Microsoft

Reimagining Telecommunications in the digital age

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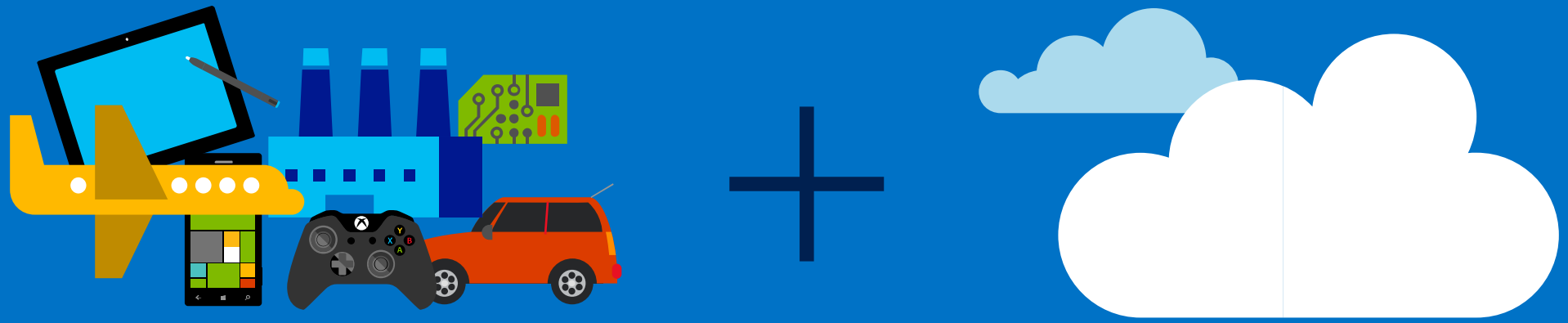
We’re reimagining Microsoft…



