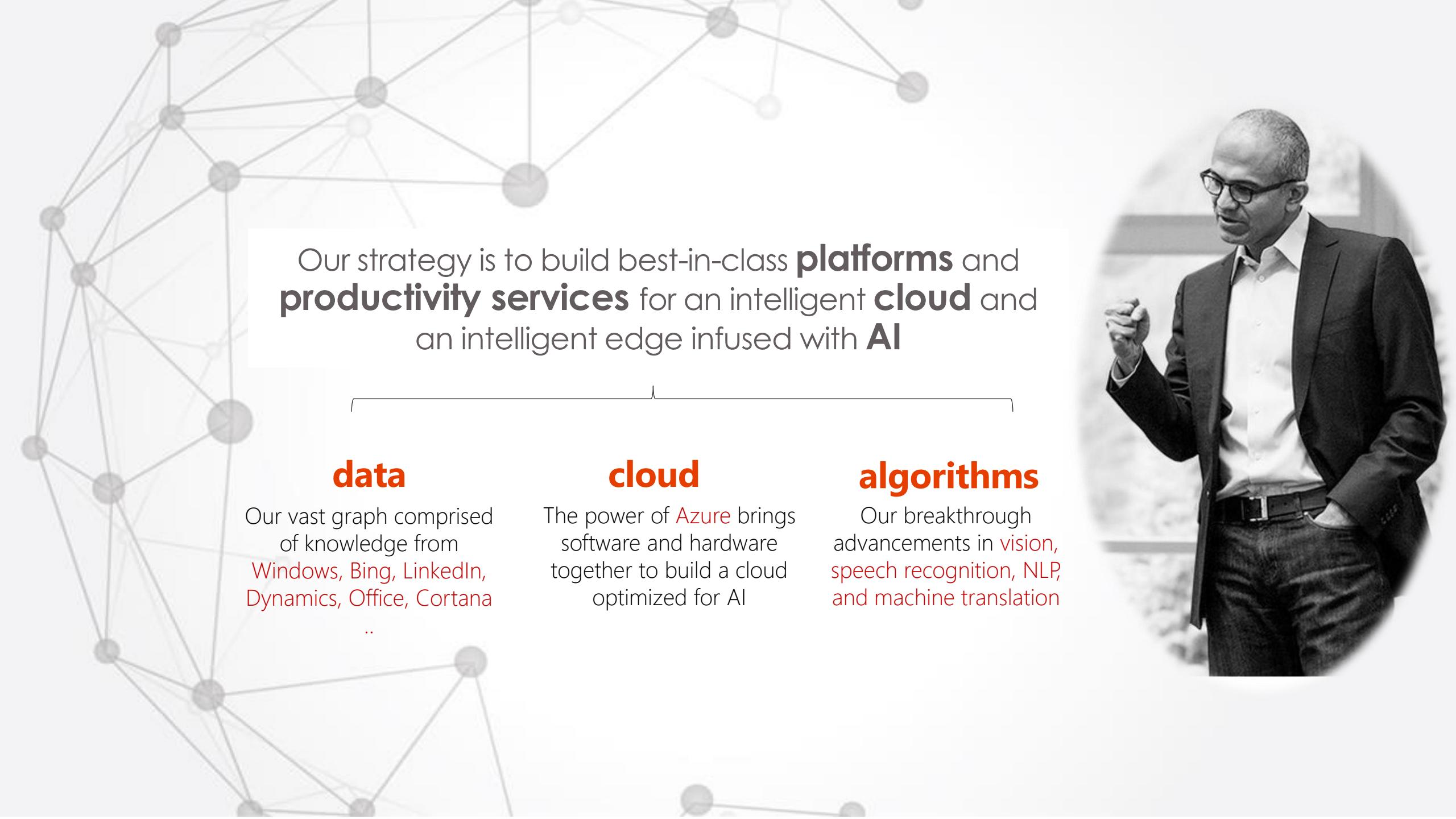
12/2018: Largest
company in the world

The best **platform** and
productivity company for an
intelligent cloud and an intelligent
edge infused with **AI**

Empower every person and
every organization
to achieve more

Satya Nadella





Our strategy is to build best-in-class **platforms** and **productivity services** for an intelligent **cloud** and an intelligent edge infused with **AI**

data

Our vast graph comprised of knowledge from Windows, Bing, LinkedIn, Dynamics, Office, Cortana

..

cloud

The power of [Azure](#) brings software and hardware together to build a cloud optimized for AI

algorithms

Our breakthrough advancements in [vision](#), [speech recognition](#), NLP, and machine translation



