Reimagining Telecommunications in the digital age

Martin Farinha
We’re reimagining Microsoft...

The mobile-first, cloud-first enterprise
Our Microsoft technology environment

"All of Microsoft runs in the cloud"

>1 million devices hit the Microsoft network

Empowering our field with modern business apps and devices

100,000+ Microsoft employees on Yammer

6.6 million Lync calls each month

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180,000+ users

513 site locations in 113 countries

Improving energy efficiency in our buildings and datacenters

300,000 System Center managed devices

Federated business intelligence portfolio for 1,000 apps

4.5 million Remote connections each month

210,000 SharePoint sites in the cloud

Providing great, useful apps to our employees and vendors

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Providing great, useful apps to our employees and vendors
200+ Cloud Services
1+ billion customers, 20+ million businesses, 76+ markets worldwide
Microsoft is a “Service Provider”

CONSUMER AND BUSINESS CLOUD SERVICES

- SharePoint
- Lync Online
- Skype
- Visual Studio
- System Center
- Windows
- Surface
- Azure
- Bing
- Windows Phone
- OneDrive Pro
- Office Web Apps
- SQL Server 2012
- SQL Azure
- Forefront
- Explorer
- Microsoft Advertising
- Dynamics CRM Online
- Office 365
- Windows Server
- Windows 8
- Explorer

Over 2 terabits per second of capacity is available at 99.95% availability from our 22 global locations. CDN service scales automatically without user intervention.

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

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

Network Equipment Providers

Hosters & ISPs
Social & Collaboration
Examples of modern productivity

1. Communications & Collaboration – employees, suppliers, partners

2. Mobile Productivity -- Retail, Field Technician,


4. Operational Efficiency – Productivity - Increase Agility – Reduce Costs

5. Use What you Sell and Sell What You Use
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

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

<table>
<thead>
<tr>
<th>Customer Experience</th>
<th>Profitability &amp; Assurance</th>
<th>Network Analytics</th>
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</thead>
<tbody>
<tr>
<td>Sentiment Analytics</td>
<td>Churn Analysis</td>
<td>QoS and Pattern Matching</td>
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<tr>
<td>Customer Loyalty</td>
<td>Up/cross selling</td>
<td>Network &amp; Service Management</td>
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<tr>
<td>Customer Segmentation</td>
<td>Fraud Management</td>
<td>Real-time Analytics</td>
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Telco Cloud
>80% of New Apps in 2015 Will be Distributed/Deployed on Clouds

90% of CIOs Embracing Cloud Computing

100% of Large Enterprises Using the Cloud Are Going to Have a Hybrid Cloud

Source: Microsoft Analysis of Third-Party Research

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

Source: Microsoft Analysis of Third-Party Research
We Have A **Comprehensive** Cloud Strategy

**Productivity & Collaboration**
- Office 365
- Yammer

**Database Platform**
- Windows Azure SQL Database

**Business Applications**
- Microsoft Dynamics CRM Online
- Microsoft Dynamics ERP

**Infrastructure**
- Windows Azure
- Windows Intune

**COMMON TECHNOLOGIES:**
- Identity
- Virtualization
- Management
- Development

**PRIVATE Cloud**
- Customer Hosted
- Or Partner Hosted

**PUBLIC Cloud**
- Microsoft Or Partner Syndicated

**HYBRID Cloud**

**CRITICALLY IMPORTANT:**
- System Center
- Active Directory
Microsoft’s cloud infrastructure by the numbers

<table>
<thead>
<tr>
<th>1 Billion</th>
<th>200+</th>
<th>1 Million</th>
<th>1.125</th>
<th>1.1 billion kWh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers and more than 20 million businesses in 88 countries</td>
<td>Online services delivered by Microsoft’s datacenters 24x7x365</td>
<td>Servers hosted in our datacenters</td>
<td>Microsoft’s average PUE for its new datacenters</td>
<td>Amount of green power purchased</td>
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## Azure Media Services

### Use Cases

<table>
<thead>
<tr>
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<th>Use Case</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;Video to the Masses&quot; - Encoding, Storage, and Streaming of VOD libraries to diverse consumer devices – B2B &amp; B2C solutions</td>
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<tr>
<td>2</td>
<td>&quot;Producer’s Chair / Dailies&quot; - Transitioning internal digital media workflows from on-prem to the cloud</td>
</tr>
<tr>
<td>3</td>
<td>&quot;The Broadcaster&quot; – The next generation of live event coverage using cloud technologies for expanded reach and lowered cost</td>
</tr>
<tr>
<td>4</td>
<td>ASPs/Developers – Building multi-screen applications for media companies</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Enterprise You Tube&quot; – High quality Internal video management for the business world</td>
</tr>
</tbody>
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### Sample Customers

- blinkbox from TESCO
- The CW
- Gem Online
- NBCUniversal
- NBC Sports
- easel.tv
- MEK Media
- The Smart TV Company
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**

- Increase customer satisfaction
- Reduce operating costs
- Differentiate from competitors
- Increase revenues
- Improve brand equity

**Top Challenges**

- Data integration
- Legacy systems integration
- End to end control
- Cross organization priorities
- Critical skills/availability
- Meeting cost/time goals
- COTS functional fit

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