Microsoft

The Digital Transformation

Digital Business Transformation Patterns for a Mobile-First, Cloud-First World

Roberto Filipelli - Sales and Business Development Director
Head of IoT Strategy
Microsoft Italy

"Our industry does not respect tradition — it only respects innovation."

Satya Nadella

Empower every person and every organization on the planet to achieve more.
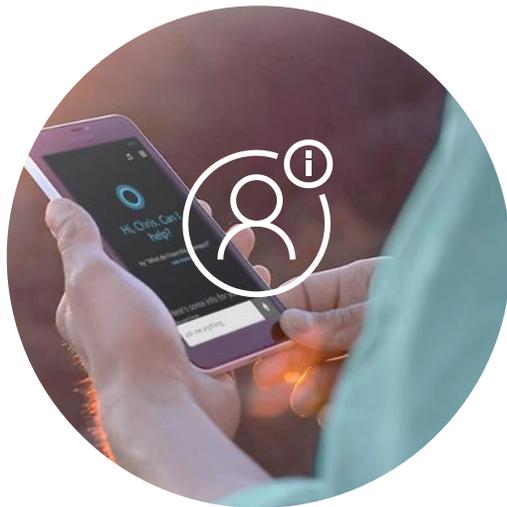
Create more personal computing

Reinventing productivity & business process

Build the intelligent cloud

Create more personal computing

Digital Transformation

Build the intelligent cloud platform

Reinvent productivity & business processes

Engage your customers

Empower your employees

Optimize your operations

Transform your products

4
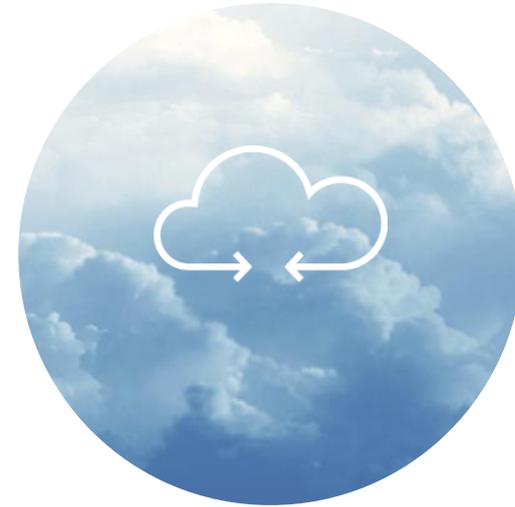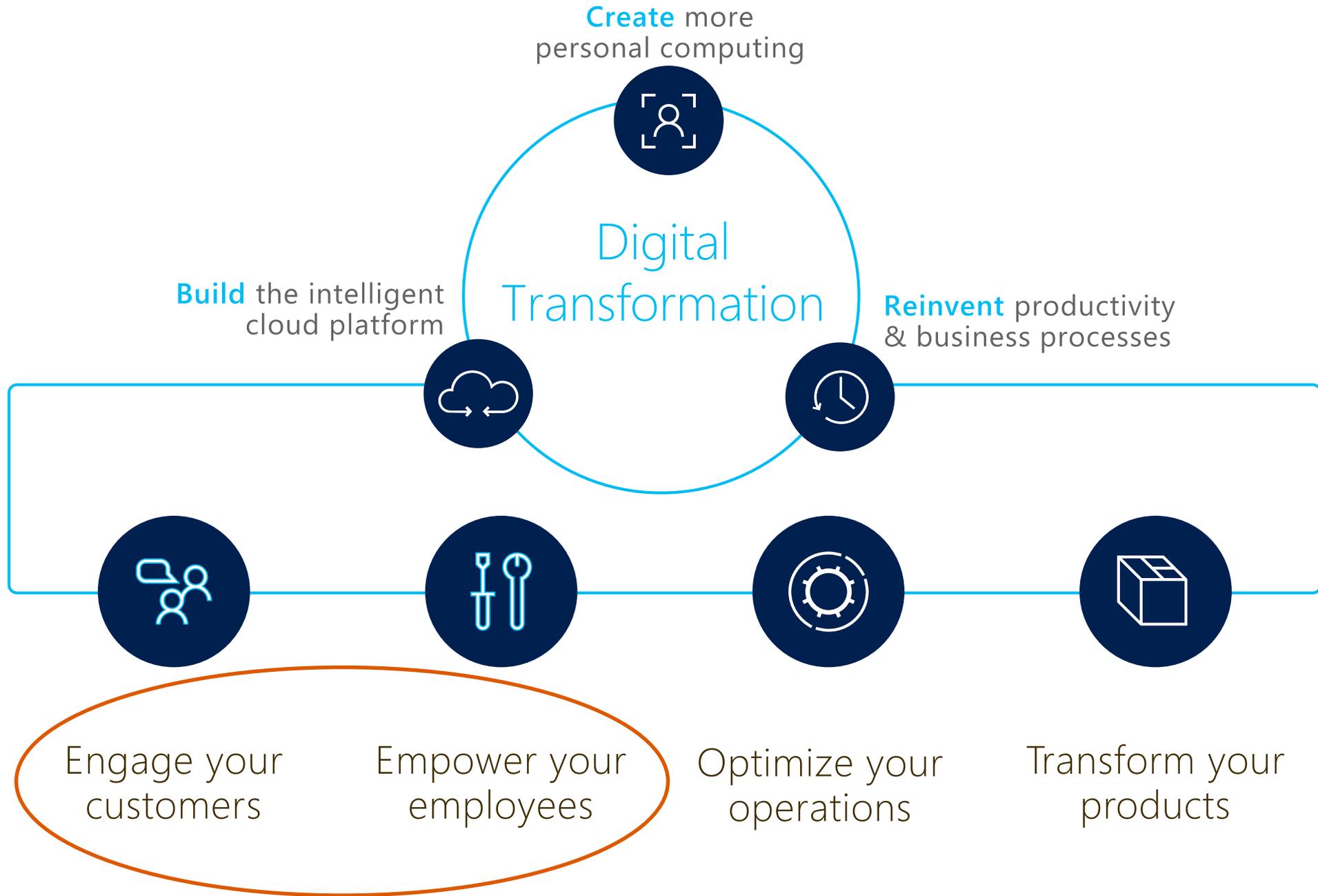
Customer Experience Journey Map

