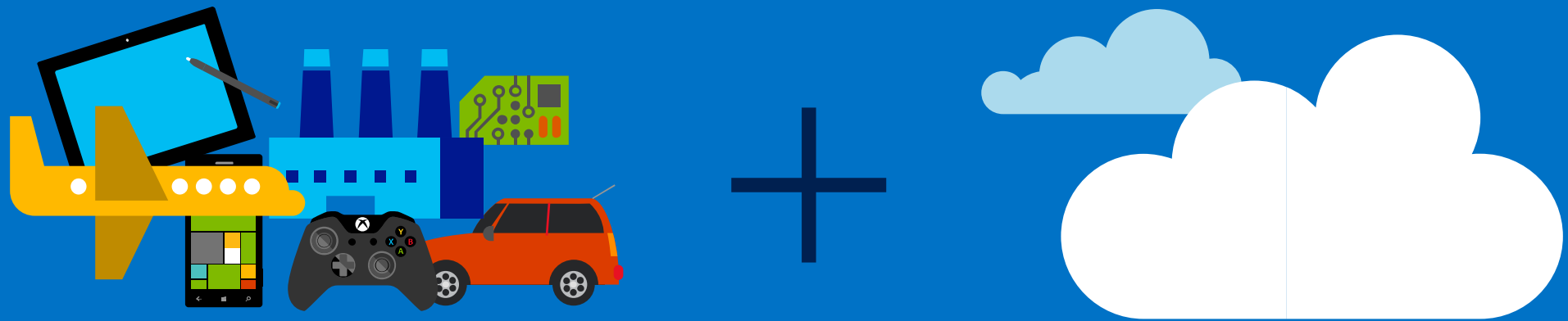




Reimagining Telecommunications in the digital age

Martin Farinha

We're reimagining Microsoft...