The mobile-first, cloud-first enterprise

Our Microsoft technology environment

>1 million
devices hit the Microsoft network

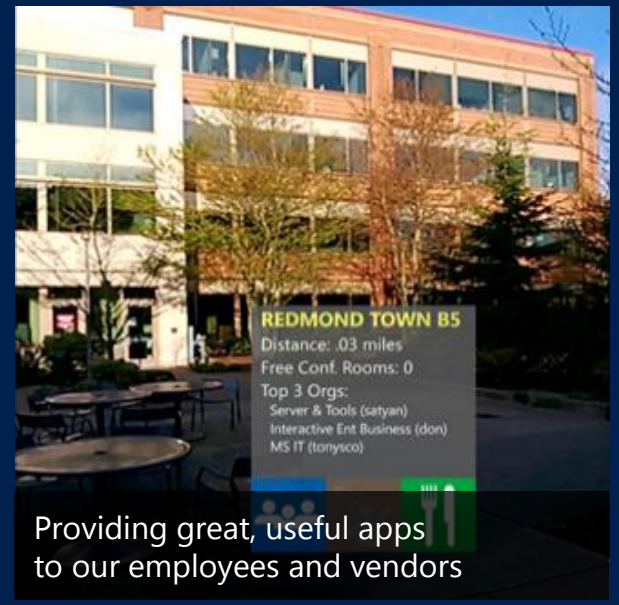
100,000+
Microsoft employees on Yammer

6.6 million
Lync calls each month

300,000
System Center managed devices

Federated business intelligence portfolio for 1,000 apps

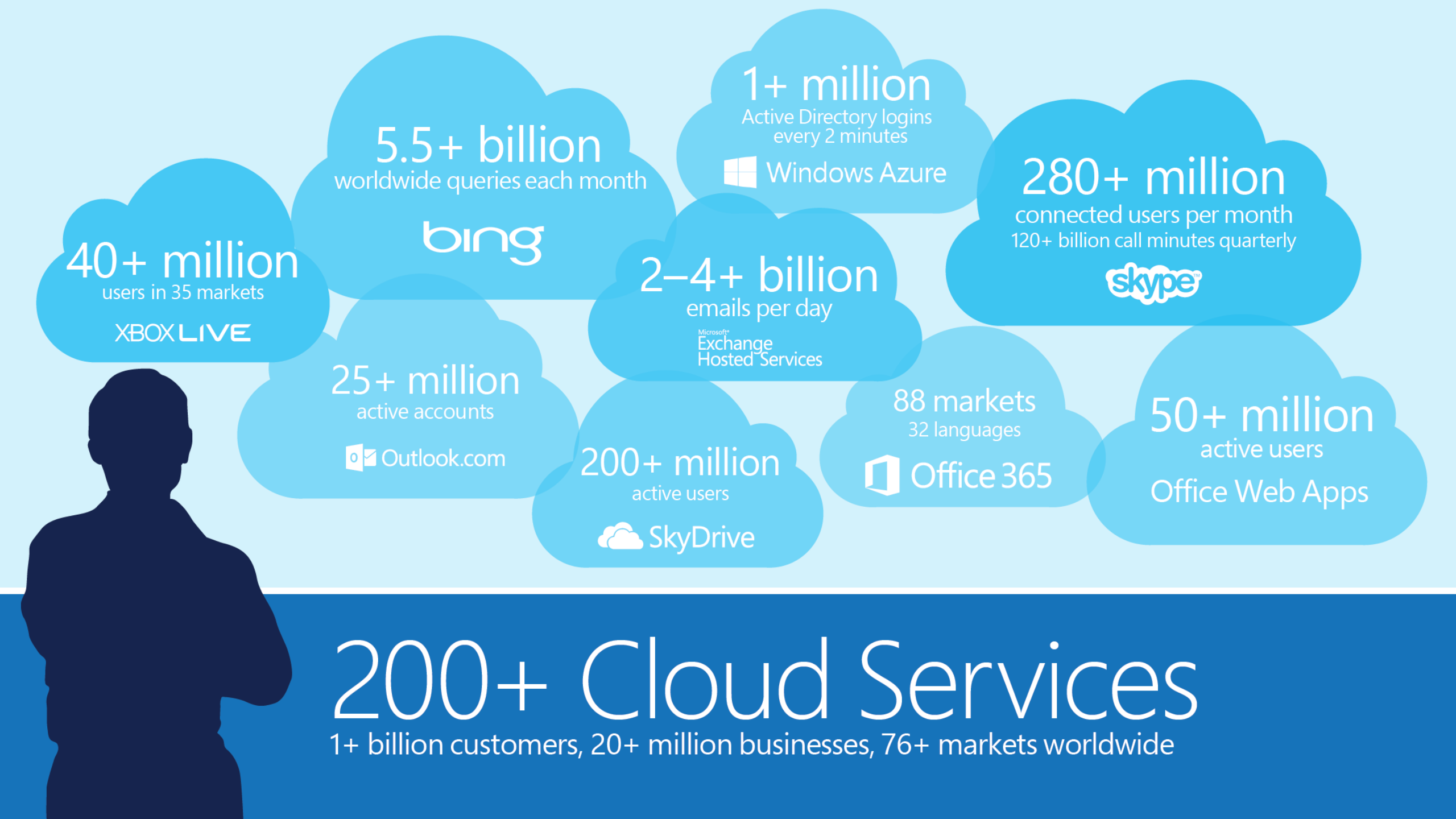
4.5 million
Remote connections each month



