



Technology Trends for 2015 and Beyond

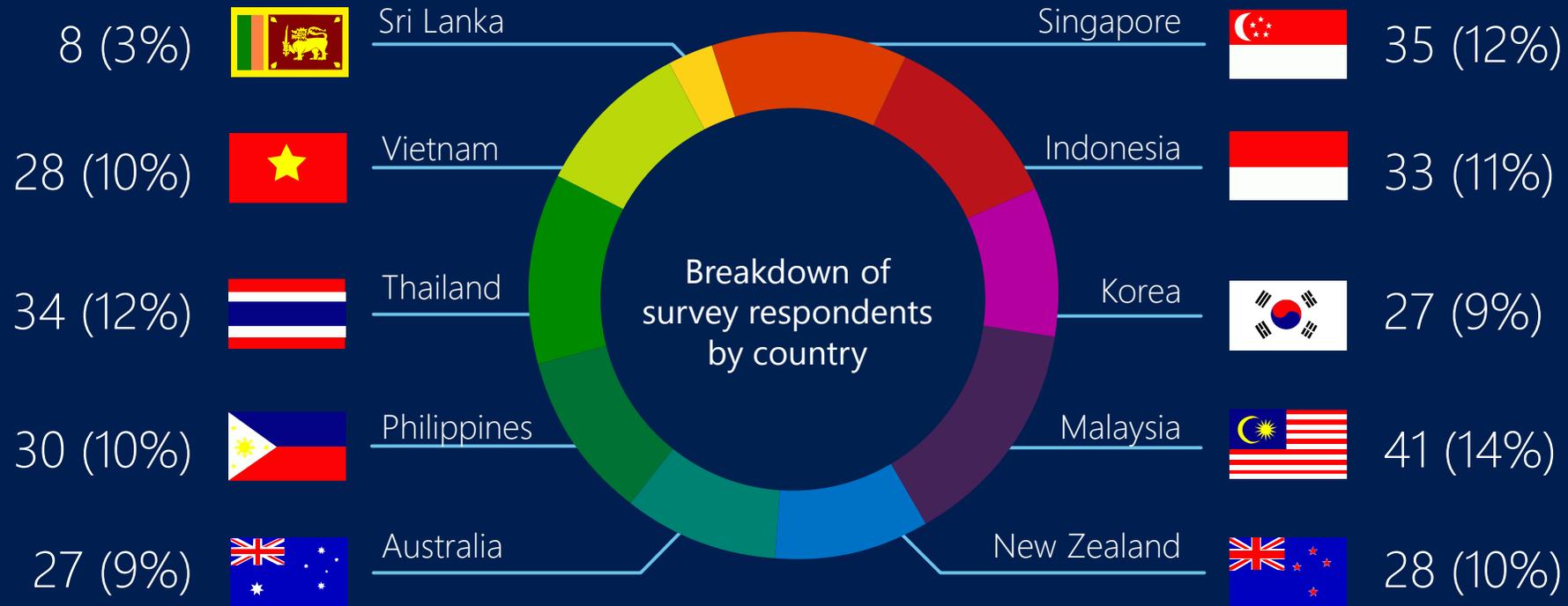
อภิชาติ สัจจพงษ์

*Account Technology Strategist
Microsoft (Thailand) Limited*



Reimagine the Enterprise: Asia Pacific Survey

291 respondents, 10 countries



CIOs in Asia are seeking a **transformative approach** in reimagining the enterprise

CIOs in Asia Pacific have radically different priorities in a new digital world

Current Priorities:

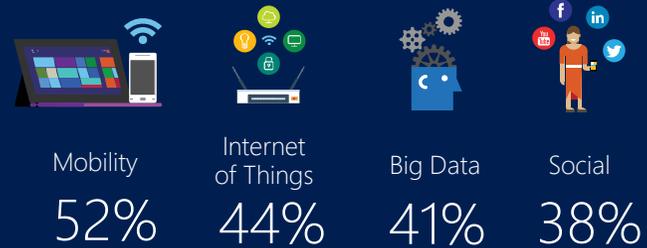
- 
92% Device and Management Initiatives
- 
90% Hybrid IT infrastructure
- 
86% Big Data Projects

Priorities in the Next 3 Years:

- 
71% Cloud Services
- 
65% Mobility
- 
61% Big Data Projects

CIOs have a unique opportunity with disruptive technologies to reimagine the enterprise

Top 4 Disruptive Technologies:



More than half of CIOs (**53%**) polled allocated 11% - 30% of their budget towards new technologies; Another **27%** said they allocate more than 30%.



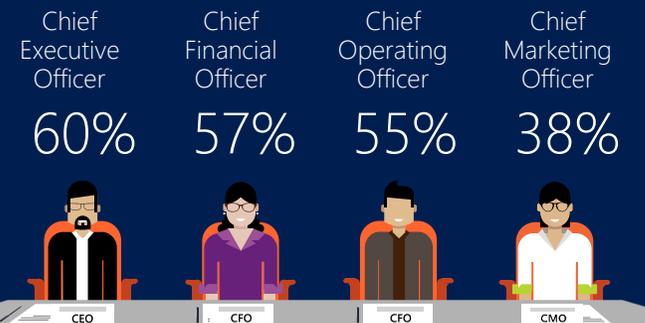
62% expect to increase IT spending on new technologies next year.

CIOs need to be more strategic in shaping business transformation

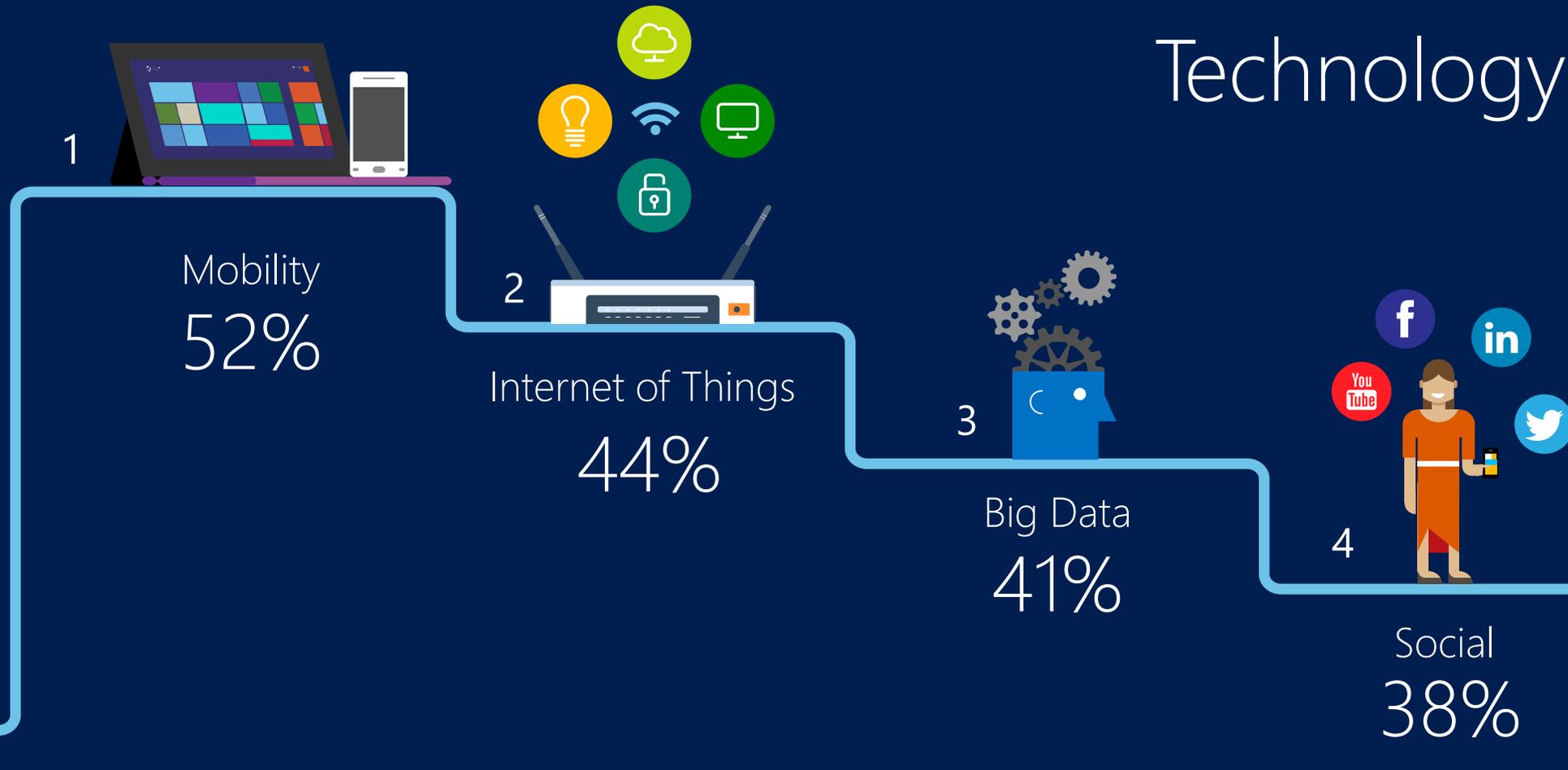
Top 3 Barriers in Adopting New Technologies:

- 
81% Budget Limitations
- 
79% Trust in Cloud Solutions
- 
72% Influence of Internal Stakeholders

The 4 Most Important Internal Stakeholders for CIOs in Asia are:



4 Most Disruptive Technology trends



Q2. What are the top 3 technology trends you would consider as disruptive to your organization?
Total sample; base n = 291

4 "Megatrends" are driving a data revolution

44% of users (350M people) access Facebook via mobile devices.

50% of millennials use mobile devices to research products.



70% of U.S. smartphone owners regularly shop online via their devices.

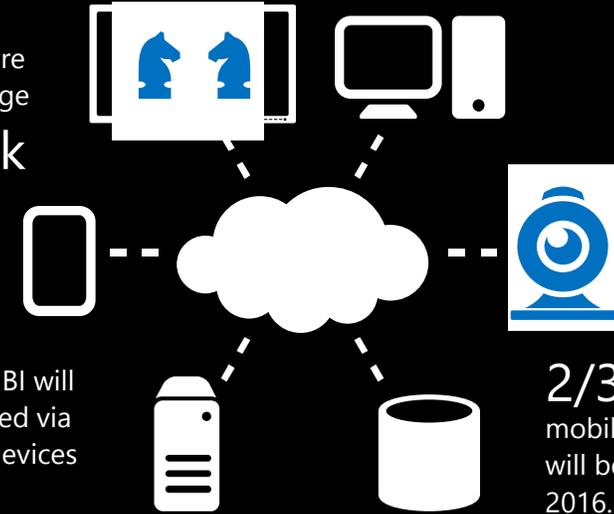


60% of U.S. mobile data will be audio and video streaming by 2014.

