



## REIMAGINE ENTERPRISE EXPERIENCE

Microsoft is bringing a whole new gamut of smart technologies. To name a few: Windows 8, Surface, Windows Phone 8, Kinect, SharePoint 2013, Azure, Office 365, Skype and many other incremental innovations in the business Intelligence (BI) stack. Looking at these technologies in isolation, it may not be very disruptive; however, bringing it all together - it will shape the future of the workplaces and will radically alter the enterprise IT and computing landscape.

The IT Industry has observed new trends in Enterprise and Consumer Experience and they open new business opportunities to B2B, B2C enterprises ensuring improved revenues, productivity, and employee satisfaction.

## Microsoft is bringing a whole new gamut of smart technologies

Enterprise computing needs have been dominated by Personal Computers for the last two decades. The advent of smart and portable handheld devices

in the consumer markets has changed people's expectations (both enterprise users and consumers) on its usage. This has triggered a whole new line of

products around the themes of Mobility, Cloud, Surface devices, Enterprise search, Business Intelligence and gesture devices.

### Microsoft is bringing whole new gamut of smart technologies...

|   |  |   |  |   |
|---|--|---|--|---|
| <br>Windows 8      |                                 | <br>Phone 8             | <br>BI                                    | <br>Office 365 |
| <br>Cloud          |  | <br>Kinect              | <br>Bing                                  | <br>Skype      |
| <b>Windows 8</b>  | <b>Surface</b>   | <b>Kinect</b>   | <b>Cloud</b>   |   |
| <ul style="list-style-type: none"> <li>• Windows 8 Style UI</li> <li>• Multi-Device Sync</li> </ul> | <ul style="list-style-type: none"> <li>• Touch Screen Experience</li> <li>• Always Internet Connected</li> </ul> | <ul style="list-style-type: none"> <li>• Interactive Large Displays</li> <li>• Gesture Control</li> </ul> | <ul style="list-style-type: none"> <li>• Huge Data &amp; Infrastructure</li> <li>• Performance &amp; Availability</li> </ul> |   |

- **Windows 8:** Microsoft Windows 8 Operating System offers a wide range of in-built technology capabilities. The important new feature of this lot is "Write once and deploy anywhere" bringing in new opportunities with Desktops, Mobile and Tablets.
- **Microsoft Surface:** As the industry is moving towards touch "Everywhere" this new Surface adds a new dimension to Reimagined Enterprise Experience. The main focus of Surface is enabling Touch Experience and Mobility. Microsoft is targeting enterprise with "Surface Pro" and consumers with "Surface".
- **Kinect:** Kinect has changed the gaming experience and has potential outside gaming. Enterprises can change the way organizations interacts with employees as well as with its customers. Some of the opportunities are

employee personalization, interactive conference rooms; employee induction etc., also in the business-to-consumer market Kinect can play an important role in reshaping the way consumers interact, in scenarios such as "Virtual trial rooms".

- **Azure:** Microsoft cloud platform "Azure" has been enhanced with a wide range of capabilities. One such example is storing enterprise data on cloud and enabling it for both Intranet and Internet Application usage scenarios. Also, it provides the infrastructure to host mobile, internet and intranet apps.
- **Windows Phone 8:** Now-a-days most of the Mobility Apps are connecting to Cloud data storages rather than traditional on-premise data storages. With the combination of Windows 8, Microsoft Cloud infrastructure and

SkyDrive capabilities, it has become very easy to pull, push & sync data from & to Mobile devices, Tablets and desktop applications.

- **SharePoint 2013:** Apart from storing enterprise and personal data and viewing content sites on mobile devices, it is possible to pull & push Intranet data onto mobile devices with ease. Microsoft cloud platform enhances information availability, data security, scalability and other important Non-Functional requirements.
- **Business Intelligence:** There are abundant features such as Business Intelligence capability on Tablets & Mobile devices, Bing native integration with Windows 8, Office 365 capabilities, direct access from Office tools and enhanced search capabilities across the spectrum of tools that help provide more power.

A combination of these capabilities in unison will change the way enterprises do business tomorrow - **Reimagine Enterprise Experience.**

## New technologies reshaping enterprise & consumer experience

The industry is confirming this shift- there are multiple trends that suggest that radical renewal has already begun in several business segments and others will follow soon. For example:

- The world is adopting smart-devices very fast; this was confirmed by the industry movement data points, those are 1. Worldwide tablet market is going to grow 5-times in next 5 years, NPD; 2. There will be 10B Internet connected mobile devices by 2020, leading Telco giant
- More and more enterprises are adopting cloud; more and more data is being rendered on mobile devices from cloud. 50% of global 1000 companies will store data on cloud by 2016, as per leading industry analysts.
- Enterprises are enhancing traditional channels with smart services. Banking, Finance, Travel, Retail and the Education industry are early adopters. Smart app-development will out-number PC projects by 4:1 by 2015, as per leading industry analysts.
- One of the important trend is end users will spend just 10% of their time on desktop based applications and 90% of their time on Mobility devices by 2020, as per leading industry analysts
- Social is penetrating everywhere – this is big trend across various segments of the Enterprise. It is observed that Social is a huge trend in the Internet domain; but this has become normal in the Intranet space.
- With the ever increasing Mobile devices usage, Social becomes a very important catalyst in the Intranet productivity. Mobile plus Social is a very alluring trend in both Internet and Intranet space.

