Microsoft

The Transformation Journey @ Microsoft

우 미 영
2019.02.28
한국마이크로소프트

AGENDA

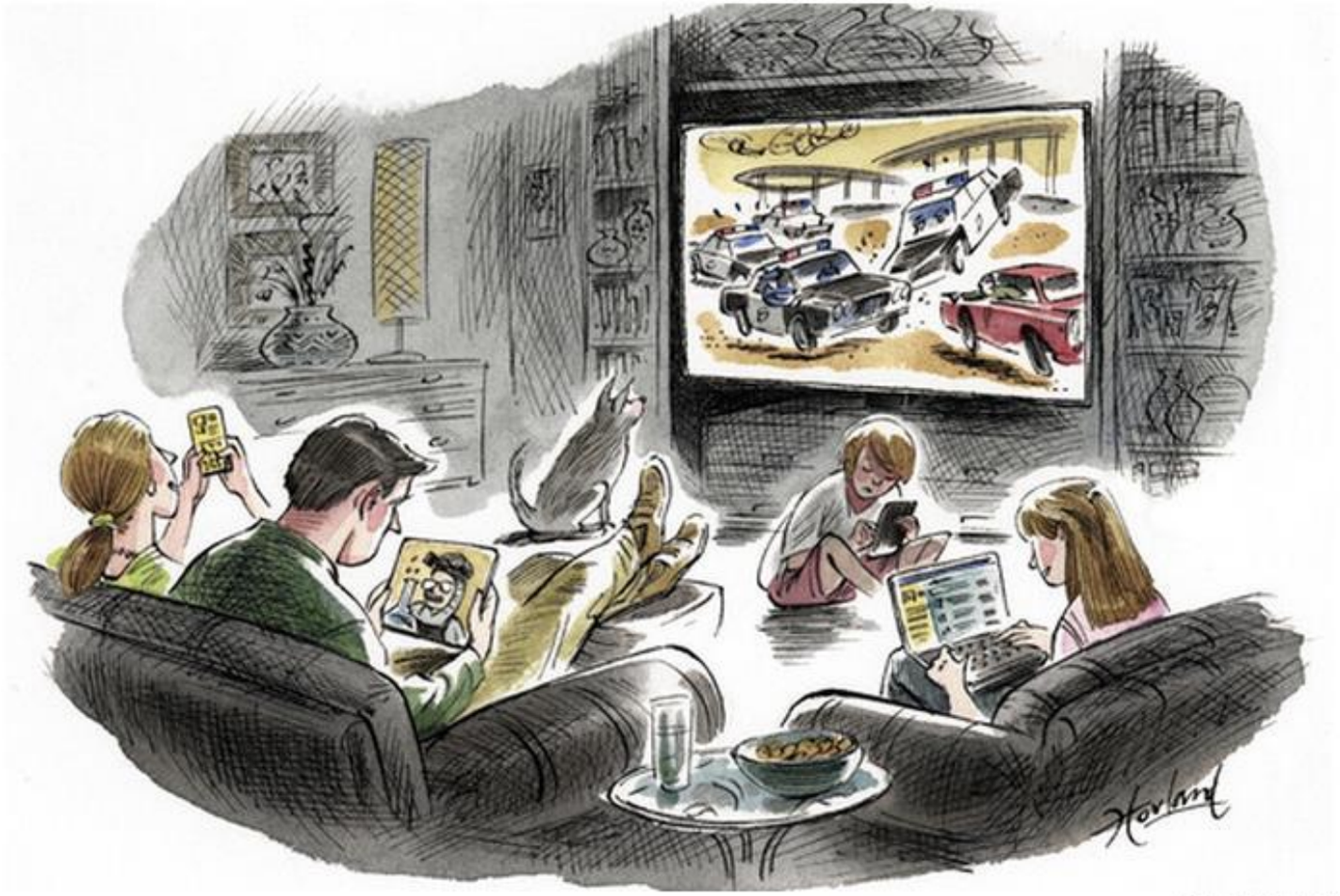
Digital Impacts Every Person & Every Organization on the Planet

Microsoft Refresh!

Moving forward “ Beyond cloud, AI!“

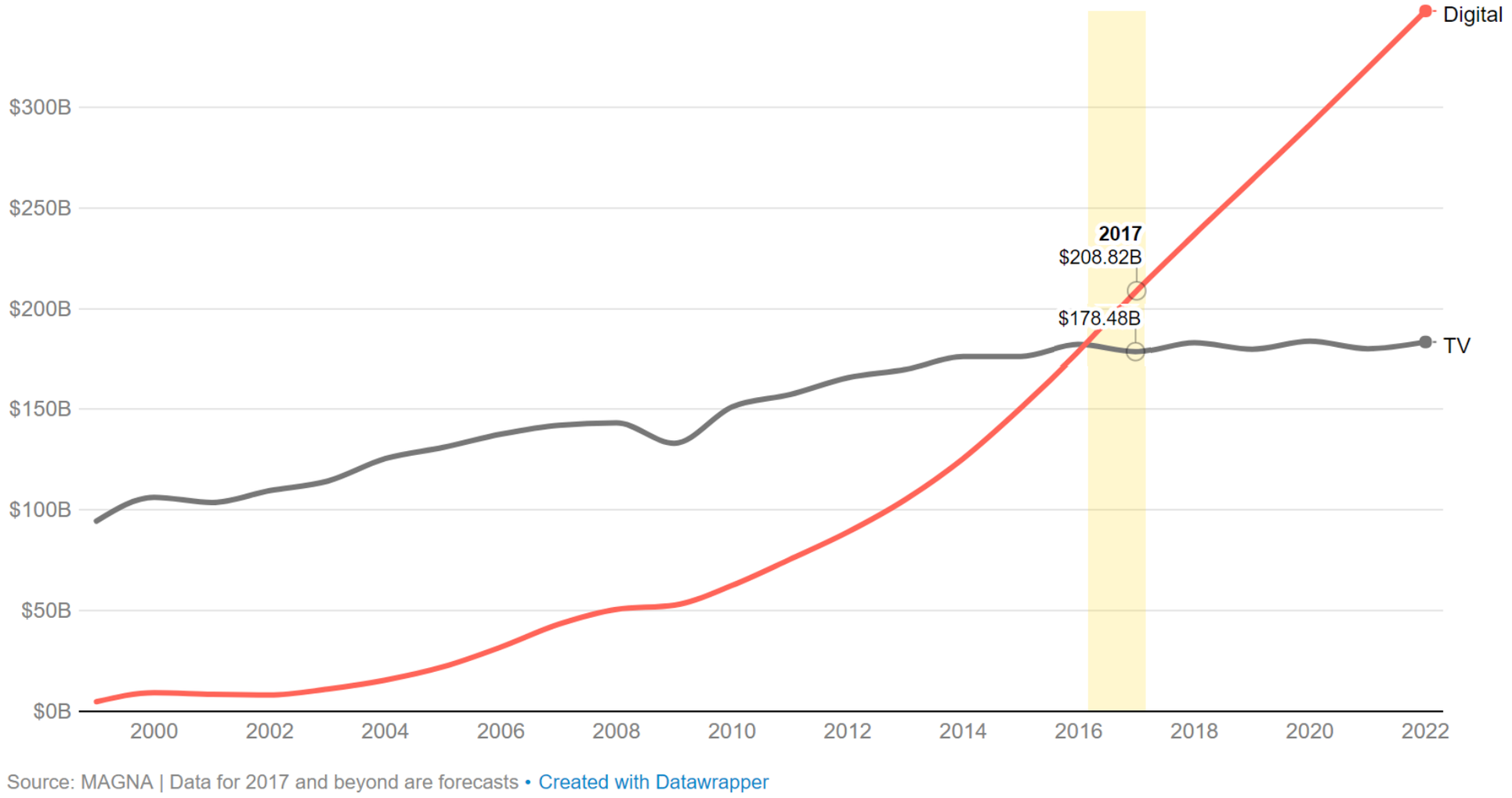
“ Digital Transformation Together!“

In digital era, What does ‘Watching TV’ even mean?



