Microsoft

# Die Chancen neuer technologischer Innovationen für KMU

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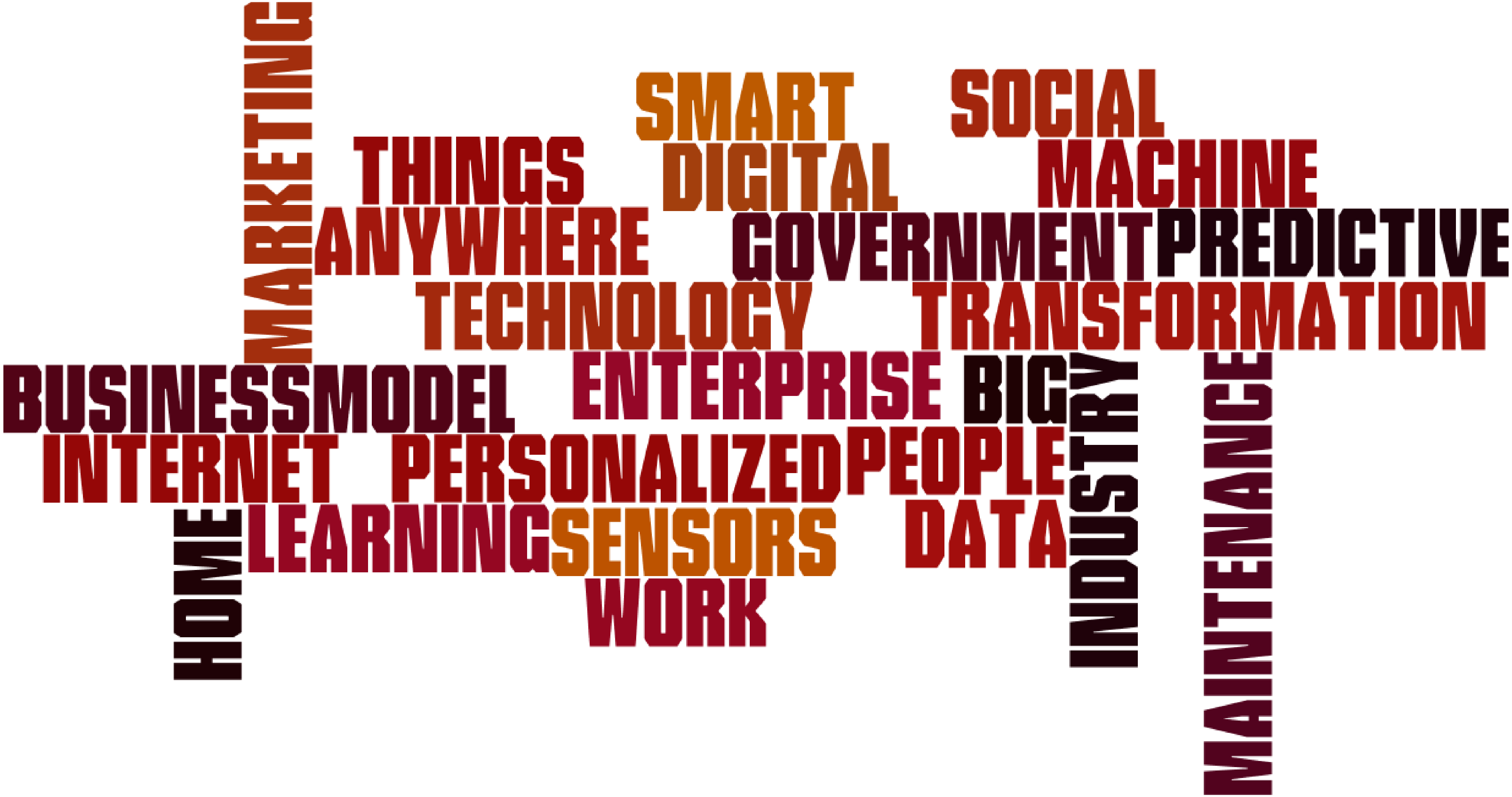
Chief Technology Officer
Microsoft Schweiz

Modern Business Forum
27. September 2015

# Digital Transformation

Bild: The Digital Advantage: How digital leaders outperform their peers in very industry. MIT Center for Digital Business. 2012.


