



 Windows Server

# Changing The World

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Change – working environment

# Innovation Imperative

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Innovation is no longer the province of a few leading-edge companies; it is the lifeblood required for any organization to survive.

“Key Issues for Business Innovation and Emerging Trends, 2011,” Gartner, Inc., March 30, 2011

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Forbes 100

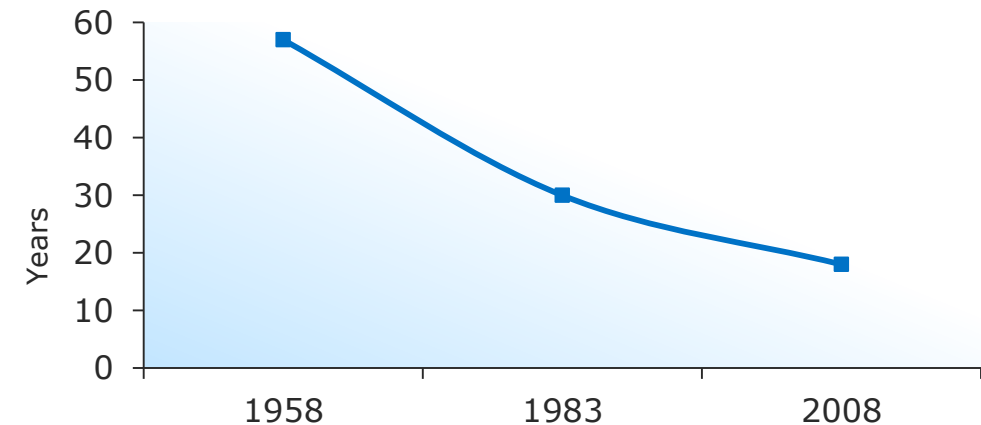
- 61 (of 100) companies from the 1917 list ceased to exist by 1987
- 2 outperformed the market



S&P 500

- Only 74 (of 500) companies from 1957 remained on the list in 1997
- 12 outperformed the market

*Creative Destruction: Why Companies That Are Built to Last Underperform the Market, 2001*



*BusinessWeek, 2010*

A company's success today does not guarantee success tomorrow

By 2008, companies only spent an average of 18 years on the S&P 500





„The best way to predict the future is to  
invent it.“



Cloud  
Computing



Data  
Explosion



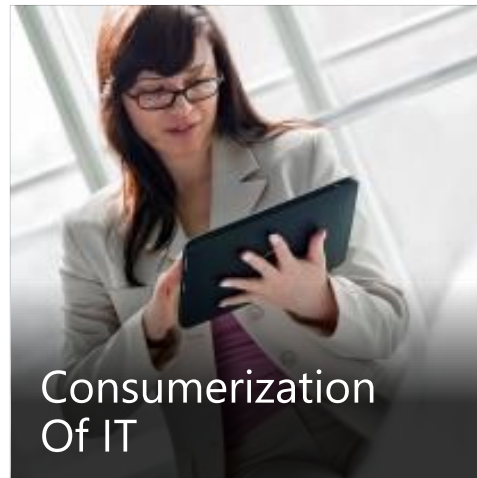
Social  
Computing



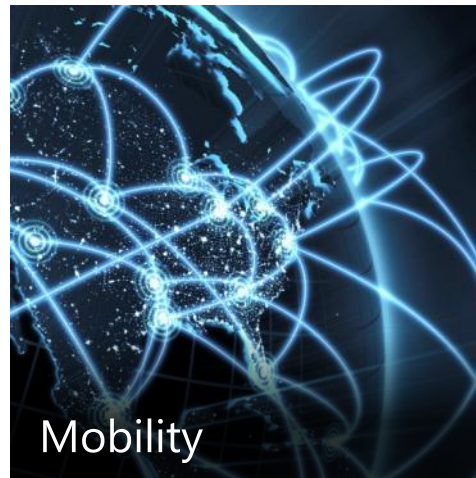
Natural  
Interaction



Ecosystem  
Of Computers



Consumerization  
Of IT



Mobility



Machine  
Learning



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