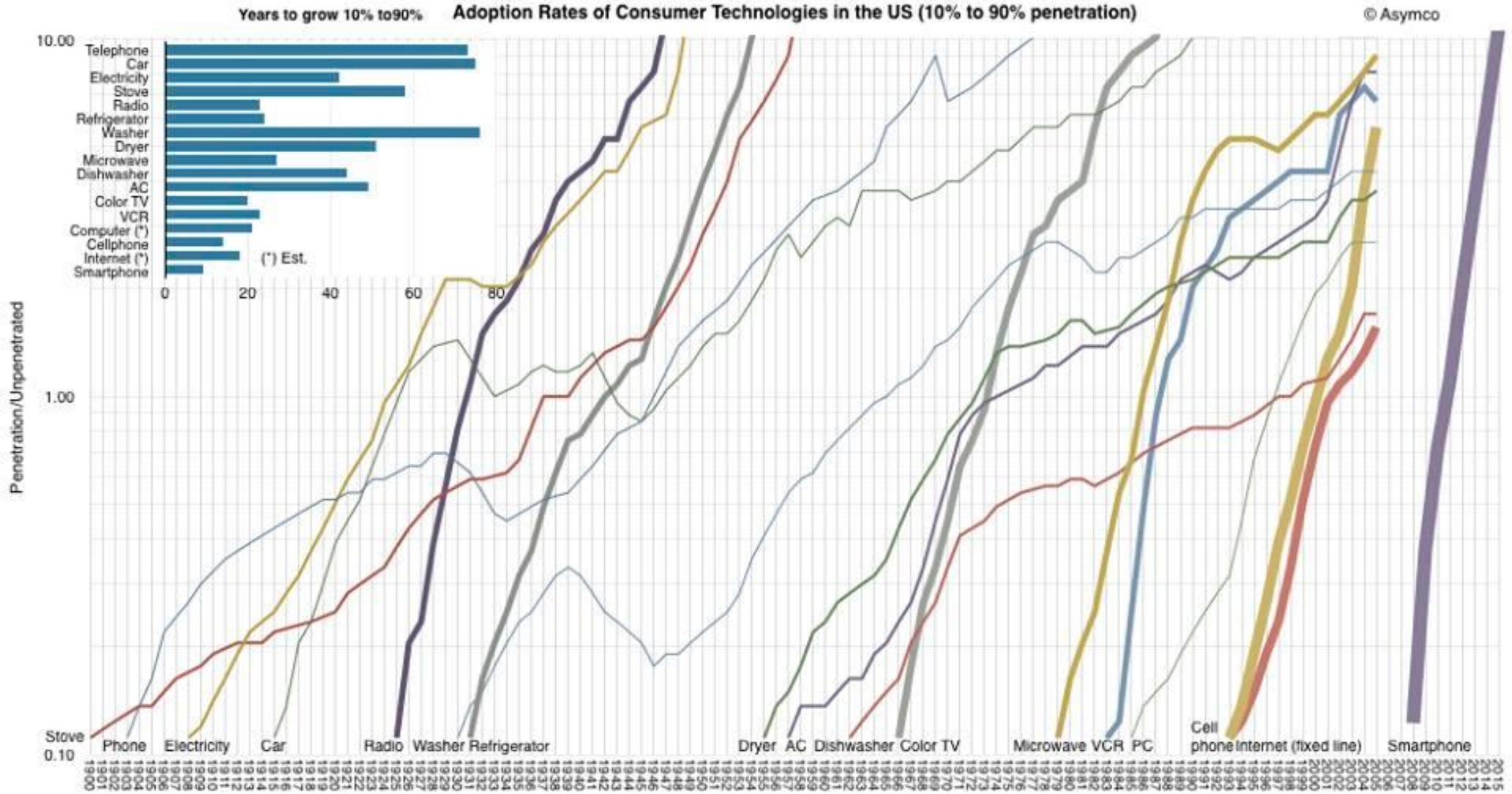
Gary Hovland

2017 was the year digital ad spending finally beat TV



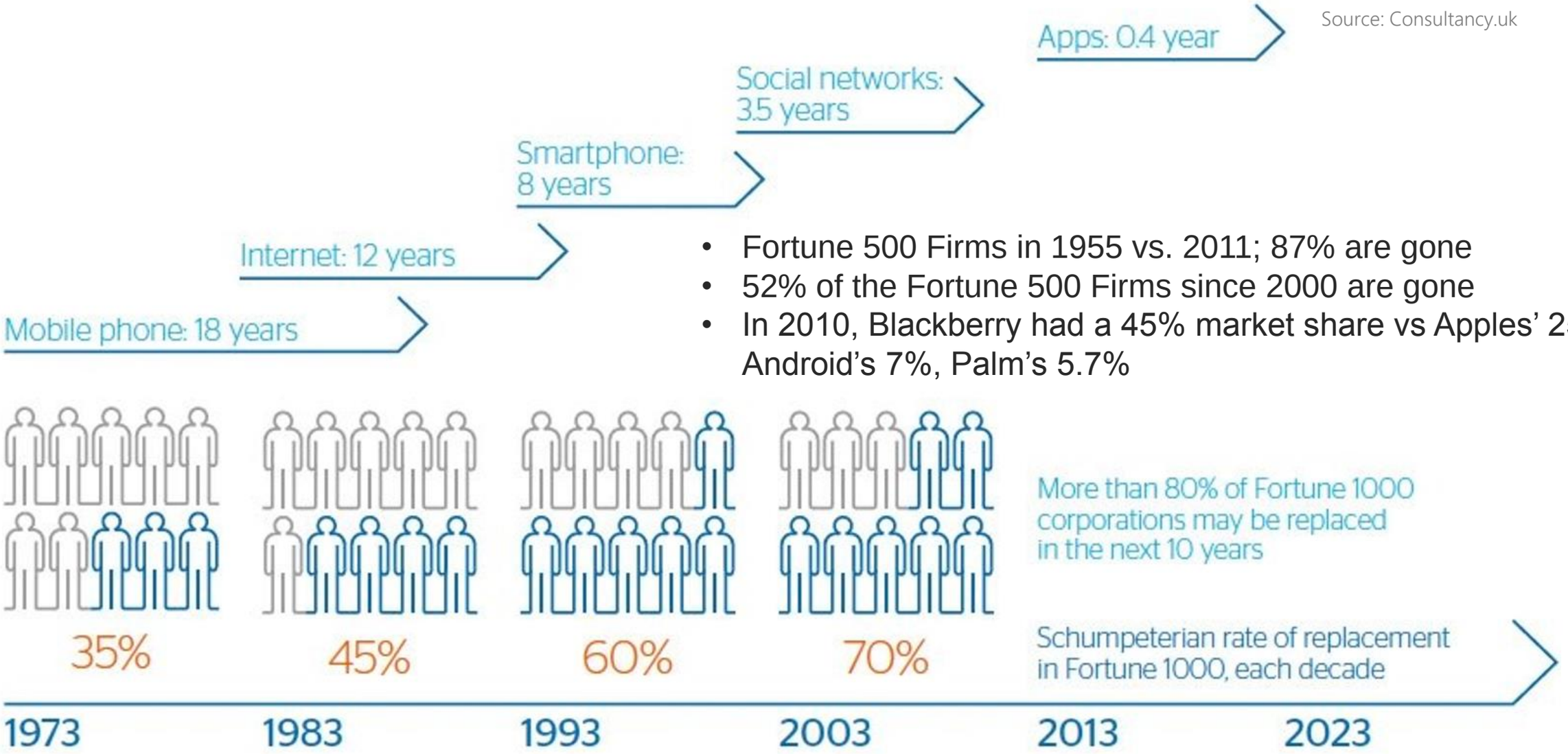
Source: recode (2017/12/04)