Mobility

Cloud

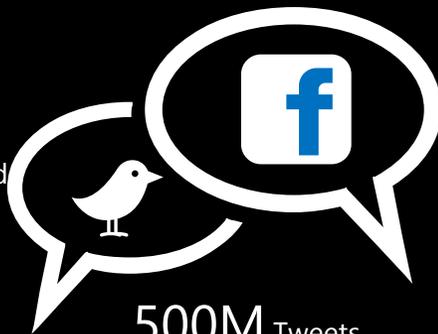
Gaming consoles are now used an average of 1.5 hrs/wk to connect to the Internet.



33% of BI will be consumed via handheld devices by 2013.

2/3 of the world's mobile data traffic will be video by 2016.

38% of people recommend a brand they "like" or follow on a social network.



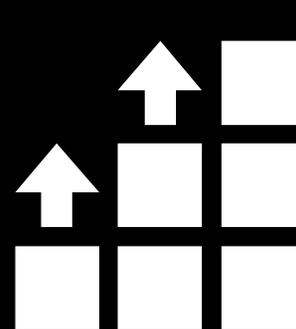
500M Tweets are hosted on Twitter each day.

1 in 4 Facebook users add their location to posts (2B/month). Brands get 100M Facebook "likes" per day.

Social

Big Data

8 zettabytes of digital data will be in use worldwide in 2015, up nearly 500% from 2010.



80% growth of unstructured data is predicted over the next five years.

Mobile has become the new normal

The influence of consumer technology and always-on connectivity

“The nature of work has changed. Collaboration, data analysis, and mobility are now critical levers for labor productivity. Yet, 60% of employees globally believe IT is ineffective at providing these capabilities.”

–IT Impact Report: Five Key Findings on Driving Employee Productivity. CEB. Q1 2014.

In  **2013** time spent using **digital media overtook** time spent watching **TV**

By 2015, most apps will **synch, collect** and **analyze deep data** about users and their social graph

 **1/3** work on-premises, but frequently collaborate away from their desks. 70% of these employees are unhappy with their mobility capabilities.

 **20%** of enterprise BYOD programs will **fail**

By **2017**, mobile users will provide personalized data streams to more than **100** apps and services, every day 

 **60%** will opt for mobile customer service applications as **first option**

The cloud-first world has become the new normal

Enabling business agility, speed and innovation

“Cloud is often part of cost-cutting discussions, even though its ability to cut costs is not a given. There are also many reasons to talk about the capabilities enabled by cloud computing: agility, speed and innovation.”

–Smith, David Mitchell. *Hype cycle for cloud computing, 2013*. Gartner, Inc. July 31, 2013.



significant investments in **public cloud**



1/2 of CIOs

more than half of their company's business to be running over public cloud by 2020

“**Hybrid cloud computing**” is replacing “cloud computing” as a catch-all umbrella term



55% of CIOs will source all critical apps in the cloud by 2020

1/2 = **agility** is primary motive for cloud A dark blue icon of two arrows crossing each other, one pointing up and right, the other pointing down and right.



Through 2017, **80%** of large enterprises will restrict their private cloud data center services to less than 20% of their total data center services



“At our core...

Microsoft is the productivity and platform company for the mobile-first and cloud-first world. We will reinvent productivity to empower every person and every organization on the planet to do more and achieve more.”

—Satya Nadella, CEO

A mobile-first,
cloud-first world



+



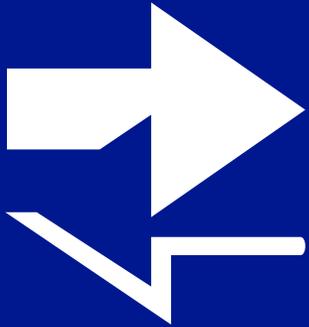


Microsoft Azure

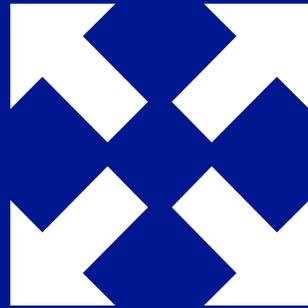
Bringing Cloud
to your Enterprise

Why consider the cloud?

Speed



Scale

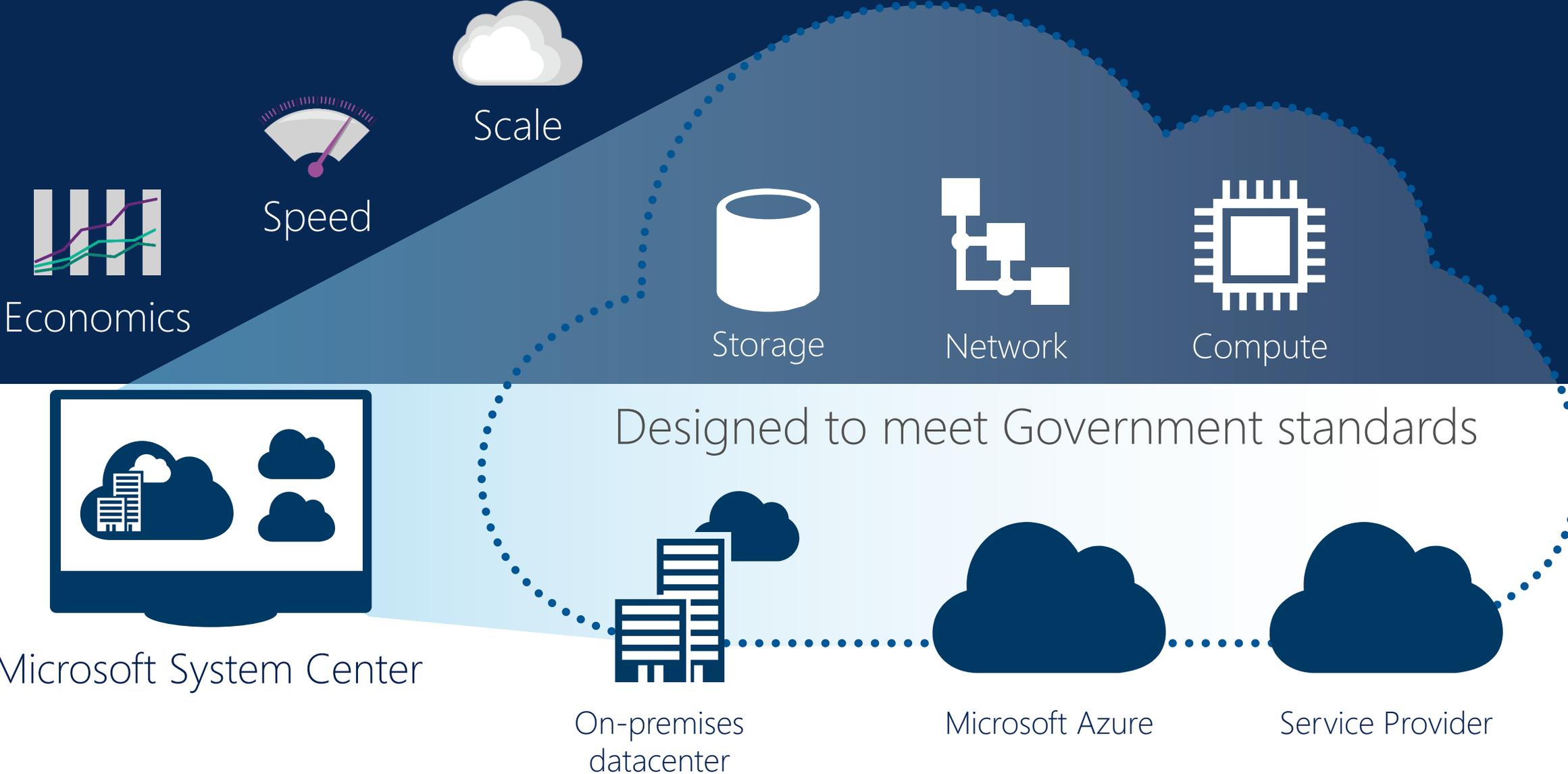


Economics

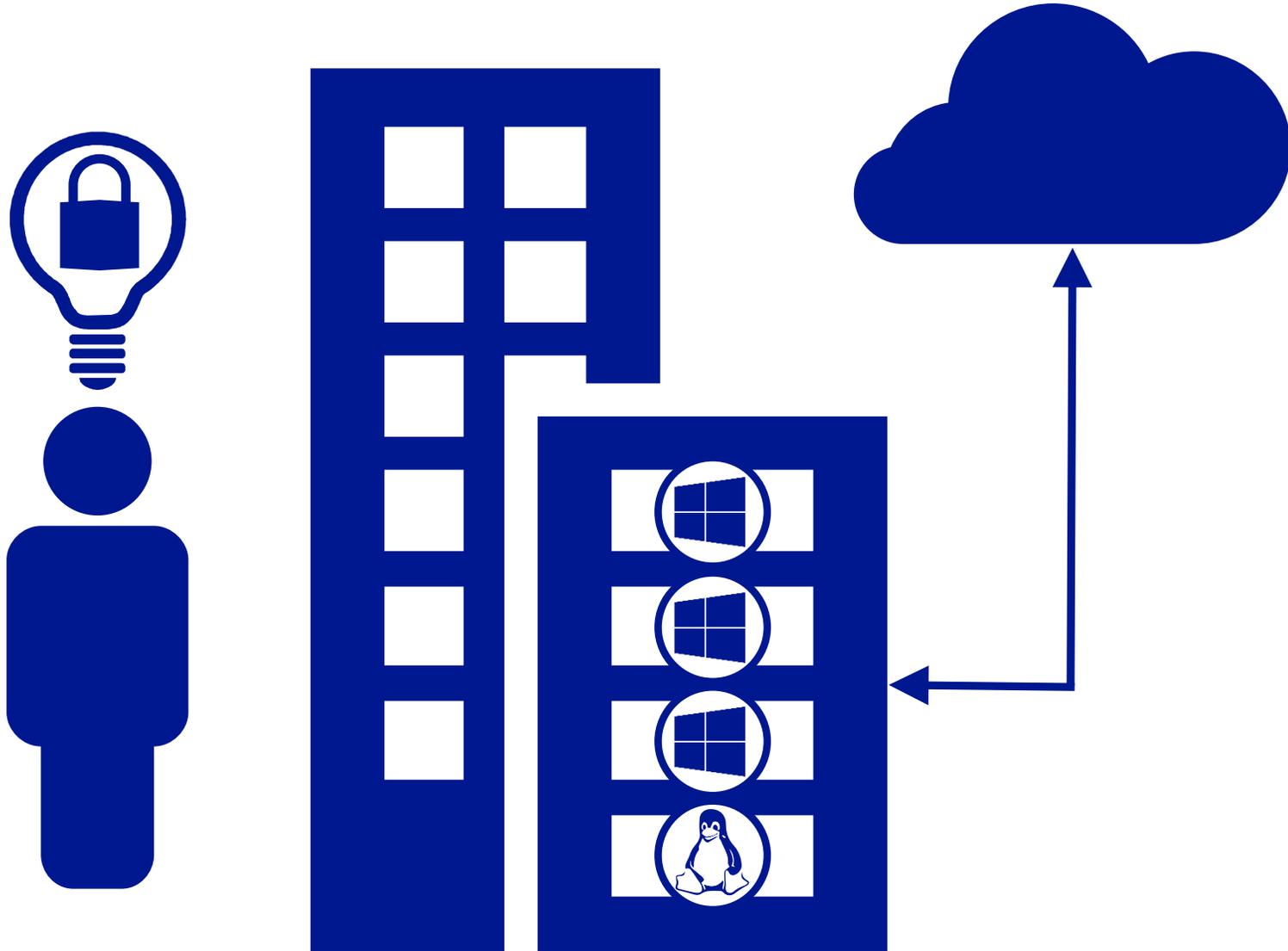


Cloud Platform

A trusted services platform for government scenarios



Cloud innovation presents challenges for IT



How do I integrate with my existing IT investments?