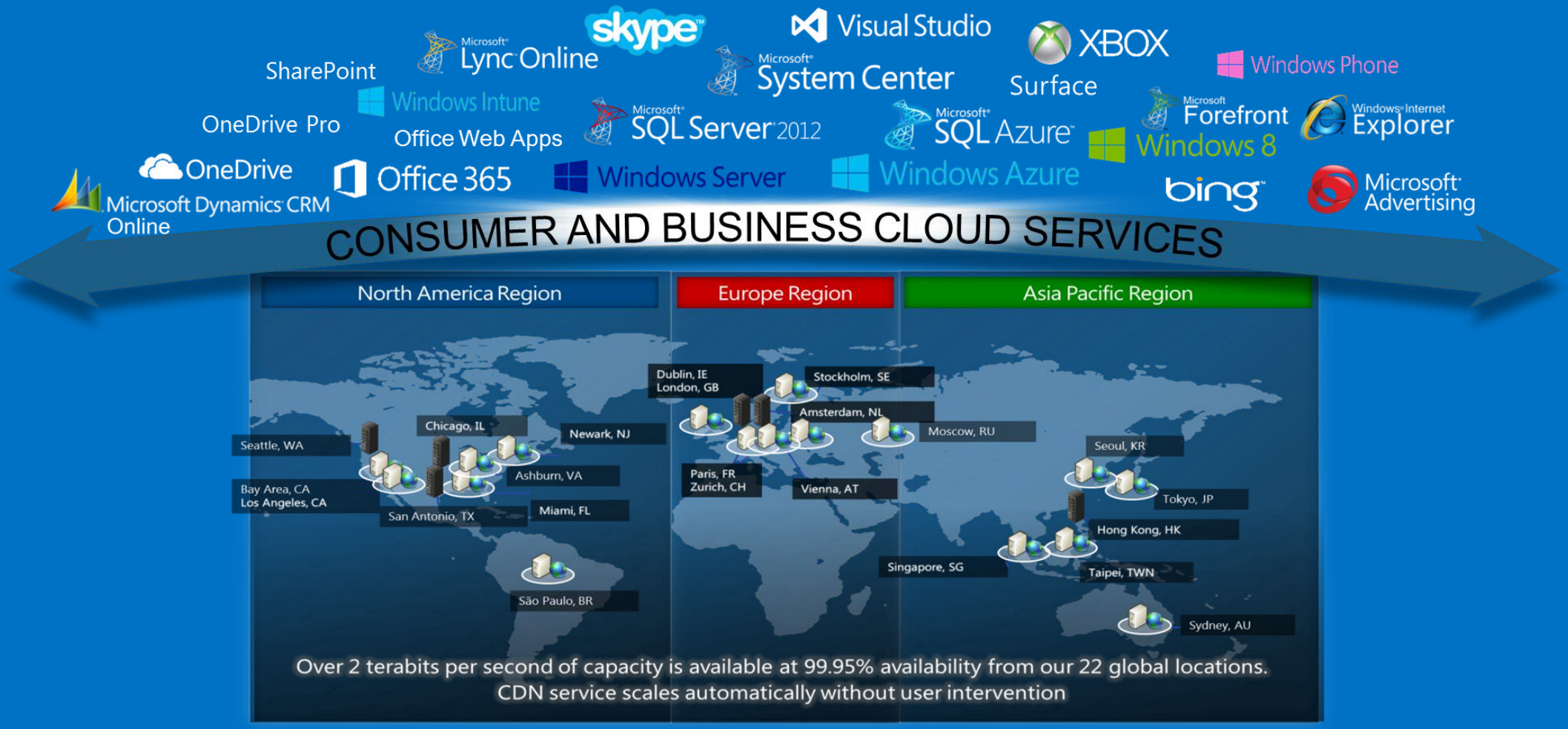
180,000+
users

513
site locations in 113 countries

210,000
SharePoint sites in the cloud


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 & Mkting

BI & Analytics

- Network Analytics
- Self Service BI

Cloud

- Private Cloud
- Azure for Telco
- Azure Media Services

Social & Collaboration

Examples of modern productivity

HR, Leg

Global standardization &

s & Marketing

on on proposals & customer care

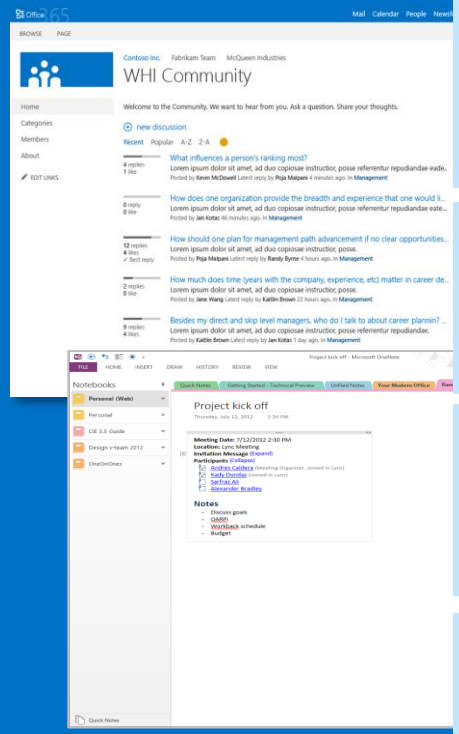
1 Communications & Collaboration – employees, suppliers, partners