Adoption Rates of Consumer Tech in US



Landscape Change

Source: Consultancy.uk



- Fortune 500 Firms in 1955 vs. 2011; 87% are gone
- 52% of the Fortune 500 Firms since 2000 are gone
- In 2010, Blackberry had a 45% market share vs Apples' 25%, Android's 7%, Palm's 5.7%

Data is the Fuel of the Digital Era

데이터를 제대로 활용하는 기업만이 살아남을 수 있는 시대

DATA

163 zettabytes annually by 2025

48 roundtrips between the earth and the moon with 64G smartphones

ANALYTICS

$200 billion global market by 2020

CLOUD

Cloud shift will affect more than
$1 trillion in IT spending by 2020

Source: Forbes, Gartner

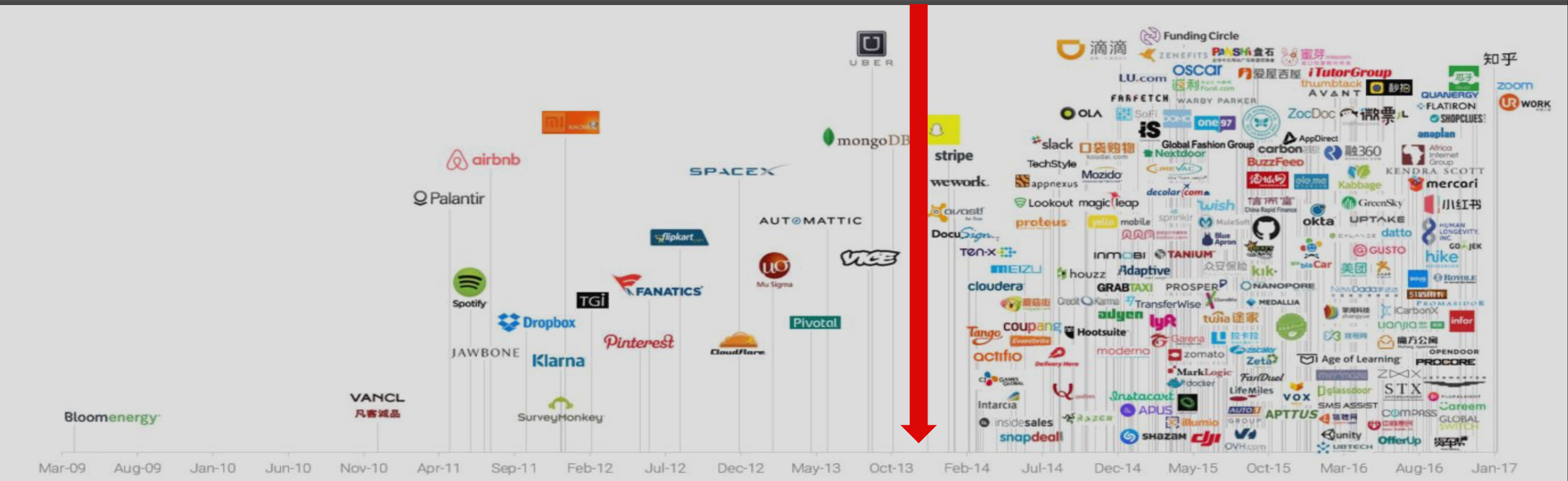
The increasingly crowded Unicorn Club

(Korean companies: Coupang, Yello Mobile)

Source: CBINSIGHTS

16 **vs** 219

JAN 2014



Increased Market Opportunity

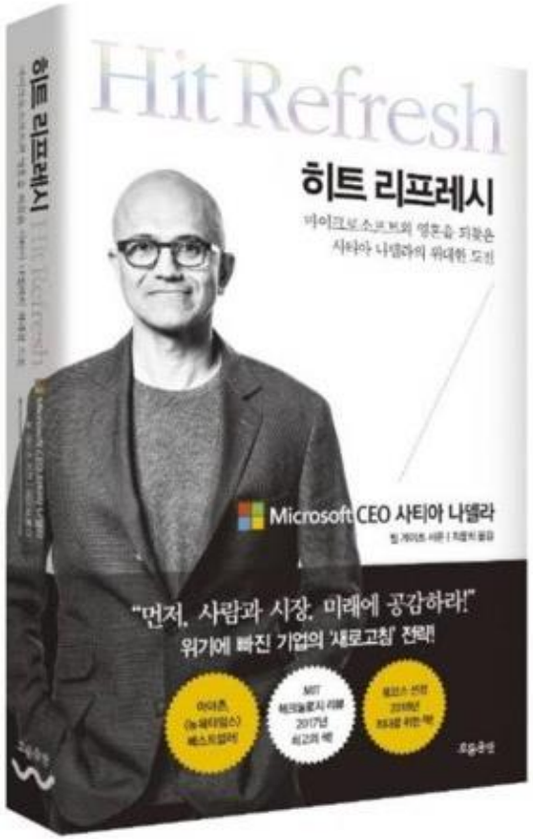
Microsoft's lost decade

Knower, genius oriented
Fixed mindset, ignore input
Focus only on own success
Cannot fail
Cannot risk
Number driven
Internal focus
Limit feedback

Microsoft, Hit Refresh!