What about my heterogeneous, complex IT landscape?

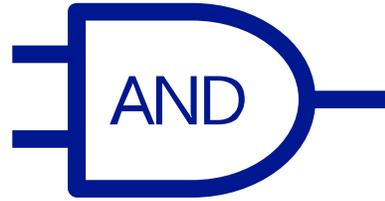


What about security and compliance?

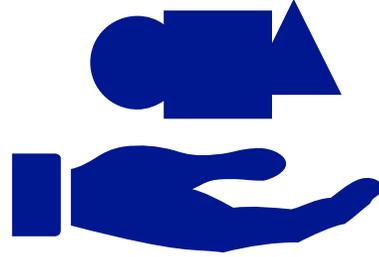
Enterprise
needs



Integration



Heterogeneity



Security



Enterprise needs

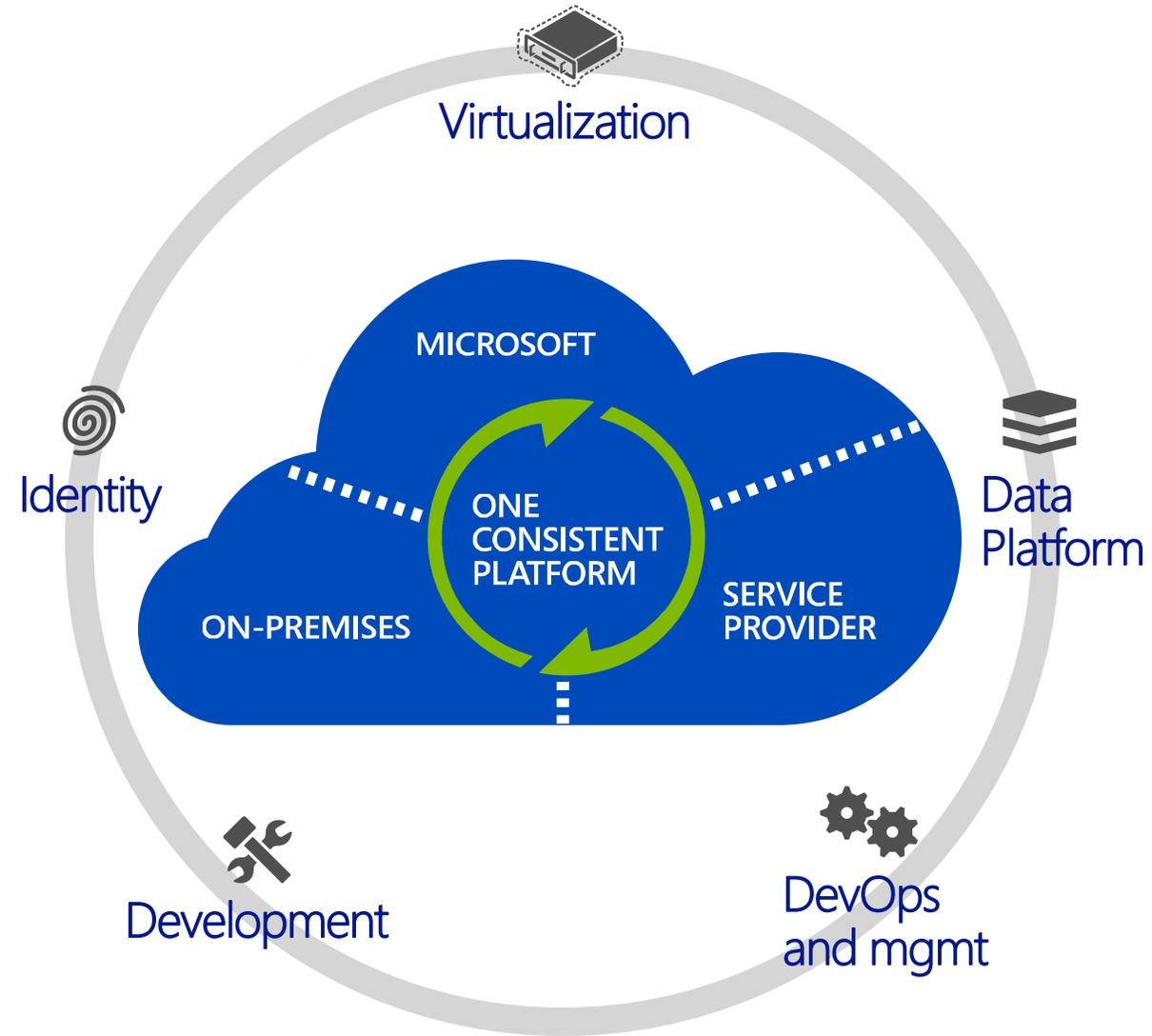


Integration



On-premises AND Cloud

Microsoft Azure fundamentals



Enterprise
needs



Heterogeneity



Open Based
AND Flexible

Microsoft Azure
fundamentals



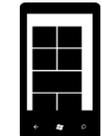
Languages



CMS



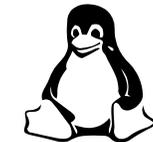
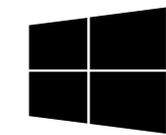
Devices



Databases



Operating
Systems



Enterprise needs



Herogeneity



Open, Broad
Trustworthy
and Flexible

Microsoft Azure fundamentals



TRANSPARENCY

CMS



Devices



Databases



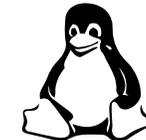
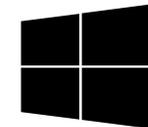
Microsoft SQL Server