2 Mobile Productivity -- Retail, Field Technician,

3 Business Transformation: Customer Experience – – Social Enterprise - Innovation

4 Operational Efficiency – Productivity - Increase Agility – Reduce Costs

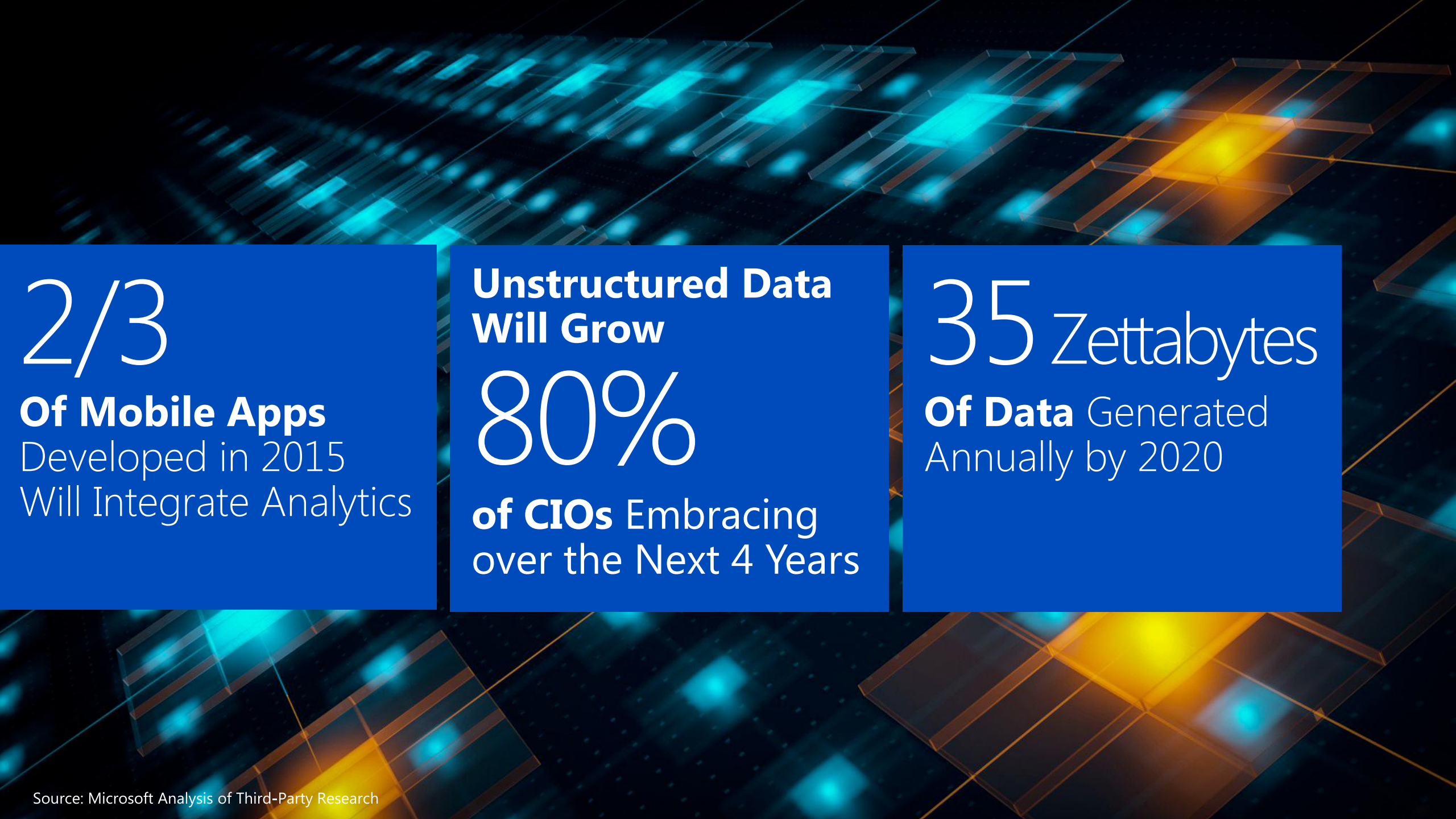
5 Use What you Sell and Sell What You Use