The mobile-first, cloud-first enterprise

Our Microsoft technology environment



>1 million
devices hit the
Microsoft
network



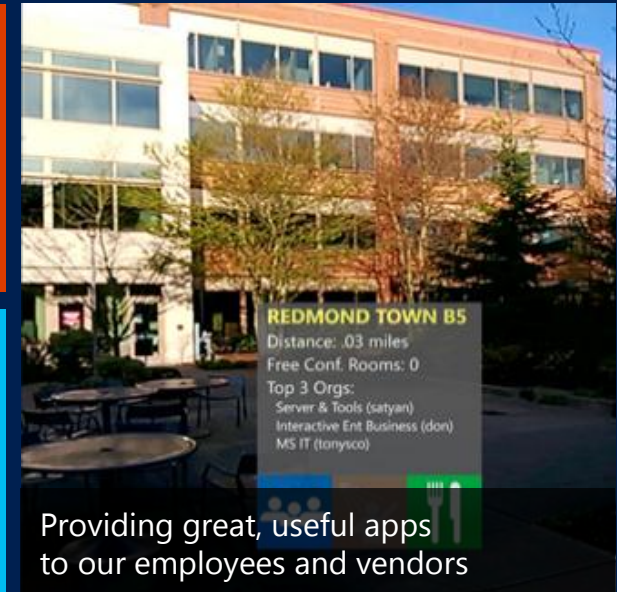
100,000+
Microsoft
employees
on Yammer

6.6 million
Lync calls
each month

300,000
System Center
managed devices

Federated
business
intelligence
portfolio for
1,000
apps

4.5 million
Remote
connections
each month



180,000+
users

513
site locations in
113 countries



210,000
SharePoint
sites in the cloud

Providing great, useful apps
to our employees and vendors

40+ million

users in 35 markets

XBOX LIVE

5.5+ billion
worldwide queries each month

bing

1+ million

Active Directory logins
every 2 minutes



Windows Azure

280+ million

connected users per month
120+ billion call minutes quarterly

skype™

2–4+ billion

emails per day

Microsoft®
Exchange
Hosted Services

25+ million

active accounts



Outlook.com

200+ million

active users



SkyDrive

88 markets

32 languages



Office 365

50+ million

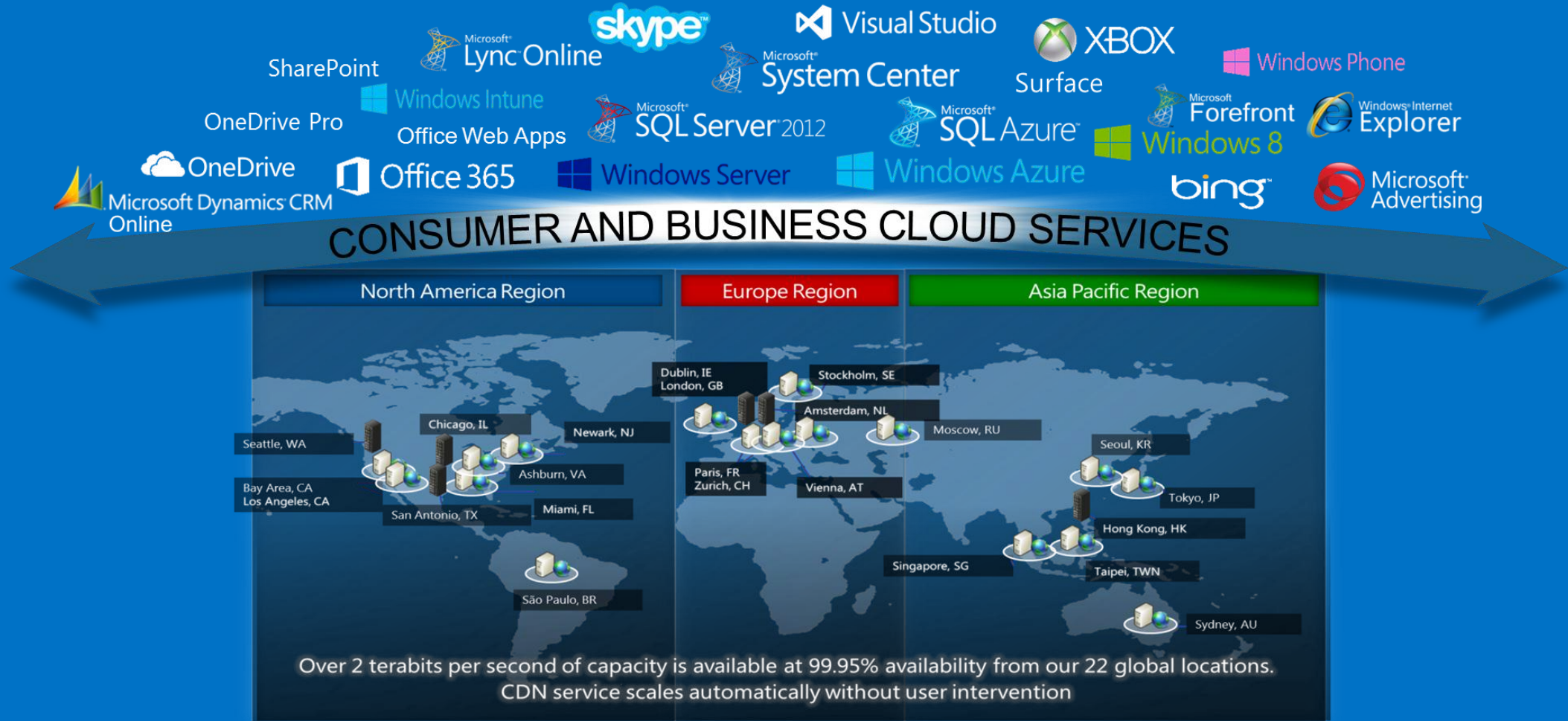
active users

Office Web Apps

200+ Cloud Services

1+ billion customers, 20+ million businesses, 76+ markets worldwide

Microsoft is a "Service Provider"



Microsoft builds and operates Software Defined (Packet) Networks (SDN) globally as a component to our Software Defined Datacenter strategy