Feb 2014

A watershed moment in Microsoft history

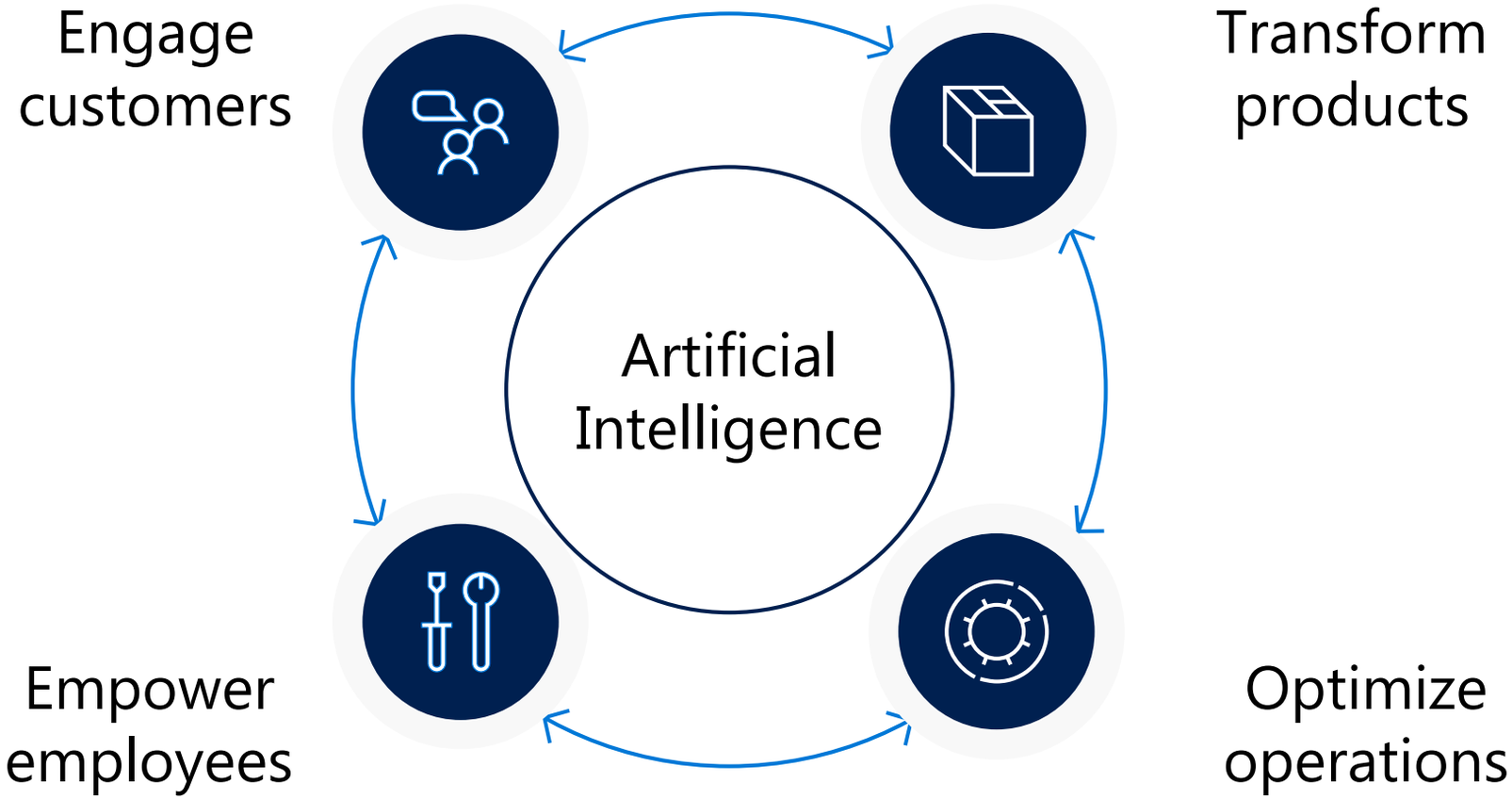


Microsoft's mission

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

Digital Transformation

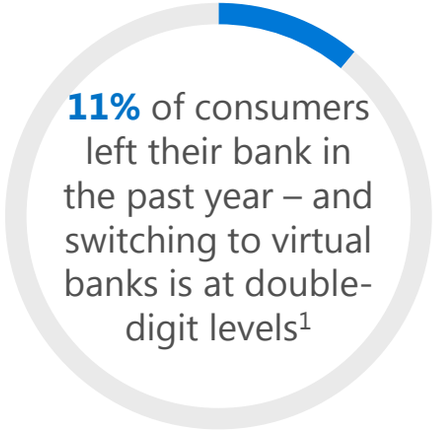
To re-envision existing business models and embrace a different way of bringing together people, data, and processes to create value for their customers through systems of intelligence



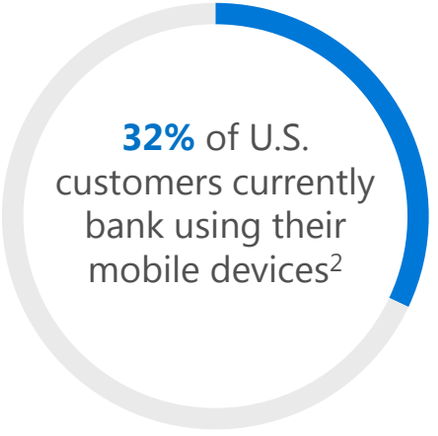
Digital is disrupting the way banks deal with customers

Customer are demanding a simplified, integrated and unified experience across all interactions and platforms

COMPETITION FOR CUSTOMERS is fierce



MONEY MOBILITY and online banking are rapidly increasing



CUSTOMERS expect instant access and satisfaction

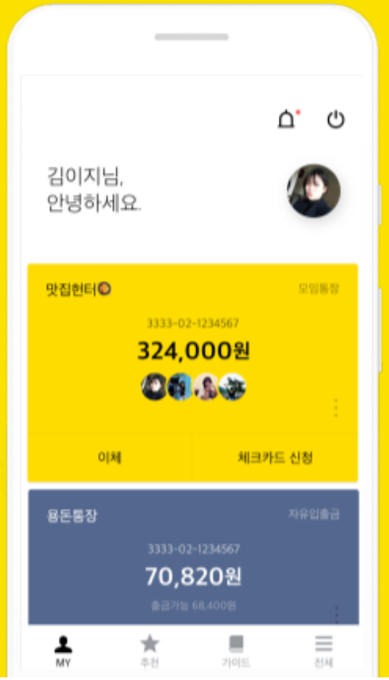
PERSONALIZATION is the new brand differentiator

