

# Changing to Digital unlock next

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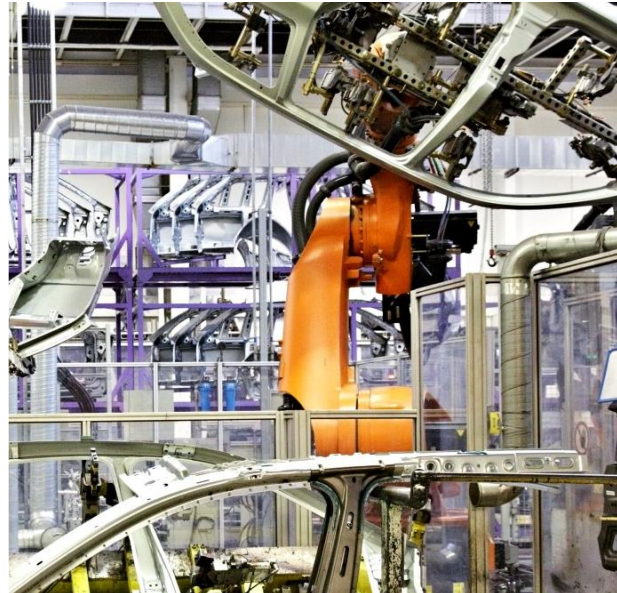


Jan Brouwer  
Business Applications Lead





# Industries in Transition








# Digital transformation



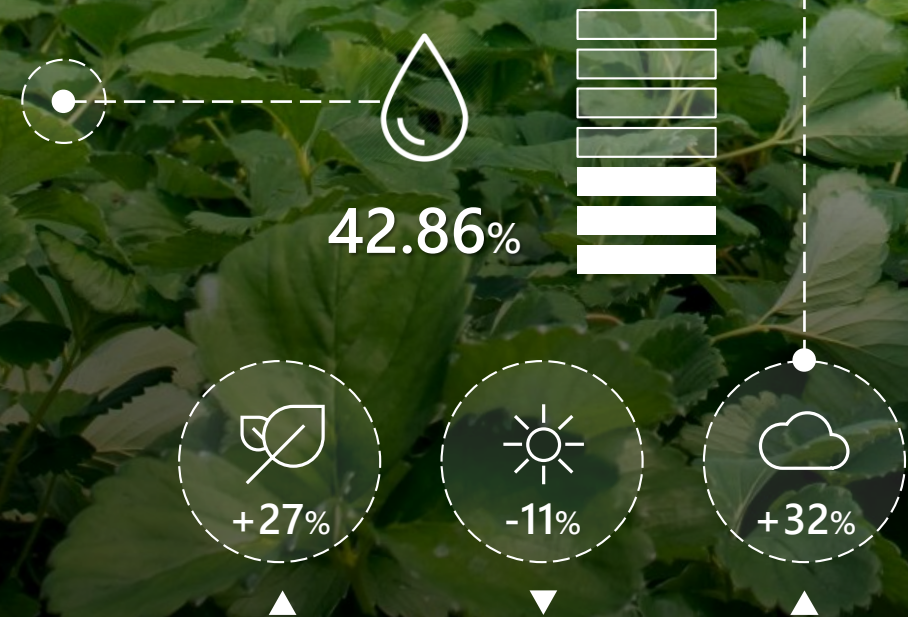


A **journey**, not a master move



# Value generation

The purpose of every digital transformation





How can we help **you** achieve more?





An aerial photograph of a wind farm situated on a mountain ridge. A dirt road winds along the ridge, passing several large white wind turbines. The landscape is covered in green grass and dotted with rocks. In the background, more mountain ranges are visible under a hazy, blue sky. The overall scene conveys a sense of vastness and natural beauty.