MARKETING
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ANYWHERE
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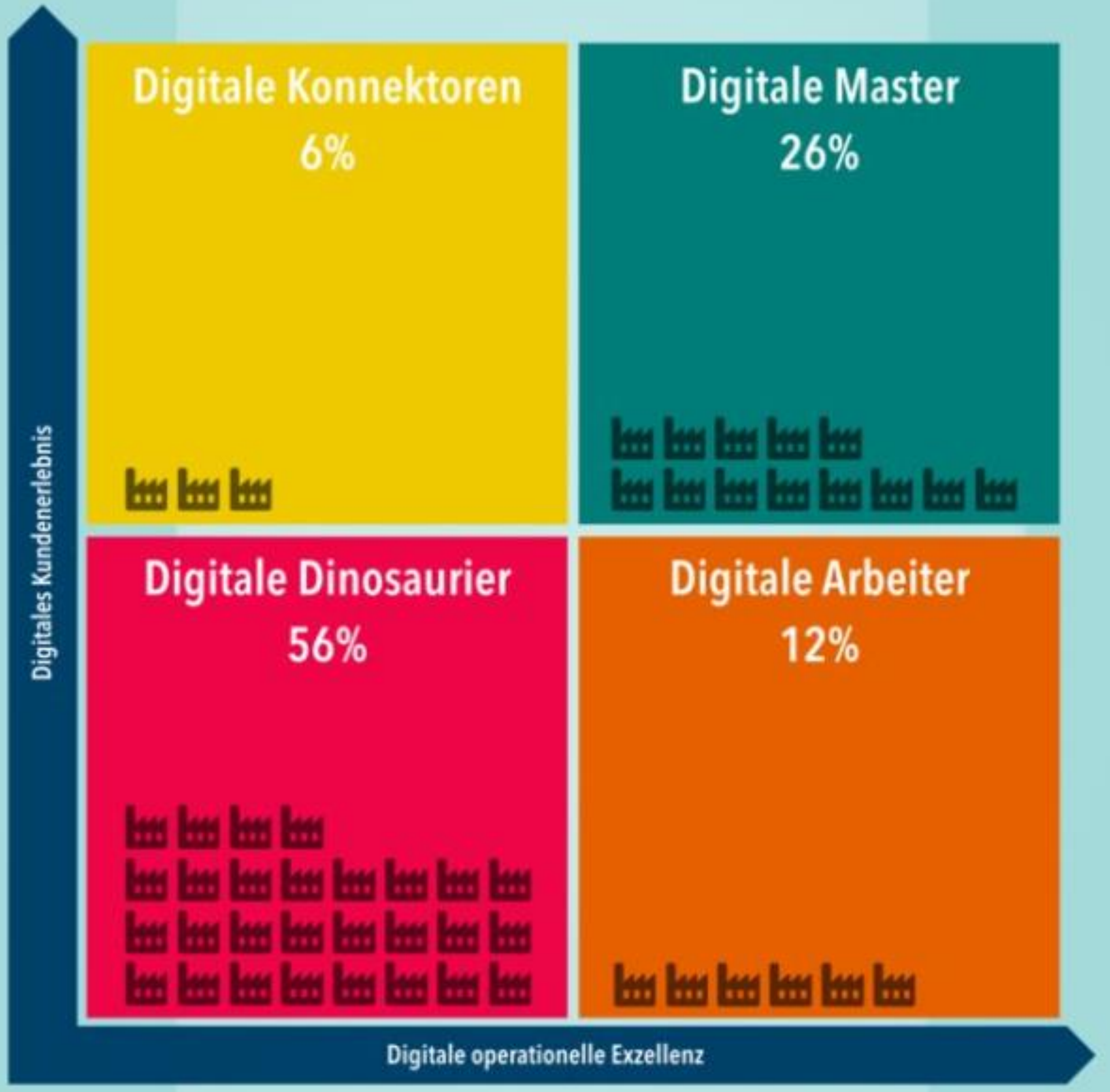
TRANSFORMATION
BUSINESSMODEL
ENTERPRISE
BIG
INDUSTRY
MAINTENANCE
INTERNET
PERSONALIZED
PEOPLE
HOME
LEARNING
SENSORS
DATA
WORK