Our investments

Microsoft in Telecommunications



Communications Service Providers



Network Equipment Providers



Hosters & ISPs

Social & Collaboration



- Workplace Modernization
- Mobile Workforce

Sales, Marketing & Services



- Retail Store
- Contact Center
- Billing & CRM
- B2B Sales & Mktng

BI & Analytics



- Network Analytics
- Self Service BI

Cloud



- Private Cloud
- Azure for Telco
- Azure Media Services

Social & Collaboration

Examples of modern productivity

HR, Legal

Global standardization & s

1 Communications & Collaboration – employees, suppliers, partners

s & Marketing

on proposals & customer care

2 Mobile Productivity -- Retail, Field Technician,

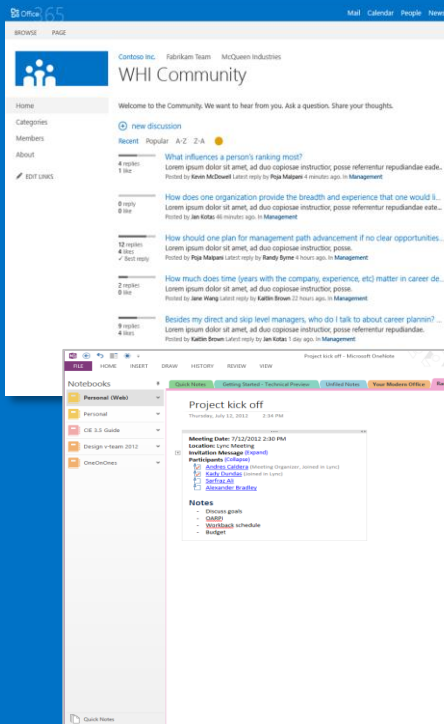
3 Business Transformation: Customer Experience – Social Enterprise - Innovation

4 Operational Efficiency – Productivity - Increase Agility – Reduce Costs

5 Use What you Sell and Sell What You Use

BYOD, share freely, pro

Product and Customer training



BI & Analytics



2/3

Of Mobile Apps

Developed in 2015
Will Integrate Analytics

**Unstructured Data
Will Grow**

80%

of CIOs Embracing
over the Next 4 Years

35 Zettabytes

Of Data Generated
Annually by 2020

Service providers have a multitude of devices that generate petabytes of potential insights



Microsoft Big Data Analytics can help with



Customer Experience

Sentiment Analytics

Customer Loyalty

Customer Segmentation



Profitability & Assurance

Churn Analysis

Up/cross selling

Fraud Management



Network Analytics

QoS and Pattern Matching

Network & Service Management

Real-time Analytics

Telco Cloud

Cloud



> 80%

of New Apps in 2015
Will be Distributed/
Deployed on Clouds

Source: Microsoft Analysis of Third-Party Research

90%

of CIOs Embracing
Cloud Computing

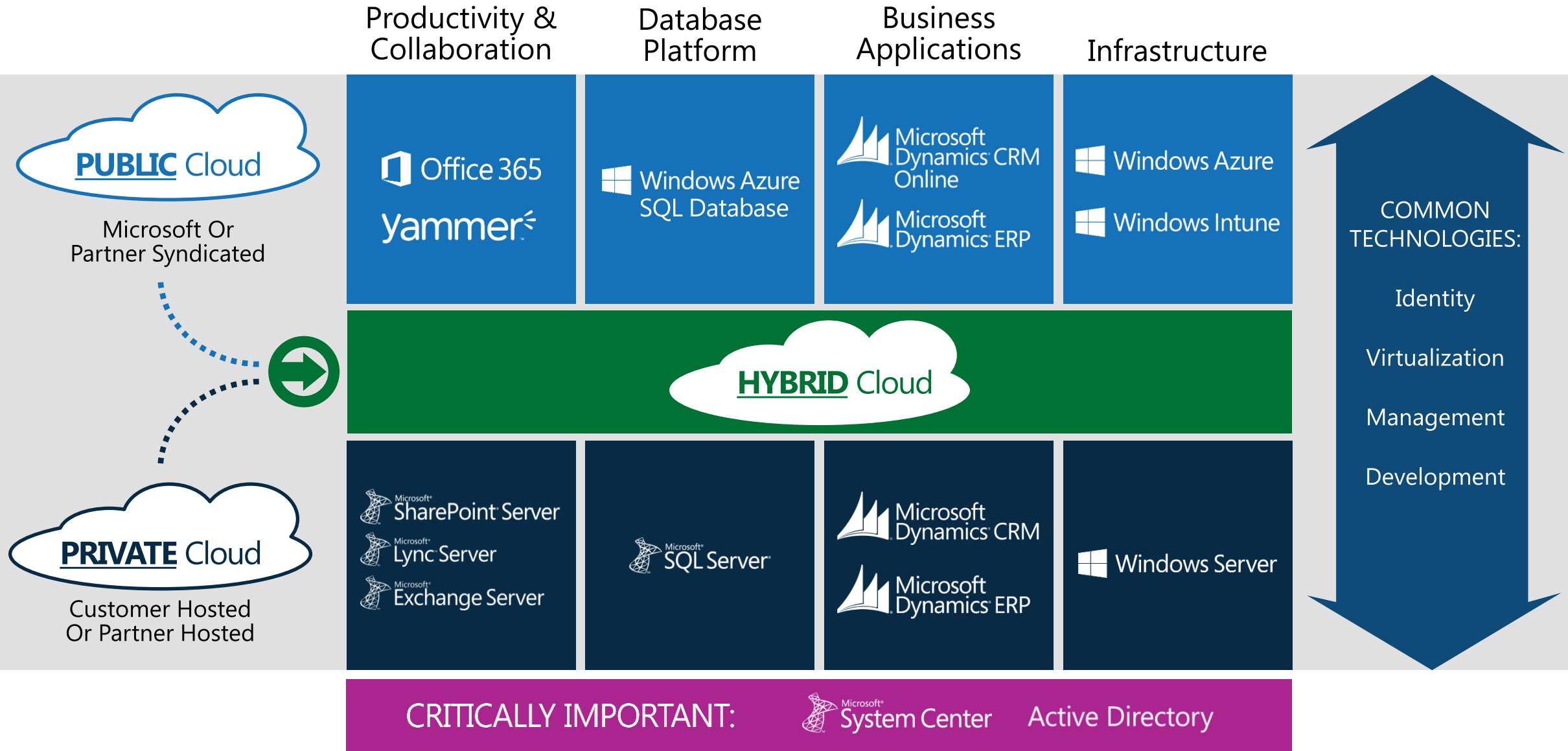
Source: Piper Jaffray, Q4 2012 CIO Survey, February 2013