hadoop

ORACLE

Operating Systems



Enterprise
needs



Microsoft Azure
fundamentals



Security



Trustworthy

TRANSPARENCY

EXPERIENCE

ISO 27001
Cloud Security
Alliance (STAR)
Industry standards



Yearly audits
Independently verified



\$
Monthly SLAs



Regulatory
compliance
Trust center



Real-time status
Service dashboard



Enterprise needs



Security



Trustworthy

Microsoft Azure fundamentals



TRANSPARENCY

RELATIONSHIP

EXPERIENCE

Count on your existing relationship

Attach to your EA
Enterprise ready procurement



24x7x365
Enterprise-ready support



MCS, CSS,
Partners
Trusted advisors



Enterprise needs



Microsoft Azure fundamentals



Security



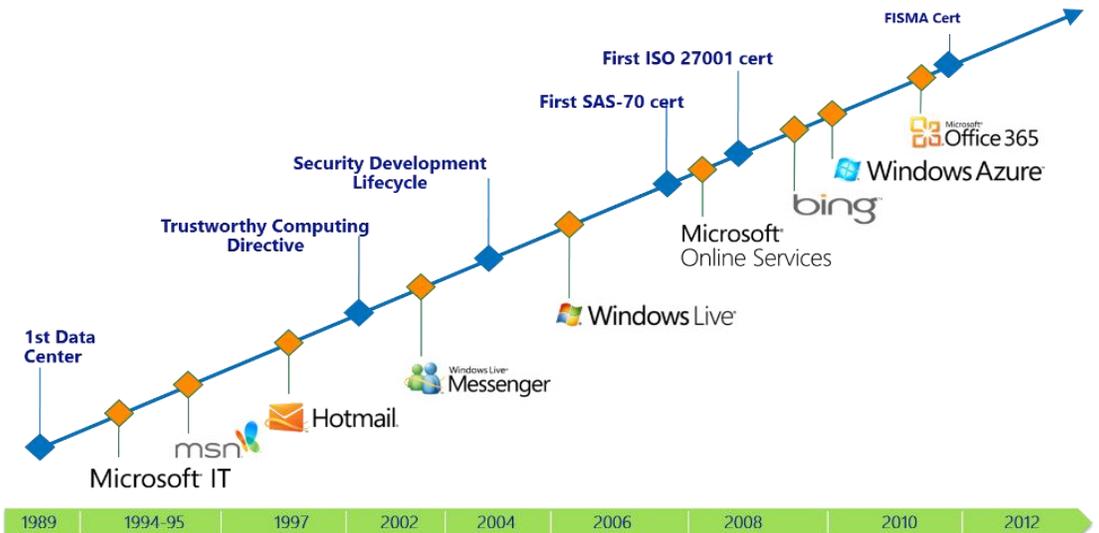
Trustworthy

TRANSPARENCY

RELATIONSHIP

EXPERIENCE

Unparalleled experience in online security

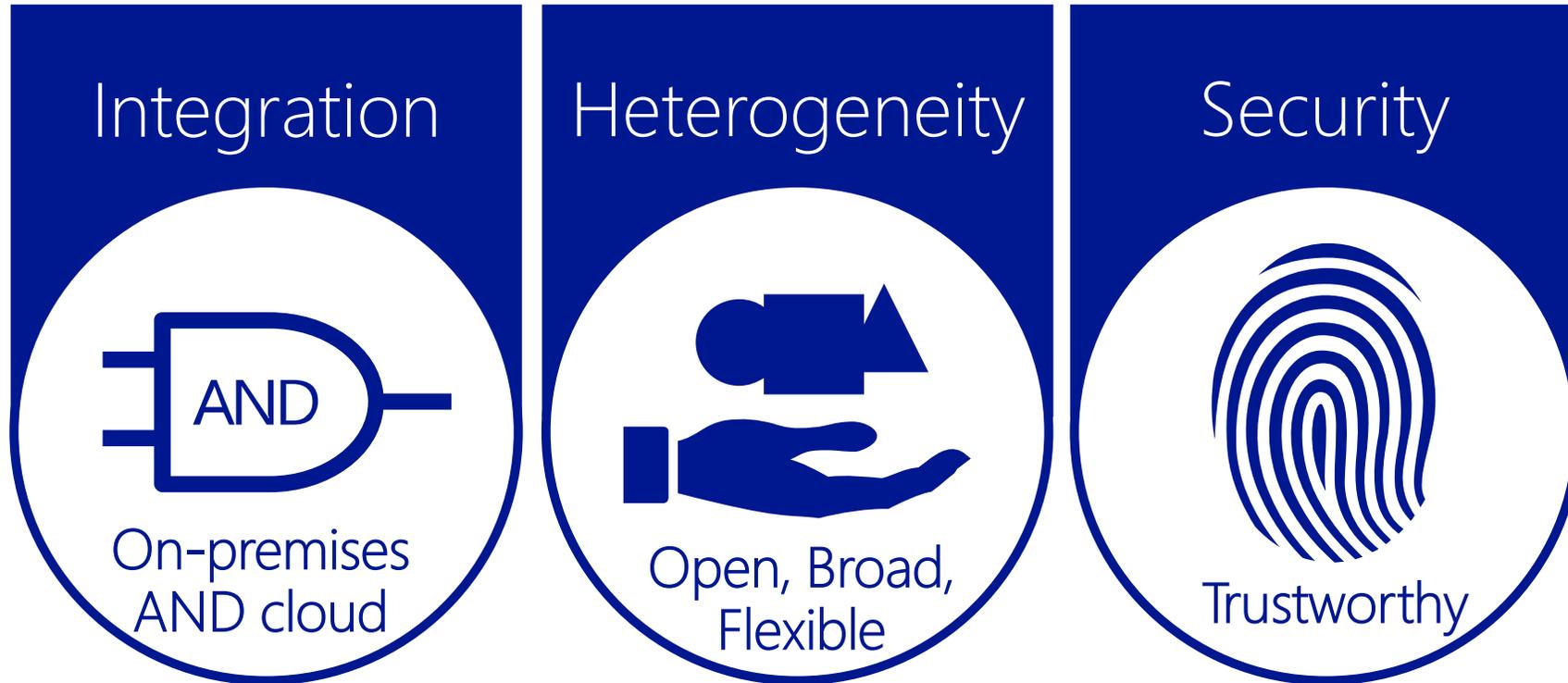


Today, we manage 200+ global services, running 24x7

- 9.9 billion messages a day via Windows Live Messenger
- 600 million unique users monthly on Windows Live and MSN
- 1 Petabyte+ of updates served monthly Windows Update
- 5M LiveMeeting conference minutes per year
- 200 billion+ authentications through Windows Azure AD

Microsoft Azure delivers.

Enterprise ready by design.



WHAT IS AZURE..?

Huge infrastructure scale is the enabler

19 Regions ONLINE...huge datacenter capacity around the world...and we're growing



- 100+ datacenters
- One of the top 3 networks in the world (coverage, speed, connections)
- 2 x AWS and 6x Google number of offered regions
- G Series – Largest VM available in the market – 32 cores, 448GB Ram, SSD...

■ Operational ■ Announced
* Operated by 21Vianet

Store, backup, recover your data

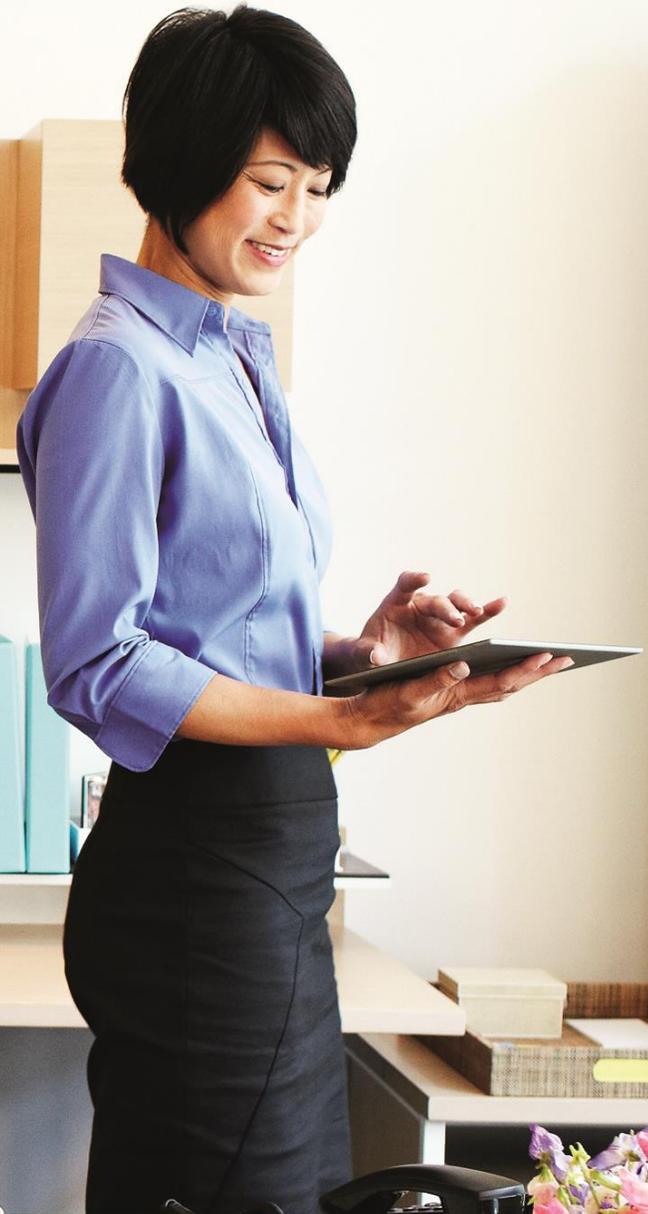
Develop, test, run your apps

Extend your infrastructure

Reach where your datacenter won't

Scenarios to
get started with
Microsoft Azure

Collaborating Like a Network: Accelerating Team Productivity with Social



The world has become a giant network.



Are your employees networked?



Geographic & functional silos slow down internal collaboration

MON

TUE

WED

THU

FRI

61%

of the work week is spent
coordinating collaboration
(McKinsey, 2012)

As well as external collaboration



66%

of collaboration time is spent working with people who do not sit nearby, including people outside the organization (IDC, 2012)

We need a better way to collaborate.

Adapt & respond faster through social collaboration

Work better
together

Collaborate
beyond your
business

Make smarter
decisions



Work better together

37% improvement in project collaboration.

Inside Communication, 2012

Get everyone on the same page

Work Together Beyond Business Smart Decisions

Enable teams to self-organize, get aligned and work together efficiently

The screenshot displays the Microsoft Office 365 interface for a SharePoint site. The top navigation bar includes 'Office 365' and 'Garth Fort'. The main content area is titled 'Product Launch' and features a document list with columns for Name, Modified, and Modified By. The highlights section on the right shows a group overview with 6 members and several document thumbnails.

Name	Modified	Modified By
Launch Budget	Tuesday at 10:53 AM	Alex Darrow
Launch Events	Tuesday at 10:54 AM	Katie Jordan
California Q3 and Q4 Marketing Campaign	Tuesday at 6:28 AM	Garth Fort
Campaign Effectiveness by Language Group	Tuesday at 10:56 AM	Janet Schorr
Campaign Strategies 2014	Tuesday at 10:40 AM	Anne Wallace
Marketing Campaign Strategies Europe	Tuesday at 10:45 AM	Katie Jordan
Marketing Campaigns FY14	Tuesday at 10:40 AM	Anne Wallace
New Product Launch plan	Tuesday at 5:52 AM	Garth Fort
XT2000 Marketing Campaign	Tuesday at 10:37 AM	Alex Darrow

Collaborate seamlessly on documents

Share, co-edit and discuss content in real time

Work Together

Beyond Business

Smart Decisions

The image shows a screenshot of the PowerPoint Online interface. The main window displays a presentation slide titled "EE TV ENERGY EFFICIENT TV MARKETING CAMPAIGN." by Garth Fort, dated March 2014. The slide features a background image of a forest and a green circular graphic. The interface includes a ribbon with tabs for FILE, HOME, INSERT, DESIGN, TRANSITIONS, ANIMATIONS, and VIEW. The Yammer sidebar on the right shows a conversation thread with messages from Garth Fort, Katie Jordan, and Anne Wallace. The Yammer header reads "Yammer Conversations" and "Say something about this document".

PowerPoint Online | Garth Fort | Marketing Campaigns FY14 | Share | Garth Fort ?

FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS VIEW Tell me what you want to do OPEN IN POWERPOINT

Undo Clipboard Delete Slides Font Paragraph Drawing Settings

1 2 3 4 5

EE TV
ENERGY EFFICIENT TV
MARKETING CAMPAIGN.

Garth Fort | March 2014

Executive Summary

- Contoso and Northwind have a long and trusted relationship that spans more than three decades.

SLIDE 1 OF 5

HELP IMPROVE OFFICE

Yammer Conversations

Say something about this document

Garth Fort
To All Company, Katie Jordan, and Bonnie Kearney
[Katie Jordan Bonnie Kearney](#) can you please review by Thursday?
Like · Reply · View Conversation · Monday at 2:12pm

Katie Jordan likes this.

Katie Jordan
Can we please schedule a call to discuss Sales numbers today?
Like · Reply · View Conversation · Tuesday at 6:12am
Anne Wallace likes this.

Write a reply...

Garth Fort
To Product Launch and Anne Wallace
[Anne Wallace](#) can you please provide feedback by Friday?
Like · Reply · View Conversation · Tuesday at 6:00am

Anne Wallace likes this.

Anne Wallace
Will do!
Like · Reply · View Conversation · Tuesday at 6:06am

Write a reply...

Keep team projects moving—even on the go

Work Together Beyond Business Smart Decisions

Engage in conversations & access content anytime, anywhere



Collaborate beyond your business

20% improvement in supplier
partner satisfaction.