...by 2020, users will spend <10% time on desktop-app

| Trends  | Market Momentum  | Industry Adoption  |
|---|--|--|
| <b>World is adopting smart devices very fast</b>      | <ul style="list-style-type: none"> <li>• Worldwide tablet sales will grow five-folds over the next five years</li> <li>• Windows 8 tablets market share grow from 4.1% to 11.8% in 2016</li> </ul>     | <b>78%</b> of enterprises have planned to deploy Tablets by 2013 ↑         |
| <b>Enterprises are extending mobile consumer-apps</b> | <ul style="list-style-type: none"> <li>• Banking, Travel &amp; Shopping orgs tops smart-apps offerings</li> <li>• 10B internet connected mobile devices by 2020</li> </ul>                             | <b>72%</b> will replace traditional channels with mobile-app for service ↑ |
| <b>More &amp; more data is rendered from cloud</b>    | <ul style="list-style-type: none"> <li>• Cloud adoption is increasing, more &amp; more data is hosted on cloud</li> <li>• 82% of all companies saved money on cloud adoption</li> </ul>                | <b>50%</b> of global 1000 companies will store data on cloud by 2016 ↑     |
| <b>Social is penetrating deeper in enterprises</b>    | <ul style="list-style-type: none"> <li>• 2/3rd of companies see improved CSAT thru social initiatives</li> <li>• 82% of companies have adopted some social CRM</li> </ul>                              | <b>64%</b> of enterprises report improved reputation in marketplace ↑      |
| <b>Large &amp; touch screen experience is the key</b> | <ul style="list-style-type: none"> <li>• Today, Apple is leading the market on touch &amp; mobile experience</li> <li>• Large touch-screen &amp; gesture control is becoming next hot thing</li> </ul> | <b>4:1</b> smart app-dev will outnumber PC projects by 4:1 by 2015 ↑       |

...these trends will shape the “workplaces of future” and consumer experience !



All of these put together, suggest an evolution of very different enterprise experience

It is not just about checking emails, chatting or sharing videos & photos on mobile devices, but it is about using the much important business application like operations-control, decision making and collaboration on your finger-tips.

...reimagined Enterprise in every domain



It is not just about checking email, chatting and sharing photos & videos on mobile...



...but about operations-control, decision-making & collaboration at your finger-tips !

Just to dive deeper into the above statement; enterprises are building more business oriented applications and not just building applications for fun & leisure.



Scenario 1

**Reimagine Learning:** Mobile devices were not used by students before. With the advent of new technology or Mobile & tablet operating devices costs coming down, every student has the opportunity to use Reimagine Learning solutions using Mobile or Tablets. With this, it is not required to go to class room or wired device connectivity; students can plan their time much more efficiently and learn while they are on the move or whenever they have time.



Scenario 2

**Reimagine Shopping:** Traditional online shopping is based on standard Internet & PC/Laptop combination. Shopping experience is elevated to the next level by making use of smart devices. Now it is just a click away from their devices on the move. Also, buyers can experience items by having "Virtual trial room" with Kinect. Windows 8 Apps enhances the Shopping experience to the next level using in-built capabilities



Scenario 3

**Reimagine Homes:** Home is one of the basic essential entities in everyone's life. From ages, we have enhanced our living experience using various gadgets. However, because of the new technology improvements, there is no need for physical interaction on the gadgets; one can operate them using their smart devices. For example, one can control Air Conditioner using their Smart Mobile Device, Door Locks can be controlled using a Chip or a simple button click on their Tablet etc.,



Scenario 4

**Reimagine Workplace:** Now-a-days workplaces have become comfortable and easy to work compared to 80's & 90's. With the invention of smart devices, employees need not be in office physically to complete an activity. Employee can use the handheld smart device and complete the task without wasting any time. This improves employee productivity and efficiency in executing the task. Windows 8 and its Microsoft technologies are tightly integrated and crafted to perfection to achieve this new workplace experience.



Scenario 5

**Reimagine Banking:** Banking is a very serious business activity where everyone wants to perform their activity with utmost security. No one wants to compromise with security and privacy. However, with advanced Smart Apps, it becomes very easy to perform daily banking transactions. Recent study reveals that more than 50% of the banking transactions are being completed using smart devices or online, out of which smart devices usage is increasing day by day. Windows 8 Infrastructure supports this using the integrated technologies.



Scenario 6

**Reimagine Supply-Chain:** Supply chain involves a lot of parties and it causes a lot of delay in information sharing which causes revenue loss. With new technology trend, it is possible to connect each and every party involved and eliminate delays using features like Cloud, Apps on mobile & Tablets, Audio & Video telephony capabilities, real-time data synchronization etc.