CUSTOMER INTERACTIONS are becoming more automated

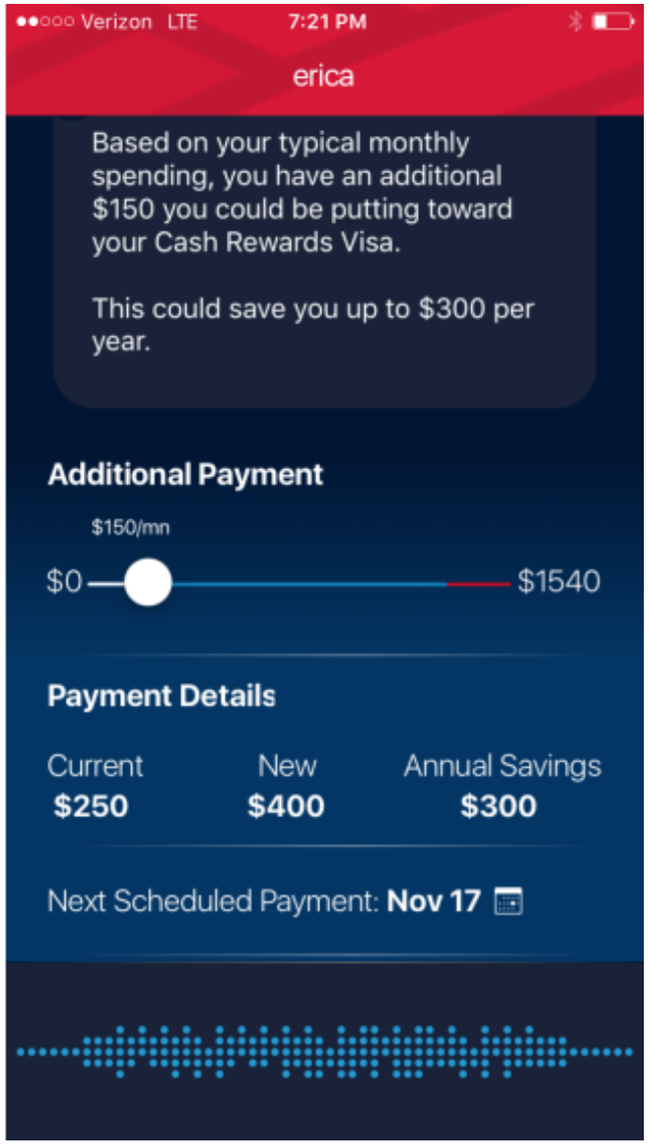
Toss

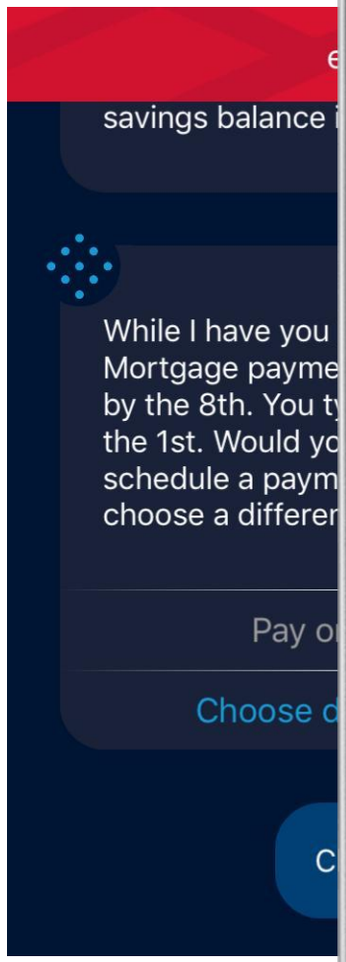
함께 쓰고 같이 보는

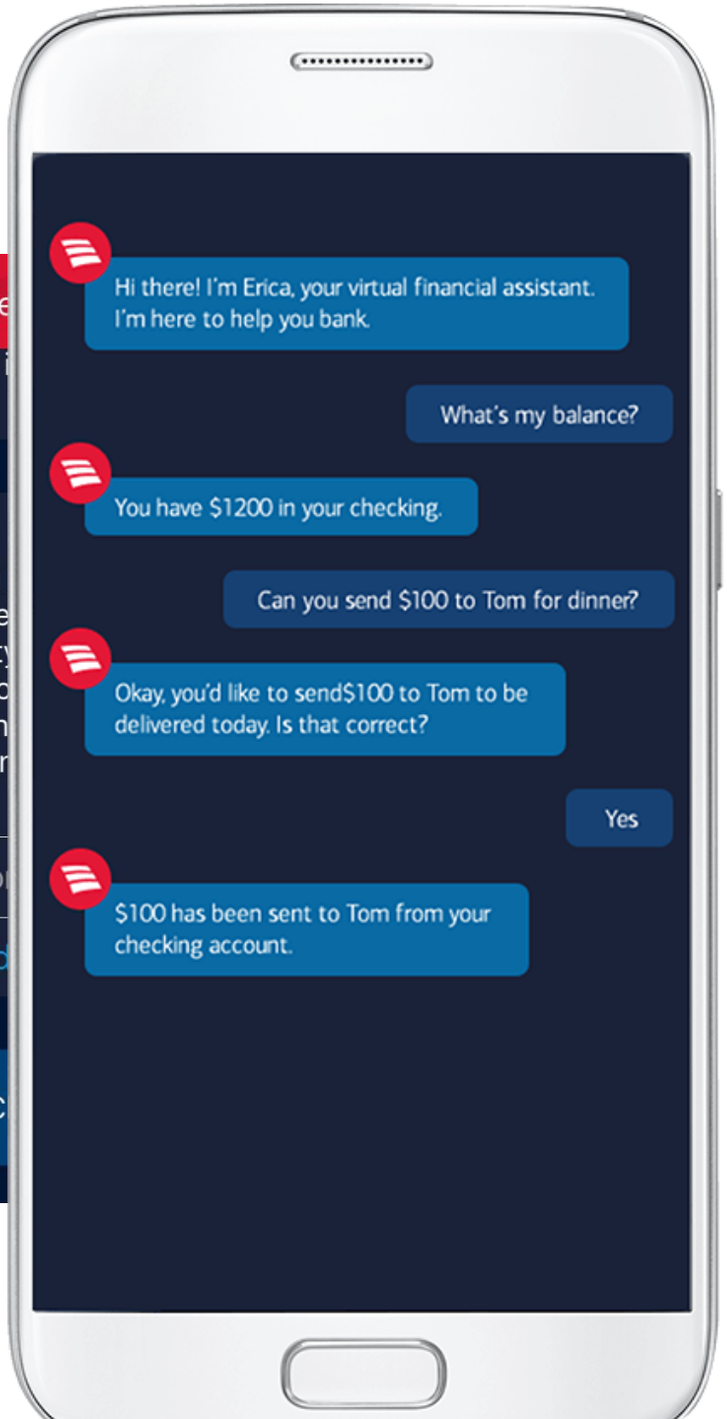
카카오뱅크 모임통장



Bank of America





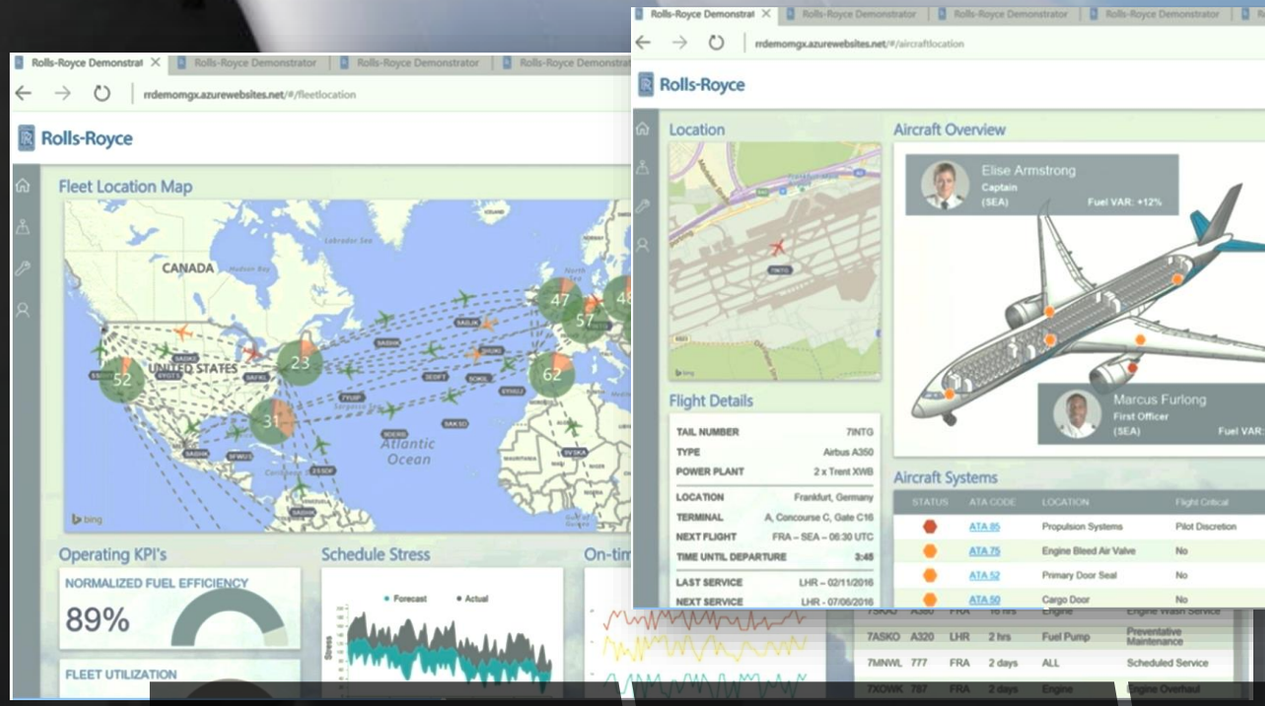


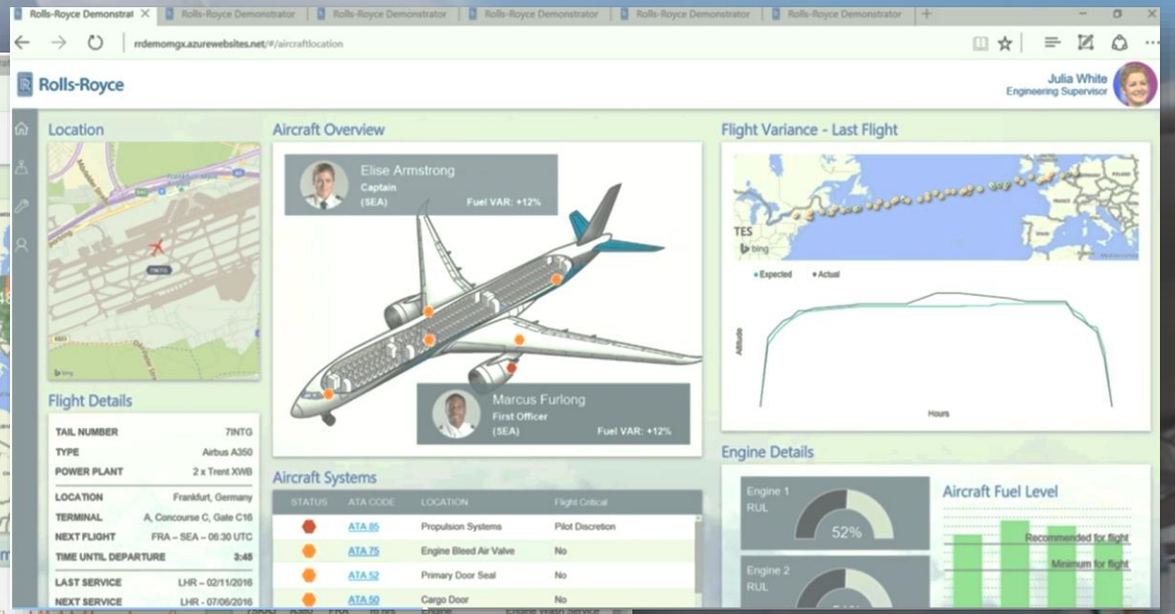
Digital Transformation

Servitization - Rolls Royce TotalCare® Digital Program

- ROLLS ROYCE

Through ‘Totalcare Digital program’, ROLLS ROYCE analyses the engine problem in advance, prevents the unexpected flight delay and minimizes the fuel consumption





Challenge

- Improve aircraft efficiency.
- Increase aircraft availability.
- Reduce engine maintenance costs for airlines.첫

Strategy

- Aggregated data from engines remotely with Azure IoT Suite.
- Utilized Cortana Intelligence Suite to assess health and detect operational anomalies.