Yammer Business Trends Customer Survey, 2013



Collaborate beyond your business

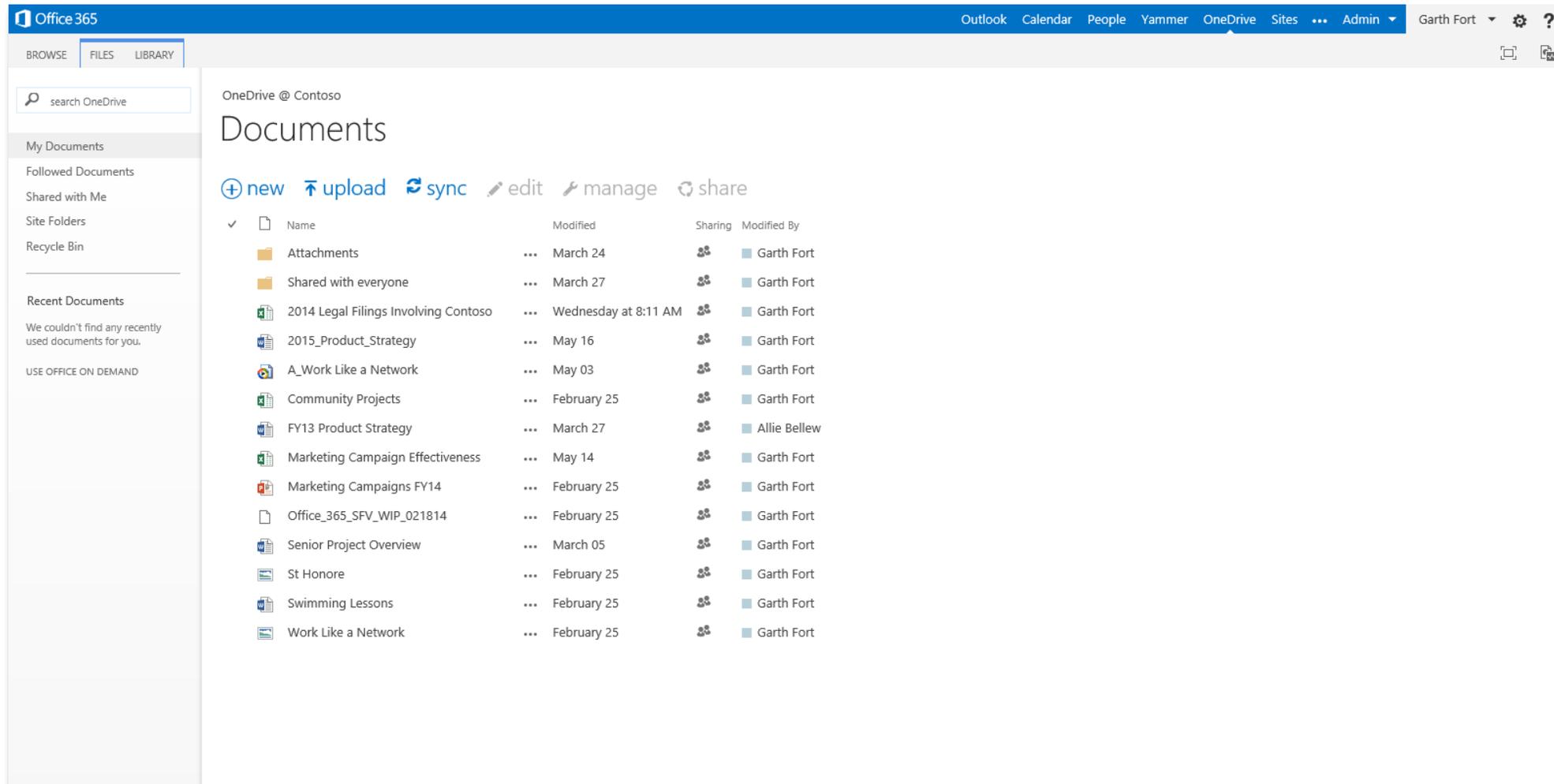
Work Together Beyond Business Smart Decisions

Improve employee, partner & customer satisfaction by evolving with their changing needs

The screenshot shows the Office 365 External Partner Network interface. At the top, the Office 365 logo is on the left, and navigation links for Outlook, Calendar, People, Yammer, OneDrive, and Sites are in the center. On the right, the user's name 'Garth Fort' is displayed with a dropdown arrow, a settings gear, and a help question mark. Below this is a dark red header with the text 'External Partner Network'. A navigation bar contains 'Home', 'Inbox', a search box with the placeholder 'Search for people, groups and conversations', and an 'Invite' button. The main content area is divided into three columns. The left column features a profile for 'Garth Fort' and a 'Groups' section with options like 'All Network', 'Browse Groups', and 'Create Group'. The middle column has a 'Share an Update' section with a text input field containing 'What are you working on?'. Below this is a post from 'Max Stevens' with a 'Follow' button and a file upload titled 'In-Store Displays'. The right column contains an 'App Directory' section, a 'Network Resources' section with an 'Upgrade Your Network' button, and a 'Related Networks' section. At the bottom right, a dark blue bar indicates 'Online Now'.

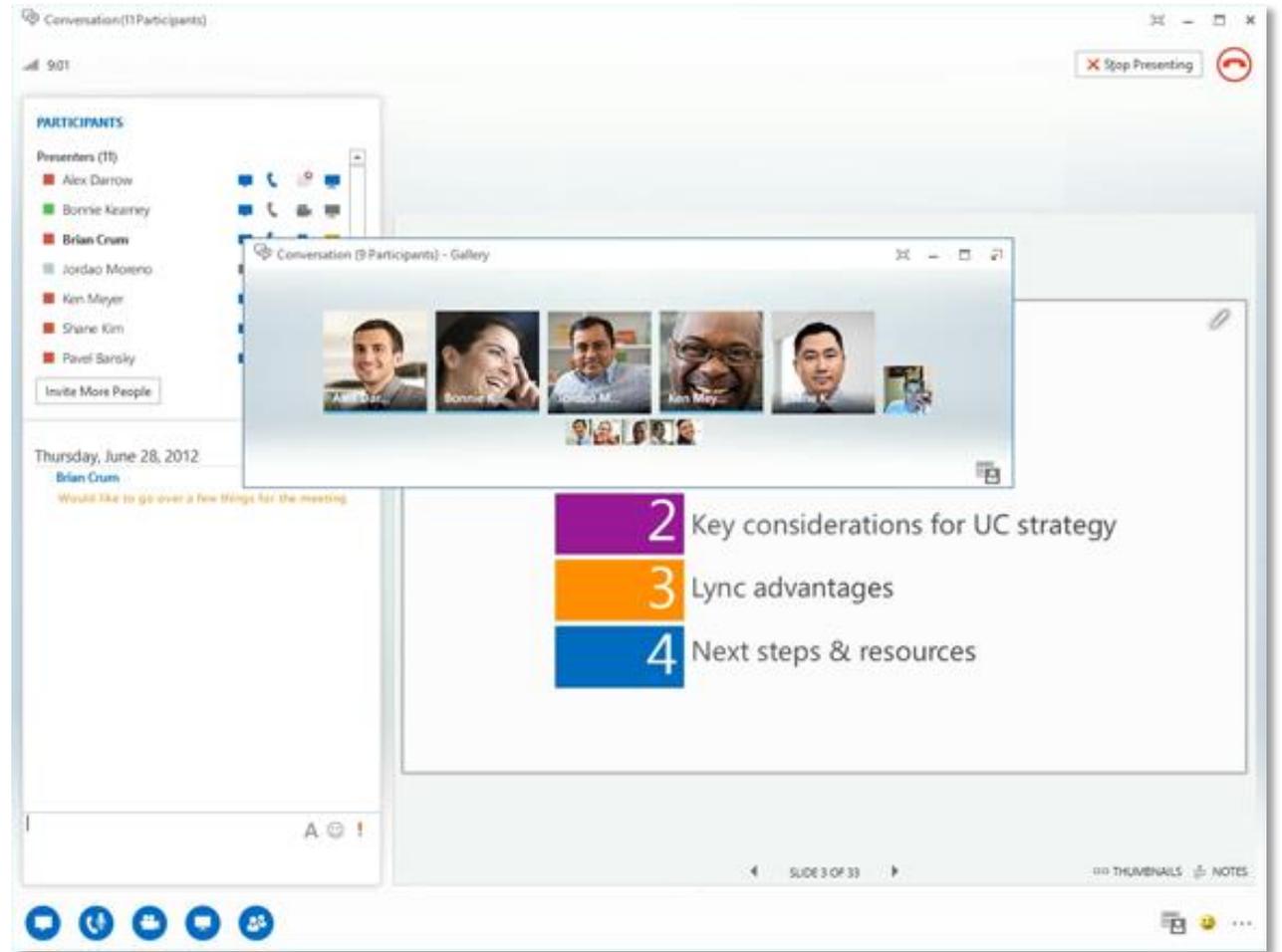
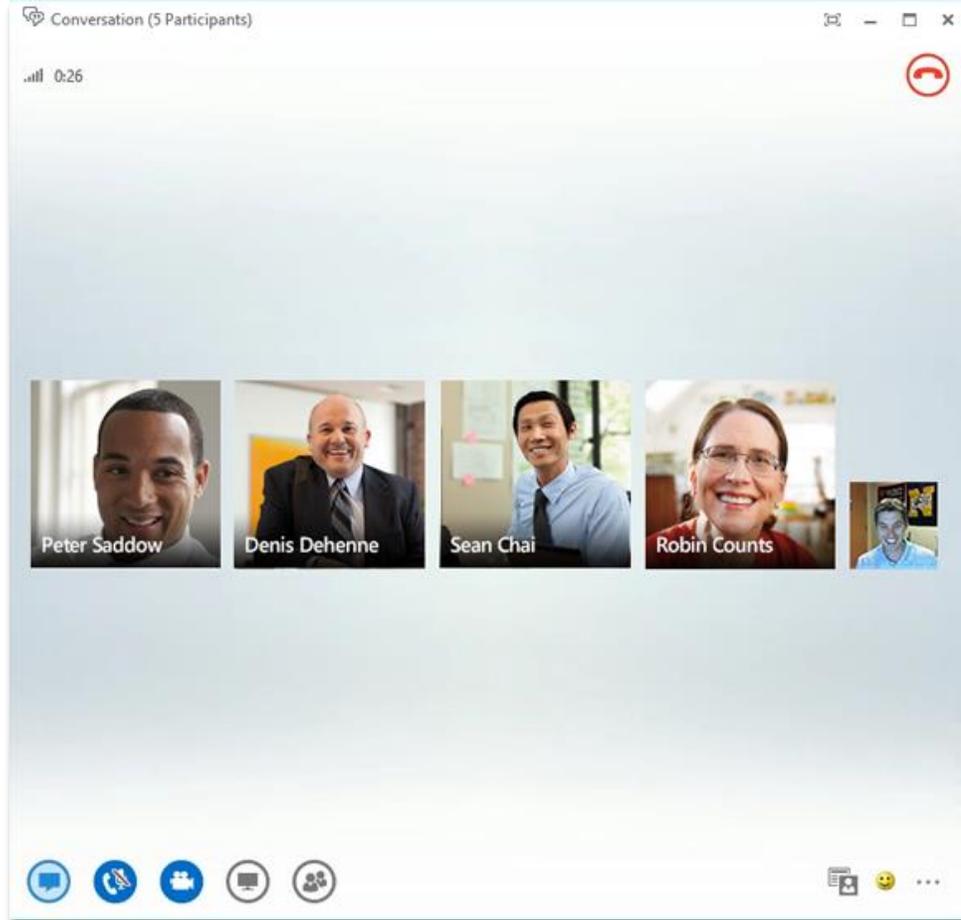
Share documents—without the pain

Store and exchange files with OneDrive for Business



Meet face to face instantly

Build & maintain client-vendor relationships with video meetings





Make smarter decisions

71% of business leaders report that Enterprise Social tools increase the speed of access to knowledge.

McKinsey, 2013

Stay in the loop to make better informed decisions

Follow people & conversations from across your organization

The image shows a screenshot of a Microsoft Office 365 interface. On the left, a message from Katie Jordan, CMO, is displayed. The message content is: "Team, wanted to share with you the next year's product strategy that Amit Gupta team has put together. This will help inform as you think about the marketing campaigns we'll be driving." Below the message is a file attachment titled "2015_Product_Strategy" with the subtitle "Uploaded to Sales - US West > Files".

On the right, a conversation window titled "2015_Product_Strategy.docx" is open. It shows a message from Allie Bellew, "To Sales - US West", with the text: "I'm looking for non-traditional channels for our product launch. We've got print and media covered in the attached plan, but want to take our campaigns to the next level. Would appreciate any out-of-the-box suggestions". Below this message is another file attachment titled "Marketing Campaigns FY15" with the subtitle "Uploaded to Marketing Campaigns > Files".