100%

of Large Enterprises
Using the Cloud Are
Going to Have a
Hybrid Cloud

Source: Microsoft Analysis of Third-Party Research

We Have A **Comprehensive** Cloud Strategy



Microsoft's cloud infrastructure by the numbers



1 Billion

Customers and more than 20 million businesses in 88 countries

200+

Online services delivered by Microsoft's datacenters 24x7x365

1 Million

Servers hosted in our datacenters

1.125

Microsoft's average PUE for its new datacenters

1.1 billion kWh

Amount of green power purchased

Azure Media Services

Use Cases

- 1 **“Video to the Masses”** - Encoding, Storage, and Streaming of VOD libraries to diverse consumer devices – B2B & B2C solutions
- 2 **“Producer’s Chair / Dailies”** - Transitioning internal digital media workflows from on-prem to the cloud
- 3 **“The Broadcaster”** – The next generation of live event coverage using cloud technologies for expanded reach and lowered cost
- 4 **ASPs/Developers** – Building multi-screen applications for media companies
- 5 **“Enterprise You Tube”** – High quality Internal video management for the business world

Sample Customers



NBCUniversal



MEK MEDIA
THE SMART TV COMPANY

Azure Media Services – training & development

The screenshot displays the Microsoft Academy SharePoint site. The browser address bar shows the URL <https://microsoft.sharepoint.com/sites/academy/>. The site's navigation bar includes links for HOME, BROWSE, MANAGE CONTENT, UPLOAD, and HELP. A search bar is located on the right. The main content area features a large blue banner for a "NEW Wireside Chat with Kevin Turner" featuring "Kevin's Devices & Services Conversation". Below the banner, there are three sections: "recommended:" with video thumbnails, "upcoming webcasts:" with a table of events, and "academy on yammer" with a Yammer feed. A red "Feedback" button is visible on the right side of the page.

recommended:

- 11/26/13 Dell Venue 8 Pro - by Marlowe Dayley 2 min
- 11/26/13 Selling Devices into - by Marlowe Dayley 0 min
- 11/26/13 OSSC Community: Unified - by Russ McRee 44 min
- 11/26/13 Academy VIDEO
- 11/26/13 Extreme Productivity - by M/S Library 9 min
- 11/26/13 Academy VIDEO
- 11/26/13 Academy VIDEO

upcoming webcasts: [view calendar](#)

Webcast Title	Date	Time	Duration
Cloud Onboarding Guide Readiness	12/02	08:00 am PST	+
Creating & Managing Cloud & Datacenter Infrastructure for Hosted Services (...)	12/03	08:00 am PST	+
Virtual Machines for Research on Windows Azure	12/04	08:00 am PST	+
Learning Circle – BMC: Positioning and Selling Big Data and Modern Applica...	12/04	08:00 am PST	+
Portfolio Selling: Sales Productivity Solution - Making it Real and Exceedi...	12/05	08:00 am PST	+
The Evolution of Microsoft Action Desk	12/05		

academy on yammer

Share something with this group...