- Kundenerfahrung
- Interne Abläufe
- Geschäftsmodelle

# Digitaler Reifegrad der Unternehmen in der Schweiz

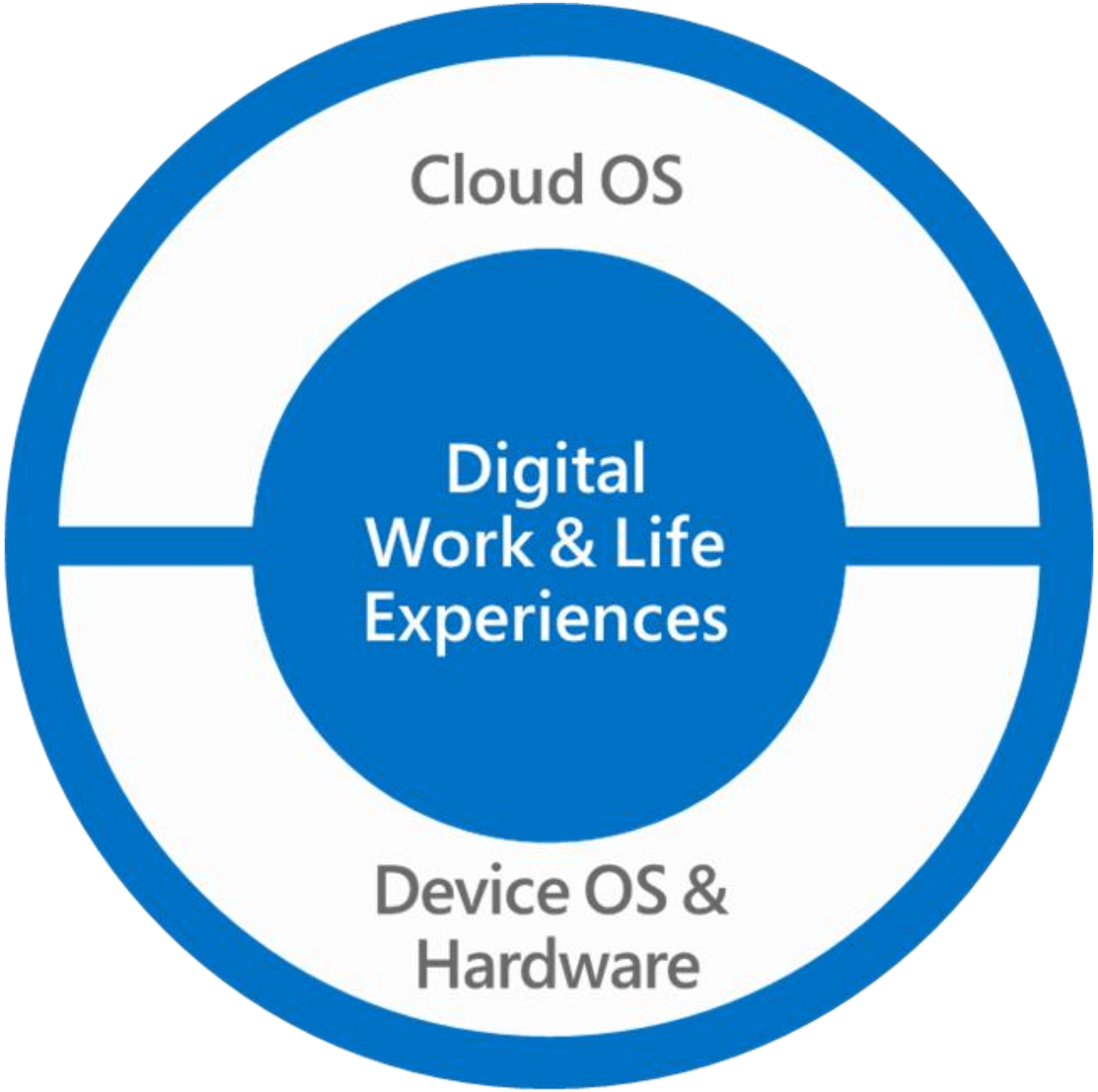


## Digitaler Darwinismus

Konsumentenverhalten, das eintritt, wenn sich die Gesellschaft und ihre technologischen Möglichkeiten schneller entwickeln als die Fähigkeit der Firmen, sich anzupassen.