Consider next products to buy

Make purchase

Review product ratings

Browse products on portal

Contact customer Service

Give feedback to retailer and manufacturers

Visit store to pick up item

Learn of store and products

Resolve problem at store or online

Discuss satisfaction

Shop at store

Encounter problem

Receive personalized assistance

Leave with item, pick up elsewhere, or ship

Receive custom offers

At store, use phone to find more info

Quickly checkout

Digital Hotspots

Pre-Purchase
- Learning of products and store
- Researching product online
- Talking to sales associates at store
- Use smartphone while at store to learn more

Purchase
- Ordering online
- Purchasing product in store
- Arranging payment
- Tracking shipment

Post-Purchase
- Receiving customer service
- Resolving problems anywhere
- Providing ideas to store and manufacturers
- Sharing experience with others

Microsoft: today

"All of Microsoft runs in the cloud"

119 countries
180,000 users

Empowering our employees with analytics to drive insights

40,000 employees Yamming the past 7 days

7.9 million Lync calls each month

25,000 personal devices managed with Windows Intune

7 billion security events collected daily (Big Data)

40,000 Managed Windows 10 systems

REDMOND TOWN B5
Distance: .03 miles
Free Conf. Rooms: 0
Top 3 Orgs:
Server & Tools (satyan)
Interactive Ent Business (don)
MS IT (tonysco)
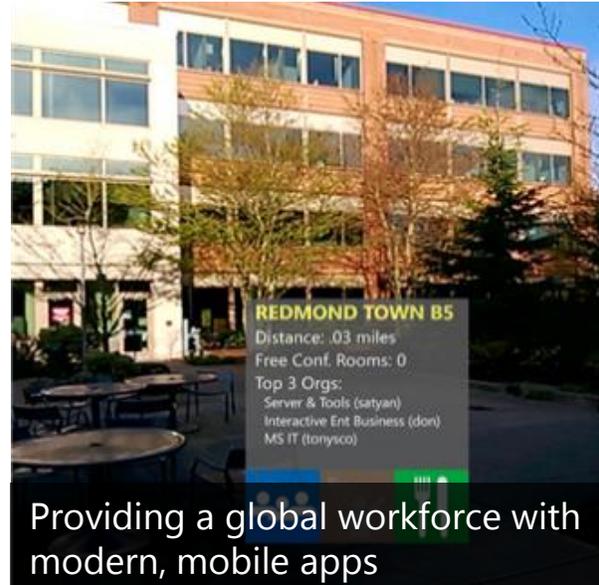
270,000 SharePoint sites
220,000 on Office365

22% LOB apps in the cloud

Raising the bar on security and user experience
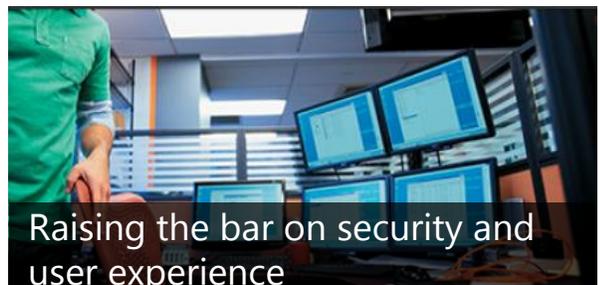
400 Applications in Company Portal