Academy Support (Announcement)
To Academy
+ Scheduled Maintenance 11/22, 5:30 PST
Academy Engineering will be performing scheduled maintenance beginning at 5:30 pm Pacific on Friday, 11/22. Portal access should be unaffected; apps will be down for 30-60 minutes. Thank you!
[Like](#) · [Reply](#) · [View Conversation](#) · November 23 at 12:30am

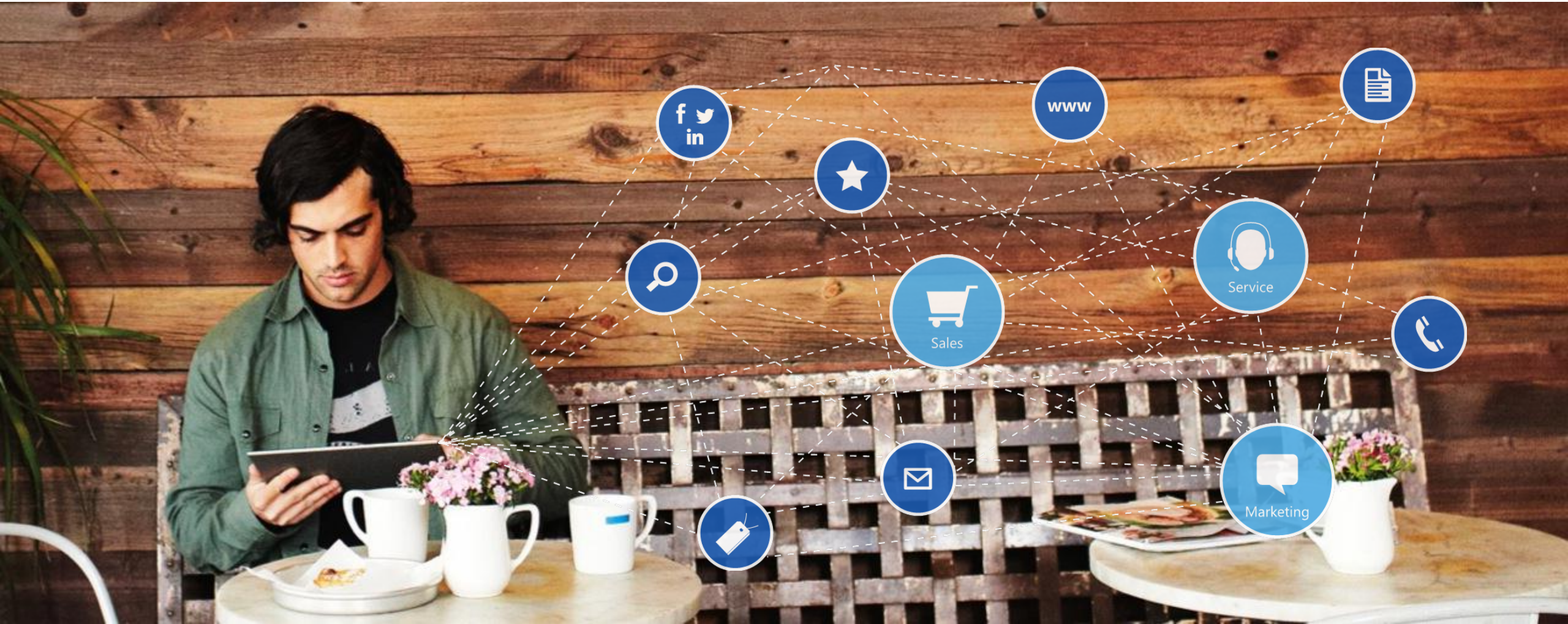
Tony Rossignol
To Academy
+ How do I search for content on academy?
[Like](#) · [Reply](#) · [View Conversation](#) · November 22 at 9:59pm