BYOD, share freely, pro

duct and Customer training

BI & Analytics



Source: Microsoft Analysis of Third-Party Research

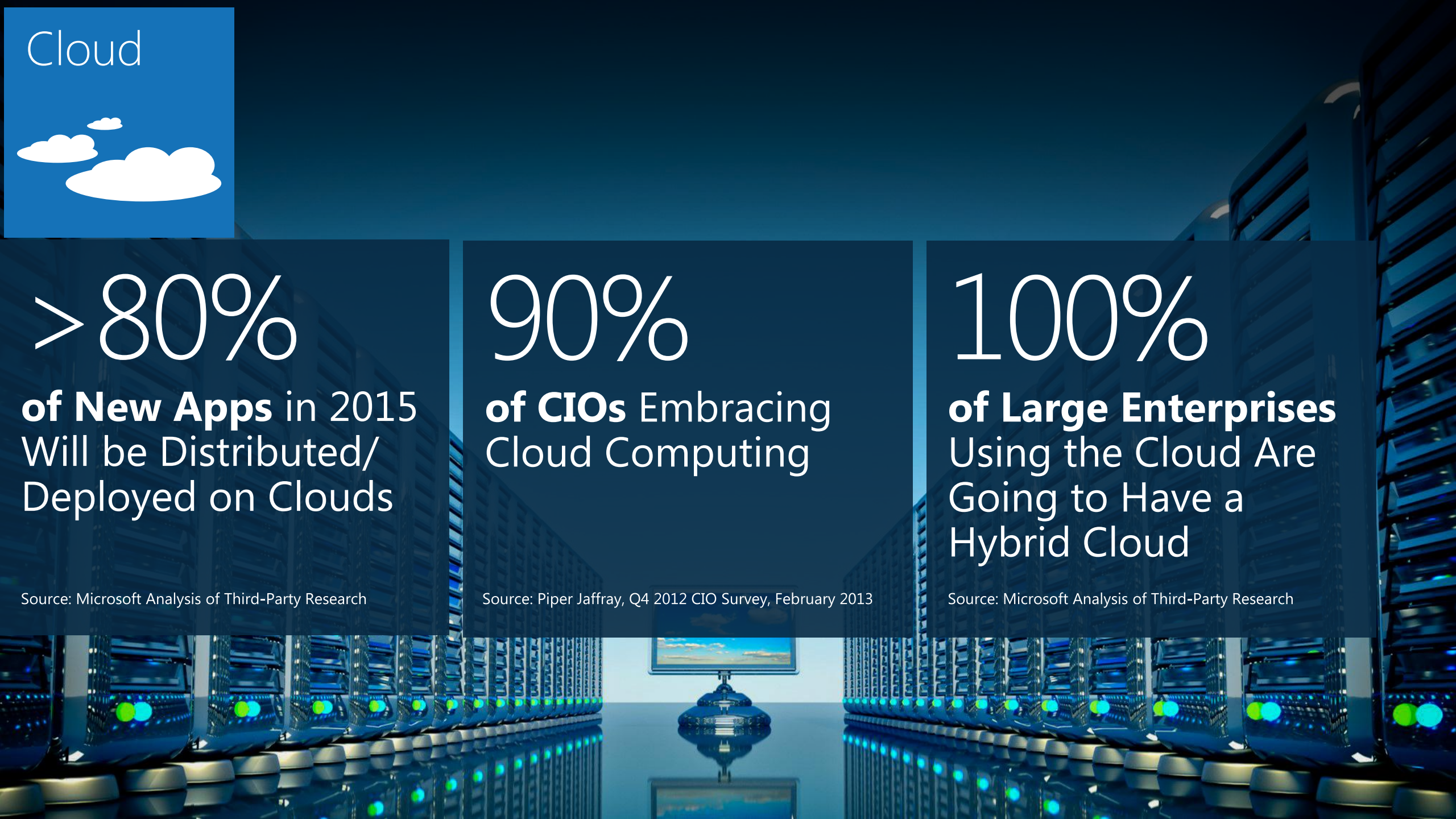
Service providers have a multitude of devices that generate petabytes of potential insights

Microsoft Big Data Analytics can help with

Customer Experience	Profitability & Assurance	Network Analytics