A context menu is open over the conversation window, listing actions: "Follow in Inbox", "View Conversation", "Add Topics", "Bookmark", "Email Me", and "Delete". Below this menu, a "Follow" button is visible, along with a "Shared With" section.

Get personalized insights at your fingertips

Increase visibility into other teams and departments with Delve



Can you come join us?





Microsoft
Public Sector
Big Data & Analytics

Transformative opportunity

Information explosion,
new insights

90%

of the world's data has been created over the last two years alone¹

Shift to cheaper,
faster computing,
on demand

45%

of total IT spend will be cloud-related by 2020²

Increasingly
data-savvy
workforce

5X

Companies that use analytics are 5x more likely to make decisions faster than competitors³

What is Big Data, really?

Data in all forms & sizes
is being generated
faster than ever before

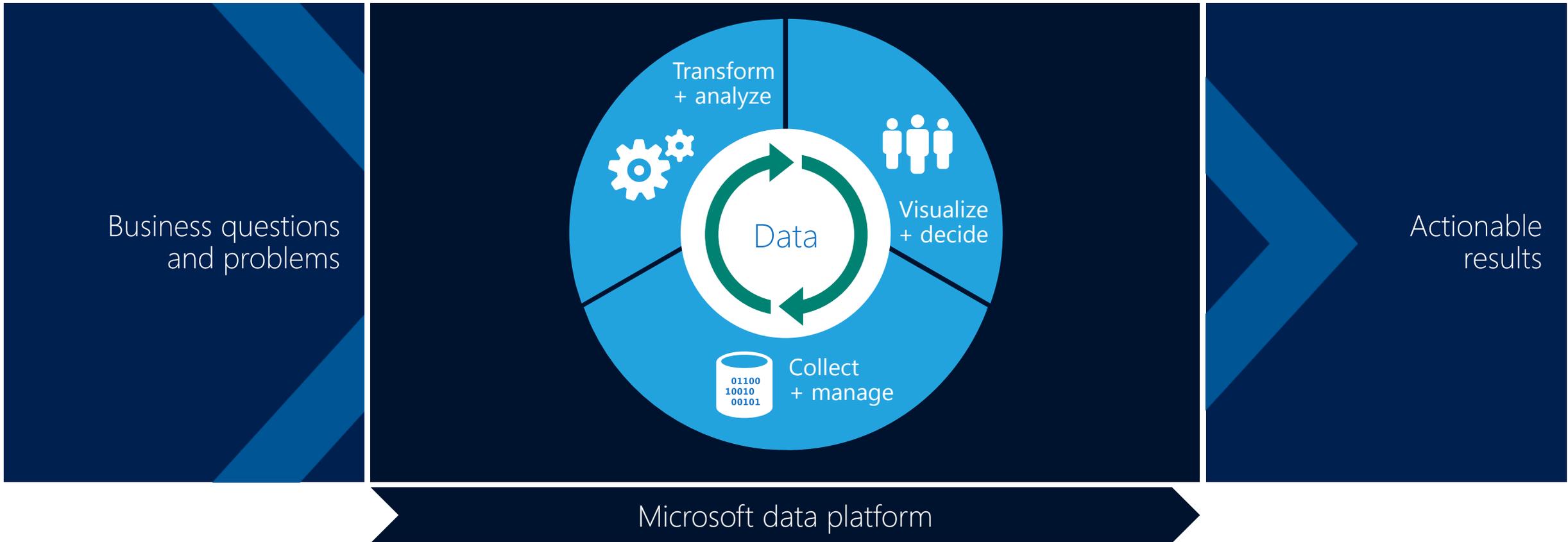


Capture & combine it
for new insights & better,
faster decisions



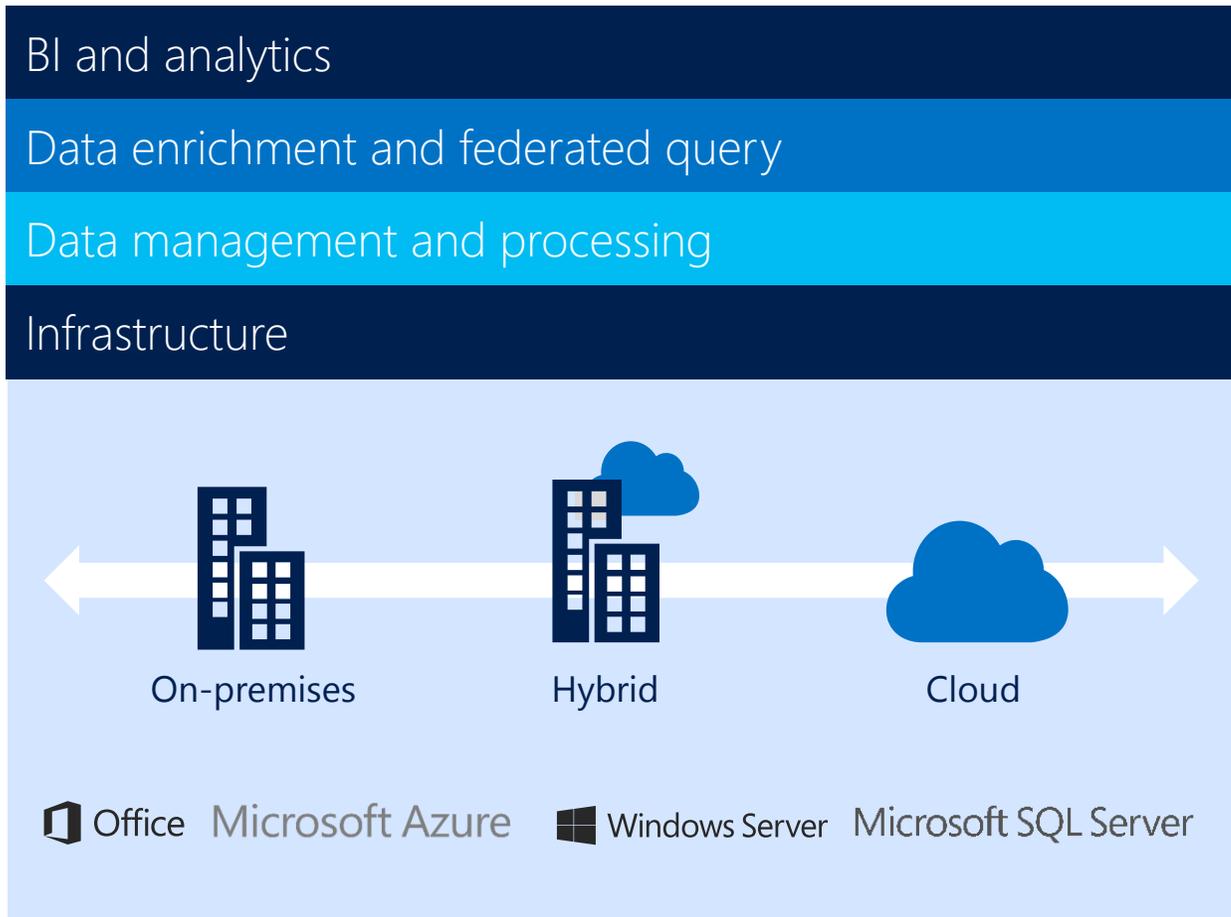
Microsoft's approach delivers data dividends

An end-to-end platform for any data and any decision maker



Harness the power of a complete data platform

Take action and operationalize



- Performance – the speed you need to make immediate, informed decisions
- Security – allow data access without compromising security
- Governance and compliance – expand data governance and information security
- Familiarity – user-friendly tools that rely on existing skills
- Scalability – easily scale both data and infrastructure
- Support - single point of contact when you need assistance

01100
10010
00101



Microsoft's comprehensive approach

Gartner BI and Analytics Platforms Magic Quadrant for seven years running

Gartner

One Billion Office suite users, making Excel the most widely used BI tool in the world

Microsoft

Enterprise Cloud Databases 2012 Wave
Microsoft received the highest scores of any vendor in Current Offering and Market Presence

FORRESTER

SQL Server is the least vulnerable database among top data platforms for 5 years in a row

NIST



Governments on the leading edge

Thailand

Ministry of Justice,
Department of Special Investigation



Law enforcement agency improves accuracy and shortens the time to investigate criminal cases with Microsoft's Big Data solution.

Transport for London

System created in cloud in only 6 weeks ... would have cost millions of Pounds



2.3 million hits a day for connected real-time insight, helping Londoners choose the best way to get around the city

PUBLIC

UNDERGROUND

SUBWAY



A man in a factory setting, wearing an orange high-visibility safety vest over a hoodie, safety glasses, and blue headphones, is engaged in a conversation with a man in a light blue button-down shirt. The man in the shirt is holding a tablet displaying a Windows operating system interface. The background shows industrial machinery and a factory environment.