1

**A vision and strategy**  
that taps into human ambition  
and sparks imaginations



A photograph of two women in a professional setting. The woman on the left is wearing a blue hijab and a white shirt, smiling broadly. The woman on the right has long dark hair and is also smiling. They are standing in front of a whiteboard covered with various colored sticky notes. The number '2' is displayed in a white circle on the left side of the image.

2

A **culture** that keeps teams connected, elastic, and invites change



A man with glasses and a blue jacket is using a soldering iron on a laptop. A woman with curly hair and a grey jacket is smiling and looking at the laptop. They are in a workshop with a window in the background and tools hanging on the wall. A spool of thread is on the table.

3

**Unique potential** that unlocks  
and amplifies the value it creates



4

**Capabilities** that enable  
organizational transformation







**Vision &  
Strategy**



**Culture**



**Unique  
Potential**



**Capabilities**



# Digital transformation

**91%** of business leaders see Digital Transformation as a way of sparking innovation and **finding efficiencies**

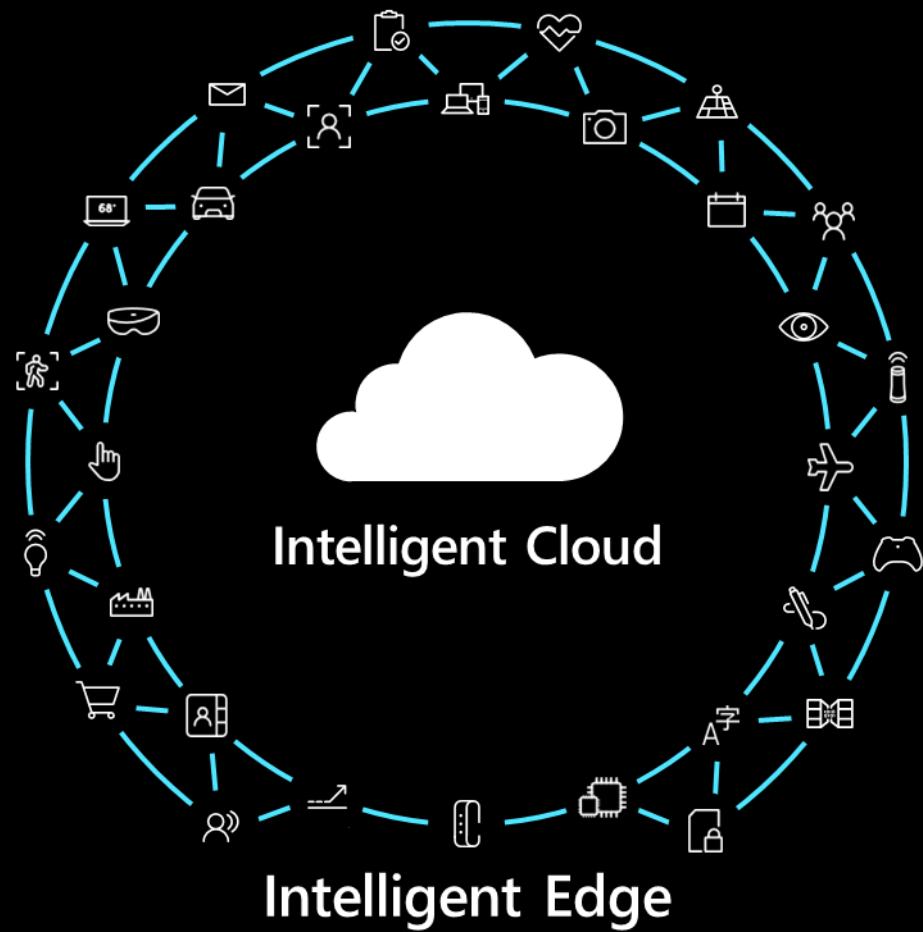
**68%** say Digital Transformation is **increasing profits**