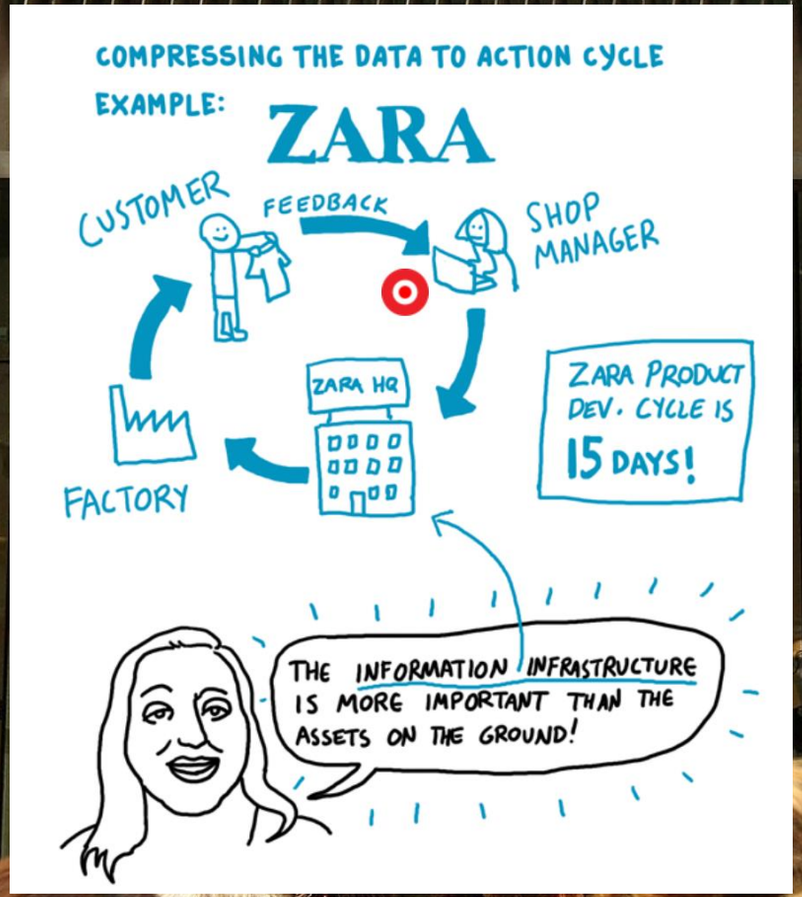
Results

- Retain asset value throughout an engine’s life cycle.
- Reduce flight disruptions.
- Potential cost savings of millions of dollars per year.

- ZARA

50% of its sales are order productions through sales clerk's internal social media

Enhanced sales rate of list price up to 25% and reduced stock-out rate by 10%

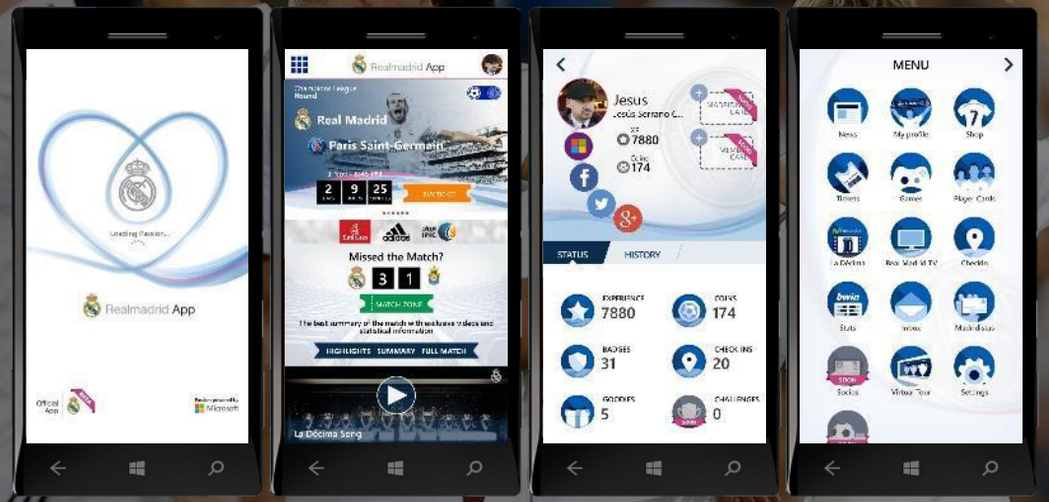


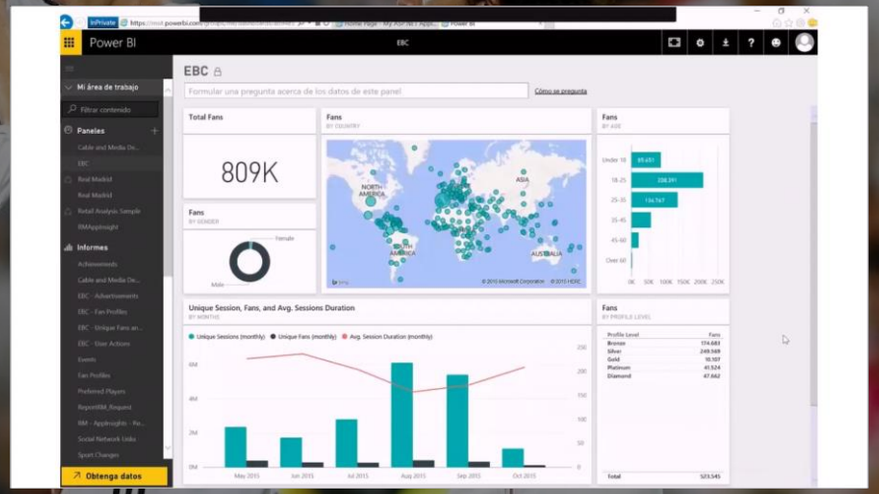
Sales rate of list price

25%

10%

Stock out rate





- Realmadrid

Providing fan mobile application based on Realmadrid fan data analysis powered by Microsoft Azure. Through user authentication and profile storage, Real Madrid can offer more targeted, customized marketing initiatives that could ultimately help the club increase revenues.

450,000,000!

Rank[1]	Team	Sport	Country	Value ($B)
1	Dallas Cowboys	American football	United States	4
2	Real Madrid	Football	Spain	3.65
3	Barcelona	Football	Spain	3.55
4	New York Yankees	Baseball	United States	3.4
5	Manchester United	Football	England	3.32
6	New England Patriots	American football	United States	3.2
7	New York Knicks	Basketball	United States	3
8	Washington Redskins	American football	United States	2.85
9	New York Giants	American football	United States	2.8
10	Los Angeles Lakers	Basketball	United States	2.7
	San Francisco 49ers	American football	United States	

Forbes - The World's Most Valuable Sports Teams(2016)

Realmadrid

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

100+ Microsoft datacenters
in our global cloud infrastructure portfolio

200+ online services
delivered by Microsoft's datacenters **24x7x365**

People are saying that Microsoft is now more innovative than Apple

-Business Insider, Oct 2016

The #1 CEO Of The Year In The Cloud Wars: Microsoft's Satya Nadella

-Forbes, Jan 2018

Microsoft has changed, and we're impressed!

