

# ReBuild 2016: One Microsoft



Lars Keller

Technical Evangelism Manager (Lead ISV)

# Agenda der ReBuild 2016

Uhrzeit	Thema	Sprecher
09:30 - 09:50	Keynote	Lars Keller
10:05 - 10:45	Frameworks, Browser, Tools – ein Update für Webentwickler	Malte Lantin
11:00 - 11:45	Azure Release-Feuerwerk für Entwickler und IT Pros	Peter Kirchner & Daniel Kreuzhofer
12:00 - 12:45	Neuestes zu Internet of Things und Cortana Intelligence Suite	Olivia Klose
13:00 - 13:45	More Personal Computing mit Cortana, Ink und Cognitive Services	Nicoleta Mihali & Marco Richardson
14:00 - 14:45	Windows, Linux, Mac - das ist neu für Entwickler	Daniel Meixner & Robin-Manuel Thiel
15:00 - 15:45	Continuous Delivery für jedes Team	Karsten Kempe
16:00 - 16:45	Bot Framework	Daniel Heinze
17:00 - 17:45	Cross-Device Development with Unity	Dariusz Parys

Give us Feedback under

#rebuildDE

# One Microsoft

Our industry does not respect tradition -  
It only respects innovation.

Satya Nadella – Microsoft CEO

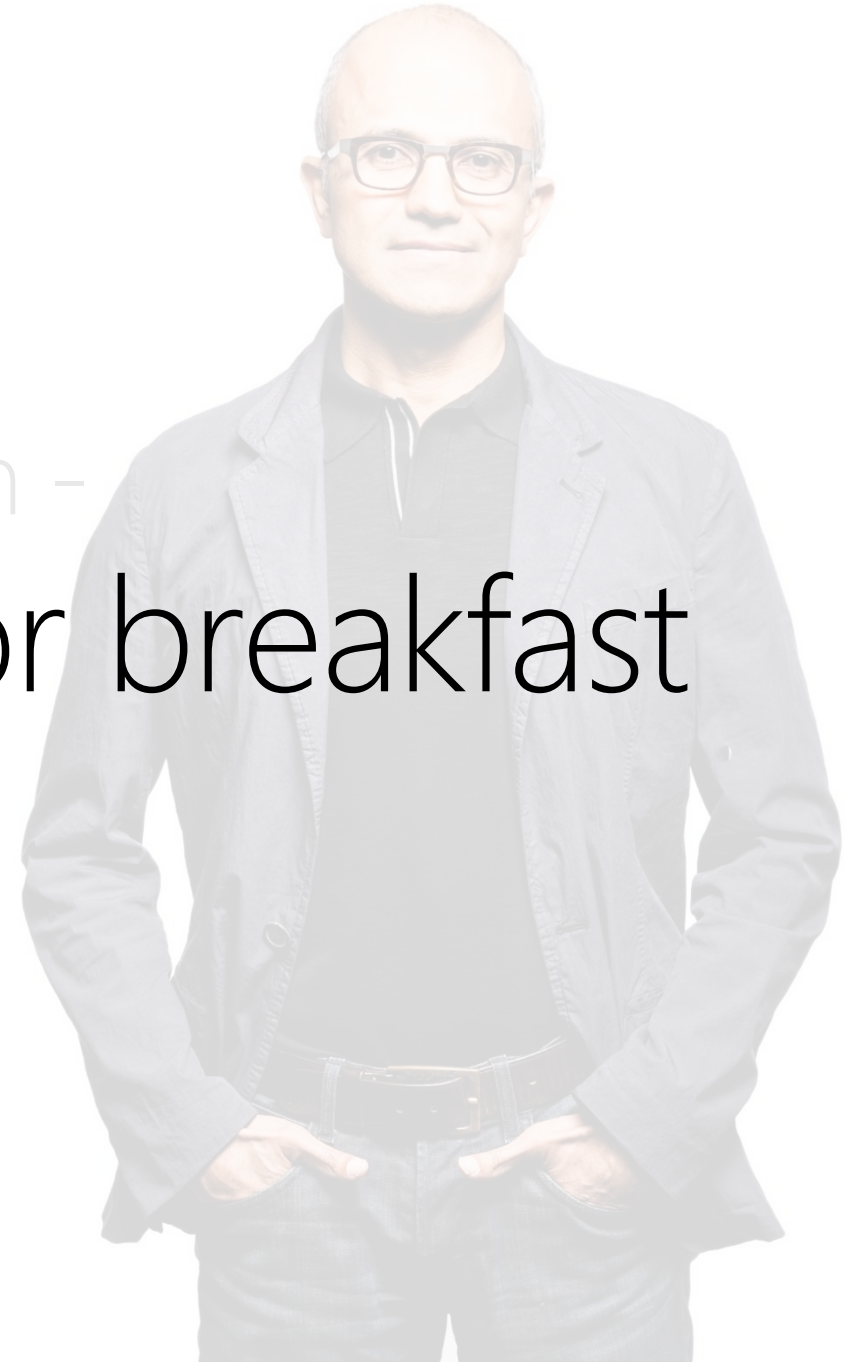


Our industry does not respect tradition -

It only respects innovation.

Satya Nadella – Microsoft CEO

Culture eats strategy for breakfast





# Our society & technology

# Culture & Strategy Update



# Culture Update

Achieving our mission requires us to evolve our culture, and it all starts with a growth mindset—a passion to learn and bring our best every day to make a bigger difference in the world.

