



2013
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Own tomorrow



2013
Australia
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Conference
20-22 August • Cairns

Partnering together - The Devices opportunity

Mark Linton
Senior Director OEM Marketing
Microsoft Corporation



Four trends are driving massive industry change



Mobility

91% of organizations expect to spend on mobile devices this year

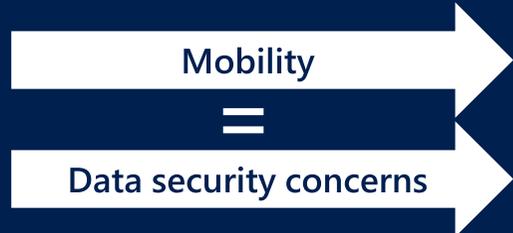
85 BILLION

mobile apps downloaded last year

Mobile devices are outshipping PCs by more than

2:1

and generate more revenue than PCs for the first time



Social

Social networking will follow not just people but also appliances, devices and products

1/2 of companies expect to use internal social network apps



Cloud

> 80% of new apps in will be distributed/ deployed on clouds

The strategic focus in the cloud will shift

from infrastructure to application platforms

34% of CIOs say technology as a service (cloud) will have the most profound effect on the CIO role in the future



Big Data

49% of CIOs rank BI as the top project priority

Total digital content grew **48% YOY**

2/3 of mobile apps developed will integrate with analytics offerings



2.7 zettabytes in 2012

32% of businesses are likely to invest in BI and analytics in next 12 mos

The Way Forward: Devices and Services

Consumer & Enterprise Devices



User & Enterprise Services

 Microsoft Dynamics

 Office 365

 bing

 XBOX LIVE

 SkyDrive

 skype™

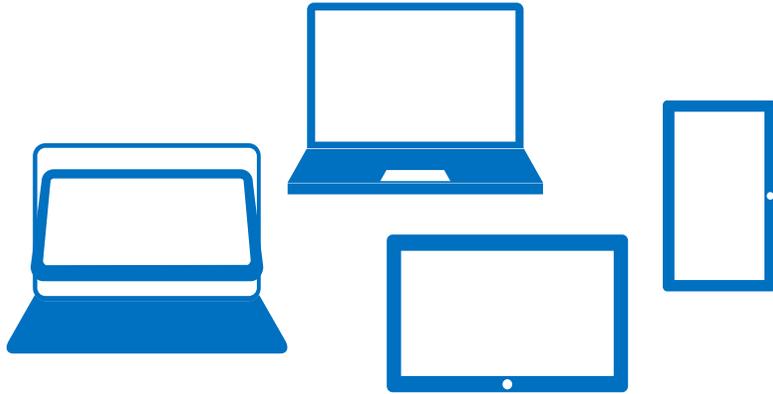
 msn.

 Outlook.com

 Windows Server

 Windows Azure

Devices for every business need



TOUCH | LIGHTER, THINNER, FASTER
LONG BATTERY LIFE | MODERN SECURITY
NEW FORM FACTORS | SENSORS AND
CONNECTIVITY

Best business tablet

Familiar & powerful

Tablets in all sizes 7" to 13"

All-day battery, InstantGo

USB ports, SD cards

Touch, mouse, keyboard, & pen

Vertical and specialized applications

Great on all PCs

Most powerful processors

Boot to desktop

Familiar desktop experience

Touch and non-touch enabled

Microsoft Office

Application
Compatibility

Windows
Store apps

Multi-device sync

More security
and control

Simplified
management

Devices Showcase



acer

SONY



NOKIA

TOSHIBA

DELL

FUJITSU

SAMSUNG

ASUS

lenovo

A new era of PCs.

New form factors

The mobility of a tablet with the power, performance and security of a PC.

Built for Business

Thinner, lighter, faster devices delivering faster boot times and longer battery life.

Innovations come standard

Edge to edge touch, modern security and Microsoft certification and performance testing.



Windows 8.1 Key Consumer scenarios

Personalized start and lock screens



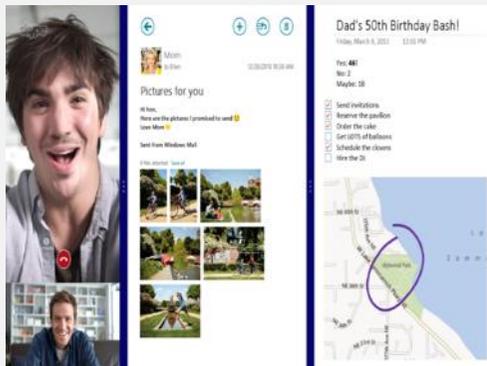
New live tile sizes, including large



New Windows Store UX



Apps share the screen



Deep SkyDrive integration



Custom app recommendations based on user behavior



Rich, integrated search driven by Bing



Improved marketing alignment and focus on credit card attach



A man with dark hair, wearing a brown plaid suit jacket over a light blue button-down shirt, is looking down at a laptop screen. The background is blurred, showing what appears to be a modern office or public space with large windows and architectural elements.