Cloud-first

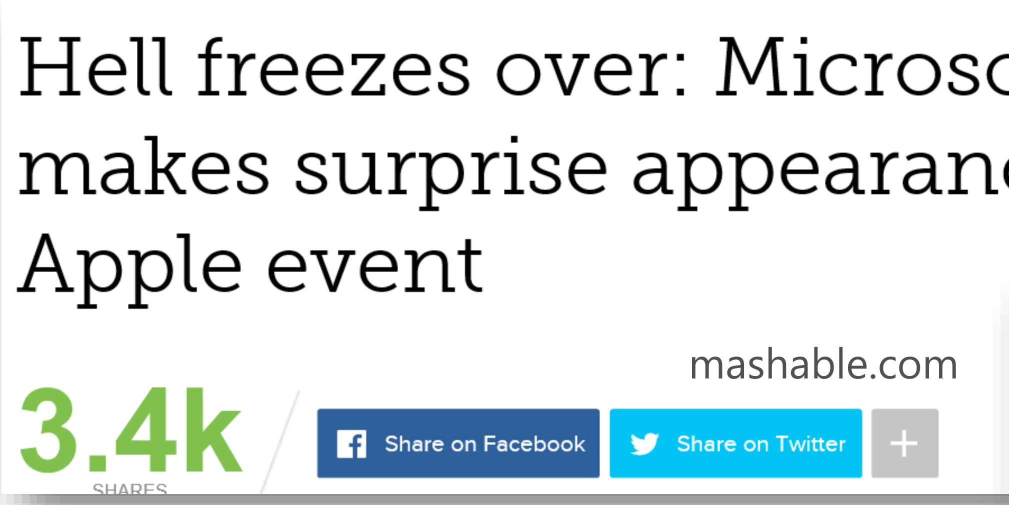
Mobile-first



Cloud OS

Digital
Work & Life
Experiences

Device OS &
Hardware



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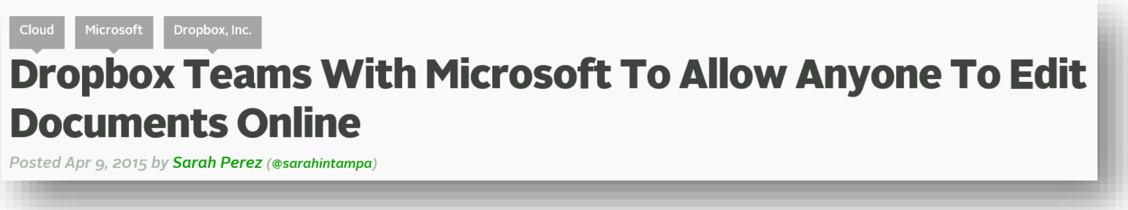
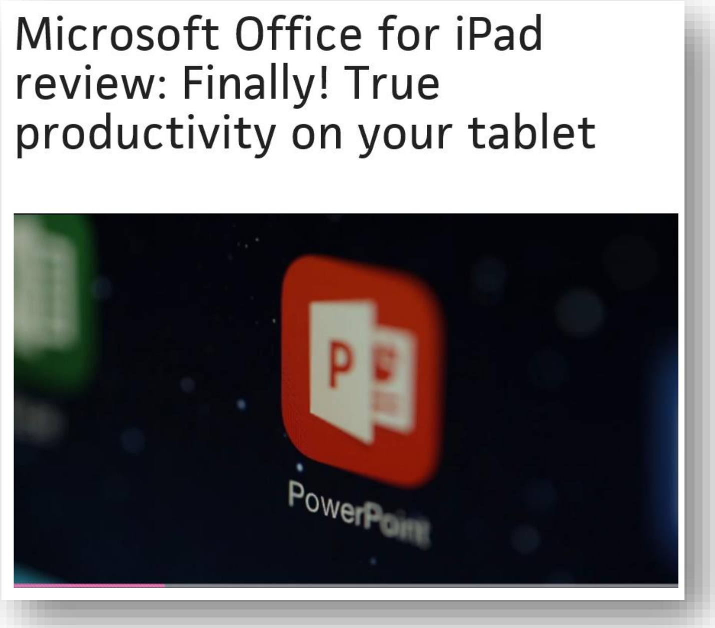


Cloud
Microsoft
Dropbox, Inc.