**SATYA NADELLA**  
CEO, Microsoft



# The Power of Growth Mindset

**try**

**Learn fast. Fail fast.**

**keep on trying**

**trying**

**best**

**good grades**

**keep**

**I can do it**

**growth**

**math**

**even**

**think positive**

**practicing**

**back**

**effort is personal**

**encourage**

**day**

**I can**

**mindset**

**tries**

**finish**

**get**

**use**

**right**

**pass**

**takes**

**Keep**

**give**

**best**

**challenge**

**don't give up**

**make**

**things**

**know**

**try harder**

**going**

**give**

**smart**

**harder**

**hard**

**test**

**new**

**reading**

**pass**

**sol**

**never give up**

**right**

**problem**

**better**

**practise**

**try my best**

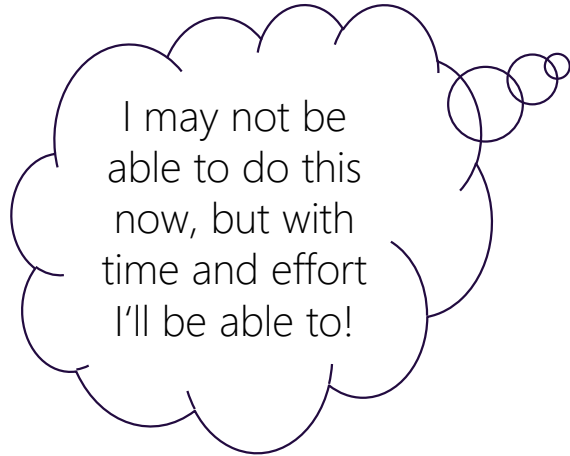
**Help others**

**mistakes**

**positive**

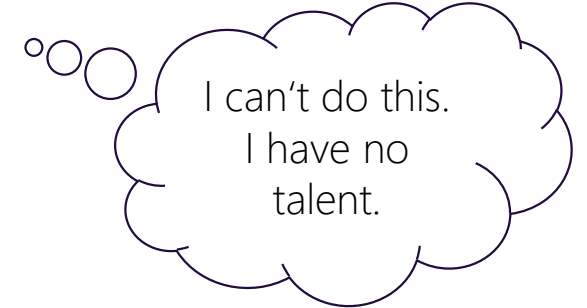
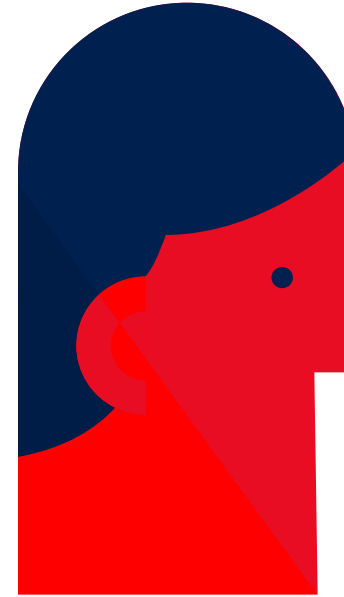
**effort is personal**

# The subtle difference between NOT and NOT YET



Growth Mindset

I can learn anything I want to.  
When I'm frustrated, I persevere.  
I want to challenge myself.  
When I fail, I learn.  
Tell me I try hard.  
If you succeed, I'm inspired.  
My effort and attitude determine everything.