Sentiment Analytics	Churn Analysis	QoS and Pattern Matching
Customer Loyalty	Up/cross selling	Network & Service Management
Customer Segmentation	Fraud 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

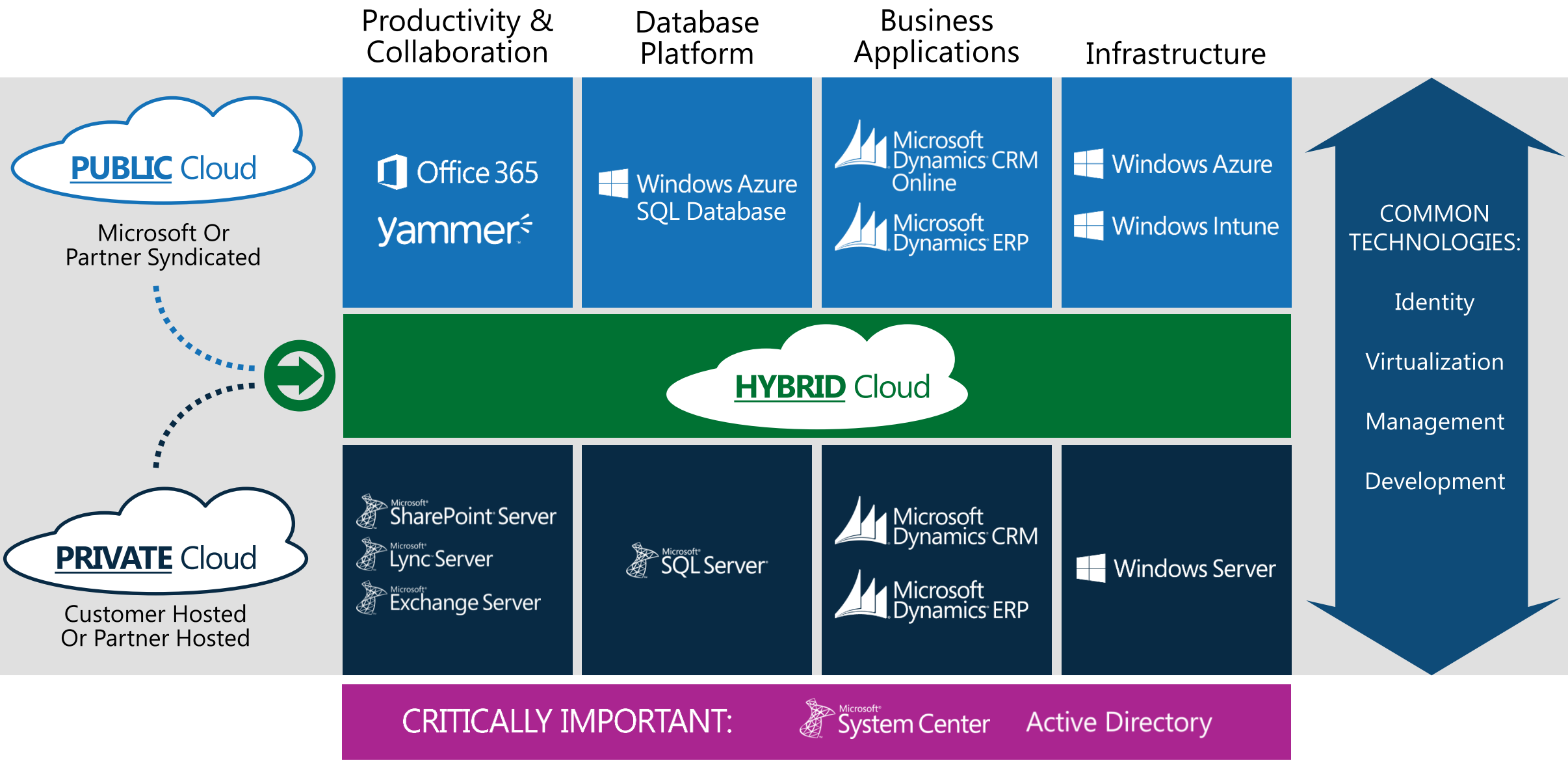
Source: Piper Jaffray, Q4 2012 CIO Survey, February 2013