Providing a global workforce with modern, mobile apps

Microsoft: the real mobile hardware environment

96,078
Windows Phones

29,151
iPhones

5,450
iPads

14,838
Android
Phones

Microsoft: a multi-device Software Company
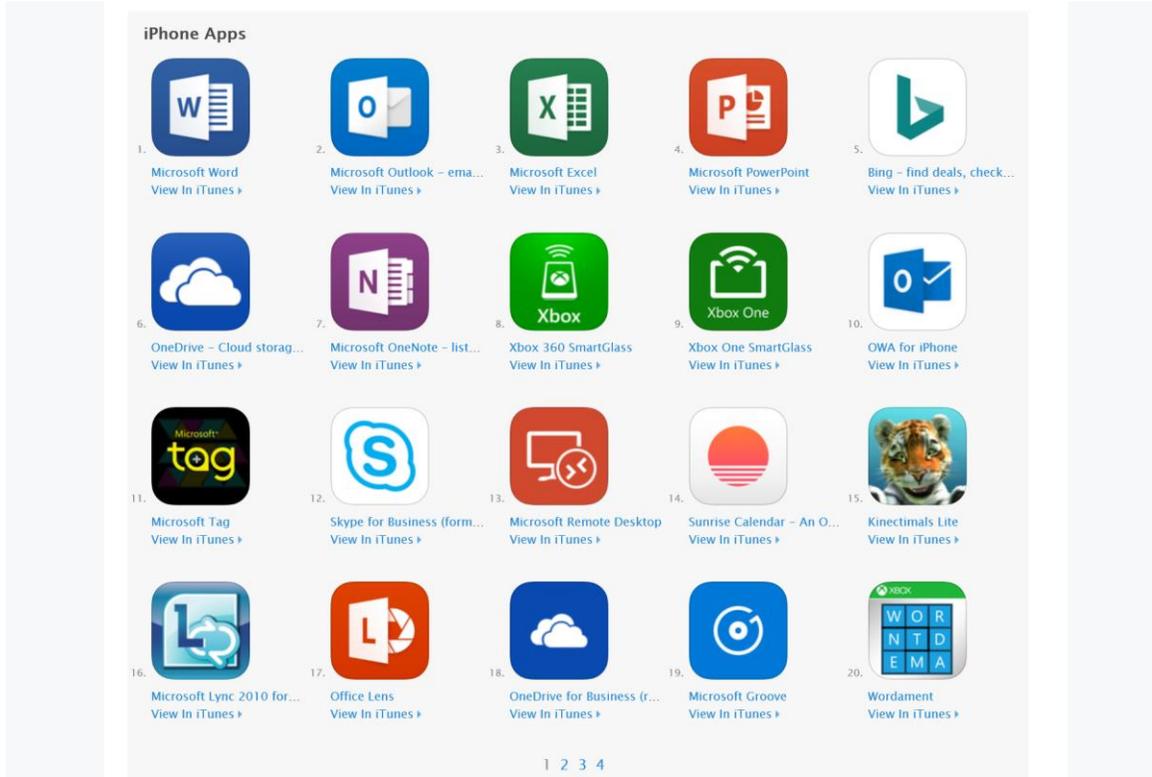
Apple Store

Google Play
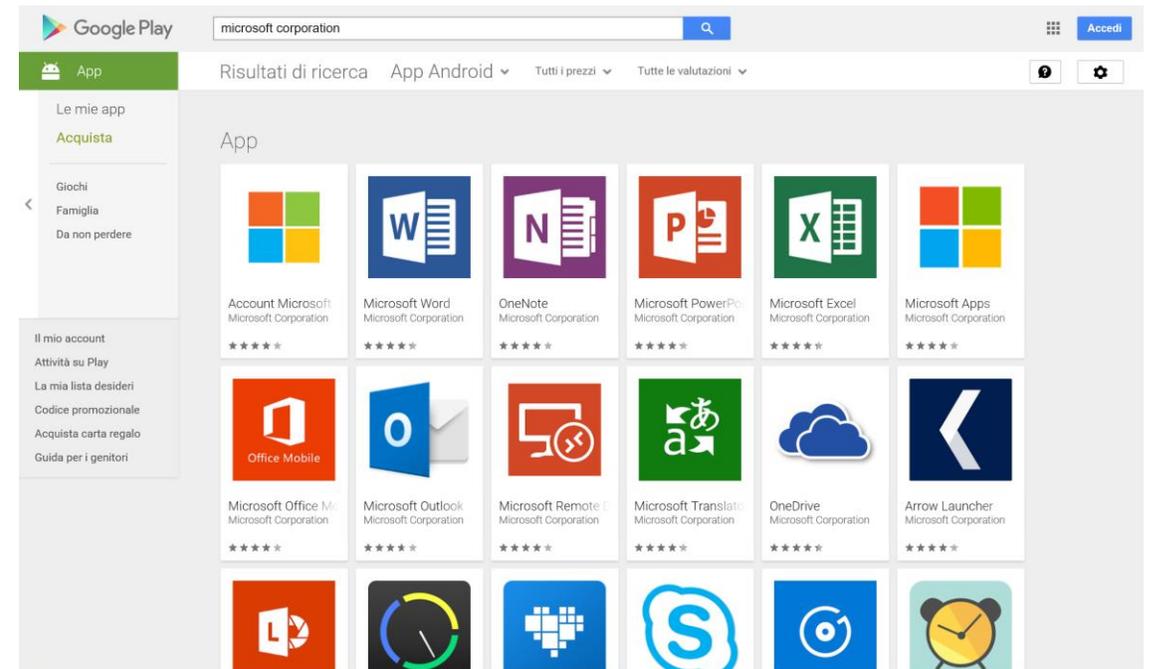
Real Madrid C.F.