Windows 8.1 Demo

Emmanuele Silanesu
Product Marketing Manager – Windows
Microsoft Australia

Windows 8.1 Enterprise Edition Features



Start Screen Control

Control Start screen configurations for different groups and roles using Group Policy



Windows To Go Creator

Create a corporate Windows 8.1 environment on a USB stick



DirectAccess

Connected to corporate networks, seamlessly and more securely



BranchCache

Users in the branch office can download documents and apps faster



Virtual Desktop Infrastructure

Improved end-user experience



AppLocker

Specify what software is allowed to run on a user's PCs



Enterprise Sideloading

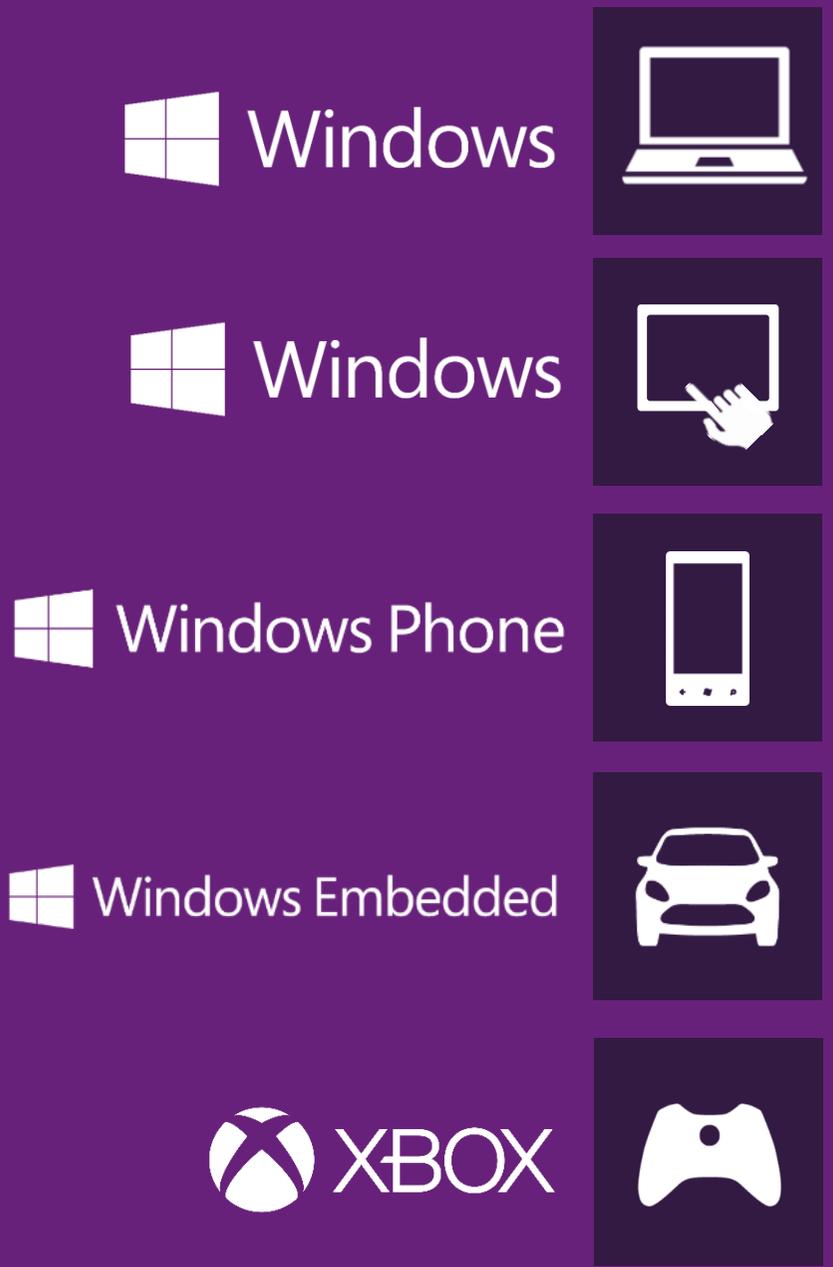
Deploy Windows 8 apps from outside of the Windows Store

Commercial Opportunity

XP EOS is coming on April 8, 2014
160M+ PCs globally still running Windows XP.
Hardware and software refresh.
Application compatibility.



