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Microsoft Services

Digital Workplace



Digital transformation is the new industrial revolution

The first revolution helped humans mechanize production with steam power, followed by the second revolution which was enabled by electricity and brought on the era of mass production. The third revolution focused on electronics and information technology.

The speed of current breakthroughs and the exponential pace of disruptive innovation now bring about a fourth industrial revolution—characterized by unprecedented processing power, storage, access to knowledge, and the blurring of lines between physical, digital, and biological space.

Capitalizing on this phenomenon is the key to innovation and growth. Every company is a software company. From the rise of connected devices and other “things” within the Internet of Things (IoT), the growing mounds of data, to mixed reality and the next frontiers, the challenge for business leaders is to harness the disruptive force of technology to increase efficiency and shape their destiny.

1784

STEAM, WATER, MECHANICAL PRODUCTION EQUIPMENT

1870

DIVISION OF LABOR, ELECTRICITY, MASS PRODUCTION

1969

ELECTRONICS, IT, AUTOMATED PRODUCTION

2016

BLURRING THE PHYSICAL AND THE DIGITAL DIVIDE

People, at work or at home, in teams or alone, need to make the most of their time. We live in a world where devices outnumber people and create more data than people can consume. The pace of change is faster than ever. Technology has led to disruptions in our personal and our professional lives.

**The
world has
changed**

Workplace disrupted

2x

THE NUMBER OF TEAMS
COMPARED TO FIVE YEARS AGO

90%

OF THE WORLD'S DATA WAS
CREATED IN THE LAST TWO YEARS

4x

INCREASE IN PEOPLE WORKING
REMOTELY OVER THE PAST 10 YEARS

50%

OF WORKFORCE WILL BE MADE UP
OF MILLENNIALS BY 2020

By promoting employee engagement, digital workplaces create a workforce that makes discretionary contributions to business effectiveness.

Employees whose goals align with the organization's mission are more likely to be enthusiastic team contributors, resulting in better business performance.

Digital workplaces have an explicit goal of creating a consumer-like computing experience that enables teams to be more effective, where collective creation happens seamlessly.

Most employees in their consumer lives have a growing level of digital literacy that most businesses do not exploit.

Digital workplace strategies exploit emerging smart technologies and people-centric design, security and compliance to support dynamic, non-routine work. Productivity tools should anticipate what we need and prioritize what matters most for us, and work in a natural way—touch, voice, gesture—and enable new experiences.

The changing nature of work demands a significant degree of employee autonomy that is not well supported by existing technology infrastructure. Any device should be able to become “your device”—so your content is with you regardless of location, device or platform.

“The digital workplace is a business strategy that enables new and more effective ways of working, improves employee engagement and agility, and exploits consumer-oriented styles and technologies.”

— *Gartner

What is scarce in all of this abundance is human attention

– Satya Nadella

We will increasingly live and work in a real-time information environment. In this environment, human attention, not information, becomes the scarce resource.

How can we harness the fast moving river of data, information and conversations rather than be distracted or overwhelmed?

We live in a world where there is a cacophony of data

The explosion of data and devices is changing the way we live and work.

3 billion

people with internet-connected devices

212 billion

sensors, devices and things by 2020

90%

of world's data created in the last two years

New modalities are layering on top of existing ones. We are all increasingly used to and adept at using social media in our personal lives.

It is playing an increasing role at work, for example, using LinkedIn to connect with colleagues.

Social networking helps address how people want to work, but can be challenging in adding to the overall volume of 'noise'.

The democratization of the workplace

FROM

Information scarce
Static hierarchies
Compete to win
Individual productivity
Focus on planning ahead
Efficiency of process

TO

Information abundant
Dynamic networks
Collaborate to win
Collective value creation
Experiment, learn and respond
Effectiveness of outcomes

For the most part, we are still running companies the same way today as we did in the age of information scarcity. Doing the same things repetitively, at scale and with a focus on maximum efficiency. But a shift is underway. In the real-time, information-abundant world, these are no longer the best strategies for success or even survival.