Feedback

Customer Experience Management

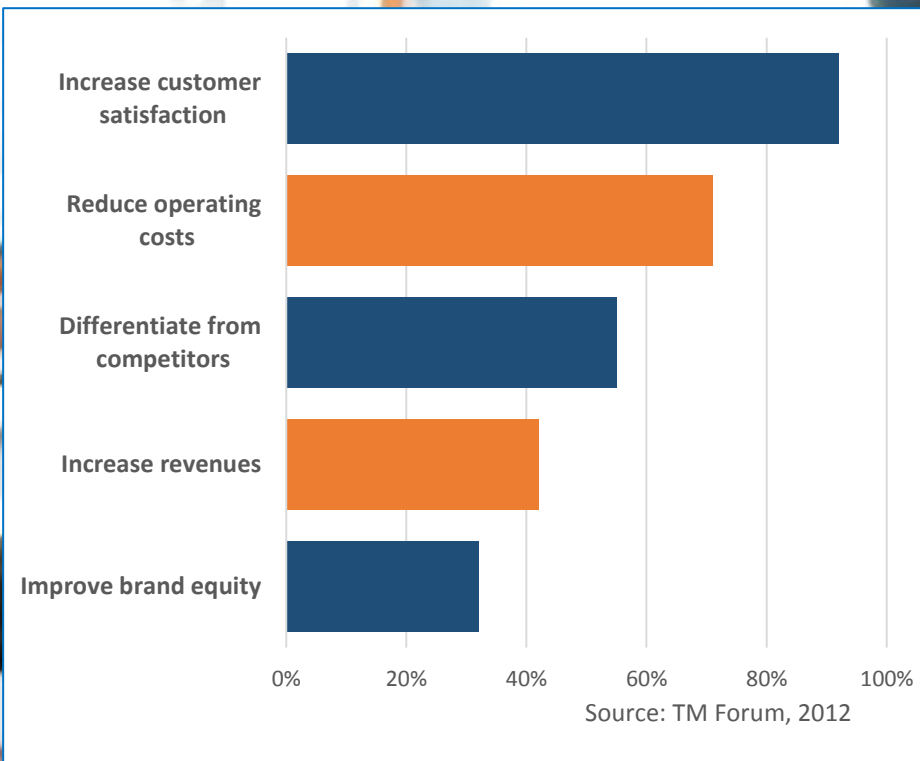
Sales, Marketing & Service

Companies must adapt to the new customer journey

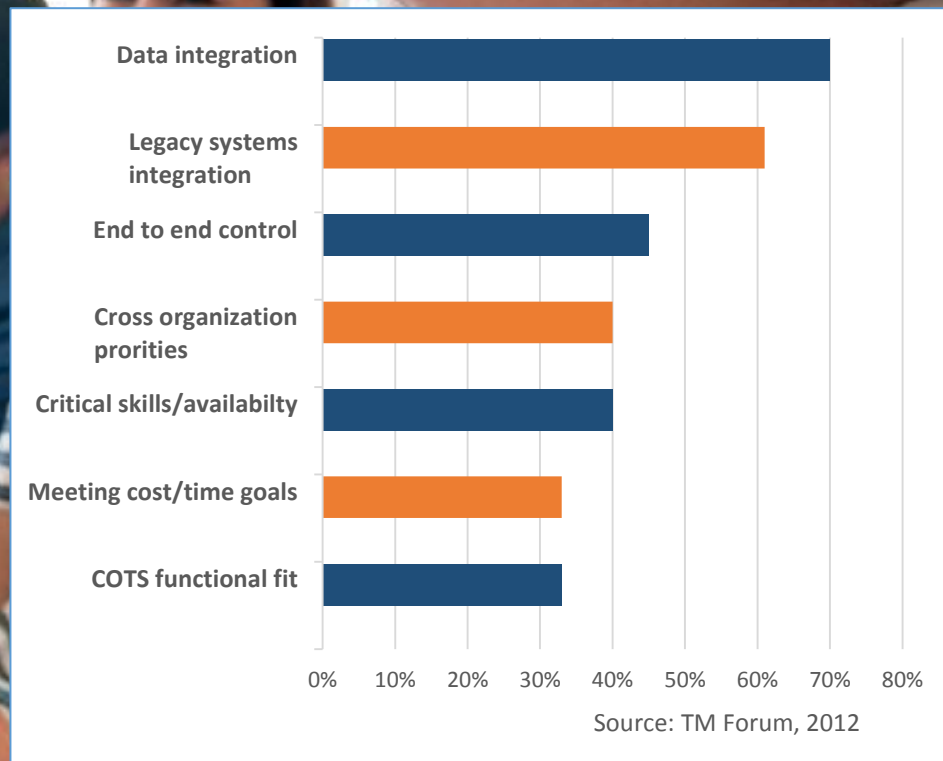


Customer Experience in Telecommunications

Top Drivers



Top Challenges



Transforming to a Digital business

How will you use technology to better serve customers, enable agility & drive business growth

Attracting
and retaining
customers

with richer
experiences

Anticipating
and acting

on opportunities
with better insights
from data

Growing your
talent base

by attracting and
motivating a next-
generation workforce

Driving
innovation

and inspiring
customer experiences
with new possibilities

Growing your
bottom line

by using data and
new technologies to
identify efficiencies