Scenario 7

**Reimagine Energy:** In the energy sector, it is very much critical to monitor the state of equipment and report concerned people on time. Till now, engineers were supposed to be physically present on the ground to complete their daily activities. With the Windows 8 & touch capabilities and Cloud & enterprise application capabilities, they can efficiently perform their daily activities without standing in front of huge machinery.

## Reimagine opportunities in your enterprise...

With all the above mentioned business cases, Enterprises are re-evaluating business opportunities in the below segments.

**Enterprise Segments:** There is a dramatic scope for the various business opportunities, some of the examples are mentioned below.

- **Go Tablet:** Enterprises are moving most of the business applications on Tablets. This increases productivity as employees can respond very quickly using their own devices or organizational-provided devices
- **Anywhere BI:** With Windows 8 tablet BI capabilities, sales force and other decision making personnel can quickly validate dashboard and other reports and take decisions on the move
- **Stay Connected:** Employees connectivity to Intranet or Internet can be achieved using Windows 8 Skype capabilities & SharePoint Intranet capabilities using SharePoint 2013
- **Multi Device Sync:** Employees on-the-move can co-author, upload and sync documents to the cloud storage or Intranet storage or they can directly upload to the Intranet SharePoint document library

**Consumer Segment:** Like in any other segment, consumer segment has moved to the next level; some of the examples are as follows.

- **Search Anything:** In every consumer Application, Search plays a vital role, thanks to improved Bing search capabilities using which consumer can get right information with less number of search clicks
- **Consumer Apps:** In the consumer world targeting right product to right customer is one of the key mantras of business strategy. Using in-built analytical capabilities, based on end-user mobility device, history of transactions and other dependent metadata, it is pretty much easy to achieve this
- **Social Connect:** Social is everywhere, both internet and Intranet; using SharePoint 2013 and dependent technologies, it is possible to connect people across the boundaries

### Reimagine opportunities & business scenarios

|                                      |  |  |  |  |
|--------------------------------------|--|--|--|--|
| <b>Enterprise Segment</b>            | <b>Go Tablet</b><br><i>Touch experience for your business operations</i>   | <b>Anywhere BI</b><br><i>Decision making on your finger-tips, anytime, anywhere</i>  | <b>Stay Connected</b><br><i>Real time, immersive interactions across global stakeholders</i>   | <b>Multi Device Sync</b><br><i>Same application state - any device, anytime, anywhere</i>  |
| <b>Consumer Segment</b>              | <b>Search Anything</b><br><i>Find a job, search a hotel, conference room, or nearest bank</i>  | <b>Consumer Apps</b><br><i>Get direction, weather report, best gas price, book a ticket or play</i>  | <b>Social Connect</b><br><i>Connect with family, friends, colleagues &amp; rest of the world</i>   | <b>Location Aware</b>  |
| <b>...and Beyond</b>                 | <b>Large Screens</b><br><i>Public system, security &amp; traffic control systems</i>   | <b>Kiosks</b><br><i>Public Kiosks, Touch Screen Vending Machines</i>   | <b>Gesture Control</b><br><i>Interactive banners, ad campaigns, smart TV, product catalogs</i>   | <b>Command Center</b><br><i>Plant operations control, supply chain command center</i>  |
| <b>Reimagine Business Operations</b> | <b>Employee Operations</b> <ul style="list-style-type: none"> <li>• Employee Collaboration</li> <li>• Business Processes</li> <li>• Decision Making</li> </ul> | <b>Customer Operations</b> <ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Sales &amp; Marketing</li> <li>• Location Aware</li> </ul> | <b>Partner Operations</b> <ul style="list-style-type: none"> <li>• Partner Collaboration</li> <li>• Supply Chain Ops</li> <li>• On-boarding &amp; Service</li> </ul> | <b>...Others</b> <ul style="list-style-type: none"> <li>• Education &amp; Training</li> <li>• Regulatory Compliance</li> <li>• Admin, Safety &amp; Security</li> </ul> |

**Other large Application Scenarios:** Apart from the above mentioned segments, there are other segments that are benefiting using Windows 8 and other smart technologies. Such scenario examples are as follows.

- **Large Screens:** Windows 8 Operating System has the capability to provide display with right quality on very large screens. Windows 8 OS can be used in the gaming studios and other places where large screen projection is required.
- **Kiosks:** Small and appropriate apps can be portable and deployable on Kiosk machines for quick and easy information access
- **Gesture Controls:** Using Windows 8, Kinect and Win 8 Style Apps, it is very easy to imitate or read human gestures and convert them to the human understandable business opportunities
- **Command Centre:** In the large Command Centre scenarios, Windows 8 oriented applications can be deployed.

Apart from the above mentioned scenarios, remigned enterprise experience can be extended to any new business opportunities across various domains.



## Conclusion

Based on the recent innovations and trends, it is observed that Industry is moving fast in adopting new technologies in their line of business applications. Enterprises needs to evaluate these opportunities and adopt them according to their business processes and methodologies involved. Technologies like Windows 8, Surface, Windows Mobile, Kinect, SharePoint 2013, Azure, Office 365, Skype etc., help enterprises in achieving the very new enterprise experience.

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