**85%** say they must offer digital services or **become irrelevant**

**64%** say they have less than 4 years to complete a Digital Transformation or they may **go out of business**









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



# Trust

Mission &  
business model



Technology





**54**

Datacenter regions  
worldwide

**>90**

Compliance  
certifications



# Microsoft cloud

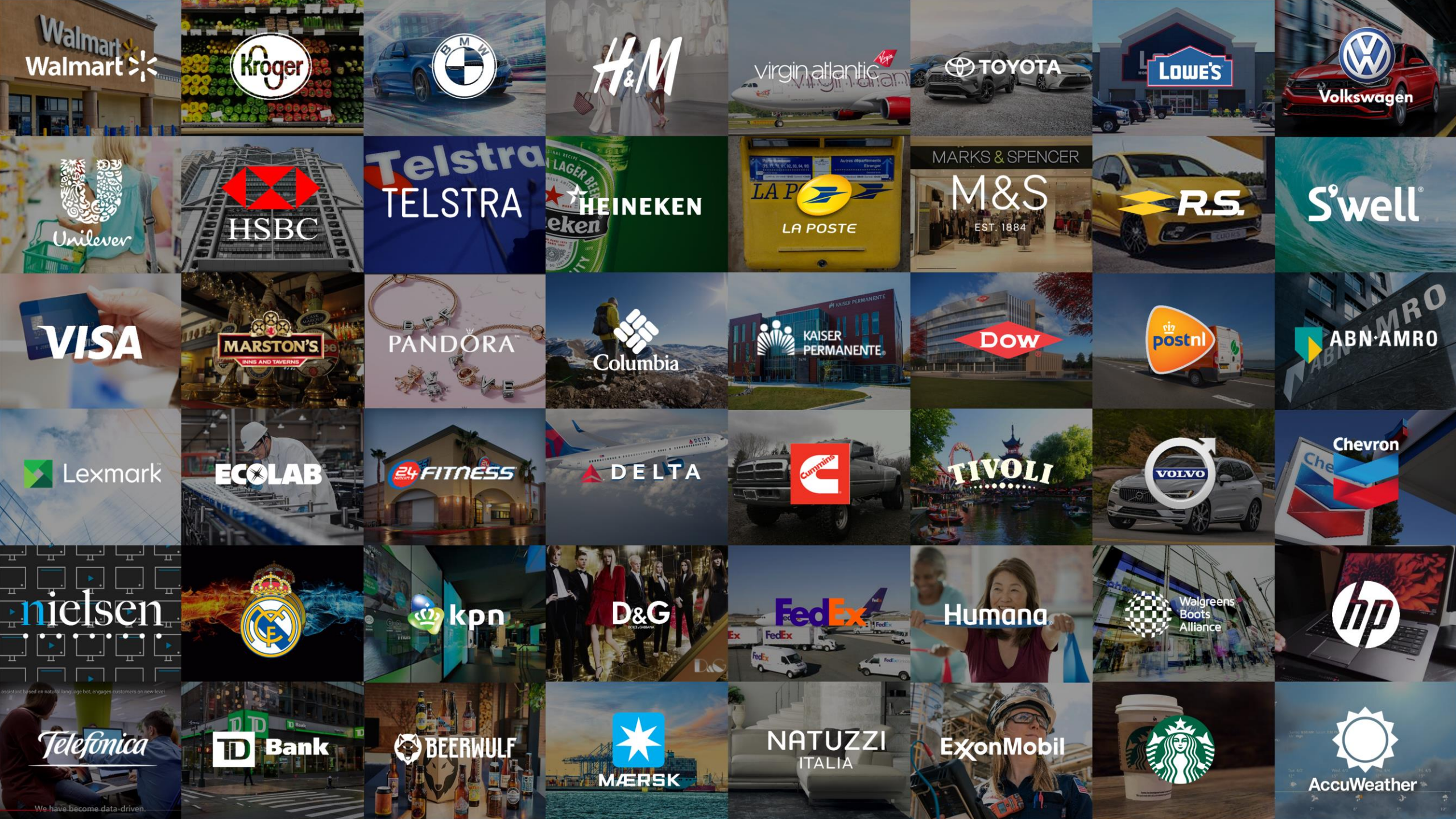
**Intelligent business applications**

**Productivity and collaboration**

**Open, flexible, enterprise-grade cloud  
computing platform**







Walmart



virgin atlantic

TOYOTA

Lowe's



Volkswagen



Unilever



HSBC

TELSTRA

HEINEKEN



LA POSTE

MARKS & SPENCER

M&S  
EST. 1884

R.S.

