

Digital Transformation@work

Empowering Together



Digital Transformation work

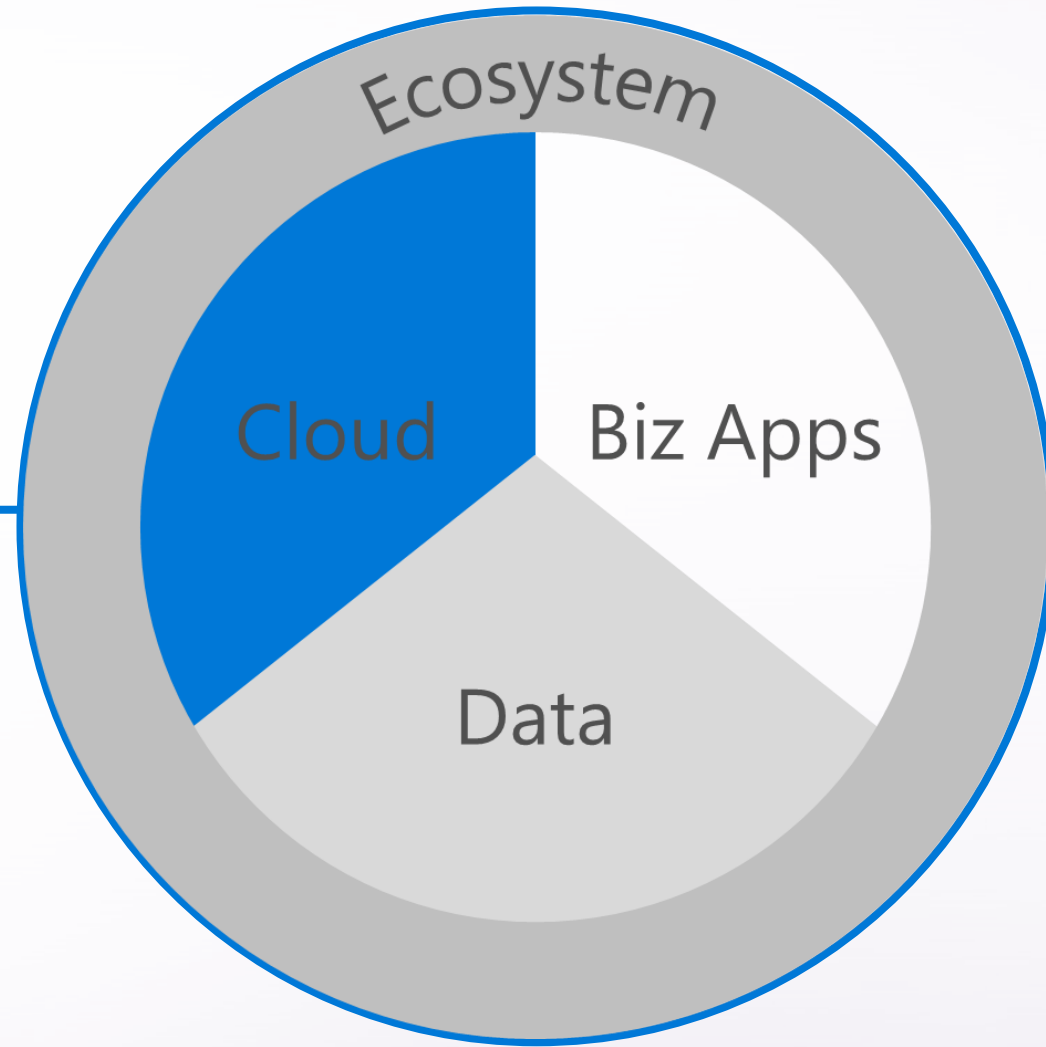
Empowering Together

Managed Services on Azure: Microsoft Priorities and Investments

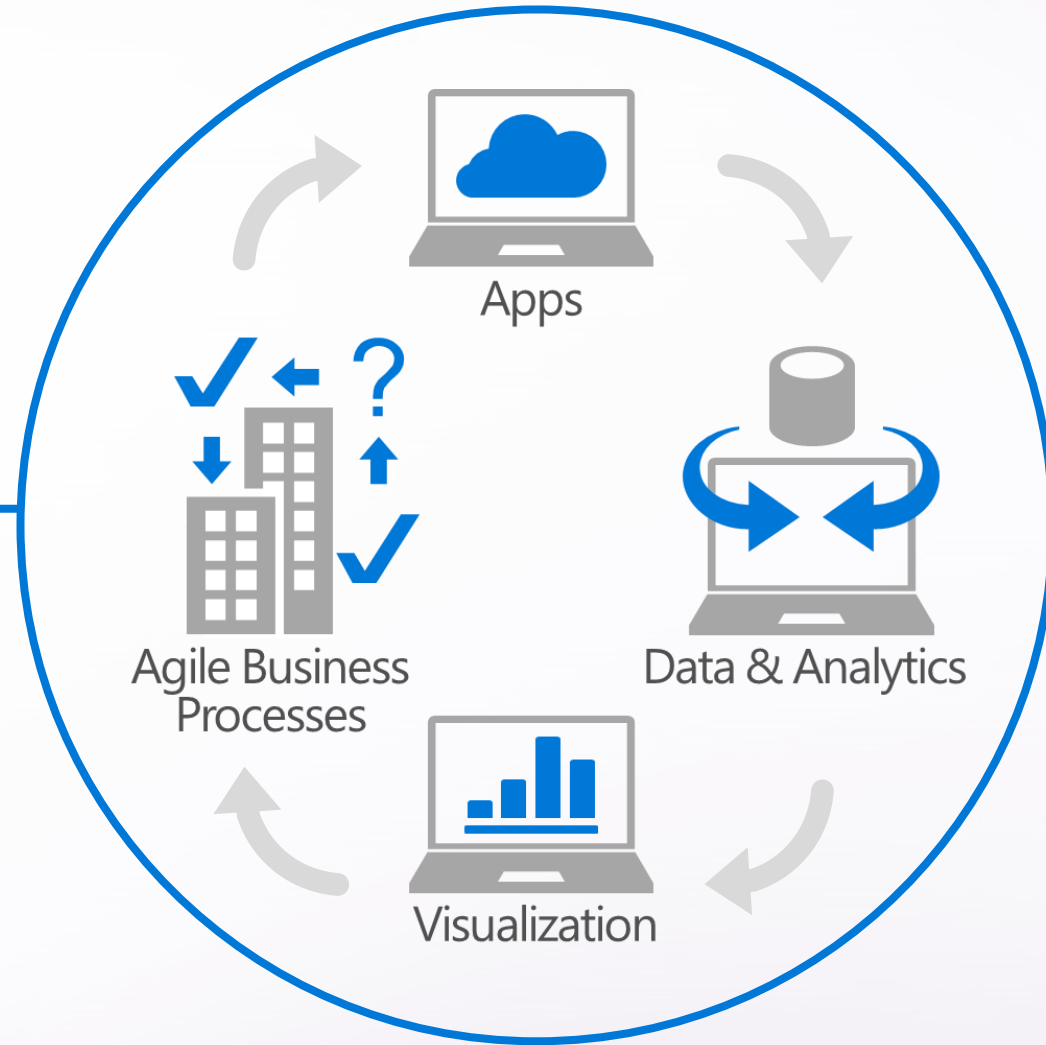
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General Manager, Cloud + Enterprise
Microsoft

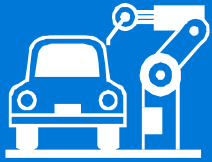
OUR
WORLD VIEW
C+E



OUR
WORLD VIEW
C+E



C+E Vertical Targets Markets



Discrete
Manufacturing



Retail and
Consumer Goods



Banking and
Capital Markets



Government




Healthcare



WHAT WE
WILL
CONTINUE TO
EMBRACE

- **Cloud transformation** happening faster than anticipated
- It's **(biz) apps** and **security**
- **Customer acquisition is key to success**
- **We need partners** to perform and transform
- Winning not meaningful without **consumption growth**
- **Service reliability** and **capacity** are our lifeblood
- **Driving leads to partners a key focus**



FY18 priorities

- **All about Digital Transformation** : Orchestration and alignment of resources, offerings, solutions key to success
- **Azure Consumption** : Focus on fewer accounts and go deeper, drive usage
- **Remove Sales Friction** : Align Compensation, Incentives, Investments
- **Technical Enablement** : Create workload specialists to assist partners.
- Single Partner **co-sell motion** across "solutions" (ISV, MSP, SI)
- **Targeted customer campaigns**

Q/A....

Key Takeaways



Connect with Hi-Po and STU teams locally to drive co-sell

Leverage funding for PoC and Migration

Drive impactful customer events

Leverage Microsoft initiatives: Azure Everywhere



Thank you