In the emerging environment, sharing and collaborating are the new success factors. Networking and trust yield better results than protectionism, and finding the answers together is a better work mindset than struggling alone. Decision making is pushed to the edges, empowering and engaging employees.

As the pace of change accelerates, companies that operate this way are ultimately more resilient and responsive than brittle hierarchies finely tuned for efficiency. They will choose and deploy resources to maximize effectiveness and responsiveness, often at the cost of efficiency.

Sources:
D.L. Bosworth: "The Rate of Technical Knowledge: A Note", *Journal of Industrial Economics* 26, no. 3 (1978)

Lionel Nesta, "Knowledge and Productivity in the World's Largest Manufacturing Corporations," *Journal of Economic Behavior & Organization* (2011)

J. Allen and R. van den Velden, "When Do Skills Become Obsolete, and When Does It Matter?," in A. de Grip, Jasper van Loo, and Ken Mayhew, eds., *The Economics of Skill Obsolescence* (Amsterdam and Boston: JAI, 2007)

Be with me

See through others' eyes,
and share experiences
in real time and across
language barriers.





Do more together

Enhance teamwork with multi-user environments and digital canvases designed for collaboration. Work more effectively both shoulder-to-shoulder and remotely.



High empathy presence

Collaborate naturally across distances, and interact with the same things as if you were in the same room.



Smart personal assistance

Personal digital agents and predictive intelligence services help you focus on what's important, eliminate routine tasks and reach desired outcomes faster.

Contextual information services

Stay current, focused and productive with
the right information and capabilities
delivered at the moment of need



Work with real-time data

Invoke, visualize and model with real-time data to gain insights on-the-fly, support your discussions and make better decisions.



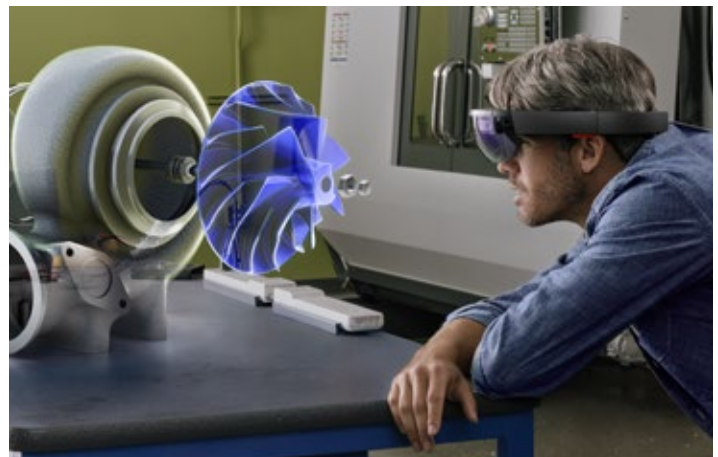
Mixed natural interactions

Interact with content and services on your terms, using fluid combinations of touch, voice, gesture, gaze, ink, and traditional inputs to get your work done.



Holograms in my world

Interact in new ways with live 3D holograms placed in your world and contextual interfaces that augment your tools and surroundings.