Mobilize your
Business with
Microsoft

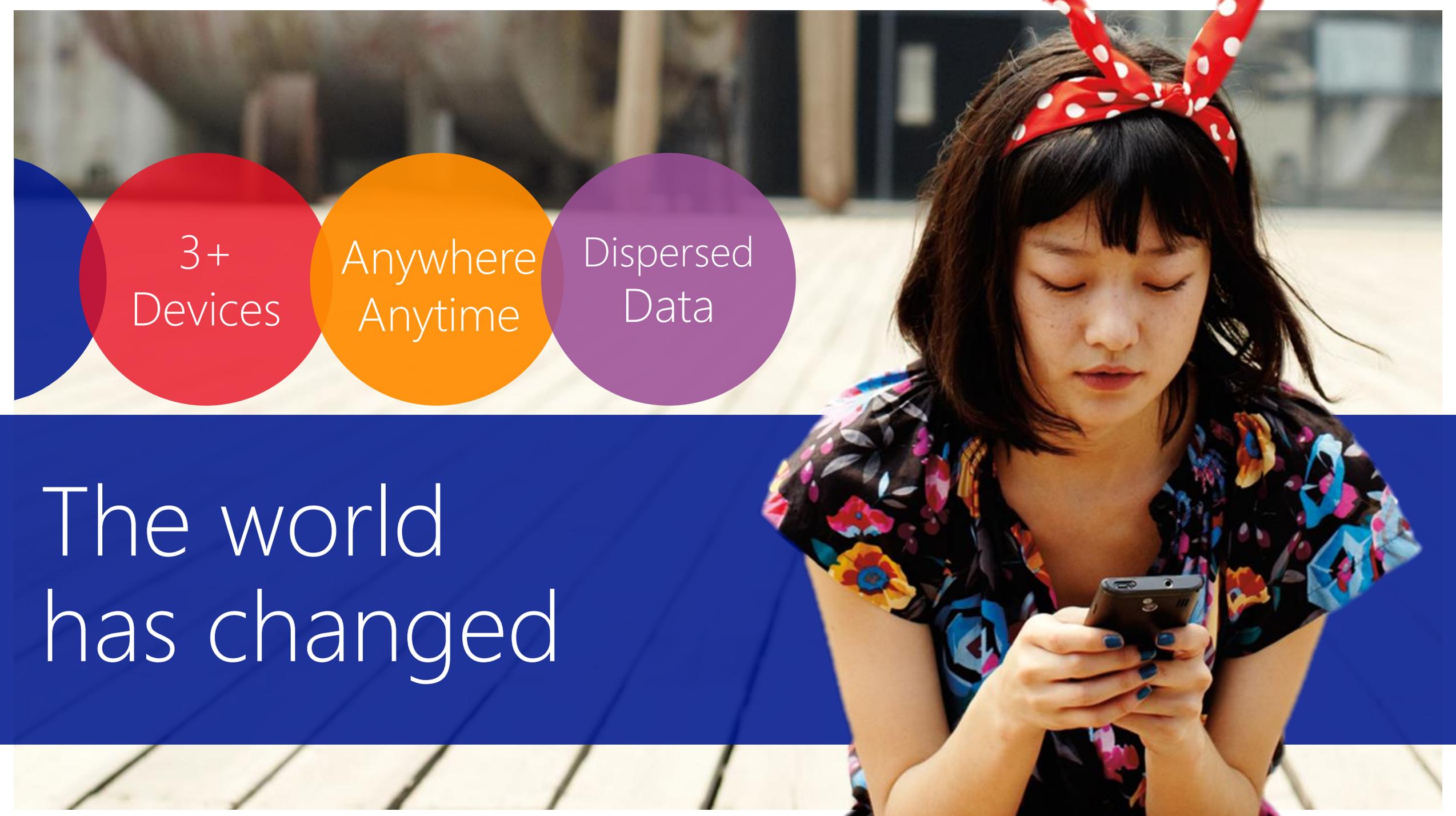




How do you take your business to new heights?



Create new tools that inform & delight customers and employees.