S'well

VISA

MARSTON'S  
INNS AND TAVERNS



PANDORA



Columbia



KAISER PERMANENTE

DOW



postnl

ABN-AMRO

Lexmark

ECOLAB

24 FITNESS

DELTA



TIVOLI



VOLVO

Chevron

nielsen



kpn

D&G

FedEx

Humana



Walgreens  
Boots  
Alliance



Telefonica

TD Bank

BEERWOLF



MÆRSK

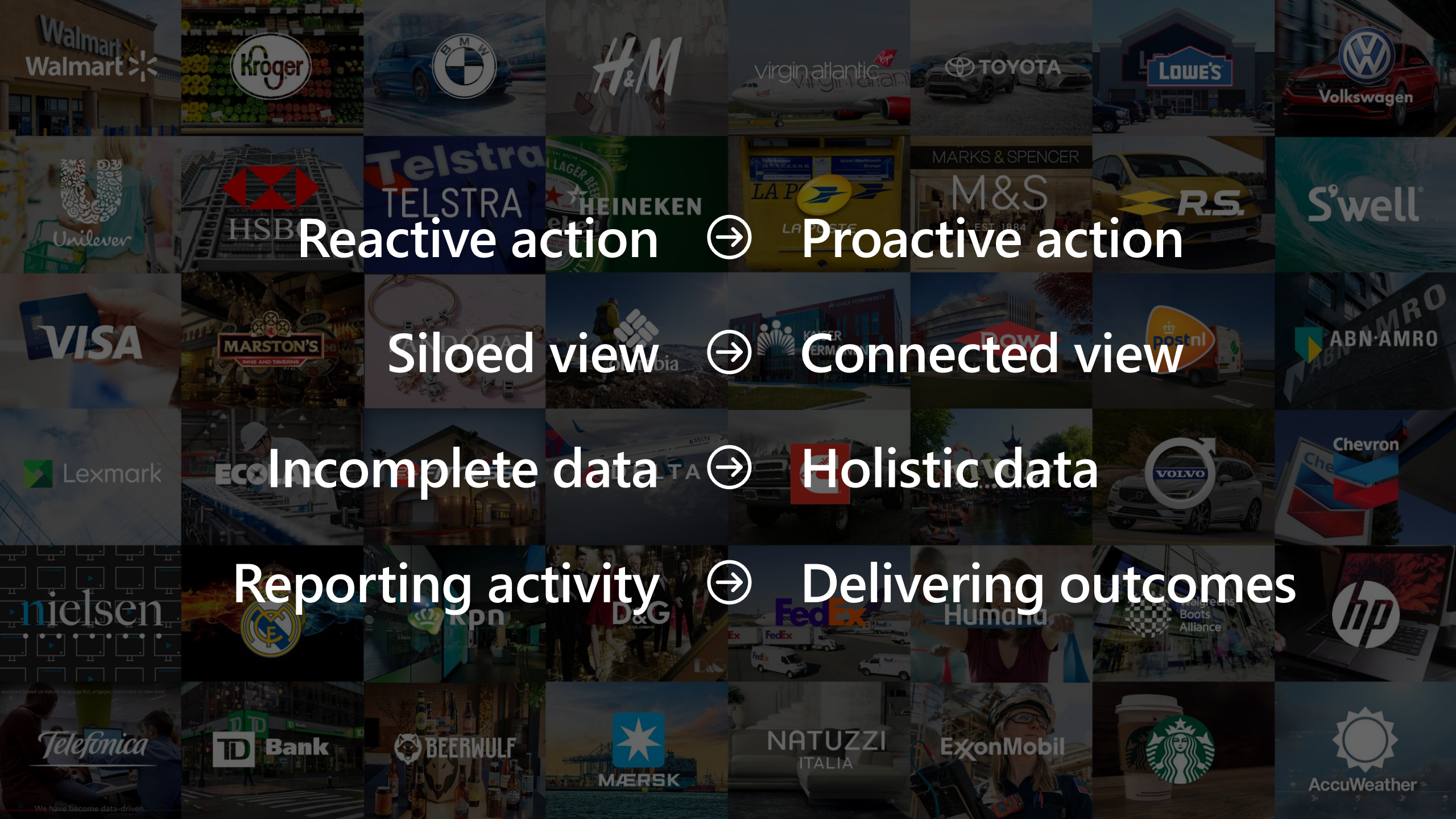
NATUZZI  
ITALIA

ExxonMobil



AccuWeather





Reactive action → Proactive action

Siloed view → Connected view

Incomplete data → Holistic data

Reporting activity → Delivering outcomes















# The world's connected AI business cloud



Dynamics 365 & Power Platform



# Microsoft Dynamics 365 & Power Platform

Marketing



Sales



Service



Operations



Finance



Talent



Power Platform



Transactional



# Microsoft Dynamics 365 & Power Platform

Marketing



Sales



Service



Operations



Finance



Talent



Power Platform



Analytical

Transactional

Dynamics 365 Marketing

Dynamics 365 Sales

Dynamics 365  
Field Service

Dynamics 365  
Supply Chain  
Management

Dynamics 365 Finance

Dynamics 365 Talent

LinkedIn  
Sales Navigator

Dynamics 365  
Customer Service

Dynamics 365 Business  
Central

Dynamics 365 Business  
Central



# Microsoft Dynamics 365 & Power Platform

Marketing



Sales



Service



Operations



Finance



Talent



Power Platform



## Observational

Analytical

Dynamics 365  
Market Insights

Dynamics 365  
Customer Insights

Microsoft  
Forms Pro

Dynamics 365 Customer  
Insights

Dynamics 365  
Sales Insights

Microsoft Forms Pro

Dynamics 365  
Customer Service Insights