- Tech 2, Jan 2018

Microsoft's Cloud Transformation Is Blowing Minds

- The Street, Oct 2017

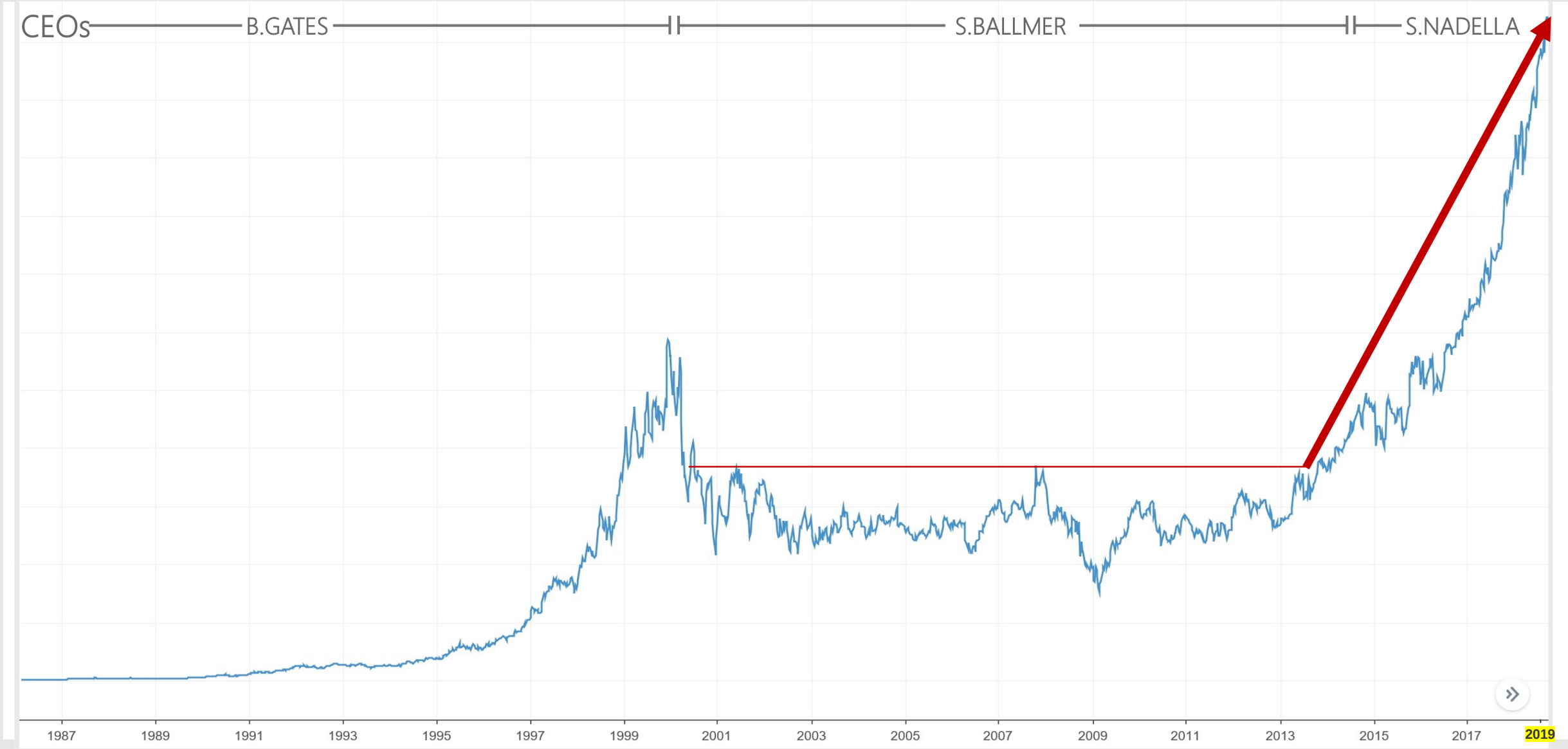
From Ego To Empathy : A Microsoft Transformation

-Seeking Alpha, Jan 2018

Azure rising: Microsoft will be largest Infrastructure as a Service vendor by 2019, says new Morgan Stanley survey