3+
Devices

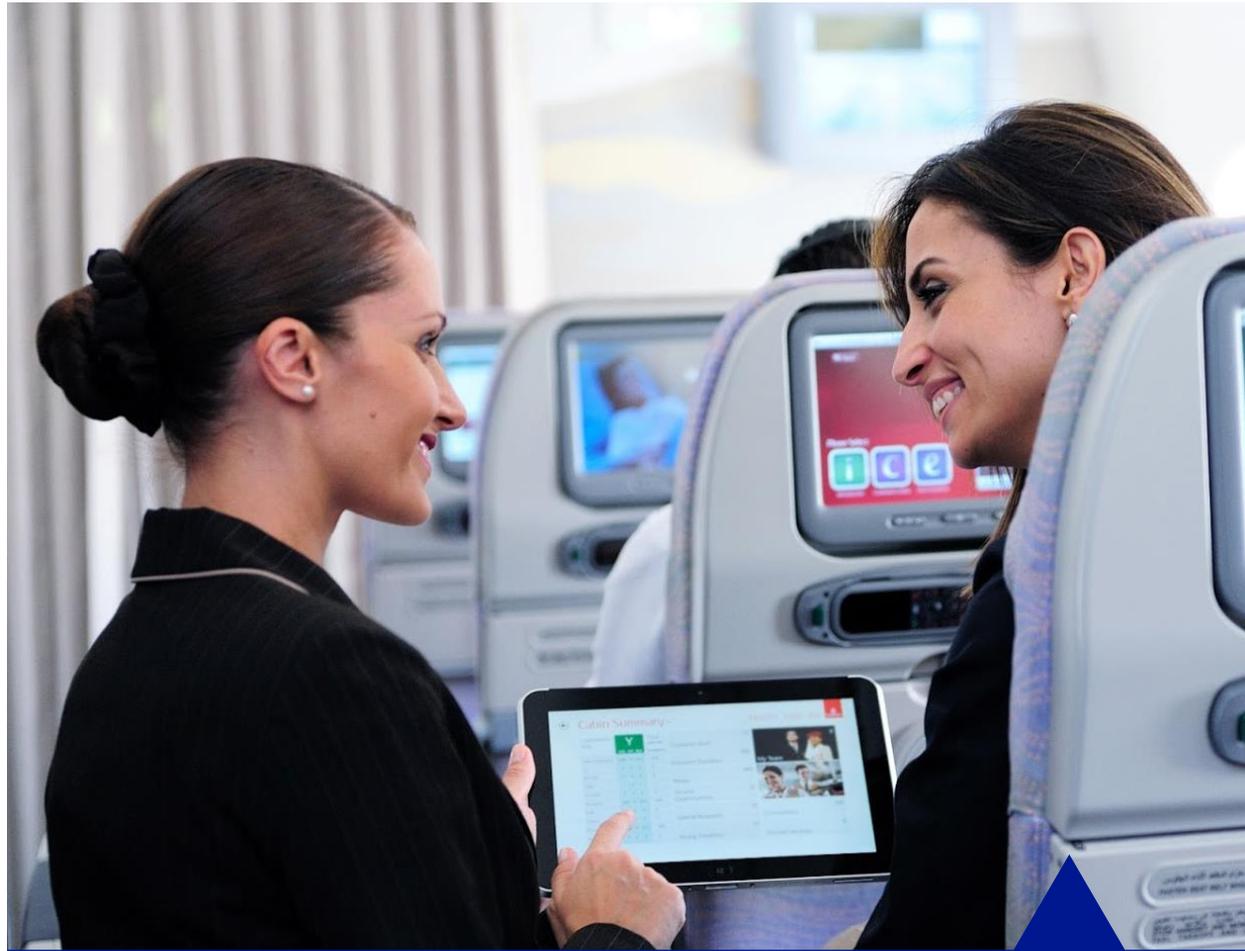
Anywhere
Anytime

Dispersed
Data

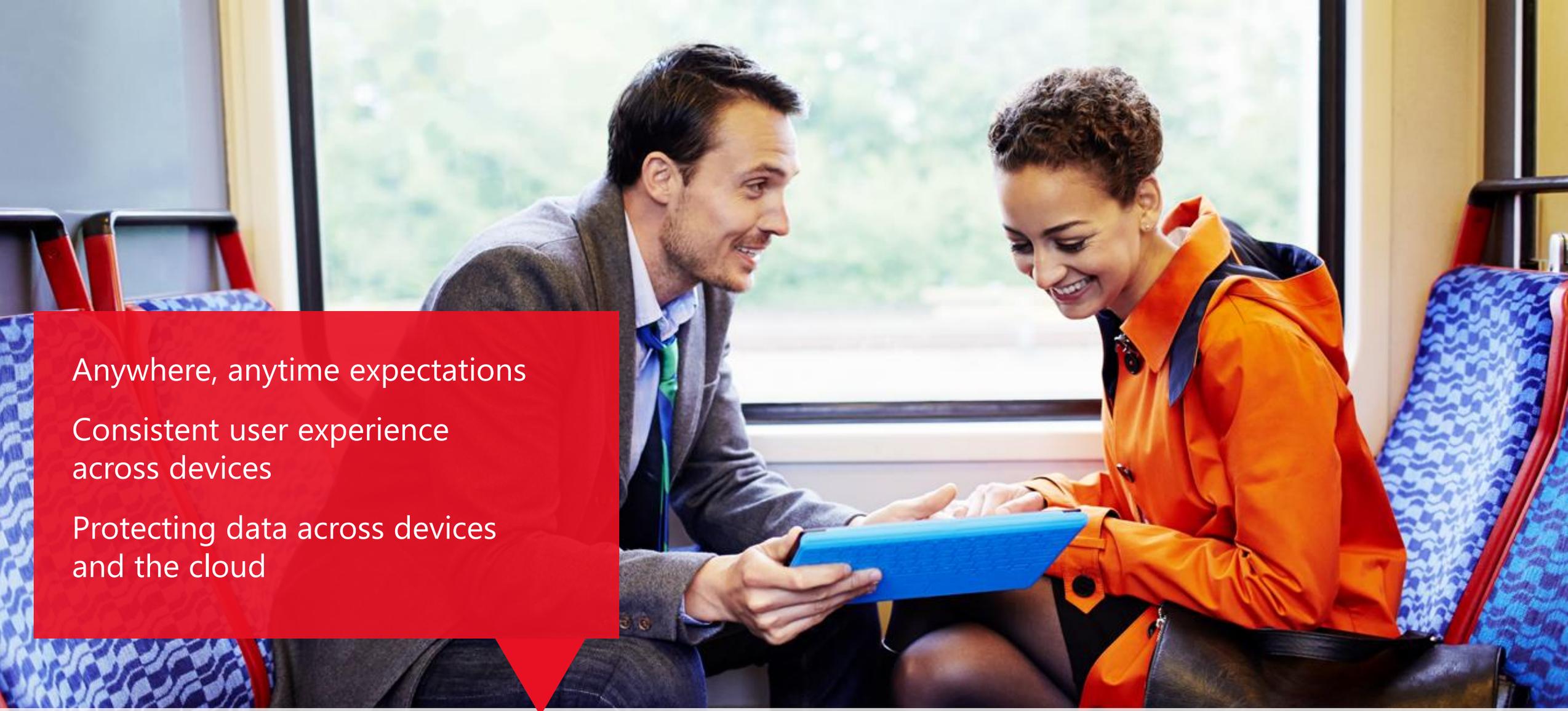
The world
has changed



Mobility has changed
how we work



...and can change how
we do business



Anywhere, anytime expectations

Consistent user experience
across devices

Protecting data across devices
and the cloud

Mobility has changed how we work



Embrace mobility,
Take your business to the next level



Our Strategy

Devices & experiences
people love



Infrastructure support
that business requires

Microsoft for mobility



User Experience



Productivity
& Data



Security



Management



App Platform



Microsoft for mobility

Familiar User Experience across Devices

From phone, tablet
and desktop

Touch and Non touch
enabled devices

Familiar desktop
experience along with
modern apps



User Experience

Productivity
& Data

Security

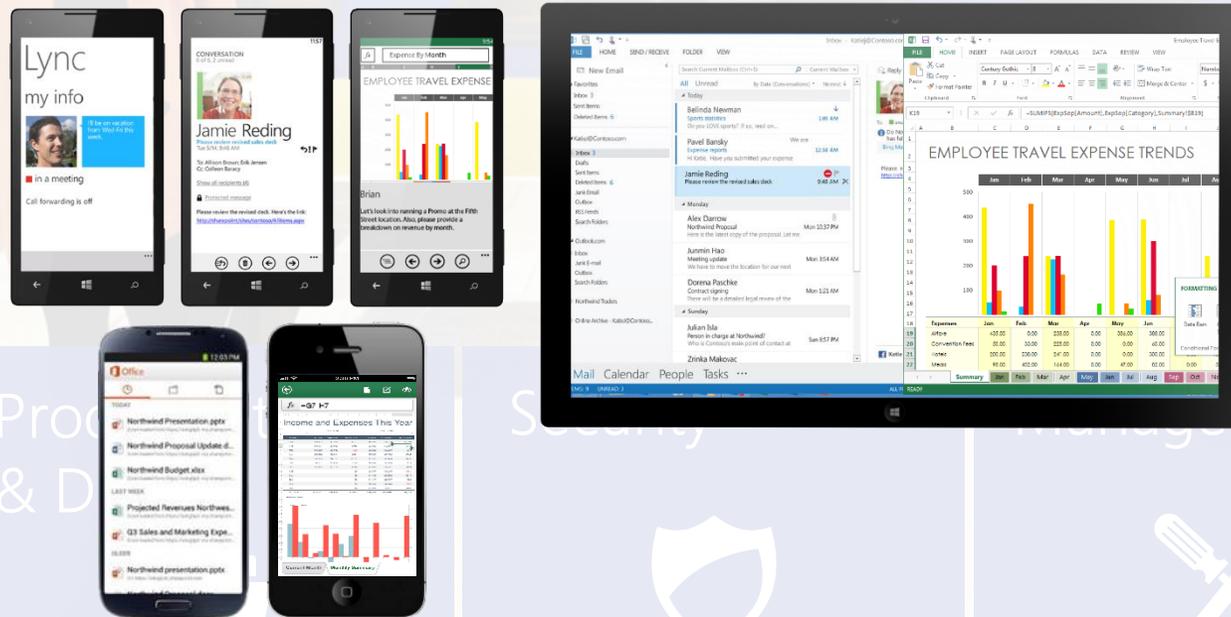
Management

App Platform



Microsoft for mobility

Productive on the Go with Microsoft Office



Communicate in real-time with Lync

Manage your email and calendar with outlook

Protect sensitive content with IRM

View, edit, and share Office documents across devices

User Experience

Productivity & D

Security

App, Platform



Microsoft for mobility

Windows 8.1 Security Shared across Windows Devices



USERS



DEVICES



APPS



DATA

User Experience

Product
& Data

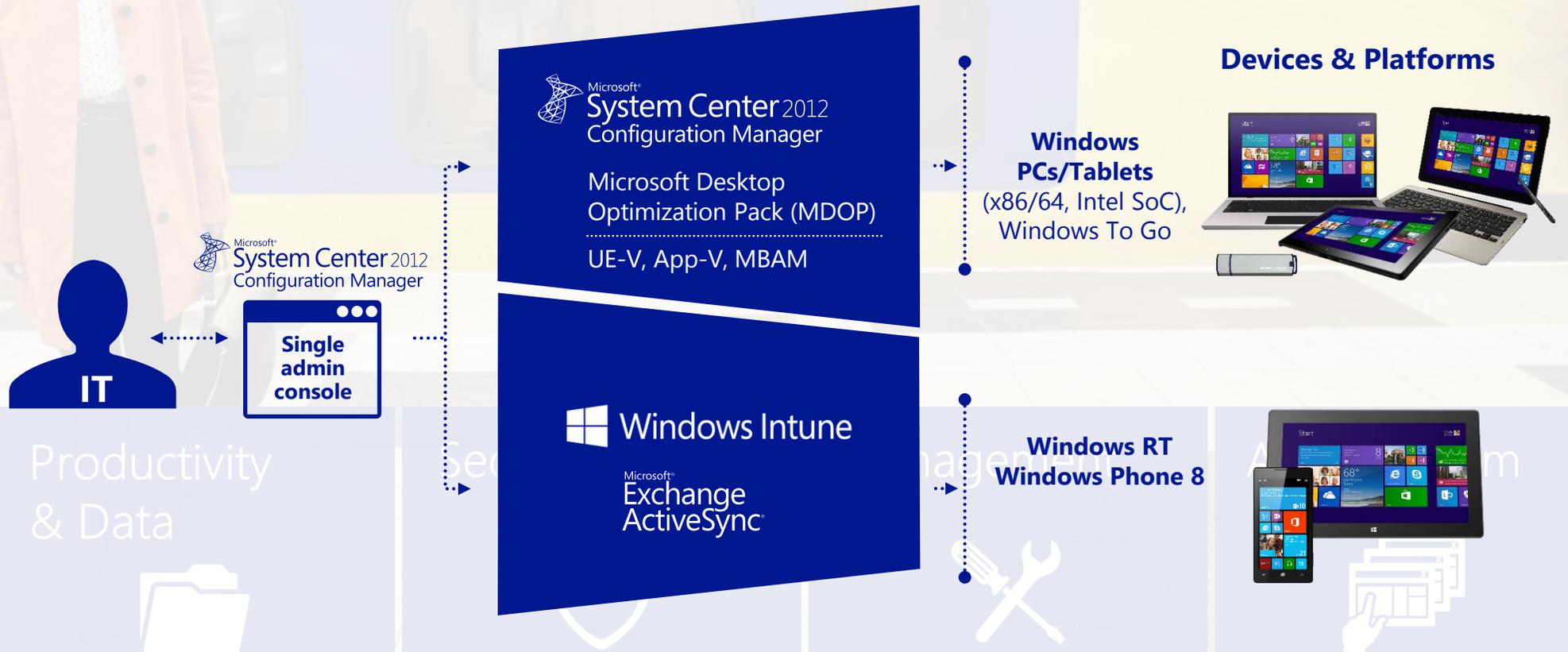
Mobile

Application



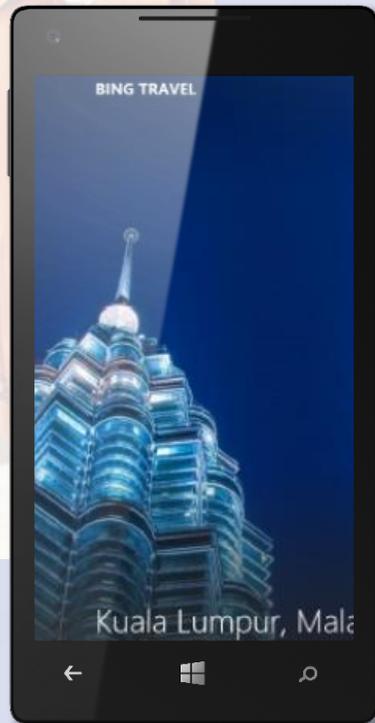
Microsoft for mobility

Unified Device Management Windows, System Center, and Intune



Microsoft for mobility

One Windows for Apps

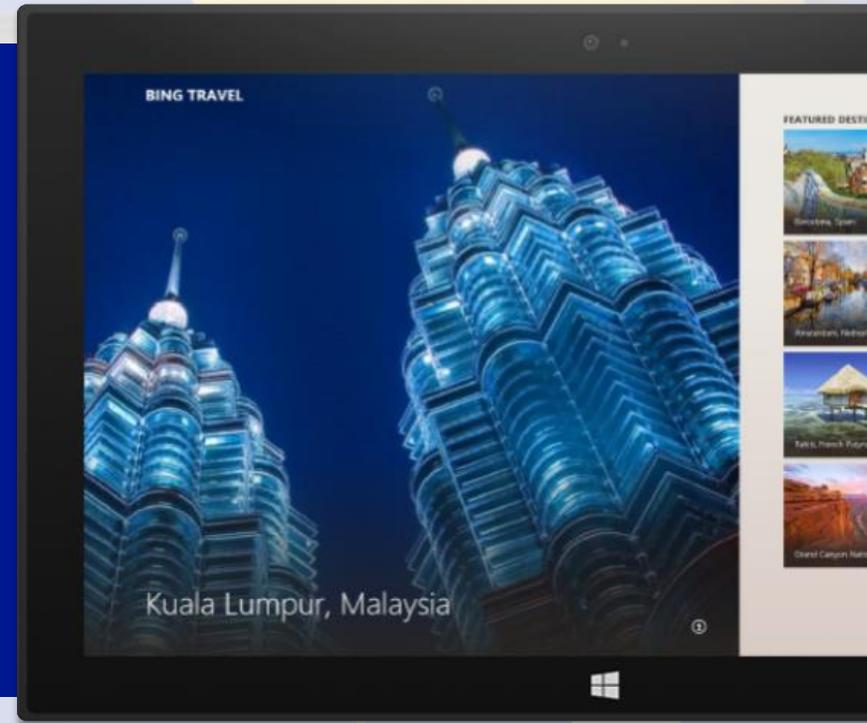


User Benefits:

Buy on PC \leftrightarrow Works on Phone
More apps, faster app updates
Experience improvements

Developer Benefits:

Windows API set, shared app model
Converged Controls, unified toolset
One toolset to learn, one model to support



User Experience





Business mobility is not just about digitization,
it's about changing the way you do business



Microsoft

Investing in
Megatrends
for Growth

5

Cloud



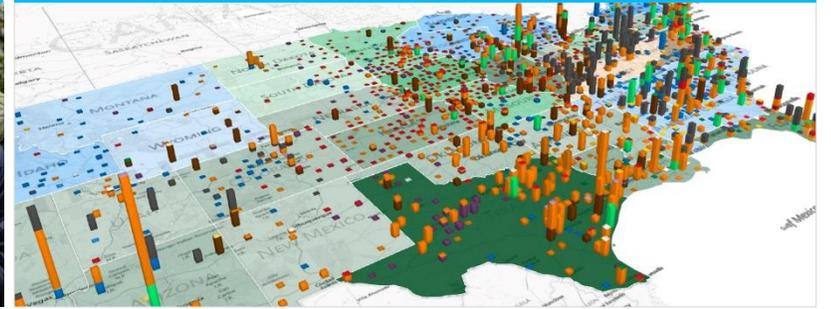
Mobility



Social



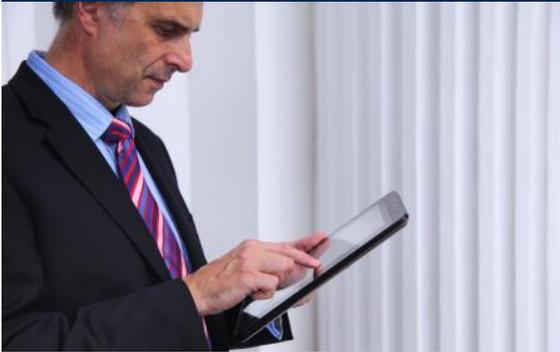
Big Data & BI



 Security

Government Industry Scenarios

Cloud Platform



- Government Data Center Consolidation
- Digital Storage and Archiving
- Citizen Service Portals for government services

Insights & Mission Critical



- Government indicator analysis and dashboards
- Energy and Water efficiency analytics
- Operational Intelligence

Productivity & Social



- Case and Task Management
- Collaboration
- Social and Sentiment analysis

Mobility



- Efficient, connected productivity
- Investigators and Inspectors
- Case and Document Management

Reimagining the enterprise with Microsoft

Activating the business

...with customer-centric solutions.

Transforming to digital

...and protecting assets in a mobile-first, cloud-first world.

Empowering people

...to be responsive and make an impact from anywhere.

Global excellence in hybrid cloud services...

...culture of reliability, security and privacy...

...comprehensive and connected solutions...

...spanning consumer and business...

...familiar and fluid experiences