Dynamics 365 Virtual  
Agent for Customer  
Service

Dynamics 365  
Customer Insights

Dynamics 365  
Product Insights

Microsoft  
Forms Pro

Dynamics 365 Fraud  
Protection

Microsoft  
Forms Pro

Transactional

Dynamics 365 Marketing

Dynamics 365 Sales

LinkedIn  
Sales Navigator

Dynamics 365  
Field Service

Dynamics 365  
Customer Service

Dynamics 365  
Supply Chain  
Management

Dynamics 365 Business  
Central








Dynamics 365 Finance

Dynamics 365 Business  
Central

Dynamics 365 Talent










# Microsoft Dynamics 365 & Power Platform

	Marketing	Sales	Service	Operations	Finance	Talent	Power Platform
							
Observational		Dynamics 365 Product Visualize	Dynamics 365 Remote Assist	Dynamics 365 Layout		Dynamics 365 Guides	Power BI
			Dynamics 365 Guides	Dynamics 365 Guides			Power Apps
	Dynamics 365 Market Insights	Dynamics 365 Customer Insights	Dynamics 365 Customer Service Insights		Dynamics 365 Fraud Protection	Microsoft Forms Pro	Power Automate
Analytical	Dynamics 365 Customer Insights	Dynamics 365 Sales Insights	Dynamics 365 Virtual Agent for Customer Service				Power Virtual Agents
	Microsoft Forms Pro	Microsoft Forms Pro	Dynamics 365 Customer Insights				Portals
			Dynamics 365 Product Insights				Common Data Service
Transactional			Microsoft Forms Pro				Connectors
	Dynamics 365 Marketing	Dynamics 365 Sales	Dynamics 365 Field Service	Dynamics 365 Supply Chain Management	Dynamics 365 Finance	Dynamics 365 Talent	
		LinkedIn Sales Navigator	Dynamics 365 Customer Service	Dynamics 365 Business Central	Dynamics 365 Business Central		



