Transformation Leadership

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Digital transformation

Engage your customers & Business Partners

Transform your Services

Systems of intelligence & Secure

Empower your employees

Optimize your operations
Digital transformation

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

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

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

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

Transform your services
Reinventing products, services and business models using digital content to capitalize on emerging revenue opportunities.
Global digitalization and IoT are changing the landscape

- **25B** connected things forecasted to ship by 2020.*
- **250M** connected vehicles are forecasted to have some form of wireless network connection by 2020.*
- **49%** of total respondents rate security concerns as a high-priority IoT inhibitor to the success of the IoT.**
- **49%** of total respondents think IoT primary impact is for customer-facing products and services**
- **42%** of respondents think the long-term impact of the IoT creates significant new revenue or cost-saving opportunities**
- **100x** disruptive digital innovation is 100x faster than physical disruption***

Sources:
** Gartner, Survey Analysis: The Internet of Things Is a Revolution Waiting to Happen, January 2015.
Connect people to the information they need in real time

Drive your business with insight

Deliver operational excellence

Speed innovation

Create new revenue sources
Maersk partners with Microsoft to power digital

Wednesday, April 26, 2017  |  John Churchill

With Microsoft’s cloud computing services and Azure platform, Maersk has a powerful set of tools for turning its vast operational and commercial data into more efficient operations and better products and services for customers.

- Outdated technology that had reached its limits
- Digital transformation with a reputable partner
- Better performance, less risk
- The intelligence needed for optimal performance