Microsoft: How We Transformed



CRM + ERP

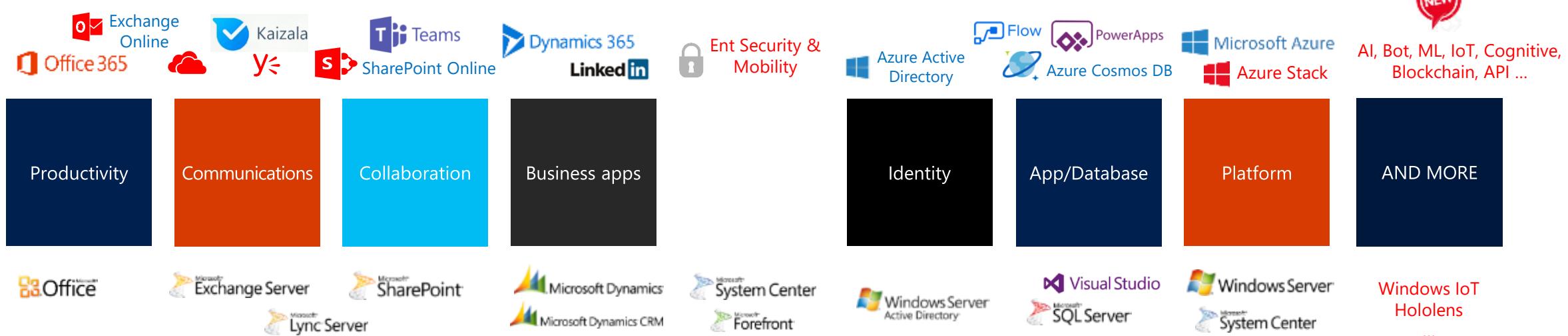


Office 365 Windows 10 Ent
Enterprise Mobility & Security



Cognitive | AI/ML | Analytics | IoT | Bot | API ...
Compute | Storage | Web/App | Security | DevOps ...