# Microsoft Dynamics 365 & Power Platform

Marketing	Sales	Service	Operations	Finance	Talent	Power Platform
						
Dynamics 365 Market Insights	Dynamics 365 Product Visualize	Dynamics 365 Remote Assist	Dynamics 365 Layout	Dynamics 365 Finance	Dynamics 365 Guides	Power BI
Dynamics 365 Customer Insights	Dynamics 365 Customer Insights	Dynamics 365 Guides	Dynamics 365 Guides	Dynamics 365 Business Central	Microsoft Forms Pro	Power Apps
Microsoft Forms Pro	Dynamics 365 Sales Insights	Dynamics 365 Customer Service Insights	Dynamics 365 Business Central		Dynamics 365 Talent: Core HR	Power Automate
Dynamics 365 Marketing	LinkedIn Sales Navigator	Dynamics 365 Virtual Agent for Customer Service	Dynamics 365 Supply Chain Management		Dynamics 365 Talent: Onboard	Power Virtual Agents
	Dynamics 365 Sales	Dynamics 365 Customer Insights			Dynamics 365 Talent: Attract	Portals
		Dynamics 365 Product Insights				Common Data Service
		Microsoft Forms Pro				Connectors
		Dynamics 365 Field Service				
		Dynamics 365 Customer Service				