Improve fan engagement and experience

## Engage Your Customers

Customer	Real Madrid C.F.
Country	Spain
Technology	•Microsoft Azure •Microsoft Dynamics CRM Online •Microsoft Dynamics Marketing •Microsoft Visual Studio Online •Office 365

Challenge

Engage with fans in more personal ways.

Increase revenue, customize marketing initiatives, and reinforce the club's leadership position in the worldwide sports industry.

Strategy

Implement a comprehensive platform-as-a-service solution to provide personalized fan experiences through:

- Fan engagement platform
- Extended video platform
- Consumer App
- Telemetry and Data Analysis

Results

- Engaging one-on-one with millions of fans
- Awareness and analysis of fan behavior
- Near-real-time marketing campaigns
- Transparent fan interactions with content and advertising

"Using the Microsoft Cloud, we are building a way of understanding who our fans are, where they are, and what they want from us."
– José Ángel Sánchez, CEO, Real Madrid C.F.

Volvo

Volvo is reimagining the car-buying experience

Engage Your Customers

Customer	Volvo
Country	Sweden
Technology	•Windows 10 •HoloLens

Challenge

Create a more immersive car-buying experience to help customers choose and configure a vehicle.

Differentiate the Volvo brand, highlight innovation, and keep up with customer expectations.

Strategy

Volvo is using Microsoft HoloLens to create an augmented reality interface for customers, helping them learn about and configure cars in three dimensions.

HoloLens enables customers to digitally interact with their automobiles in more immersive experiences.

Results

- Build reputation as an innovative and customer-focused company
- Increased customer satisfaction
- Increased sales, upsell and cross-sell
- Fast time-to-market for more immersive experiences

"Volvo is really a human-centric company, that's the core focus of everything we've done in terms of the products we develop, but also in the way we interact with our customers."

**– Bjorn Annvall
SVP Marketing, Sales, & Services**

Microsoft Cognitive Services
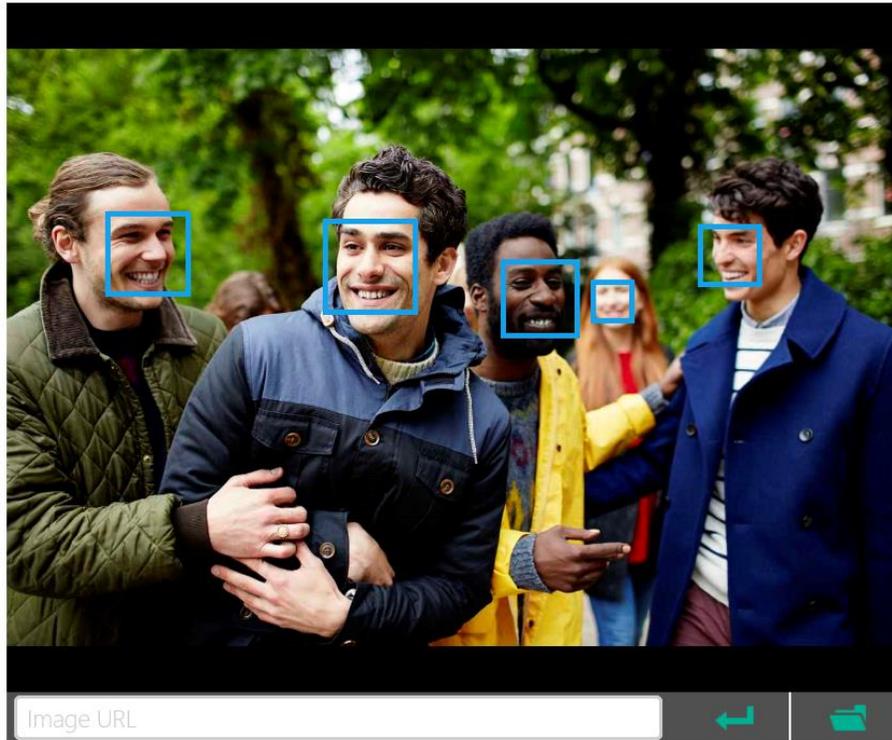

```
Detection Result:
5 faces detected

JSON:
[
  {
    "faceRectangle": {
      "left": 488,
      "top": 263,
      "width": 147,
      "height": 147
    },
    "scores": {
      "anger": 7.93860067e-7,
      "contempt": 5.574663e-9,
      "disgust": 0.00000132349453,
      "fear": 8.52547644e-10,
      "happiness": 0.999997556,
      "neutral": 2.29834374e-8,
      "sadness": 2.55577675e-7,
      "surprise": 2.489106e-8
    }
  },
  {
```

https://www.microsoft.com/cognitive-services

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employees

Optimize your
operations

Transform your
products

13

What is the Internet of Things?