Commercial Tablet Opportunity
Explosive growth.
Services and apps revenue.
Enterprise investment.



Programming skills
 Development tools
 Languages, frameworks
 Components
 Runtimes

 Windows Azure



 Windows Server

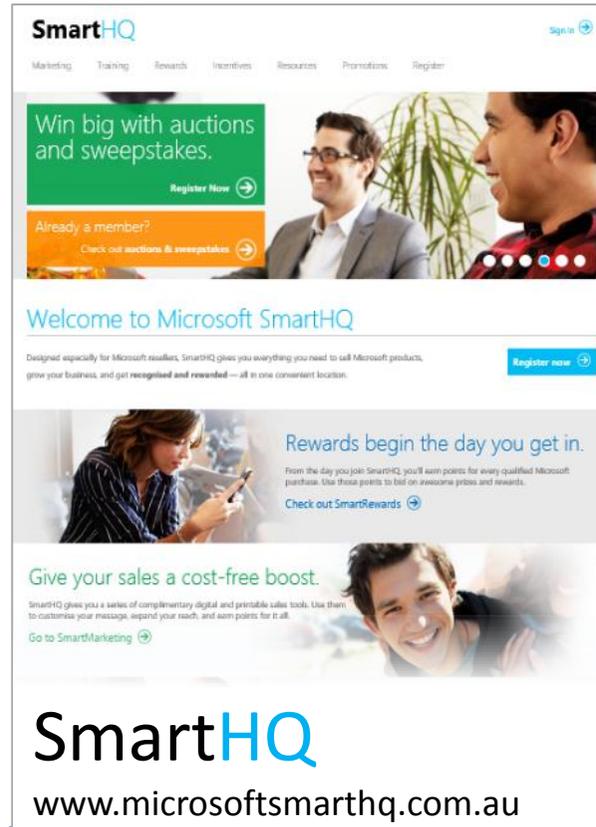


Partnership programs to support device selling



Get Modern

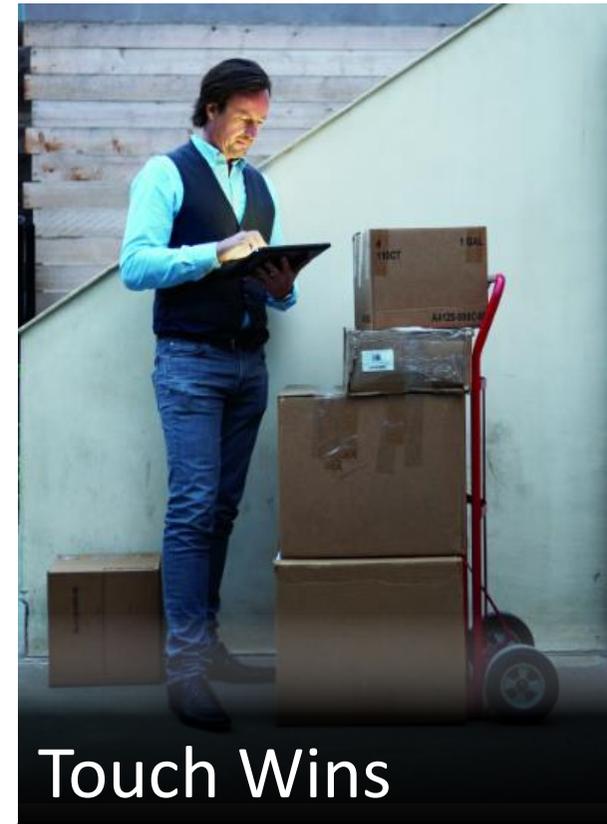
- Massive opportunity for XP EOS
- Bundles & Discounts
- Aircover and disti programs



SmartHQ

www.microsoftsmarthq.com.au

- System builder, reseller, retailer
- Resources to help sell and market devices + reward points



Touch Wins

- Large scale investment for touch
- Rebates and co-op dollars
- See MS Partner site and distis

Growing the business together

Incredible devices opportunity

BYOD: appeal to end users as well IT

Windows 8.1 plus new hardware

Touch and tablets

Programs for partnership



Thank you!