Dropbox Teams With Microsoft To Allow Anyone To Edit Documents Online

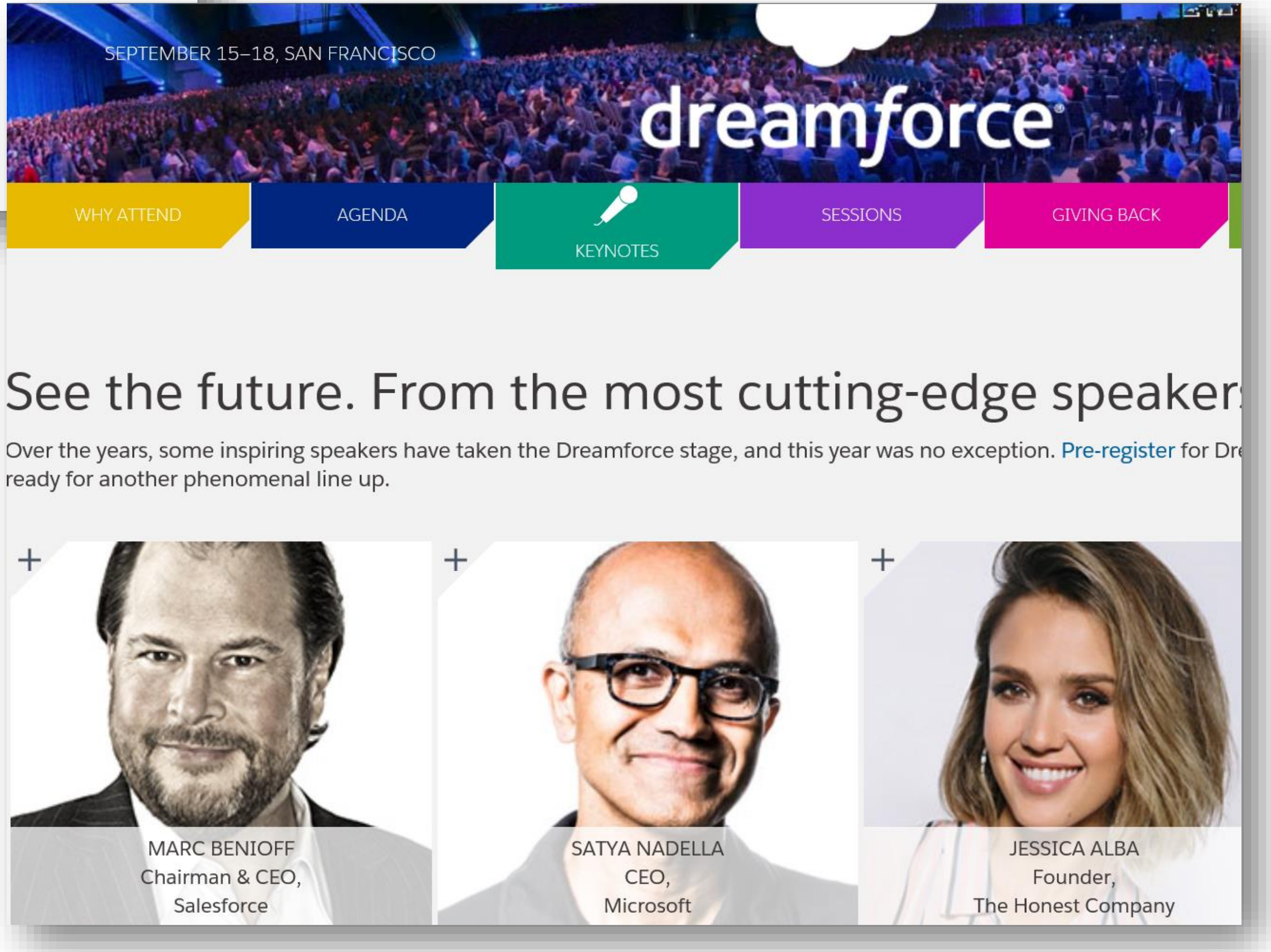
Posted Apr 9, 2015 by Sarah Perez (@sarahintampa)

pcworld.com



Microsoft Office for iPad review: Finally! True productivity on your tablet

PowerPoint



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# Fazit

- Die Digitale Transformation betrifft jedes Unternehmen – ob gross oder klein
- Führungskräfte sind gefordert, eine ganzheitliche Strategie zu entwickeln und diese voranzutragen
- Digitale Transformation ist kein “IT-Thema”
- Das Individuum, seine konkreten Bedürfnisse und Erfahrungwelten rücken ins Zentrum
- Cloud Computing ist die zentrale Innovationsplattform

Microsoft