"The network of physical objects that contain embedded technology to communicate and interact with their internal states or the external environment."

Source: Gartner

GE Imagination at work

Explore the New Digital Industrial World

GE is transforming itself to become the world's premier digital industrial company, executing critical outcomes for our customers. Explore how you can drive greater asset reliability, lower operating costs, reduce risk and accelerate operational performance with our Predix platform and software solutions.

PRODUCT

Move from Reactive to Proactive

FEATURED

Predix
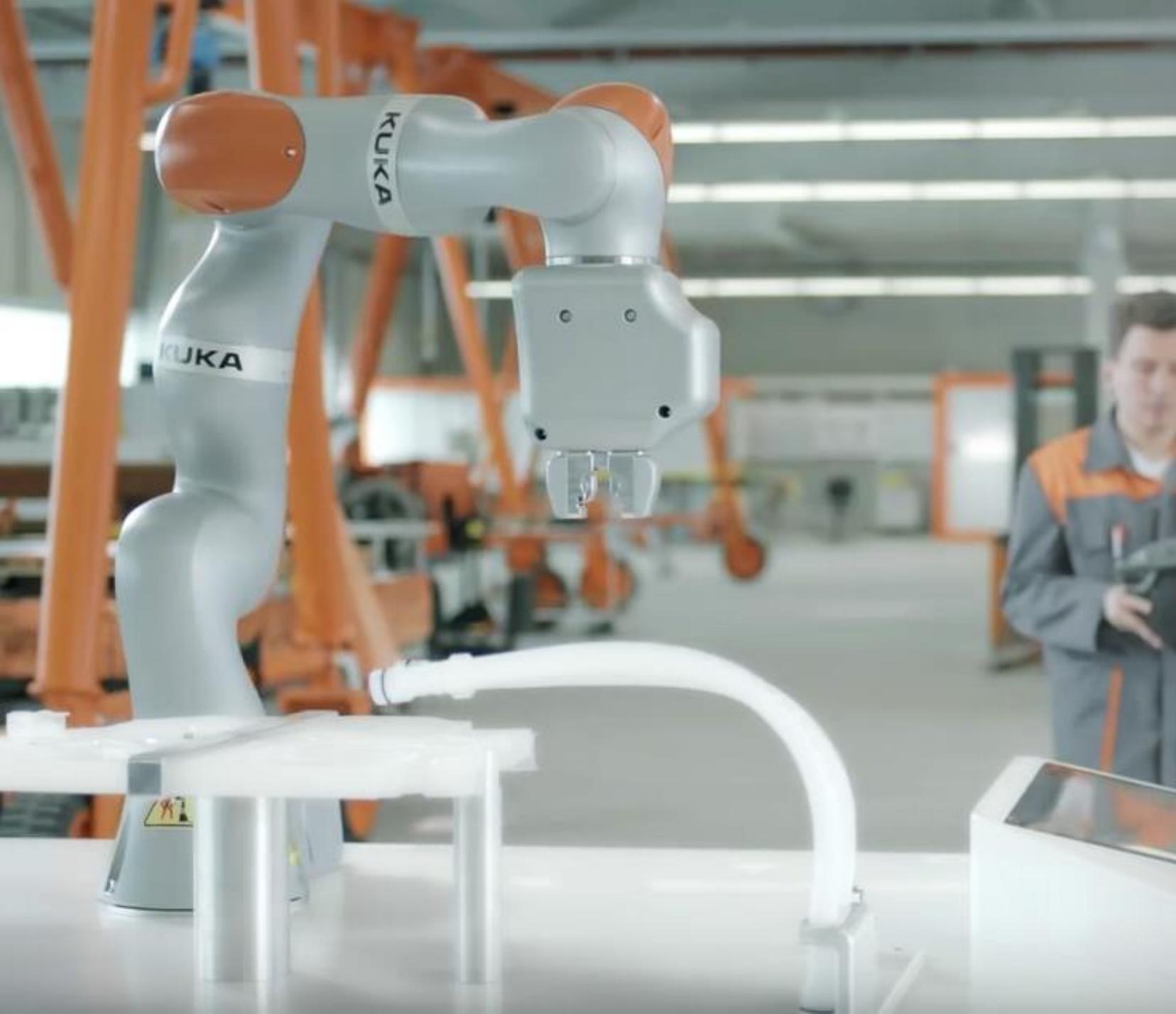
Making automated processes faster and easier

"Thanks to disruptive breakthroughs in robotics technology, combined with the power of the cloud, we were able to come up with a smart robot-based automation solution that is both IoT and Industry 4.0 ready. The solution enables human-robot co-working and directly connects the management with the shop floor."