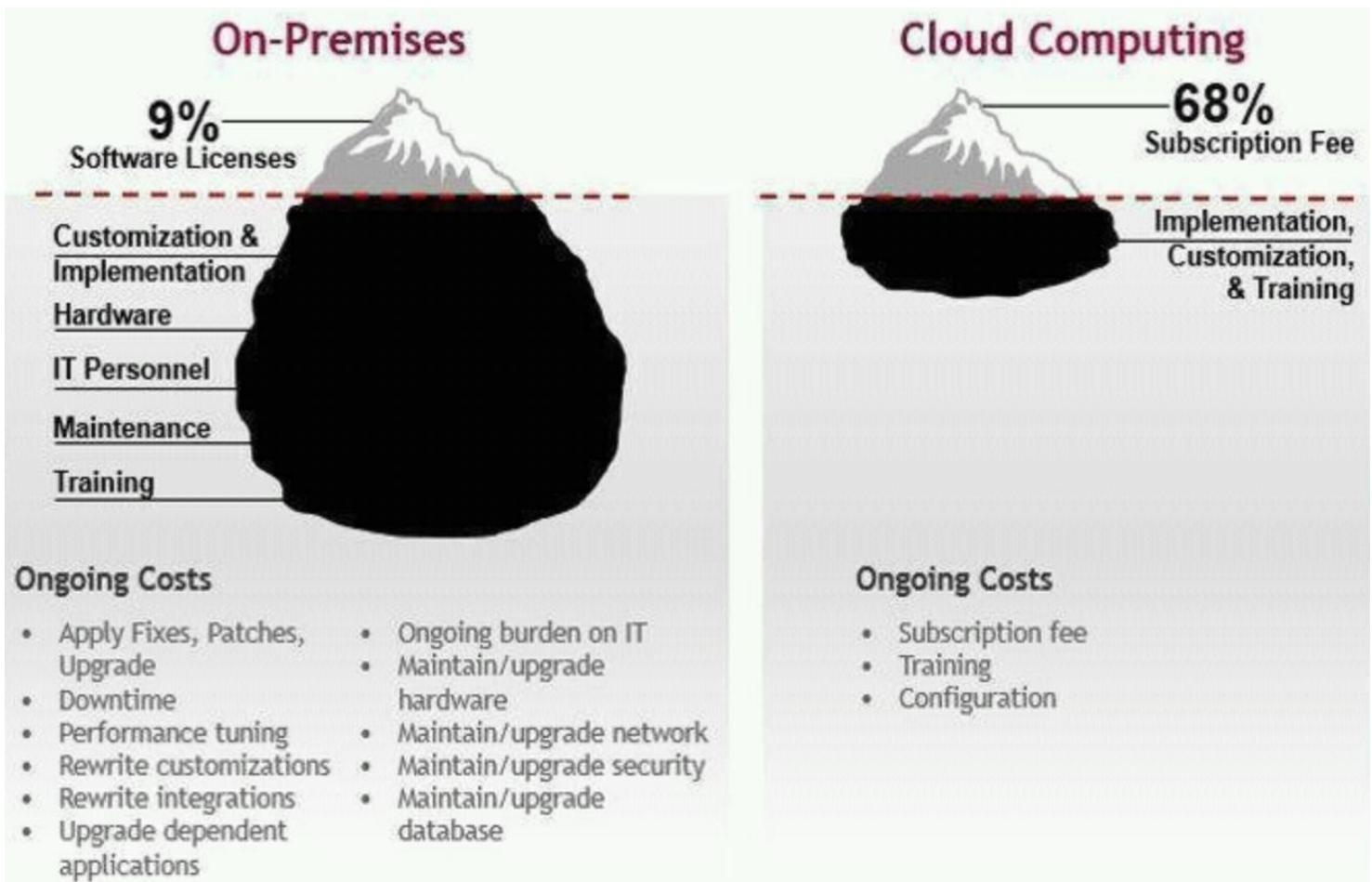
Microsoft Cloud Services



Microsoft Software

Why Cloud?

- Innovation
- Cost
- SLA
- Security
- Agility
- ...



Microsoft Cloud: It Is An Open Cloud



Applications



DevOps



Frameworks



Databases & Middleware



Containers



Infrastructure



Microsoft Cloud: The largest compliance portfolio in the industry

Global



ISO 27001



ISO 27018



ISO 27017



ISO 22301



SOC 1 Type 2



SOC 2 Type 2



SOC 3

CSA STAR
Self-AssessmentCSA STAR
CertificationCSA STAR
Attestation

Regional

Argentina
PDPAEU
Model
ClausesUK
G-CloudChina
DJCPChina
GB 18030China
TRUCSSingapore
MTCSAustralia
IRAP/CCSLNew
Zealand
GCIOJapan My
Number ActENISA
IAFJapan CS
Mark GoldSpain
ENSSpain
DPAIndia
MeitYCanada
Privacy LawsPrivacy
ShieldGermany IT
Grundschutz
workbook

Industry

PCI DSS
Level 1

CDSA



MPAA



FACT UK

Shared
Assessments

FISC Japan

HIPAA/
HITECH Act

HITRUST

GxP
21 CFR Part 11

MARS-E



IG Toolkit UK



FERPA



GLBA



FFIEC

Us Gov

Moderate
JAB P-ATOHigh
JAB P-ATODoD DISA
SRG Level 2DoD DISA
SRG Level 4DoD DISA
SRG Level 5

SP 800-171



FIPS 140-2



Section 508 VPAT



ITAR



CJIS



IRS 1075

Digital Transformation: Our View



Empower
employees



Engage
customers



Optimize
operations



Transform
products



Microsoft – A Platform for Innovation

What's Next Discussions with Microsoft and its Partners

Industry Use Cases

Digital Marketing / Campaign	Customer Insights & Next Best Action	Fraud Prevention	Predictive Maintenance	Connected Car	Smart Building	...
------------------------------	--------------------------------------	------------------	------------------------	---------------	----------------	-----

Sales, Culture & Productivity Transformation	Hybrid Infrastructure & Modern Security	App Modernization	New / Innovations
Front-line Worker Productivity	Hybrid, Auto-Scale Infra	Modern App with PaaS, Containers, Micro-sevices	AI Chatbot
Chat-based Workspace	Cloud Roadmap & Migration	API Mgmt, DevOps	Cognitive Services
Workplace Analytics	DR/DC to Cloud	Advanced Analytics	Video Analytics
Social Listening/Selling	Modern/Mobile Security	Machine Learning	IoT, Blockchain
AI Built-in Customer360	Adv. Threat Protection	AI Enabled Apps	Augmented Reality
...

Enterprise Commons

A New Microsoft

The best **platform** and **productivity** company for an intelligent cloud and an intelligent edge infused with **AI**



CRM + ERP

Enterprise Applications



Office 365 Windows 10 Ent
Enterprise Mobility & Security

Secure Productive Enterprise



Cognitive | AI/ML | Analytics | IoT | Bot | API ...
Compute | Storage | Web/App | Security | DevOps ...

Intelligent Cloud Platform (IaaS / PaaS)

* Microsoft key solution areas



It's a New Microsoft



Let's Transform With Us