- Geekwire, 1 Jun 2016

Microsoft Stock Price

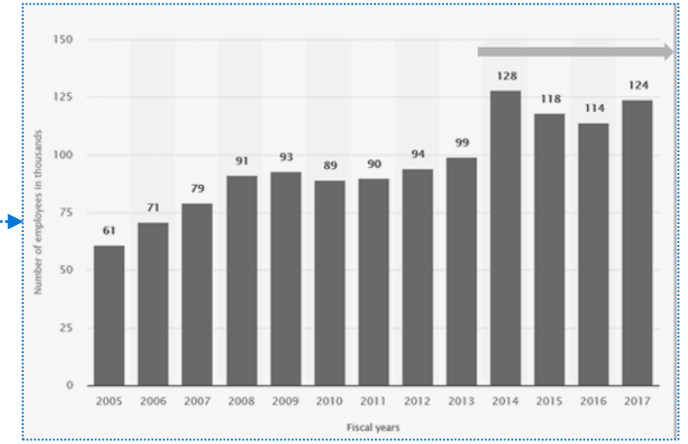


Productivity

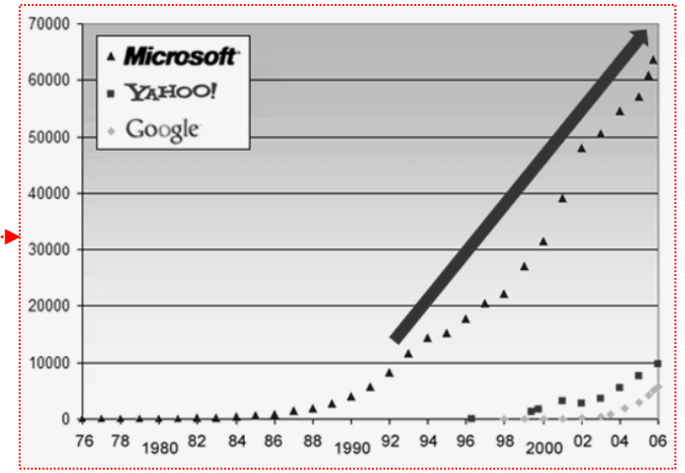
Microsoft Corporation
NASDAQ: MSFT

112.33 USD +0.38 (0.34%)
폐장: 8월 31일 오후 7:58 GMT-4 · 면책조항
폐장 후 112.35 +0.020 (0.018%)

1일 5일 1개월 6개월 YTD 1년 5년 최대



디지털 직원으로의 전환을 통한 인력 유지

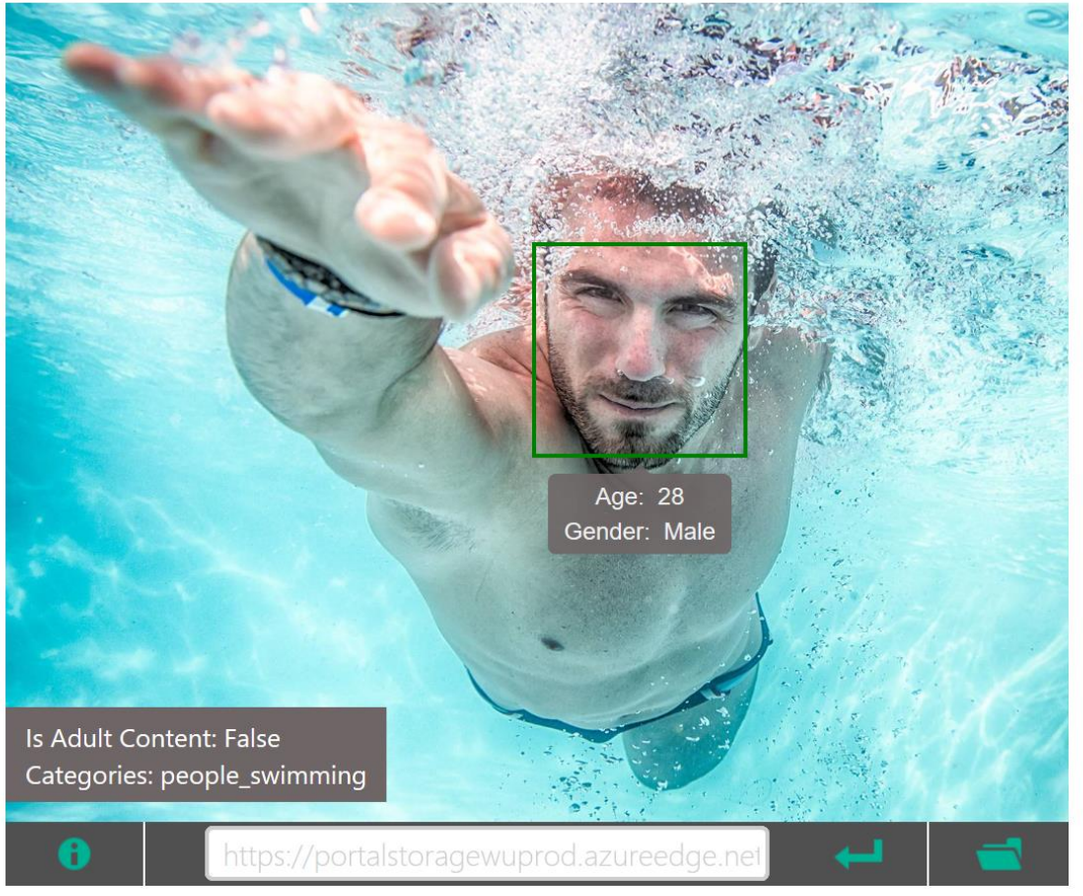


성장에 따른 인력 증가

Moving forward

“Beyond cloud, AI, Mixed Reality, Quantum Computing! “

Microsoft Cognitive Service – Vision API



Features:

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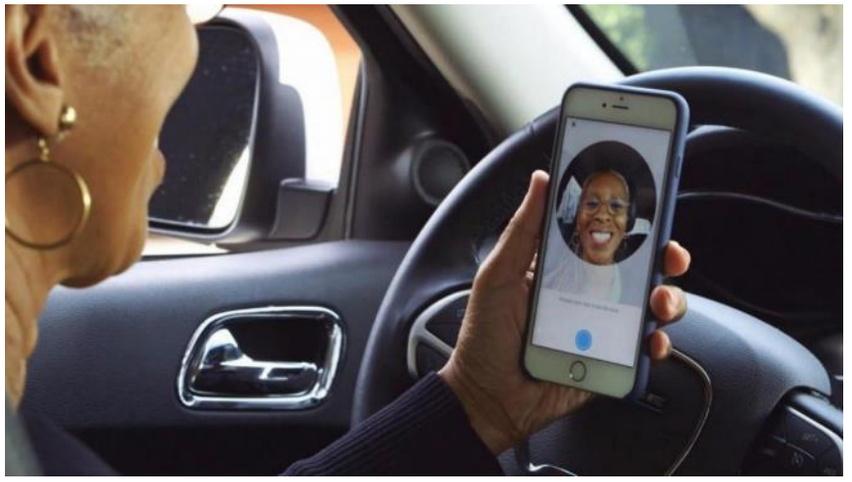
Image Format	jpeg
Image Dimensions	1500 x 1155
Clip Art Type	0 Non-clipart
Line Drawing Type	0 Non-LineDrawing
Black & White Image	False

40 OLD TOWN
BIRKSEN
(020) 76226466
flowers by
40 OLD TOWN
BIRKSEN
(020) 76226466

UBER



Microsoft Cognitive Service helping
Uber's security precautions for its drivers and passengers

“The bank should now be redefined as a software company, and half of its staff will be doing digital work within five years”

- Francisco González Rodríguez, BBVA

“We are a technology firm. We are a platform.”

- Lloyd Blankfein, Goldman Sachs, 2017

“Banking is necessary, banks are not”

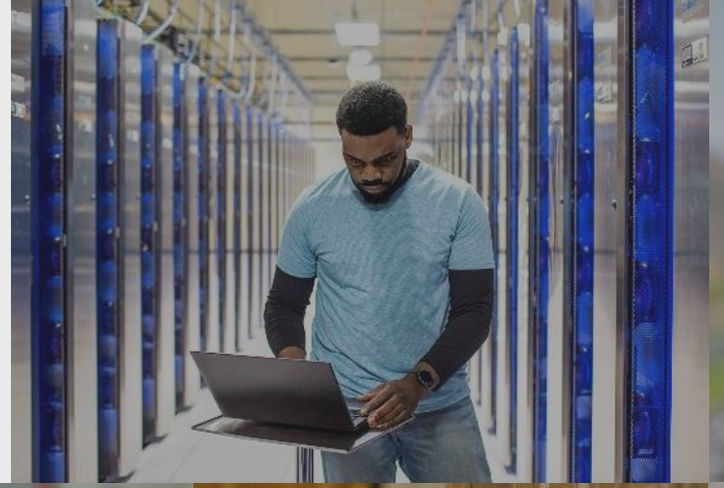
- Bill Gates, Microsoft, 1994

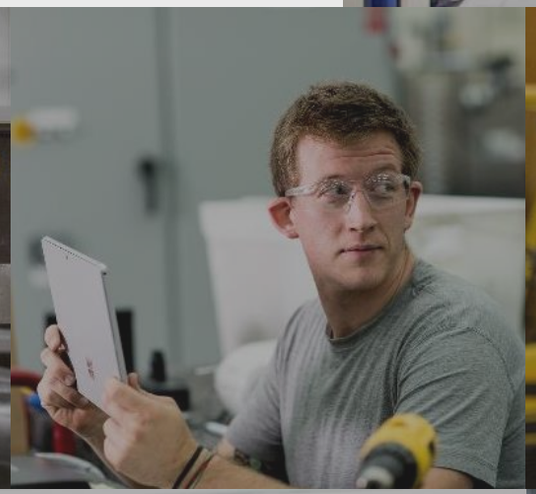
"Every company is a software company. You have to start thinking and operating like a digital company. It's no longer just about procuring one solution and deploying one. It's not about one simple software solution. It's really you yourself thinking of your own future as a digital company."

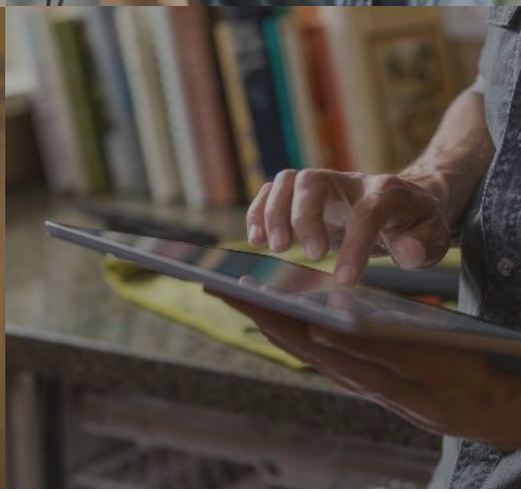
SATYA NADELLA
CEO, MICROSOFT

Microsoft

Digital transformation
represents a unique and timely opportunity for your company

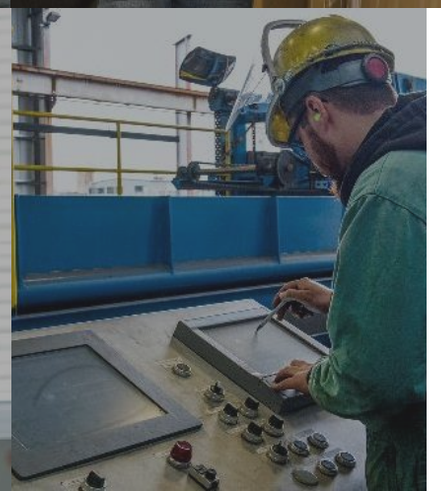






I-ON communications

Digital Experience Platform



Microsoft

Microsoft Azure
Artificial Intelligence
Big Data
IoT Edge

“ Digital Transformation Together!“