DOMINIK BÖSL
Corporate Innovation Office, Technical Fellow

KUKA

Elevating customer service with the Internet of Things

"We wanted to go beyond the industry standard of preventative maintenance, to offer predictive and even *preemptive* maintenance, so we can guarantee a higher uptime percentage on our elevators."

ANDREAS SCHIERENBECK
CEO

ThyssenKrupp

Make IoT real with the Internet of Your Things...

Rockwell Automation

ThyssenKrupp Elevator

Autolib'

Lido Stone Works

SLAC National Accelerator

Henry Mayo Newhall Hospital

Kaiser Permanente

KUKA Robotics

Orleans Parish

Royal Caribbean

https://internetofyourthings.com

Fameccanica

Fameccanica EasyLife con IoT e la Cloud di Microsoft

Grazie alla collaborazione con Microsoft il gruppo Fameccanica ha sviluppato una soluzione per la manutenzione predittiva che aumenta la qualità del servizio presso i clienti e allarga il portafolgio dei servizi e del business nella prospettiva dell'Industry 4.0

di Roberto Giordani   27 aprile 2016

TAG:

Azure, big data, Case History, cloud, engineering, geolocalizzazione, M2M, manutenzione, robotica, supply chain

BRAND:

Fameccanica, Microsoft

OPEN-F@B CALL4IDEAS 2016
LA CUSTOMER EXPERIENCE
PER IL MONDO ASSICURATIVO

PARTECIPA ANCHE TU

Aggiungere intelligenza agli oggetti e sviluppare applicazioni e servizi sulle informazioni che ciascuna "cosa" è in grado di comunicare sono una straordinaria opportunità di innovazione e permette alle imprese di raggiungere nuovi livelli di efficienza in tantissimi settori. L'intelligenza dell'IoT rappresenta poi la base per la ideazione e per lo sviluppo di nuovi modelli di business.

La abruzzese **Fameccanica** è tra le imprese che hanno puntato sull'Internet of Things con una collaborazione con **Microsoft** e con la piattaforma Cloud Azure per i propri processi di innovazione e ha avviato un percorso nella direzione dell'Industry 4.0.

Il progetto si è posto l'obiettivo di arrivare a offrire ai clienti un nuovo servizio a valore aggiunto che permettesse di valutare l'andamento produttivo del proprio parco macchine, e che consentisse nello stesso tempo di realizzare dei servizi collegati alla **manutenzione predittiva** per disporre di un controllo preciso e puntuale di tutti i mezzi di produzione. La diffusione di intelligenza all'interno delle macchine aveva poi anche l'obiettivo di mettere a disposizione dei clienti nuovi strumenti informativi per la fruizione della documentazione relativa alle macchine e ai componenti più importanti.

Salvagnini
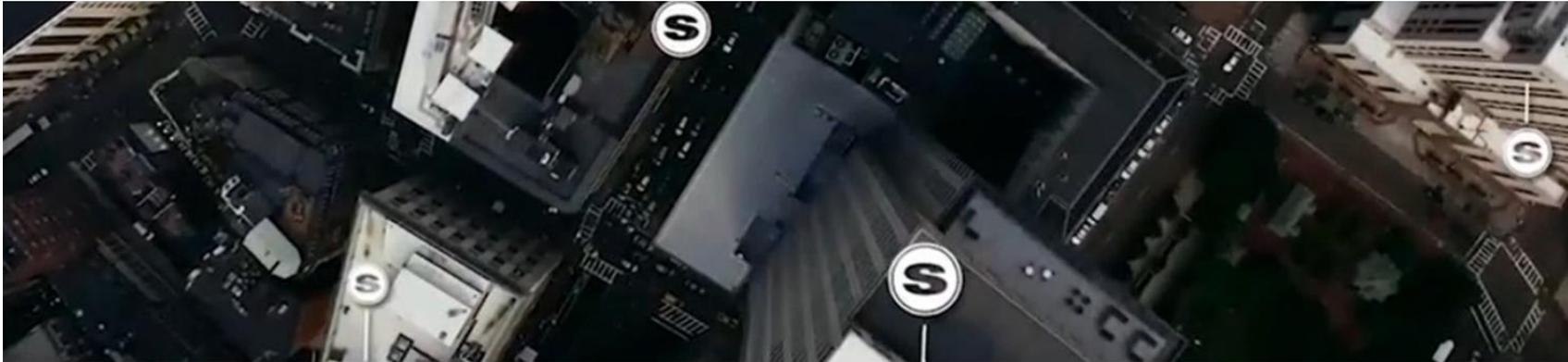
Industry 4.0: an Italian excellence (Salvagnini)

Published on October 25, 2016

Fabio Moioli
Head of Consulting & Services at Microsoft (previously Vi...

👍 110   💬 13   ↗ 49

We are at the dawn of the Fourth Industrial Revolution and manufacturing-based industries are among the first to incorporate the capabilities of cloud computing and artificial intelligence. This is starting to happen as forward-thinking companies, like Salvagnini, explore the opportunities that emerge when the digital and the physical worlds begin to merge.