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	200+	1 Million	1.125	1.1 billion kWh
Customers and more than 20 million businesses in 88 countries	Online services delivered by Microsoft's datacenters 24x7x365	Servers hosted in our datacenters	Microsoft's average PUE for its new datacenters	Amount of green power purchased

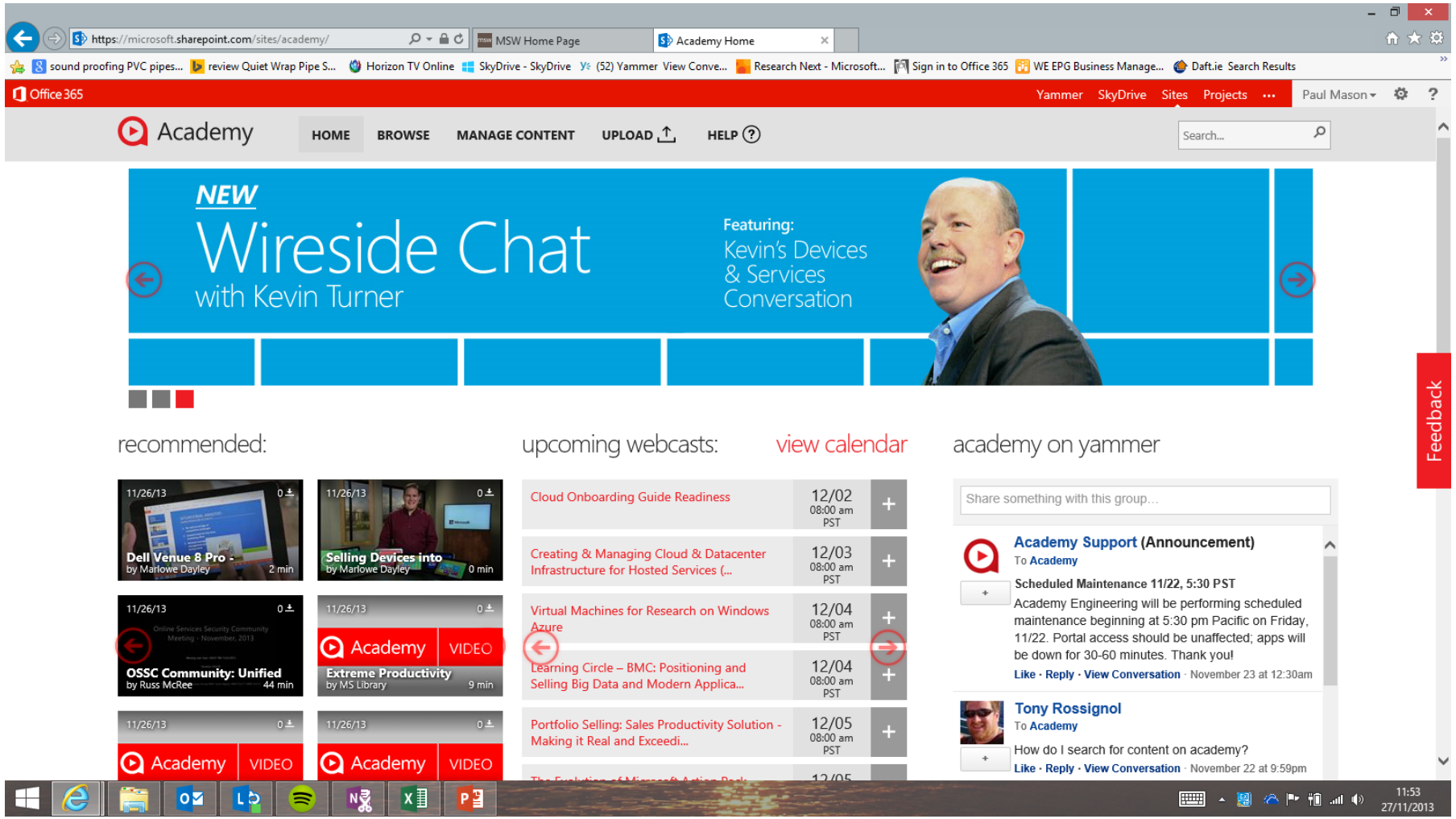
Azure Media Services

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

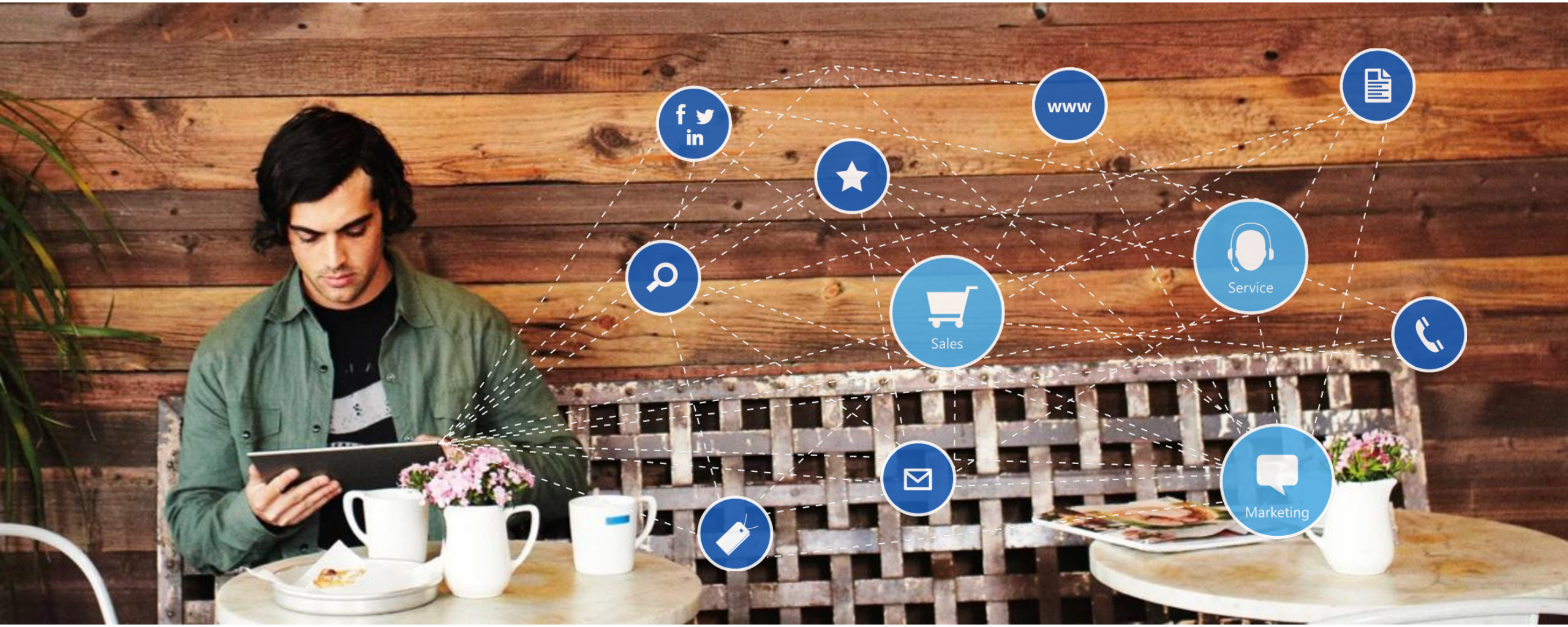
Azure Media Services – training & development