Fixed Mindset

I'm either good at it, or I'm not.  
When I'm frustrated, I give up.  
I don't like to be challenged.  
When I fail, I'm no good.  
Tell me I'm smart.  
If you succeed, I feel threatened.  
My abilities determine everything.

# Strategy Update



# Microsoft mission

Empower every person and  
every organization on the  
planet to achieve more



Mobile-first,  
cloud-first



**Create** more  
personal computing



## Interconnected Ambitions

**Build** the intelligent  
cloud platform

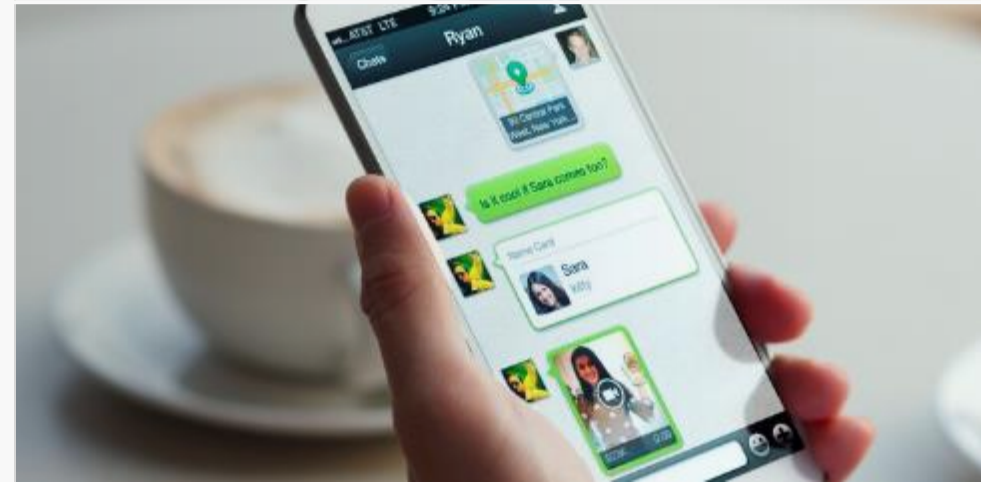


**Reinvent** productivity  
& business processes





# Conversations as a Platform



# Conversations as a Platform

Human language is the new UI

Bots are the new apps;  
digital assistants are meta apps

Intelligence infused into all interactions



Imagine what's possible...









Empower every person and every organization  
on the planet to achieve more



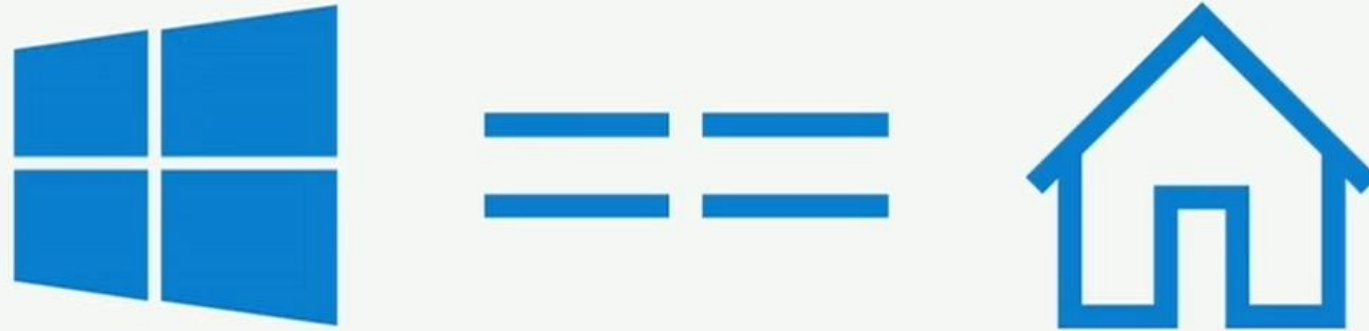


The Moscone Center  
San Francisco, CA  
March 30 – April 1

# Build 2016

Xamarin for free & Open Source  
Bots are the new apps  
Cortana Integration  
Windows Anniversary Update  
Bash inside Windows

Xbox One Development  
Continuum Improvements  
Azure Updates  
HoloLens is shipping  
Microsoft Cognitive Services



Windows is Home for all Developer

# Demo Intelligent Kiosk





# Vielen Dank!



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