La Minerva: new business/sales model

Internet of Things per macchinari industriali che trattano processi alimentari

Vantaggio competitivo grazie a prodotti *smart*

All'interno della GDO un'esigenza primaria è dettata dalla problematica di gestire centralmente le affettatrci ubicate in diversi siti e laboratori. La soluzione realizzata per Minerva Omega Group, dedicata alla manutenzione da remoto e all'assistenza di nuova generazione, rende la gestione delle attrezzature più efficace ed economica attraverso la consultazione dei dati di utilizzo e reportistiche strategiche. Grazie all'applicazione, l'**azienda ha diversificato i suoi prodotti** con un servizio a valore aggiunto, portando **innovazione alla catena della GDO** e **recuperando vantaggio competitivo** nei confronti della concorrenza.

Project info

- **Mercato:** Macchinari industriali
- **Applicazione:** Monitoraggio e Performance Management/Manutenzione preventiva

https://www.solaircorporate.com/it/storie-successo-iot/macchine-industria-alimentare-minerva/

Costa Crociere

Sicurezza nautica con la nuova piattaforma Neptune

Neptune, la nuova soluzione Cloud di Costa Crociere

"Abbiamo scelto di collaborare con Microsoft per dare avvio a un progetto di Internet of Things, perché era per noi strategico poter fare affidamento su una piattaforma che permettesse di raccogliere, analizzare, e visualizzare in maniera semplice, integrata e immediata i dati provenienti dai sensori delle nostre navi e renderli disponibili sia agli ufficiali di bordo sia al nostro centro operativo a terra"

– Franco Caraffi, IT Marine Systems Director di Costa Crociere

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☰ Caso di successo

Costa Crociere

By Microsoft Enterprise Team on 10 giugno 2016
Industry: Storie di Trasformazione

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Cortana Intelligence Suite

A fully managed big data and advanced analytics suite to transform your data into intelligent action.

Watch our webinar >

WHY CORTANA INTELLIGENCE

Analytics that enables action

Take action ahead of your competitors by going beyond looking in the rear-view mirror to predicting what's next.

Fast and flexible

Build with partner solutions for your industry to get going quickly and tailor to your specific needs.

Secure and scalable

Get value from your data in a secure and scalable way regardless of its size and complexity.

Intelligence

Interact with intelligent agents to get closer to your customers in more helpful, proactive, and natural ways.

PCs/Laptops

Smart Phones

Tablets

POS Terminals

Medical devices

Automation Devices

Industrial devices

ATMs

Handheld Scanners

Vehicles

LoB Assets

Buildings and Infrastructure Assets

Chips

Sensors

Microsoft

Sensors2Cloud

ISMB
Istituto Superiore Mario Boella

ST
life.augmented

Conferences & Professional Edu

Design Driven IoT

European Trends & GO-TO-EUROPE approach

Industrial Proof of Concept

Ideas & Startups

Data intensive economy

	UBER	Hertz	Ford
🕐	7 years	98 years	113 years
🧍	460	33000	187000
💰	$62,5B	$3,7B	$55B

	airbnb	Booking.com	MARRIOTT
🕐	8 years	20 years	89 years
🛏	1500000	857000	697000
💰	$24B	$16,36B	$16,88B

	Alibaba Group	amazon	Walmart
🕐	16 years	21 years	53 years
📦	0M	10,2M	50,7M
💰	$168B	$251B	$207B