Modern expression

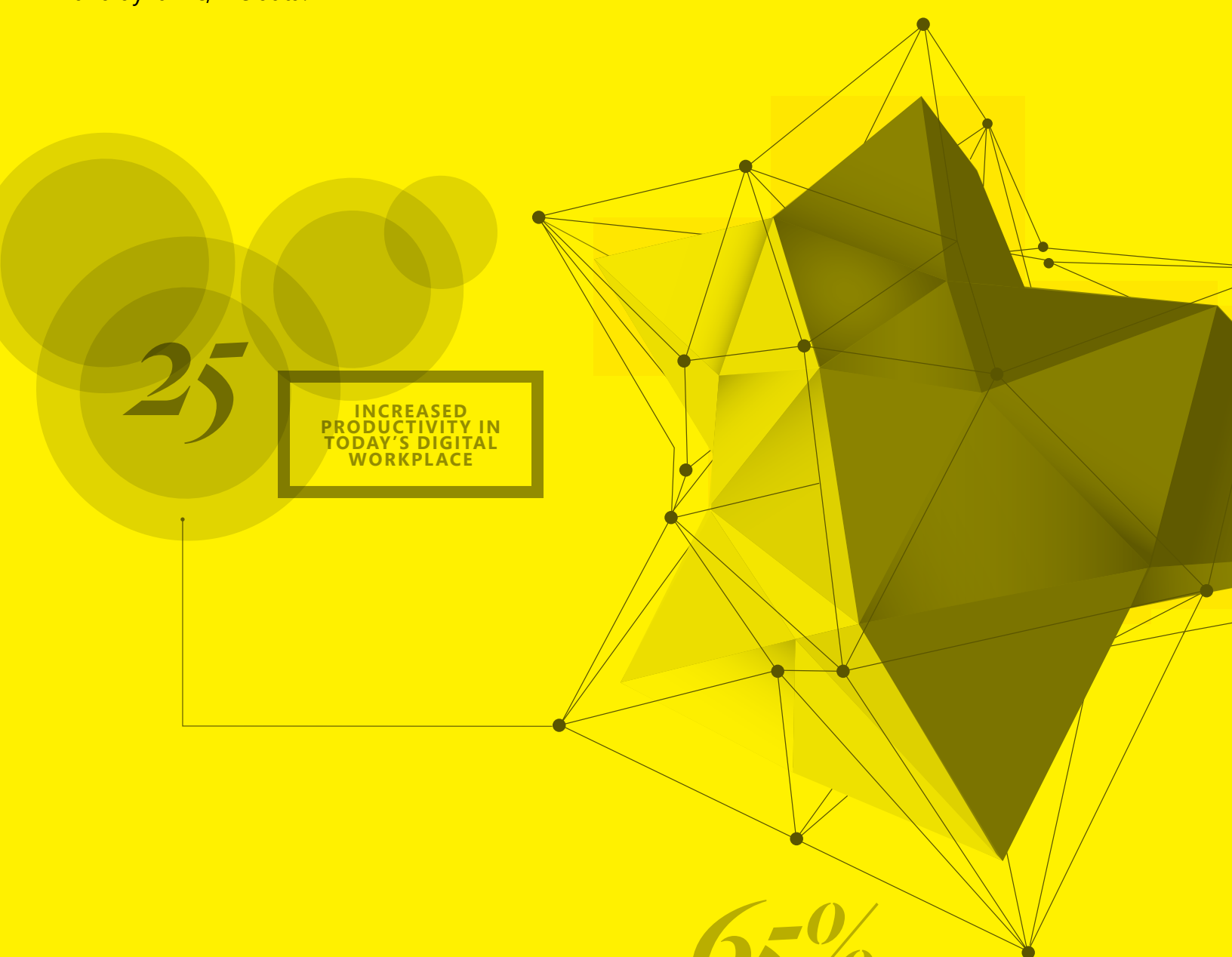
Easily capture and express ideas on-the-fly. Create beautiful, interactive content across formats using intelligent design engines and dynamic, live data.