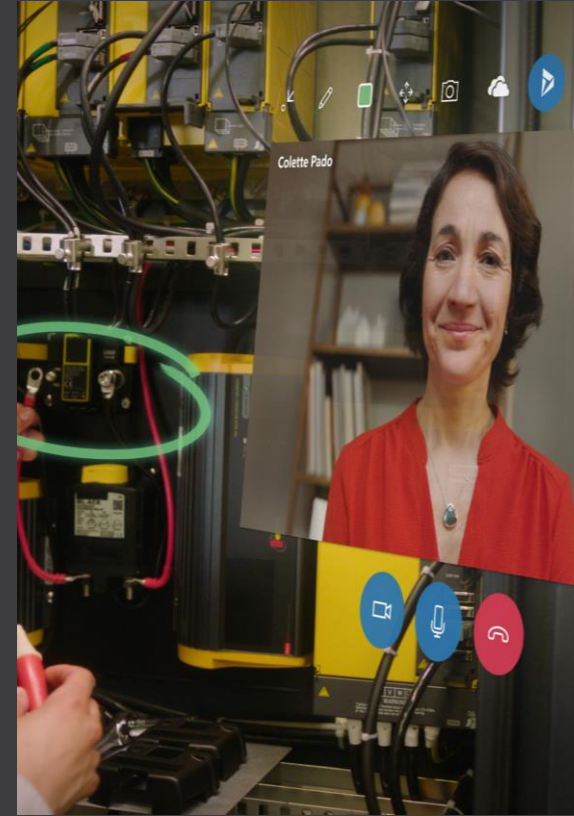
# Dynamics 365 Mixed Reality



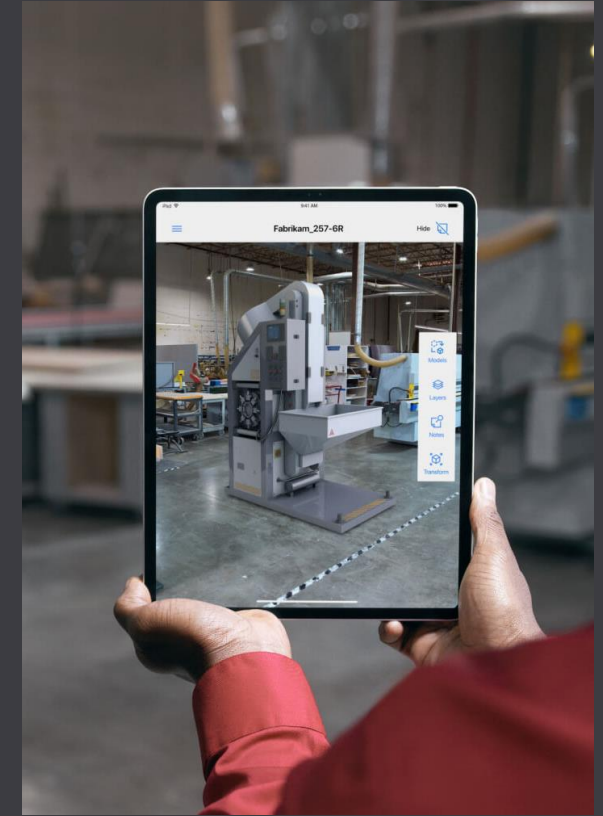
Guides



Layout



Remote Assist

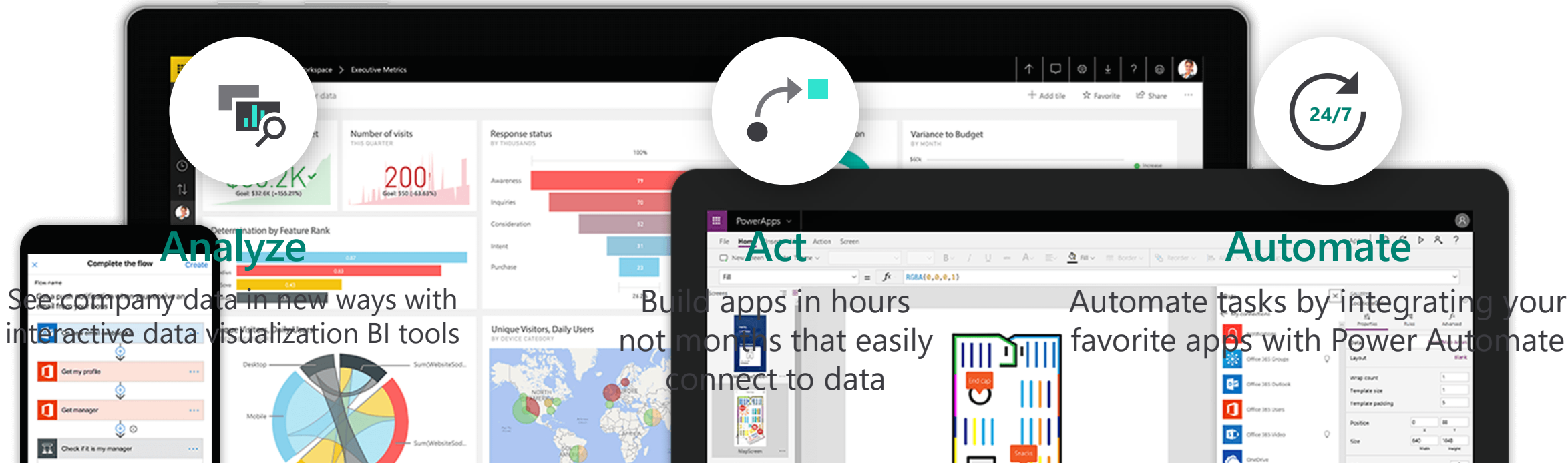


Product Visualize



# Microsoft Power Platform

One connected platform that empowers everyone to innovate



## Power platform



# The world's connected AI business cloud



Dynamics 365 & Power Platform





We believe when you **remove barriers,**  
you **unleash organizations**

## Microsoft Cloud

Modern Workplace | Business Applications | Apps & Infrastructure | Data & AI





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