	NETFLIX	HBO	abc
🕐	18 (9) years	43 years	73 years
📺	71M	36M	13M
💰	$38,2B	$18B	$20,72B
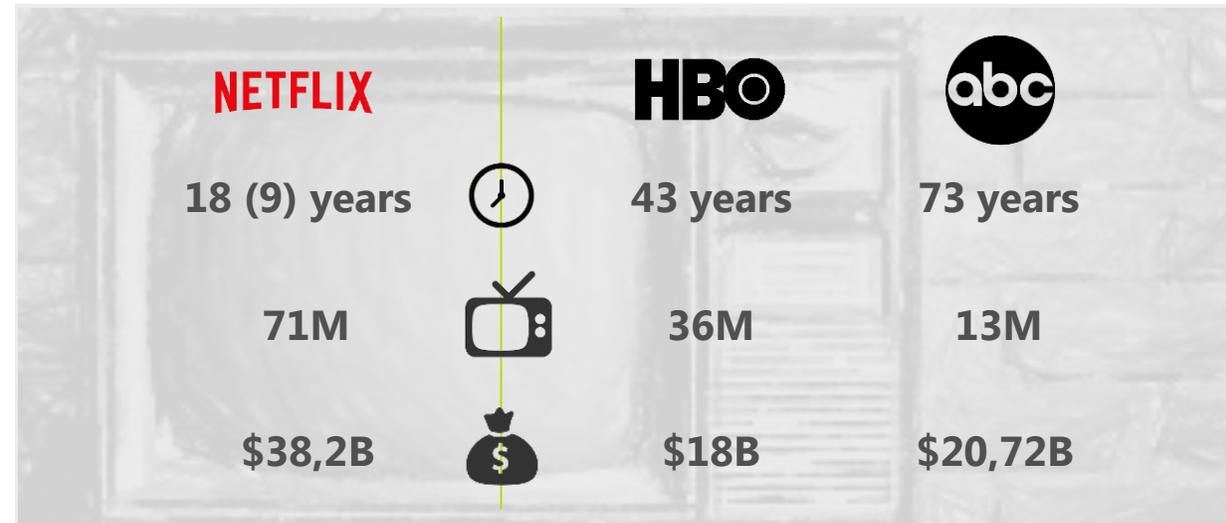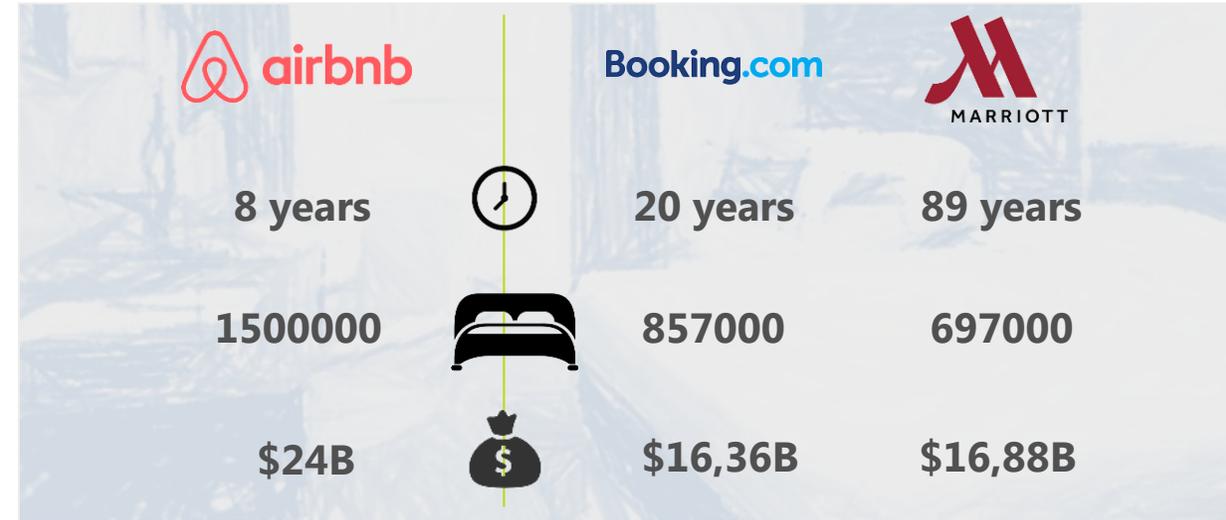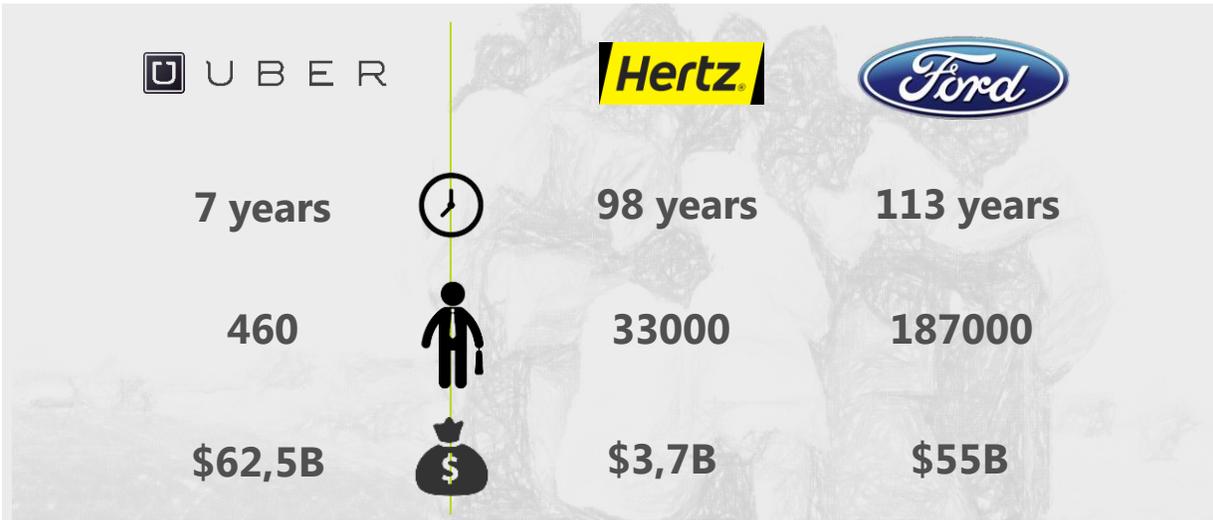
Microsoft

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🐦 @MSRoberFil