15%

25

INCREASED
PRODUCTIVITY IN
TODAY'S DIGITAL
WORKPLACE

65%



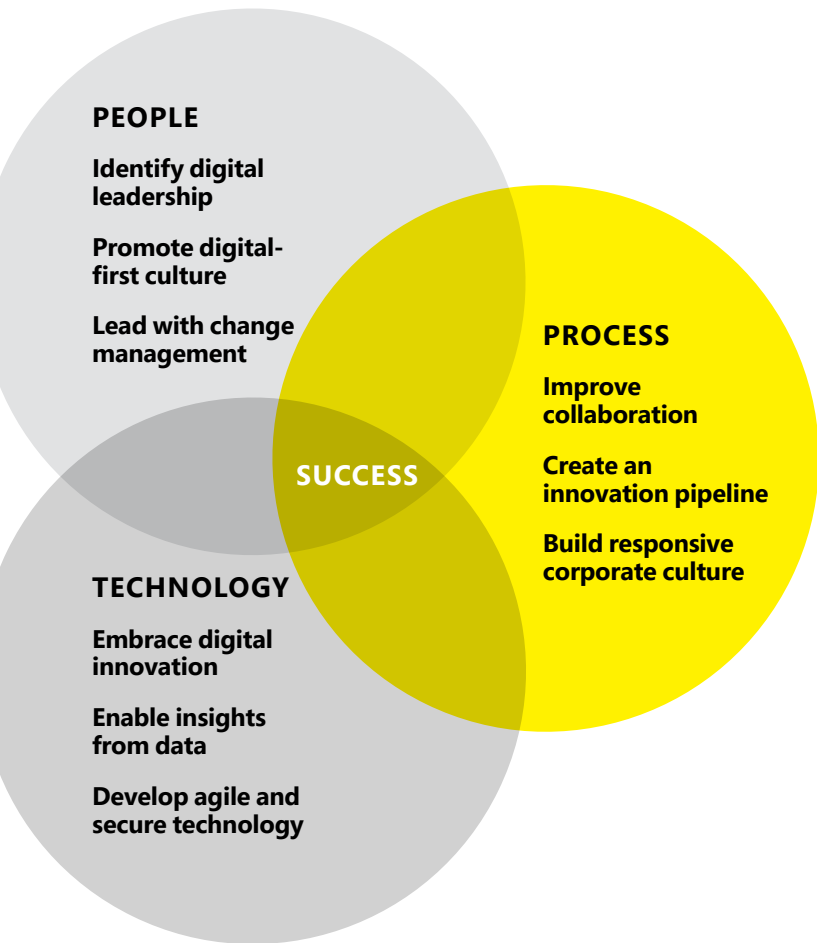


Adaptive & secure mobility

Move your experiences fluidly and securely across locations and devices. Rehydrate devices and environments with your cloud-based workspaces.

Extend and augment your experiences to create richer modes of interactions by taking advantage of the internet of things and connected devices in your environment.

Designing your digital workplace



Delivering business outcomes through your digital transformation

Empower your employees

Designing a workplace where every working style can thrive—one that harnesses digital intelligence to improve experiences and enables the flexibility of mobility, while keeping your organization, people, and information secure.

Engage with your customers

A digital workplace makes employees more responsive to customer needs and creates more effective marketing and sales.

Transform your products

In a digital workplace, employees transform products by being first to market, shortening product cycles, and improving design.

Optimized your business processes

A digital workplace streamlines a business with reduced downtime, lower maintenance costs, better equipment longevity, and higher employee skill and satisfaction.

How to accelerate the value imagined and realized from your digital workplace experiences



Dream

Envision the art of the possible

TRENDS AND INSIGHTS

What are the key trends and insights that are relevant to your organization?

DIGITAL VISION

How do you envision the future reality of your organization?

DIGITAL JOURNEY MAP

How do your customers engage with your organization?

SCENARIO PLANNING

How will you challenge the convention by envisioning the future? Imagine if...? What if...?

SOLUTION STORYBOARD

What solutions would address your scenarios?

VALUE SCORECARD

What's the value of the new outcomes?

ROADMAP

What are the phases and milestones to get there?



Design

Build your desired state and roadmap

ECONOMIC JUSTIFICATION

How will this drive revenue?

ADOPTION & CHANGE MANAGEMENT PLAN, AND ROADMAP

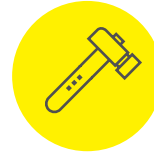
How can we address implementation challenges through an adoption and change management plan, and roadmap?

DIGITAL TRANSFORMATION UNIT

What team will get us there?

PROTOTYPE

What will the future look like?



Deliver

Bring your vision to life

AGILE STORYBOARDING

What are the project features' sequence and interconnectedness?

RAPID PROTOTYPING

Can we see it in action?

VALUE ENGINEERING

Are we making the right trade offs to deliver the lowest cost consistent with required performance, quality and reliability?

TRANSFORMATION ROADMAP

How will we move forward in a prioritized manner?

VALUE DELIVERY AND MANAGEMENT

As we deliver, how will we monitor and control?

Microsoft Services empowers organizations to accelerate the value imagined and realized from their digital experiences.

Imagine. Realize. Experience.

microsoft.com/services