Customer Experience Management

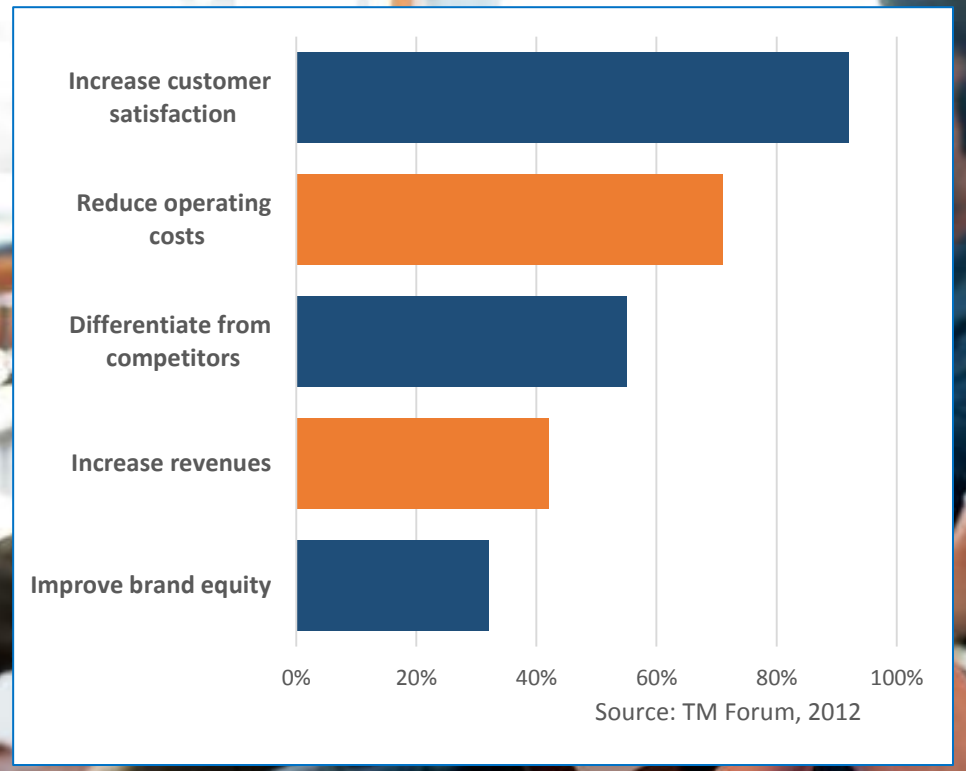
Sales, Marketing & Service

Companies must adapt to the new customer journey

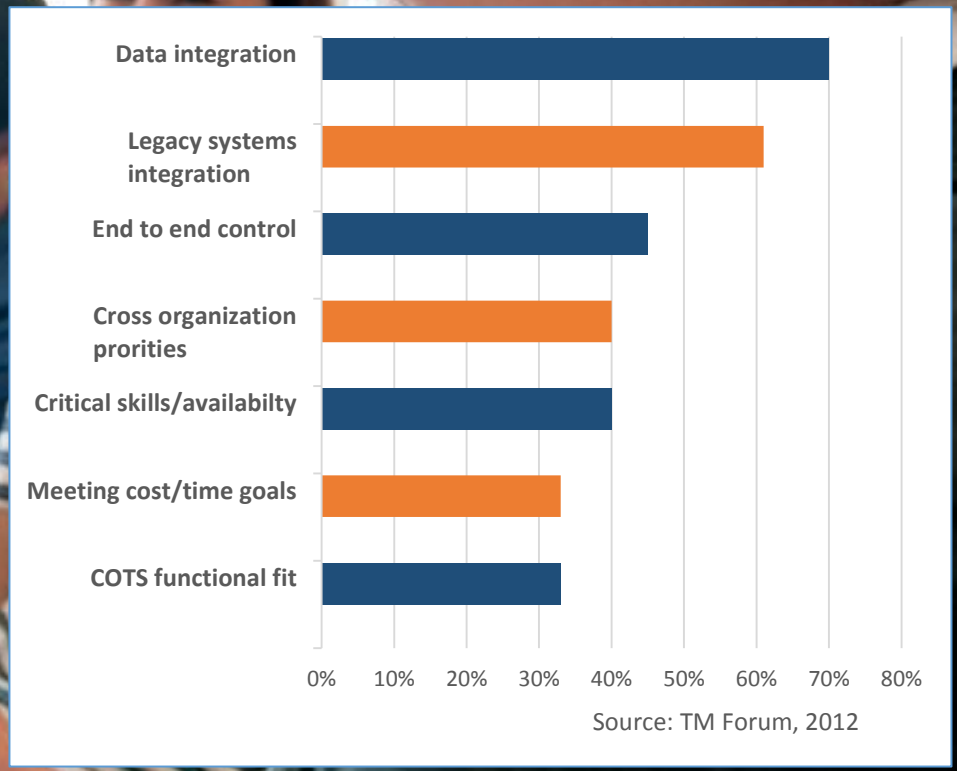


Customer Experience in Telecommunications

Top Drivers



Top Challenges



Source: Customer experience: Assuring service quality for every customer. TMForum Insights Research, 2012

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

Microsoft